

Downtown Summit Focus on the Coliseum Area June 15, 2020

Richmond 300: A Guide for Growth
Community Consultation #3

Thank you for joining!

While you wait for the summit to begin, please fill out the poll in the attendee panel

If you are having audio trouble, select "Call Using Computer" from the "Audio Connection" menu at the bottom of your screen. Or call 203-607-0564 and entering the access code - 130 261 6441



Agenda and Panelists

I. Process Overview

Maritza Pechin, AICP *Richmond 300
Project Manager, AECOM*

II. Vision, Core Concepts, Big Moves

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

III. Downtown Nodes Overview

Maritza Pechin

IV. Coliseum Area Framework

Background Mark Olinger

Guiding Principles and Precedents

Ryan Bouma *AECOM*

Unsolicited Bid (2020) Leonard

Sledge *Director, Department of Economic
Development, City of Richmond*

IV. Next Steps

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**After each section,
we will pause to
answer any questions
we received in the
Q&A panel**

At any point during
the Summit, please
feel free to enter
questions in the Q&A
panel

In the interest of
time, we may not be
able to answer all the
questions during the
Summit

Other panelists available
for Q&A

Ellen Robertson *6th District
Council Member, City of
Richmond*

Sharon Ebert *Deputy Chief
Administrative Officer for
Planning and Economic
Development, City of
Richmond*

Marianne Pitts and William
Palmquist, AICP *Richmond
300 Deputy Project Managers,
City of Richmond*

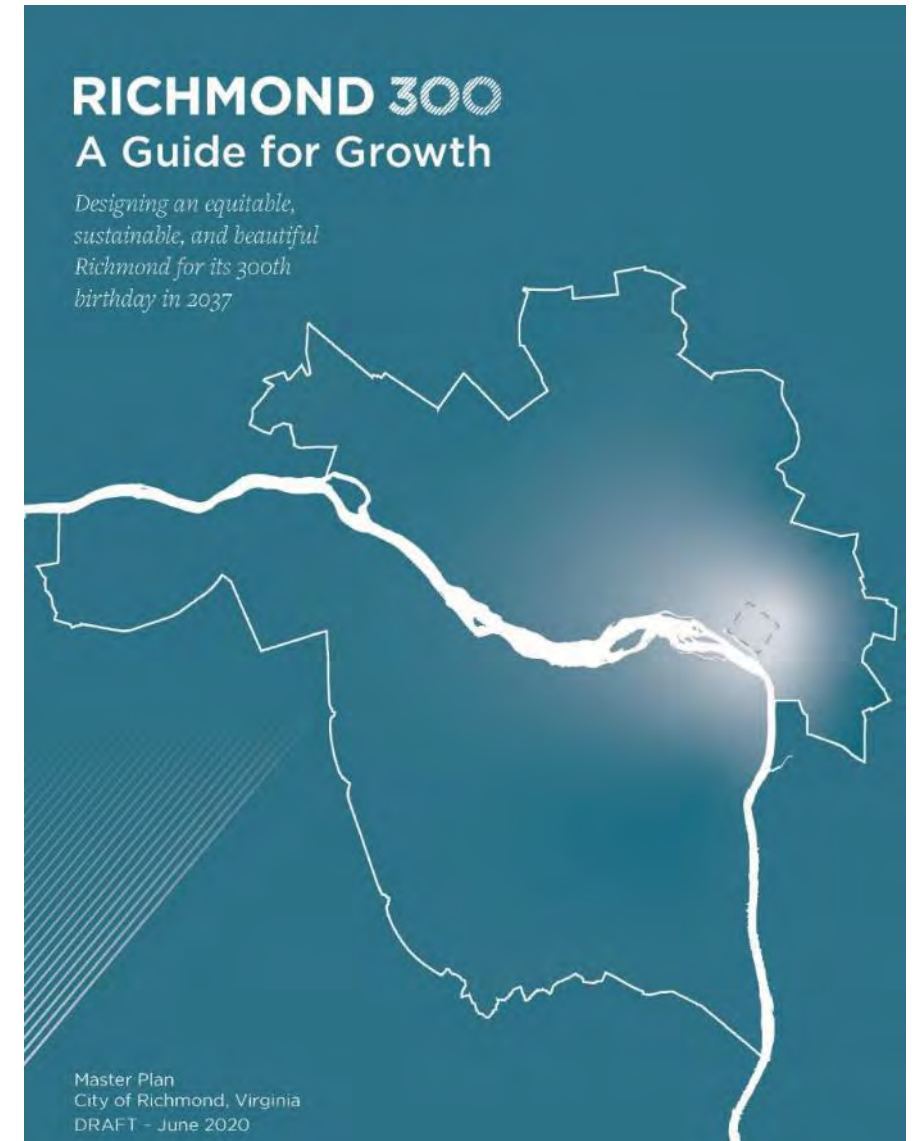
Alexa Heidrich and Chad
Cowart *AECOM*

Draft Available at

www.richmond300.com/draft

- Comment on the Interactive PDF (including the Parking Study)
- Comment on the Interactive Future Land Use Map
- Download the PDF (including the Parking Study)

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Process

6,000+ Individuals

reached via Richmond 300 meetings and existing meetings

100+ R300 Meetings

Forums, Summits, Advisory Council, Sharing Sessions, Parking, Greater Scott's Addition, etc.

