

Pechin, Maritza - PDR

From: Brian White <BWhite@mainstreetva.com>
Sent: Thursday, June 04, 2020 3:10 PM
To: Pitts, Marianne G. - PDR
Cc: Pechin, Maritza - PDR; Palmquist, William D. - PDR; Richmond300
Subject: Re: Shockoe Partnership: Input on Richmond 300 Draft Plan

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Marianne,

Thank you very much for the email. Before I saw your message, I sent Mark Olinger an email asking about the Shockoe section. Maybe you can help.

Through the public process of producing the Pulse Corridor Plan, we understood that document to recommend increased density along the Shockoe section of the corridor (TOD zoning permitting 10-12 stories). However, this document seems to recommend significantly less density.

We're a little disappointed to see this change. Given the near-certain financial crunch facing the City, it seems odd to diminish one of the primary strategies offered as a partial funding mechanism for the Pulse system. Can you offer any context for the proposed change from the Pulse Corridor Study's recommendations?

Thanks,
Brian

From: "Pitts, Marianne G. - PDR" <Marianne.Pitts@richmondgov.com>
Date: Thursday, June 4, 2020 at 12:29 PM
To: Brian White <BWhite@mainstreetva.com>
Cc: "Pechin, Maritza - PDR" <Maritza.Pechin@richmondgov.com>, "Palmquist, William D. - PDR" <William.Palmquist@richmondgov.com>, Richmond300 <re-Richmond300-pdr@richmondgov.com>
Subject: Shockoe Partnership: Input on Richmond 300 Draft Plan

Good Afternoon Mr. White,

I hope you and your family are doing well and staying safe. I wanted to make sure that you were aware that the draft Richmond 300 plan is available online for review and comment (www.richmond300.com/draft) until July 13. While we hope you have the opportunity to read and comment on the entire document, I want to direct your attention to the Shockoe Node in Chapter 1 (page 30) which we have changed since our last public review based on public input. We have multiple virtual meetings this month which we hope you can attend. We can also set up a call or virtual meeting to review how we have responded to your association's previous comments in this draft.

Thank you,
Marianne

Marianne Pitts
Department of Planning and Development Review
900 E. Broad Street, Room 511, Richmond, VA 23219
Marianne.Pitts@richmondgov.com

Ph. (804) 646-5207



www.richmond300.com

Pechin, Maritza - PDR

From: charles woodson <candylandmusic@earthlink.net>
Sent: Thursday, June 04, 2020 11:25 AM
To: Lynch, Stephanie A. - City Council Office
Cc: Robins, Amy E. - City Council Office; Olinger, Mark A. - PDR; Pechin, Maritza - PDR
Subject: Richmond 300 Plan Would Irreparably Damage the Oregon Hill Historic Area

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Dear Councilperson Lynch

As you are aware, Oregon Hill is listed on both the Virginia and the National Registers of Historic Places. Our Oregon Hill Home Improvement Council has donated more individual Historic Easements to the Virginia Department of Historic Resources than any Virginia locality with the exception of Waterford in Loudon County. Through our neighbor's blood and sweat and extensive financial commitment over the last few decades, Oregon Hill's tax base for the City of Richmond has grown exponentially. Through teamwork, the neighborhood has matured into one of Richmond's most socially progressive areas while keeping the crime rate at exemplary low levels. Our historic legacy and intact and cohesive street scape are worthy of preservation and protection.

It is with extreme disappointment that we read the final draft of the Richmond 300 planning document. Despite providing many comments on its content and even slideshows for its steering committee, the outcome of the plan as presented totally ignored our input and consequently would do severe and irreparable damage to our neighborhood should it be endorsed by City Council.

Our R7 zoning designation is an exceptionally good fit for this historic neighborhood with its 35 foot height limit. The Oregon Hill Neighborhood Association voted to accept nothing less than a MEDIUM DENSITY RESIDENTIAL designation for the plan. This would conform with the current R7 zoning and help preserve our historic neighborhood. Instead, the Richmond 300 plan has Oregon Hill listed as NEIGHBORHOOD MIXED USE. The description of NEIGHBORHOOD MIXED USE for this document states "Building heights are generally two to four stories. Buildings taller than four stories are found at corner sites and along prominent roads." This is unacceptable and incentivizes the demolition by developers of historic resources to overbuild within our neighborhood. Planning staff would most likely determine that buildings of eight or more stories are consistent with their Richmond 300 plan. Again, we are a MEDIUM DENSITY RESIDENTIAL neighborhood and need to be designated as such to compliment our appropriate R7 zoning and preserve our historic context.

Another EXTREMELY SERIOUS concern we have with the current draft of the Richmond 300 plan is that the VCU "node" is shown to include a large swath of the Oregon Hill Historic District. This must be corrected. The commentary on the VCU/Monroe Park "node" should indicate that VCU must respect the boundaries of the Oregon Hill Historic District and not encroach further into the neighborhood. The plan must also indicate that Monroe Park is the City's oldest municipal park and NOT VCU property.

We appreciate your leadership Councilperson Lynch and respectfully request that you take a strong stand against these egregious flaws in the Richmond 300 Planning Document.

Sincerely,

Charles Todd Woodson, president

Oregon Hill Neighborhood Association, inc.
302 S Cherry Street
Richmond Va 23220-6104
804 783 8829

Pechin, Maritza - PDR

From: CABELL WEST <desda346@aol.com>
Sent: Tuesday, June 09, 2020 2:02 PM
To: Richmond300
Subject: Re: Summits Kick-Off This Week

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Why should I come? You never stick to the approved plan! I wouldn't waste my time talking with you.
CABELL West

Sent from my iPhone

On Jun 9, 2020, at 1:17 PM, Richmond 300 Master Plan <richmond300@richmondgov.com> wrote:



Summits Kick-Off This Week!

We released the draft plan on Monday, June 1st and comments are due by **July 13, 2020**.

The Master Plan is a long document. That's why we're hosting several virtual summits to break down the plan. Attend the topic/area summits that interest you the most! The meeting materials for each Summit can be found at www.richmond300.com/draft

TONIGHT June 9 at 6pm - Inclusive Housing Summit

Pechin, Maritza - PDR

From: Daniel Klein <daniel.harris.klein@gmail.com>
Sent: Wednesday, June 10, 2020 7:23 PM
To: Richmond300
Subject: Tree Management Plan vs. Urban Forest Master Plan

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Hi there,

Just wanted to clarify the difference between Tree Management Plans and Urban Forest Master Plans. Ultimately, Richmond has neither but could certainly use both. (I've got notes if anyone wants em.)

I could be wrong but my understanding is the UFMP assesses the current state of the urban forest, establishes a goal to increase, manage, and protect the urban tree canopy. These usually outline programs and benchmarks to achieving that vision. A Tree Management Plan provides more specific guidance to departments and is more malleable to periodic updates through ordinance.

Tree Management Plan - tree-specific guidelines for city departments, agencies, divisions, offices, etc. that covers approved + banned species lists, tree care, spacing, replacement ratios, design guidelines, etc. Would include tree-specific details for planting, watering, mulching, pruning + maintenance. Essentially it's a management guide. Should be written in a way that accommodates frequent updates as new BMP's are developed.

Urban Forest Master Plan - sets a long term vision for Richmond's urban forest by establishing a canopy goal and steps to achieve that. This is the reference point for public- and private-sector projects and includes objectives and programs to accanopy goals, tree protection and community engagement programs, etc. Should be re-written at set intervals like a master plan.

A Richmond UFMP would include provisions like:

- a) Establishing a Urban Tree Canopy goal, establishing maintenance requirements for urban forestry data (canopy growth/loss, inventory, etc.)
- b) Public Outreach programs such as Heritage Tree, Urban Wood, volunteer tree plantings, Arbor Day programing, etc.
- d) Programs to reforest turf grass on city property (median strips, on-ramps, etc.), cost-share for homeowners and business owners to incentivize plantings.
- e) Invasive species removal on public and private land

Thanks,
Daniel

--

Daniel H. Klein
804.543.7442
daniel.harris.klein@gmail.com

Pechin, Maritza - PDR

From: R F <rf1961@gmail.com>
Sent: Monday, June 15, 2020 10:24 AM
To: Pitts, Marianne G. - PDR
Cc: Richmond300
Subject: Re: Richmond 300 Summits - Meeting Recording and Materials

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I live on the 3100 block of West Grace Street. What is the plan to deal with overflow parking? People who go to Scott's Addition for entertainment and drinking and dining do park on the street. Once all the housing units are rented, what's the plan to deal with all the cars?

Thank you,
Robert Fugate

On Fri, Jun 12, 2020 at 1:10 PM Pitts, Marianne G. - PDR <Marianne.Pitts@richmondgov.com> wrote:

Thank you for joining us for one of our Richmond 300 Summits this week. We had 220 people participate! If you missed a summit, you can watch the replay at www.richmond300.com/draft. Please find links to the recordings and meeting materials below:

Inclusive Housing:

- [Recording of the Meeting](#)
- [Inclusive Housing Chapter](#)
- [Inclusive Housing Summit Presentation](#)
- [Accessory Dwelling Unit Survey Summary](#) (Several participants requested more details about this initiative during the summit. For more details on PDR'S current work regarding ADU regulations, please contact Anne.Darby@richmondgov.com)

Thriving Environment

- [Recording of the Meeting](#)
- [Thriving Environment Chapter](#)
- [Thriving Environment Summit Presentation](#)

Pechin, Maritza - PDR

From: Baylor Rice <baylorr7@gmail.com>
Sent: Wednesday, June 17, 2020 1:34 PM
To: Richmond300
Subject: Richmond 300 plan

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Good Afternoon,

I have been following the plan and have commented on all surveys I have received.

So far, I think things are looking good and quite exciting.

I am concerned however. I think the pulse bus plan has been an absolute fiasco.

I have been to many cities not only in the US, but around the world. I must say, this is the WORST design and plan I have ever seen and or experienced.

I think a tram type system or something of this nature would have not only been better, but could have been an attraction itself.

The current Pulse system is not only unsafe but is just a cluster. Our roads jut back and forth. I live here and it can be confusing, I hate to think of what visitors must think.

I would encourage this to be addressed and redone in the plan. We need designated bike lanes on Broad and or perhaps on Monument as well. Get rid of the double lane on monument, add a bike/walking lane and let it double as parking when events are being held.

Thank you for your attention.

Baylor rice
1820 Monument Ave.

Sent from [Mail](#) for Windows 10

Pechin, Maritza - PDR

From: Derek Carr <dscarr72@gmail.com>
Sent: Thursday, June 18, 2020 7:34 PM
To: Richmond300; Kristen.Larson@richmondgov
Subject: Richmond 300 - Stony Point Fashion Park

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First I'd like to say I'm excited to see the Stony Point area included as a primary growth node. I live in the Huguenot area adjacent to the mall. And my partner works in one of the office buildings across Chippenham from the mall.

I know traffic in our neighborhood is a touchy subject for some of Kristen's constituents. I've attended the meetings about traffic studies, speeding, etc... I suggest that if we consider only those who attend and speak up at those meetings we are not hearing the full range of voices. To be blunt only the cranky crabs who are completely resistant to change are speaking up.

Some things I would urge you to consider while looking at means of access to the area:

1. When an accident happens on Chippenham access to/from the Stony Point mall and surrounding offices/residences is nearly impossible
 1. Emergency Access roads are great for emergency vehicles, but it does not alleviate consumer/resident/worker traffic
 2. This 1 way in 1 way out coupled with the known traffic of the area makes it less desirable for many of us to shop there
2. Normal traffic in today's footprint is manageable... but try being there at office rush hour...IE: 5:15pm on a weeknight. You will see its gridlock.... add your growth plan to bring in more residential and consumerism now it's only worse.
3. For me to go to a mall for shopping/dining I have two local choices.
 1. Stony Point in the city (5.3 miles / 12 minute drive)
 2. Chesterfield Town Center in the county (3 miles / 7 minute drive)

The reason Stony Point is further is because I literally have to go around in a big square (Stony Point Rd, Huguenot Chippenham). Chippenham Town Center on the other hand is a straight shot down Huguenot (shortest distance between two points is a straight line).

- How many residents in the Huguenot, BonAir, and Oxford area would benefit from a more direct route to the mall?
- How much increased consumerism would that create?
- How much tax revenue is the city losing to Chesterfield County because Stony Point is inconvenient to access.

BTW, when you take a look at the map there appears to be land that could be used at the front of the area closer to Huguenot (IE: Connect Stony Point Rd to Stony Point Parkway) which means the majority of the neighborhood would be unaffected.

Thanks for taking the time to read & consider these points while making this plan. I look forward to hearing more about the future growth of our area.

Best regards
Derek Carr

Pechin, Maritza - PDR

From: Daniel Klein <daniel.harris.klein@gmail.com>
Sent: Thursday, June 18, 2020 9:45 AM
To: Pechin, Maritza - PDR
Cc: Palmquist, William D. - PDR; Pitts, Marianne G. - PDR; Richmond300
Subject: Re: Tree Management Plan vs. Urban Forest Master Plan

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Hi Maritza,

I don't disagree. The city could hack together a functional plan built off of R300 objectives and the past canopy assessments.

It could be mismanagement of the division, the lack of a plan, or the need for an Urban Forester, but Richmond's urban forest looks a lot like a home remodeling with a lot of contractors and no architect. Lots of one-off plantings by non profits but little structural support.

Continuing to function without a plan means we will continue to lose canopy to development, aging tree stock, and under-managed disease with no public engagement and no way to ensure projects are addressing equity.

I've got lots of ideas if you'd like to chat HOW. Tree walks are my favorite way to discuss this kind of thing so please let me know what works for you.

My biggest HOW would be an ordinance requiring that the division be run by an urban forester, not an arborist. A good urban forester would be able to build a functioning plan from R300, advocate better for the trees, and reorganize the division for efficiency.

Kindly
Daniel

On Thu, Jun 18, 2020 at 8:55 AM Pechin, Maritza - PDR <Maritza.Pechin@richmondgov.com> wrote:

Hi Daniel,

Thank you for providing this detail. I think that an Urban Forest Master Plan may not be a bad idea. However, it's crazy that I will say this as a planner – but at some point we need to stop making plans and start implementing them. Post Richmond 300, my inclination is to try to move toward action more. In the R300 Master Plan we already ID a need to increase the urban canopy from 42% to 60% in the next 20 years. We already outline the strategies you listed below in Richmond 300. So I'm not sure we need an Urban Forest Master Plan but rather intentional moves to implement the strategies you listed below (which are already in R300).

Let's talk more about this. Specifically – the HOW of getting the strategies started over the next 5 years.

Best,

Maritza

Maritza Pechin, AICP, LEED AP

Richmond 300 Project Manager

(AECOM Contractor)

[900 E. Broad Street, Room 511, Richmond, VA 23219](#)

maritza.pechin@richmondgov.com

direct 804.646.6348



www.richmond300.com

From: Daniel Klein [mailto:daniel.harris.klein@gmail.com]

Sent: Wednesday, June 10, 2020 7:23 PM

To: Richmond300

Subject: Tree Management Plan vs. Urban Forest Master Plan

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Hi there,

Just wanted to clarify the difference between Tree Management Plans and Urban Forest Master Plans. Ultimately, Richmond has neither but could certainly use both. (I've got notes if anyone wants em.)

I could be wrong but my understanding is the UFMP assesses the current state of the urban forest, establishes a goal to increase, manage, and protect the urban tree canopy. These usually outline programs and benchmarks to achieving that vision. A Tree Management Plan provides more specific guidance to departments and is more malleable to periodic updates through ordinance.

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A Richmond UFMP would include provisions like:

- a) Establishing a Urban Tree Canopy goal, establishing maintenance requirements for urban forestry data (canopy growth/loss, inventory, etc.)
- b) Public Outreach programs such as Heritage Tree, Urban Wood, volunteer tree plantings, Arbor Day programing, etc.
- d) Programs to reforest turf grass on city property (median strips, on-ramps, etc.), cost-share for homeowners and business owners to incentivize plantings.
- e) Invasive species removal on public and private land

Thanks,
Daniel

--

Daniel H. Klein

804.543.7442

daniel.harris.klein@gmail.com

--

Daniel H. Klein

804.543.7442

daniel.harris.klein@gmail.com

Pechin, Maritza - PDR

From: Scudder Wagg <scudder@jarrettwalker.com>
Sent: Thursday, June 18, 2020 12:23 PM
To: Richmond300
Subject: Draft Richmond 300 Comments

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Maritza and Mark:

Wanted to follow up with you and say that you've drafted a great Master Plan for Richmond. There are so many valuable and critical recommendations and policies in Richmond 300. Truly a visionary step forward for the city.

I also want to say I think you've provided an incredibly easy and transparent way for people to provide suggestions and ideas with the online PDF commentary function. I used that to provide some thoughts and comments on the transportation section elements.

My overall comment is that there are many goals that call for expanding transit service with no indication of how to pay for the annual operating costs. More importantly, though, there are potential conflicts between some of the goals as some imply increases in frequency and ridership focus and other imply increases in coverage focus. Like many master planning processes, I'm sure you are being asked to do a little of everything in recommending both directions, but if the City overpromises and never delivers, it can undercut trust in the city and transit in the long-term.

Happy to talk with you about anything in detail if you'd like. Best of luck with finishing the process!
-Scudder

--

Scudder Wagg
Senior Associate

Jarrett Walker + Associates
"Let's think about transit"

1405 South Fern Street, #276
Arlington, VA 22202
(571) 281-0858
scudder@jarrettwalker.com
www.jarrettwalker.com
www.humantransit.org

Pechin, Maritza - PDR

From: Irina Calos <iracalos@gmail.com>
Sent: Sunday, June 21, 2020 12:14 PM
To: Richmond300
Cc: hjwassociation@gmail.com
Subject: Coliseum area master plan comment period

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Hi there,

I'm thrilled to be able to provide input into the Coliseum Area Framework for the Master Plan. I was wondering what sort of opportunities you are/have been giving folks who don't have a computer or don't use social media.

I would anticipate that commenters on your plan are skewed younger because of the reliance on social media to get out the word. I would have hoped for flyers or mailers for folks who live in City Center/Monroe Ward/Jackson Ward/Gilpin Court, or at least those involved w/ civic associations, since these are the residents who will be most impacted by any development. I work in government and we *frequently* receive complaints from folks who think we should have gone door to door about a permit, and the money isn't there, so we can't. However, the master plan is an extremely big deal, and isn't just a single project.

In the future, please consider leveraging your service workers, such as those for Richmond Gas Works, to leave flyers for impacted residents. I would also suggest leveraging Bike Walk RVA, VCU and Groundwork to organize volunteers to adopt certain blocks to reach out to (flyers, emails, etc).

Finally, I really would have liked to have seen an offer somewhere for folks to order a printed copy of the master plan if they don't have a computer. I know it will cost some money, but again, this is a really important endeavor that we want to serve everyone, even those without computers.

My apologies for complaining! This is a difficult time for all of us, and we can always do better. If there is anything that I can do to help other than just reaching out to friends and neighbors, please let me know.

Thank you for your service.

Best,
Irina

Pechin, Maritza - PDR

From: Charles Pool <charles_pool@msn.com>
Sent: Monday, June 22, 2020 3:27 PM
To: Pitts, Marianne G. - PDR
Cc: Pechin, Maritza - PDR; Palmquist, William D. - PDR; 'candylandmusic@earthlink.net'; Lynch, Stephanie A. - City Council Office; Robins, Amy E. - City Council Office; Jennifer Hancock; Scott Burger; Bryan Clark Green
Subject: Corrections needed on Richmond 300 Draft Plan
Attachments: OHNA presentation to Richmond 300 committee 30 October 2019.pdf

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Dear Marianne,

The Oregon Hill Neighborhood Association was actively engaged in the planning process for the Richmond 300 master plan from the beginning of the process. I am very concerned, therefore, that the input of the affected neighborhood, which has the greatest knowledge of the needs and conditions of the community, has been disregarded in the latest Richmond 300 draft.

I would appreciate it if you please would forward this comment to the Richmond 300 staff and committee. Please also again forward the attached OHNA presentation that was given to the Richmond 300 committee and disregarded.

These three changes must be made to the Richmond 300 master plan:

- 1.) **The future land use designation for the Oregon Hill Historic District must be changed from Mixed-Use to Medium-Density Residential with a 35 foot height limit.** Over 90% of Oregon Hill is under the appropriate R-7 zoning; the Medium Density-Residential future land use designation with a 35 foot height limit is consistent with this appropriate and desired R-7 zoning. The Oregon Hill Historic District is a unified streetscape of two story historic dwellings. But the proposed Mixed-Use designation with building heights of 2-4 stories, with essentially unlimited height limit on every street corner and "busy" street, would be grossly incompatible with our fragile historic district.
- 2.) **The "VCU Node" must be changed to eliminate the overlap with the Oregon Hill Historic District.** It is outrageous that the draft Richmond 300 plan now indicates that the "VCU Node" includes much of Oregon Hill. This must be addressed and the master plan must specifically state that there is to be no further encroachment by VCU into the Oregon Hill Historic District.
- 3.) **The Richmond 300 plan must be changed to correctly identify Monroe Park as the city's oldest municipal city-owned park.** Monroe Park does not belong to VCU, and this must be specifically addressed in the Richmond 300 plan. The goal in the master plan should be to re-assert control of the park by Richmond citizens by ending the current lease that leaves the park's future in danger.

The legitimacy of the Richmond 300 planning process is undermined when the staff and committee ignores the input of the affected communities. Please make these three changes to the draft Richmond 300 master plan.

Thank you for your assistance.

Sincerely,

Charles Pool

Please RESPECT the
recommendation of the Oregon Hill
Neighborhood Association:
the “Medium-Density Residential”
future land use designation with a
35 foot height limit is the most
appropriate for the
Oregon Hill Historic District

This “Medium-Density Residential” land use corresponds to both the structure and function of the Oregon Hill Historic District, which is characterized by a remarkably unified streetscape of 2-story homes



We have worked tirelessly for appropriate land use in Oregon Hill, promoting affordable housing along with preservation easements

Oregon Hill Home Improvement Council, *Scrollwork*, Page 2

Properties with preservation easements in the Oregon Hill Historic District
in cooperation with the Virginia Department of Historic Resources:



117 S. Laurel St.



402 S. Laurel St.



406 S. Laurel St.



808 and 810 Spring



816 and 818 Spring



512 S. Laurel St.



608 and 610 Laurel



617 S. Cherry St.



615 S. Cherry St.



716 Holly St.



522 S. Pine St.



523 S. Pine

Oregon Hill Home Improvement Council, *Scrollwork*, Page 3

Properties with preservation easements in the Oregon Hill Historic District
in cooperation with the Virginia Department of Historic Resources:



612 Spring St.



314 S. Pine St.



130 S. Cherry



711 Spring St.



601 Spring St.



413 S. Pine St.



616 Albemarle



619 W. Cary



611 W. Cary

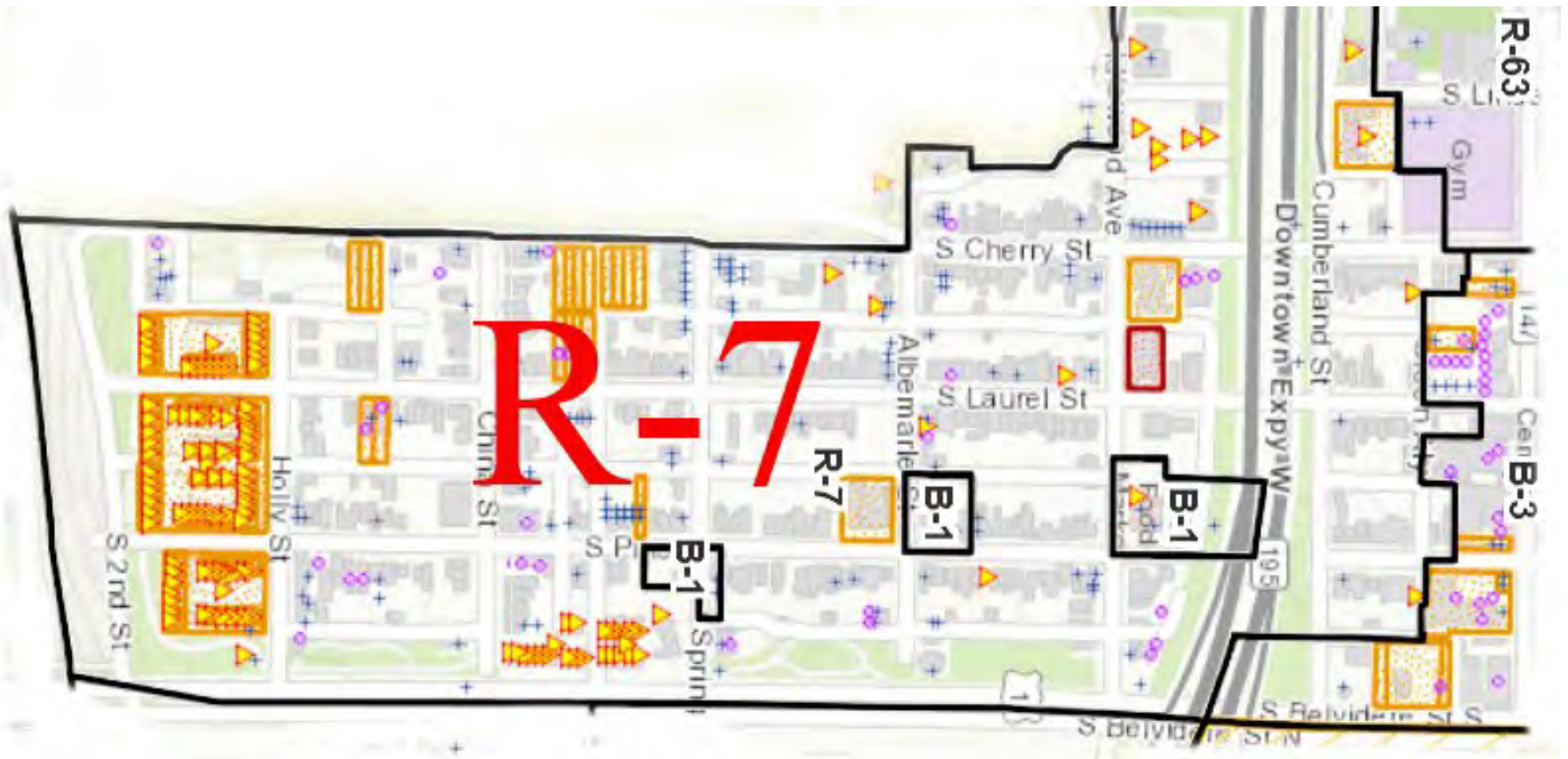
The “Medium-Density Residential” future land use designation with a 35 foot height limit is consistent with Oregon Hill's residential R-7 zoning, which we fought hard to achieve

Single-Family
(Medium Density)

Master Plan

Primary uses are single-family and two-family dwellings, both detached and attached, at densities of 8 to 20 units per acre. Includes residential support uses such as schools, places of worship, neighborhood parks and recreation facilities, and limited public and semi-public uses. Typical zoning classifications that may accommodate this land use category: R-5A, R-6 and R-7.

90% of the Oregon Hill Historic District is under the Residential R-7 zoning with a 35 foot height limit



An 8-story height limit is also very inappropriate along Cary St. where the 1817 anti-slavery landmark Jacob House is located



Within the predominate R-7 zoning of Oregon Hill, 99% of the buildings comprise 600 “Medium-Density Residences” of two-stories



Within the R-7 zoning north of the
expressway, 100% of the 60
buildings are two-story homes, like
the St. Andrews Housing -
Richmond's first subsidized housing



The “Medium-Density Residential” future land use category with a 35 foot height limit also is consistent with the recent Overlook development in Oregon Hill



In summary: the Richmond 300 master plan draft must be corrected to indicate a future land use designation of the Oregon Hill Historic District as “Medium-Density Residential” with a height limit of 35'



Pechin, Maritza - PDR

From: Olinger, Mark A. - PDR
Sent: Monday, June 22, 2020 4:50 PM
To: Pechin, Maritza - PDR; Pitts, Marianne G. - PDR; Palmquist, William D. - PDR
Subject: FW: Richmond 300 Land use plan

Some thoughts from Rocketts team...for our comments list.

Thanks!

m.

Mark A. Olinger, Director
Dept. of Planning & Development Review
City of Richmond
900 E. Broad Street, Room 511
Richmond, VA 23219
804.646.6305 (p) 804.317.0442 (c)
mark.olinger@richmondgov.com
www.richmondgov.com



www.richmond300.com

From: Richard Souter [mailto:rds@wvscompanies.com]
Sent: Monday, June 22, 2020 4:46 PM
To: Olinger, Mark A. - PDR <Mark.Olinger@Richmondgov.com>
Cc: Jason Vickers-Smith <JVS@wvscompanies.com>
Subject: Richmond 300 Land use plan

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Mark

To whom do we need to speak regarding the future land use designation at Rocketts Landing in the Richmond 300 document? From the draft plan, the entire City side of Rocketts is labeled “Neighborhood Mixed Use”. When reading the draft Masterplan land use descriptions, we should really be designated “Destination Mixed-Use”. The currently existing scale and massing of the development on the County side of Rocketts, is already significantly more dense than the NMU description envisions. I would hope that you want the City side of Rocketts to be equally as dense as the County. Between Rocketts, Stone Brewery, the River and the Capital Trail, those are in themselves destinations.

How do we work to get this changed please?

Richard Souter
WVS Companies

(703) 965-7381 (c)

Pechin, Maritza - PDR

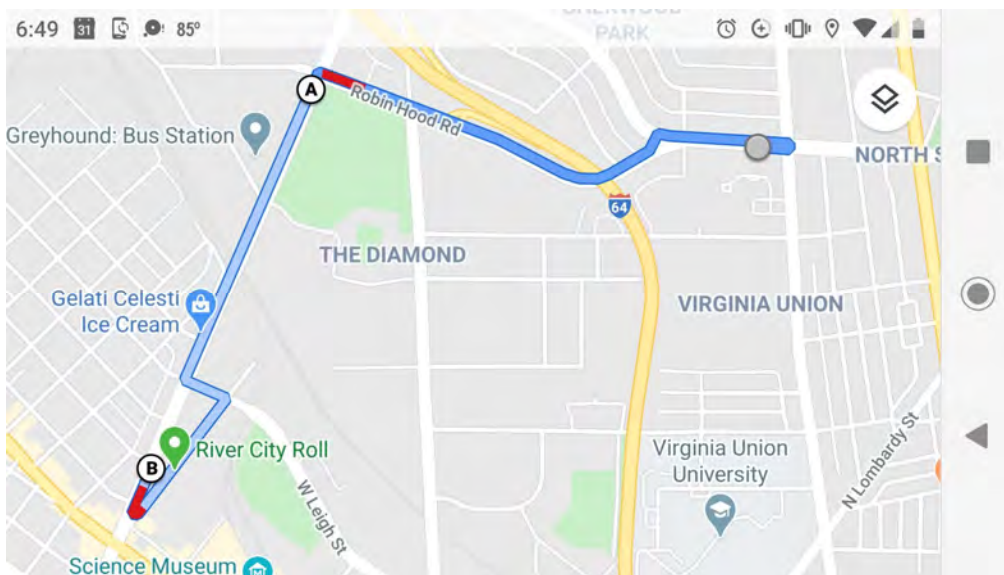
From: Grady Hart <gradywhart@gmail.com>
Sent: Wednesday, June 24, 2020 7:17 PM
To: Richmond300
Subject: Route 20 Comment Re: Equitable Transportation

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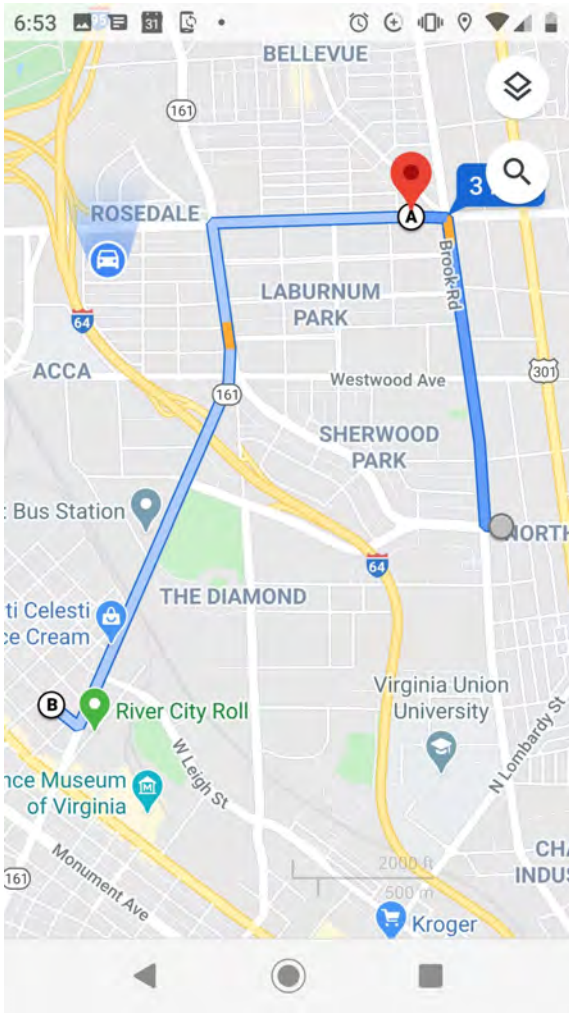
Hello,

I'm one of those folks who's been asking about the Route 20 and what it might look like to alter that to include the northwest part of the city - I was on the Equitable Transportation Summit tonight and heard your point about sending a photo, which I totally understand. Here's a rough outline of what I think all the commenters are getting at:

Here is what the current route looks like:



And here is what we're proposing as the slight alteration:



The idea is that in the second route, you are likely capturing a much higher ridership by serving populated neighborhoods (e.g., Bellevue, Laburnum Park, Sherwood Park, Rosedale) that currently lack a direct bus route to Scott's Addition, The Pulse, Museum/Fan District, Carytown, and the James River Park System - the 20 connects to all of that, but just isn't very accessible to all of these neighborhoods in its current state. Even if the route were to stay on Brookland Park Boulevard instead of switching to Sherwood, that would still be a significant improvement, though it certainly wouldn't capture as much of the northwest as Laburnum would.

