Insights Report

Background information in preparation
for updating Richmond's Master Plan

September 2018

RICHMOND
300
A GUIDE FOR GROWTH

RICHMOND PLANNING &
DEVELOPMENT REVIEW
PDR

Dear Fellow Richmonders,

I'm writing to ask you to please take a moment to think about your neighborhood and our city. Think about the elements you like. Think about the parts you want to change. Think about how your neighborhood connects to the rest of the city. Now, picture your neighborhood in 20 years. What is different? What improvements have been made?

Richmond 300: A Guide for Growth is name of the city's Master Plan update. *Richmond 300* will create guidelines for how we want our city to grow over the next 20 years and include recommendations we can begin implementing in the next five to ten years to work toward that vision. It is called *Richmond 300* because in 2037, Richmond will celebrate its 300th anniversary. When we turn 300, what do we want our city to look like? It's taken us 280 years to make the city we have today, so we won't be able to solve all our problems in 20 years, but we should be able to tackle many of them.

I implore you to be part of this process of shaping the recommendations that will be in *Richmond 300*. The process to develop *Richmond 300* is just getting started. We intend to bring the plan to City Council for adoption in 2020. This plan is important because it will move us toward our goal of realizing One Richmond, a city that provides more opportunity for all of our residents. The plan will guide how we invest public money into improving infrastructure like sidewalks, roads, public buildings and bike lanes, and determine which policies we want to implement, such as zoning changes, expansion of local housing opportunities and investment in community development to create a more vibrant, economically competitive and resilient community.

This *Insights Report* contains many facts about how Richmond is today and how Richmond has changed. Please take time to read this report. Take time to attend *Richmond 300* meetings or participate online. Take time to help shape the future of our city. Thank you for your time and energy.

Sincerely,

Levar M. Stoney

Purpose of this Insights Report

The *Insights Report* provides a summary of data and trends that shape the growth of our city for readers to think about as we begin the Master Plan update process. The report is organized in two major sections:

Setting the Stage: the first 10 pages of this report describe the purpose of a Master Plan and the process we will be following to create *Richmond 300*; providing a brief history of planning in Richmond, and a summary of the plans we have adopted since 2001.

Data and Analysis: the rest of the *Insights Reports* presents key facts and analysis for individuals to think about as we begin the *Richmond 300* update process. These sections are not meant to provide every single detail about the topic matter, but a few high-level facts and figures to help us think about these topic areas. The data presented in this report come from thousands of pages of reports (see reference list on page 4). Each section ends with a few questions for you to ponder as we develop the Master Plan. This background information is intended to:
  – Spark the readers' interest in the topic areas;
  – Provoke readers to think about how our city should grow and change over the next 20 years; and
  – Serve as a starting point for discussions on the policies we should include in the new Master Plan.

Why should I care about this report and the *Richmond 300* process? This report provides some background Information to help spur conversations and thinking about how we want Richmond to grow. These conversations will turn into policy that will be outlined in the Master Plan, which will be called *Richmond 300* (and had not yet been developed). As Ryan Rinn, Executive Director of Storefront for Community Design, said:
  "*Richmond 300* has the power to transform our neighborhoods to become the city we want to be by using the city and people we have – But you have to be engaged.
    – **You care about schools?** You should care about *Richmond 300*.
    – **You care about multi-modal accessible transit?** You should care about *Richmond 300*.
    – **You care about the James River?** You should care about *Richmond 300*.
    – **You care about gentrification and affordable housing?** You should care about *Richmond 300*.
    – **You care about access to healthy foods?** You should care about *Richmond 300*.
    – **You care about entrepreneurship and business diversity?** You should care about *Richmond 300*.
  Don't wait to be mad and complain later – engage now and help construct the city you believe we are, and should be!"

Reference Documents

The data described in this report was drawn from numerous books, articles, and reports, and the U.S. Census. The list below is by no means exhaustive but is a summary of some of the documents we consulted in preparing this report.

Urban Pattern and Demographics
Land Use, Housing, and Demographic Analysis for Richmond 300 by VCU's Center for Urban and Regional Analysis (CURA), September 2017
Urban Design Typology Analysis for Richmond 300 by VCU's CURA, September 2017

Housing
Where You Live Makes All The Difference: An Opportunity Map of the Richmond Region by Housing Opportunities Made Equal (HOME)
The Road Home: Ten Year Plan to End Homelessness and Promote Housing Stability, 2015-2018 Update by Homeward
Addressing the Impact of Housing for Virginia's Economy by the Virginia Coalition of Housing and Economic Development Researchers, November 2017
Affordable Housing Trust Fund 2015-16 Impact Report by ECD
Consolidated Plan FY 2016-2020 by ECD
Mayor's Housing Summit Draft Plan by the Mayor's Affordable Housing Task Force, November 2017
Excluded Communities: A Spatial Analysis of Segregation in the Richmond Region by HOME
Analysis of Impediments to Fair Housing Choice, City of Richmond, 2013-2015, by HOME for ECD
Market Value Analysis of the Richmond Region by the Reinvestment Fund, October 2017

Transportation
Bike Master Plan, DPW, 2012
Greater RVA Transit Vision Plan, VA Dept. of Rail and Public Transportation, 2017
Richmond Transit Network Plan, DPW, 2017
Richmond Vision Zero Plan, DPW, 2017
Richmond Connects, DPW, 2013

Economic Development and Employment
Annual Report, Office of Community Wealth Building, 2016
Richmond Regional Comprehensive Economic Development Strategy, 2014

Utilities, Environmental Resources, & Sustainability
Water Supply Plan, DPU, 2008
RVA Green, Office of Sustainability
Assessing climate risks in Richmond – present trends and future projections, Jeremy S. Hoffman, Ph.D., Climate and Earth Scientist, Science Museum of Virginia, 2017
A Report on the City of Richmond's Existing and Possible Urban Tree Canopy, Virginia Tech, 2010
Street Tree Assessment Report, Virginia Tech, 2012
RVA Clean Water Plan, DPU, 2017
Watershed Characterization Report, DPU, 2015

Parks and Recreation
James River Park System Economic Impact, CURA, 2017
Richmond ParkScore, Trust for Public Land, 2017

Historic Resources
Virginia Historic Tax Credit Report, CURA, 2014

Arts & Culture
Tourism Impact Brochure, Richmond Region Tourism, 2016
Arts & Economic Prosperity 5 in the Richmond & Tri-Cities Region, Americans for the Arts, 2017
VCU's Impact on the Region, CURA, 2016

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Setting the Stage

Data and Analysis

What is *Richmond 300: A Guide for Growth?*

Richmond 300: A Guide for Growth is the name of the City's new Master Plan.

Richmond 300 will be our city's new Master Plan. The *Richmond 300* document has not yet been developed - we are just starting the update process now. *Richmond 300* will establish a 20-year vision for the city's growth and be developed with extensive community input.

Why is it called *Richmond 300*?

Richmond was founded in 1737. As we look forward to the city's 300th anniversary in 2037, how do we want Richmond to look and work? How do we want our city to feel and grow over the next 20 years so that when we celebrate our 300th anniversary we are proud of where we are? *Richmond 300: A Guide for Growth* will articulate our vision for Richmond in 2037 and outline recommendations to get us there.

Why does the City need a Master Plan?

The City is only 62.5 square miles and is not allowed to annex land. The Master Plan helps determine how to plan for growth within the limited footprint of the city. Furthermore, every jurisdiction in Virginia is required to prepare a master plan (also known as the comprehensive plan) per the Code of Virginia (§ 15.2-2223) and review it every five years. The last city-wide Master Plan was adopted in 2001.

Master Plan enabling legislation

Code of Virginia § 15.2-2223 "The local planning commission shall prepare and recommend a comprehensive plan for the physical development of the territory within its jurisdiction and every governing body shall adopt a comprehensive plan for the territory under its jurisdiction." The plan shall "be made with the purpose of guiding and accomplishing a coordinated, adjusted and harmonious development of the territory." The comprehensive plan shall include a transportation plan. The comprehensive plan, "with the accompanying maps, plats, charts, and descriptive matter, shall show the locality's long-range recommendations for the general development of the territory covered by the plan. It may include, but need not be limited to:"
  – Designation of areas for public and private development (different kinds of residential, industrial, business, agricultural, conservation, recreation, public services, flood plain and drainage, and other areas);
  – Designation of a system of community service facilities;
  – Designation of historical areas;
  – Designation of areas for the implementation of ground water protection measures;
  – A capital improvements program;
  – Location for recycling centers, military installations, and electric transmission lines; and
  – Designation of areas for the construction, rehabilitation, and maintenance of affordable housing.

Richmond City Charter, Chapter 17 The City Council and the City Planning Commission shall have the power to adopt by ordinance a master plan for the physical development of City, which shall include the items required by the Code of Virginia, and may include, but shall not be limited to:
  – Location, character, and extent of roads, walkways, playgrounds, recreational facilities, parks, squares, stadiums, swimming pools, arenas, waterways, and other public places or ways;
  – Location, character, and extent of all public buildings and public property;
  – Location, character, and extent of slum clearance, and housing and neighborhood rehabilitation projects; and
  – A general plan for railways, streetcars, buses, and all other vehicular traffic.

What will be included in *Richmond 300*?

Richmond 300: A Guide for Growth will outline a vision statement, goals, strategies, and actions that will shape our land, neighborhoods, and places including topics such as transportation, future land use, housing, commercial and industrial sectors, recreation, natural resources, community facilities (schools, parks, police stations, libraries, fire stations, etc.), historic areas, capital improvement program, zoning changes, and others.

One Vision
Vision = A statement describing what we want our city to look and feel like in 2037.
The vision will be developed during community consultations.

Goals
Goal = the desired results that will helps us reach our vision.
Several topic-specific goals will be established during community consultations.

Strategies
Strategy = policy recommendations, initiatives, and tools to reach the goal.
Each goal will have many strategies which will be developed by the Technical Team, Working Groups, and Advisory Council.

Actions
Action = critical next steps outlining key partners.
Each strategy will have actions which will be developed by the Technical Team, Working Groups, and Advisory Council.

The Master Plan will not...

Solve all of Richmond's problems
While the Master Plan is a visionary document, it cannot possibly solve all of the issues the city is facing. The plan will work toward solving issues related to displacement, segregation, housing affordability, sustainability, transit access, and more. However, Richmond has been developed over hundreds of years; therefore, we cannot expect to completely overhaul our landscape with just one plan. That said, we can include policies in the Master Plan to work towards incrementally changing our built environment, but we cannot expect one document to solve everything.

Address non-land issues
The Master Plan focuses on land. It will not address topics related to human services and other non-land issues – for example, the Master Plan can include information about the future long-term needs for a new library, police station, school, or fire station, but it will not include recommendations on increasing salaries or changing school curricula. The Master Plan focuses solely on issues related to land, neighborhood, and place.

Include Small Area Plans
Richmond 300 will not be a small area plan - solving block-by-block planning and community issues at a micro-level. *Richmond 300* is about setting a broad vision, goals, strategies, and actions for the city. According to the Code of Virginia, the Master Plan "shall be general in nature" (§ 15.2-2223). After *Richmond 300* is adopted we will implement recommendations listed in the plan, which may include developing small area plans for areas identified in *Richmond 300*.

Creating the *Richmond* 300 Plan

Who will develop *Richmond 300*?

YOU! The process to update the plan is a city-wide conversation about change, focusing on where we have been, where we are now, and where we want to be in 20 years. Because every Richmonder should have a say in how the city grows, the Master Plan will be developed with extensive community input.

Who approves the plan?

The **City Planning Commission (CPC)** is responsible for planning the orderly growth and development of the city. Per the City Charter and Virginia Law, the CPC must make and adopt a Master Plan that guides coordinated and harmonious development of the city. The CPC will adopt *Richmond 300* and send it to **City Council** for final approval.

Who is going to write the plan?

Richmond 300 will be written by City staff. The **Department of Planning and Development Review (PDR)** is leading *Richmond 300* and calling upon other departments to assist with sections that will affect them directly. The **Technical Team** is comprised of City staff from multiple City departments. This team collects baseline conditions data and provides input on the content of *Richmond 300*. The **Advisory Council,** a sub-committee of the CPC comprised of citizen volunteers, will help engage the general public in the process and help shape the content of the plan. **Working Groups** will be established in Phase 2 to shape the content of specific topic areas in the plan.

How can I get involved?

Some of the ways to get involved are listed below:
– Attend in-person meetings like community consultations, pop-up events, and office hours
– Submit feedback online
– Attend Advisory Council meetings
– Serve as an Ambassador
– Volunteer to participate in a Working Group
– Visit richmond300.com
– Join the Richmond 300 email list
– Follow Richmond 300 on Facebook and Instagram
– Email richmond300@ richmondgov.com

Our goal is to make sure to reach "traditionally under-represented" groups, therefore we may adjust our outreach strategies if we are not receiving input from a representative group of Richmonders.

Parking Study?

PDR and the Department of Public Works are working with DESMAN, a parking consultant, to study parking conditions in seven areas: Manchester, Downtown, the Fan, Carytown, Libbie/Grove/Patterson, Scott's Addition, and Brookland Park Blvd/Six Points. The purpose of the study is to document existing parking conditions, provide recommendations to improve the parking situation, and provide a policy framework for how the City manages its on-street and off-street parking standards.

Lead
Department of Planning and Development Review

Internal to City Hall	External to City Hall
– Mayor	– Advisory Council*
– Executive Team	– Working Groups*
– City Council	– Ambassadors*
– City Planning Commission	– Civic associations
– Technical Team*	– Special interest groups
	– General public

Consultants	
– Project Management: AECOM	– Engagement: Justice & Sustainability Associates
– Branding: Elevation Advertising	– Parking: DESMAN
– Data Analysis: VCU CURA	

*New groups created for the *Richmond 300* process.

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1 Define the Plan

Setting the stage for the Master Plan update. *May 2016 to September 2018*

- Developing the update process
- Developing a brand identity and establishing a web presence
- Issuing Requests for Proposals to hire consultants for engagement and parking
- Meeting with City staff, elected officials, stakeholder groups, Council Districts, City Council, and City Planning Commission
- Establishing the 21-member Advisory Council
- Collecting existing data and developing reports
- Establishing the Ambassador Program
- Collecting parking data and host Parking Meetings #1

Key Documents from this phase: *Demographics, Housing and Land Use Analysis*, and *Urban Design Typology Analysis*, *Insights Report*; and Map Books for each Council District

2 Develop the Plan

Creating the content of the Master Plan. *September 2018 to January 2020*

- **Hosting Community Consultation #1: Visioning [September-October 2018]**
- Hosting Parking Meetings #2 [November 2018]
- Developing a vision for the city in 2037 and outlining key goals
- Establishing Working Groups for each goal area [December 2018]
- Facilitating Working Group meetings that will help develop strategies and actions for each goal [January-July 2019]
- **Hosting Community Consultation #2: Recommendations [September-October 2019]**
- Writing the draft *Richmond 300: A Guide for Growth* document [October-December 2019]
- Releasing Parking Study [December 2019]

Key Documents from this phase: *Parking Study, Community Consultation #1 Report, Community Consultation #2 Report*

3 Refine & Adopt the Plan

Finalizing the plan. *January to June 2020*

- **Hosting Community Consultation #3: Draft Plan [January-February 2019]**
- Reviewing and reconciling all comments received on the draft plan [March-April 2020]
- Presenting the final *Richmond 300* plan to City Planning Commission and City Council for adoption [April-June 2020]

Key Documents from this phase: *Draft Richmond 300 Master Plan, Community Consultation #3 Report*

4 Implement the Plan

Implementing actions in the plan. *2020-2025*

- Publishing the City Council-adopted Plan
- Implementing recommendations outlined in the Plan
- Annually reviewing work toward implementing recommendations
- Updating the Plan five years after adoption

Key Documents from this phase: *Final Richmond 300 Master Plan*

A Very Brief History

Historians have written numerous volumes on Richmond's history. This very brief history focuses on major dates related to land development — annexation, population growth, transportation, housing, and planning documents.

The James River The founding and growth of Richmond is tied to its location along the fall line of the James River. Goods such as wheat and tobacco came down the river from the interior and sea-going vessels came up the river as far as they could to Richmond's merchants and factories. The James River not only served as a means of transportation, it also powered mills and factories making Richmond one of the most industrialized city in the south. With the expansion of the railroad and the invention of steam power, the canal and the river no longer formed the core of Richmond's economic base. Today, the river is the heart of a linear park system on both banks.

1607

Christopher Newport and John Smith sail up the James River to the fall line, marked by rapids where the Piedmont and Atlantic Coastal plain meet.

When the British arrived, the fall line was the seat of the Powhatan chiefdom – a confederation of 14,000 to 21,000 Algonquian-speaking people. From first contact, tensions were high between the Native peoples and the British and numerous battles ensued. By 1646, the Powhatan chiefdom ceased to exist and following the 1656 Battle of Bloody Run, near Chimborazo, Native populations relinquished their lands in the Richmond area.

c. 1670

William Byrd I inherits the 1,800 acre Falls Plantation on the south side of the James River near present day Manchester. In 1678, he receives a grant of 7,351 acres beginning at Shockoe Creek and running up river about five miles including Downtown Richmond, the Fan, the Museum District, Windsor Farms, and more. The Byrd family holdings grew to over 79,000 acres in and around present day Richmond. In 1768, William Byrd III is forced to sell by lottery his holdings in Richmond and Rocky Ridge (Manchester) to pay his gambling debts.

1600   1610   1620   1630   1640   1650   1660   1670   1680   1690   1700   1710
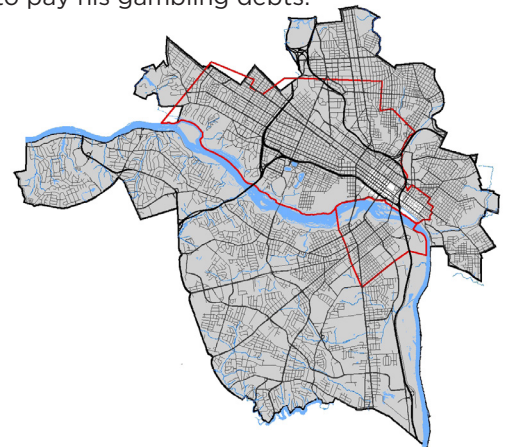
Growth and Expansion Over 233 years, 1737 to 1970, Richmond would grow through a series of annexations from Henrico and Chesterfield Counties. These annexations were fueled by industrial and economic growth and the expansion of transportation systems – the improvement of roads and turnpikes, the introduction of a horse-drawn car line, the establishment of the first financially-successful electric trolley in the United States, and the construction of highways.

1792

Thomas Jefferson's "temple on the hill" is complete. The Neo-Classical design of the Virginia Capital building would influence architecture in the United States for decades to come.

1737

Richmond is founded and the city is platted by Major William Mayo for William Byrd II. The streets and blocks ran parallel to the James River and encompassed an area of only 0.23 square miles. This geometry was repeated as the city grew and has influenced the design of the city for 280 years, only being modified to accommodate the turns in the river and topography.

1742

King George II grants a charter to William Byrd II to establish Richmond as a town.

1785

The James River Company is established to improve navigation through dredging, blasting channels through the rocks, and building canals in two places around the rapids.

1782

Richmond is incorporated as a city with a population of 1,800 – half of whom are slaves.

1780

The State Capital is moved from Williamsburg to Richmond.

1820

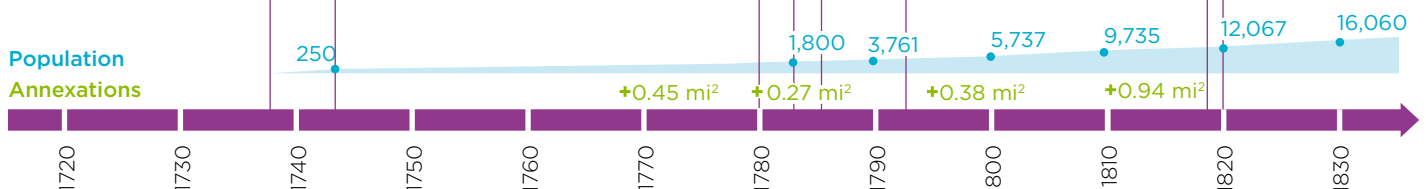By 1820, the James River and Kanawha Canal extends 197 miles above Richmond.

1819

By 1819, there are eleven plants processing tobacco, four iron works, and three flour mills in Richmond.

Population
Annexations

250   1,800 3,761   5,737   9,735   12,067   16,060

+0.45 mi² +0.27 mi²   +0.38 mi²   +0.94 mi²

1720 1730 1740 1750 1760 1770 1780 1790 1800 1810 1820 1830

A Very Brief History (continued)

Commerce and Trade Richmond's location at the fall line of the James established its prominence as a center of trade, industry and transportation. During the 19th century, Richmond's largest business by value was not tobacco, flour or iron, but slaves. Richmond was second only to New Orleans in the number of slaves sold and traded.

1949

The streetcar system is dismantled.

1946

The first city-wide long-range Master Plan for the City of Richmond is completed by St. Louis planning consultant, Harland Bartholomew, and adopted by the City Planning Commission and City Council.

1914

Richmond annexes Woodland Heights, Highland Park, Barton Height, Battery Court, Brookland Park, and Ginter Park — developed as a result of the introduction and expansion of trolley lines. These areas carried deed restrictions prohibiting the sale or lease of properties to persons of color.

1871

Jackson Ward is created in an attempt to contain and neutralize the voting power of Richmond's recently emancipated African American population.

1940

The Richmond Housing Authority (now called the Richmond Redevelopment and Housing Authority) is established. The first public housing project in Richmond, Gilpin Court, opened in 1943.

1860

Richmond is the third most affluent city in the United States, boasting 91 factories.

1910

Richmond and the city of Manchester, former seat of Chesterfield County, merge. The city boundary crossed the James River for the first time.

1836

The Richmond, Fredericksburg & Potomac Railroad becomes the first railroad to enter the City with a station located at 8th and Broad Streets.

1888

The first trolley car line in Richmond begins operation.

Population

20,153
27,570
37,910
51,038
63,600
81,388
85,050
127,628
171,667
182,929
193,042
230,310

Annexations

+2.67 mi² +0.42 mi² +1.09 mi² +4.16 mi² +12.35 mi² +16.97 mi²

1840 1850 1860 1870 1880 1890 1900 1910 1920 1930 1940 1950

1957

Construction of the Richmond-Petersburg Turnpike (now part of I-95) is complete and Jackson Ward is divided in two by a major highway - resulting in the demolition of the major parts of Jackson Ward.

1970

Richmond City Council votes to clear Historic Fulton and over 800 buildings on about 350 acres were demolished as part of an Urban Renewal Plan.

1976

The Downtown Expressway opens to vehicular traffic. Construction of this highway involved demolishing portions of Byrd Park, Randolph, and Oregon Hill.
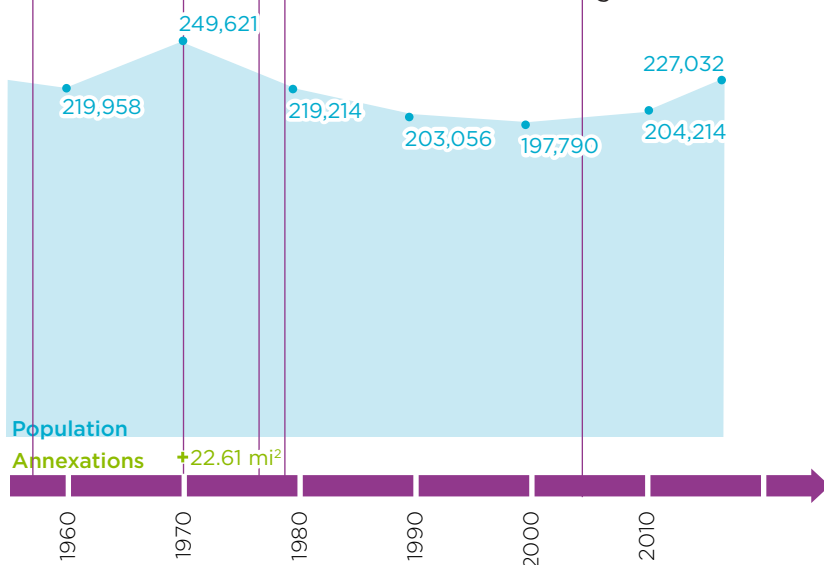
1979

The Virginia General Assembly adopts legislation granting counties meeting certain standards permanent immunity from annexation by cities with a population over 100,000, thus ending the City of Richmond's ability to expand its boundaries.

2004

Richmond adopts a "strong mayor" governance format.