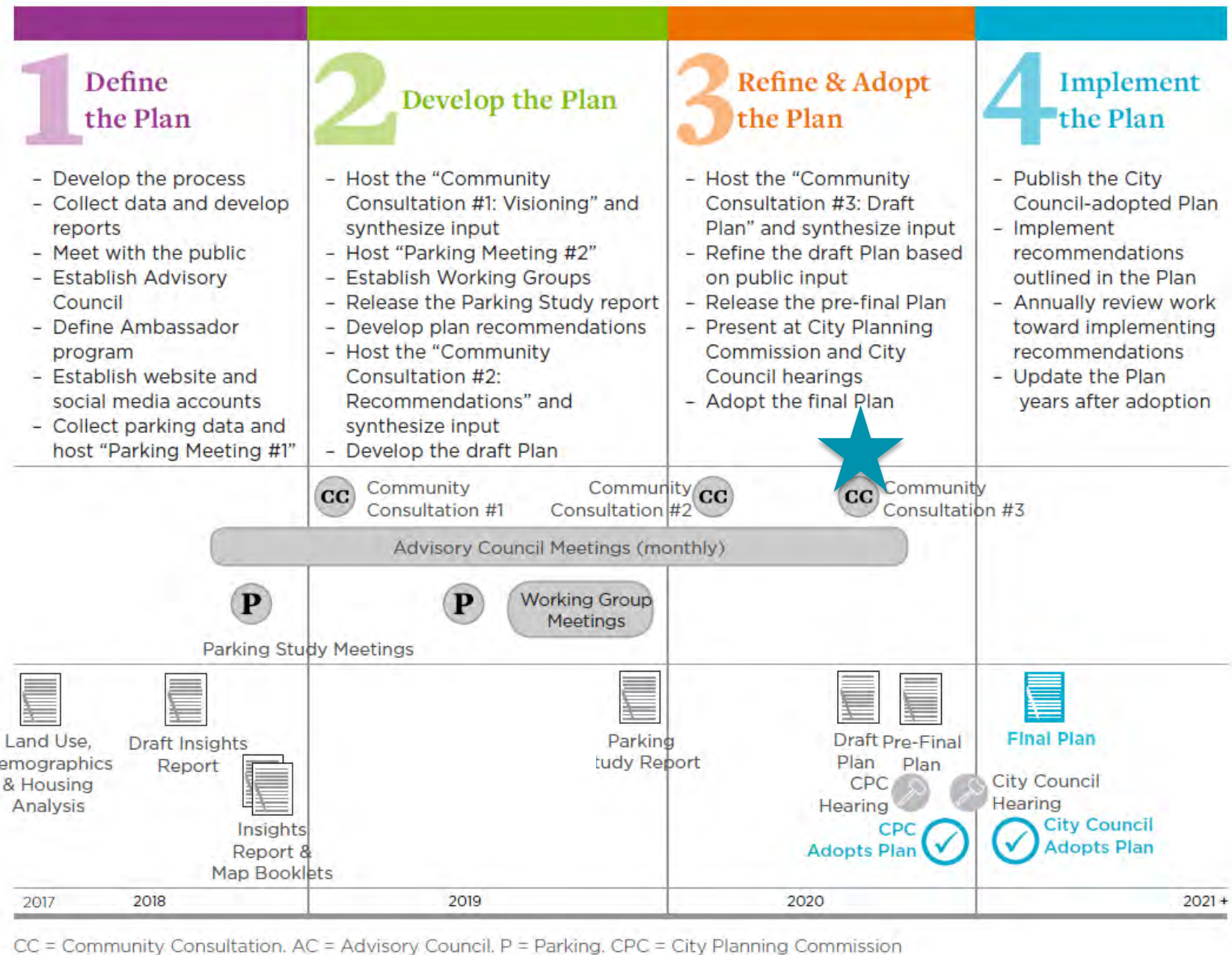
160+ Existing Meetings

civic associations, stakeholder groups, festivals

3,300+ Surveys

1,000+ Comments

Collected on the maps and strategies via 2 rounds of review from the Working Groups and the public during CC#2



CC = Community Consultation. AC = Advisory Council. P = Parking. CPC = City Planning Commission

Community Consultation #3 | June 1 – July 13 (revised dates)

Register at

www.richmond300.com/draft

Objectives:

- Share the draft *Richmond 300* document
- Embolden the community to identify portions of the plan that help advance efforts they are undertaking in their community, business, non-profit, etc.
- Collect edits on the draft plan

Summits will be recorded and posted on

www.richmond300.com

	Monday	Tuesday	Wednesday	Thursday	Friday
June	1 – Draft online 1:30pm: CPC 5pm: Org. Dev.	2	3	4 10am: UDC	5
	8	9 6pm: Inclusive Housing	10 4pm: AC 6pm: Thriving Environment	11 6pm: Greater Scott's Addition	12
	15 1:30pm: CPC 6pm: Downtown (focus on Coliseum)	16 6pm: Route-1 / Bellemeade / Bells	17 6pm: Southside Plaza	18 6pm: Stony Point Fashion Park	19
	22	23 3:30pm: CAR 6pm: Diverse Economy	24 6pm: Equitable Transportation	25 4pm: PAC 6pm: High-quality Places	26
	29 Coliseum Survey closes	30	1	2	3
July	6	7	8	9	10
	13 Comment Period Ends	14 Coliseum Mtg #2	15 Civic Association and Stakeholder Meetings: Planning staff hosting virtual meetings from 6/1 to 7/13 with existing groups to discuss comments received during CC#2 and how the draft plan responds to those comments	16	17

Vision, Core Concepts, Big Moves

1 City-Wide Vision



3 Maps
to guide Richmond's growth

Nodes Map

Depicts the places where people and jobs are located and the convergence of many uses and multiple modes of transportation.

Future Land Use Map

Depicts how an area should look and feel in the future; not necessarily what the area is like today.

Future Connections Map

Depicts infrastructure improvements needed to support the envisioned development pattern.