Thank you so much for your attention on this - please don't hesitate to reach out if I can answer any questions!

Grady Hart.

Pechin, Maritza - PDR

From: Karin Scheiber <sktgmem@gmail.com>
Sent: Monday, June 29, 2020 9:33 AM
To: Richmond300
Subject: Stony Point Fashion Park

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Good Morning,

My husband and I met while attending MCV 35 years ago. We moved to Michigan to be close to my family. We happened to find ourselves back visiting while our son was in medical school, opted to close our business and found ourselves moving back four years ago!

Thirty-five years ago while getting my Master's degree downtown, we were advised never to walk alone, after working in the hospital we were told to have security walk us to the parking deck. The changes in the downtown environment then and now are impressive and all positive!!

We opted to live near my husband's employment and found the perfect location. We fell in love with the housing opportunities at Creeks Edge, Stony Point. We built a single-family home three years ago and have loved the neighborhood.

We have had obvious concerns about the Mall, but certainly hope something turns around to make it a viable option. We had really hoped that the Trader Joe's or any grocery option would come to the mall. A grocery option would give all the employees, patients at the VCU facilities and local residents a reason to stay and shop Stony Point. From Chippenham the mall is unseen, nothing to let people know of the great little mall tucked in this area. If there was a grocery option Richmond residents would have a reason to exit Chippenham and visit the mall.

We attended your summit last week and support the idea of apartments/condos etc being included in the plan. Rather than totally shutting down the mall and eliminating the present stores etc (If you build above the existing stores business will not be able to stay open due to safety codes), possibly take the vacant sites like DICKS and create "lofts" or similar residences. This type of option works all over Europe.

Obviously, what is done to this mall will seriously affect the property value of our neighborhood. Because we are a "pocket" community, if you bring in low-income housing directly next door to our new home (\$550K) our home will obviously lose value.

With our three sons all independent we had downsized from our Michigan home with the thought we would remain here through retirement. If there are unintentional destructive changes to the area we will obviously not remain.

We love our neighbors and the neighborhood. It is peaceful and perfect for safe nightly walks. Prior to COVID-19 we routinely would walk to dinner at the mall. We even live close enough to the VCU medical facilities that I am able to walk to my medical appointments! We look forward to Coronavirus being controlled and managed for more social outing and hope to remain in our neighborhood.

Thank you for you time - Best wishes to all for good health and safety
Karin and Lane Scheiber
9547 Creek Summit Circle
Richmond, VA 23235-4212



February 3, 2020

306 S. Harrison St.
Richmond, Virginia 23220

Mr. Mark Olinger
Director, Department of Planning and Development Review
Richmond City Hall
900 E. Broad St., Room 511
Richmond, Virginia 23219

Dear Mr. Olinger,

We want to thank you and the Richmond 300 Project Management Team for developing a proposed new master plan and vision for the city. The Randolph Neighborhood Association wishes to provide input in accordance with the "Richmond 300: A Guide for Growth," which indicates the plan will be developed with extensive community input. Further, we would appreciate having the appropriate staff members make a presentation at one of our upcoming association meetings.

Based on the information we have reviewed, we note that the Randolph neighborhood has been designated with two separate future land use categories: 'Neighborhood Mixed-Use' and 'Medium Density Residential.' Specifically, it appears that Lakeview Avenue, which is located in the middle of the neighborhood, serves as the boundary for this unexplained separation. The Randolph Neighborhood Association is strongly opposed to the 'Neighborhood Mixed-Use' land use category as well as splitting Randolph into two separate categories. We previously communicated our thoughts on this matter during a meeting with you and your staff on November 1, 2019.

The Randolph Neighborhood Association adamantly requests that Randolph only be designated as 'Medium Density Residential,' and objects to the split categories noted above in light of the following:

- Randolph is overwhelmingly comprised of single-family detached homes on individually-owned parcels. Many of the homes have been designed and built over the last 25 years and the entire neighborhood comprises a well-planned and attractive

environment for its residents. Further, virtually all of Randolph property has been developed and is being used for residential purposes.

- Currently, the Randolph neighborhood contains places of worship, facilities for community meetings and recreation, along with several schools. All of these are vital to support the residential environment of the neighborhood and continue to serve residents in a meaningful way.
- The Randolph neighborhood already incorporates homes that have been built in close proximity to one another and the resulting density is believed to be appropriate.
- Traffic volume in the neighborhood, especially on S. Harrison St., Idlewood Ave. and other nearby streets, has increased substantially as a result of the recently installed roundabout off of the Downtown Expressway (Belvidere Street) exit. This change in traffic patterns has allowed additional vehicular traffic to directly enter the neighborhood from the Downtown Expressway. Greater traffic volume has negatively impacted the neighborhood and reduced safety for its residents. Some traffic control devices have been installed in an attempt to address these issues.
- Lastly, at the November 2019 meeting of the Randolph Neighborhood Association, residents overwhelmingly supported preservation of existing residential land use for the entire Randolph neighborhood. There was also unanimous opposition to ‘mixed-use’ densities that could result in buildings up to eight stories in height.

Thank you for the opportunity to provide input to the proposed plan. Please provide us with feedback, keep us informed and let us know of any additional information you may require or questions you may have.

Sincerely,

LaTasha Wyche
President, Randolph Neighborhood Association

David Wright
Vice President, Randolph Neighborhood Association

Cc: The Honorable Stephanie A. Lynch, Councilmember, Richmond City Council
Amy Robins, Liaison for The Honorable Stephanie A. Lynch

Pechin, Maritza - PDR

From: noreply@konveio.email
Sent: Thursday, July 02, 2020 1:37 PM
To: Pechin, Maritza - PDR
Subject: [Konveio Inquiry] RVA Rapid Transit's comments on the Richmond 300 draft

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Ross Catrow (ross@rvarapidtransit.org) sent a message using the contact form at <https://richmond.konveio.com/contact>.

On behalf of RVA Rapid Transit, below are our comments on the transportation section of the Richmond 300 Draft (I couldn't figure out how to get the interactive PDF to work ☹).

- * Similar to the parks goal, the Richmond 300 plan should have goals for X% of residents, Y% of folks with lower incomes, and Z% of residents of color living within 1/4 mile of frequent transit.
- * Anytime collaboration across city departments is encouraged, GRTC should also be included (Objective 6.1, d & e)
- * Is there a map of proposed park & rides? Mostly park & rides should focus on suburban commuters and would be something for outlying counties to consider rather than the City. (Objective 8.4, c)
- * Review efficiency how? Is this different than GRTC's existing Transit Development Plan process? Maybe this objective should be focused on the City creating and updating a transit plan. (Objective 8.4, j)
- * GRTC already does an annual on-board rider survey which includes customer satisfaction. (Objective 8.4, m)
- * While providing high-quality transit to Greater Scott's Addition is important, transit loops, especially one-way loops, aren't especially useful. It will be important to make sure any new transit serving Greater Scott's Addition supports the existing and planned transportation network.
- * Transit Signal Priority should be implemented on enhanced transit corridors. (Objective 10.1, a)
- * Fleet electrification should include GRTC buses. (Objective 10.4, c)



Pechin, Maritza - PDR

From: Liz Kolonay <lizkolonay@yahoo.com>
Sent: Monday, July 06, 2020 12:44 PM
To: Richmond300
Subject: Proposal Feedback

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Good afternoon, my name is Liz Kolonay and I am a 19 year homeowner in Oregon Hill. I am writing to provide feedback on the proposal to change the zoning in Oregon Hill to mixed use. This is a residential neighborhood with very few parcels fit for non-residential use. I respectfully ask that the city listen to the overwhelming feedback from residents versus allowing VCU and developers to take down more historic homes. Oregon Hill has seen an uptick in young families buying houses, and several are committed to staying in the city throughout high school. That should not be overlooked in favor of development. These families will have a much longer lasting positive effect on the city than some unwanted development.

Again, I urge you to listen to the actual residents of this neighborhood and do what is in our best interest.

Thank you,

Liz Kolonay

[Sent from Yahoo Mail on Android](#)

Pechin, Maritza - PDR

From: Tim Farrow <tfarrow100@gmail.com>
Sent: Tuesday, July 07, 2020 2:39 PM
To: Richmond300
Subject: Oregon Hill Historic District and Richmond 300

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My name is Tim Farrow and I am an Oregon Hill resident. I believe that under the most recent Richmond 300 plan Oregon Hill is still designated to be Mixed-Use Residential. As I understand it this would allow new buildings to be built as high as 4 stories, and for even taller buildings to be built on each corner. This will destroy the historic character of Oregon Hill as surely as night follows day.

Other than churches there are no 4 story buildings in Oregon Hill- the vast majority are two stories- yet it has become a thriving, healthy neighborhood anyway because of its location and its historic appeal. Richmond attracts so many new people largely *because* of it's historic architecture and neighborhoods. But rather than protect Oregon Hill as a significant example of historic stewardship, under this new zoning there will be enormous pressure from developers to *demolish* existing historic buildings, and build new hi-density buildings that are more profitable. The new apartment building at 805 Cary St. is a regrettable example of this.

Statistically, neighborhoods thrive the most when they have a large percentage of owner-occupancy. This new zoning will reduce that percentage. I have been planning to build an addition to my house on Holly St. so my wife and I can live here well into old age, but I'm surely not going to make that investment if the city is systematically destroying our historic neighborhood. Increasing density in our tiny historic enclave might house a few more people, but it will also destroy the very qualities that make this neighborhood, and Richmond, desirable in the first place.

Please vote to zone Oregon Hill as Medium Density Residential, and limit building heights to the current 35ft. limit to protect our priceless historic architecture. Once a historic building is gone, it's gone, and encouraging that kind of 'progress' is not a viable long-term strategy for a unique city like Richmond.

Tim Farrow and Jeanne McKeon
622 Holly St.

Pechin, Maritza - PDR

From: 6myers@lumos.net
Sent: Tuesday, July 07, 2020 4:25 PM
To: Richmond300; electstephanielynch@gmail.com
Subject: Oregon Hill Zoning

CAUTION: This message is from an external sender - Do not open attachments or click links unless you recognize the sender's address and know the content is safe.

I currently own a house and live in Oregon Hill. I am devastated to learn that the historic, beautiful and quaint Oregon Hill could fall victim to wealthy development companies with a change in the zoning to mixed use. It absolutely should not be zoned mixed use. Oregon Hill deserves to not be swallowed up with high rise apartments built by greedy investors.

I support having Oregon Hill be Medium Density-Residential future land use designation with a 35 foot height limit to allow it to maintain its current historical integrity and charm.

Thank you for hearing the voices of the concerned residents of Oregon Hill.

Regards,
Emilie Myers

Pechin, Maritza - PDR

From: Robert Balster <tsych@comcast.net>
Sent: Wednesday, July 08, 2020 4:50 PM
To: Pitts, Marianne G. - PDR; Pechin, Maritza - PDR; Olinger, Mark A. - PDR
Subject: Hermitage Road Historic District Association

CAUTION: This message is from an external sender - Do not open attachments or click links unless you recognize the sender's address and know the content is safe.

Thanks so much for addressing the HRHDA discussion of the Richmond 300 plan. Very informative. Several of the members on the call had not been that familiar with the progress that has been made. We really appreciate your efforts to involve the community. We look forward to the final plan and to advising Councilman Hilbert about our participation in the process.

Bob Balster

Pechin, Maritza - PDR

From: Gmail <be.butterworth@gmail.com>
Sent: Wednesday, July 08, 2020 3:10 PM
To: Richmond300
Subject: ATTN: Maritza Pechin Richmond 300 PM

CAUTION: This message is from an external sender - Do not open attachments or click links unless you recognize the sender's address and know the content is safe.

Good afternoon,

I am writing with regards to higher density growth along the stretch of main street between 24th street and Libby Hill Park. High density and poorly designed buildings like 2525 MAIN irreparably affected the cohesive architectural style of tobacco row in the bottom and partially obstructed one of the most photographed views within the city; that of Main street as seen from Libby Hill. Year round, the westerly view from Libby is the site of professional photographers plying their trade; graduates, newly-weds, parents, and all kinds of celebrants commemorate their moments by taking photos from Libby Park, with main street in the background. The damage caused by 2525 Main cannot be permitted to spread and further degrade the critical area's attraction to park visitors and residents alike. East Franklin street, the beautiful and historic single-family neighborhood is one street over from main street and any high-rise construction on the north side of Main street would butt up against plats with single family homes. East Franklin is one of the most beautiful and established streets in Church Hill and as such, is highly vulnerable to encroachment because of the growth down the hill at Main street, at the bottom of their properties. Already, with the current buildings in place, the infrastructure for parking and transportation are insufficient and results in residents of the tobacco row condominiums having to park blocks away on Franklin and Grace streets. Further condo and high-rise development along Main street will only exacerbate the issue further. The historic and noteworthy views of the city and south-side from the houses along Franklin and Libby terrace are already partially obstructed by the height of 2525 MAIN. Additionally, over the 170+ years the homes of Franklin street have existed, the slope down to Main street has only become increasingly unstable and landslides have occurred in recent years. Major construction along the north side of Main street will pose a very serious threat to the stability of the slope, and the homes on the property. Any construction that threatens the stability of the slope, or the integrity of the viewshed, will potentially result in litigation and disputes from property owners who seek to preserve the safety and value of their historic homes.

It is my hope that any new construction along main street between 24th street and Libby Hill Park can be limited to two stories in order to protect the viewshed from Libby park, minimize infrastructure overload, and preserve the historic single-family homes next-door on Franklin street

Signed,
Benjamin Emile Leduc Butterworth

Pechin, Maritza - PDR

From: Dan Motta <danielcmotta@gmail.com>
Sent: Wednesday, July 08, 2020 8:16 PM
To: Richmond300
Cc: Olinger, Mark A. - PDR
Subject: General comments on Richmond 300 Draft Plan

CAUTION: This message is from an external sender - Do not open attachments or click links unless you recognize the sender's address and know the content is safe.

Good evening,

I am writing this letter as a Richmond resident who has participated in or watched every Richmond 300 Virtual Summit and had attended several in-person events prior to the pandemic. After watching the Advisory Committee meeting tonight and hearing several concerns from my neighbors around the city, I would like to share some concerns of my own.

Put simply, I am concerned the city is not doing enough to expand affordable housing. I was happy to read the Richmond 300 Draft Plan which included a modest increase in density in many parts of the city. When I hear comments from my fellow residents about their fear of a few more stories on the new building down the street or a small change in their viewshed, it makes me worried that the City of Richmond may bow to those pressures in favor of providing high quality places to people who need them.

The changes proposed in the draft plan are appropriate for the city and should go further in the future. Being fearful of density in the past has greatly exacerbated many of the challenges we face today, namely climate change, racial injustice, and the housing crisis. It is not sustainable in any sense of the word to continue with the same development patterns in urban neighborhoods that are close to job centers and public transit. Further, I believe it is unreasonable to expect your neighborhood not to change noticeably over the course of two decades, especially in a city as popular and desirable as Richmond.

Let me conclude by saying that I chose Richmond as my home largely because I love the architecture, scale, and sense of place. I believe we can enhance what is best about Richmond through much of this plan, especially by modestly raising density in historic urban neighborhoods and streetcar suburbs. I am not only speaking for myself, but also for the future residents of these neighborhoods who would benefit from these new, denser developments and contribute to the city's tax base.

Thank you for the amazing work you've done throughout the Richmond 300 process. I look forward to following along to adoption.

All the best,

Dan Motta

Pechin, Maritza - PDR

From: Alexandra Velia G. <alixandravelia@gmail.com>
Sent: Wednesday, July 08, 2020 3:34 PM
To: Richmond300
Subject: Attn: Maritza Pechin. For public comment at Richmond 300 meeting

CAUTION: This message is from an external sender - Do not open attachments or click links unless you recognize the sender's address and know the content is safe.

Good Afternoon,

I am writing as a homeowner on East Franklin St in Church Hill. I want to thank you for the time and effort that has gone into these meetings and for the opportunity to be heard however we are not seeing enough consideration for the consistent concerns raised in these revisions. We are quite frankly tired of feeling constantly under threat because of the uncertainty surrounding rezoning and overdevelopment in Shockoe Bottom particularly on the stretch of Main St between 25th street and the bottom of Libby Park.

We have asked repeatedly for a special exception to be made to what can be built there and how high (specifically single story height (as currently exists) and absolutely no higher than the lowest terraced level on the hill sloping down from the residential street above on East Franklin.). This is a small but vulnerable two blocks and is the only area along the Shockoe downtown section of the pulse corridor that is up against residential single-family homes. Furthermore anything built on those blocks above two stories would create a tunnel along Main Street because of the overbearing height of the new 2525 Main building and would also quite literally box the bottom of Church Hill in. Anything built above the sight line of the absolute lowest level of our homes on Franklin would result in a loss of privacy, sunlight, views and could have a significant negative affect on our property values. The land between Franklin and Main is notoriously unstable and even for those home owners that have terraced their slopes, they stand to be just as negatively affected.

There must be some separation of historic neighbourhood and high density commercial buildings/lofts to preserve integrity and character otherwise there's no cohesion and you risk turning St Johns historic district into a novelty.

Historic homeowners pour their livelihoods into their homes. This city has relied on those people to take on the tremendous task of transforming old houses that were in disrepair. In turn, we the residents, have created neighbourhoods that make people want to live here rather than move away. We spend thousands of dollars every year and hundreds of hours maintaining our historic properties. We abide by the rules of CAR and we as a collective create the character of a neighbourhood that is cherished not only locally but nationally. We expect the city to appreciate and cherish this as well. If you can't recognise the detrimental impact that a continual crusade of overdevelopment on the fringes of the historic neighbourhoods in this city will have, then you will drive out the homeowners and multi-generational residents you want to retain the most. In turn you jeopardise the vibrancy of critical areas that give Richmond its unique character and appeal.

There is an apparent disconnect between the desire for development and preserving the authenticity and uniqueness of the historic neighbourhoods within this city. This needs to be rectified, beginning with the types of developers that are allowed to take advantage of whatever the ultimate Richmond 300 plan allows for. We need more local, small and minority developers over large or out of state ones.

The development of 2525 Main resulted in a loss of trust and faith with the city amongst residents in not only Church Hill but Richmond as a whole. It is a bafflingly egregious eyesore on the historic view-shed that should have never been allowed to exist in its current height or design. We would like to see stricter regulations on height and aesthetics of any further developments and much more transparency before anyone is allowed to break ground. Existing buildings should be preserved and repurposed and more money and opportunities should be given to filling the space that already exists

so that we can continue to expand on the nationally recognised character of the area that has drawn some of the best restaurants and boutiques in the city. There is also not enough priority being given to the constant request for preserving and adding more green space and parks and integrating innovative green design into buildings.

Thank you for your time.

Sincerely,

Alexandra Grossman

Pechin, Maritza - PDR

From: noreply@konveio.email
Sent: Friday, July 10, 2020 8:13 PM
To: Pechin, Maritza - PDR
Subject: [Konveio Inquiry] Comment - Thank you

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Robert C. Blinn (robertcblinn@gmail.com) sent a message using the contact form at <https://richmond.konveio.com/contact>.

Thanks for all your hard work. It's exciting to live downtown in these days of sharpening vision for improvements. I like the planned park connecting north and south Jackson Ward. I especially favor the redevelopment of Gilpin Court, with well-supported avenues to valuable home ownership by current residents.



Pechin, Maritza - PDR

From: Sharon Carter <sharoncarterdesign@yahoo.com>
Sent: Friday, July 10, 2020 6:43 PM
To: Richmond300
Subject: Richmond 300 Guide for Growth

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Thank you for your time, work and effort. I appreciate your expertise and willingness to pull together a forward thinking plan for our city, particularly during these fragile times.

Please consider the following:

The affordable housing portion of the plan is good, but should include using public land for increasing affordable housing including housing above city facilities as they are doing in Alexandria; 1 for 1 replacement of affordable units when transforming public housing into mixed-income housing; a commitment to tenant participation in decision-making; and protection of voucher holders and expansion of vouchers.

- The plan and the Director of Planning propose to rezone city neighborhoods to the heights and densities proposed in the plan -- but doing so would eliminate the ability to secure during a rezoning a percentage of affordable units. We are recommending that the plan call for reserving some height and density so that bonus height and density can be provided IF the developer commits to 15% of units to be affordable at 50% of area median income.
- The plan sets a goal of 100% of residents within a 10 minute walk of a park, but does not identify new potential park locations on the citywide map.
- include neighborhood plans for the proposed Scotts Addition/Boulevard area with a new stadium.
- Based on the land use analysis, the city appears to have plenty of vacant or underutilized land to support the highest, dynamic growth scenario -- which would allow for sufficient multifamily, townhouse, and single family housing.
- In some cases the Corridor heights may be too tall when directly adjacent to existing rowhouse neighborhoods and should step down at the rear and also be tied to having an adequate level of frequent transit service. Given the amount of available land in the city there is room to adjust the heights in some locations while still providing for enough new housing.
- The Residential category will allow for accessory dwelling units (including backyard cottages) and consideration of duplexes and small garden apartments as secondary uses in keeping with the historic evolution of our neighborhoods. This will be key to providing more housing options.
- The Neighborhood Mixed-Use zoning category will allow for duplexes and small apartment buildings, and corner stores, as are found today in the Fan, Church Hill and other historic neighborhoods. This will be key for increasing walking trips and providing more housing options.
- The parking policy recommendations to share, price, and reduce parking should be adopted in order to minimize future traffic as we expand walking, biking and transit.
- The transportation section should include a specific goal of 60% combined mode share for walking, biking and transit, and a goal to reduce greenhouse gas emissions from transportation by 80% below 2005 levels.
- The environment section should include a specific goal of reducing greenhouse gas emissions 80% below 2005 levels by 2035 and carbon neutrality by 2050.
-



July 8, 2020

Mr. Mark Olinger
Director of Planning and Development Review
City of Richmond
900 E. Broad Street, Room 511
Richmond, VA 23219

Dear Mr. Olinger:

I am delighted to present this letter in response to the draft master plan *Richmond 300: A Guide for Growth*. As the only local land trust that exclusively serves the greater Richmond community, Capital Region Land Conservancy (CRLC) has been working to conserve and protect the natural and historic land and water resources of Virginia's capital region for more than 15 years. We have enjoyed a long relationship with the City of Richmond that includes co-holding a conservation easement on the James River Park System. We have also partnered on many initiatives including most recently the Mayor's Green Team to increase public access to parks and open space and acquiring additional park lands.

Firstly, we are delighted to read that conservation easements are specifically cited in the *Richmond 300* plan under Chapter 6 Thriving Environment Goals 15 – 17 and specifically in Objective 4.3 (Increase neighborhood access to and through a well-designed network of open spaces) and 16.2 (Place an additional 100 acres under conservation easement).

Conservation easements are not only legal agreements that place permanent and enforceable restrictions on the use of land, they are also essential planning tools that can ensure equitable access to parks and open space as well as local healthy food systems. Conservation easements inherently also protect clean water and can serve to preserve the urban tree canopy that help reduce high heat vulnerability and impacts from heavy rainfall events. They also enable restoration of natural habitat for biodiversity.

CRLC's work is therefore a critical component to implementing the City of Richmond's master plan. Likewise, the Virginia Conservation Easement Act under Section § 10.1–1010 of the Virginia State Code requires conservation easements that CRLC holds to "conform in all respects to the comprehensive plan at the time the easement is granted for the area in which the real property is located." We are therefore interested in providing comments that would enhance our partnership with the City of Richmond and affirm the commitment of the *Richmond 300* plan to good conservation practices.

Just as *RVAgreen: A Roadmap to Sustainability* includes conservation easements as an in-progress goal to protecting sensitive ecological zones and ensuring that more parks are permanently protected, and the *RVA Clean Water Plan* specifically calls for 10 acres of new city-owned land to be placed under conservation easement as a strategy to improve water quality, so too does *Richmond 300* address the need for this approach.

Objective 16.2 of the plan calls for an additional 100 acres to be placed under conservation easement. This includes identifying a) properties to acquire and set aside money to acquire the properties and b) implement RVA Clean Water strategy to place an additional 10 acres under conservation easement. That companion illustration Figure 39 “Environmentally Sensitive Areas” maps the 100-year and 500-year flood plans as well as wetlands, Resource Protection Areas and Resource Management Areas that are all regulated by the Chesapeake Bay Preservation Act. Certainly, any and all of these areas could and should be protected though the acreage vastly exceeds 100 acres.

Furthermore, the purposes of the Virginia Conservation Easement Act expand well beyond protecting natural resources and maintain or enhancing air or water quality. It also includes retaining or protecting natural or open-space values of real property, assuring its availability for agricultural, forestal, recreational, or open-space use, or preserving the historical, architectural or archaeological aspects of real property. CRLC respectfully seeks a clarification that easements that serve these purposes are also fully and equally considered in the *Richmond 300* plan. In fact, Richmond contains several places that have ranked in ConserveVirginia 2.0 as being in the top 10% for priority conservation in Cultural & Historic Preservation and Scenic Preservation and are considered as having statewide importance.

To ensure all Richmonders live within a 10-minute walk of a park as outlined in the “Big Move: Provide Greenways & Parks for All” and supported by many strategies throughout the *Richmond 300* plan, it should be noted that public/private partnerships will be required to assist the City in accomplishing this important metric of equity. CRLC is prepared to assist with this through our ability to leverage grant programs such as the Land and Water Conservation Fund, Virginia Land Conservation Foundation, and other funding sources though these require conservation easements to be placed on the property. We also recognize that to achieve the 10-minute walk standard, more than 100 acres will need to be acquired and protected.

Chris Frelke, Director of Parks and Recreation, notes that approximately 6% of the City’s current land use is for parks and open space. Of the approximate 62.5 square miles that amounts to 2,400 acres. Yet Frelke’s goal is to reach 15% or approximately 6,000 acres of parks and open space. That is an increase of over 3,000 acres. In this context, Objective 16.2 to place an additional 100 acres under conservation easement seems wholly insufficient and arbitrarily low.

CRLC is in fact already working with the City to add more than 140 acres into the James River Park System conservation easement, including Williams Island, Vauxhall Island, and North Bank Trail. The work that is currently underway would thus satisfy Objective 16.2 while not actually increasing the land available to the public for parks or open space.

Furthermore, Objective 16.2 does not clearly articulate whether the land to be protected under conservation easement is city-owned or private. Perhaps a minimum of 100 acres of privately-owned land to be permanently protected is a reasonable goal for the master plan. However, it seems clear that more acreage should be articulated for city-owned parks and open space as contemplated by the need articulated throughout the *Richmond 300* plan. Without articulating a goal for how much additional land should be set aside for new parks, Objective 2.1 might be easily disregarded in that a new parks master plan “based within the context of the Future Land Use Plan” could interpret Figure 8: Future Land Use Map as not requiring more Public Open Space in that only existing parks and open space are identified on this map. Should a goal be set to increase the acreage of new parks?

According to the report “2017 City Park Facts” published by the Trust for Public Land, Richmond had 2,027 acres of its total land area (38,278 acres) as parks. As a percentage, parkland in Richmond fell well below the median of 9.3% for all cities. Likewise, Richmond’s parkland per 1,000 residents was 9.1 acres. When adjusted for daytime population in Richmond, the figure falls to 6.9 acres, which falls substantially below the national median of 13.1 and 11.6 acres respectively. Richmond should therefore target a minimum of 3,500 acres of parks and open space to be more comparable to other cities. This implies a goal of no less than 1,500 acres of new parkland should be included in the *Richmond 300* plan as a means for effectively benchmarking this metric.

In summation, CRLC is grateful for the emphasis that the *Richmond 300* plan has placed on conservation easements and the importance they have in fulfilling the community’s vision for balancing its future land use needs. We greatly appreciate the opportunity to provide written comments and suggestions on how the plan might better assess the use of existing data to make informed decisions about how best to utilize conservation easements whether through public or private ownership.

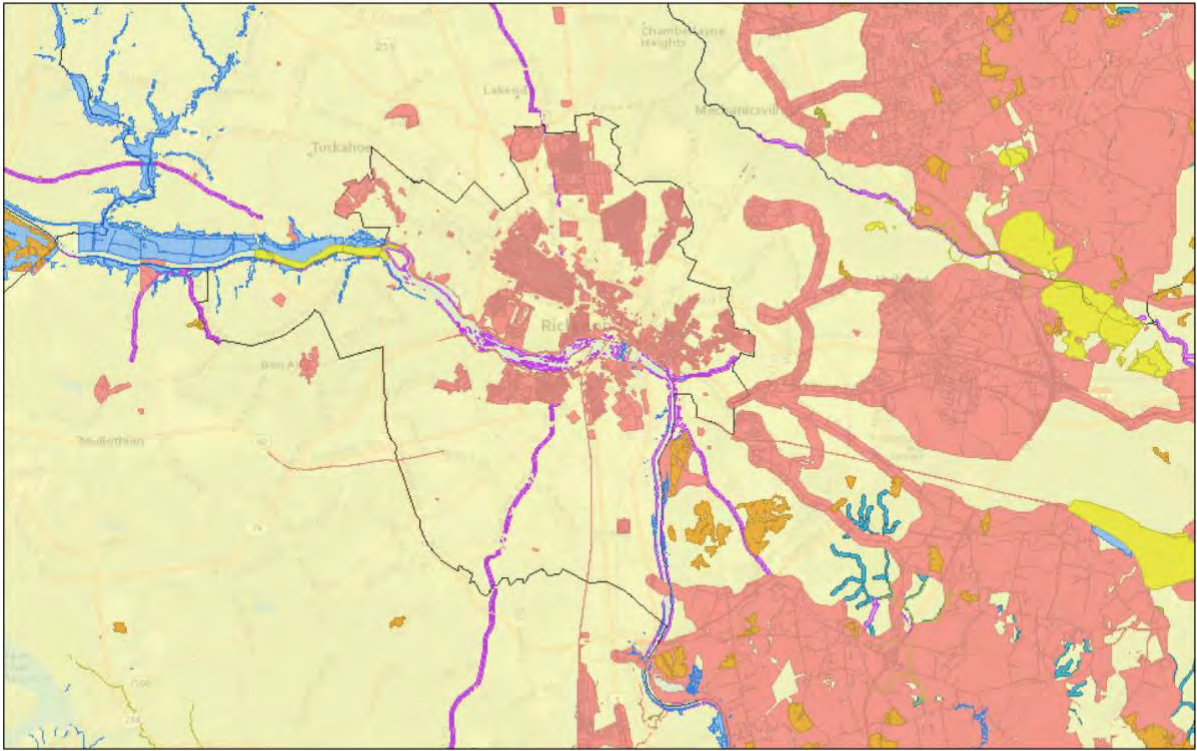
Capital Region Land Conservancy looks forward to continuing its relationship with the City of Richmond in the implementation of its master plan and leveraging public/private partnership for an equitable, sustainable, and beautiful Richmond.