Policy Local, State and Federal policies and ordinances did much to shape Richmond, especially laws based on segregation and policies that prescribed where investments should be made. Richmond passed a residential segregation ordinance in 1911, which was determined unconstitutional by the U.S. Supreme Court in 1917. While the ordinance was determined unconstitutional, deeds still carried restrictions against leasing or selling to persons of color. The Home Owners Loan Corporation created "residential security maps," better known as redlining in 1935. These maps discouraged investment in certain areas. The Fair Housing Act of 1968 was designed to put an end to housing discrimination but it was not until 1975 lending disclosure laws that practices became more transparent. The disinvestment in and segregation of areas of Richmond made them easy targets for highway construction and urban renewal of the 1950s, 60s and 70s.

249,621

227,032

219,958

219,214

204,214

203,056

197,790

Population

Annexations   +22.61 mi²

1960   1970   1980   1990   2000   2010

Planning Documents since 2001

The Master Plan is a "living document."

Because the Master Plan is a "living document," the City updates portions of the plan to respond to changing conditions, modify existing policies, or examine an area of the city in greater detail. These amendments, developed with extensive community engagement, were adopted by the City Planning Commission and City Council, and are the official guidance for the City Planning Commission's decisions:

- **Downtown Plan (2008):** Outlines policies related to future land use, transportation, infrastructure, the James River, and historic preservation.
- **The Riverfront Plan (2012):** Provides a long-range vision for the Riverfront, with the overarching goal of creating a cohesive Riverfront system that expands access to – and utilization of – the James River for Richmond's citizens and visitors.
- **Hull Street Revitalization Plan (2014):** Outlines policies to guide future development for the purpose of revitalizing Hull Street Road from E. Belt Boulevard to the city limits and into Chesterfield County.
- **The VUU/Chamberlayne Neighborhood Plan (2015):** Updates future land use policy and recommends transportation and infrastructure improvements to guide future development in the greater VUU and Chamberlayne neighborhood.

- **The Pulse Corridor Plan (2017):** Directs future development at key nodes along the Pulse Bus Rapid Transit line by updating future land use policy and recommending transportation and infrastructure improvements along the corridor and adjacent neighborhoods.
- **9 Amendments:** These amendments are more targeted and limited in their scope than small area plans and oftentimes lead to City-initiated rezonings (see Figure 1 for the full list). For example, the Union Hill and Church Hill amendments led to changing the future land use and then the rezoning of those areas; however, the Patterson/Libbie/Grove amendment only changed the future land use and, as of yet, has not led to the rezoning of the area.

Other City Plans

In addition to land use planning, the city creates comprehensive planning in many areas including transportation, sustainability, water, sewage, public health, and economic development. These plans are not "officially adopted" by the City Planning Commission, but it is important to consider how they align with, and support, land use planning during the *Richmond 300* process. We will include the recommendations in these plans (such as the *Bike Master Plan*, the *Vision Zero Plan*, the *RVA Clean Water Plan,* the *Richmond Connects Plan*) in the Master Plan update process and refine them as needed.

Additional plans have been developed by other groups.

Many groups and organizations, throughout Richmond develop plans that may sometimes be referenced by the City Planning Commission but are not "officially adopted" plans, and therefore the City Planning Commission is not officially compelled to follow these plans.

Students at VCU develop small areas plans as part of their studies. Communities hire facilitators to help create plans. Non-profits develop plans to guide development. For example, the *East End Transformation Plan* (2011), which was developed by Bon Secours with extensive community input and engagement from the City and RRHA, outlines design ideas to transform the East End and is often referenced by the City Planning Commission, but, the recommendations in that plan are not official parts of the city-wide Master Plan.

Regional Plans

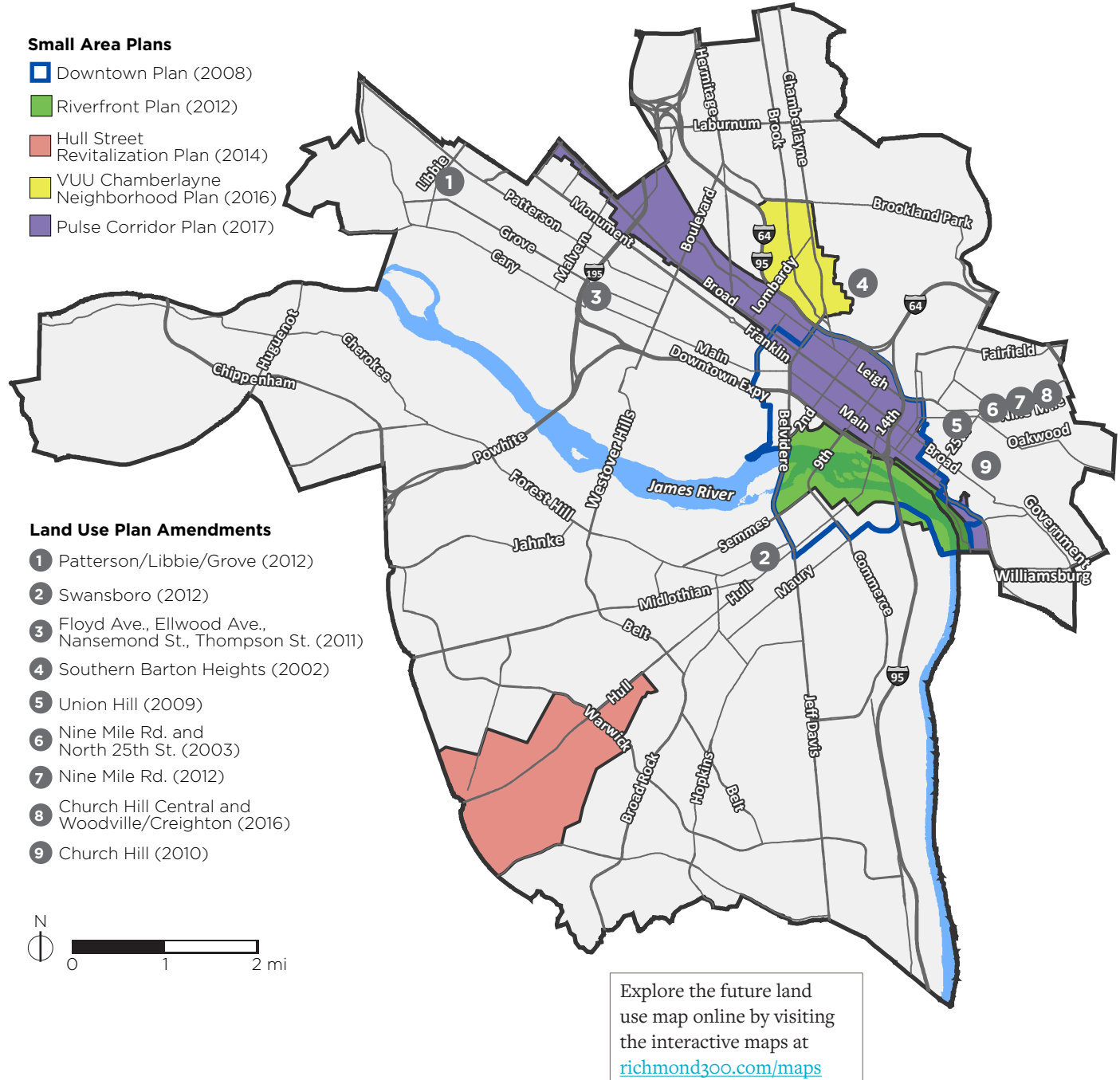Other jurisdictions in the region also adopt Comprehensive Plans which consider issues they have in common to the City to help guide their growth and development. Furthermore, the Richmond Regional Planning District Commission and the Capital Region Collaborative develop plans such as the Long-Range Transportation Plan, the Richmond Regional Comprehensive Economic Development Strategy, and The Indicators Project.

The colored areas shown are places where the new plans listed take the place of the *2001 Master Plan*. In areas where plans overlap, the most recent plan should be referenced for recommendations in that area.

Source: City of Richmond: Department of Planning and Development Review

Small Area Plans

- ▢ Downtown Plan (2008)
- ▉ Riverfront Plan (2012)
- ▉ Hull Street Revitalization Plan (2014)
- ▉ VUU Chamberlayne Neighborhood Plan (2016)
- ▉ Pulse Corridor Plan (2017)

Land Use Plan Amendments

1. Patterson/Libbie/Grove (2012)
2. Swansboro (2012)
3. Floyd Ave., Ellwood Ave., Nansemond St., Thompson St. (2011)
4. Southern Barton Heights (2002)
5. Union Hill (2009)
6. Nine Mile Rd. and North 25th St. (2003)
7. Nine Mile Rd. (2012)
8. Church Hill Central and Woodville/Creighton (2016)
9. Church Hill (2010)

N
0   1   2 mi

Explore the future land use map online by visiting the interactive maps at richmond300.com/maps

Demographics
Who we are

Richmond is growing.

In 2017, Richmond was home to more than 227,000 people. Between 2010 and 2017, Richmond's population grew by 11%, outpacing Henrico and Chesterfield's growth rates of 7% and 9%, respectively, during the same period. If we keep growing, at the 2020 census it will be the first time we've grown over a 20-year period since 1930-1950. This is first time since the 1940 Census that we added population without also adding land through annexation.

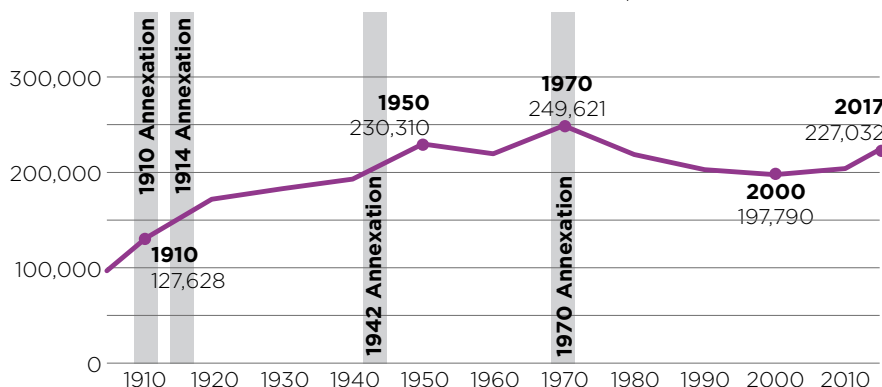### Average household size is 2.3 members.

In 1950 the average household size was 3.3. Since then, household sizes have steadily declined – mirroring a nation-wide trend. The decline in household size correlates with the decline in family households.

The number of households with children is decreasing.

In 1990, 55% of Richmond households had children and in 2014 47% of households had children. The only census tracts that saw an increase in family households are in South Side along Jefferson Davis Highway where family households grew by over 10% from 2000 to 2014. This part of the city has also seen an increase in the Latino population.

Richmond's racial composition is shifting.

In 2016 Richmond had nearly similar numbers of Black and White residents. From 2000 to 2016 the Black population decreased by 7% and the White population increased by 35%. In 2000, Blacks were 57% of the population and Whites were 38%. In 2016, Blacks were 47% and Whites were 46% of the population.

// FIGURE 2. **Historic Population, 1910-2017**
Source: U.S. Census Bureau: 1910, 1950, 1970, 2000 Censuses, 2017 Population Est.

// FIGURE 3. **Population by Race and Ethnicity, 2000, 2010, and 2016**
Source: U.S. Census Bureau: 2000 Census, 2010 ACS 1-Year Est., 2016 ACS 1-Year Est.
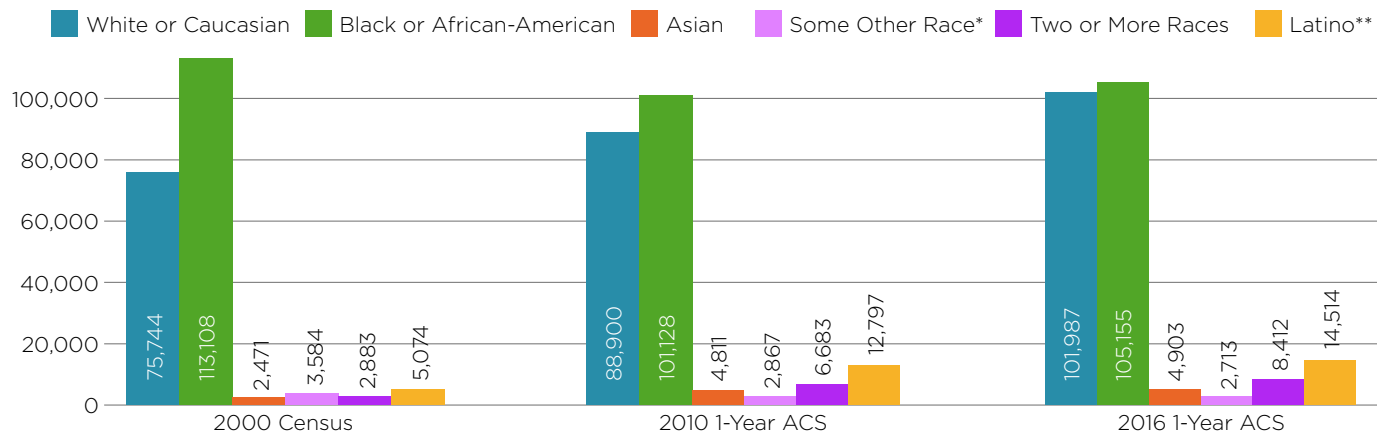

*includes American Indian, Alaska Native, Native Hawaiian and Other Pacific Islander.

**The U.S. Census categorizes "Latino" as an ethnicity, not a race. Therefore, Latinos may identify their race as white, black, or some other race, as well as identifying their ethnicity as "Latino."

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One dot = 25 people
Source: U.S. Census Bureau: 2010 Census

- ● White or Caucasian
- ● Black or African-American
- ● Asian
- ● Some Other Race*
- ● Two or More Races
- ● Latino

includes American Indian, Alaska Native, Native Hawaiian and Other Pacific Islander

N

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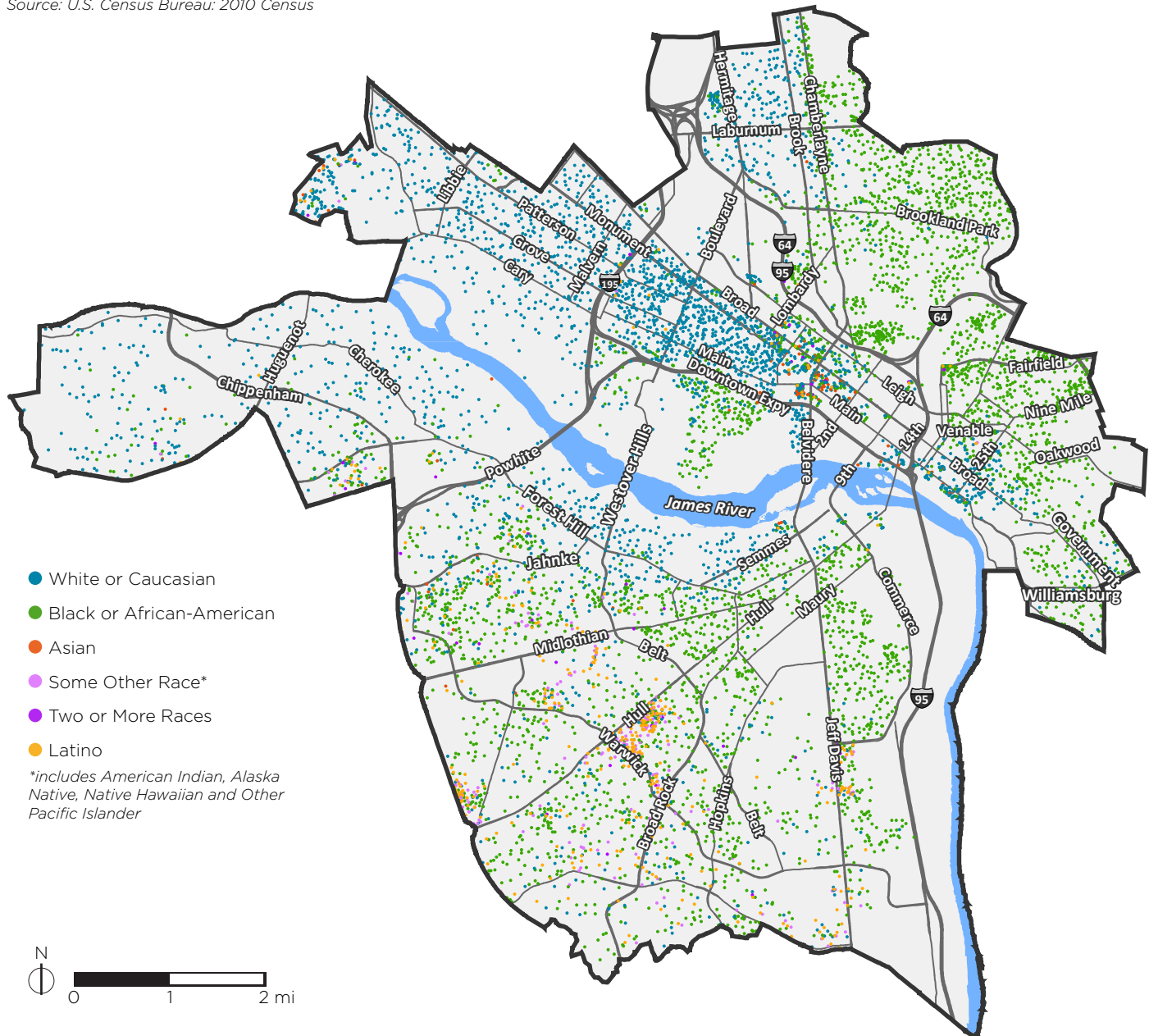
Richmond is home to more Latinos and Asians than in 2000.

While Latinos only made up 6.5% of Richmond's total population, 11% of school-aged children were Latino in 2016 (compared to 3% in 2000). The proportion of Latinos and Asians is small compared to other groups, but the absolute number of these residents tripled and doubled since 2000, respectively.

Racial and ethnic groups remain concentrated.

Racial and ethnic groups are concentrated in certain neighborhoods. There are some areas of relative racial diversity such as Downtown, neighborhoods in South Side, and university campuses.

23,000+

Number of residents Richmond added from 2010 to 2017

Young adults are driving growth.

From 2010 to 2016, Richmond residents in the 25-34 year-old demographic groups grew by 37%. That same age group grew by 8% and 6% in Henrico and Chesterfield respectively, from 2010 to 2016. Baby boomers are also driving growth, just not as aggressively. The population of 55-74 year olds in Richmond grew by 29% between 2010 and 2016; Henrico and Chesterfield experienced a similar growth of 27% and 28% respectively, in that age group.
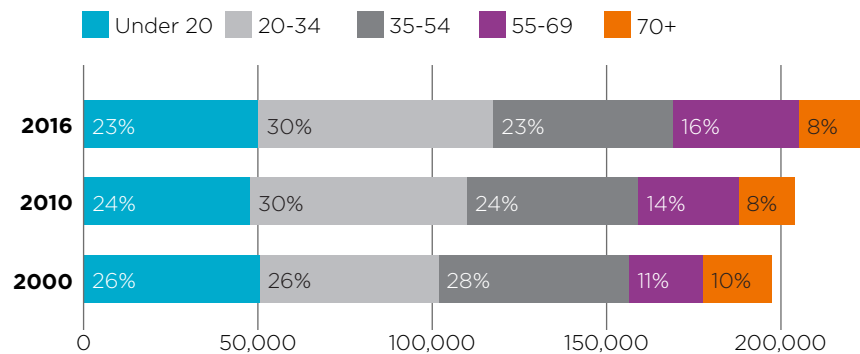
Education rates have increased across all levels since 1970; but parts of South Side have experienced a decline in educational attainment since 2000.

In 2016, 86% of Richmonders over age 25 had a high school diploma. In 1950, less than 40% of Richmonders graduated from high school. Between 2000 and 2016, all areas of the city experienced a growth in high school graduation rates, except for parts of the South Side, which showed declining high school graduation rates between 2000 and 2016. In some areas of the South Side, one-third to over half of Richmonders over 25 years old do not have a high school diploma, specifically in neighborhoods along Hull Street and Jefferson Davis Highway.

// FIGURE 5.   **Population by Age, 2000-2015**

Percentages shown are percent of that year's population in a given age group.
Source: U.S. Census Bureau: 2000 Census, 2010 Census, 2015

Legend: Under 20 | 20-34 | 35-54 | 55-69 | 70+

2016: 23% | 30% | 23% | 16% | 8%
2010: 24% | 30% | 24% | 14% | 8%
2000: 26% | 26% | 28% | 11% | 10%

// FIGURE 6.   **Population Lacking a High School Diploma, 2016**

The percentage of individuals over 25 who did not graduate high school.
Source: U.S. Census Bureau: 2012-2016 ACS 5-year Estimates

% Without a High School Diploma

- 0 – 10%
- 10.1 – 20%
- 20.1 – 30%
- 30.1 – 40%
- 40.1 – 50%
- 50.1 – 60%
- 60.1 – 70%

N

0   1.5   3 mi

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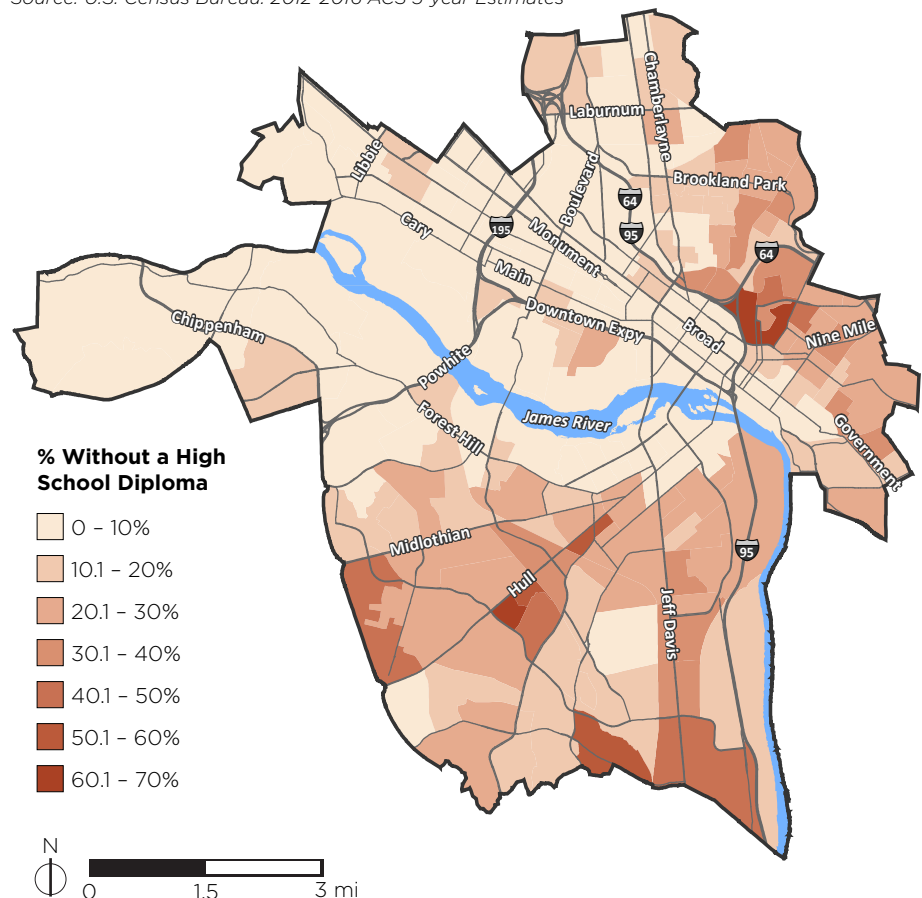
The change in population from 2000 to 2016 is shown in the map below – the areas that lost population are shown in shades of orange and red, the areas that gained population are shown in shades of blue, and the areas that did not change a lot are shown in white.
Source: U.S. Census Bureau: 2000 Census, 2012-2016 ACS 5-year Estimates

% Population Change

- -50%+
- -49.9 to -25%
- -24.9 to -15%
- -14.9 to -5%
- -4.9 to 5%
- 5.1 to 15%
- 15.1 to 25%
- 25.1 to 50%
- 50.1%+

N

0   1   2 mi

Consider this:

- How have the residents in your neighborhood changed over the past several years? Are there more or less people in your area?
- How do you think population change in the map above is attributed to the change in 1) number of school-aged children, 2) millennial population, 3) baby boomer population, and/or 4) other trends?
- How do you think the change in demographics (if there has been one) will affect how your neighborhood grows in the next 10 or so years?
- Think about how past practices related to mortgage lending, urban renewal and highway location may have influenced these settlement patterns.