5 Topic Visions
with goals, objectives, and strategies



**HIGH-QUALITY
PLACES**



**EQUITABLE
TRANSPORTATION**



**DIVERSE
ECONOMY**



**INCLUSIVE
HOUSING**



**THRIVING
ENVIRONMENT**

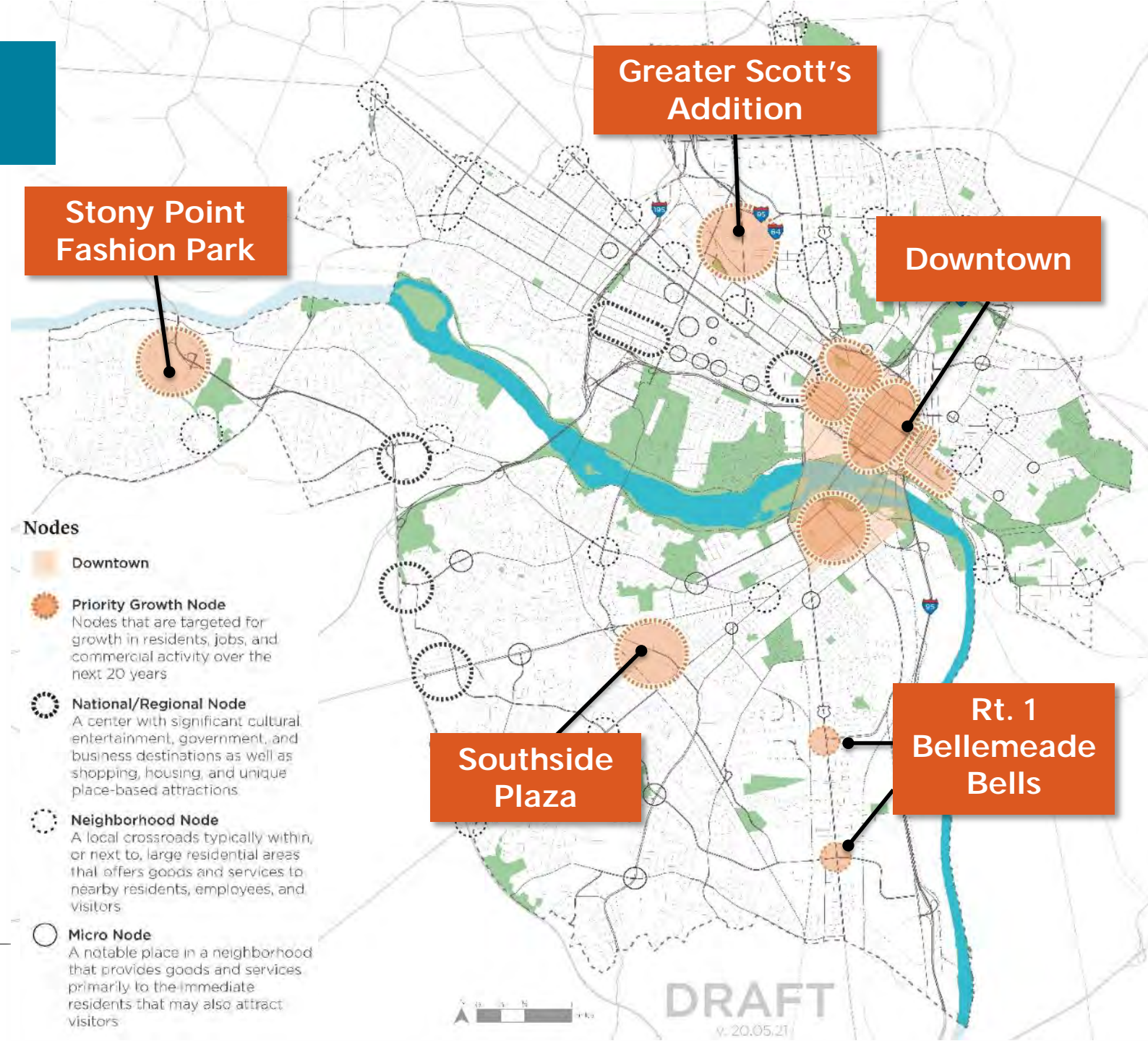
Vision

In 2037, Richmond
is a welcoming, inclusive, diverse,
innovative, and equitable city of
thriving neighborhoods;
ensuring a high quality of life for all.

Nodes

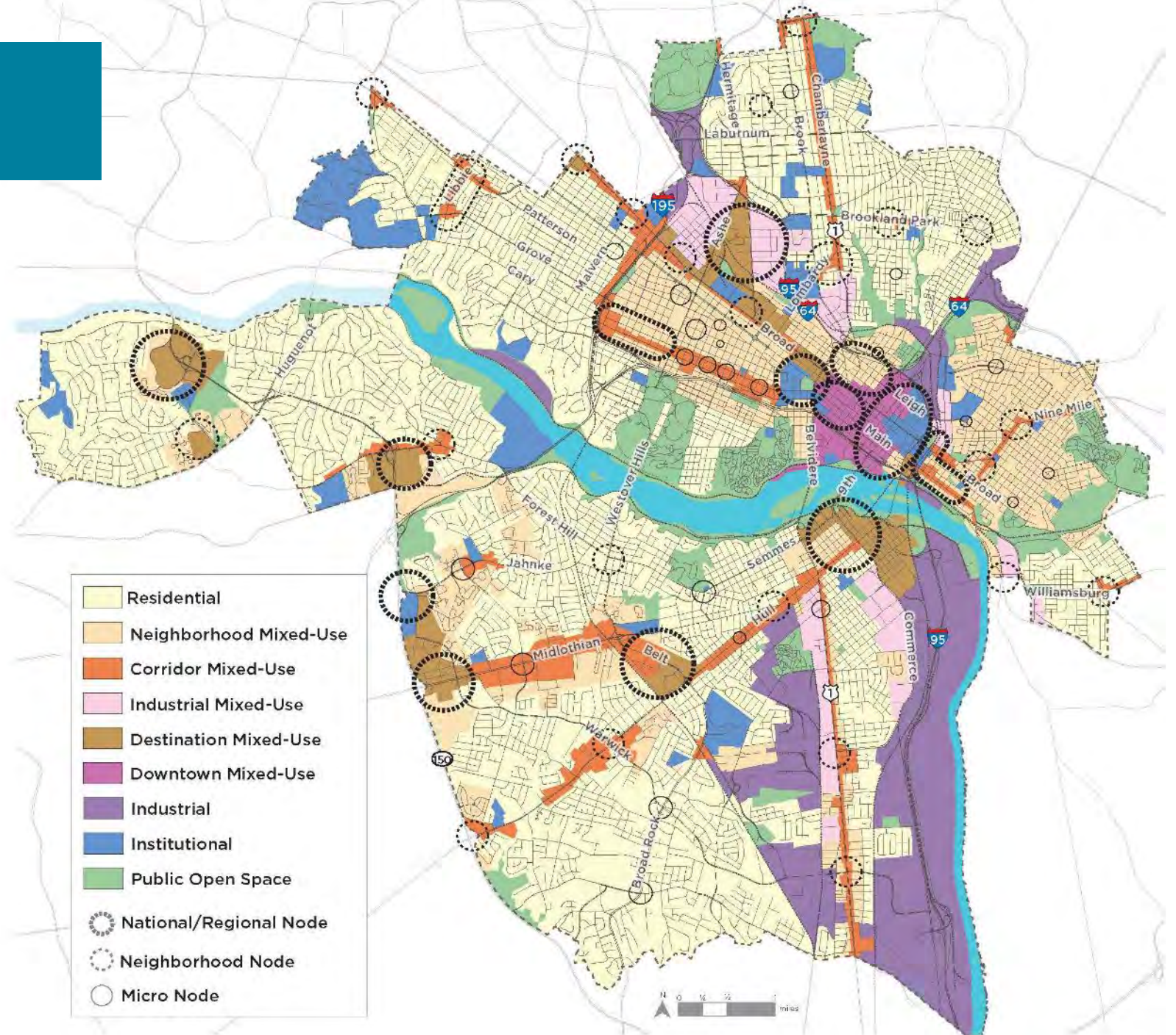
Nodes are places where people and jobs are today and may be in the future. Nodes are the convergence of many uses and multiple modes of transportation.

Priority Growth Nodes are places the city is targeting for the most growth over the next 20 years.