Sincerely,



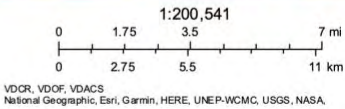
Parker C. Agelasto
Executive Director

City of Richmond - ConserveVirginia



July 8, 2020

- | | |
|---|--|
|  Agriculture & Forestry Category |  Cultural & Historic Preservation Category |
|  Natural Habitat & Ecosystem Diversity Category |  Scenic Preservation Category |
|  Floodplains & Flooding Resilience Category |  Protected Landscapes Resilience Category |



Pechin, Maritza - PDR

From: Larry Dahn <LarryDahn@hotmail.com>
Sent: Friday, July 10, 2020 10:59 AM
To: Richmond300
Cc: jonathan@richmondbizsense.com; Mike Pratt; maarn95@comcast.net; Rob Tait (rtnextdoor@yahoo.com); Cheryl Dillard; Traci Clark; Steven Middleton; Sumpter, Vassar D. - DPW; mickatcreeksedge@gmail.com
Subject: Request assistance clean-up around Stony Point Fashion Park Mall

CAUTION: This message is from an external sender - Do not open attachments or click links unless you recognize the sender's address and know the content is safe.

Hello Richmond 300 team:

I'm on the board of our homeowners association called "Creeks Edge at Stony Point". We have a new builder coming very soon into our neighborhood to finish out the build of our gated community. But continue to receive several homeowner complaints regarding the grooming of the roadways and medians surrounding the mall area, along with clearing over-hanging trees as you enter the mall driving south on Parham. How can this group support a great vision, with detailed focus on refashioning "Stony Point Mall"; yet the current/daily grounds keeping is failing miserably. First impressions are always so very important and if you truly want to make an impact in this area, it would be great for your group to help promote this new builder and help to continue making this particular sub-division one of the most desirable gated communities in the surrounding area. How can we collectively get this resolved - both short term and ongoing maintenance?

Kind regards,
Larry Dahn
804-338-4445

Sent from [Mail](#) for Windows 10

Pechin, Maritza - PDR

From: JOEL DUGAN <joel.dugan@comcast.net>
Sent: Friday, July 10, 2020 12:15 PM
To: Richmond300
Subject: birthdays

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I have a comment but I don't give out my birthday; what a ridiculous request. Are you recruiting for facebook?

I live at 1723 Hanover Ave and the street from Park to main will not take any more two way traffic. Already many cars have to stop and take turns down the street. Two of my neighbors have had their driver side rear view mirrors knocked off by traffic. We certainly don't need for you to take one side just for bicycles our we'll be out of parking space. About the only reasonable thing would be to make N. Allen a one way street. Joel Dugan

July 10, 2020

Mr. Mark A. Olinger
Director, Department of Planning and Development Review
Richmond City Hall
900 East Broad Street
Richmond, VA 23219

Dear Mr. Olinger and the Richmond 300 Advisory Council:

Thank you for the opportunity to comment on the city-wide draft plan *Richmond 300: A Guide for Growth*. The Greater Washington Partnership (the Partnership) is a team of civic-minded CEOs, drawing from leading employers and entrepreneurs, who are committed to making the Capital Region of Baltimore, Washington, and Richmond one of the world's best places to live, work and build a business. Together, Partnership organizations employ more than 250,000 people in the region and include a wide range of innovative companies and non-profits across industries, including Dominion Energy, Capital One, Northrop Grumman, Inova Health System, Amazon, and Clark Construction.

The *Richmond 300* draft plan provides a strong foundation that aligns substantially with our shared vision of an inclusive, innovative, and equitable region. The Partnership believes a multimodal transportation network, connecting mixed-use, mixed-income communities to jobs and opportunity is more important than ever to face the challenges of COVID-19 and build and grow a more equitable economy. Many of the projects and aspirational components of *Richmond 300* are supported by the Greater Washington Partnership's [Blueprint for Regional Mobility](#) that charts a principles-based transportation agenda that cuts across jurisdictional boundaries and includes a range of solutions from capital projects to operations and governance reforms that together will measurably improve the performance, reliability, and connectivity of our transportation system in the next two decades. We commend the work of the *Richmond 300* advisory committee, city leaders, and staff for drafting a strong plan that sets a bold vision for Richmond. The Partnership offers the following suggestions for consideration in the final version of the plan, which we believe will make the proposal even stronger and benefit all the residents and communities of Richmond:

Rewrite the Zoning Ordinance to support Transit-Oriented Development: The Partnership commends the inclusion of objectives to support the growth of housing and jobs along existing and future transit corridors, especially within the priority growth nodes, to create a more equitable transportation network.

The *Richmond 300* plan specifies mixed uses for redevelopment in each growth node, and through coordination with GRTC, Greater RVA's Transit Vision Plan, and the Transit Corridor study, the Richmond

transit system will be able to respond by taking residents where they need to go faster, connecting them to modern residential and employment centers.

However, outside of Richmond's downtown, many of the former commercial and industrial hubs were built to be car centric. With significant work expected in Scott's Addition, the industrial section of Manchester, and the Route 1 corridor both north and south of the river, there needs to be a simultaneous focus on multi-modal investments.

Prioritize Enhanced Transit Routes: The Pulse—Richmond's first rapid transit line—is not just a successful transportation project, it is a demonstration of what can happen when a community works together toward a common goal. In 2018, the city of Richmond, Henrico County, the commonwealth of Virginia and the Greater Richmond Transit Company (GRTC) revolutionized its transit system with the launch of the Pulse Bus Rapid Transit (BRT) line. These changes increased access to transit and jobs and resulted in a 16 percent ridership increase from July 2018 to April 2019 compared to the previous year. While the Pulse represents a big step forward, there is more work that needs to be done. Prioritizing the enhanced transit routes in the plan in the short, medium, and long-term can help planners, community members, and developers focus investments to help implementation of Richmond 300's goal.

Identify Community Supported Equitable Access Metrics: It is unclear how Richmond 300 will assess the performance of the plan against its stated goal of creating an equitable and inclusive city. We encourage the Richmond 300 plan to identify community supported metrics that will be used to assess the city's progress in creating an equitable and inclusive city, such as disadvantaged residents' access to jobs and key services. We would encourage the city to then use these metrics to also guide planning and investments in corresponding actions spurred through the implementation of Richmond 300, with the goal of overcoming historic inequities derived from the region's transportation network.

Incorporate a Plan for Freight: We recommend that a final plan incorporate the city's plans for freight traffic with a goal to reduce the freight-related and delivery-related strain on the general transportation network.

Plan for Expanded Passenger Rail Service to Richmond: With the historic passage of Governor Northam's transportation omnibus legislation that enables VDOT to move forward with an ambitious rail plan, the Staples Mill Station and Main Street Station will be transformative assets to support Richmond's population growth and economic prosperity. We commend prioritization of the Main Street Station as the regional mass transit hub with the convergence of rail, BRT, regional bus, and GRTC local bus routes.

This year Governor Northam signed into law the 2020 transportation omnibus package – legislation that will increase statewide multimodal transportation funding, as well as funding in Northern Virginia,

create a statewide rail authority, and enable the financing needed to complete the \$3.9 billion deal announced in December to expand rail capacity from the District's border through Richmond to North Carolina. Preparing Main Street Station to serve as a welcome center and transportation hub will be critical to increasing rail passenger service.

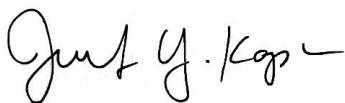
Make Bold Moves to Improve Mobility Throughout Richmond: This plan outlines several solutions to improve the quality of life for residents and improve connectivity. We applaud your identification of gaps in the trail network to support VDOT's completion of the Ashland to Petersburg greenway and capping highways to reconnect neighborhoods and improve access to opportunity.

Prioritize the Targets and Metrics: You have indicated that six big moves will be prioritized from 2020-2025, however, there are several objectives within each big move and no timeline associated with each objective. In addition to the six big moves, are five core concepts to achieve the vision. Again, with several objectives defined within each concept. However, there are few targets that name a timeline and outside of the big moves – it is unclear what the prioritization of the core concepts and the objectives are within those concepts. The Partnership encourages the *Richmond 300* advisory committee to create more specific targets with a recommended 5-year update schedule for each objective.

Add a Map or Visual that Includes all the Transportation Network Improvements: Including the regional transit corridors, transit hubs, passenger rail hubs, and network improvement areas on one map or ideally an interactive online map would greatly enhance the systems level changes across trip options being proposed in this plan.

Overall, the Partnership supports the work presented within the *Richmond 300* draft plan and commend the work of the *Richmond 300* advisory committee, city leaders, and staff. We are excited to work with the city's leadership and stakeholders to make this plan a reality over the next 20-years. Thank you for consideration of our comments, and please do not hesitate to reach out if you have any questions.

Sincerely,



Jennifer Y. Kaplan
Vice President, Engagement and External Affairs
Greater Washington Partnership

CC: The Honorable Levar Stoney

Pechin, Maritza - PDR

From: Vicki Lindsey <homes@vickilindsey.com>
Sent: Friday, July 10, 2020 8:45 AM
To: Richmond300; maratza.pechin@richmond.gov
Subject: Stony point project suggestion

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Some suggestions:

1. Outside fire pits with gas flames surrounded be water in each fire pit. There would be three to five fire pits fully surrounded by concrete seating with a coffee and dessert open-air restaurant. Anyone could use the fire pit seating. People would extend their time at the mall by making coffee and dessert their end-of-shopping destination. This would also be a great place for an end of a date.
2. A company called Soup Plantation from the California is an excellent choice for Stony Point. The food amazing. One price, and you get all the souo, salad, bread and dessert you want. Lunch moves through very quickly, making it a great place to enjoy lunch on a tight schedule. Many salad selections, large soup selections as well. The soups are always the best!
3. I also recommend a multitude of covered areas for seating and gathering with friends. It is often so hot and shady areas to just sit and people-watch would enhance the shopping experience. Likewise for when it rains.
4. Must have; Pop-up hotdog stand and a pop-up taco stand. Some folks just want a ten-minute break to sit for a moment and have a soda and something small to eat. This was a critical missing piece when you think about all the folks with dogs that could not go into a restaurant because they did not want to tie up their dog and leave it unattended.
5. Urge other places, including coffee places, to install a walk-up window, for the same reasons listed at number 4.
6. Find room for a tiny miniature golf course. This is great for family fun and will also make a great date-night for young people. Something clean and safe.
7. Make room for a concert location that could also be used for a performance by a theatre group or even a comedian. Just something for hosting smaller venues. It could even be an indoor and outdoor venue.
8. Have a small specialty grocery store. This would allow for one-stop shopping.

Don't forget that you can always go up by adding partial levels. To see what I'm talking about, take a look at Horton Plaza in San Diego. I'm not sure if that mall still has the same name from 25 or 30 years ago, but that mall was ahead of its time.

I hope you find this helpful.

Pechin, Maritza - PDR

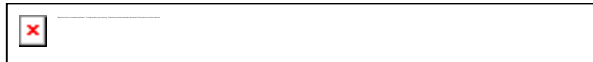
From: Baylor Rice <baylor@southriverrx.com>
Sent: Friday, July 10, 2020 12:38 PM
To: Richmond300; Gray, Kimberly B. - City Council; Bieber, Craig K. - City Council Office
Subject: Re: Comment on draft plan by July 13!

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How can we possibly even discuss this when the mayor and police have lost control of our city. I think that should be first and foremost.

Baylor Rice, RPh, FIACP
South River Compounding Pharmacy
804.897.6447
www.SouthRiverRx.com

On Jul 10, 2020, at 11:55 AM, Richmond 300 Master Plan <richmond300@richmondgov.com> wrote:



Comment Period on the Draft Plan Closes 7/13/20

Comment on the Draft Plan and the Interactive WikiMap

You can comment directly on the PDF on our site and see everyone else's comments!

Check out how it works by viewing our pinned story at

www.instagram.com/richmond300

Check out the draft Future Land Use For Your Neighborhood

Pechin, Maritza - PDR

From: d fischer <dfischer1969@yahoo.com>
Sent: Sunday, July 12, 2020 6:10 PM
To: Richmond300
Subject: Comment on rezoning

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It has come to my attention that there is a move afoot to change the zoning of Oregon Hill from R-7 to mixed use. It is my understanding that this will allow both a greatly increased level of commercial use and it will also allow for the introduction of high rises. As a long time resident (over ten years) in Oregon Hill I have come to appreciate the unique qualities of this area and do not want to see it destroyed. There are already plenty of areas in the city that are being used in a mixed capacity, surely the addition of one more such area will not greatly impact the city as a whole, but it will be the end of one of the city's most interesting neighborhoods. I urge you to not make this neighborhood's zoning mixed use.

Pechin, Maritza - PDR

From: Mary-Helen Sullivan <sulgray4@verizon.net>
Sent: Sunday, July 12, 2020 8:48 PM
To: Richmond300
Subject: Comments

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Many thanks to all the people who have poured so many hours into this project!

I will participate in the 7/14 Coliseum Framework event, but I will say over and over again that we can eliminate the coliseum/arena from that area and still improve the city. Any coliseum/arena can be moved to some margin, where perhaps more than one political jurisdiction can bear the expense of construction and where access makes sense.

In the meantime, I am very comfortable with the tweaks to the plan which the Partnership for Smarter Growth suggests, as follows (with an eye to alleviating poverty with affordable housing--especially given Richmond's awful record with evictions-- and an ever-better transit system, as well as reducing greenhouse gases):

For affordable housing:

1. Use public land, including housing above city facilities; a one-for-one replacement when changing public housing into mixed-income housing; tenant participation in decisions; protecting voucher holders & expanding vouchers
2. Developers must commit to 15% of units to be affordable at 50% of area median income [80% is too high!] in order to get the proposed heights and densities, which heights and densities I support, although I have heard people are complaining about this & not being fully cognizant of our limited square miles and the need also for green space
3. Specify where the parks will go in order to give all residents access within a 10-minute walk
4. When directly adjacent to existing rowhouses, step down heights in the rear and coordinate the new construction with frequent transit service
5. Yes to accessory dwelling units; I said yes in the FDA's survey.
6. Yes to having residential neighborhoods include corner stores, duplexes, apartment buildings; it works just fine in my Fan neighborhood and doesn't diminish our property values
7. Yes to the parking policy recommendations to share, price & reduce parking. We can have a multi-modal world, really.

For the transit section:

Commit to reducing greenhouse gases by 80% below 2005 levels. Post-pandemic I look forward to getting back on the Pulse & probably other buses. Although some people might be leery of being that close to their fellow humans, it turns out that subways in Paris and Japan haven't contributed to a surge in COVID-19 cases, because people wear masks and don't talk while on board.

For the environment section:

Commit to an 80% reduction below 2005 levels by 2035 and carbon neutrality by 2050. We are already in a precarious position on this planet, and the more we can mitigate the worst effects of climate change the better.

Thank you,
Mary-Helen Sullivan
2023 Grove Ave, 23220

Pechin, Maritza - PDR

From: Pitts, Marianne G. - PDR
Sent: Tuesday, July 14, 2020 8:40 AM
To: Olinger, Mark A. - PDR; Pechin, Maritza - PDR; Richmond300; Palmquist, William D. - PDR
Subject: FW: Richmond 300

Marianne Pitts
Department of Planning and Development Review
900 E. Broad Street, Room 511, Richmond, VA 23219
Marianne.Pitts@richmondgov.com
Ph. (804) 646-5207



www.richmond300.com

From: Eugenia Anderson-Ellis [mailto:eandersonellis@gmail.com]
Sent: Monday, July 13, 2020 7:04 PM
To: Pitts, Marianne G. - PDR <Marianne.Pitts@richmondgov.com>
Subject: Richmond 300

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To: Marianne Pitts
From: Eugenia Anderson-Ellis

Of course it is the very night that comments are due! I apologize for this last minute submission. We in the Church Hill Association had hoped for time to allow the membership to discuss and to vote.

I am writing as Chair of the Viewshed Advocacy Committee. For over a decade I have worked with my fellow Richmonders to promote the historic, aesthetic and economic value of 'the view that named Richmond.' I'm sure you are aware of the many recognitions, both national and international, that have resulted from these efforts. It is of paramount importance that the view from Libby Hill Park remain unencumbered.

Being able to view our Capital City from the East Grace St. overview on Church Hill is another treat for visitors and residents alike, as is the sweeping panorama from Union Hill. Viewsheds have great value and we all should continue to work for their preservation.

As for the future of Main St. from 25th to the base of Libby Hill, all future construction needs to respect strict height restrictions as are appropriate for the entrance to St. John's Old and Historic District. Going up the hill, the 25th St. corridor has an established residential neighborhood along that route with retail outlets that conform

to the prevailing height. It would be inappropriate to allow heights in excess to these norms given the narrow street and the nature of the homes. Greater heights would tempt demolition of the existing fabric and destroy its pedestrian flow.

More clarity re heights to come.

Thank you for all the work you are doing for our great city.

Eugenia

--

Eugenia Anderson-Ellis

804-643-3915

Pechin, Maritza - PDR

From: noreply@konveio.email
Sent: Monday, July 13, 2020 11:11 AM
To: Pechin, Maritza - PDR
Subject: [Konveio Inquiry] Speeding

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Brillrva (brillrva@gmail.com) sent a message using the contact form at <https://richmond.konveio.com/contact>.

What if anything do you plan to do about 1. Excessive vehicular speeding on Williamsburg Road specifically in the residential area between Govt Road and Fire Station, Powhatan Community Center? The posted speed limit is 25mph yet I've seen cars and motorcycles hitting upwards of 60mph. And 2. What do you plan to do about Trucks like 18 wheelers, dump trucks etc not making local deliveries and by passing posted truck route ?

RPD does not enforce the speed limit, they've promised flashing speed lights, etc for over 12 months, NOTHING. The only law enforcement comes from Henrico Police Dept. Our Mayor and Council Rep are aware and HAVE DONE NOTHING !!!



Pechin, Maritza - PDR

From: Caryl Burtner <burtnercaryl@yahoo.com>
Sent: Monday, July 13, 2020 6:08 PM
To: Richmond300
Subject: Richmond300

CAUTION: This message is from an external sender - Do not open attachments or click links unless you recognize the sender's address and know the content is safe.

Thank you for the opportunity to offer comments on Richmond300.

1. Long-time residents of gentrified neighborhoods should be entitled to a gigantic discount on property taxes. Many elderly African Americans are being pushed out of their own Carver and Barton Hgts homes. It's a citywide problem that is only going to get worse and worse.
 2. New laws must be codified to ensure that developers include more truly affordable housing in their projects. The formula in use now is not realistic. Even tiny studio apartments are out of reach for much of the population; much less a single parent needing a 2-bedroom.
The notion that height restrictions on new buildings could be waived if a building is 15% "affordable" is ludicrous.
 3. Speaking of height restrictions, I was glad to see some sensitivity in relation to historic row house neighborhoods. New highrises in the already-densely populated fan and museum district would be an anathema.
 4. New residential construction in the fan and museum district must provide adequate parking (not surface parking)!!!
New apt & condo construction must include underground parking.
- Plans to convert existing buildings into condos or apartments must not be allowed if there isn't ample pre-existing parking for prospective residents. Therefore, the Lee Medical Building project must not proceed.
- I'm sorry, but your goal for *everyone* to bike, walk, and take the Pulse just isn't realistic. People have cars and people need cars. Even some millennials.
5. Developers must pay taxes on their profits. Current laws allow them to circumvent payout for years. Coffers must be enforced to help pay for schools and other public services.

Please don't allow your enthusiasm for growth and change to endanger the quality of life that current residents cherish!

Thank you,
Caryl Burtner

Sent from my iPhone



July 13, 2020

Marianne Pitts
City of Richmond Dept of Planning and Development Review
900 East Broad Street
Richmond, Virginia 23219

Dear Ms. Pitts:

This letter is responding to your July 9, 2020 email requesting that the Church Hill Association (CHA) provide a list of concerns / comments regarding the Richmond 300 Master Plan process to the Advisory Council by the July 13, 2020 deadline. I do want to reiterate that our bylaws require that the full CHA membership must collectively approve official communications on any topic related to our neighborhood, which, in this case, includes the CHA's official response regarding the Richmond 300 Master Plan process. Our next membership meeting will take place on July 21st, at which time we will vote on the final membership position.

However, in order to provide specific comments on the Richmond 300 Plan by the deadline as it relates to our neighborhood and regarding our immediate adjacent neighborhood of Shockoe, I asked our Historic Preservation and Land Use Committee (HPLUC) to provide a list of initial comments for inclusion into the record that will be considered by the Advisory Council. We understand that opportunities for the CHA to officially respond in a more detailed manner will be provided once all comments have been incorporated into a final amended document that will be presented to the City Planning Commission and City Council. Therefore below, I am providing comments / concerns that have been raised by our HPLUC:

- Planning/Zoning issue regarding building height: Shockoe and Church Hill
 - Concern: Through Shockoe along East Main Street from Libby Hill Park to Main Street Station and the commercial corridor through Church Hill from North 25th Street to Nine Mile Road, the Richmond 300 Plan recommends a Corridor/Mixed Use zoning designation. We believe the eight-story recommended allowable height cap is too tall, does not support the established historic character of these areas and could encourage demolition of existing buildings of lower height in order to increase the neighborhood density. Therefore, we request that building form in the aforementioned commercial corridors be capped at six-stories and in the area along Main Street between 25th and Poe's directly in front of antebellum homes on Church Hill be limited to 4 to 5 stories, and also be subject to being stepped back where necessary to appropriately align with any neighboring buildings. We also request that the L shaped oval outline of Shockoe Bottom as a priority growth area (map p. 23 and in other parts of the plan) be modified to not extend into Church Hill. It should not include areas that are both east of 21st Street and on the north side of Franklin between 21st and 25th Streets.

CHA/HPLUC comments, continued:

- Concern: The Corridor Mixed-Use designation for North 25th Street (map p. 51) designates the corridor for up to eight stories, which is too tall for the historic context, the width of the street, and the degree of transit access that may be available. Heights for this corridor should generally be limited to four stories. We note that the Corridor Mixed-Use designation conflicts with the Neighborhood Node proposals in Appendix C for 25th Street and Nine Mile Road and 25th Street and Jefferson Avenue which both specify two to four stories.
- Zoning implementation timing issue: Shockoe
 - Concern: Richmond 300 only references a Small area Plan for Shockoe (p. 31) that is guided by the Shockoe Alliance and city planning staff. The CHA has participated in numerous meetings required to initiate this a small area plan as well as the many community engagement meetings critical to the future success for Shockoe. It appears there is no mention that the Shockoe Small Area Plan will be the governing document for this area. Since significant discussion and community engagement has already occurred regarding land use, zoning, archaeology, historic preservation, tourism and economic development for the area, we believe the Richmond 300 Master Plan should reference the Shockoe Small Area Plan as the document, when finished, that will be the guiding document for future development within this historic area.
- Archaeology issue: Shockoe
 - Concern: The Richmond 300 Plan suggests an archeological ordinance be adopted to provide guidance on to public and private landowners in how to manage any archeological findings. While an ordinance should be written, we believe this statement should be amended to also say an ordinance should be adopted to *create an Archaeological Commission*. This more direct language could also be reinforced in Chapter 2, Objective 3.1 (p. 88)
- Process/Procedure issues: Richmond 300 plan
 - Concern: Potential changes the Richmond 300 plan in terms of proposed heights and the proposal to rezone to the heights in the plan, may have significant impact within city old and historic districts, and affect and potentially limit the breadth of review and legal comment by the city's Commission of Architectural Review. Please explain how CAR will still have the ability to modify projects to protect historic resources.
 - Concern: The Richmond 300 plan appears to call for rezoning to the plan's heights and densities, which would eliminate most rezoning, special use permit, and POD processes, and therefore eliminate the collection and meaningful consideration of community input and the provision of community benefits, including affordable housing.

CHA/HPLUC comments, continued:

- Historic Preservation Issue: Church Hill, protecting views
 - Concern: In the Richmond 300 plan, chapter 2, High Quality Places, specifically Historic Preservation Objective 3.1- k, suggests that the Plan should “Identify the views that need to be protected”. The CHA, along with many other interested parties, have been working for years to protect the “view that named Richmond” from Libby Hill Park. All participating parties, including select CHA representatives, have worked diligently with the Planning Director to finally determine an acceptable “cone of vision” that should be protected in perpetuity. A draft ordinance was written and has not yet been finalized for public discussion and consideration by City Council. We believe that since the process to protect this historic view is currently underway it should be reflected in the Richmond 300 Plan, similarly to how the Shockoe Small Area Plan is mentioned and illustrated, particularly since the Richmond 300 plan specifically states view protection as a specific tenet of the objectives outlined the Historic Preservation portion of the plan. In fact, the plan should mention specifically the extent to which Richmond residents and visitors enjoy the views from Libby Hill Park, including not only the “View that Named Richmond” but also views directly in front of Libby Terrace and to the west and southwest, in addition to the view from the Grace Street Overlook and Jefferson Park.

For now, these are the areas of concern the HPLUC has identified. We sincerely appreciate your willingness to include them with the understanding these come only as recommendations from the committee. We would appreciate you sharing your responses with us prior to the Planning Commission meetings to consider the plan. As noted above, the CHA membership will provide additional official comments as the approval process for Richmond 300 advances.

Sincerely yours,



Alli Alligood
President



July 13, 2020

Marianne Pitts
City of Richmond Dept of Planning and Development Review
900 East Broad Street
Richmond, Virginia 23219

Dear Ms. Pitts:

In reviewing the previous correspondence providing comments from the Church Hill Association's Historic Preservation and Land Use Committee (HPLUC), a committee member brought forth information about an easement held by the Virginia Department of Historic Resources (DHR) on specific parcels within the Tobacco Row District as part of the Shockoe Valley Historic District.

We have just confirmed earlier today that DHR does hold easements in perpetuity – regardless of ownership – for five parcels referred to as Easement Properties in the document that are generally located between North 25th and North 27th Street (see attached easement and accompanying maps) for the purposes of protecting both Tobacco Row and the St Johns Church Old and Historic District. Recorded in 1989, this easement restricts all new construction and/or demolition to the terms of the easement and must be reviewed by DHR prior to any planning approvals. Additionally, any construction or alteration must be compatible with the entrance to St. John's Church Old and Historic District.

As this directly affects the St. John's Church Old and Historic District in greater Church Hill, we believe this is significant new information that should be *considered and incorporated into the Richmond 300 Plan for Shockoe*. As we stated previously, we believe the eight-story height recommended in the Plan's Corridor Mixed Use designation is too high for the commercial corridors of East Main Street from Libby Hill Park to Main Street Station and through Church Hill from North 25th Street to Nine Mile Road; and while our prior letter noted that heights should be limited to four to five stories between 25th Street and Poe's, it appears that this governing easement would require lower heights than this to protect the St John's Church Old and Historic District.

We also note that the easement includes important specific provisions regarding the view from Tobacco Row across Cary Street to the river, imposing height and review restrictions for that area as well, affecting development proposals for parcels on the south side of Cary Street. In addition, while the easement was granted by Tobacco Row Property, L.P. and related to five specific properties under their ownership, the purpose and terms of the easement indicate that the viewshed protections should be applied to similar properties in the vicinity and, as noted, should be incorporated into the guidance provided by the Richmond 300 plan for this part of Shockoe Bottom and Tobacco Row.

Again, we sincerely appreciate your willingness to incorporate this additional comment from the Church Hill Association's HPLUC and look forward to a continued review of the Richmond 300 Plan with our membership to so we can provide additional input.

Sincerely yours,

A handwritten signature in blue ink, appearing to read "Alli Alligood". The signature is fluid and cursive, with the first name "Alli" and last name "Alligood" clearly distinguishable.

Alli Alligood
President

02758

BOOK 0227 PAGE 1550

Exempted from recordation taxes
under the Virginia Code (1950), as amended,
Section 58.1-811(A)

TOBACCO ROW DONATION DISTRICT
DEED OF CONSERVATION EASEMENT

THIS DEED OF EASEMENT, made this 29 day of December, 1989, by and between TOBACCO ROW PROPERTY, L.P., a Virginia limited partnership, and its successors and assigns, herein referred to as "Grantor", and the COMMONWEALTH of VIRGINIA, VIRGINIA BOARD OF HISTORIC RESOURCES, herein referred to as "Grantee",

WITNESSETH:

WHEREAS, Chapter 22 of Title 10.1 of the Virginia Code of 1950, as amended (the "Virginia Code"), was enacted to preserve historic and architectural properties in the Commonwealth of Virginia, and charges the Virginia Board of Historic Resources to designate historic landmarks, buildings, structures, districts, objects and sites as it determines to constitute the principal historical, architectural and archaeological sites which are of local, statewide or national significance and to receive such properties and interests in such properties for the purpose, among other things, of the preservation of such properties and their settings; and

WHEREAS, Chapter 17 of Title 10.1 of the Virginia Code, entitled "Open Space Land Act", was enacted to preserve open

space lands and authorizes any public body to receive interests in properties for the purpose of preserving open space lands, and whereas restrictions on heights of structures and other limitations on air rights for historic preservation properties are within the scope of the Open Space Land Act; and

WHEREAS, Grantor is the owner in fee simple of certain properties (the "Fee Simple Parcels") located in the Shockoe Valley and Tobacco Row Historic District (the "Tobacco Row District") and has a leasehold interest in and an option to acquire other properties in the Tobacco Row District (the "Leasehold Parcels") which properties (collectively the "Easement Properties") contribute to the historic and cultural significance of the Tobacco Row District, said district being listed as a registered historic district on the Virginia Landmarks Register and the National Register of Historic Places; and

WHEREAS, the St. John's Church Historic District (the "St. John's District") is adjacent to the Tobacco Row District and is also listed as a registered historic district on the Virginia Landmark's Register and the National Register of Historic Places; and

WHEREAS, both Grantor and Grantee desire to ensure the perpetuation of the historic, architectural, cultural and visual features which led the Tobacco Row District and the St. John's District to be placed on such registers; and

WHEREAS, the Easement Properties constitute an important visual element within the Tobacco Row District and are a visual

transition area between the Tobacco Row District and the St. John's District, and visually and architecturally inappropriate treatment of the Easement Properties would severely damage the historic and visual integrity of both districts; and

WHEREAS, a grant of a conservation easement by Grantor to Grantee as to the Fee Simple Parcels will assist in ensuring the visual and historic integrity of the districts; and

WHEREAS, a pledge to extend this Easement to the Leasehold Parcels as and when acquired in fee simple by Grantor will assist in ensuring the visual and historic integrity of the districts; and

WHEREAS, to this end, Grantor desires to grant to Grantee, and Grantee desires to accept, a conservation easement on the Easement Properties, described below, pursuant to Chapters 17 and 22 of Title 10.1 of the Virginia Code;

NOW, THEREFORE, in recognition of the foregoing and in consideration of the sum of Ten Dollars (\$10.00) and other valuable consideration, the receipt of which are hereby acknowledged, Grantor does hereby irrevocably grant and convey to Grantee, its successors and assigns, an easement in perpetuity in gross (with right in perpetuity to restrict the use of as described below) over certain real properties known as the Easement Properties, more particularly described in Paragraph 1 and in Exhibit A.