Urban Design & Land Use
The way our city looks and feels

Richmond is composed of varying urban patterns.

The Center for Urban and Regional Analysis (CURA) at the Virginia Commonwealth University (VCU) conducted an "urban design typology" analysis of Richmond that defines neighborhoods by how the buildings relate to one another, how the street network is defined, and how the public realm (sidewalks, plazas, parks) is defined. This analysis produced 11 different types of neighborhoods:

– **Downtown:** This section of the city is the center of the Richmond Metropolitan Area. Downtown is dominated by tall office buildings and some retail spaces on the ground floor.

– **Industrial Land:** Industrial lands are found in areas with access to the various rail lines and highways in the city.

– **Post-Industrial Zone:** These sections of the city were once industrial areas, but the factories and other industries that once used the buildings have either relocated, left the region or country, or closed. Many of the historic buildings remain and have been converted into apartments and offices.

– **Historic Urban Neighborhood:** The buildings in these neighborhoods are very close to each other (sometimes less than three feet from each other). Stores, restaurants, offices, and large apartment buildings are usually found at the corners and along major roads in the

neighborhood. The street grid network with alleys and primary streets makes it easy to navigate the neighborhoods.

– **Streetcar Neighborhood:** Most of the buildings in streetcar neighborhoods are single-family homes with small yards on streets with sidewalks and street trees. Offices, stores, restaurants, and apartments are located along main roads.

– **Post-War Suburb:** Post-war suburbs are low-density neighborhoods that are generally car-dependent. Post-war suburbs typically do not have sidewalks, street trees, or public parks and plazas. The street network in post-war suburbs is typically curvy and features cul-de-sacs. Offices, stores, and restaurants are only found on main roads and never found in the housing areas.

– **Estate Neighborhood:** Most of the buildings in estate neighborhoods are very large houses with large yards and garages that are accessed via a rear alley. Generally, the atmosphere in estate neighborhoods is similar to the streetcar neighborhood except the houses and yards are larger and estate neighborhoods do not have any restaurants, stores, and offices.

– **Apartment Court:** Apartment courts are primarily located in the post-suburban areas. The apartment courts feature buildings that create their own private campuses. Oftentimes

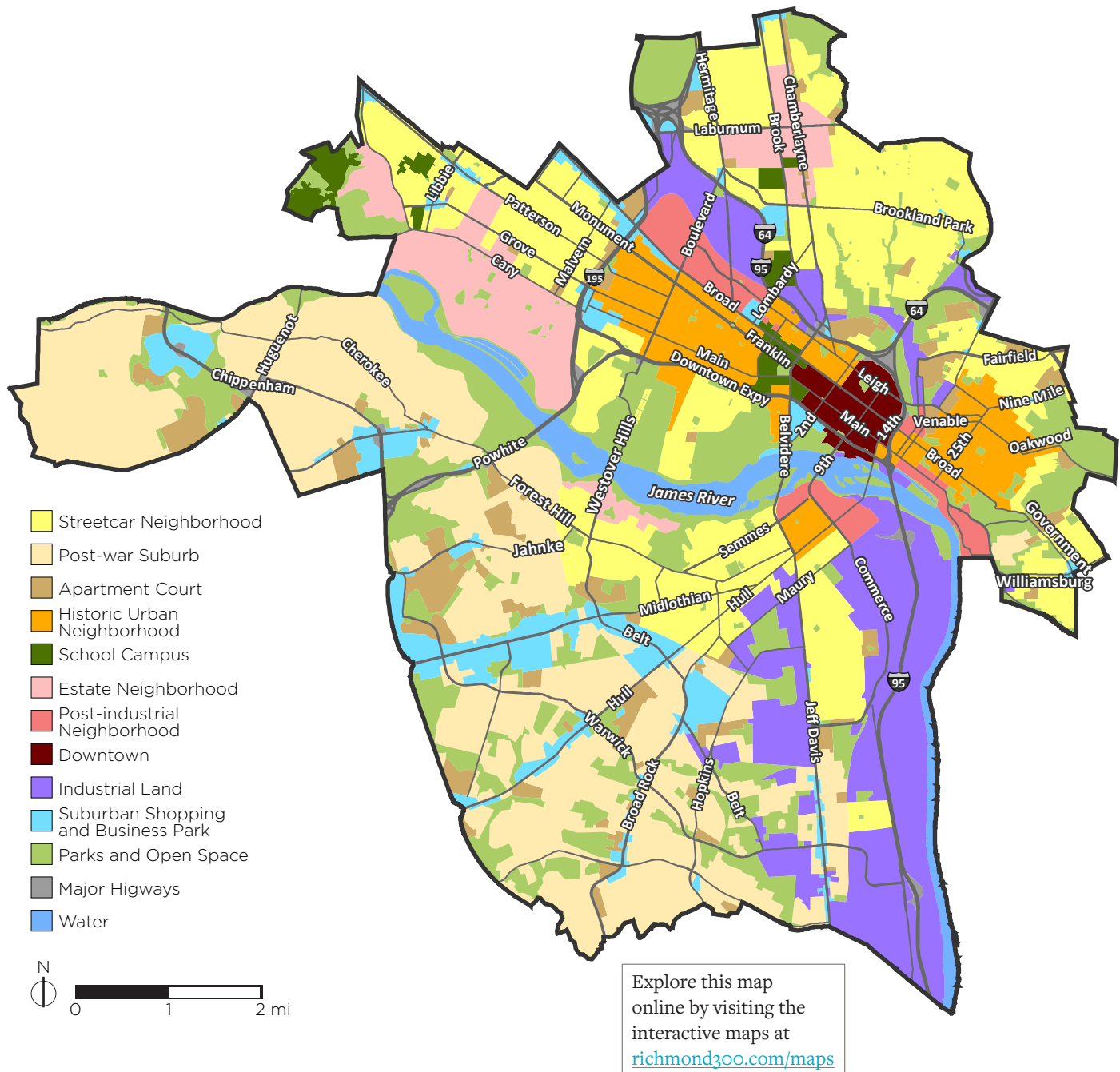apartment courts are on super blocks that do not have through streets.

– **Suburban Shopping and Business Park:** These areas feature low-slung stores, offices, and restaurants with large parking lots and large signs in front of them. These areas are generally completely car-dependent

– **School Campus:** Schools throughout the city have created campus-like settings where their buildings are arranged around a series of parks and plazas that connect the buildings to create a unified place.

– **Parks and Open Space:** The city features a variety of open spaces, including playgrounds, parks, cemeteries, and plazas.

Nearly 50% of Richmonders lives in streetcar neighborhoods and post-war suburbs.

While the streetcar neighborhoods and post-war suburbs account for 19% and 23% of the city's land area, respectively, they accounted for 29% and 17% of the population in 2010. The urban design typologies that have seen the most growth in population since 2010 are the downtown, post-industrial neighborhoods, and historic urban neighborhoods.

Legend:
- Streetcar Neighborhood
- Post-war Suburb
- Apartment Court
- Historic Urban Neighborhood
- School Campus
- Estate Neighborhood
- Post-industrial Neighborhood
- Downtown
- Industrial Land
- Suburban Shopping and Business Park
- Parks and Open Space
- Major Higways
- Water

N
0   1   2 mi

Explore this map online by visiting the interactive maps at richmond300.com/maps
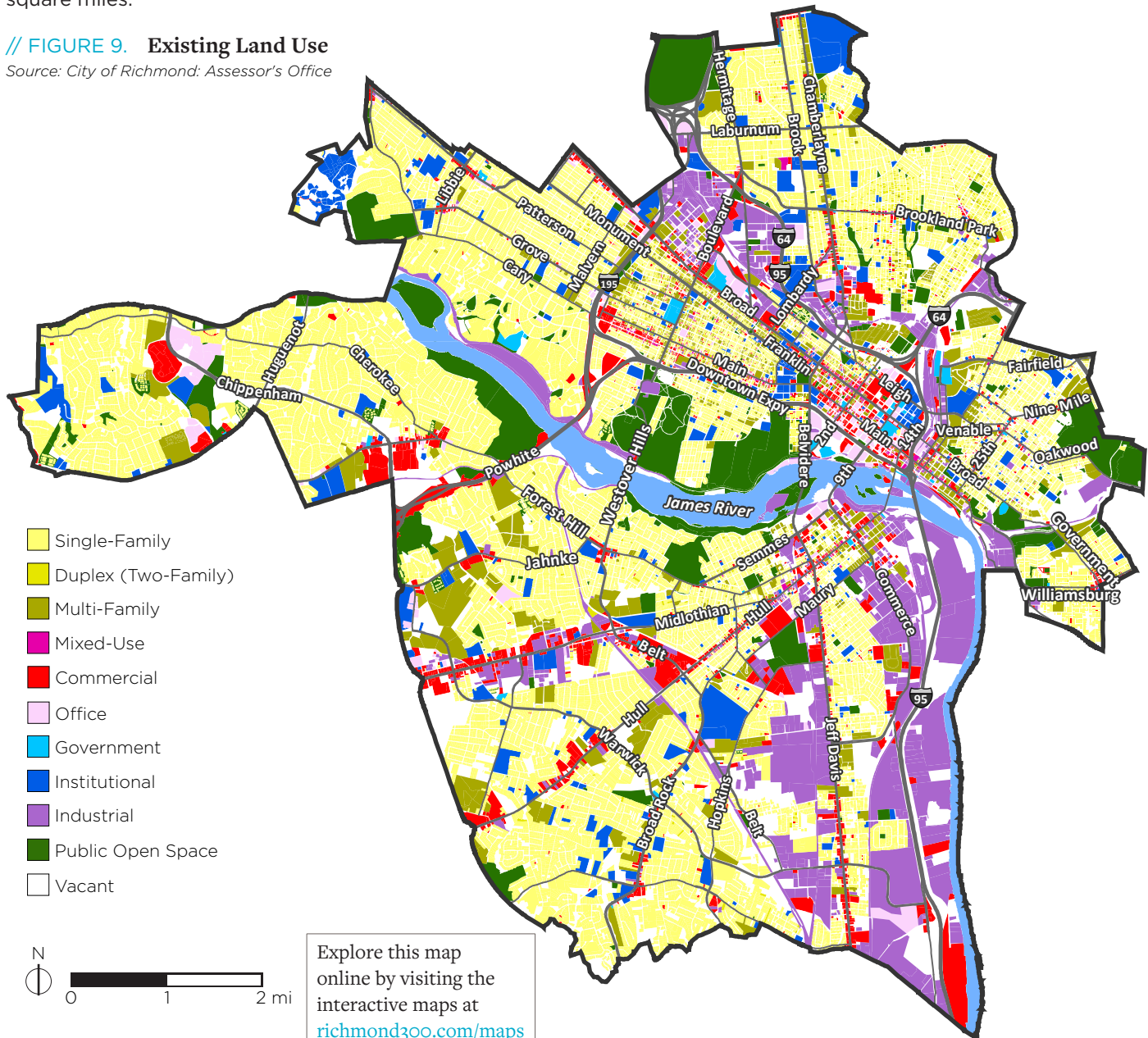
Consider this:

– Find where you work, live, play, and shop on the map. Does the urban design typology displayed accurately reflect how you experience the place? If not, what typology should it be?

– Consider your life in RIchmond - how do you feel in each of the typology and street? Do you like the "feel" of some more than others?

Over 60% of the city's land use will likely not change in the next 20 years.

In 2017, single-family residential, transportation surfaces, water, and public open space accounted for 61% of the city's land area. These areas will likely not change land use over the next 20 years. Given that Richmond cannot annex land, the city is challenged to manage new growth within its existing 62.5 square miles.

// FIGURE 10. **Existing Land Use Land Area**
Source: City of Richmond's Assessor's Office

// FIGURE 9. **Existing Land Use**
Source: City of Richmond: Assessor's Office

Single-Family
Duplex (Two-Family)
Multi-Family
Mixed-Use
Commercial
Office
Government
Institutional
Industrial
Public Open Space
Vacant

N

0   1   2 mi

Explore this map online by visiting the interactive maps at richmond300.com/maps

RICHMOND PLANNING & DEVELOPMENT REVIEW
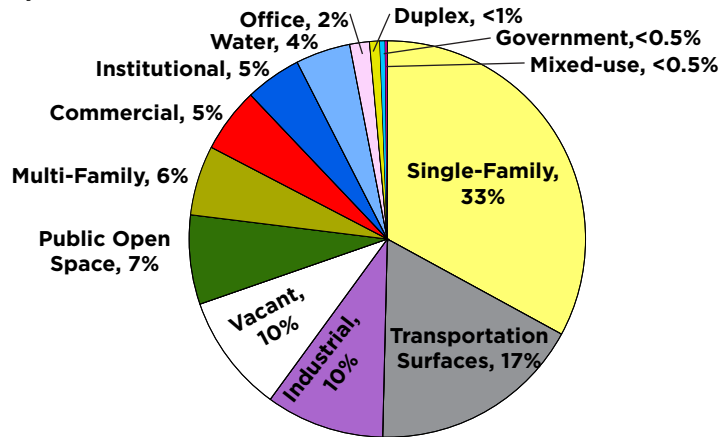
Richmond is less dense than it was in 1950.

In 1950, there were approximately 5,800 people per square mile. In 2016, the density in the 1950 footprint of Richmond (excluding the 1970 Chesterfield annexation) is approximately 3,840 ppl/ sq. mile. If the 1950 density was applied to the 1950 footprint, Richmond's population would be nearly 300,000 today. In 2016, the areas of highest population density are The Fan and Museum District neighborhoods (historic urban neighborhood typology). The areas of lowest density generally align with the post-war suburbs, industrial neighborhoods, and estate neighborhoods.

Richmond is less dense than comparable cities.

Richmond is much less dense than Norfolk, Minneapolis, Pittsburgh, and Washington, D.C. Those cities have vibrant downtown districts and also maintain low-scale neighborhoods. Residential density matters because it can attract and sustain retail and services (like grocery stores) and can make public transit more feasible.

5,800

people per square mile in 1950

3,840

people per square mile in 2015 (in the same land area)

// TABLE 1.   **2016 Density Comparison**
Source: U.S. Census Bureau: 2016 ACS 1-Year Estimates

City	Population	Size (mi²)	Density (ppl/ mi²)	Population change ('10-'16)
Washington, D.C.	681,170	61.0	11,167	13.20%
Minneapolis	413,645	54.0	7,660	7.51%
Pittsburgh	303,624	55.4	5,481	-0.68%
Norfolk	245,115	54.1	4,531	0.95%
Richmond	**223,170**	**62.5**	**3,571**	**9.28%**

Note: These cities were chosen as comparative cities because they are a similar geographic size as Richmond and they do not have the ability to annex land.

// FIGURE 11.   **Population Density, 1950**
Source: U.S. Census Bureau: 1950 Census

Persons per sq. mi.
< 2,500
2,501 - 5,000
5,001 - 10,000
10,001 - 15,000
15,001 - 32,000

N
0   1   2 mi
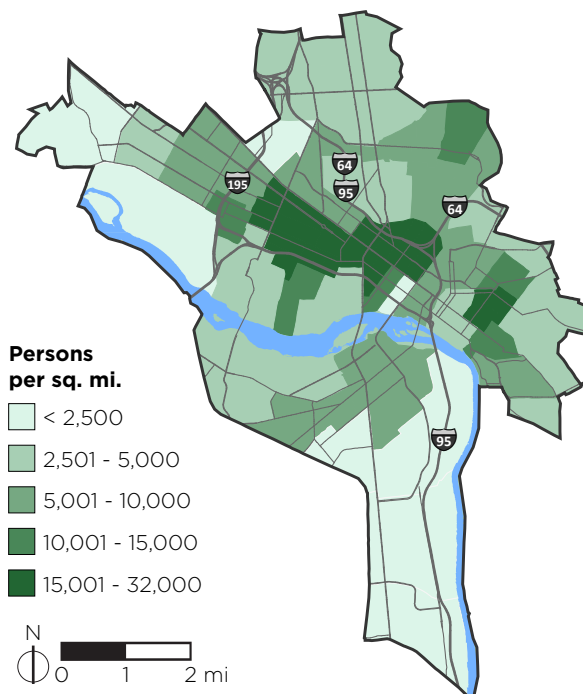
// FIGURE 12.   **Population Density, 2016**
Source: U.S. Census Bureau: 2012-2016 ACS 5-Year Estimates

Persons per sq. mi.
< 2,500
2,501 - 5,000
5,001 - 10,000
10,001 - 15,000
15,001 - 32,000

N
0   1   2 mi
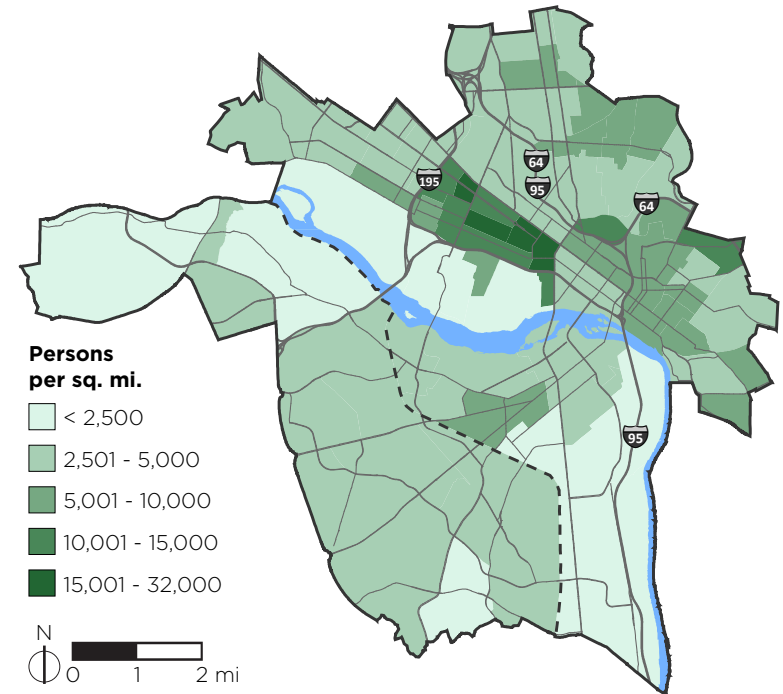
Consider this:

– Given what you know about the neighborhoods in Richmond, if we were to add more people (25,000, 50,000, or 75,000) over the next 20 years, where would you add more people?

Housing
Where we live

In 2016, 60% of units were renter-occupied.

Compared to 2000, there were more renter-occupied units in 2015. The change in proportion between owner- and renter-occupied housing units is primarily due to the increase in rental housing units in Richmond. Between 2000 and 2016, the number of owner-occupied units decreased by 3% whereas the number of renter-occupied units increased by 18% over the same time period.

56% of Richmond's housing units are single-family homes.

In 2015, 56% of all housing units (both occupied and vacant) in Richmond were single-family houses and 38% of all housing units were in multi-family buildings. The housing type comparison chart shows how Richmond's housing stock compares to other cities that are a similar geographic size as Richmond.

38% of African Americans own their homes compared to 53% of whites.

Richmond has invested heavily in supporting the development of affordable housing in an effort to increase homeownership opportunities and reduce disparities in homeownership among racial and ethnic groups. According to the most recent data 53% of white households own their homes compared to 38% African Americans.

Access to credit has long been a contributing factor to successfully becoming a homeowner and neighborhoods with access to credit have become communities of choice where you find high performing schools, high quality of life factors, high median incomes and home values. Residents with less access to credit who are unable to purchase a home and stabilize their residency situation unfortunately are faced with high rates of poverty, under-performing schools, lower quality of life indicators and lower home values.
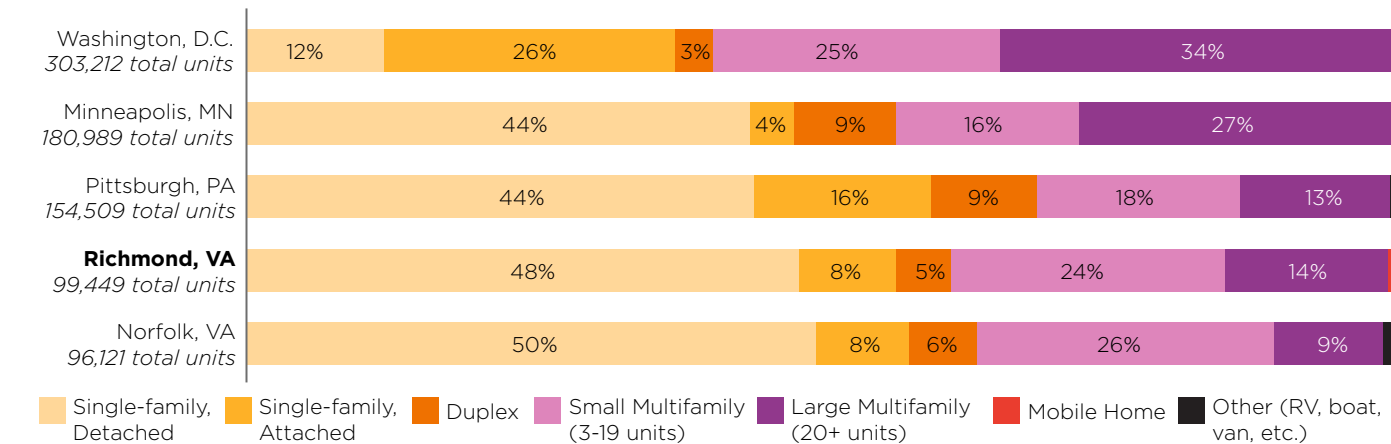
// TABLE 2.   **Tenure, 2000, 2010, 2016**
Tenure is a term used to describe if a housing unit is occupied by a tenant or an owner.
Source: U.S. Census Bureau: 2000, 2010 Censuses, 2016 ACS 1-Year Estimates

	2000 Census		2010 Census		2016 1-Year ACS	
	Number	**Percent**	**Number**	**Percent**	**Number**	**Percent**
Owner-occupied	39,008	46.1%	37,596	43.1%	37,877	41.3%
Renter-occupied	45,541	53.9%	49,555	56.9%	53,827	58.7%
Total units	**84,549**		**87,151**		**91,704**	

// FIGURE 13.   **Housing Type Comparison, 2015**
Source: U.S. Census Bureau: 2011-2015 ACS 5-Year Estimates

Washington, D.C. *303,212 total units*: 12%, 26%, 3%, 25%, 34%
Minneapolis, MN *180,989 total units*: 44%, 4%, 9%, 16%, 27%
Pittsburgh, PA *154,509 total units*: 44%, 16%, 9%, 18%, 13%
Richmond, VA *99,449 total units*: 48%, 8%, 5%, 24%, 14%
Norfolk, VA *96,121 total units*: 50%, 8%, 6%, 26%, 9%

Legend: Single-family, Detached | Single-family, Attached | Duplex | Small Multifamily (3-19 units) | Large Multifamily (20+ units) | Mobile Home | Other (RV, boat, van, etc.)

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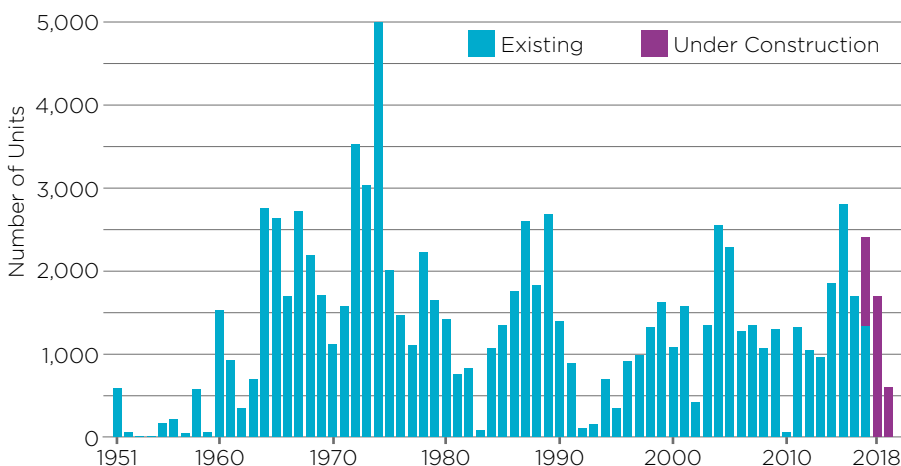RICHMOND
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DEVELOPMENT
REVIEW

18,000+

housing units (single-family and multi-family) needed in the Richmond Region

Last peak in multi-family housing construction was in the mid-70s.