Future Land Use

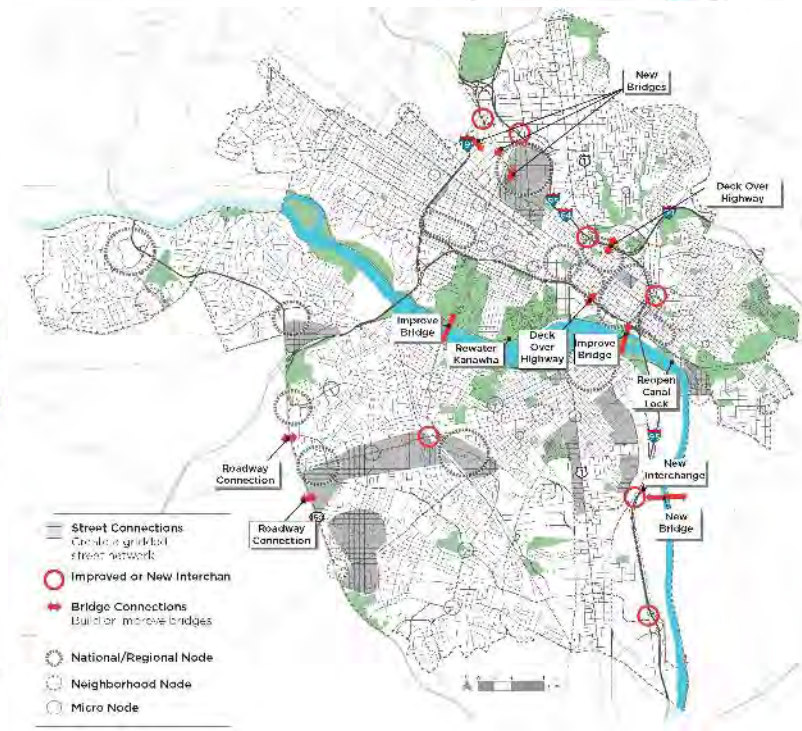
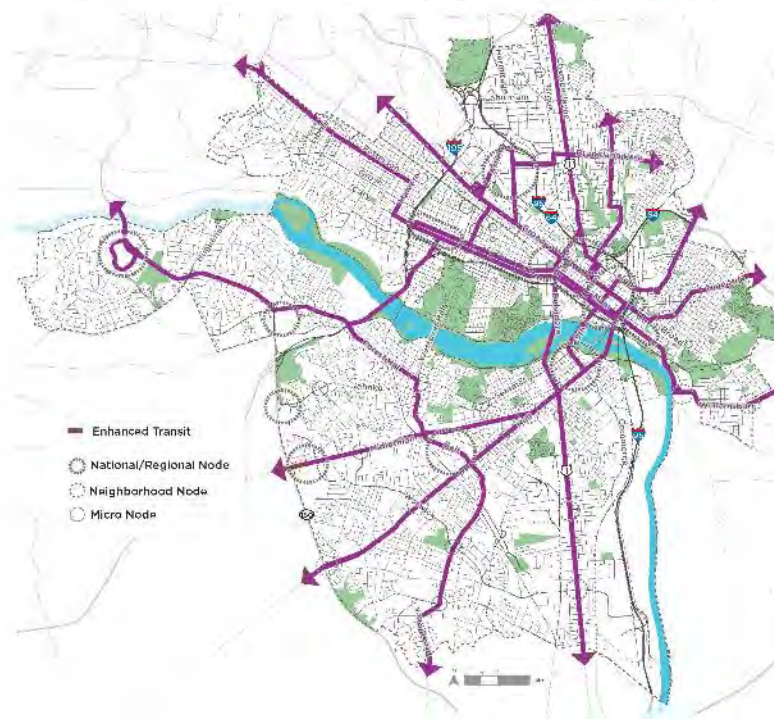
Future land use designations are visionary and include language about how the area should look and feel in the future, but do not specify what an owner can or cannot legally do with their property.



Future Connections

The Future Connections provide equitable access to and between Nodes.

- Great Streets
- Street Typologies
- Bike Facilities
- Greenways
- Enhanced Transit
- Street Grids
- Bridges
- Interchanges



5 Topic Vision Statements

High-Quality Places



Richmond is a well-designed city of communities interconnected by a network of open space, public facilities, and activity centers providing services to residents, businesses, and visitors.

Equitable Transportation



Richmond prioritizes the movement of people over the movement of vehicles through a safe, reliable, equitable, and sustainable transportation network.

Diverse Economy



Richmond is home to a variety of businesses and industries that offer opportunities for quality employment and capital investments.

Inclusive Housing



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

Thriving Environment



Richmond is a sustainable and resilient city with healthy air, clean water, and a flourishing ecosystem.

17 Goals, each with objectives and strategies

High-Quality Places



- 1: Nodes
- 2: City Facilities
- 3: Historic Preservation
- 4: Urban Design
- 5: Planning Engagement

Equitable Transportation



- 6: Land Use & Transportation
- 7: Vision Zero
- 8: Non-Car Network
- 9: Streets and Bridges
- 10: New Technology

Diverse Economy



- 11: Jobs & Businesses
- 12: Tourism
- 13: Anchor Institutions

Inclusive Housing



- 14: Housing Opportunities Everywhere

Thriving Environment

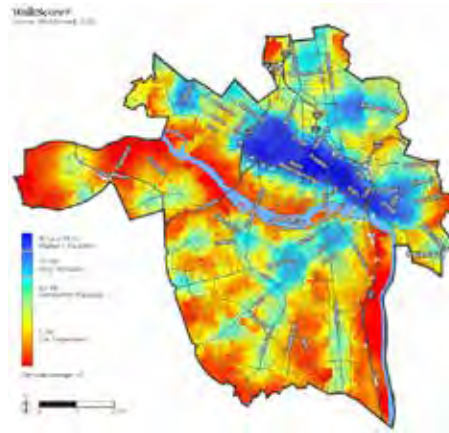


- 15: Clean Air
- 16: Clean Water
- 17: Resilient & Healthy Communities

6 Big Moves

- Priority actions for Richmond to work toward in the next 5 years to set the city up for success in the next 20 years
- Each of these intentionally seeks to **expand equity** and **increase the sustainability** of our city
- Each of these has several strategies in the plan that tie to the big move