The Easement shall constitute a binding servitude upon the properties of Grantor, its successors and assigns. The restrictions hereby imposed on the use of the Easement

Properties are in accord with the policy of the Commonwealth of Virginia, as set forth in Chapter 22 of Title 10.1 of the Virginia Code to preserve the historic resources of the Commonwealth of Virginia and their settings. The acts which Grantor covenants to do and not to do upon the Easement Properties, and the restrictions which Grantee is hereby entitled to enforce, shall be as follows:

1. Within thirty (30) calendar days of the execution of this Deed of Easement, the Grantee shall document the appearance of the Easement Properties through photographic means. The negatives of the said documentary photographs (DHR negative number 10,193) shall be permanently stored in the picture collection of the Virginia State Library. Thereafter, all demolition and construction on the Easement Properties shall be governed by the terms of this Easement.
2. Buildings or structures currently existing on the Easement Properties may be demolished provided that application by Grantor shall have been made in good faith to the National Park Service under Part I -- Evaluation of Significance -- of the Historic Preservation Certification Application, and such application shall have been denied, or demolition of such buildings or structures is permitted as a result of a proceeding or proceedings under Section 106 of the National Historic Preservation Act of 1966, as

amended (a "Section 106 demolition permit").

Buildings or structures that have been certified, or for which a Section 106 demolition permit is not issued, may be demolished only with the prior written approval of Grantee, or upon receipt by Grantor of an order of demolition by the City of Richmond, Virginia, provided that Grantor provides Grantee with an opportunity to intervene in the City demolition proceeding. Grantor shall notify Grantee upon receipt of a Part I Notification denial, Section 106 demolition permit approval, or demolition order of the City of Richmond. Changes, alterations, improvements, additions, or renovations to structures which exist as of the date of this Easement and which are to be maintained on the Easement Properties shall be subject to the prior written approval of the Grantee.

3. Grantor shall simultaneously convey to Grantee under separate cover New Construction Standards (the "Standards") for use in making improvements to the Easement Properties. The Standards are intended to ensure that new construction on the Easement Properties will be compatible with the historic and architectural character of the Tobacco Row District and the St. John's District and will form a transition between the districts. Grantor and Grantee, within sixty (60) calendar days after the date this Easement is executed, shall review the Standards and make any

adjustments or modifications to which the parties mutually agree. The Standards and any such adjustments or modifications shall be attached to this Easement as an amendment hereto. Thereafter, no changes may be made in the Standards without the prior written consent of Grantor and Grantee. No new building or structure shall be erected on the Easement Properties unless, in the opinion of Grantee, such new buildings or structures both (i) conform with the Standards, and (ii) are in keeping with the historic and architectural character of the Tobacco Row District. Changes, alterations, additions, improvements or renovations to the exteriors of any new buildings or structures on the Easement Properties may be made only upon prior written approval of Grantee and provided that such changes, alterations, additions, improvements or renovations are consistent with the Standards. Any building or structure erected on the Easement Properties after the date of this Easement may not be demolished in whole or in part without the prior written approval of Grantee.

4. Grantor covenants to restrict development of the Easement Properties to the extent consistent with the conservation purposes of this Easement, the Standards, federal, state and local zoning regulations and standards for construction and rehabilitation in the City of Richmond, Virginia.

5. Grantor covenants as to Parcel No. 5 to make no improvement which will substantially impair the scenic enjoyment of the general public of the existing unobstructed view from Cary Street, a public street maintained by the City of Richmond, Southward to the James River and Kanawha Canal, Chapel Island and the James River. Grantor covenants that any new construction on the Easement Properties South of Cary Street will be limited in height so as to maintain existing views of the James River and Kanawha Canal, Chapel Island and the James River from Cary Street, and to maintain visibility of the Southern exteriors of the historic buildings of the Tobacco Row District from the James River and Kanawha Canal, Chapel Island and the James River. Such height limitations will prohibit Grantor from constructing any improvement which would substantially obstruct the view for a distance exceeding thirty percent (30%) of the length of the distance between 23rd Street and Pear Street along the Southern edge of Cary Street. Any improvements will be limited in height to twenty (20) feet above the crown of Cary Street. Stair enclosures and trash enclosures shall not exceed thirty (30) feet in length, and decorative railings shall be limited in height to four and one-half (4.5) feet above the top of sidewalks adjacent to Cary Street. All decorative railings shall be constructed so as not to obstruct

the general public's scenic enjoyment of Chapel Island and the James River from Cary Street. Masonry walls constructed in conjunction with decorative railings shall be limited in height to eighteen (18) feet.

Masonry piers constructed in conjunction with decorative railings shall be limited in height to nine (9) feet and in width to two and one-half (2.5) feet. No improvements shall be made on Parcel No. 5 unless, in the opinion of Grantee, such improvements both (i) conform with the Standards, and (ii) are in keeping with the historic and architectural character of the Tobacco Row District.

6. Except during construction, Grantor shall maintain the Easement Properties in a neat and orderly manner at all times. The Easement Properties may be used for surface parking facilities or construction staging areas. However, no dump of junk, trash, rubbish, or any other unsightly or offensive material shall be permitted on the Easement Properties (except for trash receptacles as needed) at any time.
7. Prior to any ground-disturbing activities, Grantor shall arrange for a documentary assessment of the archaeological potential of the Easement Properties based on archival research. Such assessment shall be conducted by a professionally qualified archaeologist approved by Grantee, and shall evaluate both archaeological potential and previous damage so as to

allow for predictions of the probability of significant archaeological remains on each parcel. This probability shall be taken into account in planning for construction on each parcel and measures taken, where possible, to avoid or minimize damage to archaeological remains. Where such damage is not avoidable, Grantor hereby covenants to negotiate in good faith with Grantee to develop a reasonable mitigation strategy to take place prior to or concurrently with construction activities. The archaeological assessment, and all subsequent archaeological activities, shall be conducted in a manner consistent with the Secretary of the Interior's Standards and Guidelines for Archaeology and Historic Preservation Projects. Archaeological artifacts found on the Easement Properties shall remain the property of Grantor, but may, upon mutual consent of Grantor and Grantee, be conserved, studied, and/or stored by the archaeological staff of the Department of Historic Resources, or its successors.

8. In the event that hazardous waste is found on or under the Easement Properties. Grantor agrees that Grantee shall not be held responsible for any of the costs of removing such waste or decontaminating the Easement Properties, and hereby agrees to indemnify and hold harmless Grantee for any costs or liability associated with such hazardous waste.

9. No portion of the Easement Properties may be relinquished for public improvements without prior written approval of Grantee.
10. The Easement Properties may be divided, subdivided, or conveyed in fee other than as a single tract; provided, however, that Grantor forms or causes to be formed, in connection with any condominium arrangement, an entity or entities for the purpose of performing all of the obligations of Grantor and its successors and assigns under this Easement.
11. Subject to the restrictions set forth in Paragraph 3, and without in any way limiting those provisions, Grantor shall be permitted to construct on the Easement Properties buildings or structures for any uses authorized or approved by the City of Richmond, Virginia.
12. No new sign, marker, billboard, or outdoor advertising structure shall be displayed on any of the Easement Properties without the consent of Grantee, other than signs not exceeding three (3) feet by three (3) feet for any or all of the following purposes: (i) to provide information necessary for the normal conduct of any permitted business or activity on the Easement Properties, (ii) to advertise the Easement Properties for sale or rental, and (iii) to provide notice necessary for the protection of the Easement Properties and for giving directions to tenants and

visitors. In addition, temporary signs for construction purposes may be displayed on the Easement Properties for up to thirty (30) consecutive months without the consent of Grantee.

13. Grantee and its representatives may enter upon each of the Easement Properties (i) from time to time, upon fifteen (15) calendar days written notice to Grantor, for the sole purpose of inspection and enforcement of the terms of the Easement granted herein, and (ii) in its discretion, to erect at a location acceptable to Grantor, a single marker or sign comparable with the character and quality of signs or markers erected by Grantor, not exceeding two (2) feet by two (2) feet, which states the name of Grantee and advises that Grantee owns the Easement granted herein.
14. Whenever a request for Grantee's approval is submitted pursuant hereto, Grantee covenants not to withhold unreasonably its consent, and if Grantee fails to respond in writing within fifteen (15) calendar days of such request, then Grantee shall be deemed to have approved the request, and Grantor may proceed with the action for which approval was requested.
15. Grantor shall notify Grantee in writing within thirty (30) calendar days prior to any transfer or sale of the Easement Properties. In addition, Grantor agrees to incorporate the terms of this Easement independently or by reference in all future deeds of

transfer or sale, though any failure to comply with this provision shall in no way prevent the restrictions herein from running with any land conveyed.

16. Grantor agrees not to obstruct the opportunity for the public to view on a regular basis the Easement Properties or improvements made on the Easement Properties from adjacent public streets, roads or waterways.
17. In the event of a violation of any provision of this Easement, in addition to any remedies now or hereafter provided by law, Grantee may, following at least thirty (30) calendar days written notice to Grantor, require Grantor at its cost to correct the covenant herein violated. If Grantor does not commence correction of such violation within the thirty (30) day notice period, Grantee may, following at least thirty (30) calendar days further written notice to Grantor, enter upon the affected Easement Property to correct such violation and hold Grantor and its successors and assigns in title responsible for the reasonable cost thereof, and such cost, until repaid, shall constitute a lien on that Easement Property.
18. Grantor agrees that Grantee may, at its discretion, and with at least fifteen (15) calendar days notice to Grantor, transfer, convey or assign the rights under this Easement to any non-profit corporation or trust

that (i) is a qualified organization under Section 170(h) of the Internal Revenue Code of 1986, as amended (the "Code"), (ii) is a publicly supported organization under Section 509(a)(2) of the Code, and (iii) meets the conditions of Chapter 22 of Title 10.1 of the Virginia Code, whose primary purposes include the preservation of property of historical, architectural or cultural significance. However, in no event may Grantee convey, assign or otherwise transfer the rights under this Easement unless Grantee, as a condition to any such conveyance, assignment or transfer, requires that the historic conservation purposes which the contribution of this Easement are intended to advance continue to be carried out. If at any time Grantee does not qualify as a qualified organization under Section 170(h) of the Code, Grantee shall immediately convey the Easement to an organization that is both a qualified holder under Chapter 10.1 of Title 10.1 of the Virginia Code and a qualified organization under Section 170(h) of the Code. Grantee agrees not to make any subsequent transfer, assignment or conveyance to any organization conditioned upon Grantor, its successors and assigns, making any additional contribution or payment to the recipient organization and to make such restriction a condition to any subsequent transfer, conveyance or assignment of the

Easement Properties. Since it is the public policy of the Commonwealth of Virginia that conservation easements be perpetual, in no event shall the right of Grantee in this Easement be conveyed in any way to Grantor or its successors, nor may Grantee quitclaim or in any way release the restrictions hereby imposed, except as permitted by or under the criteria set forth in Chapter 17 of Title 10.1 of the Virginia Code. If any transferee of the original Grantee acquires fee title to the land subject to this Easement, then all rights of the Grantee under this Easement shall automatically revert in the original Grantee or its successor.

19. This Easement is granted pursuant to Chapters 17 and 22 of Title 10.1 of the Virginia Code. The invalidity of such acts or any part thereof shall not affect the validity or enforceability of this instrument according to its terms, it being the intent of the parties (i) to agree and to bind themselves, their successors and assigns in perpetuity to each term of this instrument, and (ii) that this instrument constitutes a charitable trust, a preservation restriction, a common law easement in gross and a restrictive covenant.
20. Grantee is committed to protect the conservation purposes of this Easement and intends to enforce fully both the rights to be granted to it and the

restrictions to be imposed under this Easement. Grantee possesses the resources needed to enforce the restrictions of this Easement. If Grantee or any successor grantee should fail to enforce fully this Easement, then after notice and reasonable opportunity to restore enforcement, the rights and duties hereunder will be transferred to another agency or instrumentality of the Commonwealth of Virginia or any instrumentality thereof.

21. Grantor and Grantee agree that the mortgages and rights of all mortgagees in the Easement Properties are subject and subordinate at all times to the rights of Grantee to enforce the purposes of this Easement. Grantor has provided a copy of this Easement to all mortgagees of the Easement Property as of the date of this Easement, and each mortgagee shall agree in writing to subordinate its mortgage to the Easement. Such agreements shall be recorded prior to this Easement. Notwithstanding the foregoing, if a mortgage grants to a mortgagee (i) the right to receive the proceeds of condemnation proceedings arising from any exercise of the power of eminent domain as to all of or any part of any of the Easement Properties, or (ii) the right to receive insurance proceeds as a result of any casualty, hazard or accident occurring to or about any of the Easement Properties, or if a mortgagee has received an

assignment of the leases, rents and profits of any of the Easement Properties as security or additional security for a loan, then the mortgagee shall have a prior claim to the insurance and condemnation proceeds and the leases, rents and profits of the Easement Properties and shall be entitled to receive such proceeds and the leases, rents and profits in preference to Grantee until the mortgage is paid off and discharged, notwithstanding that the mortgage is subordinate in priority to the Easement. Before exercising any right or remedy due to breach of the Easement, except the right to enjoin a violation hereof, Grantee shall give all mortgagees of record written notice describing the violation, and the mortgagees shall have sixty (60) calendar days thereafter to cure or cause a cure of the violation. This Paragraph 21 shall in no way, however, affect the powers or the responsibilities of Grantee under Chapter 17 of Title 10.1 of the Virginia Code.

22. Grantor and Grantee acknowledge that the grant of this Easement confers upon Grantee an immediately vested real property interest in the Easement Properties with a fair market value, for purposes of allocating proceeds in the event of an Extinguishment (as defined in Paragraph 24), determined as follows: (1) the fair market value of the Easement Properties unencumbered by the Easement minus any increase in value after the

date of the Easement grant attributable to rehabilitation or improvements made by Grantor, its successors or assigns, (ii) multiplied by a fraction, (A) the numerator of which is the value of the Easement at the time of the Easement grant, and (B) the denominator of which is the value of the Easement Properties at the time of the Easement grant without deduction for the value of the Easement. The values used to determine the allocation of proceeds shall be based on the Qualified Appraisal provided to Grantee pursuant to Paragraph 23. Grantor and Grantee shall verify these values by affidavit and record them as an amendment to the Easement when the Qualified Appraisal is completed and the ratio of the value of the Easement to the value of the Easement Properties unencumbered by the Easement shall remain constant.

23. Grantor shall provide Grantee a "Qualified Appraisal" (as that term is defined in Treasury Regulation section 1.170A-13(c)(3) and in P.L. 98-369, § 155(a), 98 Stat. 691 (1984)) of the fair market value of the Easement. Grantee covenants to sign any appraisal summary form, including Internal Revenue Service Form 8283, Noncash Charitable Contributions, prepared for the Internal Revenue Service and submitted to Grantee by Grantor upon receipt of the Qualified Appraisal and this fully executed Easement.

24. If an unexpected change in the conditions on or surrounding the Easement Properties results in a change in the status of the Tobacco Row District as a historic district such that continued use of the Easement Properties for conservation purposes is, in the opinion of Grantee, impossible or impractical, an Extinguishment of the Easement may be necessary. Such an Extinguishment shall not take place unless the conservation purposes for which this Easement was created have ceased to exist, and must be a result of a final judicial proceeding. Such an Extinguishment must confer upon Grantee a portion of the net proceeds resulting from the Extinguishment as determined in Paragraph 22. Grantee must agree to apply, to the extent allowed by law, all of such amount to the preservation and conservation of other buildings, structures or sites having historical, architectural, or cultural value and significance to the people of the Commonwealth of Virginia. For purposes of this Easement, an Extinguishment does not arise from a transfer, conveyance, assignment, sale or refinancing of any of the Easement Properties.
25. Grantor shall promptly notify Grantee of any conflict between any ordinance or regulation relating to building materials, construction methods or use, and the terms of this Easement. In the event of such conflict, the ordinance or regulation shall prevail

and Grantor shall cooperate with Grantee and any appropriate authority to accommodate the purposes of this Easement and such ordinance or regulation.

26. Grantor acknowledges that the subject matter of this conveyance is a perpetual donation to Grantee which can no longer be transferred by Grantor.
27. Any notice provided by Grantor or Grantee shall be in writing and shall be mailed by expedited overnight courier or with postage prepaid by registered or certified mail with return receipt requested, or hand delivered and receipted. Notice provided to Grantor shall be at 2600 East Cary Street, Richmond, Virginia 23223, Attention: Managing General Partner, and to Grantee, care of the Department of Historic Resources, Commonwealth of Virginia, 221 Governor Street, Richmond, Virginia 23219, Attention: Easement Administrator. Each party must notify the other of a change in its address. The failure to serve a change of address notice shall not waive the notice requirement.
28. This instrument is executed in three (3) counterparts. Each counterpart shall constitute the agreement of the parties.
29. Grantor shall do and perform at its own cost all acts necessary to insure the prompt recording of this instrument with the Office of Clerk of the City of Richmond, Virginia for Public Records and shall comply

with all notification requirements set out in Chapter 10, Section 10.1-1012 of Title 10.1 of the Virginia Code. After recording, the original recorded deed shall be forwarded to Grantee and a conformed copy of the recorded deed shall be retained by Grantor.

Although this easement in gross will benefit the public in the ways recited above, nothing herein grants, nor shall be construed to grant, any right to the public of access to or use of any of the Easement Properties, and Grantor shall retain exclusive right to such access and use, subject only to the provisions herein recited.

Acceptance by the Virginia Board of Historic Resources of this conveyance is authorized by section 10.1-2204 of Title 10.1 of the Virginia Code.

Witness the following signatures and seal:


TOBACCO ROW PROPERTY, L.P.,
a Virginia limited partnership,
by: Tobacco Row Associates, L.P.
Managing General Partner


By: William H. Abeloff
Managing General Partner

Accepted:

VIRGINIA BOARD OF HISTORIC RESOURCES

By:


Hugh G. Miller
Director, Department of Historic Resources

STATE of VIRGINIA
CITY of RICHMOND

)
To wit:

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The foregoing instrument was acknowledged before me this 29th day December of 1989, by William H. Abeloff, Managing General Partner of Tobacco Row Associates, L.P., a Virginia limited partnership and the Managing General Partner of Tobacco Row Property, L.P., a Virginia limited partnership, on behalf of the Partnerships.

Virginia E. McConnell
Notary Public

My commission expires: November 1, 1992

STATE of VIRGINIA
CITY of RICHMOND

)
To wit:

The foregoing instrument was acknowledged before me this 29th day of December, 1989, by Hugh C. Miller, Director of the Department of Historic Resources, on behalf of the Virginia Board of Historic Resources, Grantee therein.

Virginia E. McConnell
Notary Public

My commission expires: November 1, 1992

EXHIBIT A

BOOK 0227 PAGE 1571

PARCEL 1

All that certain piece or parcel of land with improvements thereon and appurtenances thereto lying and being in the City of Richmond, Virginia and described as follows:

Beginning at a stone found at the intersection of the northern line of East Main Street and the eastern line of North 24th. Street; thence along the eastern line of North 24th. Street N37°55'40"E 166.37' to the face of the wall of a two story brick building known as number Thirteen North 24th. Street; thence along the face of the said brick wall S51°59'50"E 89.66' to the corner of the said brick wall; thence S38°06'07"W 0.65' to a lead hub found; thence S51°59'50"E 42.34' to a point; thence S37°55'40"W 65.85' to a rod set; thence S51°57'07"E 133.50' to a rod set on the western line of North 25th. Street; thence along the western line of North 25th. Street S38°01'40"W 100.03' to a copper pin found on the northern line of East Main Street; thence along the northern line of East Main Street N51°56'20"W 265.33' to the point of beginning and containing 0.810 acres. All as shown on a plat of survey by Charles L. Wingate, P.L.S. entitled "Plat of a parcel of land located on the northern line of East Main Street between North 24th. Street and North 25th. Street" dated December 28, 1989.

PARCEL 2

Beginning at a stone found at the intersection of the western line of North 26th. Street (66'± R/W) and the northern line of East Main Street (80'± R/W); thence extending westwardly along the northern line of East Main Street N52°06'31"W 264.76' to a stone found on the eastern line of North 25th. Street (66'± R/W); thence along the eastern line of North 25th. Street N38°00'00"E 81.05' to a point; thence leaving the eastern line of North 25th. Street S52°00'00"E 116.00' to a rod found; thence N38°00'00"E 78.00' to a rod found; thence S52°00'00"E 55.00' to a rod found; thence N38°00'00"E 15.00' to a rod found; thence S52°00'00"E 33.00' to a rod found; thence S38°00'00"W 8.00' to a rod found; thence S52°23'28"E 65.81' to a point on the western line of North 26th. Street; thence along the western line of North 26th. Street S37°40'19"W 166.06' to the point of beginning. Known as 2506 East Main Street. All as shown on a plat of survey by Charles L. Wingate, P.L.S., entitled "No. 2506 East Main Street, Richmond, Virginia," dated December 1, 1989, revised December 15, 1989.

EXHIBIT A

(Continued)

BOOK 0227, PAGE 1572

PARCEL 3

Beginning at a stone found at the intersection of the northern line of East Main Street (80'± R/W) and the Eastern line of North 26th. Street (66'± R/W); thence along the eastern line of North 26th. Street N37°40'19"E 158.00' to a rod set on the southern line of a variable width alley; thence along the southern line of said alley S52°17'41"E 264.18' to a rod found on the western line of North 27th. Street (66'± R/W); thence along the western line of North 27th. Street S37°44'19"W 158.00' to a rod set on the northern line of East Main Street; thence along the northern line of East Main Street N52°17'41"W 264.00' to the point of beginning. Known as 2600 East Main Street. All as shown on a plat of survey by Charles L. Wingate, P.L.S., entitled "No. 2600 East Main Street, Richmond, Virginia" dated December 15, 1989.

PARCEL 4

All that certain piece or parcel of land with improvements thereon and appurtenances thereto lying and being in the City of Richmond, Virginia and described as follows:

Beginning at a point on the southern line of East Main Street, distance thereon 277.65' east of the eastern line of South 26th. Street; thence along the southern line of East Main Street S52°17'35"E 213.10' to a stone found; thence continuing along the southern line of East Main Street S11°07'30"E 81.11' to a stone found on the western line of Pear Street; thence along the western line of Pear Street S52°38'50"W 156.94' to a point; thence leaving the western line of Pear Street N51°40'57"W 236.11' to a point; thence N37°57'21"E 136.71' to the point of beginning and containing 1.147 acres. All as shown on a plat of survey by Charles L. Wingate, P.L.S. entitled "Plat of a parcel of land located at the southeast corner of East Main Street and Pear Street" dated December 28, 1989.

PARCEL 5

All that certain lot, piece or parcel of land, together with improvements thereon and appurtenances thereto belonging, lying and being in the City of Richmond, Virginia, bounded by Dock, East Cary, 22nd and Pear Streets, as shown on Plat of survey prepared by Draper Aden Associates, Consulting Engineers, dated March 21, 1989 and last revised November 30, 1989, entitled "Plat Showing Property Bounded By Cary Street, Dock Street, 22nd Street and Pear Street In The City of Richmond, Virginia", and more particularly described as follows:

EXHIBIT A

(Continued)

BOOK 0227 PAGE 1573

BEGINNING at a point marking the intersection of the northern line of Dock Street and the eastern line of 22nd Street; thence running along the eastern line of 22nd Street North $36^{\circ}43'44''$ East 119.98 feet to a point of intersection of the southern line of Cary Street; thence along the southern line of Cary Street the following courses: South $53^{\circ}35'02''$ East 265.52 feet, South $53^{\circ}34'31''$ East 66.00 feet, South $53^{\circ}40'37''$ East 265.22 feet, South $53^{\circ}30'01''$ East 66.00 feet, South $53^{\circ}37'29''$ East 265.38 feet, South $53^{\circ}17'04''$ East 66.00 feet, South $53^{\circ}33'14''$ East 271.54 feet, South $53^{\circ}38'23''$ East 50.00 feet, South $53^{\circ}35'05''$ East 366.58 feet; thence leaving the southern line of Cary Street South $51^{\circ}02'25''$ West 116.50 feet; thence South $43^{\circ}11'20''$ East 72.00 feet; thence South $46^{\circ}48'40''$ West 7.84 feet to a point of curvature of a curve concave to the left, said curve having a radius of 392.76 feet, a tangent of 92.34 feet, a chord of 179.78 feet bearing North $63^{\circ}56'43''$ West to a point of intersection on the northern line of Dock Street; thence along the northern line of Dock Street the following courses: North $47^{\circ}27'14''$ West 231.64 feet, North $47^{\circ}27'05''$ West 50.60 feet, North $47^{\circ}32'18''$ West 59.20 feet, North $50^{\circ}47'05''$ West 212.64 feet, North $50^{\circ}41'54''$ West 65.56 feet, North $50^{\circ}42'11''$ West 265.43 feet, North $50^{\circ}41'55''$ West 65.18 feet, North $50^{\circ}42'11''$ West 295.81 feet, North $58^{\circ}01'00''$ West 35.33 feet, North $49^{\circ}54'26''$ West 82.37 feet, North $49^{\circ}54'26''$ West 13.13 feet, North $79^{\circ}11'09''$ West 93.82 feet, North $53^{\circ}34'11''$ West 88.00 feet to the point of beginning.

LESS AND EXCEPT that certain parcel bounded by the eastern line of 22nd Street, the southern line of Cary Street and the northern line of Dock Street, containing 0.697 of an acre designated Tobacco Row Associates, on plat of survey prepared by Draper Aden Associates, dated March 21, 1989, last revised November 30, 1989, referred to above.

Said parcel containing 3.783 acres, more or less.

VERIFIED BY THE CLERK OF THE COURT OF THE CITY OF

THIS DEED WAS PRESENTED AND WAS IN COMPLIANCE WITH THE REQUIREMENTS OF THE

FEB 16 1990

11:00 A.M.

30.00

File: Map & Plat

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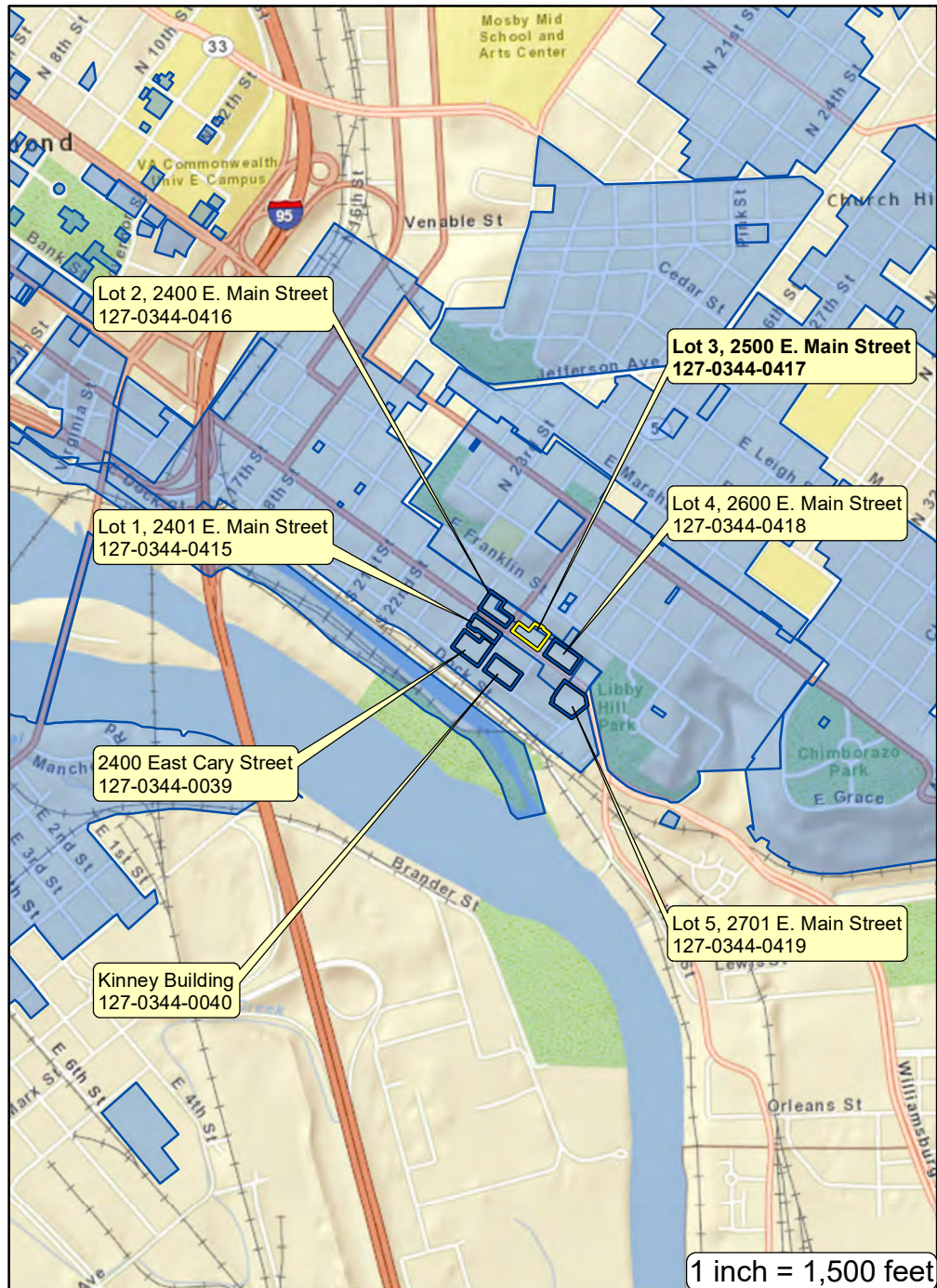
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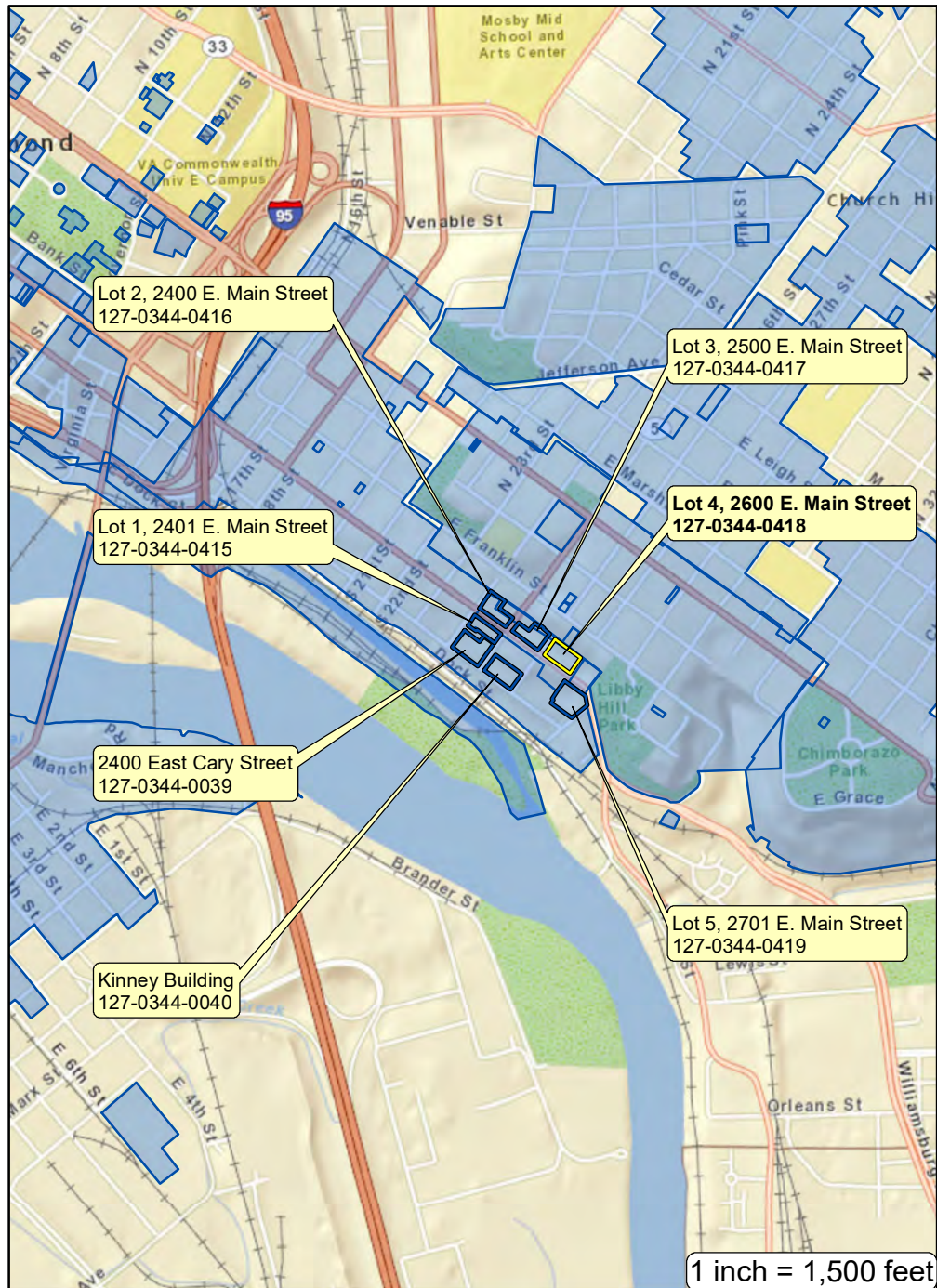
Lot 3, 2500 E. Main Street - Easement **City of Richmond, Richmond Quad** **DHR# 127-0344-0417**



Sources: VDHR 2011, USGS 2002, ESRI 2010, VDOT 2007, VBMP 2009
 Records of the Virginia Department of Historic Resources (DHR) have been gathered over many years and the representation depicted is based on the field observation date and may not reflect current ground conditions. The map is for general illustration purposes and is not intended for engineering, legal or other site-specific uses. The map may contain errors and is provided "as-is". Contact DHR for the most recent information as data is updated continually.