According to analysis by the CoStar Group, the Richmond Region[1] needs 18,000 more units of housing (both single-family and multi-family) to meet the area's rapid population growth. In 2017, the apartment vacancy rate in region was 6% even though 9,000 units have been built since 2011. Demand for apartments has been strong because Richmond continues to grow, in particular, through millennials and young professionals that tend to seek apartment living. The last time the region produced a large amount of apartments was in the mid-70s, and 2018 is slated to be a peak year for apartment supply. However, as Richmond millennials begin to age into their late-20s and early-30s, housing experts believe there will be a growing demand for single-family housing.

// FIGURE 14. **Richmond Apartment Openings, 1951-2017**
Source: CoStar Group

1   Defined by CoStar as the cities of Richmond, Petersburg, Colonial Heights, and Hopewell and the counties of Amelia, Caroline, Charles City, Chesterfield, Dinwiddie, Goochland, Henrico, King William, New Kent, Powhatan, Prince George, and Sussex.
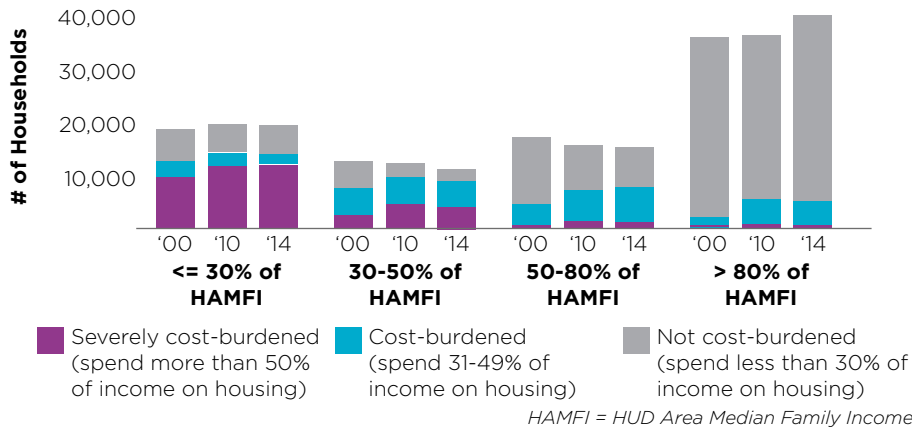
Consider this:

– Have you noticed the spike in apartment construction in Richmond? What do you think of it?
– Given that the Richmond Region needs to produce 18,000 more housing units, where would you put them? How many would be in the City of Richmond? What would they look like (e.g., single-family, duplex, multi-family)?

Housing Cost Burden by Household Income, 2000-2014

Housing cost burden has increased across all income levels between 2000 and 2014 and decreased slightly in some income levels between 2010 to 2014.

Source: Comprehensive Housing Affordability Strategy (CHAS): 2000, 2010, and 2010-2014

Severely cost-burdened (spend more than 50% of income on housing)

Cost-burdened (spend 31-49% of income on housing)

Not cost-burdened (spend less than 30% of income on housing)

HAMFI = HUD Area Median Family Income

43%

of Richmonders spend more than 30% of their income on housing

11.4% of Richmond renters are evicted annually (compared to 2.3% national average).

Based on data compiled by EvictionLab.org, Richmond has the second highest eviction rate in the country. In 2016 there were 6,345 total evictions, equaling 17.3 evictions every day. This represents an eviction rate of 11.4% of all renter households, compared to the national average of 2.3%.

600+ homeless in the Richmond Region.

According to Homeward's "January 2018 Snapshot of Individuals and Families" there are 535 homeless adults and 74 homeless children in the Richmond region.[1] In the January 2010 Snapshot, there were 881 homeless adults and 131 homeless children.

1 Defined by Homeward as the City of Richmond, and counties of Henrico, Chesterfield, Hanover, New Kent, Powhatan, Charles City, and Goochland.

Housing cost burden has increased across all income levels since 2000.

In 2014, 22% of Richmond households were cost burdened, spending 31-49% of their income on housing and 21% of Richmond households were severely cost burdened, spending more than 50% of their income on housing. Since 2000, the proportion of cost-burdened households has increased across all income levels.

Substantial affordable housing needs exist in the city.

Almost 35% of the city's households earn less than $25,000 per year, which is 34% of the Area Median Income (AMI). An income of $25,00 per year supports an affordable rent of only $500 per month for a two-bedroom unit. Only about 19% of Richmond's rental housing units rent for less than $500 per month.

RRHA has $150M+ in capital needs.

According to the most recent "Green Physical Needs Assessment" of the Richmond Redevelopment and Housing Authority (RRHA) portfolio, RRHA has over $150 million in identified capital needs. RRHA manages 3,727 low-income housing units in 19 developments.

60%+ of public housing units are 50 years old.

Nearly all of the units managed by RRHA (over 96%) were built prior to 1984. At least two-thirds were built prior to 1964 and are more than 50 years old. RRHA has initiated efforts to transform Richmond's aging public housing.

RRHA received a 1997 HOPE VI Revitalization Grant of approximately $27 million to replace 440 units in Blackwell. In 2008, RRHA embarked on the Dove Court revitalization program. RRHA is currently in the pre-development stage of demolishing and replacing the 504 units at Creighton Court and the 447 units at Whitcomb Court.

1,100+ households assisted through the Affordable Housing Trust Fund.

Although established in 2004, the City of Richmond's Affordable Housing Trust Fund was first funded in 2012 and the first set of awards were made in 2014. Since then more than $2.1 million has been awarded, leveraging an additional $31 million in funding. More than 1,100 households have been assisted through this program. The Affordable Housing Trust Fund does not have a dedicated funding source and is funded annually during the City's budget cycle.

In 2006 the City adopted an affordable housing density to the Zoning Ordinance. The bonus, which allows developers to build more units if a portion of the units are affordable, has not been used much at all. The first and only time it was used was in 2017 to create two units of affordable housing.

Over 3,000 low-income units have been created using LIHTC since 2012.

According to the Virginia Housing and Development Authority (VHDA), nearly 3,700 low-income units have been created from 2012 to 2018 via the Low-Income Housing Tax Credit (LIHTC) program. Note, this figure includes projects under construction that have not yet been completed. LIHTC units are required to remain affordable for 30 years.

Mayor Stoney has called for creating 1,500 affordable housing units by 2022.

Individuals representing various parts of the affordable housing industry attended a Mayoral Housing Summit in November 2017 and developed a draft plan, *One Richmond: A Housing Plan for the City's Future*, which outlines four goals and 25 strategies to reach a vision for an Equitable RVA "characterized by attractive neighborhoods in which residents of varied incomes are able to remain affordably housed." During his first State of the City address, Mayor Stoney called for the creation of 1,500 affordable housing units in the city over the next five years.

Consider this:

- How does housing affordability affect you?
- How can the City, developers, philanthropies, non-profits, and other governmental organizations help increase housing choices for low-income families?
- What are your ideas for redeveloping public housing?

The Market Value Analysis helps identify and align resources to reinvest in communities.

The Market Value Analysis (MVA) categorizes the Richmond Region (Richmond, Henrico, and Chesterfield) by analyzing various data points that affect housing markets. This tool is useful because it helps identify areas that need reinvestment. As federal and state funding for housing and community development continues to decrease, the city and counties, non-profits, and banks need to work together to improve access to housing for low-income individuals.

There are 9 housing market types.

A – High sales prices, higher percentage of recently built houses, primarily owner-occupied, low vacancy rates, low level of bank sales, few publicly-subsidized rental housing options, and the least dense across all categories.

B – Similar to "A" category, but with much higher levels of renter-occupied units (33% of households in the region), with higher vacancy rates than "A" but lower than the regional average. Also the highest density of all market types in the region.

C – More suburban in form than other market types, sales price above the regional average, primarily owner-occupied, few publicly-subsidized rental housing options, more bank sales than "A" and "B" market types.

D – Slightly below regional average in sales price, low rate of owner-occupied housing, low vacancy, and relatively high subsidized rental housing options.

E – Below regional average in sales price, mainly owner-occupied, bank sales equal to the regional average, and low rates of vacancy.

F – About 2/3 of the regional average in sales price, with high percentage of bank sales, even split between owner- and renter-occupied households, high amount of publicly-subsidized rental housing options.

G – About 1/3 of the regional average in sales price, with high percentage of bank sales, slightly more owner-occupied than renter-occupied households, high vacancy rates, low amount of publicly-subsidized rental housing options.

H – Below 1/3 of the regional average in sales price, high percentage of bank sales, low permit activity, majority renter-occupied households, higher amount of publicly-subsidized rental housing options, high vacancy rate.

I – About 1/4 of the regional average in sales price, low permitting activity, majority renter-occupied households, high amount of publicly-subsidized rental housing options, low permitting activity.

$72,000

households earning as high as $72,000 cannot afford to live in most of the Richmond region.
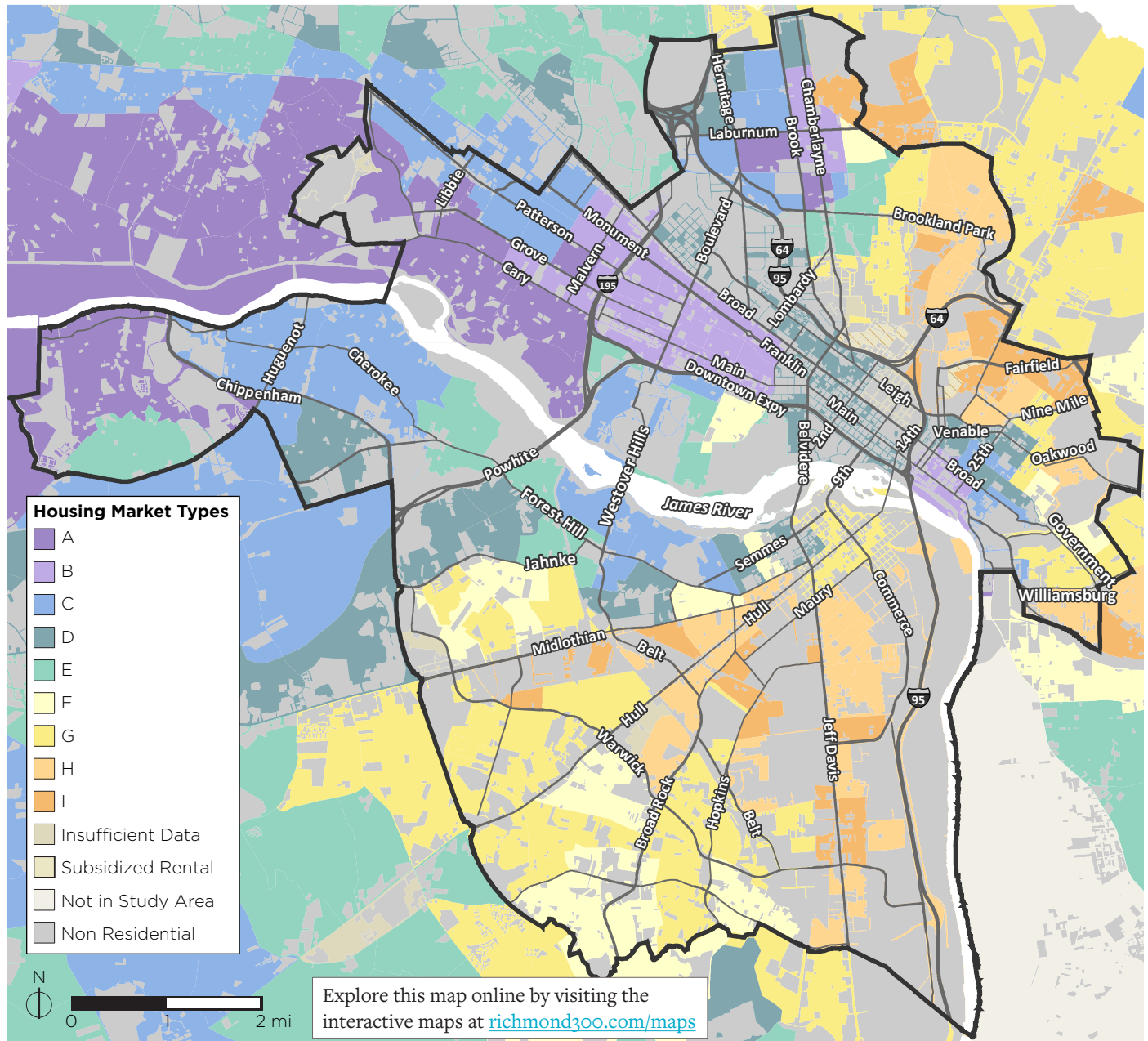
Key findings of the 2017 MVA include:

– **Housing prices limit mobility.** Households with annual incomes as high as $72,000 (120% of the area median income) are unable to access housing options in most of the region because the housing costs are too high.

– **Subsidized housing is concentrated in low-income areas.** Housing Choice Vouchers and other subsidized rentals are concentrated in the eastern side of the region.

– **Housing cost burdens are higher than other metro areas.** The percentage of households spending 30% or more of total income for housing is high compared to other metropolitan areas.

Consider this:

– Do the MVA categories in the city match your knowledge of the area?
– Where do you think there are key areas to target for redevelopment/ reinvestment?

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Richmond Region Market Value Analysis, 2017
Source: The Reinvestment Fund, 2017

Housing Market Types
- A
- B
- C
- D
- E
- F
- G
- H
- I
- Insufficient Data
- Subsidized Rental
- Not in Study Area
- Non Residential

N
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Explore this map online by visiting the interactive maps at richmond300.com/maps

	Number of Block Groups	Median Sales Price 2015-2016	Sales Price Variance	Percent Bank Sales	Owner Occupancy	Percent Subsidized Rental	Percent Vacant Residential	Housing Units per Acre	Residential Parcels Built 2008-up	Residential Parcels w/Permits 2015-2016
A	32	$ 501,292	0.39	2.6%	90.1%	0.4%	0.4%	1.9	5.9%	11.6%
B	23	$ 425,851	0.47	3.3%	32.9%	10.3%	1.5%	17.2	4.7%	5.0%
C	82	$ 274,479	0.34	5.5%	83.2%	3.4%	0.6%	3.2	2.7%	7.2%
D	53	$ 195,175	0.35	9.4%	28.8%	6.9%	1.2%	9.8	3.4%	5.7%
E	103	$ 182,686	0.32	13.3%	79.8%	2.7%	0.9%	2.8	2.6%	5.5%
F	30	$ 140,358	0.38	20.5%	48.4%	77.3%	1.8%	4.0	2.5%	4.0%
G	62	$ 117,611	0.39	29.1%	58.9%	6.5%	3.0%	4.2	2.7%	4.9%
H	31	$ 63,465	0.61	32.8%	41.0%	12.0%	8.5%	5.6	1.9%	3.7%
I	18	$ 53,597	0.60	37.3%	30.1%	88.9%	3.2%	7.2	2.0%	2.0%

Transportation
How we get around

18% of households do not own a car.

Nearly one-out-of-five households do not have car, and almost 40% of households only have one car. Households with fewer vehicles available for daily trips rely more on transit, bicycling, and walking.

People biking or walking to work nearly doubled since 2000.

While the share of workers who "drove alone" to work increased from 2000 to 2016, the total number of workers who walked or biked to work has also increased. Transit ridership has gone down, following national trends.

Richmond is a Vision Zero City.

Mayor Stoney unveiled the City's commitment to Vision Zero on October 27, 2017. Vision Zero is a multi-disciplinary global strategy to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, equitable mobility for all. It was first implemented in Sweden in the 1990s, proving success across Europe, and since then gaining momentum in major American cities. In early 2018 the City released the *Vision Zero Action Plan* with the goal to reduce the number of traffic deaths and injuries to zero by 2030. This plan sets out a number of actions and strategies, such as addressing dangerous behavior, designing a safe system for all road users, and developing education and awareness of a safe transportation system.

// TABLE 3.   **Vehicles Available by Household**
Source: U.S. Census Bureau: 2016 ACS 1-Year Est.

	Households	Percent
No vehicle	16,534	18.0%
1 Vehicle	35,926	39.2%
2 Vehicles	27,839	30.4%
3 Vehicles	8,613	9.4%
4+ Vehicles	2,792	3.0%

// TABLE 4.   **Means of Transportation to Work for Workers 16 Years and Over, 2000 and 2016**
Source: U.S. Census Bureau: 2000 Census,, 2016 ACS 1-Year Estimates

	2000 Census		2016 1-Year ACS		% change from '00-'16
	Number	Percent	Number	Percent	
Drove Alone	62,743	72.2%	82,549	77.0%	7%
Carpooled	11,165	12.8%	9,131	8.5%	-34%
Public Transit	7,354	8.5%	4,624	4.3%	-49%
Bicycle	969	1.1%	2,455	2.3%	109%
Walked	3,941	4.5%	7,029	6.6%	47%
Other means	729	0.8%	1,447	1.4%	75%

Nearly half of the *Richmond Connects* recommendations have been implemented or are underway.

Published in 2013, the *Richmond Connects: Richmond Strategic Multimodal Transportation Plan* outlines nine general need areas and outlines 160 specific infrastructure projects – 25% of the projects have been implemented, 18% are underway, 6% were omitted, and the rest have not yet been implemented. Some of the implemented projects include the Pulse Bus Rapid Transit, RVA Bike Share, roundabout construction, and one-way to two-way street conversions.

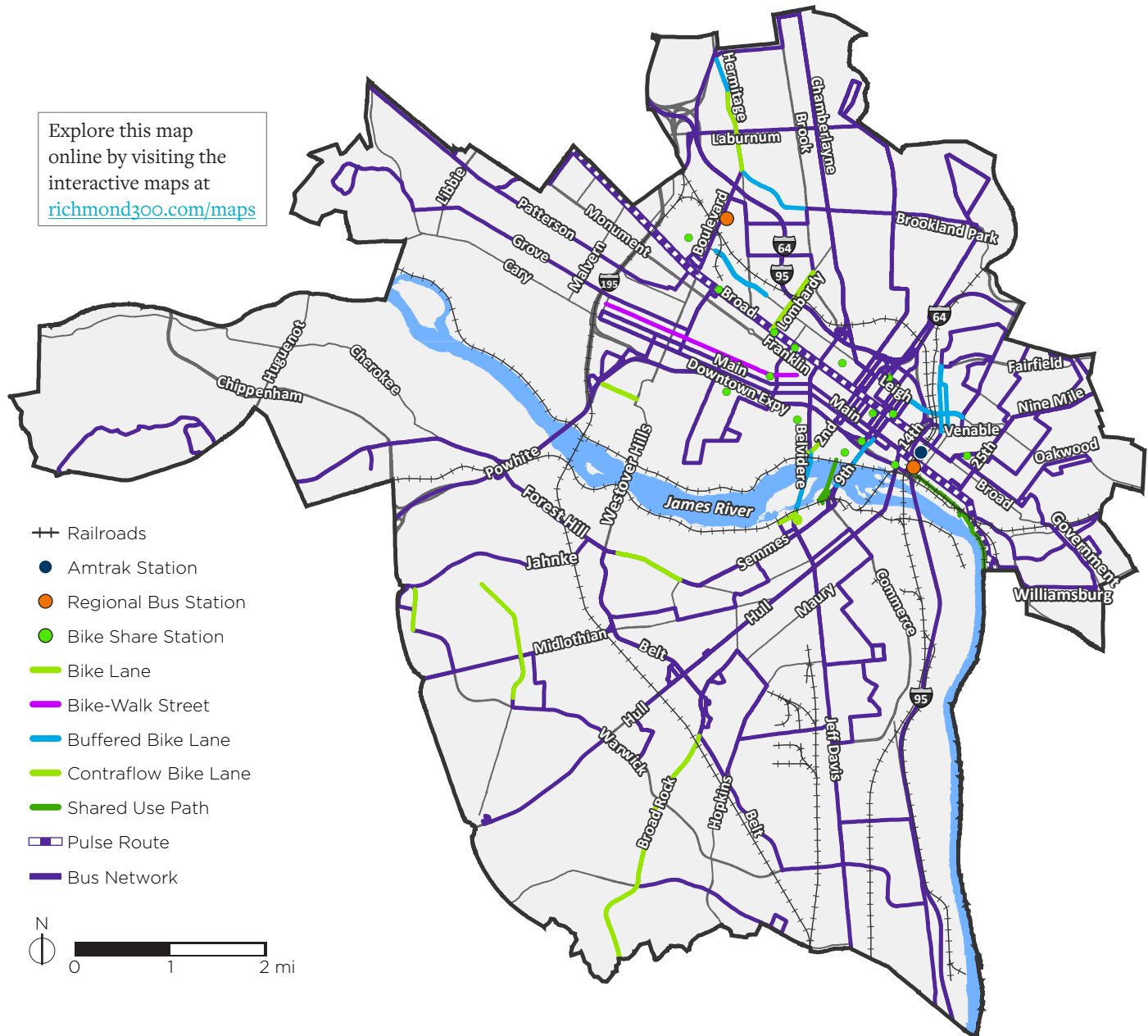## Richmond has an average WalkScore® of 51.

Walkable neighborhoods can help to make physical activity an inherent part of a resident's day and provide alternative transportation options to vehicles. Richmond's average WalkScore® is 51, or "somewhat walkable," with the most walkable areas being downtown, Carytown and VCU areas. Explore Richmond's WalkScore® map by visiting richmond300.com/maps.

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77%

of working Richmonders drove
alone to work in 2016

Source: City of Richmond: Department of Public Works, Greater Richmond Transit Co.

Explore this map
online by visiting the
interactive maps at
richmond300.com/maps

Legend:
- ++ Railroads
- Amtrak Station
- Regional Bus Station
- Bike Share Station
- Bike Lane
- Bike-Walk Street
- Buffered Bike Lane
- Contraflow Bike Lane
- Shared Use Path
- Pulse Route
- Bus Network

N
0   1   2 mi

Consider this:

– How has your travel mode changed during the time you have lived/worked/played in Richmond?
– Did you know about Vision Zero before reading this Report?

Traffic deaths and injury are a continuing problem.

The prevalence of traffic crashes is a health crisis. The top two behaviors that lead to injury or death in crashes are 1) not wearing a seatbelt, and 2) driving under the influence of alcohol. Pedestrians are the most vulnerable population – 28% of pedestrians involved in traffic crashes are killed. From 2011 through 2016, there were a total of 22 deaths and 313 incapacitating injuries involving pedestrians and cyclists, representing 1.9% and 27%, respectively. Compare this to traffic crashes involving only vehicles, where during the same timeframe there were 56 deaths (0.2% of all vehicle crashes), and 1,062 incapacitating crashes (3.7% of all vehicle crashes). This suggests that a pedestrian or cyclist involved in a crash is 9.8 times more likely to die and 7.4 times more likely to experience an incapacitating injury than a motorist involved in a crash with another motorist.

Richmond is investing in bike and pedestrian infrastructure.

During the 20th century, the transportation industry nationwide focused on transport by vehicles. For most of the 21st century, transportation professionals have been working on behalf of all modes – including biking and walking. In 2011, the City hired its first bicycle, pedestrian, and trails coordinator. In 2012, Bike Walk RVA, a non-profit advocacy group dedicated to advocating for the growth of biking and walking in the region, was established. The Department of Public Works (DPW) developed a *Bike Master Plan* for the city in early 2015 with extensive community engagement. DPW has installed 20 miles of bike lanes since 2012, of which about 13 miles are buffered or barrier-separated. An additional 20 miles of bike lanes are designed or under construction. The Virginia Capital Trail was completed in 2015, providing a 52-mile multi-use trail between Richmond and Williamsburg.

RVA Bike Share launched in 2017.