Re-Write the Zoning Ordinance



Re-Imagine Priority Growth Nodes



Expand Housing Opportunities



Provide Greenways & Parks for All



Reconnect the City



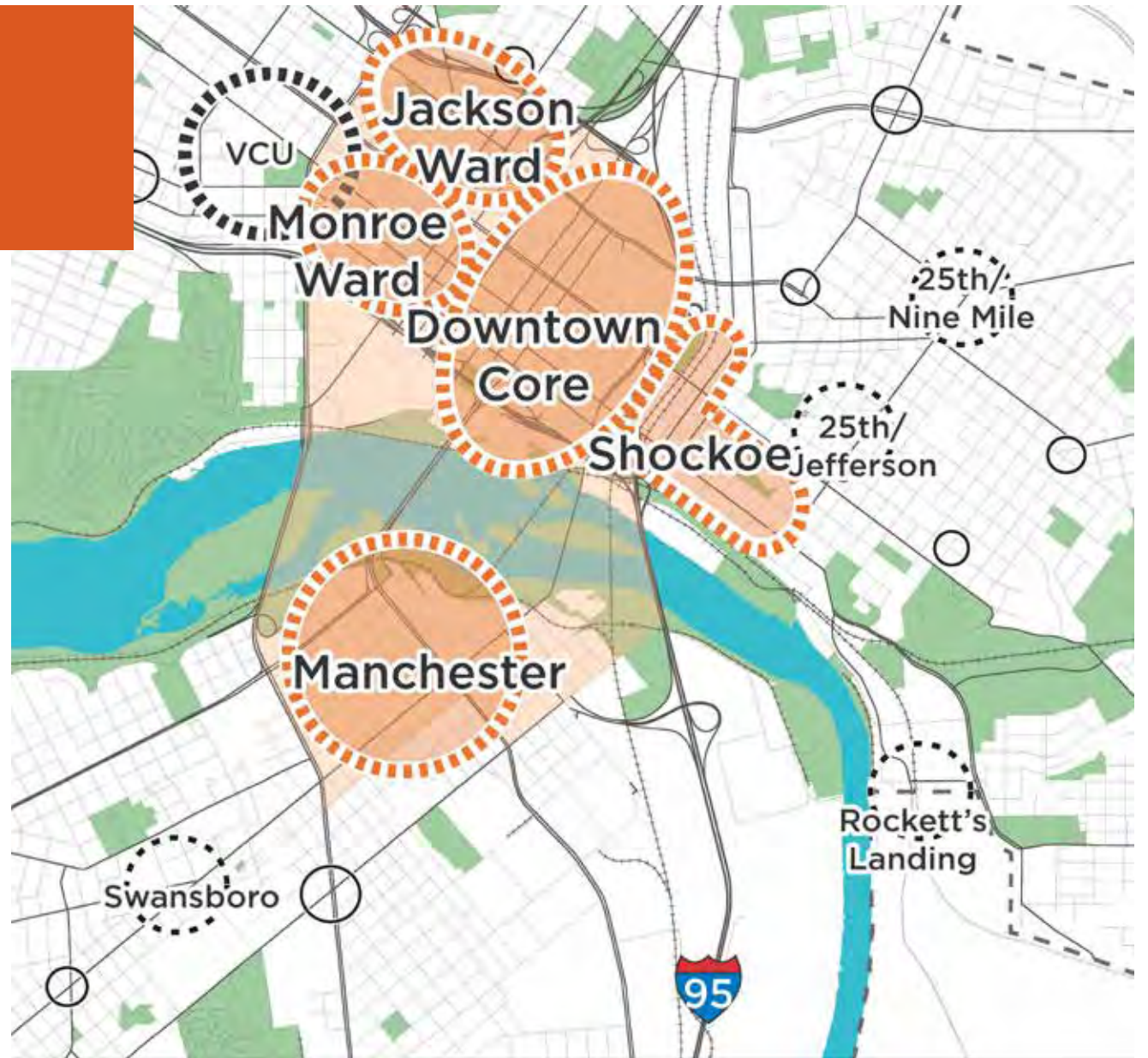
Realign City Facilities



Downtown Nodes

Priority Growth Node Downtown

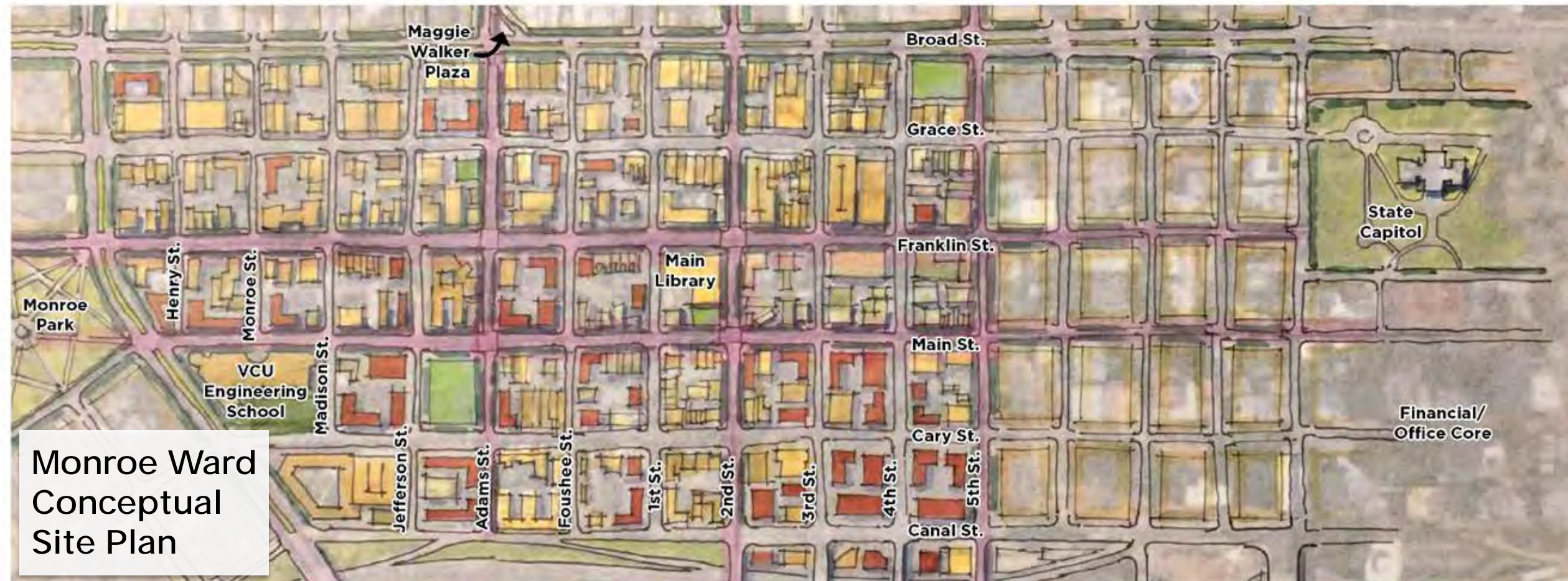
- Downtown Core
- Monroe Ward
- Jackson Ward
- Shockoe
- Manchester



Monroe Ward Growth Potential: High

In 2019 there were approximately 40 acres of vacant/ underdeveloped land in Monroe Ward — representing 49% of Monroe Ward's total land area.

Rezoned in 2019



Monroe Ward
Conceptual
Site Plan

Jackson Ward 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.



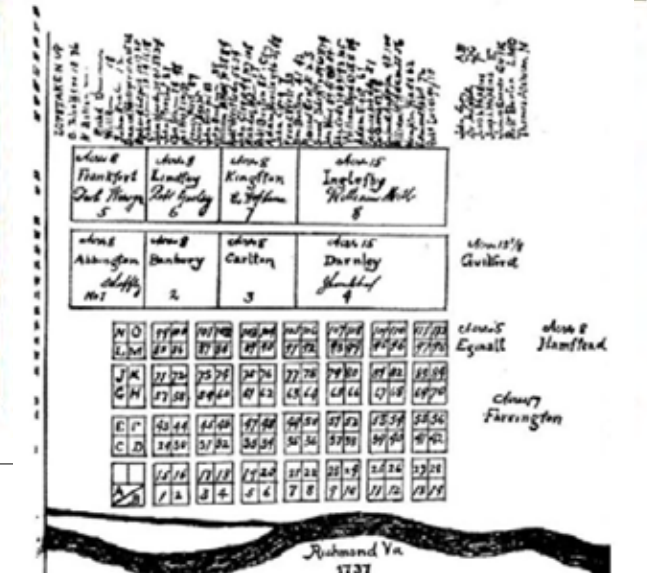
Reconnecting Jackson Ward

Shockoe Growth Potential: High

In 2019 there were approximately 44 acres of vacant/underdeveloped land in Shockoe — representing 35% of Shockoe's total land area.

Shockoe Small Area Plan Underway

The City is developing a Small Area Plan for Shockoe under the guidance of the Shockoe Alliance, whose mission is to guide design and implementation of concepts and recommendations for the future of Shockoe as a holistic area rooted in history and informed by those with shared interests to advance these efforts in support of the mission.



Manchester Growth Potential: High

In 2019 there were approximately 162 acres of vacant/underdeveloped land in Manchester — representing 55% of Manchester's total land area.

Manchester was rezoned a few times between 2010 and 2019



Manchester Conceptual Aerial

Downtown Core Growth Potential: High

In 2019 there were approximately 77 acres of vacant/underdeveloped land in the Downtown Core (of which 22.4 acres are city-owned land that is vacant/underdeveloped) — representing 26% of the Downtown Core's total land area.

Coliseum Area

The defunct Coliseum and expanse of vacant land and buildings around it present an opportunity for the City to fill a void in the middle of the Downtown Core with tax-producing properties and a buildings and streets that connect the area to the balance of Downtown.



Coliseum Framework Plan Background and Process

Preliminary Goals

10-Minute Walk from the Coliseum



The Coliseum area has the potential to fulfill the role as a vibrant and walkable downtown area for workers, residents, and visitors.