Created by: D. Bascone January 30, 2012



Lot 4, 2600 E. Main Street - Easement
City of Richmond, Richmond Quad
DHR# 127-0344-0418



Sources: VDHR 2011, USGS 2002, ESRI 2010, VDOT 2007, VBMP 2009
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Created by: D. Bascone January 30, 2012

Pechin, Maritza - PDR

From: Pitts, Marianne G. - PDR
Sent: Tuesday, July 14, 2020 10:18 AM
To: 'Barbara Cotter'
Cc: Richmond300
Subject: RE: Comments on Richmond 300 Plan

Ms. Cotter,

Thank you for your email and comments which we will be reviewing as we make edits to the draft plan.

Thank you,
Marianne

Marianne Pitts
Department of Planning and Development Review
900 E. Broad Street, Room 511, Richmond, VA 23219
Marianne.Pitts@richmondgov.com
Ph. (804) 646-5207



www.richmond300.com

From: Barbara Cotter [mailto:cotterbarbara@hotmail.com]
Sent: Monday, July 13, 2020 9:46 PM
To: Pitts, Marianne G. - PDR <Marianne.Pitts@richmondgov.com>
Subject: Comments on Richmond 300 Plan

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Hello Ms. Pitts,

As a long-time resident of Church Hill and member of the Historic Preservation and Land Use Committee of the Church Hill Association of RVA, I would like to go on record to express my agreement with the attached letters (main letter and subsequent addendum) sent by Alli Alligood, President of the Association. The issues identified are critical for our historic community. Of particular concern is the recognition and incorporation of the Easement for the area from North 25th at E Main Street to North 27th and the need for a much lower height for this area than proposed. The Plan should also recognize the Shockoe Small Area Plan being developed and should identify that this Plan would be the governing document for this Area.

Regards,
Barbara Cotter
2708 East Franklin St

804-677-7647

Pechin, Maritza - PDR

From: caroline <carolion1@yahoo.com>
Sent: Monday, July 13, 2020 4:37 PM
To: Richmond300; Lynch, Stephanie A. - City Council Office; Olinger, Mark A. - PDR; Pechin, Maritza - PDR; Pitts, Marianne G. - PDR
Subject: Oregon Hill Richmond 300 Plan

CAUTION: This message is from an external sender - Do not open attachments or click links unless you recognize the sender's address and know the content is safe.

Dear Mr. Olinger and the Richmond 300 Master Plan team,

Please revise the Richmond 300 plan to legislate that the future land use of Oregon Hill is RESIDENTIAL and not Mixed-Use.

Our neighborhood currently has a R-7 zoning. Mixed-Use future land use is not compatible.

I've watched our Oregon Hill neighborhood thrive under the R-7 residential zoning.

This RESIDENTIAL zoning discourages speculators from buying up blocks of the neighborhood for uses inconsistent with our historic residential neighborhood.

We have no parking now and our streets are small. The neighborhood simply cannot support 3 floor and more buildings with the traffic brought on by Mixed Use designation.

We've had unprecedented restoration of our historic homes because everyone was confident that no inappropriate development would be approved next door.

New homes in the neighborhood, such as the Overlook Condominiums, have also thrived under the RESIDENTIAL R-7 zoning. Our successful residential neighborhood contributes an enormous amount of real estate tax revenue to the city.

I was present when the Oregon Hill Neighborhood Association endorsed the RESIDENTIAL future land use designation for Oregon Hill.

Why has the Richmond 300 committee ignored the neighborhood request for this appropriate RESIDENTIAL future land use designation for Oregon Hill?

Homeowners in our RESIDENTIAL Oregon Hill neighborhood pay taxes that help fund this city. We deserve a voice in our own future land use designation.

The R-7 zoning has a 35 foot height limit that is perfect for Oregon Hill with two story RESIDENTIAL dwellings. In contrast -the Mixed-Use designation would foist four story building heights throughout the neighborhood with “higher” building heights on all corners and busy streets. This is unacceptable.

Please revise the future land use designation of the Oregon Hill neighborhood to RESIDENTIAL, which is consistent with our R-7 zoning, in revisions of the Richmond 300 master plan.

Sincerely,

Caroline Cox

430 S. Laurel St.

Richmond VA 23220

Pechin, Maritza - PDR

From: Hon. Catherine C. Hammond <hammondmediation@gmail.com>
Sent: Monday, July 13, 2020 7:01 PM
To: Richmond300
Subject: Plan for Oregon Hill

CAUTION: This message is from an external sender - Do not open attachments or click links unless you recognize the sender's address and know the content is safe.

I live in Oregon Hill. I pay real estate taxes. I have spent 25 years in public service. I am requesting that your plan not designate Oregon Hill as Mixed Use. That is a terrible mistake.

On July 4, 2020 there was a shootout and the RTD featured a photo of 80 shell casings collected by our neighbors. One reason this happened is because current zoning rules are not being enforced. And because law enforcement has other priorities. I had a wheel stolen from my car by a young man who "stays" in a rental one block away. This all makes you (planners) not care what effect Mixed Use would have on our neighborhood. You mistakenly conclude that we are not worth saving. Would you do this to Randolph? Obviously not. What is the difference? The difference is that developers are pressuring you to let them into Oregon Hill. If you want tax revenues then treat the homeowners with respect. And have a plan that recognizes residential neighborhoods as valuable assets to the City.

Hon. Catherine C. Hammond (Ret.)

Pechin, Maritza - PDR

From: noreply@konveio.email
Sent: Monday, July 13, 2020 11:09 AM
To: Pechin, Maritza - PDR
Subject: [Konveio Inquiry] Cycling Feedback

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Grant Hill (gmhill@aol.com) sent a message using the contact form at <https://richmond.konveio.com/contact>.

"If you build it...they will come!!"

You need supportive, cycling infrastructure, like 'Richmond 300' to facilitate, safe, bicycle commuting / travel.
Give this project your full attention!!

An avid cycling commuter, Grant Hill, RVA





4 East Main Street, Suite 1C
Richmond, Virginia 23219

Tel: 804.643.7407
Fax: 804.788.4244

www.HistoricRichmond.com

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EXECUTIVE DIRECTOR

Cyane B. Crump

July 13, 2020

**Via Electronic Mail: richmond300@richmondgov.com,
mark.olinger@richmondgov.com, and
Maritza.pechin@richmondgov.com:**

Richmond 300 Project Team
Dept. of Planning & Development Review
City of Richmond
900 E. Broad Street, Room 511
Richmond, VA 23219

Re: Draft Richmond300 Master Plan

Ladies and Gentlemen:

Thank you for the effort you have devoted to producing the June 2020 draft Richmond 300 Master Plan. We are grateful for the time, energy and thought that you, the Advisory Council and many members of the community have devoted to producing this draft of the city-wide master plan for the City of Richmond.

We have participated in the Richmond 300 process by attending countless community meetings and workshops, submitting detailed comments to the July 25, 2019 draft of the master plan vision, goals and objectives, and through the service of one of our staff members, Cyane Crump, on the Richmond 300 Advisory Council.

We support the City-Wide Vision

We support the overarching City-Wide Vision for a "welcoming, inclusive, diverse, innovative, and equitable city of thriving neighborhoods; ensuring a high quality of life for all."

We note that this vision is not articulated until page 19 of the draft plan and recommend that an introductory statement be included at the very beginning of the plan that makes more explicit how this plan is intended to fulfill this vision and address historic issues of equity and inclusion in our city.

In this regard, we also note that in focusing on growth for the City and efforts to attract a newer or different demographic, the plan must not forsake improving the quality of life for those who already are members of our community.

We support the “Big Moves”

We support the “Big Moves” identified in the draft plan, including: (1) re-writing the zoning ordinance; (2) re-imagining certain priority growth nodes; (3) expanding housing opportunities; (4) providing greenways & parks for all; (5) reconnecting the city; and (6) realigning city facilities.

We note that, while we generally support the Big Move to re-write the zoning ordinance to a form-based code and to improve health, resiliency and access, we believe that **any zoning changes or revisions must include greater transparency and opportunities for public participation**. Neighborhood associations, impacted residents and other stakeholders should have direct opportunities to be involved in the planning process and any changes to zoning impacting their neighborhoods or properties. It is imperative that each and every member of our community have an opportunity for their voice to be heard when their neighborhood’s built environment is impacted. We also believe that this Big Move should be revised to note a focus on maintaining existing neighborhoods as well as creating new neighborhoods.

We also appreciate the Big Move to re-imagine certain priority growth nodes and the focus on urban historic districts such as Monroe Ward, Jackson Ward, Shockoe and Manchester in the Downtown Node as priority growth nodes. As these historic districts are prioritized, we note that urban design is critically important to enhance the quality of life in these neighborhoods. For these neighborhoods to thrive, they must be high-quality, distinctive and well-designed. Each of these areas has significant historic resources and high quality and distinctive historic architecture that should be preserved. As these areas develop through new construction (we love the idea to cap I-95/I-64 to reconnect Jackson Ward and North Jackson Ward!), **we urge the planning department to consider form based zoning and zoning districts and/or design overlays that will encourage a diversity of new architecture that responds to and complements Richmond’s existing and historic built environment in such a way that these neighborhoods can continue to be unique, beautiful and authentic**.

We also appreciate the Big Move to have 100% of Richmonders within a 10-minute walk of a park. This Big Move must not be overshadowed as denser development is encouraged and vacant parcels are developed as other Big Moves are pursued.

We support key Goals, Objectives and Strategies

We support a number of key Goals, Objectives and Strategies included in the draft plan. We believe that Goal 3 **to support growth that preserves the historic urban fabric and enhances understanding of Richmond’s multi-faceted past** and Goal 4 **to establish a distinctive city comprising architecturally significant buildings connected by a network of walkable urban streets and open spaces to support an engaging built environment** and their related Objectives 3.1, 3.2, 3.3, 4.1, 4.2 and 4.3 are critically important. In addition, we are pleased to see the following items incorporated in the draft plan:

- We support **developing a city-wide preservation plan** (Objective 3.1.a) to establish near and long-term preservation priorities and to identify proactive and innovative strategies to protect the character, quality, and history of the city and its neighborhoods.
 - As the plan seeks to increase the number of residents and jobs at Nodes and along enhanced transit corridors (Objective 6.1), an objective we support, we expect there will be pressure to demolish historic structures. Development of a preservation plan will establish community preservation priorities to help guide this growth and preserve the architectural character of our neighborhoods.
 - We also note that the draft plan is written at a high level and does not reference specific properties or types of historic resources such as, for example, city-owned facilities such as the Blues Armory, Pump House and historic school properties, or African American cemeteries. We believe that such a preservation plan should be prioritized and that its development can help address the very important objective to **broaden the constituency for historic preservation by more equally representing, preserving and sharing the sites related to traditionally underrepresented groups** (Objective 3.3).
- We support **revising the Commission of Architectural Review's Guidelines** (Objective 3.1.d) to improve the clarity and usability and to respond to new technologies and market demand.
- We support **developing zoning districts that support, protect and enhance neighborhood character** for those neighborhoods not protected by City Old & Historic Districts (Objective 4.1a).
- We support the City's **spot blight property acquisition process**, and prioritizing disposition to non-profit housing developers and/or the Land Bank (Objective 3.2.c).
- We support **developing a city-wide demolition review policy** (Objective 3.2.f) to ensure historic resources are considered before any demolition can proceed.
- We support reviewing and **revising the City's tax abatement program to incentivize preservation best practices, energy efficiency and projects providing affordable housing** (Objective 3.1i). We also support the similar but more specific objective of amending the rehabilitation tax abatement program to provide incentives for for-profit developers to create mixed-income residential housing where at least 20% of the units are affordable to households earning less than 50% of the AMI (Objective 14.1.b).
- We support the Goal 14 to **preserve, expand, and create mixed income communities, by preserving existing housing units and developing new ones - both rental and owner occupied – throughout the city.**

- We note that the position of City Preservation Planner has been vacant for some time and ask that this vacancy be filled as soon as possible to support these goals and objectives.

We recommend revision for greater transparency and public participation in the planning process

We recommend that Goal 5 be revised to provide for **greater transparency and opportunities for public participation and community engagement in city planning processes** and with respect to projects that impact the City and its neighborhoods. In particular, we would like to see the rezonings to implement the Future Land Use Plan and revisions to the zoning ordinance include certain revisions to the planning decision-making process, such as public notice of planning decisions, an opportunity for public review of planning decisions and zoning determinations, and a requirement that developers meet with the community to discuss proposed developments in connection with plan of development review.

We note that the final stages of this draft plan have occurred during the COVID-19 pandemic and a time of significant social unrest when the community is both distracted by pressing personal, economic and social issues and unable to provide in person feedback as they would be able to do in normal circumstances. We are concerned that adopting a master plan that does not contemplate robust public participation in future planning processes at a time when public participation is limited will erode public confidence in the master plan and the planning process in general. Accordingly, we recommend providing additional opportunities for meaningful community engagement and feedback beyond the July 13 deadline.

Thank you!

We are grateful to the staff of the City Planning Department and Richmond 300 team for their efforts to produce this draft plan – an effort first launched in 2017. We know this has taken a great deal of time, energy and thought. Historic Richmond thanks you for the care and attention you devote to matters impacting Richmond and we appreciate your efforts to make Richmond a better place – a high quality place for all.

Please do not hesitate to contact me at ccrump@historicrichmond.com with any questions regarding this letter.

Sincerely,



Cyane B. Crump
Executive Director

cc: Harold Williams, President Historic Richmond Board of Trustees

Pechin, Maritza - PDR

From: Mary Kay Huss <mkhuss@richmondhabitat.org>
Sent: Monday, July 13, 2020 12:07 PM
To: Richmond300
Subject: Comments on Richmond 300

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Hello,

??

Thank you for all your work on this plan.?? Richmond Habitat supports many elements of this plan, but most especially in favor of:

- ADU???accessory dwelling unit serving as another means of providing affordable housing options for city residents, as well as a means of additional income for the homeowner.
- ??Request that the ??proposed Neighborhood Mixed used zoning also allow for triplex and quad development to allow for more affordable housing options.

??

??

??

Mary Kay Huss

CEO | Richmond Metropolitan Habitat for Humanity

2281 Dabney Road, Suite A, Richmond, VA 23230

O:??804-232-7001 x102??| F:??804-232-7025??| C:??804-398-0212

??



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Pechin, Maritza - PDR

From: David Johannas <dave@johannasdesign.com>
Sent: Monday, July 13, 2020 4:27 PM
To: Pechin, Maritza - PDR
Cc: Richmond300
Subject: Re: Thank you for your comments/letters

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Most of my comments...

General comments regarding the Master Plan

Southside Plaza small plan:

I feel like this is a primary location for a great higher density node based on a walkable mixed use center. As a high traffic area, I feel that the traffic circle is detrimental to the walkability and the idea of creating a mixed use walkable district.

In the Reconnect section:

I think we should be reviewing all bridges in walkable areas regarding improvements to make our bridges welcoming for the pedestrians. Many of our smaller neighborhood bridges are designed like freeway crossovers and in need of road diets, potentially planter and landscaping, etc..

Greater Scotts Comments:

I feel like some of the areas in the extension - E, A, B, C lack an opportunity to create an urban oasis with lively village alleyways and plazas. I love the crescent park concept. The image on 117 has a lot of ingredients but I do not sense the opportunities to create urban spaces, with compression and expansion into protected places.

Bellemeade:

In the Bellemeade area I like the basic vision, but I am concerned that much of the area lacks the the natural exiting property divisions to assemble enough land to accommodate the goals.

Commerce Road:

It was interesting to look at the scale of the properties on Commerce Road. I feel like there is an incredible opportunity to look at this area as a key to economic growth. Existing land use has left large purchasable properties for larger buildings (as conceived for route one.) I see this as an opportunity to promote the Commerce Crescent as a transit oriented location for corporate buildings, maybe, or a high tech crescent in the shadow of downtown, or a place for new economies - vertical farming, local vertical manufacturing (fashion, face masks). Maybe there could also be an affordable zoning overlay for affordable housing, special tax incentives, etc... and, of course, a special transit area. If densely populated, there would be the possibility for a market.

Institutional uses:

Government and institutions should be willing to share basic services with city residents, i.e. parking.

Pge 69: Is Brookland Park commercial area noted?

Improve the pedestrian experience:

Respond to the climate and provide proper shade planting.

Tourism:

We should be providing greater opportunities (different places in the city) for people to stay in tourist homes or smaller hotels.

Stoney Point (baffling):

The is a prime location that lacks connectivity and is surrounded by a suburban community that insists on isolating it.

The perception is that you can't get there from here (typical New England directions).

Thus it seems that it needs to be a destination, even if we were able develop a high density neighborhood.

Swansboro:

Create a natural gathering "Place" for festivals and markets to highlight the neighborhood.

David Johannas
JOHANNAS DESIGN GROUP
1901 W. Cary Street • Richmond, VA 23220
804.358.4993

On Thu, Jul 2, 2020 at 5:18 PM Pechin, Maritza - PDR <Maritza.Pechin@richmondgov.com> wrote:

Dear All,

We are writing to you because you submitted a comment or survey response to PDR on the draft Master Plan content shared during Community Consultation #2. We read all your comments and survey responses, and reviewed them as we developed the [Draft Richmond 300: A Guide for Growth Master Plan](#), which was released on June 1, 2020.

You can review all the comments PDR received and responses by reviewing the [presentation](#) that staff will present on July 8, 2020 to the Advisory Council (see all meeting materials in links below or at www.richmond300.com/advisory). If you would like, you can address the Richmond 300 Advisory Council on July 8, 2020 at 6 P.M. Just send an email to richmond300@richmondgov.com so you can be added to the list of speakers. If you would rather not speak, but would like to provide written comments for staff to read aloud, please send your comments by July 8 at 4 P.M. to richmond300@richmondgov.com

You do not have to participate in the Advisory Council meeting. You can also submit comments via our website or by emailing richmond300@richmondgov.com. The comment period ends on July 13, 2020.

Many thanks for your comments and interest in the Master Plan.

Best,

Maritza

Maritza Pechin, AICP, LEED AP

Richmond 300 Project Manager

(AECOM Contractor)

900 E. Broad Street, Room 511, Richmond, VA 23219

maritza.pechin@richmondgov.com

direct 804.646.6348



www.richmond300.com

From: Richmond 300 Master Plan [mailto:richmond300@richmondgov.com]

Sent: Thursday, July 02, 2020 4:18 PM

To: Pechin, Maritza - PDR

Subject: 10 Days to Submit Your Comments

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Sign up to speak at the Advisory Council meeting

The Richmond 300 Advisory Council will be hosting a virtual meeting on July 8th at 6pm to provide the public with an opportunity to share their comments on the draft plan. If you would like to speak at this meeting, we encourage you to sign up in advance by emailing Richmond300@richmondgov.com or calling 804-646-6348.

July 8, 2020 at 6 P.M.

[Microsoft Teams Meeting Link](#)

You may listen to the meeting audio only from your phone by dialing *67-804-316-9457 and when prompted, enter conference ID 860 451 920#.

1. [July 8, 2020 Meeting Agenda](#) *uploaded 7/2/20*
2. [May Meeting Notes](#) *uploaded 7/2/20*
3. [Presentation: Plan Changes](#) *uploaded 7/2/20*
4. [Comment List and Responses](#) *uploaded 7/2/20*
5. [Letters and Emails](#) *uploaded 7/2/20*
6. [Map Comments and Responses](#) *uploaded 7/2/20*

Did you miss one of the 11 Summits?

You can watch recordings of all the past summits, review the presentations, and pertinent sections of the plan at www.richmond300.com/draft

Comment on the Draft Plan and the Interactive WikiMap

Comment period ends July 13, 2020

You can comment directly on the PDF on our site and see everyone else's comments!

Check out how it works by viewing our pinned story at
www.instagram.com/richmond300

Invite Us to Attend a Your Meeting

Richmond 300 staff is available to attend your meeting to discuss the draft plan

and hear feedback specific to your community. Please email richmond300@richmondgov.com or call 804-646-6348 to set up a virtual meeting.

Save the Date!

Virtual Coliseum Meeting #2

July 14, 6:00 to 7:30 P.M.

Attendees will review potential framework plan options and provide comments

Meeting link will be posted at www.richmond300.com/relatedplans and emailed to the *Richmond 300* list on July 14

If you ever have any questions about the Richmond 300 process, call us at 804-646-6348 or email richmond300@richmondgov.com.





July 12, 2020

Comments about the Richmond 300 Master Plan Draft

Page/sheet X “Big Move, Reconnect the City”

A deck between Saint James and First Street over I-95/64 for a park is an expensive proposal. A new bridge connection on Second Street and allowing First and Second Street to be 2-way traffic provides a greater potential at less expense in reconnecting the city.

Add a new bridge connection over I-95/64 at Second Street. See attached sketch.

Page 28 “Priority Growth Node, Downtown-Jackson Ward”

At Vision, a new bridge connection at Second Street makes for a better connection with the rest of downtown.

At Primary Next Steps, add a new bridge connection at Second Street. Include a new small area plan for the vacant land that creates the highest economic development potential for the city and provides jobs to nearby public housing residents.

Page 73 “Street Connections, Interchanges, and Bridges”

Add a new bridge connection over I-95/64 at Second Street. See attached sketch.

Bill Laffoon
303 Cedar Street
Richmond, VA 23223
804-269-1174
Rml303@aol.com

Reconnect the City

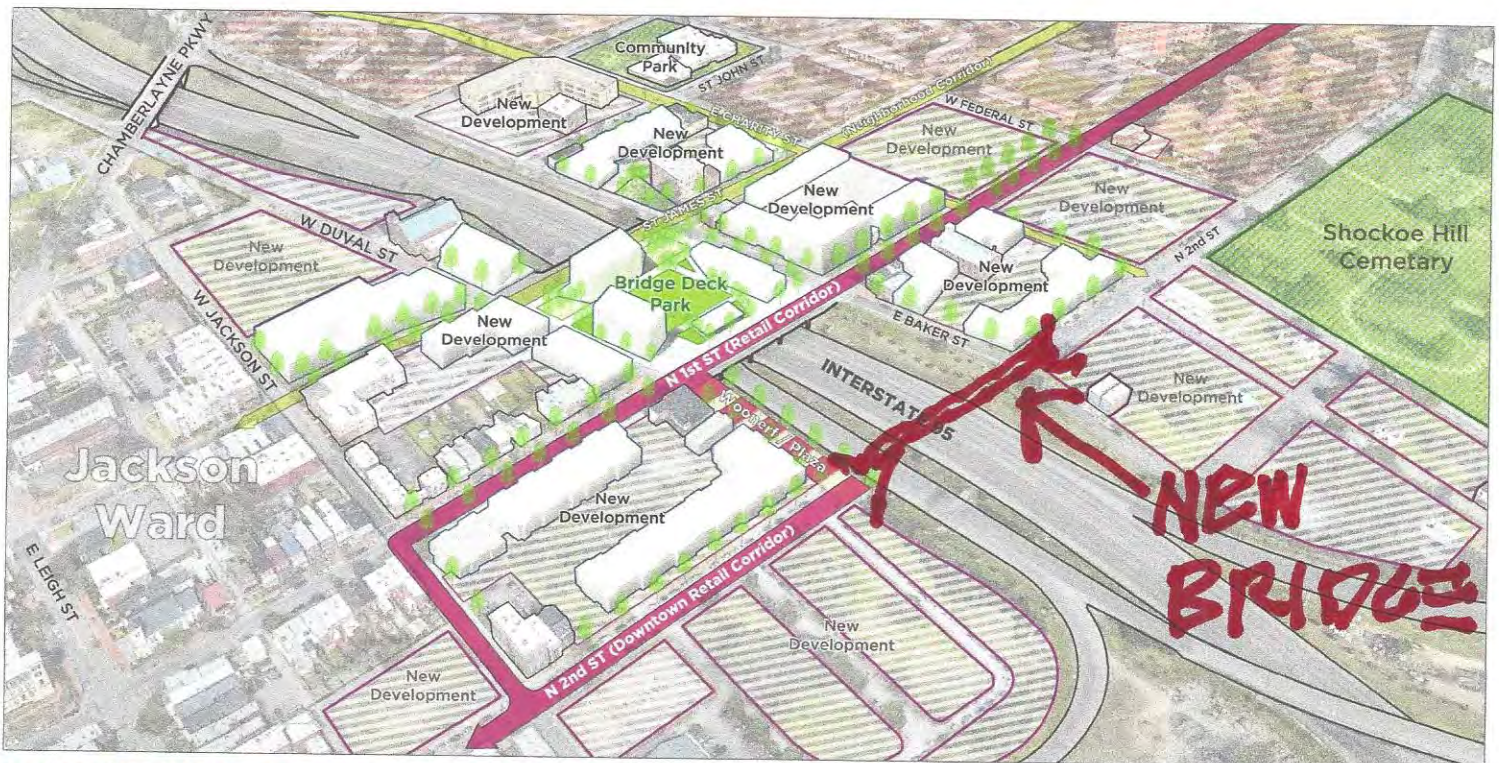
Cap highways to reknit neighborhoods destroyed by interstates, build/improve bridges, introduce street grids and make the city easier to access by foot, bike, and transit

In the 1950s the Richmond-Petersburg Turnpike (now I-95/I-64) was built through Jackson Ward; thereby 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. There are several benefits to this Big Move:

- **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 shows off Jackson Ward's history and also serves as a gateway to Richmond.

There are several other strategies within the Equitable Transportation section of the Master Plan that 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.



Jackson Ward Bridge Deck By capping the highway between Jackson Ward and North Jackson Ward with streets, parks, and buildings, Jackson Ward will once again be one neighborhood

Downtown — Jackson Ward

Vision

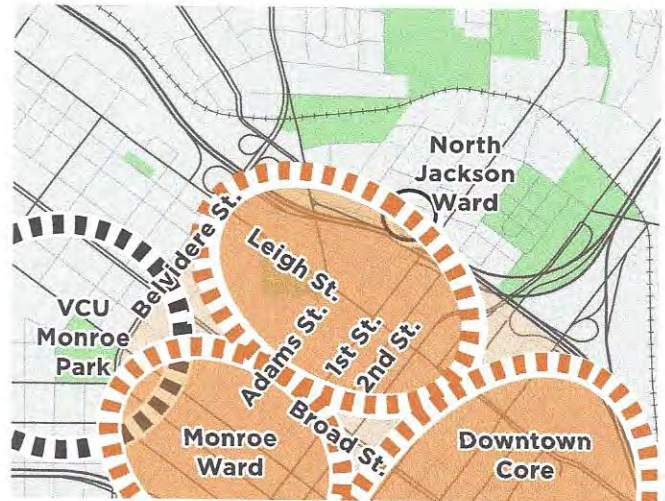
In 2037, Jackson Ward has retained historic buildings and plays a leading role in supporting black cultural and economic vitality. Jackson Ward continues to be a residential neighborhood with non-residential uses scattered throughout at corners and along major roads – such as 1st Street, 2nd Street, and Marshall Street. New infill developments are high-quality architecture and complement the character of historic buildings. Jackson Ward is better connected to the rest of Downtown with the conversion of one-way streets to two-way, greenways, transit, and a new park and bridges connecting Jackson Ward to North Jackson Ward over the highway. In the 1950s the construction of the highway split Jackson Ward in half and decking over the highway reunites the two sides of Jackson Ward once more.

Growth Potential: High

In 2019 there were approximately 29 acres of vacant/underdeveloped land Jackson Ward - representing 33% of the Jackson Ward's total land area.

Primary Next Steps

- Build a park, roads, and buildings over I-95 and I-64 to reconnect Jackson Ward and North Jackson Ward (Goal 9)
- Increase the number and support the growth of minority-owned businesses (Goal 11)
- Maintain, grow, and market historic attractions such as the Black History Museum and Maggie Walker's Home (Goal 12)
- Transform Gilpin Court into a mixed-use, mixed-income, walkable and transit adjacent community that is redeveloped with existing community input (Goal 14)



Jackson Ward — Regional/National Node

This node centers on the Historic Jackson Ward neighborhood but also extends north slightly to connect to North Jackson Ward.

ADD BRIDGES

← ADD SMALL AREA PLAN FOR VACANT LAND IN NORTH JACKSON WARD

Street Connections, Interchanges, and Bridges

Urban planners and transportation planners have long argued in favor of creating gridded street networks. Gridded street networks allow all users to easily traverse an area without getting lost in dead ends and being funneled to congested main roads. Gridded street networks also increase the connectivity of an area and make it easier to reach key destinations. The Future Connections Map shows areas of the City where there are large scale opportunities to introduce a gridded street network, such as the Ashe/Hermitage site.

The Future Connections Map identifies several locations for highway interchange improvements, bridge rehabilitation or replacement, and new bridge connections.