The first phase of the RVA Bike Share program launched in 2017 with 220 bikes and 17 stations. The second phase will add 220 electric pedal-assist bikes, convert the existing bike stock to pedal-assist, and double the number stations.
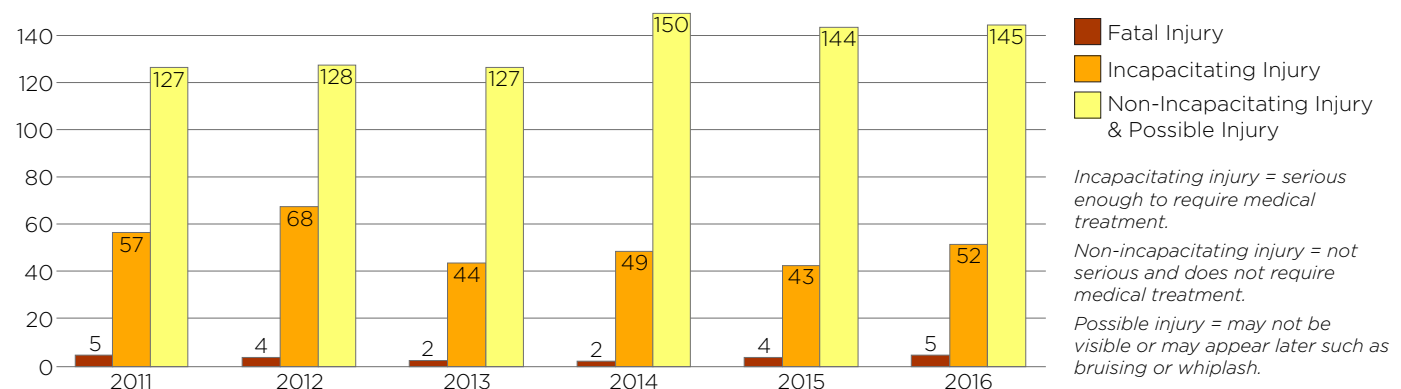
From September 2017 through March 2018, users have completed nearly 10,000 total trips spanning 28,000 miles on RVA Bike Share.

50 miles of sidewalk repaired or replaced in last 5 years.

DPW is responsible for maintaining the 836 miles of sidewalks throughout the city, as well as installing new segments of sidewalks where they are missing. Approximately 50 miles of sidewalk have been repaired or replaced in the past five years through the Capital Improvement Program, which is funded through a combination of federal, state, and city funds.
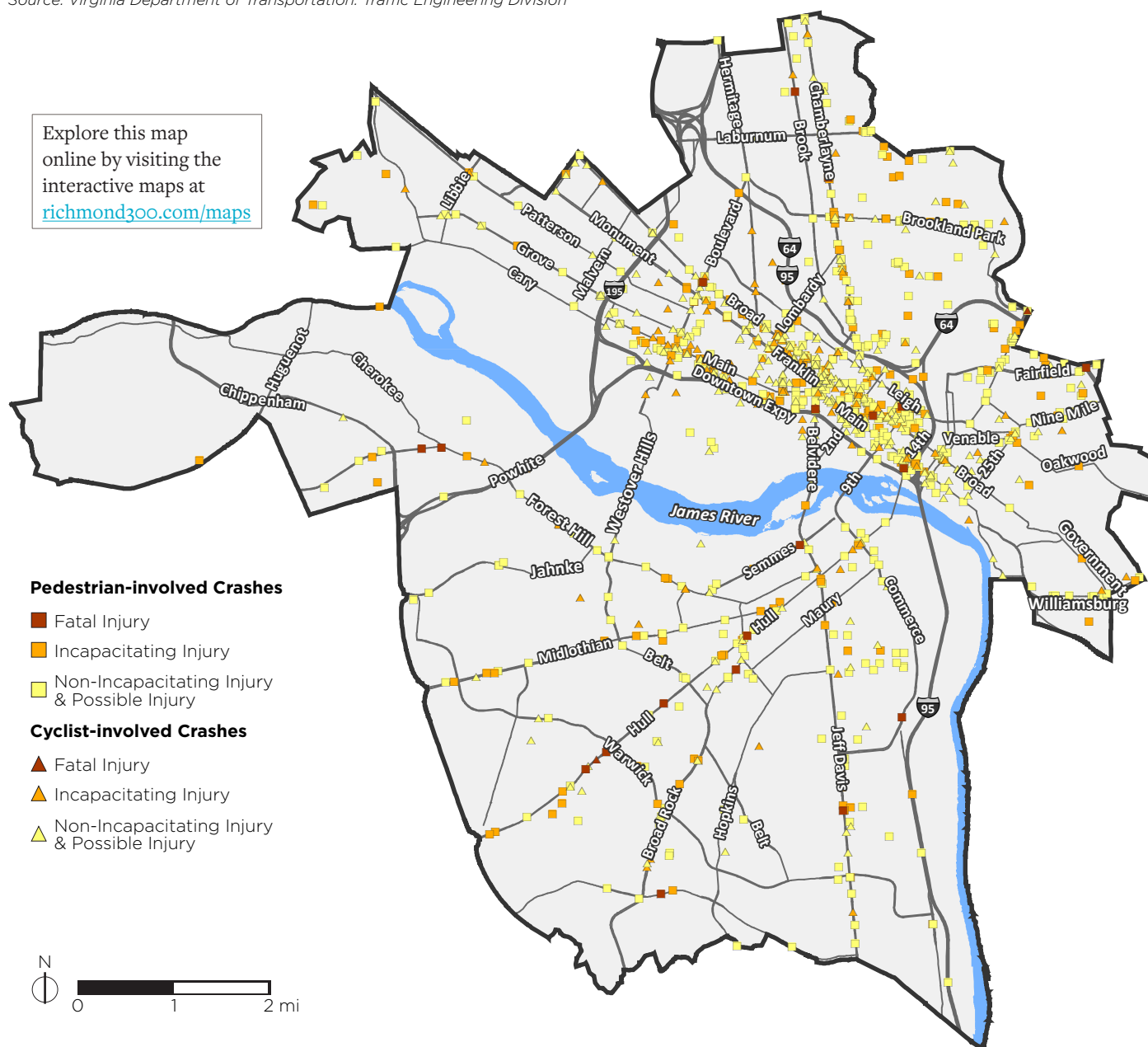
// FIGURE 18.   **Pedestrians and Cyclists Injuries and Deaths from Automobile Crashes, 2011-2016**
Source: Virginia Department of Transportation: Traffic Engineering Division

Legend:
- Fatal Injury
- Incapacitating Injury
- Non-Incapacitating Injury & Possible Injury

Incapacitating injury = serious enough to require medical treatment.

Non-incapacitating injury = not serious and does not require medical treatment.

Possible injury = may not be visible or may appear later such as bruising or whiplash.

// FIGURE 19. **Pedestrian- and Bicycle-involved Crashes, 2011-2016**
Source: Virginia Department of Transportation: Traffic Engineering Division

Explore this map online by visiting the interactive maps at richmond300.com/maps

Pedestrian-involved Crashes

■ Fatal Injury
■ Incapacitating Injury
□ Non-Incapacitating Injury & Possible Injury

Cyclist-involved Crashes

▲ Fatal Injury
▲ Incapacitating Injury
△ Non-Incapacitating Injury & Possible Injury

Consider this:

– What is your experience as a pedestrian or cyclist in Richmond? How would you like to change your experience?

Bus ridership is decreasing.

As compared to 2016, bus ridership is declining. Ridership fell by 9% between FY 2016 and FY 2017. Once the new bus network and the Pulse Bus Rapid Transit are launched in FY 2018, ridership could increase in FY 2019.

# The new bus system triples the number of residents within ½ mile of a frequent bus line.

During 2016 and 2017, the City developed the Transit Network Plan to redesign the city's bus system. With the Pulse Bus Rapid Transit as the spine, the new bus system more than triples the number of Richmoders within ½-mile of a frequent bus line as compared to the previous bus system.

Main Street Station reopened to passenger rail in 2003.

Passenger rail service to Main Street station stopped in 1975 due to low-ridership. In 2017 there were a total of 50,000 Amtrak boardings (on) and alightings (off) at Main Street Station, which averages to about 2,000 monthly boardings and alightings, representing a 13% increase from 2014 total. The "D.C. to Richmond Southeast High Speed Rail" project could further increase ridership. The project is currently in an engineering and feasible study phase.
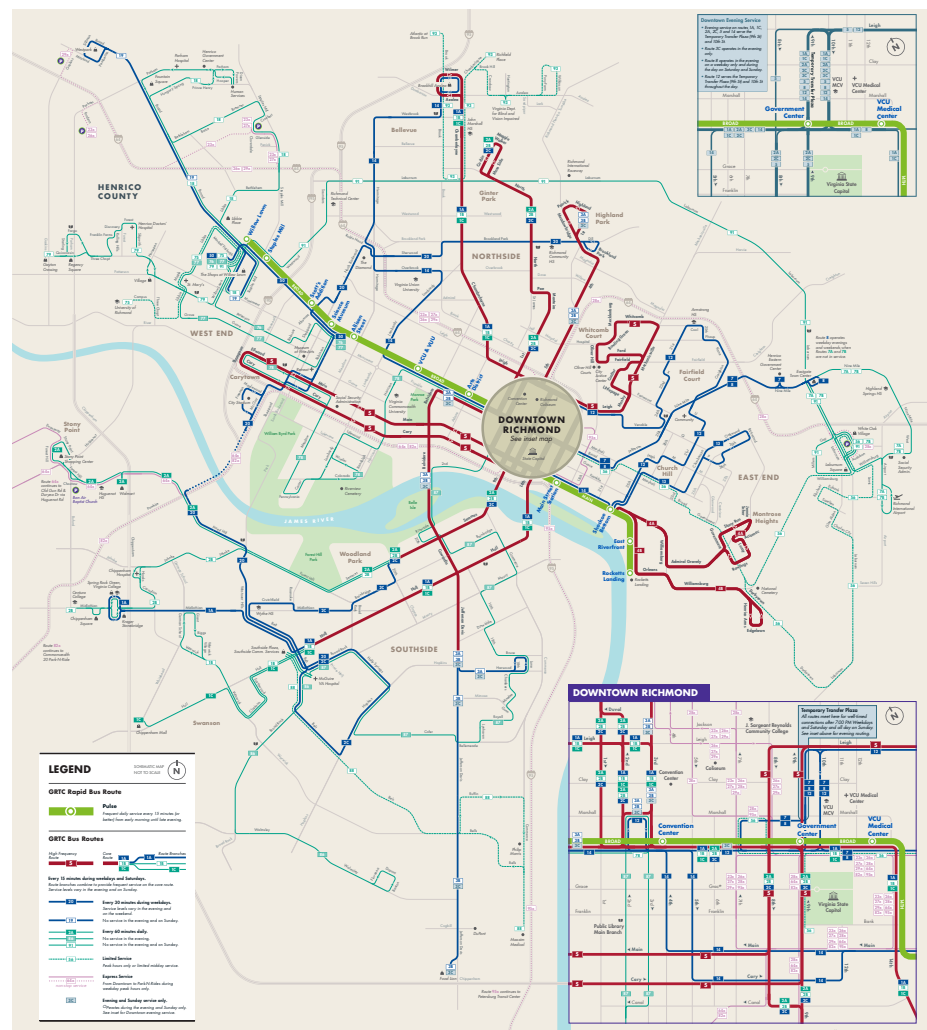
// FIGURE 20.   **Bus Ridership, FY 2016-18**
Source: Greater Richmond Transit Company: Monthly Ridership Report March 2018
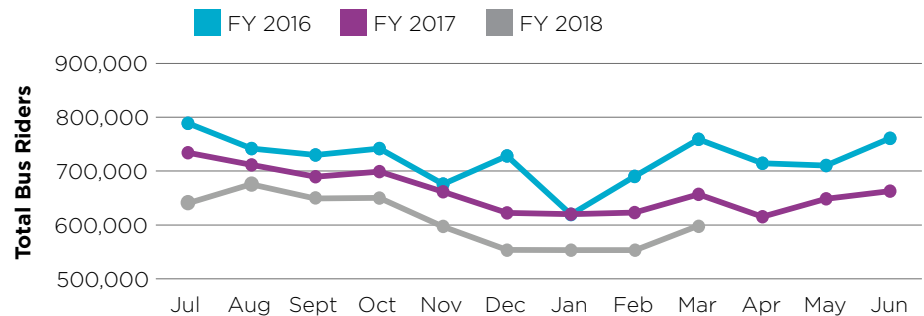
// FIGURE 21.   **The New GRTC Bus System**
Source: Greater Richmond Transit Company, 2018

The Richmond Marine Terminal is receiving more infrastructure investment.

In 2010, the City entered a lease agreement with the Port of Virginia to lease the Richmond Marine Terminal. The Terminal has seen a 15-fold increase in cargo traffic since 2009. The *Port of Virginia Master Plan* calls for upgrading equipment and facilities at the Richmond Marine Terminal. The *Commerce Corridor Study* (2017) outlines infrastructure projects to improve access along Commerce Street, which is a major road providing access to the Richmond Marine Terminal.

## There are more passengers and cargo moving through RIC.

The Richmond International Airport (RIC) in Henrico County has experienced an 8% increase in passengers and a 58% increase in cargo from 2009 to 2016. Travelers can fly direct to 17 major U.S. cities on seven airlines and an additional airline will join the line up in 2018.

Transportation landscape in changing.

Ridesharing, bikesharing, autonomous vehicles, and other transportation innovations are changing how people move around cities. The exact impact of transportation innovations is not entirely known, but preliminarily, DPW is seeing an increase in demand for "curb space" - meaning many different users are seeking to use the side of the road for various activities: Uber/Lyft loading zones, parking lanes, bike lanes, travel lanes, bus lanes, truck loading, valet parking stations, and more. There is limited curbside; therefore, stakeholders will need to weigh the various demands on this shared space and determine the best use and best price based upon demand on any given road.

// FIGURE 22. **Annual Tonnage of Cargo Passing through the Richmond Marine Terminal, 2009 – 2017 and 2018 Estimate**
Source: Port of Virginia
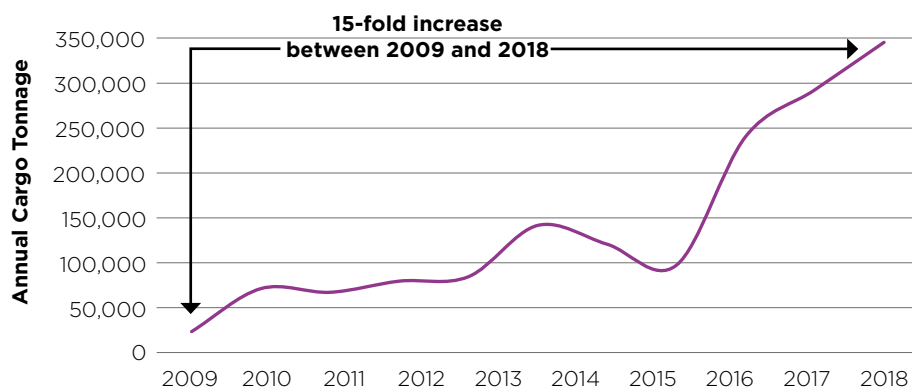
Consider this:

– Given that our transportation infrastructure has been developed over 300+ years, where would you invest over the next 20 years?
– How do you think future transportation innovations may shape the way we move around Richmond?
– Why have/haven't you ridden Amtrak and/or GRTC?

Employment & Income
Where we work

The fastest growing employment sectors are accommodation and dining, education, and health care.

Between 2000 and 2015, there was an increase in city residents employed in all sectors except information, manufacturing, public administration, and finance and insurance. In 2000, 29% of Richmonders worked in accommodation and dining, education, and health care. By 2015 the proportion employed in those sectors increased to 37% of the total working population.

7 of Richmond's top 10 largest employers are government entities.

As the Capital of the Commonwealth of Virginia and home to Virginia Commonwealth University, Richmond is home to many local, state, and federal entities that employ tens of thousands of people who live throughout the region. Out of the top 20 employers in the city, 11 are local, state, and/or federal organizations.

// TABLE 6.

Top 10 Largest Employers

Source: Virginia Employment Commission, Economic Information & Analytics, Quarterly Census of Employment and Wages (QCEW), 4th Quarter (October, November, December) 2017

|	Employer
1	Virginia Commonwealth University
2	MCV Hospital
3	Richmond Public Schools
4	City of Richmond
5	U.S. Dept. of Veterans Affairs
6	HCA Virginia Health System
7	University of Richmond
8	Federal Reserve Bank, Richmond
9	Philip Morris U.S.A., Inc.
10	MCV Physicians

// FIGURE 24.   **City Resident Employment by Sector, 2000, 2015**
Source: U.S. Census Bureau: 2000 Census, 2015 ACS 1-Year Estimates

	Information	Arts, Entertainment, Recreation	Transportation and Warehousing	Construction	Manufacturing	Public Administration	Finance and Insurance	Accommodation and Dining	Retail	Education	Professional, Scientific, and Technical	Health Care
2000	2,639	2,229	4,130	4,871	7,600	6,105	8,791	6,802	9,462	8,319	10,642	11,400
% of total	3%	2%	5%	5%	8%	7%	10%	7%	10%	9%	12%	13%
2015	1,840	2,604	4,387	5,127	5,582	5,669	8,540	10,035	10,866	11,822	13,976	16,330
% of total	2%	2%	4%	5%	5%	5%	8%	10%	10%	11%	13%	16%

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Inflation-adjusted Median Household Income, 1950-2016
Source: U.S. Census: 1950-2000 Censuses, 2010 ACS 1-Year Estimates, 2016 ACS 1-Year Estimates

// FIGURE 26. **Household Income Distribution, 2016**
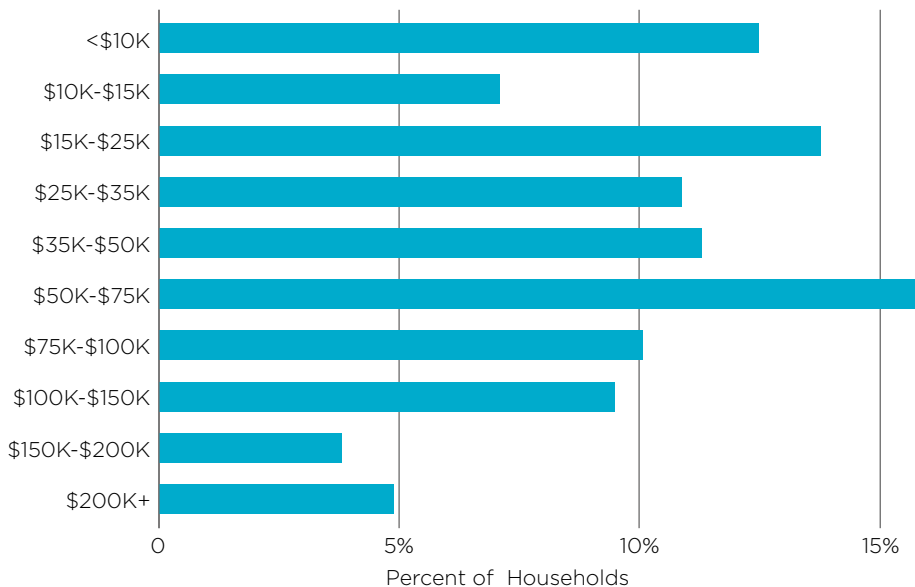*Source: U.S. Census Bureau: 2016 ACS 1-yr Est.*
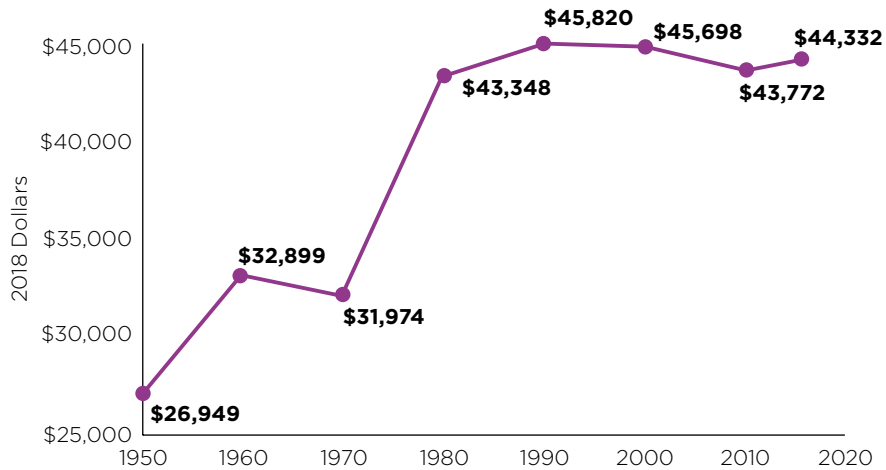
The Richmond economy benefits from a growing culture of entrepreneurship which attracts and supports innovation.

Richmond has a business support ecosystem comprised of over 10 local incubators, accelerators, and partnering organizations that assists founders by identifying mentorship opportunities, accessing seed capital, and providing technical support for strategic planning and organizational development.

Inflation-adjusted median income has decreased.

In absolute terms, Richmond's median household income appears to be increasing, but when adjusted for inflation, medium household incomes are lower than they were in 1990 and 2000.

4.4% annual average unemployment rate in 2017.

Currently, the city's jobless rate sits at 3.5% compared to 3.7% statewide. However, there is a glaring disparity between the unemployment rate for African-Americans which is 15.7%, compared to 4.9% for Whites.

26%

of Richmonders are living in poverty

Poverty is concentrated in parts of the city.

The poverty rate increased from 21.4% in 2000 to 25.5% in 2014. Poverty rates are highly concentrated in areas of the city, particularly the East End which has a large share of public housing, as well as large portions of the South Side. Between 2000 and 2014, the median household income in large areas along Jefferson Davis Highway decreased by more than 50%.

The goal is to reduce poverty by 40% by 2030.

Established in 2014 to address Richmond's socioeconomic disparities, the City's Office of Community Wealth Building is a novel approach to tackling persistent poverty. Its primary goals are to reduce overall poverty by 40% and reduce child poverty by 50% by 2030 via three focus areas: education, workforce innovation, and neighborhood transformation.

Historic land use and housing policies, and insurance and banking practices have created a segregated city.

Federal, state, and local polices, and private industry practices have shaped a segregated city over the past 100+ years. These include everything from Urban Renewal to practices like redlining,[1] deed restrictions,[2] exclusionary zoning,[3] and sub-prime lending. This phenomenon is not unique to Richmond and has happened across the nation.

A study of segregation in Chicago found that if the city were less segregated, the City would see "$4.4 billion in additional income each year, a 30 percent lower homicide rate and 83,000 more bachelor's degrees."[4] The cost of segregation is high for all income earners.

The City of Richmond, along with several non-profits, is intentionally seeking to reduce the concentration of poverty via programs like the Office of Community Wealth Building.
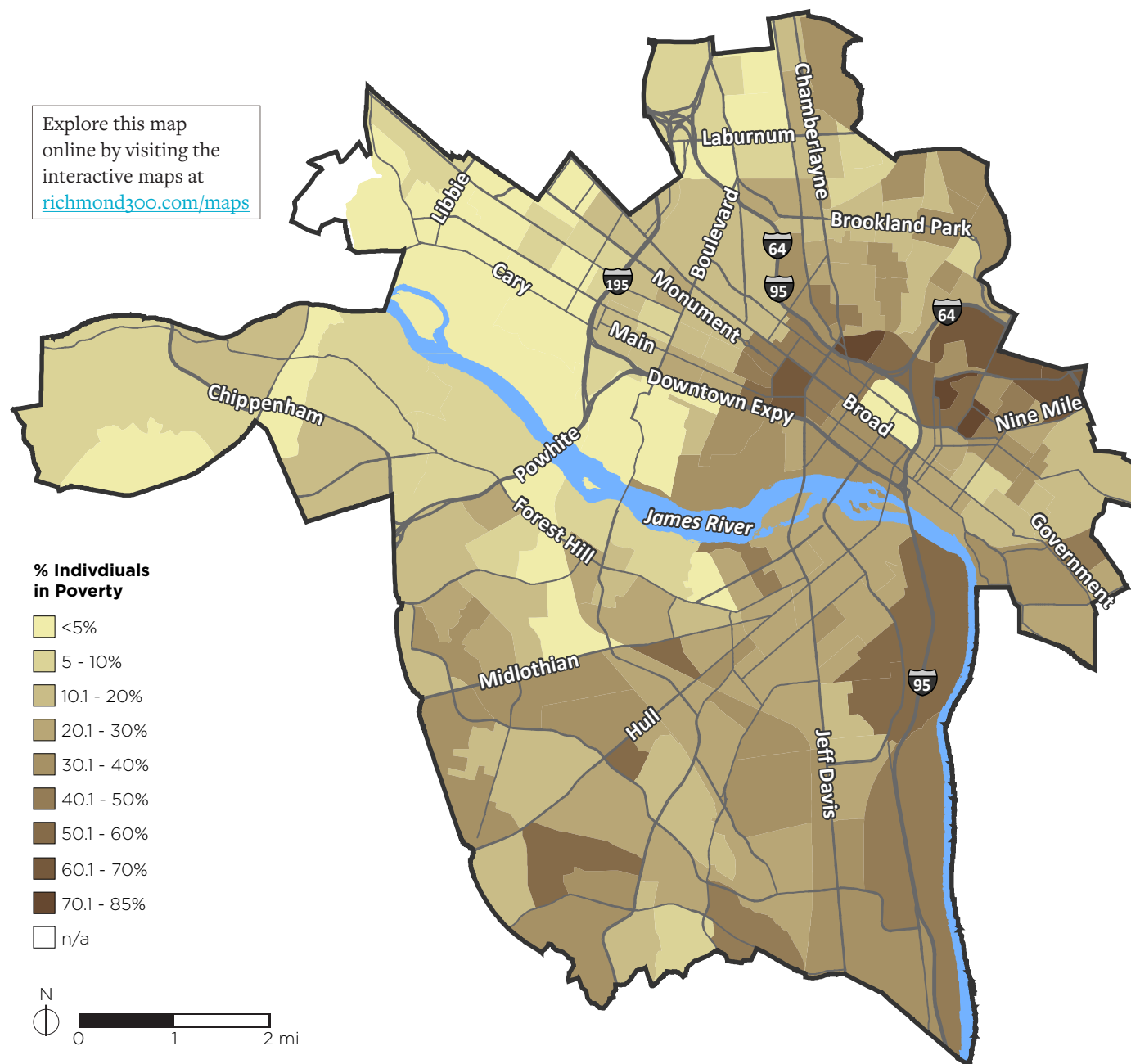
The City is seeking to move 10,000 adults from below the poverty line to above the poverty line by 2030.