Current Conditions

Coliseum closed in 2018 and is no longer in use

Convention Center is largest single use in redevelopment area

Government buildings (IRS and General District Court) are located in redevelopment area

There is a lack of open space and places for outdoor recreation downtown

There is lack of pedestrian and bicycle friendly facilities and amenities

E Leigh St and Clay street are interrupted (not consistently at-grade)

Richmond's population is growing. Approved plans have designated Downtown as a high-density residential area



Key Facts



Metric	Statistic
Total Acres ³	583
Assessed Value/Acre ³	\$11.6M
Total Population ¹	8,466
Households ¹	4,270
Average Household Size ¹	1.65
Median Age ¹	25.7
Families ¹	699
Workers ²	64,619
Unemployment ²	9.10%
Median Household Income ¹	\$34,163
Median Home Value ²	\$306,915
Housing Units ²	4,633
Owner-Occupied ²	9.6%
Renter-Occupied ²	82.5%
Vacant ²	7.8%

Key Considerations:

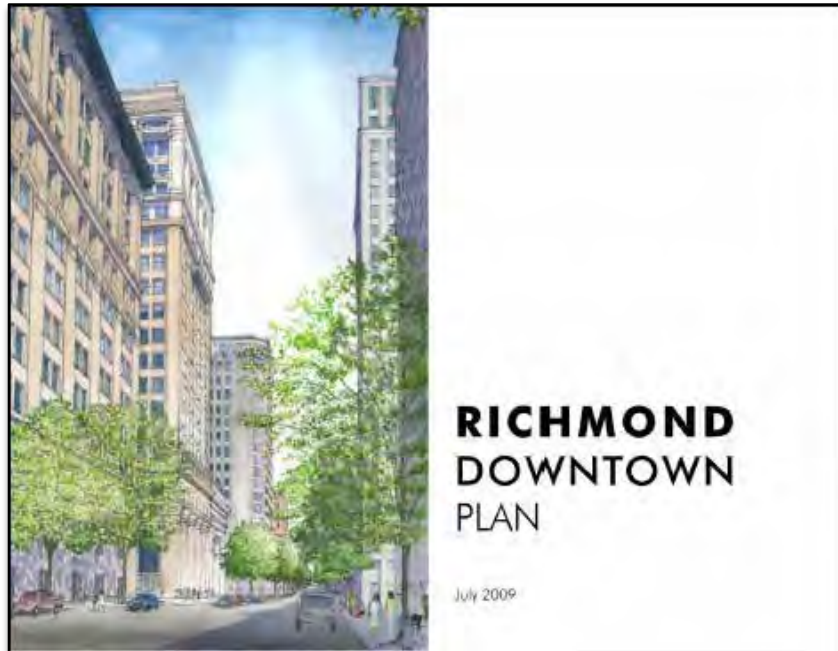
Current population of almost 9,000 will grow

Numbers of workers will increase from 65,000 current level

What does Richmond's Downtown Core have going for it?



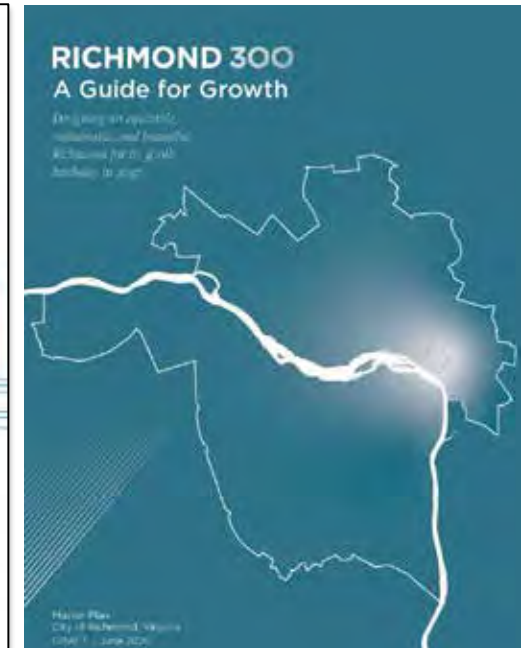
Relevant Plans – 2009 to present



Richmond Downtown Plan (



Pulse Corridor Plan (2017)

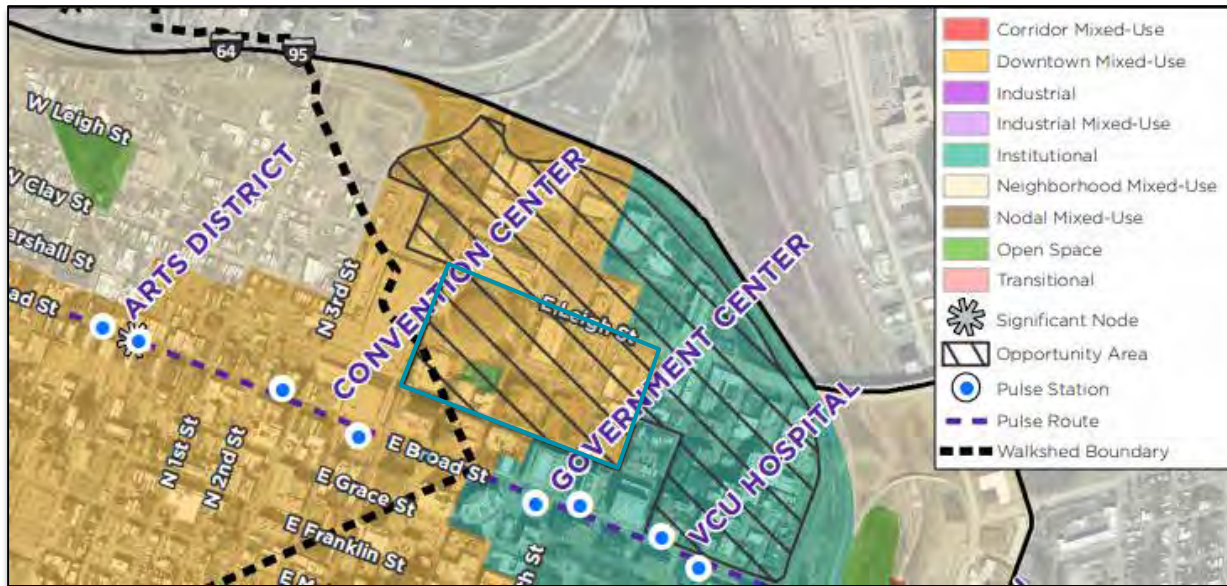


Richmond 300 Draft Master Plan (2020)

- City Council approved the 2009 Richmond Downtown Plan
- Sought to integrate the Richmond Coliseum within a broader context of walkable urban fabric
- Sought to improve connections between the Convention Center and adjacent uses
- A number of proposed buildings and streetscape improvements located within Coliseum Area Framework Plan boundary

E – Pedestrian-oriented streets
J – Coliseum feasibility study area
K – New General Assembly building
M – New gateway building to VCU
O – Explore options for future of West Hospital

Pulse Corridor Plan (2017)



Key Considerations:

- Coliseum area is highly connected to adjacent areas from VCU Hospital through to the Arts District and beyond.
- Current vacant spaces and underutilized parcels in the Coliseum area are proposed to be developed as mixed-use and to provide for the daily needs of residents and workers in the area and enhance the visitor experience
- This Coliseum Framework Plan is a result of the Coliseum area designation as an opportunity area



Richmond 300 (2020)

Identifies Downtown Richmond as the **central business district** for the entire Richmond region featuring:

- **High-density** office, residential and mixed-use development
- **Regional destinations** that serve residents and visitors
- **Highly-walkable** urban environment
- **Network of on-street bike facilities**
- **Multi-modal transportation options** that aligns with activity centers



Coliseum Area Framework

Guiding Principles and Precedent Places

Preliminary Plan Elements – Baseline and Flexible

Baseline elements of the Coliseum Framework Plan will include:

- Public open space
- Office space
- Convention center hotel
- Mixed-income residential
- Re-gridded street network
- Streetscape amenities
- Stormwater infrastructure
- Information and communications infrastructure
- Multi-modal access

Flexible elements of the Coliseum Framework Plan include a mix of activities from the following:

- Regional Entertainment
- Neighborhood Amenities
- Open Space Features
- Walkable Street Features

COVID-19 and the Future of Public Events and Spaces

We understand that current social distancing conditions and past shelter in place orders make it difficult to envision an active and vibrant downtown.

In the short term, we are thinking about how Downtown could accommodate certain activities with appropriate social distancing. Currently this could be achieved through:

- Increased outdoor dining
- Parks
- Plazas and parking lots
- Temporary pedestrian-only streets








Survey Question

In the last few months, what have you missed about Downtown? (check all that apply)

- a) Festivals
- b) Restaurants
- c) Going to an office for work
- d) Childcare
- e) Parks
- f) Performances at Downtown venues

Is there anything else you have missed?

Potential Activity Generators for Coliseum Area

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Activity Generators

Successful Examples From Other Cities

Downtown Location	Activity Generators			
	Regional Entertainment	Neighborhood Amenities	Public Open Space	Walkable Destination Streets
Cleveland	✓		✓	✓
Savannah		✓	✓	✓
Indianapolis	✓	✓	✓	✓
Kansas City	✓			✓
Charlotte	✓	✓	✓	
Washington DC	✓	✓	✓	✓











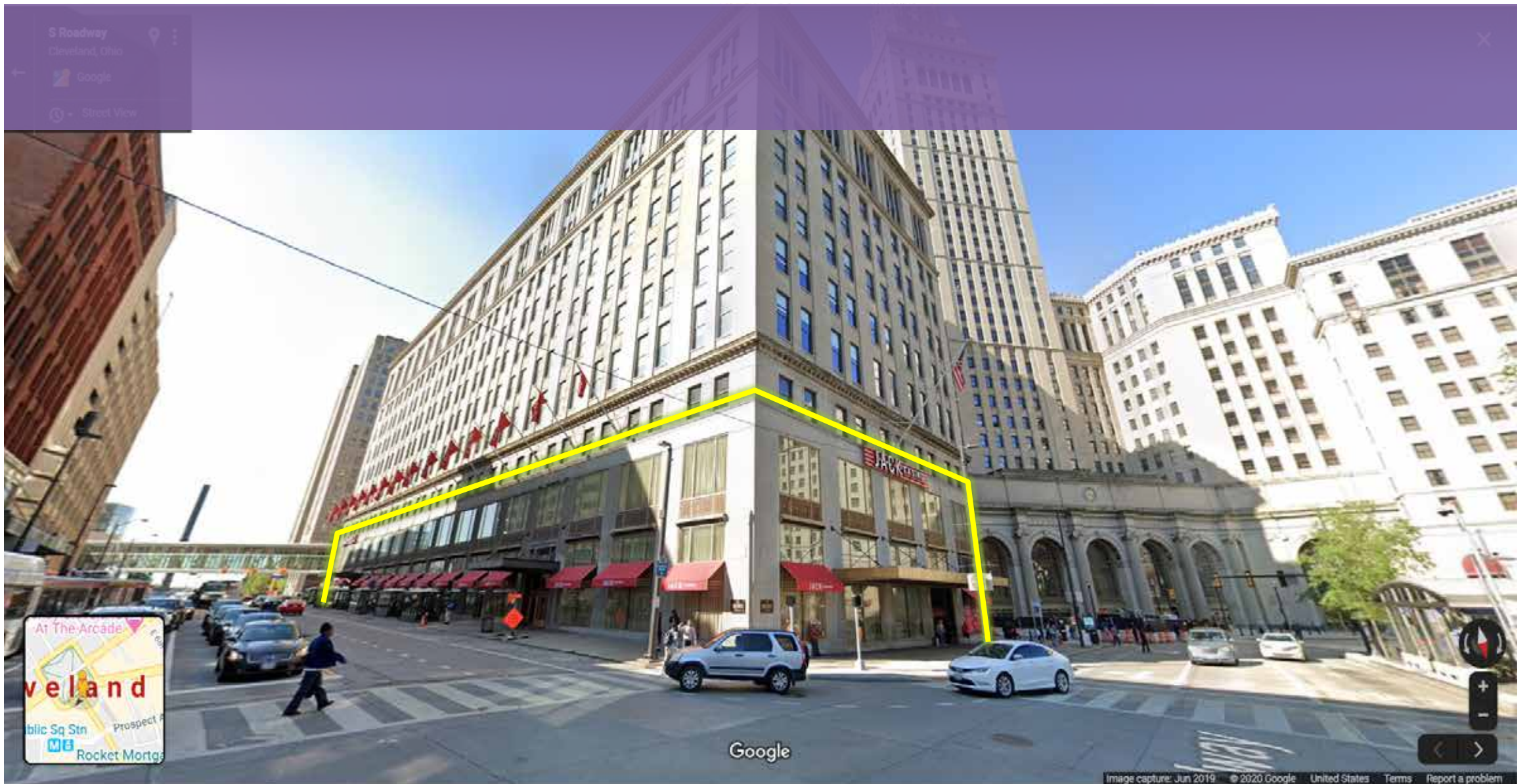
Entertainment

Richmond Considerations:

What entertainment activities and types of destinations would you like to see in the Coliseum area?