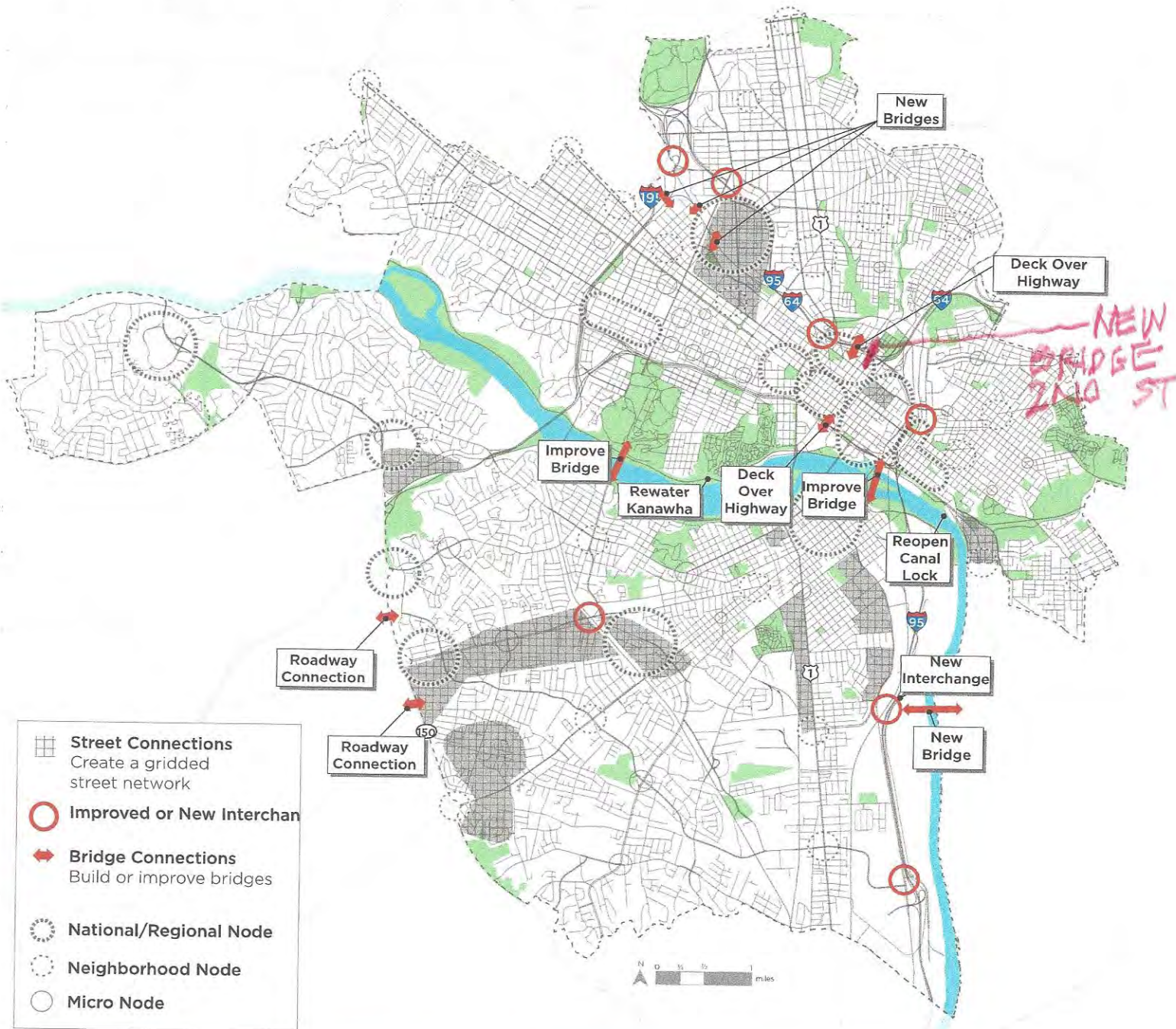


FIGURE 12 // Connections, Interchanges, and Bridges Map

Pechin, Maritza - PDR

From: Eleana Legree <eleana.legree@gmail.com>
Sent: Monday, July 13, 2020 11:15 AM
To: Richmond300
Cc: Gray, Kimberly B. - City Council
Subject: Richmond 300 and Rezoning Scotts Addition - Gentrification of Historical Residential Streets and Tax Assessment Concerns

CAUTION: This message is from an external sender - Do not open attachments or click links unless you recognize the sender's address and know the content is safe.

To whom it may concern: This email is regarding the Richmond 300 plan as it concerns the neighborhood of Scotts Addition and possible rezoning of the neighborhood.

I would respectfully ask that you consider the town homes in Scotts Addition on West Leigh Street (the 2900 - 3000 blocks) and West Moore Street (3100 block) continue to be zoned R-7 (single and 2 family urban). These row homes are historical properties and a number of low and middle income families reside here.

This is an incredibly important issue given the gentrification of the neighborhood otherwise and the significant attention to rezoning the neighborhood within the Richmond 300 plan.

Altering the zoning could greatly impact the annual tax assessment of the homes, forcing families out of the neighborhood. In 2019 the Richmond City Tax Assessor's Office tried to significantly increase taxes on these homes. The Assessor's Office justified the \$120,000 single-year increase on the assessment of my property, such that: if the homes were provided an ordinance to rezone I could "sell the house to a developer who could bulldoze your home and build a 7 story business."

Though the comment was incorrect (and fairly rude given that he referenced bulldozing my home) due to the zoning restriction, the house was successfully reassessed. My concern is that an unintended consequences of rezoning the entire neighborhood would significantly increase taxes and force out of the neighborhood blue collar and working class families. My neighbor for example, is retired and on a pension and has lived in his home for nearly 30 years.

I hope you will consider my request and appreciate deeply your well-intentioned efforts to improve the City of Richmond.

Kindest regards,
Eleana Legree

Pechin, Maritza - PDR

From: Lynch, Stephanie A. - City Council Office
Sent: Monday, July 13, 2020 5:06 PM
To: Pechin, Maritza - PDR; Olinger, Mark A. - PDR; Gray, Jeff L. - CAO; Richmond300
Cc: Pitts, Marianne G. - PDR; rodney@thewiltonco.com; Robins, Amy E. - City Council Office
Subject: CM Lynch's Richmond 300 Comments: Oregon Hill & Randolph

Dear Richmond 300 Advisory Council,

Thank you all for your time and consideration over the last several months. We wanted to send some formal comments. As you all are aware, we have remaining concerns with the current draft of the Richmond 300 Master Plan process. I would like to highlight two areas of concerns that both Oregon Hill & Randolph neighbors have brought to our attention.

The Oregon Hill neighborhood is currently listed as mixed use. Only 1% of the neighborhood's 650 building south of I-195 are businesses, the other 99% are residential. The fabric of the neighborhood is rapidly changing as we see more families moving into the neighborhood and starting families. I echo the neighbor's concerns under Mix Use regarding height and density. Oregon Hill fought hard in the early 2000s to get R-7 zoning with the 35 foot cap. We would like to strongly state our opposition to the mixed use designation and recommend moving this to Medium Density Residential.

We would also like to call your attention to the Randolph Neighborhood boundaries. They are not properly represented in this current draft. This has been discussed with Mark Olinger and we recommend updating to reflect the true boundaries of the neighborhood. The northern part of the neighborhood is also listed as Mix Use. This entire swath of neighborhood is currently residential and we feel strongly that it should remain so.

In addition, we would strongly recommend moving the VCU node north of Oregon Hill. We also support completing a 'green way' map that highlights Monroe Park as the city's oldest municipal park, among other important denotations for our parks & recreational spaces.

Thank you all for all of your time, work and efforts in crafting this Draft Master Plan. We appreciate you reviewing these concerns and please let us know if you have any questions.

Sincerely,
Stephanie

Stephanie A Lynch

5th District Councilmember
Richmond City Council
900 East Broad Street, Suite 305
Richmond, Virginia 23219
Office: 804-646-5724
[Monthly e-Newsletter Signup Link](#)



July 11, 2020

Via email to Maritza.Pechin@richmondgov.com
Richmond 300 Advisory Council
c/o Department of Planning & Development Review
City of Richmond, Virginia

Re. Richmond 300 Draft Plan – Comments of the Multifamily Housing Council of the Home Building Association of Richmond

Ladies and Gentlemen:

We write on behalf of the Multifamily Housing Council of the Home Building Association of Richmond, an association of developers, site planners, architects, engineers and others within the residential building industry who are deeply invested in Richmond's future. We thank you for the opportunity to submit these comments to the Richmond 300 Draft Plan (the "Draft Plan").

Against the backdrop of changes to our city and society, Richmond is charting a course for the future. As we look ahead, we must be mindful of the past. Our City's legacy is both rich in history and plagued with disparities between the "haves" and the "have nots". The task of the planner is to foresee the needs of a growing population and build accordingly, while ensuring appropriate consideration is given to the needs of all members of our diverse community.

A fundamental component of this task concerns ensuring the availability of housing for all in our community, which necessarily includes adequate planning for growth and development of new, equitable housing options. While we commend the Draft Plan for its emphasis of this key topic, we note several areas where the Plan's recommendations for implementation may cause outcomes that diverge from these goals. We offer the following comments as constructive feedback for the Advisory Council's consideration.

We recognize that the Future Land Use Map represents a consolidation of the many land use designations for the City that crowded the prior Master Plan and the various small area plans that followed. Accordingly, we appreciate the policy objective of winnowing these many categories to a more workable cross-section of future land uses. However, the over-application of one particular designation has the potential to undercut the policy objectives related to ensuring adequate housing supply in the future.

The Neighborhood Mixed Use ("NMU") designation defines primary uses as follows: "Single-family houses, duplexes, small multifamily residential (typically 3-10 units)."

This key land use designation is applied broadly throughout the City, from lower-density neighborhoods comprised of a single-family residences with limited neighborhood commercial (e.g. the Fan District or Oregon Hill) to neighborhoods identified as having higher growth potential, such as portions of Shockoe Bottom and Manchester. Which such designation may be appropriate for more established neighborhoods, designations of many of the latter represent a conflict with the result of prior community engagement conversions in connection with prior small area plans, such as the Shockoe Alliance Small Area Plan or the Pulse Corridor Plan.

A possible solution for resolving would be to consider an intermediate land use designation between NMU and Corridor Mixed Use ("CMU"), which the Plan contemplates greater density along corridors. The Draft Plan suggests that buildings of two- to three-stories would be overshadowed by eight story buildings within

existing neighborhoods. Consistent with the Pulse Corridor Plan, there is a need for a land use category that contemplates up to five stories and provides a more appropriate buffer between these two categories.

We offer the following examples of areas within the Draft Plan where this “buffer” category would be well suited:

- The area around the Children’s Hospital and Pfizer area, existing Hermitage and Imperial Plaza properties and the Scottish Rite and Shriner’s Center all on the Northside
- The City Stadium property
- The area surrounding the old Stony Point shopping center in Bon Air
- Areas along route 1 where CMU drops to NMU
- Areas in the developing part of Manchester where NMU is noted should be considered to allow for more than three stories and higher density associated with larger assemblage opportunities
- Streets in Shockoe currently not designated at CMU should be reconsidered and, at the least, be designated for this intermediate category
- Main streets in Church Hill
- The Big Six RRHA assets (if not CMU)

Alternatively, we recommend revising the description of the NMU designation to reflect the building height of number of stories and not tie density to a “units per acre” calculation. Doing so would emphasize the form of the development, rather than the abstract number of units within a project.

We also recommend designating Shockoe and Rocketts Landing as “Destination Mixed Use” on the Future Land Use Map. These key nodes feature prominent destinations and include current development styles that are more consistent with the forms outlined in the corresponding section of the Draft Plan. To the extent this is deemed not appropriate in some areas, then we recommend Corridor Mixed Use with an emphasis that development should be encouraged at the upper range of height and density within the CMU category.

As our planners and elected leaders cast a vision for the future growth and direction, it is crucial that we look carefully at Shockoe. The Shockoe Alliance Small Area Plan and the Pulse Corridor Plan spent time and resources engaging the public. The common thread through the responses is a call for honoring Richmond’s painful past while also providing opportunity for a brighter future. The Shockoe Alliance’s Vision statement aptly words this sentiment with a goal of “an equitable mix of market-rate, work-force, and affordable housing types with a range of options for home ownership and rental lifestyles to foster a mix of incomes and a diverse, inclusive multi-generational community.”

The Shockoe Alliance Small Area Plan considered four key plans in their recommendation for this area: A Community Proposal for the Shockoe Bottom Memorial Park, the Shockoe Economic Revitalization Strategy, The Pulse Corridor Plan, and the Lumpkin’s Slave Jail Site. All the groups behind these initiatives care deeply about this area. Infill development and mixed-use housing will be key to the generation of economic growth, expanding the tax base, and providing opportunities for rental lifestyles as well as home ownership in this important area of our city. Medium to high density housing that honors and preserves the history, as much as possible, will make the Shockoe area affordable and accessible to more Richmonders.

The Pulse Corridor Plan, while slightly different in purpose, makes some of the same arguments for the need for creative development that offers density options in housing. For years, the argument has been made that the lack of transportation has limited job opportunities for the most under-served populations in Richmond. This plan puts forth the need for “high density, buildings typically a minimum height of 5 stories with a diverse mix of office, retail, personal service, multi-family residential, and cultural uses.” This

“higher-density pedestrian- and transit-oriented development encouraged on vacant or underutilized sites (with) new development (that) should be urban in form and may be of larger scale than the existing context” is exactly what the Shockoe area needs. This forward-thinking development will provide more places for Richmonders of varying ages, and income levels to live, work (or have access to work elsewhere thanks to the many important transportation hubs at their doorsteps), and play.

Furthermore, Stony Point Fashion Park is struggling and the corresponding sections of the Draft Plan related to this area is so overly specific as to render it inflexible. Given its direct access to Chippenham Parkway and its existing infrastructure, it seems a good candidate for higher density programming. It is quite likely that a wholesale redevelopment of this site will occur by 2037 and market conditions should drive the design and product without the constraints of current development forms and context of the site.

The history of our city is important. Our relationship with the evils of slavery began in Shockoe Bottom. The Shockoe Alliance Small Area Plan and the Pulse Corridor Plan both spell out the need for a diverse approach to housing options in this area. The Richmond 300 could be bolder in its vision for growth and allow for more density. The market will change and it may take several cycles to see the demand for such density, but if the City of Richmond wants to be progressive with its planning and economic development, a denser City will allow for more diverse development and allow for a variety of housing types which will, in turn, bring services and businesses to parts of the city where new housing and commercial uses are not currently being considered. Thoughtful development in those areas will improve the quality of life for all the City’s residents and can reclaim this culturally rich part of our city for even more of our citizens. Richmond is clamoring for change. Symbolic change is a start, but a bold progressive plan for development will make RVA even more accessible to more of its citizens.

We thank the Advisory Council, its members and supporting staff, for the diligence and care in preparing the Draft Plan and for the opportunity to provide these comments. We look forward to continuing to be a voice for land use policies that promote greater housing opportunity for all Richmonders.

-The Multifamily Housing Council Executive Committee
Home Building Association of Richmond (HBAR)

Andrew Basham, Chair
Spy Rock Real Estate Group

Andy Beach
UrbanCore Construction

Duke Dodson
Dodson Property Management

Chris Johnson
The Monument Companies

Preston Lloyd
Williams Mullen

Sam McDonald
Property Results

Robin Miller
Miller & Associates

Matt Raggi
Thalhimer Realty Partners

Jason Vickers-Smith
The WVS Companies

Brian White
Main Street Realty

Contact:

Danna Markland, HBAR
dmarkland@hbar.org

Pechin, Maritza - PDR

From: Naruszewicz, Nina <nnarusze@richmond.edu>
Sent: Monday, July 13, 2020 11:17 AM
To: Lynch, Stephanie A. - City Council Office; Richmond300
Subject: Richmond300 plan and Oregon Hill

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Hello,

I have lived in Oregon Hill for nearly twenty years and I very much appreciate its historic, residential status. I am very concerned about the Richmond300's push to suddenly re-zone Oregon Hill into a 'mixed use' neighborhood where developers can build more apartment buildings that do not fit in with the historic look and feel of the neighborhood. VCU and developers should not be allowed to chip away at my community's historic status. I really feel that city planners should be working with us to preserve our unique and historic neighborhood, not against us. I know neighborhood leaders have been involved in the planning process from the start and I am angry that their input has been ignored.

Sincerely,
Nina Naruszewicz

Pechin, Maritza - PDR

From: jane.newell@comcast.net
Sent: Monday, July 13, 2020 4:57 PM
To: Richmond300
Cc: Lynch, Stephanie A. - City Council Office
Subject: Oregon Hill in the Richmond 300 Plan

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I moved to Richmond in 2006 and purchased my home here in 2008. I chose Oregon Hill. I had many other options but chose the Hill because it was a well-established RESIDENTIAL city neighborhood. It had city convenience and historic ambiance as well as a diverse group of residents. I cannot believe that the City is planning to remove the protections of height limitations and residential zoning by turning it into a "mixed use" area eliminating our R7 zoning.

The monstrosities that are being built along Canal and Cary are antithetical to residential neighborhoods and, for a city that purports to embrace the arts, just poor design. Other cities have learned the hard way that failing to preserve residential neighborhoods creates flight from the city of tax-paying families and the services that they bring.

Oregon Hill is a RESIDENTIAL neighborhood and should remain as such. **The Richmond 300 plan should be rejected until it is corrected.**

Jane Newell

Jane Newell PMP ITIL RETIRED
804-305-4378 cell



This email has been checked for viruses by Avast antivirus software.
www.avast.com

Pechin, Maritza - PDR

From: Designed By Anne Handcrafted Craft Designs <melissapaige1965@gmail.com>
Sent: Monday, July 13, 2020 1:18 PM
To: Richmond300
Subject: Re: Comment on draft plan by July 13!

CAUTION: This message is from an external sender - Do not open attachments or click links unless you recognize the sender's address and know the content is safe.

Dear Richmond 300 Master Plan Team;

Thank you for the opportunities to share, participate and comment on the interactive map. I am a Southside resident and look forward to a better community. Always.

Kind Regards,

Melissa Paige

On Fri, Jul 10, 2020 at 11:55 AM Richmond 300 Master Plan <richmond300@richmondgov.com> wrote:



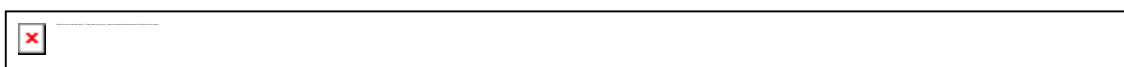
Comment Period on the Draft Plan Closes 7/13/20

Comment on the Draft Plan and the Interactive WikiMap

You can comment directly on the PDF on our site and see everyone else's comments!
Check out how it works by viewing our pinned story at www.instagram.com/richmond300

Check out the draft Future Land Use For Your Neighborhood

Future land use is how an area should look and feel in the future; not necessarily what the area is like today. Use this [interactive wikimap](#) to see the draft future land use designation for your neighborhood and provide your comments.



PARTNERSHIP *for* SMARTER GROWTH

Richmond Planning and Development Review and Richmond 300 Project Team,

We have been very impressed with the extent of the research and data collection that went into the development of the draft Richmond 300 Master Plan, as well as the high quality of the maps, illustrations, and text. We appreciate the hard work of the staff and the Advisory Committee that went into the development of the plan.

At the same time, we are concerned that the pandemic and the intense public debate on racial equity have limited the range and diversity of public input that you might otherwise have received. We are also concerned that the Planning Commission hearing is scheduled for August 17th--a time when many people will be continuing to deal with the economic and housing fall out from the pandemic or, for those who are more fortunate, will be on vacation. We also do not believe that the Planning Commission should vote the same day as it hears testimony and should at least move hearings for issues as important as this to an evening timeslot. We therefore request deferral of the hearing until September, with an evening hearing, and a vote by the Planning Commission at a subsequent meeting.

After reviewing the draft plan, PSG has a number of comments on the substance of the draft. Our primary points are as follows:

- 1) **Rezoning and inclusionary zoning** - We are concerned that the rezoning of the city as laid out in the draft plan has the potential to essentially “give away” height and density concessions, which as of present can be rewarded to developers in exchange for community benefits--the most important of which is committed affordable housing. State legislative authorization for inclusionary zoning as a tool has required localities to offer density bonuses to provide additional economic value to developers to compensate for the costs for providing units at more affordable rents and purchase prices.
- 2) **Support for Accessory Dwelling Units** - We support the by-right permission of ADUs in all residential areas, which is called for in the draft plan.
- 3) **Transit expansion and enhancement** - PSG strongly supports the call in the draft plan for greater alternatives to driving, including transit expansion. We also recommend that steps to improve transit service be added, such as dedicated lanes for high-frequency bus routes, transit signal priority, queue jumping, and off-board fare collection. The cost-effectiveness and impact of a number of these measures is illustrated by the success of the GRTC Pulse.
- 4) **Adding air pollution and climate change** - Richmond City Council recently passed a resolution calling for the City to achieve net-zero carbon emissions by 2050, a goal that while we are glad to see mentioned in the plan, will need clearer strategies to achieve.

- 5) **Stronger equity focus** - We support the numerous provisions in the draft plan to address equity issues. However, PSG believes that the plan must go farther in strengthening Richmond's commitment to undoing generations of discriminatory policy - particularly in relation to the "Diverse Economy" chapter of the plan.

The remainder of PSG's comments are organized below by subject, and where appropriate, reference the particular chapter, goal, objective, and strategy in question.

Vision and Core Context:

Downtown - Shockoe: Modify the Shockoe growth area outline to exclude the area east of 21st Street and North of Franklin Street up to 25th Street. Include specific reference to the development of the Shockoe Small Area Plan in the Primary Next Steps section, not just as a separate caption.

Manchester: Consider whether the city will need to retain industrial in greater Manchester in order to provide a diversity of jobs for lower income residents and those without college degrees.

Greater Scott's Addition: The plan concept is interesting but it has been some time since the limited outreach that took place a number of years ago, and additional public involvement may be necessary to further refine the plan and secure public support for the concept.

Residential: We support ADUs by right and potential secondary use of small multifamily.

Neighborhood Mixed Use: We support height up to four stories, the allocation for non-residential uses, and the primary uses to include single family, duplexes and small multifamily.

Corridor Mixed Use: We believe 8 stories may be too tall in some cases depending on the context. In some cases, the building should step down at the rear.

High Quality Places

Objective 1.1 specifically states that the city shall be rezoned in accordance with the Future Land Use Plan. PSG is concerned with text in the plan to allow for city initiated rezonings (upzoning) to allow by-right development in all cases would undermine the City's ability to negotiate community benefits, particularly affordable housing, in return for density bonuses. State legislative authorization for inclusionary zoning as a tool has required localities to offer density bonuses to provide additional economic value to developers to compensate for the costs for providing units at more affordable rents and purchase prices.

Greater Scott's Addition Node: Some buildings along Leigh Street appear too tall in terms of their impact on market-rate affordable rowhouses and access to transit.

Figure 8, page 51, 15, page 79 and Figure 16, page 81 - reevaluate the application of Corridor Mixed-Use along North 25th Street in Church Hill since heights above 4 stories might not be

appropriate given the context, the street width, and the level of planned transit access. Separately, the plan calls for neighborhood nodes with two to four stories at 25th and Nine Mile Road and at 25th and Jefferson Avenue, so the corridor designation is inconsistent with these. Also, modify the Shockoe growth area outline to exclude the area east of 21st Street and North of Franklin Street up to 25th Street.

Other Comments:

- PSG supports the change to form-based codes, changing the Southside B-3 auto-oriented zoning, and changing the single-family zoning to support ADUs.
- The Walkscore map highlights significant shortcomings in the Southside, which are likely a combination of bad street networks and lack of nearby services. Therefore, we strongly support your connectivity goals including additional street and trail connections. In Northside, the major factor in lower walkscores is likely the lack of nearby services.
- PSG strongly supports the Jackson Ward Bridgedeck Park and 1st Street retail corridor.
- PSG supports the realignment of city facilities and the creation of master plans for each, but we are concerned about the absence of any mention of using public land for committed affordable housing.
- Two of the three growth scenarios assume families with children not staying in the city, which is very disappointing and may assume continued challenges with our schools. Are there other measures that the plan could include in the service provision section?
- The plan states that the land needed for each growth scenario is 1800 acres, 2900 acres, and 3500 acres, respectively. As of the 2019 field survey, there were 1,229 vacant buildings in the city, along with 3,595 acres of vacant land and 6,153 acres of under-developed land -- potentially providing more than enough land to absorb new population growth and allowing for the flexibility for adjusting heights and massing of new development adjacent to historic neighborhoods. Therefore, we support the city planning for the Dynamic Growth scenario.

Equitable Transportation

Vision: PSG strongly supports the emphasis on prioritizing the movement of people over the movement of vehicles. If implemented, this concept would go a long way toward creating a more sustainable and accessible transportation system, and toward helping to achieve the city's Vision Zero goal to eliminate traffic deaths and injuries.

Set a goal of non-auto mode share in the city at 60% of all trips.

Goal 8: In the discussion of Richmond's "Non-Car Network" and the importance of the ongoing Washington, DC to Richmond High-Speed Rail Project, the plan should highlight the significant increase in passenger rail service this project would provide, and the benefit of all trains passing through Main Street Station for the continued revitalization of downtown.

Objective 8.4: Add, "provide dedicated bus lanes for all high-frequency routes.": Delete, "Implement park-and-ride areas adjacent to bus routes" or amend to "implement park-and-ride in outer areas of the city which lack walkability and where a shift from car to bus would have value because of the length of the commute trip." Add other bus enhancements including transit signal priority, queue jumps and off-board fare collection. Add consideration of free transit.

Objective 8.6: Teleworking should be included in the list of strategies for increasing the number of employers implementing transportation demand management. In addition, the city should provide and private employers should be required to offer a transit benefit to all employees, and if employers offer free or subsidized parking they should be required to allow employees to “cash it out” -- selecting a transit benefit + cash to equal the value of parking, or cash for biking or walking equal to the value of the parking space. DC’s law also allows for an option for an enhanced health care benefit in lieu of parking.

Objective 9.6 - Parking: We commend the parking study and recommendations which we support, with the exception of the city doing strategic parking facilities. We also have questions about the fee-in-lieu. We recommended adding to the objective on amending the zoning ordinance for parking, ensuring that the city has no parking minimums in the zoning code and adopting parking maximums to reduce the amount of parking. We strongly support residential parking permit programs that market price the permits and include higher fees for the second or third vehicle in a household, and we support dynamic pricing of on-street spaces. In general, the city should adopt multiple policies to reduce and price parking in conjunction with the expansion of transit, bike and walk modes.

Objective 10.2: In the discussion of transportation network companies (TNCs), a strategy to pursue steps to allow easier coordination of trips utilizing both TNC and public transit should be added.

Objective 10.4: A new strategy to provide preferential EV parking in City-owned parking lots should be added to support increasing the number and share of vehicles that do not emit GHGs.

Other Comments:

The map on page 121 (Figure 28) shows a proposed interchange on I-95 along with a new bridge across the James River to a location west of Rocketts and east of Varina. Nowhere else in the plan is this discussed and it would have a profoundly negative impact on longstanding efforts to preserve the historic and rural character of the Route 5 corridor. We request that this proposed bridge be removed from the plan.

Diverse Economy

Vision: The vision statement for the “Diverse Economy” portion of the plan should be amended to include a focus on equity of opportunity, with a more explicit focus on creating opportunities for employment and entrepreneurship for historically marginalized communities. Though discussed in detail within the chapter, the absence of an equity focus in the vision statement undermines the equitable nature of the listed objectives.

Objective 11.2: Strengthen the first strategy regarding public-private partnerships, laying out a mechanism by which an equity scorecard will lead to true accountability for stakeholders involved in said projects. In addition, public-private partnerships should not be used to avoid public input and scrutiny including of the financial provisions, the development of small area plans, or competitive bidding.

The plan presumes that industrial uses will be moved out to the counties, while at the same time noting the percentage of residents without college educations and adequate job opportunities. The plan therefore may not be preserving enough locations for industrial and flex-space, particularly in locations with good transit access and reasonable commuting time for lower income members of our workforce.

Inclusive Housing

Vision: “Quality” should be changed to “Safe, Healthy, Affordable” and a sentence should be added along the lines of the following: “ While housing needs vary across the income spectrum, finite resources should be targeted to those with the greatest need and the fewest options.” A sentence referencing the need to address Richmond’s segregated housing markets should also be added.

Objective 14.1: The following measures should be included as strategies:

- Produce annual reports on the progress towards meeting the 10,000 unit goal and on the Housing Trust Fund - sources, uses, etc.
- Create an affordable housing [ordinance similar to Arlington, Virginia's](#).
- Create a tenant advisory board that provides feedback on the use of the trust fund, composed of low to moderate income renters and compensated for their time.
- Amend the historic rehabilitation tax credit to target low to moderate income homeowners.

Objective 14.2: A resident council should be created to guide decision making around manufactured home parks, with members compensated for their time.

Objective 14.3: Create an inventory of all publicly owned land that could be appropriate for housing, and create an affordable housing policy that targets housing creation to low income households with long term affordability using publicly owned land.

Objective 14.6: Any redevelopment of public housing must commit to one-for-one replacement, and families must be kept on-site during redevelopment.

Other Comments:

- A rent supplement program should be planned for and created.
- Evictions should be more explicitly referenced within the plan.
- The plan should include steps toward a major process redesign that centers people of color, low income people, and renters in the decision making process around housing.

Thriving Environment

Figure 39: Environmentally Sensitive Areas: This map should be correlated and compared with both the vacant and underutilized land maps and proposed development concepts to ensure that redevelopment includes protection of floodplains, wetlands, streams, resource protection areas and resource management areas.

Objective 16.4: Strategy C, “Continue funding programs to plant trees and educate public on importance of trees,” should be amended to state that funding for tree planting programs should be increased, rather than maintained, with a focus on increasing urban tree canopy (UTC) percentage in low-income neighborhoods. Urban heat island is among the most dangerous effects of climate change expected in the Richmond Region, and increasing the tree canopy is a method by which the City can protect the most vulnerable while simultaneously improving quality of life.

Objective 17.5: As stated above, the plan should call for increased funding for tree planting programs and related public outreach/education, due to the importance of tree canopy in mitigating the effects of climate change and protecting public health. Also, in addition to reinstating the Urban Forestry Commission, the plan should call for adoption of a new and updated Tree Ordinance to address all aspects of the city’s tree policies including the authority of the Urban Forestry Commission, requirements to reduce excessive tree trimming by utilities, tree maintenance, tree inventory, tree planting, and the public process required prior to tree removal.

Objective 17.7: Reduce the impact from heavy rainfall events and sea level rise: This section under g) states “Identify opportunities for acquiring land in the RMAs and RPAs at high risk of flooding to conserve, discourage development, and implement strategies to slow, spread, and infiltrate floodwater”, yet the plan does not include preservation of the Echo Harbor/Tarmac site next to Shiplock Park for greenspace as requested numerous times by community members. This parcel offers a tremendous opportunity to expand the James River Park in the East End.

Figure 42 -- The map does not show the Echo Harbor/Tarmac site within the 100-year floodplain, however we believe it should still be legally included in this zone.

Other Comments:

- The Thriving Environment Chapter should cite the update Trust for Public Land interactive website which shows the percentage of Richmonders with access to a park within a 10-min walk. The plan should also include a map that captures more of our parks and compares it to the locations of lower income residents.
- The Thriving Environment Chapter should include air pollution, particularly given the high levels of ozone and particulate pollution in our city - pollution that is heavily concentrated along highway corridors and near lower income residents. It should also set goals and policies to slash that pollution, particularly from transportation.
- While we are glad to see mention of it in the plan, we would prefer to see a committed objective and concurrent strategies committing the City to at least a reduction in GHG emissions 80% below 2005 levels and to be carbon neutral by 2050.

We appreciate the time and effort dedicated to this plan over the last several years, and are looking forward to seeing it improved and implemented.

Sebastian Shetty
Policy Coordinator
The Partnership for Smarter Growth
sebastian@psgrichmond.org

Comments on *Richmond 300: A Guide for Growth*

K. E. Lantz, Jr.

PlanRVa Staff

June 8, 2020

1. I believe it would be helpful to reference and provide links to other regional planning efforts such as ConnectRVA 2045 and the Regional Transit Vision Plan
2. The plan does not include any information concerning the proposed downtown transfer center
3. I would like to see additional details concerning the proposed new baseball stadium
4. In the discussion of individual priority growth nodes there are recommendations related to stormwater runoff management, green infrastructure, and complete streets; it seems that these measures should be instituted in all areas of the city.
5. It would be helpful to have a more complete description of the Complete Streets concept.
6. I did not see any discussion of issues related to the Port of Richmond.
7. The discussion of Southside Plaza did not include any references to the GRTC transfer plaza.
8. I would recommend additional discussion and reference to the VCU Master Plan and how that institution's proposals for growth and development might affect the city.
9. I would recommend additional and more specific actions related to outreach to underserved and disadvantaged communities
10. I would recommend that the document refer to and include links to other recent city planning efforts, such as Richmond Connects, Vision Zero Action Plan, Economic Development Strategic Plan, Visit Richmond Tourism Plan, Richmond Regional Housing Framework Plan, RVA Green 2050, and RVA Clean Water Plan.
11. Concerning the recommendations for institution of a north-south bus rapid transit (BRT) line, on-demand transit, and expanded public transit service hours and areas, these recommendations will be most effective when they are developed in concert with the adjacent localities
12. Concerning recommendations related to transportation demand management (TDM) the report might want to call for expansion of teleworking initiatives. Also, there should be some discussion of the current CMAQ-funded city employee trip reduction program and expanding this program to other employers in the city.
13. Concerning environmental measures, the report should make mention of the Congestion Mitigation and Air Quality (CMAQ) program as well as recent and proposed measures funded by this program and the impact of those measures on the city's air quality.
14. In the discussion of water quality there is a recommendation to reduce the amount of paved parking; how much area would be impacted, and would the reduction in parking be accompanied by a restoration of the former spaces to a more pervious area?
15. Concerning the discussion of water conservation areas, can these areas be used for parks and recreation areas, resource management areas or resource protection areas?
16. The discussion concerning expanding access to healthy food might want to mention the repair and construction of sidewalks and additional transit service as measures that would help promote such access

July 13, 2020

Marianne Pitts

City of Richmond Department of Planning and Development Review

900 E. Broad St.

Richmond, Virginia 23219

Dear Ms. Pitts,

It has been my pleasure to attend many of the Richmond 300 Advisory Council meetings and to participate on one of the working groups. I appreciate the myriad opportunities that have been offered to citizens to participate in the development of the draft plan. I commend your outreach efforts.