The Office of Community Wealth Building is working to expand and improve how residents are connected to local employers, and support programs which provide training and development to participants striving to obtain and maintain well-paying, sustainable occupations. A couple of their initiatives include:

– The Richmond Area Living Wage Certification Program, a joint venture with the Virginia Interfaith Center for Public Policy, which encourages employers to demonstrate a commitment to establishing a living wage for its employees.
– Partnership with Virginia First Cities, has secured a grant for $1.9 million to fund staffing and resources to encourage better access to jobs and higher wages.

---

1   Redlining is a discriminatory practice by which insurance companies, banks and others denied services to residents based on the racial or ethnic composition of their neighborhoods
2 Deed restrictions, which prohibited the sale of homes to buyers from certain racial and ethnic groups
3   Exclusionary zoning is the practice of using the zoning ordinance to intentionally exclude certain types of land uses from a given community. For example, an upper class community may use zoning to exclude multi-family housing in their neighborhood.
4   The Cost of Segregation, Metropolitan Planning Council

Explore this map
online by visiting the
interactive maps at
richmond300.com/maps

**% Indivdiuals
in Poverty**

- <5%
- 5 - 10%
- 10.1 - 20%
- 20.1 - 30%
- 30.1 - 40%
- 40.1 - 50%
- 50.1 - 60%
- 60.1 - 70%
- 70.1 - 85%
- n/a

N

0   1   2 mi

Consider this:

- – How do you think stagnant wages impact housing affordability?
- – How does access to a livable wage relate to poverty?
- – Why do you think employers are attracted (or not attracted) to locate in Richmond?
- – Why do you think poverty is concentrated in certain parts of the city?

Economic Development
Bringing jobs and tax revenue to Richmond

Economic development programs contribute to the revitalization of Richmond's neighborhoods.

The City, Commonwealth, and federal government administer several grant, loan, and tax abatement programs to encourage economic development. These programs include:

Enterprise Zones: Areas where businesses are eligible for state and local incentives. According to a 2017 Enterprise Zone Program report by the Virginia Dept. of Housing and Community Development, Richmond's Enterprise Zones gained over 30,000 jobs between 2000 and 2015.

CARE Grants: Designed to revitalize mature neighborhood commercial districts, primarily in the city's low- and moderate-income communities, there are 11 CARE areas across the city.

Tax Abatement for Rehabilitated Structures: Allows owners to partially abate taxes for ten years on renovations to structures over 20 years old that meet the program requirements.

Tax Abatement for Redevelopment and Conservation Areas and Rehabilitation Districts: Allows owners to partially abate taxes for ten years for projects on properties that had been vacant for at least two years and that are owner-occupied within three years (buildings with 1-4 housing units) or have income restrictions for a percentage of renters (buildings with 5+ housing units).

Façade Improvement Program: Encourages business and property owners to invest in the City's Arts & Cultural District by offering grants for façade improvements for commercial and mixed-use buildings in the area.

Mayor's Opportunity Fund: A discretionary incentive available by the Mayor's Office to secure a business location or expansion project in Richmond. Grants are awarded as a match to the Commonwealth of Virginia's Governor's Opportunity Fund.

Richmond Revolving Loan Fund: A new loan program that provides financing to local developers and small businesses pursuing Section 108-eligible projects, which will improve economic opportunities for low- and moderate-income persons through job creation.

City Wide Revolving Loan: A financial tool providing access to capital for small businesses, entrepreneurs, developers, and non-profits that are seeking to stimulate the revitalization of Richmond's neighborhoods and promote permanent job creation for low- to moderate-income residents.

Foreign Trade Zone: Designed to encourage businesses to participate in international trade by effectively eliminating or reducing customs duties.

State Historic Rehabilitation Tax Credits: Provide a reduction in income tax liability for Virginia taxpayers who rehabilitate historic buildings. The state credit is 25% of eligible rehabilitation expenses.

Federal Historic Rehabilitation Tax Credits: Provide a 20% income tax credit for the rehabilitation of historic, income-producing buildings through a process administered by the Secretary of the Interior.

Low Income Housing Tax Credits: Help create affordable housing, are administered by the Virginia Housing Development Authority, and have generated the largest source of new affordable housing in the country since their creation in 1986.

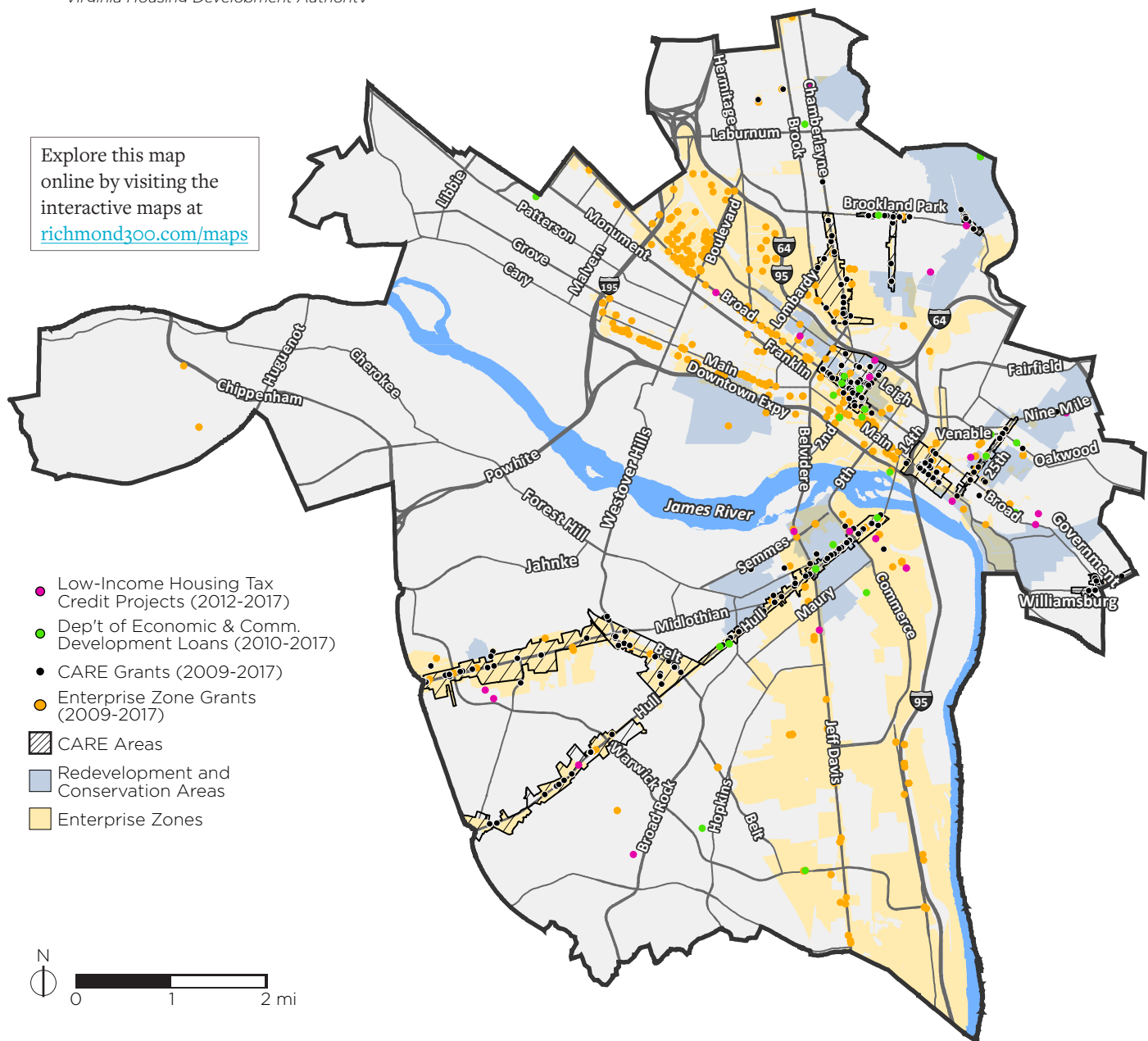### In 2017, real estate tax income accounted for 33% of the City's total budget.

Property tax is the single largest source of income for the City. These revenues are critical in providing vital services to city residents, such as public safety, infrastructure, and public education.

30% of the City's land is not taxable

Real estate taxes are only collected on 70% of the City's total land area because 30% is owned by non-profit or government institutions, which do not pay property tax.

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Source: City of Richmond: Department of Economic and Community Development,
Virginia Housing Development Authority

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interactive maps at
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Legend:

- ● Low-Income Housing Tax Credit Projects (2012-2017)
- ● Dep't of Economic & Comm. Development Loans (2010-2017)
- ● CARE Grants (2009-2017)
- ● Enterprise Zone Grants (2009-2017)
- ▨ CARE Areas
- ▨ Redevelopment and Conservation Areas
- ▨ Enterprise Zones

N

0   1   2 mi

$20 Million

The amount of money the City forgoes in tax revenue each year via tax abatement programs (approx. 3% of the total adopted budget).

Consider this:

- Where do you live and work? Are there economic development programs in your neighborhoods?
- Have you noticed any improvements to buildings and districts where you live or work?

Historic Preservation
Recognizing and protecting Richmond's heritage

Historic districts help recognize and protect Richmond's heritage.

Historic preservation not only saves historic buildings, but also helps protect authentic and unique neighborhoods, which are great tourist attractions and economic development assets. There are two types of historic districts in Richmond:

City Old & Historic Districts: Preserve historic neighborhoods by requiring exterior modifications, new construction, and additions to be reviewed by the Commission of Architectural Review (CAR). These local historic districts, first established in 1957, are among the earliest local districts in the country.

National Register Historic Districts: Provide access to state and federal tax credits for substantial improvements that meet the *Secretary of the Interior's Standards for Rehabilitation*. This encourages the rehabilitation of historic structures and has encouraged development throughout Richmond's historic neighborhoods.

Tax credits have fluctuated since 2010 but tax abatements have held steady.

Properties qualify for state historic rehabilitation tax credits if they contribute to a National Register Historic District. Any property over 20 years old in any part of the city qualifies for tax abatement. Over the past five years, rehabilitated multi-family residential structures accounted for approximately 50% of the total tax abated in the City's rehabilitated structure abatement program.

Tax credits and tax abatements spur redevelopment.

According to a 2014 report by Preservation Virginia, between 1997 to 2012, developers spent $2.2 billion (in 2013 dollars) in the Richmond Region rehabilitating historic structures – representing 53% of all rehabilitation expenditures in the Commonwealth. According to that report, the rehabilitation industry supports over 17,000 jobs. The state and federal tax programs and tax abatements support reinvestment into existing structures and redeveloping existing neighborhoods. Historic structures in commercial corridors help support small business that cannot afford the rents in new developments.

24,371
Number of properties that are within a local or national historic district, representing 1/3 of all properties in the city.

// FIGURE 29. **State Historic Rehabilitation Tax Credits in Richmond - Eligible Project Expenses and Tax Credit Amount, 1997-2015**
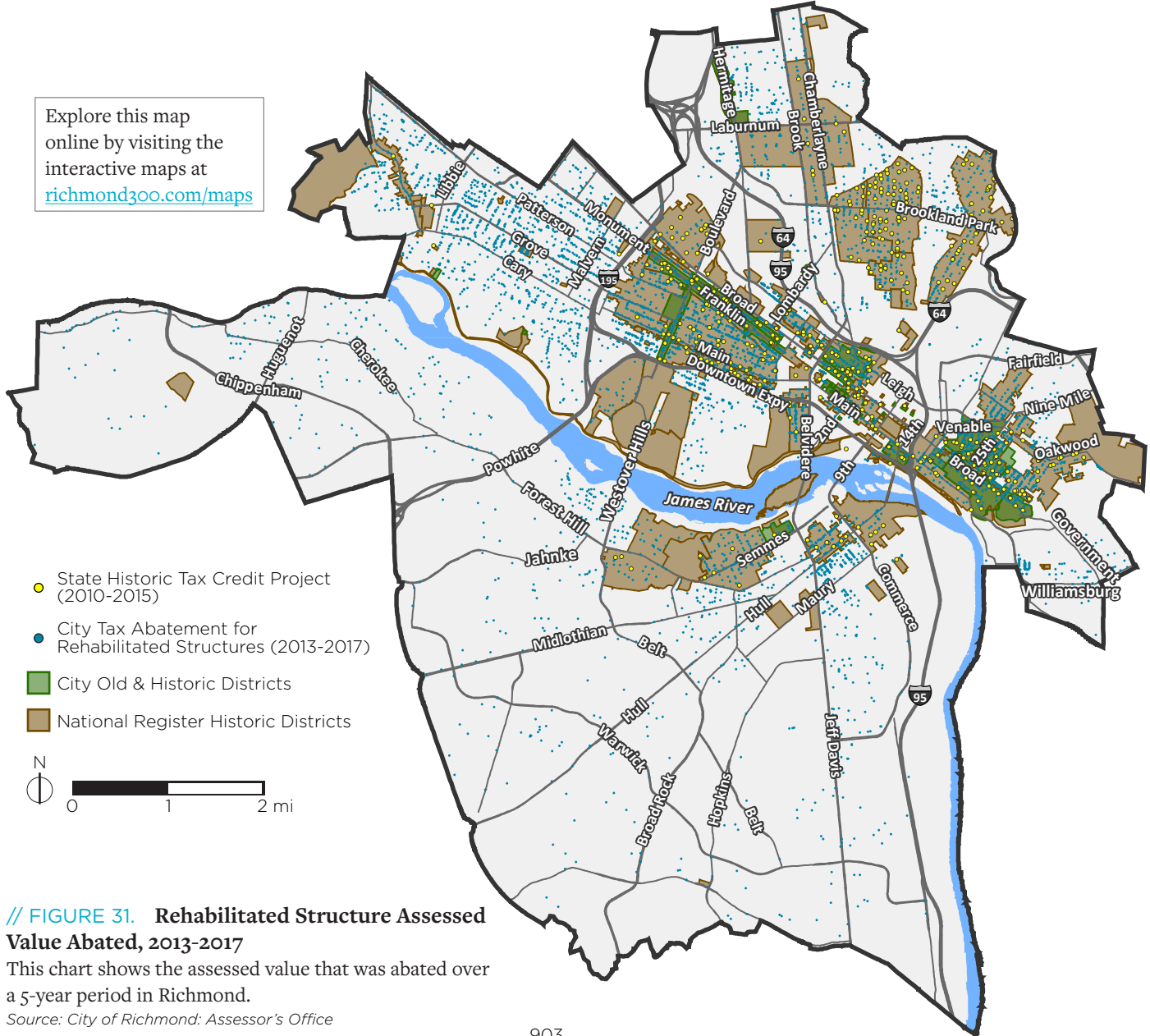This chart shows the total project cost eligible for the State Historic Rehabilitation Tax Credit program in Richmond and the amount of tax credits granted every year from 1997 to 2015. The figures are shown in 2018 dollars.
Source: Virginia Department of Historic Resources

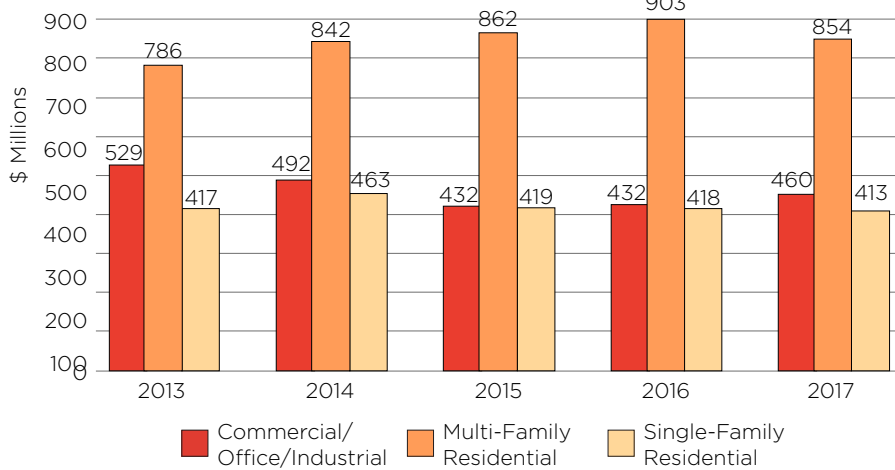RICHMOND PLANNING & DEVELOPMENT REVIEW
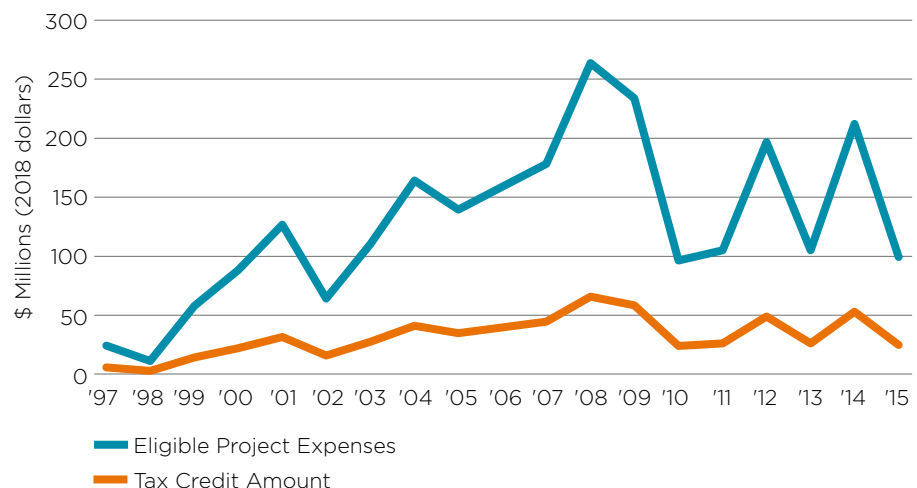
Historic Districts and Incentive Programs
Source: City of Richmond: Department of Planning and Development Review; Virginia Department of Historic Resources

Explore this map
online by visiting the
interactive maps at
richmond300.com/maps

- ○ State Historic Tax Credit Project
  (2010-2015)
- ● City Tax Abatement for
  Rehabilitated Structures (2013-2017)
- ■ City Old & Historic Districts
- ■ National Register Historic Districts

N
0   1   2 mi

// FIGURE 31.   **Rehabilitated Structure Assessed Value Abated, 2013-2017**
This chart shows the assessed value that was abated over a 5-year period in Richmond.
Source: City of Richmond: Assessor's Office

$ Millions

Year	Commercial/Office/Industrial	Multi-Family Residential	Single-Family Residential
2013	529	786	417
2014	492	842	463
2015	432	862	419
2016	432	903	418
2017	460	854	413

- ■ Commercial/Office/Industrial
- ■ Multi-Family Residential
- ■ Single-Family Residential

Consider this:

– What areas of the city are you drawn to? Are those in a historic district?
– How do you think historic preservation and new construction can occur side-by-side in our city?

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Parks & Recreation
Where we play and enjoy nature

Nearly 3,000 acres of parkland in Richmond.

Park facilities in Richmond range from pocket parks nestled in the Fan to regional attractions like the James River Park System (JRPS). Parks and vegetated open space are critical spaces for:
- Managing stormwater,
- Retaining carbon dioxide,
- Providing animal habitats,
- Increasing the adjacent land value,
- Improving health outcomes,
- Providing a "sense of place,"
- Serving as an arts and culture gathering place,
- Connecting places to one another, and many other benefits.

The City is creating and improving parks.

In the past several years, the City has undertaken projects to improve parks and plazas and construct new ones, such as the Maggie L. Walker Plaza, Kahahwa Plaza, Monroe Park, and the improvements to the Riverfront including the T. Tyler Potterfield Memorial Bridge.

75% of Richmonders live within a 10-minute walk of a park.

According to 2017 ParkScore, Richmond ranked #48 out of 100 cities with a ParkScore of 51.5. Areas of the city that are not within a 10-minute walk of a park are predominantly found in the South Side, specifically in the 1970 Chesterfield Annexation area and along the industrial waterfront.

The majority of the visitors to the JRPS are not Richmond residents.

In a JRPS visitor survey completed in 2012, 41.2% of the visitors were Richmond residents and the rest were non-Richmond residents. The number of JRPS visitors grew by 56% between 2014 and 2016. The JRPS is the number one tourist attraction in the Richmond Region.

There are 42 Friends of Parks groups and 34 Community Gardens.

Richmonders are engaged in improving their park system. Successful parks do not just rely on City funding but depend on the active engagement of residents who participate in park clean-ups and plantings, raise funding for park improvements, and advocate.

### Over 200,000 meals given to youth at Parks and Recreation Facilities.

Richmond's 26% poverty rate means that many residents struggle to feed their families. Parks and Recreation provided 203,686 meals to youth in 2017. This program provided a nutritional breakfast and lunch 5 days a week during the summer.

Nearly 6,000 youth in sport's leagues.

In 2017, nearly 6,000 youth participated in sports activities provided by the department. This includes boys and girls participating in baseball/softball, basketball, tennis, football, cheerleaders, field hockey, and soccer.