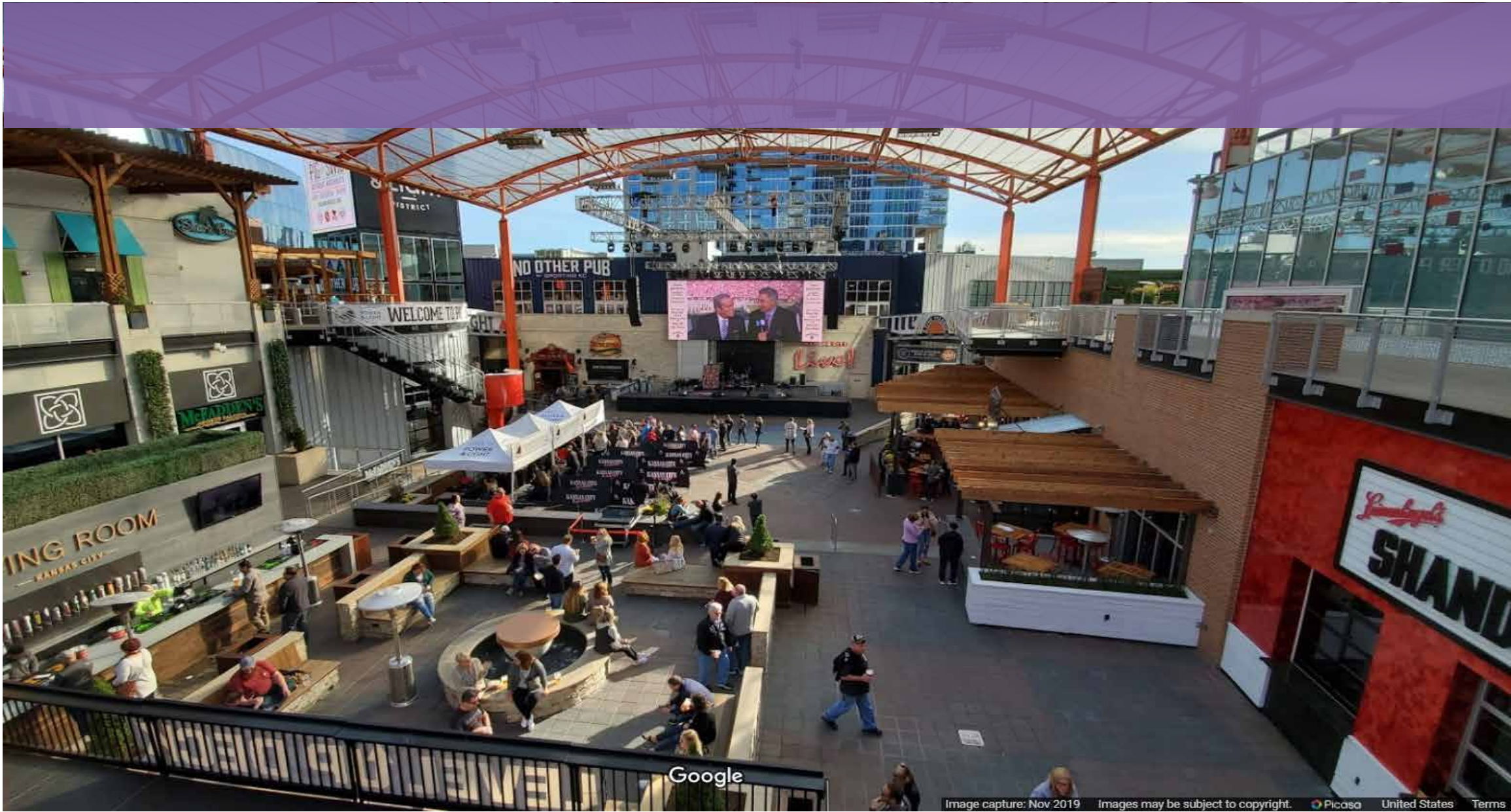
Precedent Places for Consideration:

- Cleveland
- Kansas City
- Orlando









Google

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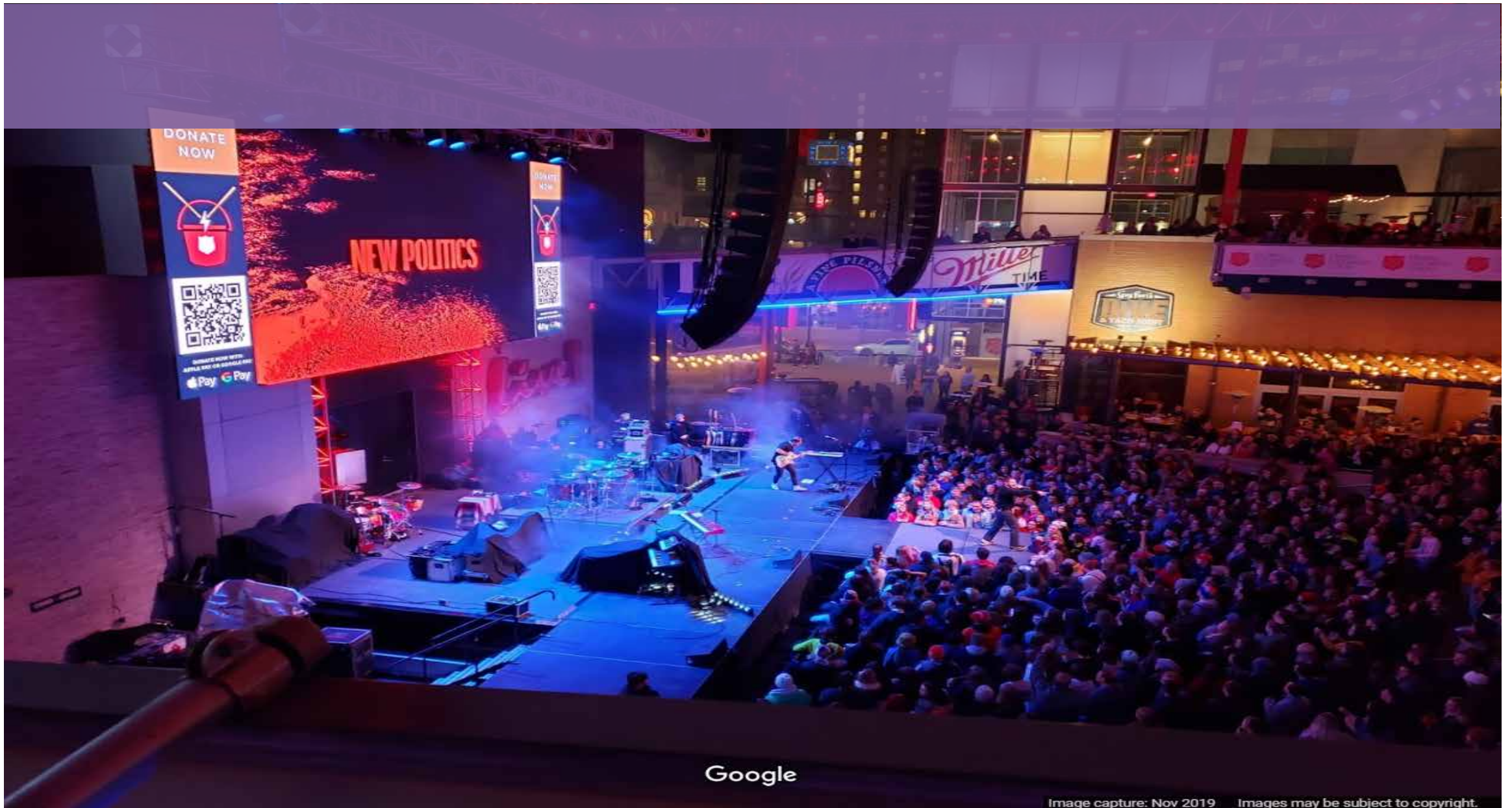


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Survey Questions

For each entertainment activity and destination, select how you feel about having that activity in the Coliseum Area.

- a) Love it
- b) Like it
- c) It's ok
- d) Not great
- e) Hate it

Activity/Destination

Sports Arena

City Market

Dining

Cinema

Shopping

Casino