I have consistently advocated throughout the process for issues related to historic preservation and viewshed protections. After review of the draft plan I have the following comments regarding those issues:

- *Development of a citywide preservation plan.* I support this concept and would only add that I believe the final master plan should be specific in indicating the citywide preservation plan will be developed with citizen participation and representation from the city's historic communities.
- *Corridor Mixed Use Designation for East Main and North 25th Streets.* The eight-story height limit is too high for streets that abut residential areas, particularly historic neighborhoods. In fact, I have recently learned there is an easement in perpetuity on several properties on the north side of E. Main St. between North 25th and North 27th Streets. If I understand correctly, the existence of that easement will subject those parcels to a Section 106 review prior to development in order to evaluate the impact on both Tobacco Row and the St. John's Historic Church Old and Historic District. The documents referring to this easement have been obtained from DHR and are being forwarded to you by members of the Church Hill Association's Historic Preservation and Land Use Committee. The existence of these easements and their implications should be made explicit in the plan.
- *Shockoe Small Area Plan.* This area is of great importance to the City both for its history and its current use as an entertainment center. There have

been innumerable efforts at making a cohesive plan for this area, most of which have faded away. Now that a small area plan is being developed, it seems prudent to acknowledge that plan as the governing document for this area.

- *Commission on Architectural Review.* We have depended on this body to review, comment upon, and govern development in historic areas of the city. It is unclear what function they will serve in the future. Can that be clarified?
- *Viewshed protection.* Several CHA members, including myself when I was president of the Association, met with Mr. Olinger about a year and a half ago to discuss viewshed protection from Libby Hill Park. We were able to reach some agreement on a visual cone to the east that included the view of the James for which the city is purported to be named. Mr. Olinger drafted a resolution to protect that viewshed. For various reasons the resolution was never presented to City Council. Mr. Olinger subsequently met with my successor and other interested parties to review the cone again. It is my understanding that the cone was expanded during that meeting. I am not sure where things are regarding this proposal at this time but it seems quite important that reference be made to this issue and the intent to preserve this critical view in the planning document.

I am sure there are other items that should be addressed but these are my comments at this juncture. Thank you for your kind attention to these concerns.

Best regards,

Genni Sasnett

Genni Sasnett

2617 E. Franklin St.

Richmond, VA 23223

202.812.4504

July 13, 2020

richmond300@richmondgov.com

BY EMAIL

Re: Comments on Draft “Richmond 300: A Guide for Growth” Master Plan

On behalf of the Southern Environmental Law Center, I would like to provide the following comments on the Draft “Richmond 300: A Guide for Growth” Master Plan. We appreciate the significant work that has gone into developing this plan from City leaders, dedicated staff members, and the community over the past few years, and we were pleased to serve on one of the working groups that helped develop the plan.

We strongly support many elements of the draft plan, including its emphases on: creating a more equitable and sustainable transportation system that provides greater opportunities to travel by alternative modes; creating high-quality, transit-oriented places with more diverse and inclusive housing opportunities; ensuring thriving parks and green systems that are accessible to all Richmond residents; reducing parking; and respecting the City’s significant historic and cultural resources and existing communities as growth and redevelopment occur. These are fundamental goals we have long supported, and they are essential to advancing public health, environmental quality, equity, economic development, and quality of life. These elements should not be compromised.

The draft plan is also another step forward in the City’s efforts to address climate change, and is interrelated with the potentially-transformative RVAgreen 2050 initiative. As recognized in that initiative and the draft plan, Richmond must take strong action to both reduce the City’s contribution to greenhouse gas (GHG) emissions and to enhance the community’s resiliency to the adverse effects of climate change that are already starting to occur and are expected to disproportionately impact the City’s low-income and minority communities. Efforts to mitigate GHG emissions and enhance natural resiliency can also provide many co-benefits, including improving air and water quality, reducing household energy and transportation costs, and creating new clean energy jobs.

Further, we generally support the draft plan’s effort to move Richmond away from traditional Euclidian zoning toward a form-based approach in many areas, and the call to revisit the zoning ordinance to better align with the Richmond 300 plan. However, as part of that process we urge the City to consider retaining certain beneficial elements of existing zoning, such as stepbacks for taller buildings in certain areas to mitigate impacts on neighboring residential and historic areas, and allowing height and intensity bonuses in some areas in exchange for providing affordable housing and other public benefits that align with the master plan’s goals and objectives.

In addition to these general comments, we offer the following, more specific comments on various pieces of the draft plan.

Executive Summary:

- [Page VI]: Under the “Big Move” to “Re-Imagine Priority Growth Nodes,” the paragraph noting the benefits of Smart Growth states that it “Creates sustainable places that do not worsen environmental conditions.” This is a significant understatement, as Smart Growth policies can substantially *improve* environmental conditions in many ways, including reducing air pollution from motor vehicles, enabling more land to be devoted to parks and green spaces, and encouraging healthier and more active lifestyles. We urge you to provide additional discussion of these and other Smart Growth benefits in this section.
- [Page VIII]: We support the “Big Move” to “Expand Housing Opportunities,” as well as the specific goal of creating 10,000 new affordable housing units over the next ten years. We suggest make clear that this means 10,000 net new affordable housing units.
- [Page IX]: We support the “Big Move” to “Provide Greenways and Parks for All,” and appreciate the recognition in this section of the many benefits our greenspaces provide, including mitigating “heat islands,” managing rainfall, and increasing climate change resiliency. In the paragraph entitled “Improve health outcomes,” we also encourage you to include mention of the crucial role our parks and greenways have played in public health and well-being during the ongoing COVID-19 pandemic.
- [Page X] In general, the “Big Move” to “Reconnect the City” by capping highways and reconnecting the street grid is very positive, but capping I-95 and reconnecting Jackson Ward and North Jackson Ward deserves special mention as an excellent proposal to repair the unconscionable damage caused by building the interstate. Such a project would not fully “heal the wound,” however, and we suggest moderating that claim.
- Although elements of the steps needed to reduce GHG emissions and increase resilience to climate change are present in some of the “Big Moves” identified in the draft plan, an additional “Big Move” should be added that specifically deals with the climate crisis. One of the biggest moves the City needs to make is reflected in the Mayor’s commitment, City Council’s recent resolution, and the RVAgreen 2050 effort to develop a roadmap of actions to cut greenhouse gas (GHG) emissions 45% by 2030 and to achieve carbon neutrality by 2050, as well as prepare for the impacts of climate change. The draft plan should clearly prioritize a vision for the City’s future that includes becoming a leader in curbing GHG pollution, promoting resilience to the effects of a changing climate, advancing clean energy and transportation options, and promoting sustainable development and community revitalization.

Introduction:

- The data presented in the Introduction is very useful. Among the many important findings is that Richmond’s poverty level remains high and that the percentage of house-

cost burdened households has increased [Page 6]. These findings underscore the need for the plan to focus on equity, affordable transportation alternatives, and affordable housing.

- Another particularly important point is that the City has ample opportunity to grow the population and the economy” and the accompanying recognition that “All growth is not good growth.” [Page 14]. Too often, the City has not pursued quality growth, nor has it used its leverage as a growing area to obtain public benefits from development deals. This needs to change, and the plan and subsequent zoning should provide adequate opportunities to secure public benefits (for example, by obtaining affordable housing and green building commitments in return for greater height and density in certain areas).
- [Page 16]: We appreciate the inclusion of some discussion of the potential implications of the COVID-19 pandemic—which emerged very late in the preparation of this draft—and we also appreciate the recent public survey and inclusion of responses in the section on “Planning for a Post-Pandemic World.” Among the key takeaways on the experience thus far, the survey responses reflect the importance of easily-accessible and high-quality public parks and biking and walking facilities, the continuing importance of public transit, the need to expand/enhance digital public engagement opportunities, and the need for employers to have effective teleworking strategies in place.

Chapter 1 - Vision and Core Concepts:

- [Pages 22-49]: We strongly support the priority growth node concept, and the draft plan does an excellent job of identifying the strongest candidates for priority growth nodes. We also support many of the recommended steps for particular nodes, such as capping the highway next to Kanawha Plaza [Page 24] and I-95 [Page 28], implementing the Riverfront Plan [Pages 24, 32], bringing high-frequency transit to Manchester [Page 32] and enhanced transit along Route 1 [Page 42], developing green infrastructure in Manchester [Page 34], and building the Ashland to Petersburg trail [Pages 42, 45-46].

However, a number of the primary next steps identified in the draft need to be clarified, altered, or expanded, including:

- Coliseum-area redevelopment needs to focus less on the desire to “reposition City-owned assets into revenue-generating properties” [Page 24] and more on using City-owned properties to secure public benefits such as affordable housing, green buildings, trees and greenspace.
- While we agree that historic buildings in Monroe Ward need to be preserved and that Franklin Street receive “excellent urban design and intentional street design” [Page 26], some of the zoning and project proposals for this area do not inspire confidence. The plan should more clearly state that increasing height and density in the area will be limited to protect the historic fabric (not just buildings themselves), and add language from the description of the Neighborhood Mixed-Use and Corridor Mixed-Use designations: “New development should be in scale with existing context.” [Page 54].
- Mention of the Shockoe Small Area Plan should be added to the Priority Next Steps on Shockoe Bottom, and the call to “continue efforts to commemorate,

memorialize and interpret sites of historic and cultural significance in Shockoe Bottom” [Page 30] should be strengthened and clarified—including supporting creation of the community-generated Memorial Park.

- Green building and green infrastructure should be added as primary next steps in a number of priority growth nodes.
- [Pages 50-67]: In the discussions of the Future Land Use Map and related land use designations:
 - The definition of residential areas [Page 52] should include accessory dwelling units (which are called for in Objectives 14.3 and 14.5).
 - We support the language in the description of many of the designations that bike, pedestrian, and transit access is to be “prioritized and accommodated,” as well as the language limiting parking lots.
 - We also support the direction that new development in areas designated “Neighborhood Mixed-Use” and “Corridor Mixed-Use” relate to existing and historical scales, and for taller buildings in “Corridor Mixed-Use” to include appropriate stepbacks for upper stories and/or to step down to neighboring residential areas. However, we are concerned that no similar direction is provided in either the “Destination Mixed-Use” or “Downtown Mixed-Use” sections, particularly since some of these areas are currently within zoning districts that have stepback (and/or inclined plane) provisions in place. We encourage you to add direction on stepbacks for these land use designations, or at least to ensure that this element is incorporated into discussions of future zoning changes related to these areas.
- [Pages 68-73] The maps and accompanying texts on “Future Connections” on the whole do an excellent job of advancing the core element of the plan to create a more equitable and sustainable transportation system that provides greater opportunities to travel by alternative modes.
 - We have mentioned above our support for a number of the particular items on the maps.
 - We also support additional descriptions and clarifications such as that the plan does not consider sharrows adequate on-street bicycling infrastructure [Page 70] and on the expansion of high frequency transit corridors [Page 72].
 - We are surprised to see a new I-95 interchange and bridge across the James River proposed on the map on Page 73. We do not see any reference to this significant project anywhere in the text of the draft plan, nor are we aware of it ever having been mentioned in any presentations on the draft plan. This proposal would raise multiple land use and environmental issues (such as adverse impacts on the historic Route 5 corridor), and it should be deleted from the map given the absence of discussion and public input on a proposal that could have major negative impacts.

Chapter 2 - High-Quality Places:

- [Page 78] Objective 1.1 states that the City shall be rezoned in accordance with the Future Land Use Plan. As noted above, we support much of the Future Land Use Plan, but we remain concerned with allowing higher densities and taller height limits by-right, eliminating opportunities for the City to negotiate to secure public benefits, such as affordable housing, in return for density and height bonuses.
- [Page 80]: We support key provisions of Objectives 1.2 and 1.3 here, as elsewhere, dealing with increasing viable transportation options, increasing housing at all income levels, and developing and connecting parks.
- [Page 84]: Under Objective 2.1 related to City facilities, we encourage you to add an additional strategy related to installing more electric vehicle (EV) charging stations at City-owned buildings that are accessible to both City employees and the public—perhaps with a reference to Objectives 10.4 and 15.1.
- [Pages 85-89]: We support the goal and objectives pertaining to historic preservation, and want to emphasize the need to reduce the demolition of historic buildings—far too many historic buildings continue to be lost in the City.
- [Page 94, 96]: We support a number of the design elements outlined in Objective 4.1 related to creating “high-quality, distinctive, and well-designed neighborhoods and Nodes” and in Objective 4.3 on increasing access to network of open space, including provisions related to breaking up the massing of large-scale buildings, environmentally sensitive site design, and strategies to reduce heat island effects.
- [Page 98]. As noted above, we support steps to increase alternatives to driving—especially those that do not produce pollution and encourage healthier lifestyles. Accordingly, we support Objective 4.4 to increase walkability along all streets.
- [Page 100]: We also support the direction in Objective 5.1 to increase public education and engagement related to planning processes, especially for groups that have been traditionally under-represented in these efforts. As noted above, a particular need has arisen to expand and enhance digital public engagement and input opportunities in light of the COVID-19 pandemic—including options that do not require internet access.

Chapter 3 - Equitable Transportation:

- [Page 101]: We strongly support the “Equitable Transportation” vision’s emphasis on prioritizing the movement of people over the movement of vehicles. While this concept seems like a simple one, it can have profound effects in creating a more sustainable and accessible transportation system, as well as in contributing toward Richmond’s “Vision Zero” goal to eliminate traffic deaths and injuries (Goal 7)—which SELC has previously endorsed.

- [Page 103] The link between transportation and land use is fundamental, and we support Objective 6.1 commitment to transit-oriented development, and to development of housing for all incomes.
- [Pages 104-105] As noted above, we have previously endorsed the Vision Zero goal and urge that priority be placed on Objective 7.1.
- [Page 108]: In Goal 8’s discussion of Richmond’s “Non-Car Network,” the draft plan notes the important and ongoing Washington, DC to Richmond High-Speed Rail Project. However, a key missing piece of this discussion is the significant increase in passenger rail service this project is proposed to provide between these two cities—approximately a doubling of existing service levels and ridership (with 9 new daily round-trip trains).¹
- [Pages 109-114]. As noted above, we support a host of steps to increase bicycling, walking, transit, and rail, and thus support Objectives 8.1 through 8.5.
 - In addition, we suggest that the language on street closures in Objective 8.1(f) be revised to place greater emphasis on potential permanent conversions of streets for bicycle and pedestrian use [Page 109].
 - To further increase equitable access to transit, we suggest adding to Objective 8.4 [Page 112] that the City support—and call upon GRTC to analyze—continued fare-free transit use, or at least reduced fares, for low income individuals.
 - We also suggest adding to Objective 8.4 that priority be placed on providing dedicated transit lanes, transit signal priority, and queue jumps.
- [Page 115]: In the discussion of Objective 8.6 on increasing the number of employers implementing transportation demand management (TDM) programs:
 - We suggest adding teleworking to the list of strategies. The COVID-19 pandemic has proven this to be a feasible—and in many cases, essential—option for many employers and employees, and it is likely to remain a more prevalent practice for years to come (as reflected in the “Planning for a Post-Pandemic World” section).
 - We also suggest adding to Objective 8.6 that the City should provide—and private employers be required to offer—a transit benefit to all employees. In addition, if employers offer free or subsidized parking they should be required to allow employees to “cash out” such a benefit (for example, if they bike or walk to work they would be paid an amount equal to the value of the parking benefit). Such programs have been showed to significantly reduce driving.

¹ See DC to Richmond Southeast High Speed Rail, Tier II Final Environmental Impact Statement and Final Section 4(f) Evaluation at 4-2, 4-46 (2019), *available at* <http://dc2rvarail.com/final-eis/>.

- [Page 118]: SELC has previously supported, and continues to support Complete Streets, and accordingly supports Objective 9.1. And we were involved with the development of Richmond Connects and support updating and revising this plan as called for in paragraph a—although we note that the language in this paragraph appears to be garbled.
- [Page 123]: Parking is often a challenging issue to discuss, yet addressing parking issues is critical to addressing many of the core elements in the draft plan. We appreciate and support the efforts in the draft plan—such as Objective 9.6—to rein in the excessive amount of parking in the City as a whole and to better manage parking.
 - We recommend adding to the draft plan a commitment to eliminate parking minimums and add parking maximums in the zoning code.
 - We also suggest that another strategy be added to this objective—discourage and disincentivize massive parking garages.
 - And we support many elements in the parking study, and particularly endorse the need to adequately price parking, since as the study notes (citing the important work of Donald Shoup) “free” parking imposes substantial costs.
- [Page 125]: In the discussion of transportation network companies (TNCs) in Objective 10.2, to the extent the City or GRTC are not already pursuing this, we suggest adding a strategy related to pursuing shared online platforms/applications that enable riders to more easily coordinate trips utilizing both TNC and public transit modes (e.g., where a TNC trip is needed to overcome the “first/last mile” problem in reaching transit lines).
- [Page 126]: In the language of Objective 10.4, we encourage you to add the following: “Increase the number and share of vehicles that do not emit greenhouse gases.” In line with the strategies listed under this Objective to encourage EVs and expansion of EV charging infrastructure, we also encourage you to add a new strategy related to providing preferential EV parking in City-owned parking lots, as well as requiring—or seeking General Assembly authority to enable the City to require—private parking lot owners to provide a certain number/proportion of dedicated EV parking spaces with chargers.

Chapter 5 – Inclusive Housing:

- As stated above in numerous places, we strongly support measures to increase affordable housing and housing available to all income levels, as well as mixed-income housing. The Vision statement should be revised to place particular emphasis on provision of affordable housing.
- [Page 143]: As also stated above, we support the goal of 10,000 new affordable housing units – but this should be a net goal and Objective 14.1 should be amended to require annual reports on the progress towards meeting this goal.
- [Page 143]: Objective 14.3(d) should be clarified to state that the analysis called for is for all City-owned parcels that could be appropriate for affordable housing, not just parcels in neighborhoods somehow deemed appropriate for housing. This analysis should result

in an inventory that is regularly updated. And other options for providing affordable housing on City-owned parcels should be called for in addition to selling parcels to the Maggie Walker Community Land Trust.

- [Page 146]: Objective 14.6 should be modified to call for improving the energy efficiency, indoor air quality, and overall quality of all RRHA properties.

Chapter 6 - Thriving Environment:

- [Page 150]: We suggest expanding the Existing Context discussion to mention Resolution No. 2020-R024, patroned by the Mayor and adopted by Council, which calls for a 45% reduction in greenhouse gas emissions by 2030 and net zero emissions by 2050.
- [Page 151]: Similar to the point noted above, in strategy (a) under Objective 15.1 we suggest changing the language to the following: “Increase the number and share of Richmonders living in a development pattern that encourages density and reduces dependency on single-occupancy vehicles.” This will help ensure this metric actually reflects an overall decrease in reliance on single-occupancy vehicles within the City.
- [Page 151]: We recommend clarifying the language in strategy (b) under Objective 15.1 to: “Increase ~~the use of~~ travel by mass transit, passenger rail, bicycling and walking, and other alternative transportation options.”
- [Page 151]: Add to the strategies under Objective 15.1:
 - Provide preferential parking for electric vehicles and EV charging stations in all City-owned lots, and require owners of large parking decks to provide similar preferential parking and charging stations.
 - Allow installation of EV chargers by right.
 - Lobby the General Assembly for funding for EV transit buses and EV school buses.
- [Page 152]: Clarify strategy 15.2(e) to indicate how this strategy would build upon the two resolutions on green buildings for City structures that Council has adopted.
- [Page 156]: Add more specificity to strategy 16.1(b) on stream buffers, such as the size of preferred buffers and preference for adding to tree canopy.
- [Page 159]: Strengthen strategy 16.4(c) to call for increased funding for tree planting overall and for prioritizing projects to increase tree canopy in low-income neighborhoods.
- [Page 161]: Strengthen strategy 17.1(e) to require development of a policy to ban City use of pesticides in all parks and recreation areas.

- [Page 164]: Under Objective 17.5 on increasing City-wide tree canopy, similar to our comment on 16.1(b) on restoring streams to healthy riparian areas, we suggest adding a strategy specific to—and recognizing the benefits of—planting trees in stream buffers and riparian areas.
- [Page 164]: Modify strategy 17.5(b) to call for adoption of a comprehensive new City tree ordinance that includes provisions on planting, maintenance, and removal of trees both by the City and by individuals. The recommendation in 17.5(h) on reinstating the Urban Forestry Commission is largely meaningless absent a strong tree ordinance.
- [Page 166]: Under Objective 17.7, we support strategy (b) to “Encourage development in areas at lower risk of flooding,” but also the flip side of this statement is perhaps more even important and should be specified here—namely, to “discourage development in areas at higher risk of flooding.”
- [Page 166]: Also under Objective 17.7, we encourage you to add a clearer statement about the need to protect existing natural resiliency features (which is currently only indirectly addressed in other strategies), such as a new strategy (h) to “Protect existing wetlands, forested areas, and other green spaces which provide natural resiliency by helping to slow and store flood waters.”

Thank you for your consideration of these comments. We look forward to working with the City to further develop and implement this plan.

Sincerely,



Trip Pollard
Land and Community Program Leader

Pechin, Maritza - PDR

From: Nancy K Traylor <nkuehl1@hotmail.com>
Sent: Monday, July 13, 2020 1:54 PM
To: Richmond300
Cc: NANCY E KUEHL
Subject: Richmond 300 Impact on Oregon Hill

Importance: High

CAUTION: This message is from an external sender - Do not open attachments or click links unless you recognize the sender's address and know the content is safe.

As both a long time resident and property owner of 4 properties in Oregon Hill, My husband and I want to reach out to express our **STRONG AND COMPLETE** opposition of this plan as it pertains to the Oregon Hill neighborhood!!

I am a Richmond native and I work as a Realtor in downtown Richmond and surrounding areas that include Church Hill, Oregon Hill and Manchester.

My husband is a builder/ developer that has built and renovated over 30+ homes in Oregon Hill and has lived in Oregon Hill for over 20 years. (As well as hundreds of homes in Church Hill, Manchester and surrounding areas)

We also own rental properties throughout the City.

Together, we have worked hard to make Oregon Hill a safe and beautiful neighborhood. In our lines of work, we **do** understand progress and development. We have **ALWAYS** made sure that we respect the history, integrity and most importantly the **people** that live in the neighborhoods in which we live, work and own properties.

Since childhood, my father has instilled in me that I should be proud to come from Richmond because it is so rich in history, architecture, beautiful historic homes and its unique location between the coast and the mountains.

Likewise, Oregon Hill is the most unique neighborhood in this City! It is rich in history, historic homes, beautiful views of the James River and **most importantly**, the residents are a diverse group of people that all care greatly for this neighborhood and for each other!

There is NO need for the Richmond 300 plan in the Oregon Hill neighborhood. The plans listed to change the zoning would **only** serve those who have a financial interest in making money at the expense of the residents that have worked so hard to restore the homes and to continue to keep the neighborhood a safe place to live.

Additionally, Oregon Hill is on the State and National register of Historic Places. We seek preservation and progress and a higher quality of life for our residents. We expect and demand that Oregon Hill be zoned as Residential Only, just like our neighbors in the Randolph neighborhood!

This is not a joke, this is not a place that should be discarded to line the pockets of corporations. This is a place where people have worked hard and have invested everything they have both monetarily and emotionally to make it the unique neighborhood that it is today!!!

My husband I both have enough knowledge and experience to understand what a "Mixed Use" designation would mean for this Neighborhood!!

We all have too much invested in this neighborhood to sit by and let this happen!

Thank you for your attention and please feel free to reach out any time with questions!

Sincerely,

Nancy Kuehl (Traylor) Hometown Realty and Bryan Traylor (Unlimited Renovations)

Nancy Kuehl
Realtor
Licensed in the State of Virginia
Hometown Realty
804-334-6363
Nkuehl1@hotmail.com

To: Richmond 300
From: Philip Hart, President, Westhampton Citizens Association
Re: Richmond 300 Third Community Consultation Comments
Date: July 13, 2020

I am writing on behalf of the Westhampton Citizens Association to submit comments on the latest draft of the Richmond 300 Master Plan, which was released on June 1, 2020. Thank you for this opportunity.

The WCA has been participating in the Richmond 300 process for over a year. Our members have attended meetings, responded to Richmond 300 surveys, and submitted comments as requested. We have met with PDR staff on several occasions (and as recently as last week). We have had conversations with Andreas Addison, our City Council member, to make clear our concerns about some aspects of the Master Plan. We also have consulted with our membership via survey, special meetings, and direct communication, which has shown that most of our membership is concerned about Master Plan support for inserting greater density and multi-unit housing types in predominately single-family neighborhoods. There is also concern about the scale and density of the commercial buildings that would be allowed in the Libbie & Grove shopping area and extending up Libbie Avenue to Patterson Avenue.

I have attached suggested language changes to several pages in the draft Master Plan. The changes address the following concerns:

1. The residential use category in the draft Master Plan (page 52-53) has been a major focus of the WCA over the last year and a half, and we are glad PDR simplified the draft Master Plan to have only one residential use category and to state clearly that single-family houses are the primary uses in residential areas. However, duplexes and small multi-family residential properties would be permitted as secondary uses. The draft Master Plan does not make clear the extent to which and where such secondary uses would be allowed. Instead, the draft master plan suggests that multi-unit buildings could be built in all residential areas, including those which have only single-family residences and in areas which do not have adequate infrastructure to support such increased density.
2. Similar concerns are raised by language in the draft Master Plan about future “enhanced transit corridors,” which in the west end of the City are Malvern Avenue and Patterson Avenue. The draft master plan encourages the development of 2- to 4- unit buildings within ¼ mile of these enhanced transit corridors (pages 144-145). Such an enhanced development zone along these two streets would cut into single-family neighborhoods in an arbitrary way and would not be compatible with such neighborhoods. We also think any such development should be in proximity of transit stops within these corridors, not anywhere along the corridors.
3. The draft master plan calls for “accessory dwelling units” to be allowed in all residential areas (page 145). According to our recent survey of our membership, a significant majority of our members do not want ADUs in their neighborhoods, probably in part because they could be used for STRs (or “Air bnb”-type) commercial operations. Members who expressed support for ADUs believe there should be limits on the number, relative size and nature of permitted occupancy of such units.
4. Finally, we have concerns about the Corridor Mixed-Use areas, in which buildings “generally ranging from two to eight stories depending on the historic context” are permitted (pages 56-57). In the west end of the City, the area from Libbie & Grove to Libbie & Patterson is in the Corridor Mixed Use category and is called the “Westhampton Neighborhood Node” (page A-25). One of the strengths of this area is its “village-like” feel, which is appreciated by residents and visitors alike and is part of what makes this area popular for shopping and restaurants. The draft Master Plan calls for the Westhampton Neighborhood

Node to be rezoned to allow residential buildings by-right with a maximum height of three stories. We are requesting language that clarifies that the 3-story limit applies to all buildings in the Westhampton Neighborhood Node, notwithstanding the language elsewhere in the draft Master Plan about 2-8 stories. This is consistent with maintaining a village-like feel in the area and would serve to address the unique parking challenges in the Westhampton Neighborhood Node. We are also requesting language that the scale and density of what is developed in Corridor Mixed-Use areas be consistent with existing uses.

In conclusion, there is a lot that is laudatory in the draft master plan, and we compliment PDR and the many citizens who participated in the Richmond 300 project for the good work that has been done. We think that with a few more changes of the type I have described, the new Master Plan can accomplish its goals, yet still protect and support single-family neighborhoods throughout the City.

Residential

Neighborhood consisting primarily of single family homes on large or medium-sized lots more homogeneous in nature.

Development Style: Houses on medium-sized and large-sized lots in a largely auto-dependent environment. Homes are setback from the street. New developments continue and/or introduce a gridded street pattern to increase connectivity.

Mobility: Bicycle and pedestrian access are prioritized and accommodated. Low residential density means that it is not possible to provide frequent transit within these areas; however frequent transit may be found at the edges of these areas within more intense future land use designations. Most homes

have driveways and/or garages, are located off an alley behind the home if an alley is present.

Intensity: Lot sizes generally ranging from 5,000 to 20,000+ sq. ft. Residential density of 2 to 10 housing units per acre

Primary Uses: Single-family houses and accessory dwelling units

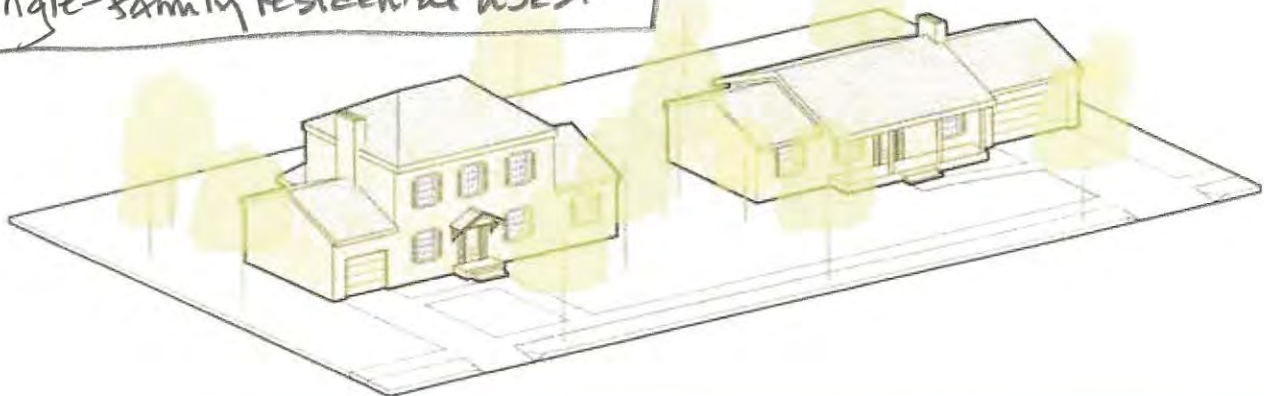
Secondary Uses: Duplexes and small multi-family residential (typically 3 to 10 units), live/work uses, open space, churches, and other civic uses



Duplexes, also known as two-family homes [top], and small multi-family buildings [bottom] are secondary uses.

where consistent and compatible with existing housing types,

Consistent and compatible with single-family residential uses.



Residential Diagram 1

And of a scale and density
consistent and compatible
with the existing area

Corridor Mixed-Use

Found along major commercial corridors and envisioned to provide for medium-density pedestrian- and transit-oriented development.

Development Style: The building size, density, and zoning districts for these areas may vary significantly depending on historical densities and neighborhood characteristics. New development should be in scale with existing context. Uses are mixed horizontally in several buildings on a block or vertically within the same building. Developments continue and/or introduce a gridded street pattern to increase connectivity.

Ground Floor: Ground floor uses engage with and enliven

the street. Monolithic walls are discouraged, while windows, doors, storefronts, and other features that allow transparency and interaction between building and street are encouraged. Active commercial ground floor uses are required on street-oriented commercial frontages.

Mobility: Bicycle, pedestrian, and transit access are prioritized and accommodated. Bike parking is provided. Driveway entrances are required to be off alleys whenever possible; new driveways are prohibited on priority and principal streets. Parking lots are located to the rear of buildings and require screening; shared parking requirements are encouraged.

Intensity: Buildings generally ranging from two to eight stories depending on the historic context and stepping down in height adjacent to residential areas. New buildings that are taller than historical buildings should step back from the build-to line after matching the height of the predominant cornice line of the block.