// FIGURE 32. **Percentage of Population within 10-minute Walk of Parks**
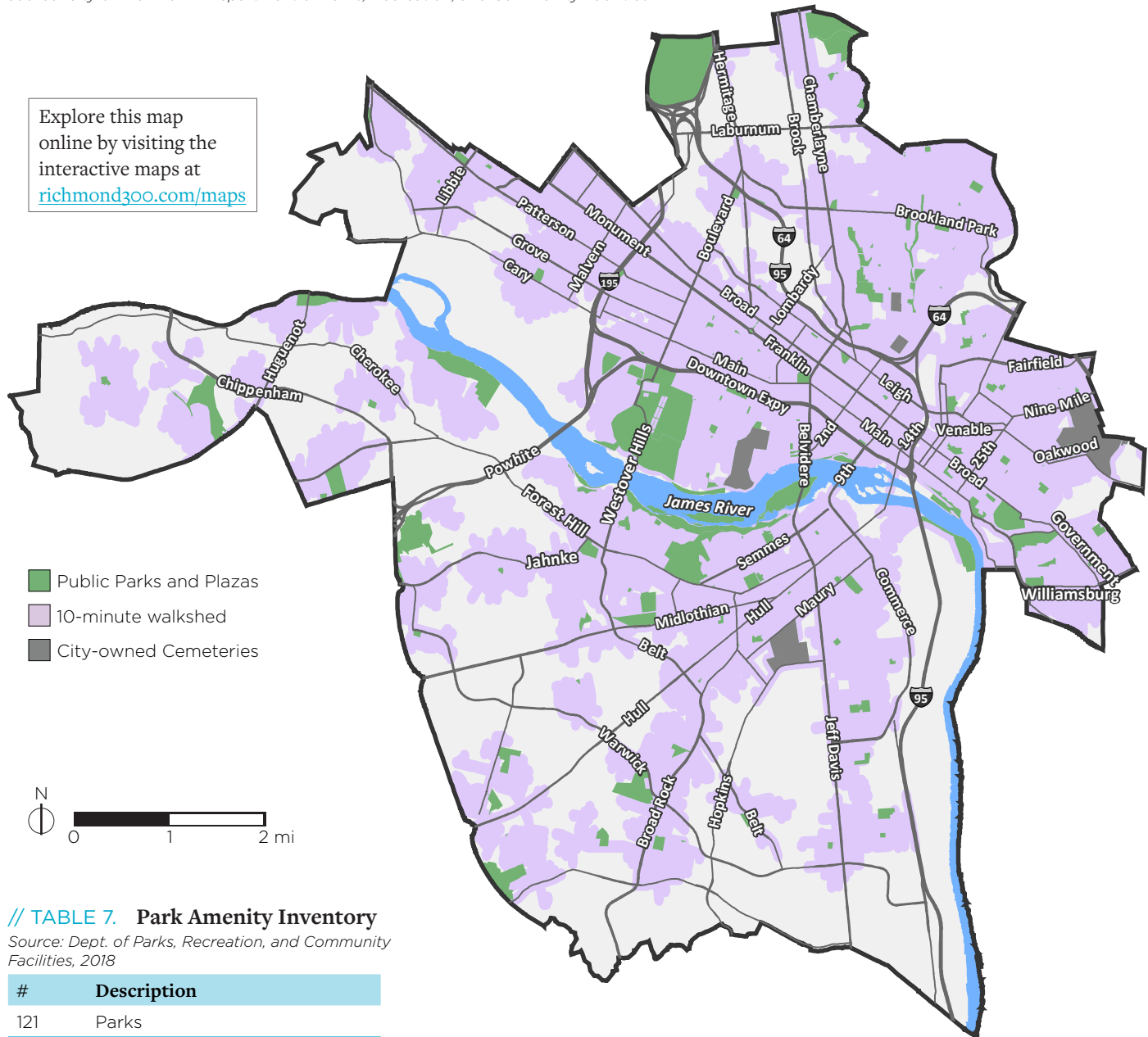*Source: City of Richmond, Trust for Public Land, 2017*
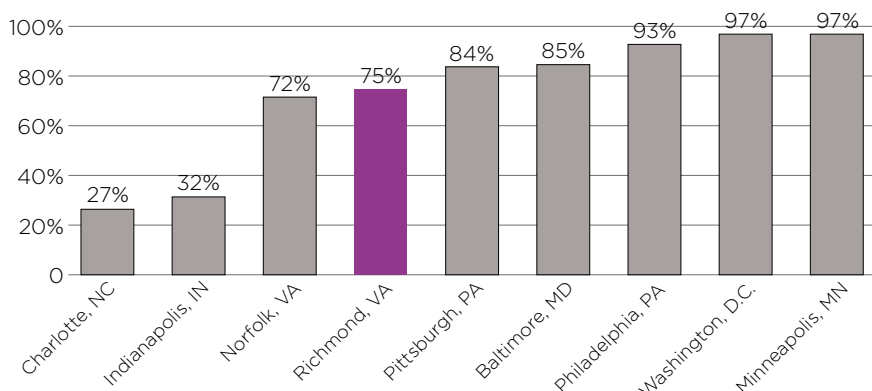
Consider this:
- How do you get to your park?
- Can you safely walk or bike to your park?
- Have you heard of Friends of Parks groups?

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DEVELOPMENT
REVIEW

Explore this map
online by visiting the
interactive maps at
richmond300.com/maps

- ● Public Parks and Plazas
- ● 10-minute walkshed
- ● City-owned Cemeteries

N
0   1   2 mi

// TABLE 7.   **Park Amenity Inventory**
*Source: Dept. of Parks, Recreation, and Community
Facilities, 2018*

#	Description
121	Parks
92	Athletic fields
136	Tennis courts
49	Playground areas
41	Horseshoe pits
24	Trails totaling approx. 27 miles
35	Park or playground houses
13	Picnic shelters
73	Basketball courts
10	Swimming pools
3	Dog parks
2	Disc golf courses
1	BMX bike trail

48th

Richmond's ParkScore of
51.5 lists it at #48 out of
100 cities nationwide.

Natural Resources
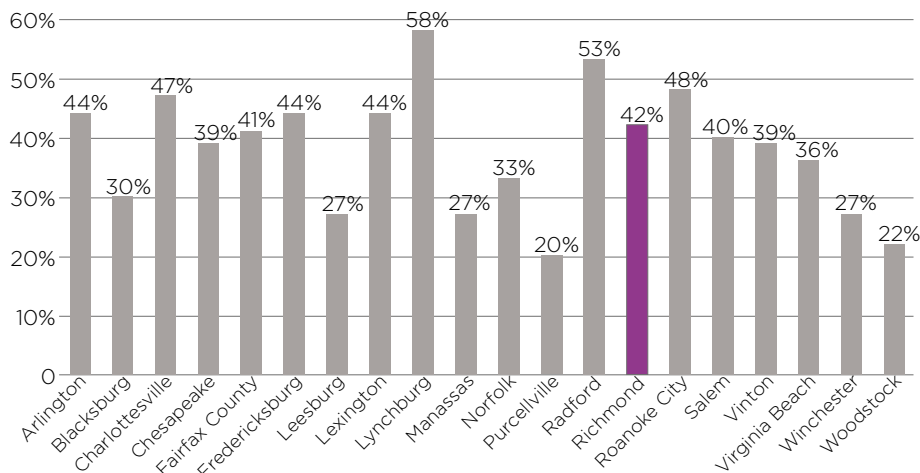## Underpinning our city

36% of Richmond is impervious.

Impervious surfaces are paved or hardened surfaces that do not allow water to infiltrate. Roads, rooftops, sidewalks, pools, patios, and parking lots are all impervious surfaces. Impervious surfaces can contribute to environmental harm by altering natural stream flow, polluting aquatic habitats, raising air temperatures, and reducing the amount of water that is naturally filtered as it soaks into the ground and replenishes groundwater supplies. Impervious land also increases the amount of rain water that flows into the City's infrastructure. There are federal, state, and City laws and guidelines that require new developments to manage storm water on-site and reduce the flow of rain water into the City's systems. However, most of Richmond was built before these regulations were adopted.

42% of Richmond is covered by tree canopy.

According to Virginia Tech, in 2010 42% of Richmond's land area (excluding area covered by water) was covered by tree canopy, 76% of which was located within residential zoning districts. Tree canopy provides many benefits to communities including improving water quality, conserving energy, lowering temperatures, reducing air pollution, providing natural habitats, increasing property values, reducing storm water run off, and more. The Virginia Tech analysis found that an additional 33% of Richmond's land area could be improved to support urban tree canopy. According to a 2012 Virginia Tech study on Richmond's street trees, street trees cover approximately 2.4% of Richmond's land area. Approximately 88% of Richmond's street trees were rated in fair to good condition.

// FIGURE 34. **Comparison of Existing Urban Tree Canopy Coverage in Virginia Localities, 2010**

Source: McKee, Jennifer, A Report on the City of Richmond's Existing and Possible Urban Tree Canopy, Virginia Tech: 2010
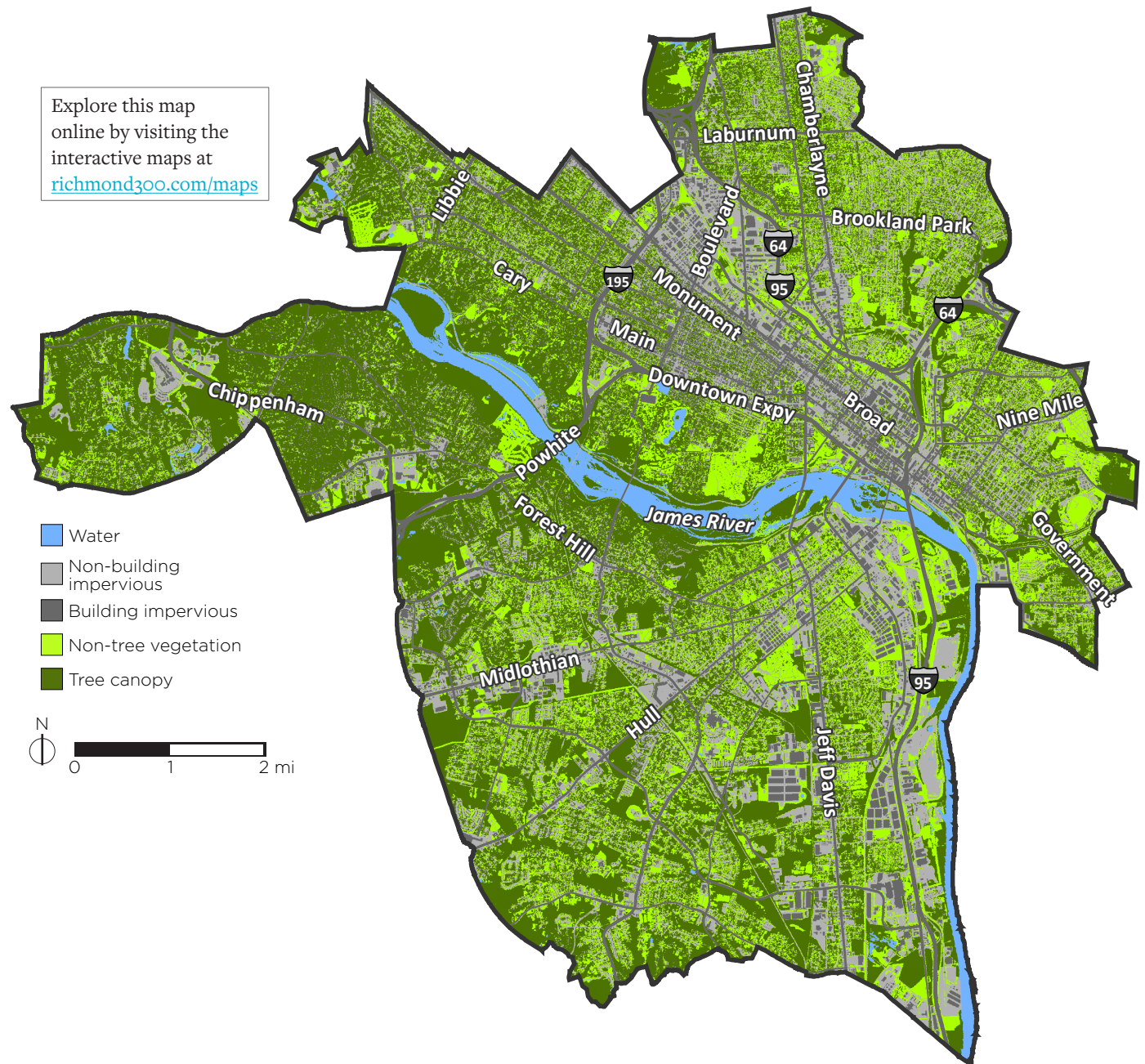

42%
of Richmond is covered by tree canopy

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Source: City of Richmond: GIS

Explore this map online by visiting the interactive maps at richmond300.com/maps

Legend:
- Water
- Non-building impervious
- Building impervious
- Non-tree vegetation
- Tree canopy

N

0   1   2 mi

Consider this:

– Flip between the maps of page 39 (poverty), page 47 (land coverage), and page 53 (heat island). Notice the correlation among poverty, impervious surfaces, heat island and heat-related illness. How can we help reduce heat-related illnesses?

– How do trees and vegetation contribute to your life?

39% of Richmond is environmentally-constrained.

Environmental constraints limit the ability to develop land. Various local, state, and federal regulations limit development near environmentally-sensitive areas to protect and manage natural resources. These areas include:

100-year Flood Plain: Areas that have a 1% chance of flooding in a given year, or once every 100 years.

500-year Flood Plain: Areas that have a 0.02% chance of flooding in a given year, or once every 500 years.

Wetlands: Land that is saturated by water, either permanently or seasonally.

Resource Protection Area: Defined by the Chesapeake Bay Preservation Act, it includes land near bodies of water that if developed may worsen the water quality of water bodies. Development in these areas is heavily regulated.

Resource Management Area: Also defined by the Chesapeake Bay Preservation Act, it includes Resource Protection Areas as well as other environmental features. Development in these areas is generally allowed but must be reviewed to ensure that any negative effects are reduced.

The James River's water quality is steadily improving.

The James River is a natural habitat, recreational destination, and the source for drinking water for the Richmond Metropolitan Region. The quality of the water in the James River effects habitats, recreation, and public health. In 2013, the City began an initiative called RVAH2O to focus on water quality and quantity issues within the city. Part of the initiative was the development of the *RVA Clean Water Plan*, which seeks to create one systematic approach to management of the city's water resources.

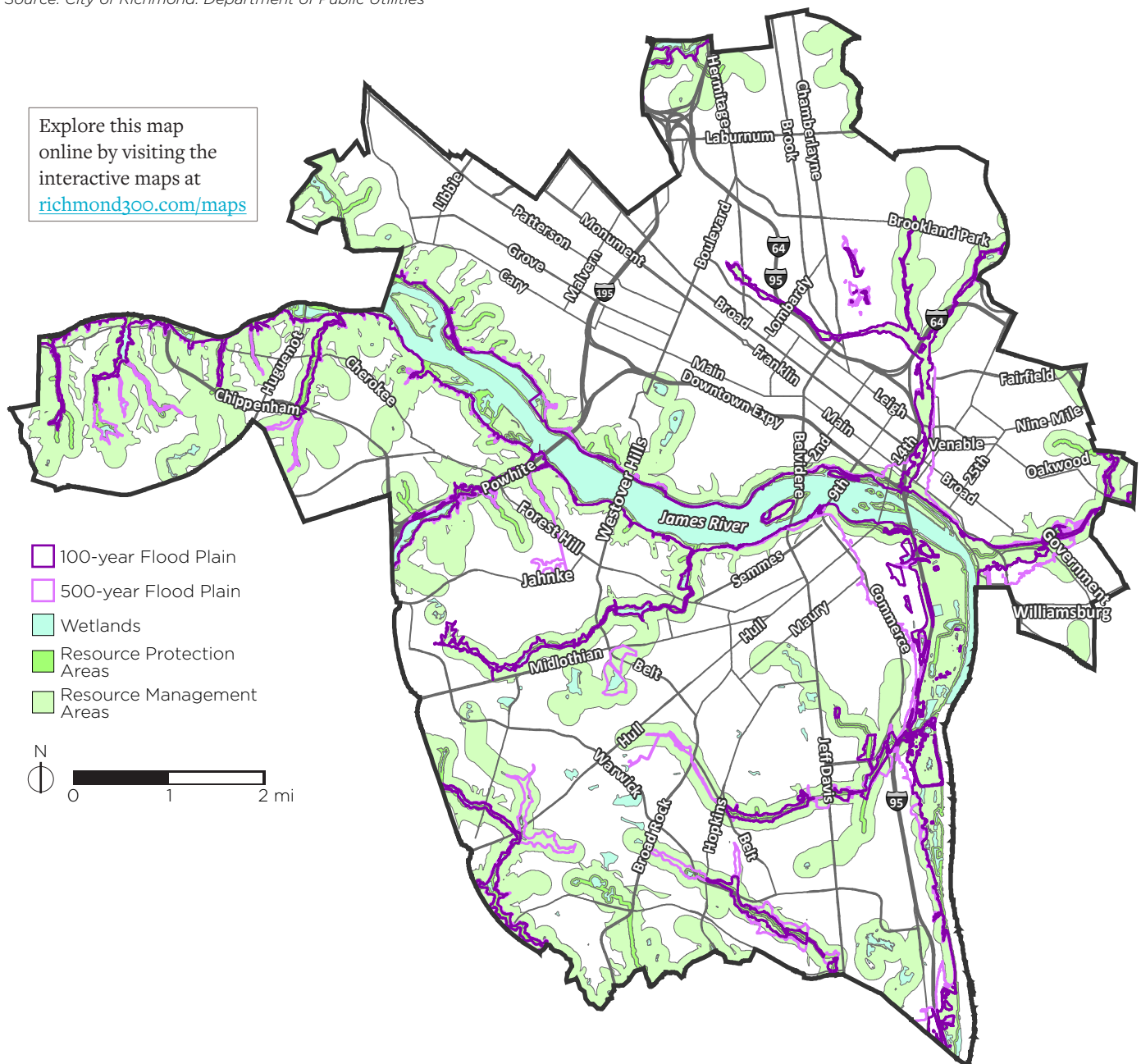## Richmond is comprised of 20 watersheds.

Within the City's boundaries, there are parts or all of 20 distinct watersheds that are described in the *RVA H2O Watershed Characterization Report* and grouped based on flow dynamics. These watersheds include: Cannon's Branch/Shockoe Creek, Stony Run, Gillies Creek, Almond Creek, Goose Creek/Manchester Canal, Broad Rock Creek, Jordan's Branch, Upham Brook, Chickahominy River/Horse Creek, Cherokee Lake, Kanawha Canal, Pittaway Creek, Powhite Creek, Rattlesnake Creek, Reedy Creek, and Rockfalls.

The James River Park System has surprising biodiversity.

The James River Park System hosts a rich array of species – 14 mammal species, 170 bird species, 10 frog species, 100 insect species, and more than 450 species of wildflowers, grasses, trees, shrubs, and wetland/aquatic plants; however, these plant communities are under stress from invasive species. The James River also serves as spawning ground for migratory fishes, such as shad, herring, perch, and bass, that swim from the ocean and the Chesapeake Bay to spawn at and above the James River Fall Zone.

Source: City of Richmond: Department of Public Utilities

Explore this map online by visiting the interactive maps at richmond300.com/maps

Legend:
- 100-year Flood Plain
- 500-year Flood Plain
- Wetlands
- Resource Protection Areas
- Resource Management Areas

Utilities
Providing services to our homes and businesses

Drinking Water

The James River is our drinking water source.

The Department of Public Utilities (DPU) is a regional drinking water provider, providing water to parts of Henrico, Hanover, and Chesterfield counties, and all of Richmond. The existing water capacity of the Richmond water treatment plant is 132 million gallons per day (MGD), which is supplied from the James River. DPU is updating the *Water Supply Plan* which examines our water needs and plans for the next 50 years.

Stormwater

52% of Richmond's population lives in the Lower James CSS Area.

Similar to other older east coast cities, Richmond is partially within a combined sewer system (CSS). Approximately 32% of the City's land area is within the combined sewer area. CSS areas are those where sanitary sewage and stormwater are combined in one pipe system.

There are fewer CSS events.

There are 29 overflow points but only two to four have frequent combined sewage overflow (CSO) events due to the underground creeks being conveyed in these networks. The City and Commonwealth have invested close to $250 million since the 1980s to make improvements to the CSS infrastructure to reduce CSO events and is engaged in a $117 million effort to reduce these events further.

Green infrastructure improves water quality.

Stormwater runoff, a major cause of water pollution in urban areas, carries trash, bacteria, heavy metals, and other pollutants from the urban landscape to waterways. Higher flows resulting from heavy rains also can cause erosion and flooding in streams, damaging habitat, property, and infrastructure. The City is actively installing green infrastructure, a cost-effective, resilient approach to managing rain event effects, that uses vegetation, soils, and other elements to manage water and create healthier urban environments.

Wastewater

DPU's Wastewater Utility is the largest of its kind in Virginia.

The Richmond Wastewater Collection System covers 52,050 acres (78% of which are in the City) and consists of 1,500 miles of sewer lines. The system serves Richmond and parts of Chesterfield, Henrico, and Goochland County. The wastewater treatment plant on the south bank of the James River can treat up to 75 MGD of wastewater before returning it to the river. In 2018 the plant will begin an expansion to treat up to 140 MGD during rain events.

The average age of the sewage system is 69 years.

DPU has a program to reduce the average age by incrementally upgrading sewer lines in the city. The 2016 *Collections System Master Plan* evaluates the system's current conditions, assesses risk, and identifies projects through 2025.

Phosphorus and nitrogen levels in the James River have been greatly reduced.

A $120 million investment by the City and the Commonwealth reduced the level of phosphorus and nitrogen released from the treatment plant into the James River by 86% and by 45% respectively between 2010 and 2016. High levels of phosphorus and nitrogen, found in human and animal waste, impairs the quality of the water and effects habitats.

Natural Gas

Richmond Gas Works is the 2nd oldest municipal gas utility in the nation.

Richmond Gas Works, founded in 1850, serves over 115,000 customers in Richmond, and parts of Henrico and Chesterfield County delivering approximately 17,620,890 Mcf (thousand cubic feet) of natural gas per year, through a network of approximately 1,900 miles of gas mains. The City's gas network is maintained by on-going upgrades, expansions, and public improvements for safety and compliance.

MS4/CSS Areas

Watershed groups

N

0   1   2 mi
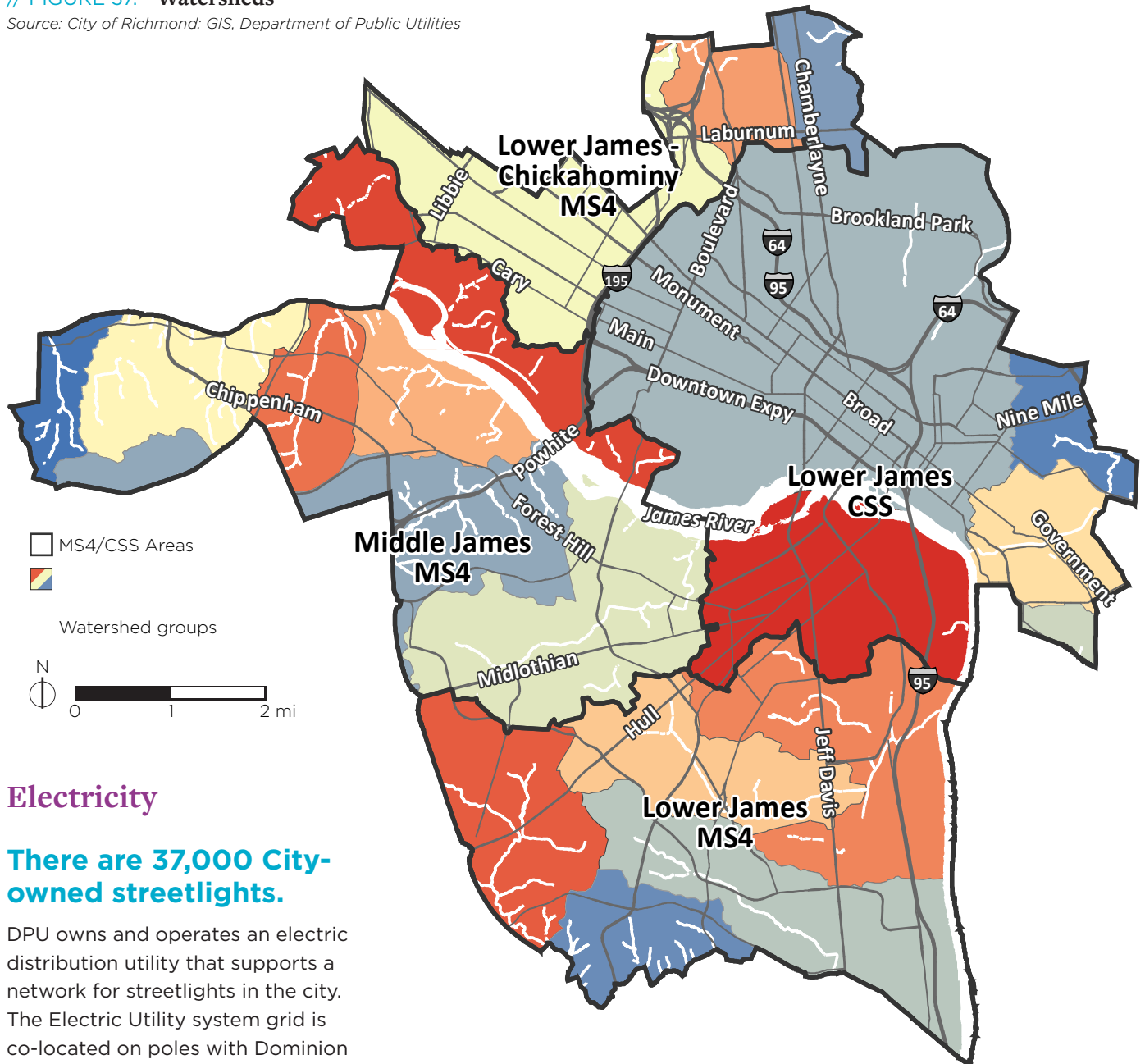
Electricity

There are 37,000 City-owned streetlights.

DPU owns and operates an electric distribution utility that supports a network for streetlights in the city. The Electric Utility system grid is co-located on poles with Dominion Energy, Verizon, and some other isolated Telecom providers (i.e., Fiber, Radio Frequency, etc.).

DPU is currently in a pilot phase of examining LED technology and its effects on lighting levels, color rendering, power usage, and various electrical grid effect characteristics.

DPU works closely with Richmond Police Department (RPD) in various environmental impact initiatives to enhance or promote a sense of greater public safety.

Consider this:

– How will your demand of utilities (water, wastewater, electricity, gas, telecommunications) change in the next 20 years?