Primary Uses: Office, retail, personal service, multi-family residential, and cultural uses

Secondary Uses: Single-family attached, institutional and governmental uses, and open space



Corridor Mixed-Use Diagram

The building size, density, and zoning districts for these areas may vary significantly depending on historical densities and neighborhood characteristics. In some areas, the Corridor Mixed-Use will look like the three buildings in the middle and in other areas, taller buildings would be appropriate. The common theme between all Corridor Mixed-Use areas is that a mixed of uses are allowed and buildings must address the street.

Objective 14.4

Increase the number of **mixed-income communities along enhanced transit corridors**

- a. Prioritize the development review process for applications for mixed-income housing that includes 20% or more of the units at 80% of the area median income (AMI)
- b. Develop small area plans for key Nodes (see Goal 1)
- c. Coordinate with GRTC to develop new station locations and routes where development is occurring (see Goal 8)
- d. Create affordable housing tax-increment finance (TIF) zones for land within ¼ mile of Pulse stations and direct the future incremental tax revenues funds from the TIF to the Affordable Housing Trust Fund for funding mixed-income projects within the Pulse TIF zone; establish similar TIF zones along future enhanced transit corridors
- e. Lobby the Virginia Housing Development Authority (VHDA) to update the Qualified Allocation Plan (QAP) to encourage more Low-Income Housing Tax Credit (LIHTC) projects near transit in urban areas and require open space for children
- f. Create a database to monitor LIHTC projects to track expiring affordable housing and determine ways to preserve the affordability (possibly including programs to allow tenants to purchase units and programs allowing the City to purchase expiring projects), focusing on LIHTC projects within ¼ mile of enhanced transit corridors
- g. Insert small map showing low-income housing projects and enhanced transit corridors and nodes

Objective 14.5

Encourage more housing types throughout the city and greater density along enhanced transit corridors and at Nodes by amending the zoning ordinance.

- a. Rezone corridors and Nodes (see Goal 1)
- b. Amend the existing Affordable Dwelling Unit density bonus ordinance to make it more attractive than the Special Use Permit process
- c. Update zoning ordinance to allow for accessory dwelling units in all residential zones
- d. Adapt obsolete City-owned buildings into affordable and market rate housing (see Goal 2)
- e. ~~Encourage~~ ^{Allow} the development of middle housing (2- to 4-unit buildings) within ¼ mile of enhanced transit corridors ✓
- f. Explore expanding the Maggie Walker Community Land Trust scope to create small multi-family buildings (2- to 4-units) where one unit is owned by a low-income household and the other unit(s) are rented to low-income households with Housing Choice Vouchers.

in areas immediately adjacent to transit stops in

where consistent and compatible with existing housing types

- Implement design standards to create a high-quality and well-designed neighborhood node and explore the creation of signature public art and/or open space at this gateway (see Goal 4 and Goal 17)
- Improve pedestrian and bike infrastructure to/from the Pulse BRT Staples Mill Station (see Goal 4 and Goal 8)
- Improve Broad Street to transform it into a Great Street by creating a bus-only lane, widening sidewalks, burying power lines, planting trees, and requiring buildings to address the street (see Goal 1, Goal 4, and Goal 9)

Westhampton

Type: Neighborhood Node

Vision: The Node that stretches from Libbie and Grove to Libbie and Patterson provides retail and services to nearby residents and attracts some visitors from across the city to its businesses. Overtime, a few underdeveloped parcels redevelop in a manner that compliments and enhances the existing village-scale. The Corridor Mixed-Use future land use designation permits the creation of additional residential units and business, while also ensuring that new buildings are an appropriate scale the existing commercial buildings and promote walkability by placing vehicular access to the rear of the building. The intersection of Libbie and Patterson should be carefully redeveloped to support and increase access to the high-frequency transit planned for Patterson Avenue.

Growth Potential: Low - while this is an important neighborhood node in this area of the city, aside from the redevelopment of a handful of parcels, this node will not significantly change over the next 20 years

Primary Next Steps

- Rezone the area to allow for residential uses by-right in the mixed-use area and retain a maximum height of three stories (see Goal 1 and Goal 14)
- Implement design standards to create a high-quality and well-designed neighborhood node and explore the creation of signature public art (see Goal 4 and Goal 17)
- Improve pedestrian and bike infrastructure to/from this node (see Goal 4 and Goal 8)
- Implement high-frequency transit along Patterson Avenue with a transit stop at Patterson Avenue and Libbie (see Goal 8)

Broad/Malvern

Type: Neighborhood Node

Vision: This node is no longer a "dead spot" between Scott's Addition and Willow Lawn; but rather a place with multi-family residential options mixed with retail and offices. New development supports walkable, bikeable, and transit-ready environment to support a new Pulse BRT Station at Malvern and Broad.

Growth Potential: Medium - xx acres of vacant/underdeveloped land and xx vacant buildings at this node, along with many surface parking lots, means at least xx square feet of space for residential or commercial uses could be added at this node

Primary Next Steps

- Rezone the area to allow for residential uses by-right in the mixed-use area and retain a maximum height of three stories (see Goal 1 and Goal 14)
- Engage with GRTC to discuss the next steps to develop an infill station at Broad and Malvern (Goal 8)

that is consistent with the existing village-like feel of the area

Pechin, Maritza - PDR

From: Tara FitzPatrick <tarajfitzpatrick@me.com>
Sent: Tuesday, July 14, 2020 2:47 PM
To: Richmond300
Subject: Draft Comments

CAUTION: This message is from an external sender - Do not open attachments or click links unless you recognize the sender's address and know the content is safe.

Hello,

Your comment submission form wouldn't load properly on Safari or Chrome. Here's my feedback:

- Marshall and Clay, should be converted back to 2-way streets
- For the love of dog, please change the name of "Greater Scott's Addition." If Dr. William H. Parker didn't have problematic past, maybe just calling it what it is, Parker Field. If not, Tom Wolfe grew up a few hundred feet away. Maybe one of the amazing black leaders of our city could be memorialized. As an adjacent neighbor, I hate the name GSA.
- Per the walkability map, please encourage useful businesses, and services, not just athletic fields, in the north of GSA, to encourage more walkability for Sherwood Park, Ginter Park, and other Northside neighborhoods.
- Very excited about all of the protected bike lanes shown!
- Please make the Westwood interchange friendlier for active transportation. It would be a great connection to the West End for Northsiders, but we often find ourselves opting to ride through the Fan, MD to get to the West End with our kids.
- I see only one mention of homelessness in this, with the goal of it being rare. How is this going to be addressed and alleviated? As a former resident adjacent to Abner Clay Park, we had a number of houseless folks spend their days at the park. It was great getting to know, and see if we could help them. Unfortunately, when groups came to deliver services here, it became really difficult for the community. Noise, aggressive behavior (both by folks providing and receiving services), litter, and toileting were incredibly problematic, placing a burden on an already stressed community. Can you please address how and where resources will be provided? We've already seen a number of shelter and resource opportunities bounced around by city council like a hot potato.

I appreciate the opportunity to provide feedback.

Best,
Tara

Tara FitzPatrick (She/Her)
1500 Brookland Parkway
Richmond, VA 23227
(540) 848-1119
tarajfitzpatrick@me.com

July 14, 2020



To the Richmond 300 Staff:

Hull Street Action submits this letter as its official comment in support of Manchester as a priority growth node for residents and commercial activity in the *Richmond 300: A Guide for Growth Master Plan*. Specifically, we are advocating for Manchester to remain part of downtown Richmond as outlined in the *2009 Richmond Downtown Plan*, and receive resources for the development, upkeep and marketing of this area, similarly to other parts of downtown.

Currently, it is not clear that Manchester is part of downtown in the Richmond 300 draft master plan. The gradient on the land use map does not explicitly outline boundaries that make up downtown Richmond. Until recently, we were not made aware that Manchester was part of downtown Richmond. Subsequently, this has led us to question the absence of financial resources invested for community development. We believe it's important to define such boundaries so that Hull Street receives the same amount of attention as areas north of the river.

Manchester is one of the fastest-growing areas in Richmond, with new residential development, merchants and a transient population looking to invest long-term in the area. Hull Street is a major corridor in the Southside and acts as a gateway to neighborhoods on both sides of the river. As such, it's imperative that all planning for downtown Richmond includes the development of our community so that South Richmond is not an afterthought.

Our aim is to ensure that we improve the quality of life for those who live, work, worship and recreate in the Southside. That is done with dedicated resources and funding to make Manchester and the entire Hull Street corridor an amazing destination for all.

Having reviewed the draft master plan, we support the following:

- Plans to create an environment that will attract a grocery retailer to South Richmond;
- Beautification and placemaking that enhances the overall culture of the Hull Street corridor;
- An increase in green infrastructure, such as street trees and community gardens, to improve the economic, social and environmental impact of our neighborhoods; and
- Investments to increase pedestrian, cycling and transit accessibility and safety.

We recognize the attention the Richmond 300 plan has devoted to the growth of the Southside. We also want to ensure that within this land use plan, that Manchester is not on the periphery for future plans of downtown Richmond.

Sincerely,

A handwritten signature in black ink, appearing to read "Preston Page".

Preston Page
Co-founders, Hull Street Action

A handwritten signature in black ink, appearing to read "Sheri Shannon".

Sheri Shannon

A handwritten signature in blue ink, appearing to read "Charlie Westbrook".

Charlie Westbrook

Pechin, Maritza - PDR

From: Charles Macfarlane <charles@macfarlaneva.com>
Sent: Tuesday, July 14, 2020 11:26 AM
To: Pechin, Maritza - PDR
Cc: Palmquist, William D. - PDR; Charles Macfarlane; Olinger, Mark A. - PDR; Emily Abell
Subject: RE: Draft Richmond 300 Plan Available!
Attachments: Charles S_ Macfarlane.vcf

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Maritza,

Thanks for the follow up email. Thought that was likely the case. Oh well.

I will try to rewrite my thoughts below:

Shockoe (Slip and Bottom) is a wonderful historic, mixed-use transitioning neighborhood with an exceptional location in our region—close proximity to downtown, the James River, I-95 and I-64, Main Street Station and countless amenities and public facilities.

Its potential is great as a place:

- *to bring people together,*
- *to welcome visitors (traveling north/south and east/west through our City on I-95/I-64),*
- *to attract tourists interested in history and visiting the memorialization of the Heritage Sites, Slave Trail and future Museum*
- *to be the center for creating entrepreneurial and creative jobs*
- *to offer entertainment venues and to be a safe entertainment area*
- *to generate significant tax revenues necessary for City schools and the provision of City services*
- *to provide mixed income housing and living opportunities for everyone*

Unfortunately, over the past 25 years, this potential has not be realized and the neighborhood has actually experienced a significant decline in the quality of the built environment. Certainly, the investment in Main Street Station, the Farmer's Market and recent multifamily development to the east, south and west have brought more people and activity to the neighborhood. However, the lack of City investment in basic infrastructure (trees in existing tree wells, trash cans, cross walks, street lights, sidewalk repairs, graffiti removal, code enforcement, signage, etc.) and the continuing long term public safety (weekend night) problems have prevented the neighborhood from experiencing its significant potential.

No amount of long term master planning or rezoning will change this dynamic and all of the promise for the area will be missed unless and until the City first commits to provide a minimum level of service and infrastructure and basic public safety. Without this understanding and commitment as a starting point, visitors will not feel welcome and safe and investors will not make the

needed investment which will be required to reach the vision suggested in the Richmond 300 Master Plan and for the neighborhood to enjoy the great opportunity referenced above.

Maritza, thanks for letting me submit this comment in this manner. Sorry that my note on the interactive master plan map was deleted before it could be sent.

Best regards,

Charles

Charles Macfarlane
Managing Member
Macfarlane Partners, LLC
1812 East Grace Street
Richmond, VA 23223

charles@macfarlaneva.com

(804) 233-9700 office
(804) 837-3900 cell

From: Pechin, Maritza - PDR <Maritza.Pechin@richmondgov.com>
Sent: Tuesday, July 14, 2020 7:35 AM
To: Charles Macfarlane <charles@macfarlaneva.com>
Cc: Palmquist, William D. - PDR <William.Palmquist@richmondgov.com>
Subject: RE: Draft Richmond 300 Plan Available!

Good Morning Charles,

It appears that your comment wasn't logged into the map. Can you email me your comment?

Best,
Maritza

From: Charles Macfarlane [<mailto:charles@macfarlaneva.com>]
Sent: Monday, July 13, 2020 3:40 PM
To: Pechin, Maritza - PDR
Cc: Charles Macfarlane
Subject: RE: Draft Richmond 300 Plan Available!

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Maritza,

Quick question for you. I was working on a 'comment' which was linked to the Shockoe section of the summary Richmond 300 Master Plan interactive map and somehow I lost the comment. It took about an hour to draft and I was wondering if it might have been saved in the system. I had entered all of my information and clicked that I was not a 'robot'. Just before sending, I tried to make a typo edit and I lost the entire draft.

Just thought I would check with you before trying to start over.

Thanks,

CM

Charles Macfarlane
Managing Member
Macfarlane Partners, LLC
1812 East Grace Street
Richmond, VA 23223

charles@macfarlaneva.com

(804) 233-9700 office
(804) 837-3900 cell

From: Pechin, Maritza - PDR <Maritza.Pechin@richmondgov.com>
Sent: Monday, June 01, 2020 4:05 PM
To: Pechin, Maritza - PDR <Maritza.Pechin@richmondgov.com>
Cc: Olinger, Mark A. - PDR <Mark.Olinger@Richmondgov.com>; Pitts, Marianne G. - PDR <Marianne.Pitts@richmondgov.com>; Palmquist, William D. - PDR <William.Palmquist@richmondgov.com>
Subject: Draft Richmond 300 Plan Available!

Dear All,

You are receiving this email because you helped during the Working Group phase of the Richmond 300 planning process. Thank you so much for the tasks and meetings you each helped with to get Richmond 300 created. The Richmond 300 process has required a lot of help for many people that reach many corners of Richmond. THANK YOU to all of you for your time and expertise.

The draft plan is now available online. You can review it at www.richmond300.com/draft

You can comment directly in the PDF on the website too – it's pretty neat. If you have any comments, add them to the interactive PDF or email me.

We're also hosting 10 virtual summits in the month of June focused on topics and priority growth nodes:

Topic Summits

June 9, 6pm: **Inclusive Housing**

June 10, 6pm: **Thriving Environment**

June 23, 6pm: **Diverse Economy** (note new date)

June 24, 6pm: **Equitable Transportation** (note new date)

June 25, 6pm: **High-Quality Places** (note new date)

Priority Growth Node Summits

June 11, 6pm: **Greater Scott's Addition**

June 15, 6pm: **Downtown (focus on Coliseum Area)**

June 16, 6pm: **Route 1/Bellemeade/Bells**

June 17, 6pm: **Southside Plaza**

June 18, 6pm: **Stony Point Fashion Park**

Thanks again for helping make this plan happen. Please forward the Draft and summit invites to anyone you think needs to see it!

Best,
Maritza

Maritza Pechin, AICP, LEED AP

Richmond 300 Project Manager

(AECOM Contractor)

900 E. Broad Street, Room 511, Richmond, VA 23219

maritza.pechin@richmondgov.com

direct 804.646.6348



www.richmond300.com

Pechin, Maritza - PDR

From: Lucy Meade <lmeade@venturerichmond.com>
Sent: Tuesday, July 14, 2020 1:02 PM
To: Pechin, Maritza - PDR; Olinger, Mark A. - PDR
Cc: Max Hepp-Buchanan
Subject: Richmond 300

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Maritza and Mark,

I made a lot of comments yesterday on the draft plan and added some data about Downtown from the International Downtown Association research. I think the document looks great and clearly a lot of work has gone into it. Congratulation!!!

The labeling of Downtown on the maps still needs some work, as per our conversation/meeting last month. Many of my comments align with Shockoe Partnership's position.

The format for reviewing and submitting comments was an excellent platform and I sure wish the Shockoe Small Area plan could be set up in a similar fashion.

Thanks for all of your hard work on this!

Lucy

Please note that during the COVID-19 crisis, we are working remotely.

LUCY MEADE | *Director of Economic Development and Community Relations*

[Venture Richmond](#)

200 S 3rd Street, Richmond, VA 23219

804.788.6458 (direct) | 804.248.8372 (mobile)

804.788.6466 (main office)

Pechin, Maritza - PDR

From: Mike Culver <mikeculver@verizon.net>
Sent: Thursday, July 16, 2020 12:28 PM
To: Richmond300
Cc: candylandmusic@earthlink.net; Lynch, Stephanie A. - City Council Office
Subject: Opposition to Zoning Changes

CAUTION: This message is from an external sender - Do not open attachments or click links unless you recognize the sender's address and know the content is safe.

Dear Mr. Olinger, et, al.,

I am dismayed that yet again politicians who do not live in Oregon Hill as well as business entities unregulated wish to fix what is not broken. Oregon Hill is a residential neighborhood. Its charm, attraction and endurance rely on that. We are not the answer to creating a tax base for the city nor are we a destination shopping/entertainment opportunity for revenues. My sons are 6th generation in the neighborhood, 5th on the 300 block of Cherry St. Our home has been in the family for over 100 years. I have the resources to have raised them in a suburb but due to the neighborhood cohesion, community spirit and values, I was very clear about raising them in Oregon Hill. Consequently, they have a sense of community, duty and civic responsibility their peers from the 'burbs don not - and never will. There is no indication that changing the zoning would have any real, tangible financial benefit for the city. The Navy Hill project was rejected for similar reasons: financial smoke and mirrors. If it's not broken, don't fix it. Do not create something that will be said of in 3 years, "who did it and ran?" Changing the zoning is conceit and folly.

I say the same for the Randolph neighborhood. That traditionally Black neighborhood is now 50% white V.C.U. students, whose lack of values have riven the neighborhood. It was not designed for the proposed zoning changes, either. Both neighborhoods were created before the advent of the automobile, big box stores and cineplexes. Trying to retro-fit these neighborhoods into something they are not will destroy their value as desirable communities in which to live and raise families.

In closing, I recommend that Richmond300I choose something truly substantive to occupy it. Changing the zoning in Oregon Hill and Randolph is merely tampering and not real occupation or action. I cannot adequately express how very weary I am of this same battle every ten years or so. Play the ball where it lays and leave us be.

Respectfully,

Mike Culver, MSW, CPC

307 South Cherry St.

Pechin, Maritza - PDR

From: Jeffrey Eastman <eastmanj@vcu.edu>
Sent: Thursday, July 16, 2020 9:05 AM
To: Olinger, Mark A. - PDR; Pechin, Maritza - PDR
Cc: Miles Gordon; Meredith L Weiss; Richard F Sliwoski; Jessica Hurley Smith; Carolyn A Conlon
Subject: Comments on the Richmond 300 master plan

CAUTION: This message is from an external sender - Do not open attachments or click links unless you recognize the sender's address and know the content is safe.

Dear Mark and Maritza,

On behalf of VCU, I submit the following comments on the Richmond 300 master plan for your consideration. We are always available to discuss further or answer any questions you may have. The pages referenced are the PDF page numbers of the draft plan:

Map on page 26. The building you have identified as VCU Engineering School is the home to the College of Engineering as well as the School of Business. If you are to identify VCU properties, please include the Cary and Belvidere Residential College, the Brandcenter, the College of Engineering Makerspace and the Office of Continuing and Professional Education.

Page 34. We would ask that a reference be made in the Vision section that the VCU Athletic Village will include a USTA Tennis Facility which will be used to host USTA regional tennis events bringing in tourism dollars.

Page 108. We would ask that a statement be included in the "Bus ridership is increasing" to recognize the effect of the unprecedented partnership between VCU and GRTC and the direct impact it had and will continue to have on ridership.

Page 137. 30% of the City's land is not taxable. That is approximately 18.8 square miles of non-taxable land. Does that non-taxable space include roads and parks and the river? How much of the non-taxable space is controlled by the city?

Who are the owners of the non-taxable property and how large are their holdings?

VCU controls approximately one half of one percent (0.005%) of the property that makes up the city of Richmond or approximately 1.4% of the non-taxable property.

The Boston model that is mentioned appears not to include state funded institutions of higher education. It also allows for taking into consideration contributed services to the community.

Page 138. Objective 13.1.a. VCU has already embraced the partnerships you are seeking. Among other efforts, we assist with the RPS with our Richmond teacher residency program, we have an apprentice program, our sustainability office has partnered with the city to plant trees in the Carver

neighborhood and the Amelia school and we have partnered with GRTC to eliminate our campus connector.

Objective 13.2a VCU presented our latest Master Plan to the Planning Commission and will continue to explore possible collaborative issues to work together on.

Objective 13.2 b. The call for PILOT seems to discount the economic benefit that VCU brings to the community. This benefit has been estimated at \$1.5 billion and 18,000 jobs. To pay for a PILOT program, VCU would have to increase the tuition for our students. We believe that because of the economic strata of the student population we serve, this would be an unfair burden.

Page 143. Objective 14.1 d. We would like more information concerning this objective. We can find no reference that describes what a “satellite affordable housing preservation policy program” in the Diverse Economy section.

Page 163. island is misspelled

Appendix A A-30 VCU is misspelled. The Master Plan has been approved.

A-30 Consider rewording the 1st primary step to say”...connecting the Monroe Park Campus.”

A-30 Provide high-frequency transit along Route 1 with a major stop at Broad and Belvidere. This needs to be carefully studied from a pedestrian and traffic congestion point of view. It is a dangerous intersection and this would have the potential to make it more dangerous.

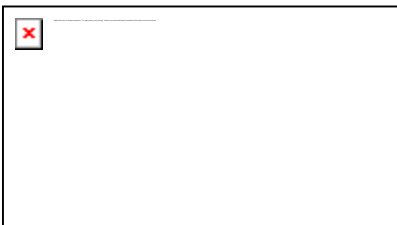
A-30 Our concerns about a PILOT program have been made previously.

Best,

Jeff

Jeff Eastman

University Planner
(804) 828-7008



<https://masterplan.vcu.edu/>

Pechin, Maritza - PDR

From: Elaine Odell <elaineodell@gmail.com>
Sent: Tuesday, July 21, 2020 11:34 AM
To: Pechin, Maritza - PDR
Cc: Eddie Fendley; Fendley, Eddie; Lora Toothman; Ryan Kolb; Mary Field; Alex Davis; Tricia Dunlap; Bridewell, Travis A. - DPW; Palmquist, William D. - PDR
Subject: Richmond 300 Master Plan & Jefferson Avenue

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Hi Maritza,

Many of us have been working on Jefferson Avenue since June 2014 when the EPA held a week of charettes and worked with city planners on revisioning Jefferson Avenue.

Our requests for Jefferson Avenue include:

- 1) Completion of the intersection at Jefferson Avenue, E. Leigh and N 24th Street (wheelchair ramps, sidewalk improvements, street trees, traffic calming.)
- 2) Construct a large ellipse/traffic roundabout at Jefferson Avenue and Marshall Street. This major intersection is at the base of Jefferson Park, and is the location of a natural pond that held water when Jefferson Avenue was a ravine prior of street grading/infill in the early 20th century. Pedestrian safety and environmental/stormwater management are the key drivers for this project.
- 3) Maintain the GRTC bus service on Jefferson Avenue.

Thanks, Elaine

On Tue, Jul 21, 2020 at 11:21 AM Pechin, Maritza - PDR <Maritza.Pechin@richmondgov.com> wrote:

Dear Elaine,

Thank you for reaching out.

That map is closed for comments as the comment period for the draft Plan closed on July 13, 2020.

I have your comments below and will include them with the comments we received on the draft Plan.

Best,

Maritza

Maritza Pechin, AICP, LEED AP

Richmond 300 Project Manager

(AECOM Contractor)

900 E. Broad Street, Room 511, Richmond, VA 23219

maritza.pechin@richmondgov.com

direct 804.646.6348



www.richmond300.com

From: Elaine Odell [mailto:elaineodell@gmail.com]

Sent: Tuesday, July 21, 2020 11:12 AM

To: Eddie Fendley; Fendley, Eddie; Lora Toothman; Ryan Kolb; Mary Field; Alex Davis; Tricia Dunlap

Cc: Bridewell, Travis A. - DPW; Pechin, Maritza - PDR

Subject: Timely request! Richmond 300 Master Plan & Jefferson Avenue

CAUTION: This message is from an external sender - Do not open attachments or click links unless you recognize the sender's address and know the content is safe.

Hello Jefferson Avenue Task Force---

This morning, while he was inspecting the intersection of Jefferson Avenue & N 24th Street, I was personally encouraged by Travis Bridewell (Traffic Engineer for City, works for Mike Sawyer) to be sure we **get the ongoing infrastructure for Jefferson Avenue added to the City's new master plan "Richmond 300"**.

Time is of the essence, as the coordinator of the master plan advisory council/comments (Maritza Pechin, project manager,) is trying to wrap up the current phase of citizen input so they can move on to the next draft of the the plan.

One of things we can all individually do is log into this interactive website:

<https://wikimapping.com/richmondfuturelanduse.html>

Drill down to the area designated as "25th and Jefferson" on the map and add multiple comments at various intersections along Jefferson Avenue. Describe what you want to see there.

You can even add the EPA's Greening of American's Capitals' hotlink to your comments to reinforce our requests: <https://www.epa.gov/smartgrowth/greening-americas-capitals-richmond-va>

Thank you for taking a moment to do this today or tomorrow if you can!

Elaine

--

Elaine Odell
804-937-9375

--

Elaine Odell
804-937-9375



13 July 2020

Mr. Mark Olinger
Director of Planning Development and Review
900 E. Broad St., Room 511
Richmond, VA
23219 USA

Dear Mr. Olinger

On behalf of Preservation Virginia's Trustees, staff and members, I write to offer comments on the Richmond 300 plan. We would like to commend you for launching the process with the goal that "seeks to create a more equitable, sustainable, and beautiful future for all Richmonders."

In reviewing the plan, we are pleased to see the focus under the headings of Historic Preservation and Urban Design that will retain the historic character and prioritizing quality design and connectivity of walkable urban streets. We appreciate the priority given to equity and sustainability. Now more than ever, these should be the metrics to measure the success.

Preservation Virginia offers these comments on the draft plan:

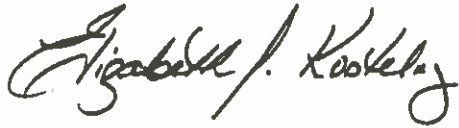
- **Objective 3.1**--We would encourage the inclusion of historic cemeteries as a part of this grouping of resources. The African Burial Ground and Shockoe Hill African Burial Ground, as well as Shockoe, the Hebrew Cemetery, Evergreen, Hollywood, East End and other cemeteries are important to the City's history
- **Objective 3.1. a**--We support a citywide preservation plan to establish priorities to address the character and history of neighborhoods. This type of plan can be an important guide in the future.
- **Objective 3.1.g**--We support establishing an archaeological policy/process citywide to include appropriate, survey, examination and documentation of these resources. We have encouraged the City to undertake this kind of policy for Shockoe Bottom since 2018. We believe there are important benefits in other areas of the City.
- **Objective 3.1.j**--We welcome priority given to supporting state and federal tax credits programs. These programs are a proven tool to rehabilitate and revitalize neighborhoods. Richmond's leadership in utilizing this tool is well documented. Going forward an emphasis should be placed on leveraging credit for projects related to affordable housing and owner occupied residents and small businesses.
- **Objective 3.3**--Expanding the traditional narrative of Richmond's history is vital to understanding and acknowledging the stories that have been suppressed, excluded, misrepresented and undervalued.

- **Goal 4**—We commend the goal of establishing a distinct city with quality urban design.

The Richmond 300 draft plan has an ambitious vision for Richmond on its 300th anniversary. For this plan to be successful, a commitment to transparency is necessary as the planning enters its next stage and when individual projects are considered. While this is difficult in the short term with the limitations imposed by the pandemic, public involvement and input enhances decision making.

Thank you for considering our views.

Sincerely,

A handwritten signature in black ink, reading "Elizabeth S. Kostelny". The signature is fluid and cursive, with the first name "Elizabeth" and last name "Kostelny" clearly legible.

Elizabeth S. Kostelny
Chief Executive Officer

The Shockoe Partnership, Inc.
1553 East Main Street
Richmond, Virginia 23219

To: Mark Olinger and Maritza Pechin, Planning Department, City of Richmond

From: Brian White, President – The Shockoe Partnership

Date: 7/10/20

Subject: Master Plan

I wanted to thank you for meeting with us yesterday and providing the thorough overview of the current Master Plan recommendations for Shockoe. We discussed several of these items yesterday but wanted to formalize our response to the current draft of the Master Plan. Our specific requests are outlined below.

- 1) Neighborhood Mixed Use (NMU) is not appropriate for any parts of Shockoe and should be eliminated entirely as a land use designation for the Shockoe Priority Growth Node (SPGN).
- 2) Ideally, we would like to see a Destination Mixed Use (DMU) for all of the SPGN.
- 3) If DMU is not deemed appropriate for some areas, the Corridor Mixed Use (CMU) should be used.
- 4) To the extent CMU is determined to be the appropriate Land Use Designation, then please make the following change. Page 30 – Primary Next Steps – Goal 1 – Existing Language - “Rezone the Shockoe area in alignment with the Future Land Use Map to allow appropriate growth while also protecting and enhancing significant historic sites”. After that add – “Height and increased density, consistent with the upper range identified in the future land use recommendations (i.e. CMU), is encouraged for new developments, provided that new buildings should step back from the build-to line after matching the height of the predominant cornice line of an existing block.”
- 5) The NMU designation in the Central Office Priority Growth Node should be replaced with either Downtown or Destination Mixed Use, especially around the vacant land by the river (just West of the Vistas)
- 6) Remove the density restriction (10-30 units per acre) in the NMU designation.

The Pulse Corridor Plan was a well-organized process that was open, transparent, and public. The final recommendations were approved by the Planning Commission and City Council. We were very engaged in that process and were supportive of the final recommendations.

The definition of NMU was changed from 2-8 stories with no density restriction in the Pulse Corridor Plan to 2-4 stories with a density restriction of 10-30 units per acre in the draft Master Plan. We are not sure why that change occurred, but in any case, the new NMU designation is no longer appropriate for Shockoe. A NMU designation would actually be a significant down zoning from B-5, which has been the predominate rezoning mechanism for the majority of development in Shockoe.

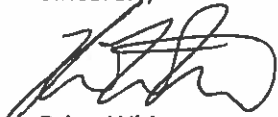
The Shockoe Partnership, Inc.
1553 East Main Street
Richmond, Virginia 23219

July 10, 2020 – Page 2

Shockoe is bound by the Broad Street and Main Street pulse corridor arteries as well as Main Street Station, which is appropriately envisioned as the premier transportation hub for the city and region. Richmond needs to grow its tax base to provide money for schools and other city priorities, as well as provide the economic impact that was forecasted in the Pulse Corridor Plan. For these reasons, and others, we respectfully ask you to make our 6 requested changes to the Master Plan.

Please do not hesitate to contact me at 804-615-0292 or BWhite@mainstreetva.com should you have any questions or concerns.

Sincerely,

A handwritten signature in black ink, appearing to read 'Brian White', with a stylized, cursive script.

Brian White



July 24, 2020

Marianne Pitts
City of Richmond Dept of Planning and Development Review
City Hall
900 East Broad Street
Richmond, Virginia 23219

Dear Ms. Pitts:

This is a follow-up to the July 13, 2020 letters sent to you from the Church Hill Association. We would like to let you know that the membership of the Association voted unanimously to accept the concerns outlined to you in both the original and addendum letters.

We understand that the Richmond 300 Plan is scheduled to be before the Planning Commission on August 17, 2020, and that there will be a public hearing at that meeting.

Given that this Plan will guide development in Richmond for many years to come, we think that the Planning Commission members should be given the opportunity to review this complex plan, and give proper consideration to what they hear from citizens before casting such an important vote. Because of this, the Church Hill Association is officially requesting that the Planning Commission delay their vote on the Richmond 300 Plan until a subsequent meeting.

We strongly feel that with so much information to digest, and so many voices to take into account, best practices dictates a delay between the PC members receiving this input via the public hearing, and casting their votes.

Thank you for your work on this important process for the City, and thank you for sharing our request with the Commission.

Sincerely yours,

Alli Alligood
President