Sustainability & Resiliency
Preparing and responding to a changing climate

Community Greenhouse Gas emissions have decreased by 15%.

From 2008 to 2015, community GHG emissions decreased by 15%. The City's goal is to decrease community-wide Greenhouse Gas (GHG) emissions by 80% by 2050 using 2008 as the baseline year. *RVAgreen 2050* is Richmond's planning process to develop a roadmap of actions to achieve Richmond's 80% reduction by 2050.

63% of GHG emissions are from the residential and commercial sectors.

In 2015, 40% of community GHG emissions were from commercial buildings, 24% from the transportation sector, 23% from residential buildings, and 11% from industrial facilities. 50% of community GHG emissions in 2015 resulted from the use of electricity, 24% from gasoline/diesel and 22% from natural gas. Overall energy consumption in Richmond decreased by 2% between 2008 and 2015.

Renewable energy is changing the Richmond landscape

In 2017, Richmond achieved SolSmart[1] Silver designation for its efforts to provide resources and reduce barriers to make it faster, easier and less expensive for the community to go solar. While only accounting for 0.08% of the total

1 *SolSmart is a program of the Department of Energy and National League of Cities.*

energy supply, the production of solar energy has increased by nearly 450 times between 2008 and 2015. Analysis by VCU's Center for Urban and Regional Analysis shows great potential for rooftop solar panels to produce up to 12% of the city's energy demand; however, the electricity distribution and energy storage infrastructure would need to be significantly upgraded to accommodate that much solar energy.

There has been a slight increase in vehicle miles traveled since 2008.

Vehicle miles traveled (VMT) is an indicator that policy makers track to understand how much people are driving and estimate how many greenhouse gases are produced by vehicles. Total VMT increased from 2008 to 2015 by 0.2%.

The number of days over 95° is likely to increase by 30 days annually.

According to the Science Museum of Virginia, the city already experiences 9 more days above 90 degrees annually than surrounding rural areas. Climate models predict that Richmond could experience nearly 30 more days above 95 degrees annually. Per the Science Museum of Virginia, "As extreme summertime temperatures in the City of Richmond have been linked with urban heat vulnerability and visits to urgent care centers and emergency departments for heat-related illnesses in 2016, the urban

heat island effect is not only an infrastructural challenge and an environmental equity issue, but also an important public health issue."

Major rain events are expected to increase by more than 25%.

According to the Science Museum of Virginia, from 1948 to 2011, "Virginia saw a 33% increase in the frequency of extreme rainfall events and an 11% increase in the amount of rain falling in its largest annual storms." The number of extreme rain events is expected to increase by two and a half times. Given the environmental constraints and large amount of paved surface in Richmond, planning for increased intensity and frequency of rain events is critical.

Richmonders are very vulnerable to urban heat.

Urban heat vulnerability is a term used to describe an area's conditions that make it more or less sensitive to heat. Currently, 21.5% of Richmonders live in Census tracts designated as "highest" in terms of urban heat vulnerability, while 19.6% live in Census tracts designated as "high". These areas correspond with some of the densest areas of the city.

## Heat-related illness is highly concentrated.

Heat-related illness in the summer is highly concentrated in areas with "high" and "highest" urban heat vulnerability and areas that are poor.

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Urban Heat Vulnerability, 2017

Urban heat vulnerability is a term used to describe an area's conditions that make it heat sensitive using a combination of % tree canopy, % impervious surfaces, % families in poverty, and the amount of afternoon warming during a heat event.
Source: Hoffman et al., Science Museum of Virginia

Legend:
- Highest
- High
- Moderate
- Low
- Lowest

N

0   1   2 mi
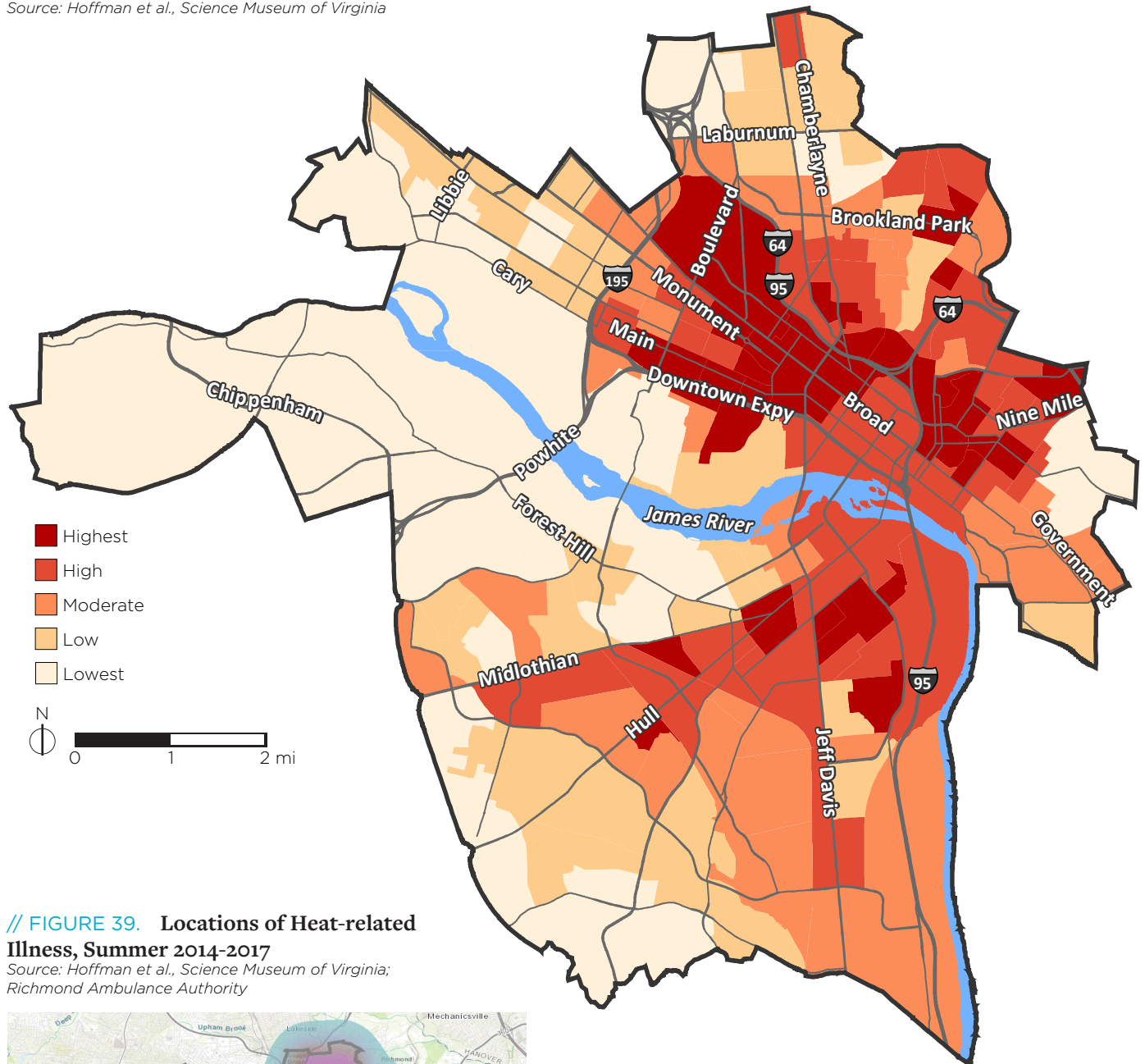
// FIGURE 39.   **Locations of Heat-related Illness, Summer 2014-2017**
*Source: Hoffman et al., Science Museum of Virginia;
Richmond Ambulance Authority*

LOW   HIGH
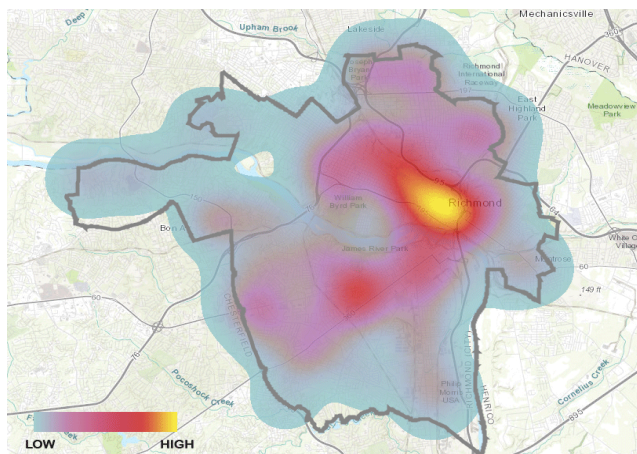
Consider this:

– How can we prepare for the effects of climate change?
– How do we ensure the most vulnerable populations are included in creating solutions to mitigate the effects of climate change?

Public Health
Building healthy and resilient communities

Where you live in Richmond determines your health and life expectancy.

Analysis by the VCU Center for Society and Health shows that life expectancy ages range from 63 to 83 years for city residents, depending on the area of the city in which they live. The Virginia Department of Health expanded on this analysis through the Health Opportunity Index (HOI) - a measure of a person's opportunity to live a long and healthy life via a set of 30 social, economic, educational, demographic, and environmental indicators affecting health. A "very high" HOI indicates that a person has access to the factors required to live a long and healthy life. Those living in Richmond neighborhoods with the lowest HOI correspond with shorter life expectancies and higher rates of chronic diseases.

In 2017, over 1,000 Richmodners attended free fitness classes.

The Sports Backers' Fitness Warriors program trains area residents to be professional fitness instructors in Richmond's communities with the highest rates of chronic disease. As part of the training, they teach free fitness classes. Since 2014, 96 residents have graduated from the program. In 2017, 1,232 Richmonders attended the Warrior exercise classes almost 11,000 times.

40% of Richmonders live in a food desert.

Based on 2015 data from the USDA, nearly 40% of Richmonders live in a food desert, or over a mile from a full-service grocery store.

Overweight and obesity rates are increasing.

According to the Centers for Disease Control and Prevention (CDC), in 2014, 65.3% of Richmonders were considered overweight or obese – a 25% increase since 2011, when the rate was 52%. In 2013, the Richmond City Youth Risk Behavior Survey revealed that 16.5% of high school students in Richmond were obese. Obesity rates correlate with poverty and food deserts. In Richmond's poorest census tracts, nearly half the adult population is obese.

One in eight Richmond adults have diabetes.

According to the CDC, approximately 12% of Richmond adults have diabetes, higher than the statewide rate of 10%. Across the city, diabetes rates vary from less than 5% in the West End to over 20% in the East End and South Side where poverty is concentrated, which is higher than the highest state averages in the U.S. (West Virginia has the highest statewide diabetes rate at 15%.)

Asthma rates vary based on geography.

According to the Center for Disease Control, asthma rates in adults living in the East End and South Side, in areas of concentrated poverty, are double that of adults living in the West End (14% and 7%, respectively). Asthma rates are linked to pollution and poor housing conditions.

More Richmonders use tobacco than Virginians overall.

The 2018 County Health Rankings show that Richmond's smoking rate is 21%, compared to 15% in Virginia overall. Smoking rates among high school youths are similar at 22.4%. For Richmond middle school youth, 15% have tried cigarette smoking, 2% used smokeless tobacco and nearly 7% currently used electronic vaping products (Virginia Youth Survey, 2015).

Culture of Health award by the Robert Wood Johnson Foundation in 2017.

In 2017 the City was awarded the Culture of Health Award in recognition of the collaborative efforts many organizations and community members are taking to improve the health of Richmonders, especially in terms of building wealth, equitable housing, and access to healthy food. Organizations and agencies like the Richmond City Health District, the Office of Community Wealth Building, Shalom Farms, Six Points Innovation Center, and many others are forming new partnerships to deliver innovative services and programs.

of Richmonders live in areas
with the lowest Health
Opportunity index score.

// FIGURE 40. **Health Opportunity Index**
Health Opportunity Index is a measure of a person's opportunity to live a long and
healthy life by geography via a set of 30 social, economic, educational, demographic, and
environmental indicators affecting health.
Source: Virginia Department of Health

■ Highest
■ High
■ Middle
■ Low
□ Lowest
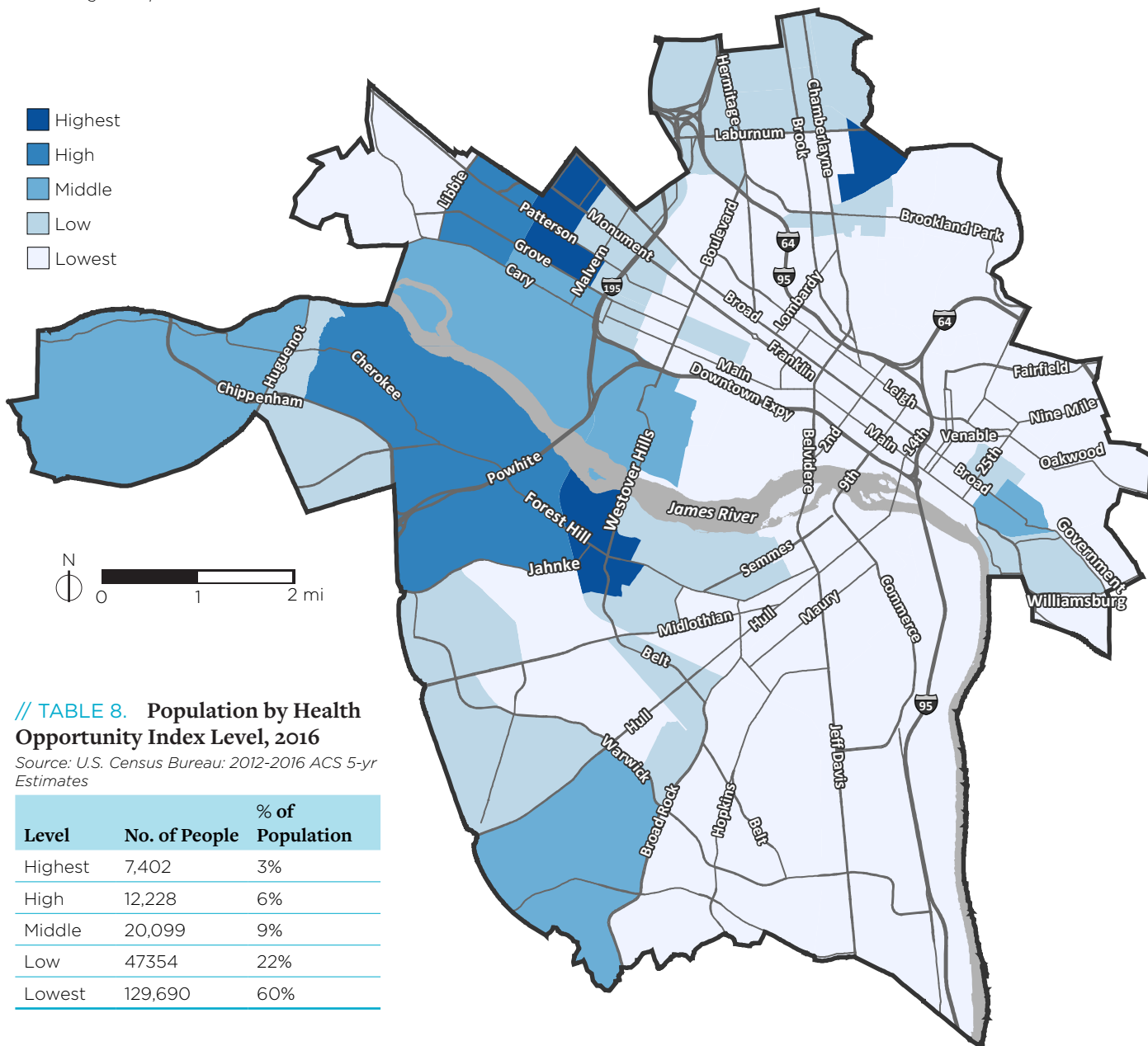
// TABLE 8. **Population by Health
Opportunity Index Level, 2016**
*Source: U.S. Census Bureau: 2012-2016 ACS 5-yr
Estimates*

Level	No. of People	% of Population
Highest	7,402	3%
High	12,228	6%
Middle	20,099	9%
Low	47354	22%
Lowest	129,690	60%

Consider this:

– How does where you live effect your health?
– What in your neighborhood helps you live a healthier life?
– What does healthy community mean to you?
– Who provides what you need to live a healthy life?

Public Facilities
Maintaining buildings that support civic life

The City owns over 4,400 acres of land and manages hundreds of individual facilities.

City-owned land is under various public ownership entities, such as the Dept. of Parks, Recreation, and Community Facilities, Dept. of Public Works, Dept. of Public Utilities, Richmond Public Schools, and more. The management of the facilities and land is divided among various City entities, but includes:

– **100's of general public facilities** ranging from City Hall to facilities that support various City departments
– **21 community centers** provide after-school programming, adult continuing education, athletic fields, swimming pools, and countless enrichment activities
– **25 fire stations and support facilities** that support the City's Fire Department

– **4 police precincts and support facilities** that are home to the City's Police Department
– **8 branch libraries and 1 main library** located throughout the city provide access to printed and digital resources to all Richmonders
– **47 public schools** including 27 elementary schools, 7 middle schools, 8 high schools, and several specialty schools.

The City is improving and replacing City-owned facilities.

There is limited funding to maintain the City's existing facilities and to build new facilities; however, the City's Biennial Capital Improvement Budget outlines priorities for incrementally addressing facility needs. Since 2001, when the last city-wide Master Plan was adopted, the City has completed many projects, including the renovation of all 8 library branches, the construction of 4 new schools, the exterior re-cladding of City Hall, the construction of a new Justice Center, and countless other projects. Given that many of the City's facilities are over 50 years old, there are many facility needs that will continue to arise.

As population shifts, the City incrementally adjusts services.

It is easy for people to move to a new house in new part of town, but it is more difficult for the City to move buildings to match shifts in population. Therefore the city-wide Master Plan needs to plan changes in land use in coordination with anticipated new/improved community services – for example, as an area increases in population, there may be a need for a new/improved school, fire station, parks, recreation facilities, and/or police station.

// TABLE 9. **Richmond Public School Enrollment, 2010, 2015**
Source: Richmond Public Schools, 2010-11, 2015-16; U.S. Census Bureau: 2010, 2011-2015 ACS 5-year Estimates.

	2010-11 Enrollment					2015-16 Enrollment				
	No. of Schools	No. of Students	Median Enroll.	Lowest Enroll.	Highest Enroll.	No. of Schools	No. of Students	Median Enroll.	Lowest Enroll.	Highest Enroll.
Elementary Schools	27	12,549	504	146 (Patrick Henry)	748 (Blackwell)	26	12,931	475	256 (Swansboro)	885 (Broad Rock)
Middle Schools	8	4,422	532	422 (Binford)	727 (Brown)	7	4,145	542	304 (Binford)	934 (Elkhardt)
High Schools	8	5,863	841	190 (Open)	1,169 (Hugenot)	8	5,654	741	176 (Open)	1,512 (Hugenot)
TOTAL	43	22,834				41	22,730			
		204,214	2010 Total City Population				220,289	2015 Total City Population		
		11%	% of city population in RPS				10%	% of city population in RPS		
		35,218	2010 Total Population Age 5-19				35,435	2015 Total Population Age 5-19		
		65%	% Age 5-19 in RPS				64%	% Age 5-19 in RPS		

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Source: City of Richmond: GIS

Explore this map
online by visiting the
interactive maps at
richmond300.com/maps

City Schools
Fire Stations
Police Stations
City Libraries
Public Parks, Plazas,
Cemeteries, Gardens
City-Owned Parcels

Consider this:

– What public facilities do you use? How would you like to change those facilities over the next 20 years?
– Where do we need more/fewer City facilities in the next 20 years?

Public Safety

Supporting safe and welcoming neighborhoods and revitalization

Crime is decreasing.

The total number of both violent crimes and property crimes has decreased since 2005, even while the city's population has increased by approximately 25,000. In 2005, there were 2,441 violent crimes and 13,142 property crimes city-wide, while in 2016 those totals decreased to 1,303 and 8,863 for violent and property crimes, respectively.

Violent crime is highly concentrated.

Violent crime is highly concentrated by neighborhood. Of all the City's 148 neighborhoods, the 19 neighborhoods with the highest number of total violent crimes in 2016 accounted for half of the city-wide total.

Violent crime correlates directly to poverty.

Neighborhoods that saw the most violent crime in 2016 are also those neighborhoods that are most affected by poverty. The Census Block Groups in which those 19 highest-violent-crime neighborhoods are located have a poverty rate of 34.4%, which is almost 10 points higher than the city-wide rate of 25.5%. In fact, nearly 40% of the City's total population living in poverty reside in those 19 neighborhoods.
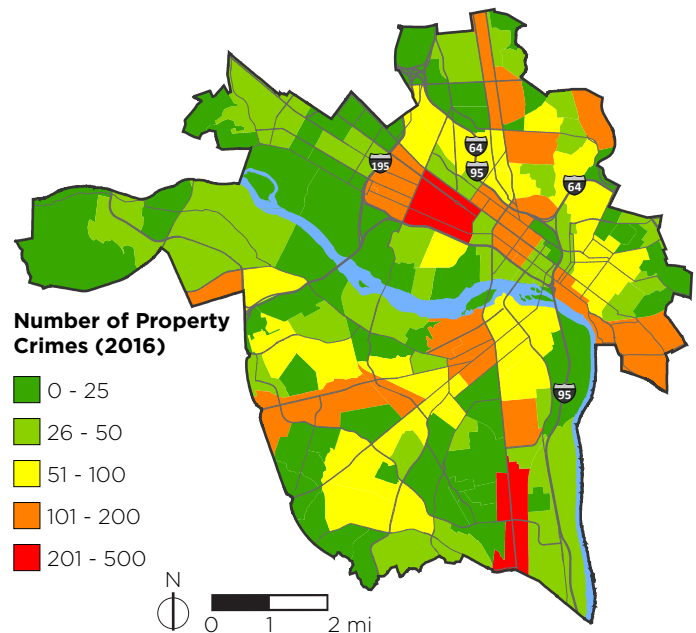
// FIGURE 43. **Violent Crimes by Neighborhood, 2016**
Source: City of Richmond: Police Department

Number of Violent Crimes (2016)

- 0 - 5
- 6 - 15
- 15 - 25
- 26 - 40
- 41 - 64
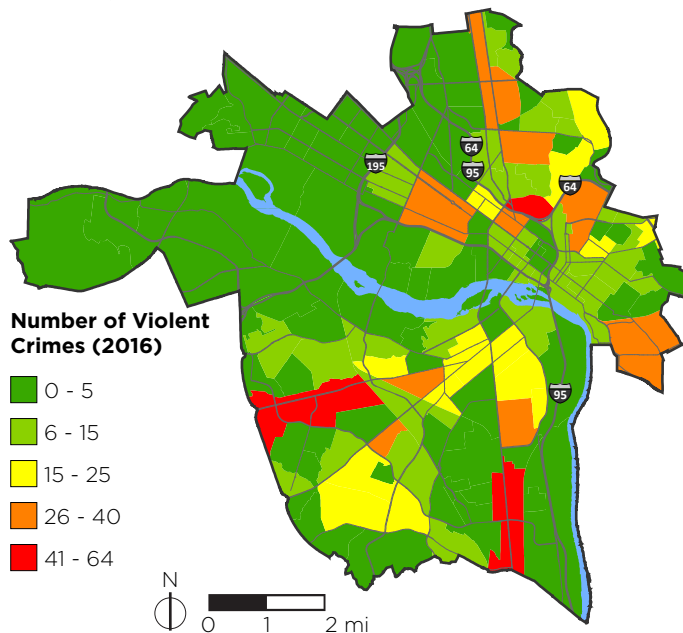
// FIGURE 42. **Property Crimes by Neighborhood, 2016**
Source: City of Richmond: Police Department

Number of Property Crimes (2016)

- 0 - 25
- 26 - 50
- 51 - 100
- 101 - 200
- 201 - 500

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// FIGURE 44.   **Police Precincts and Crime Trends**
Source: City of Richmond: Police Department, U.S. Census Bureau: 2010 Census

Crimes per 1,000 Persons

■ Violent Crimes
■ Property Crimes

4th Precinct
	2005	2010	2016
Property	77.5	56.1	52.6
Violent	14.5	9.0	8.2

3rd Precinct
	2005	2010	2016
Property	51.6	31.7	32.6
Violent	5.4	3.4	2.4

1st Precinct
	2005	2010	2016
Property	77.7	49.2	51.5
Violent	19.5	13.1	10.3

2nd Precinct
	2005	2010	2016
Property	63.6	41.2	47.3
Violent	15.5	8.8	8.7
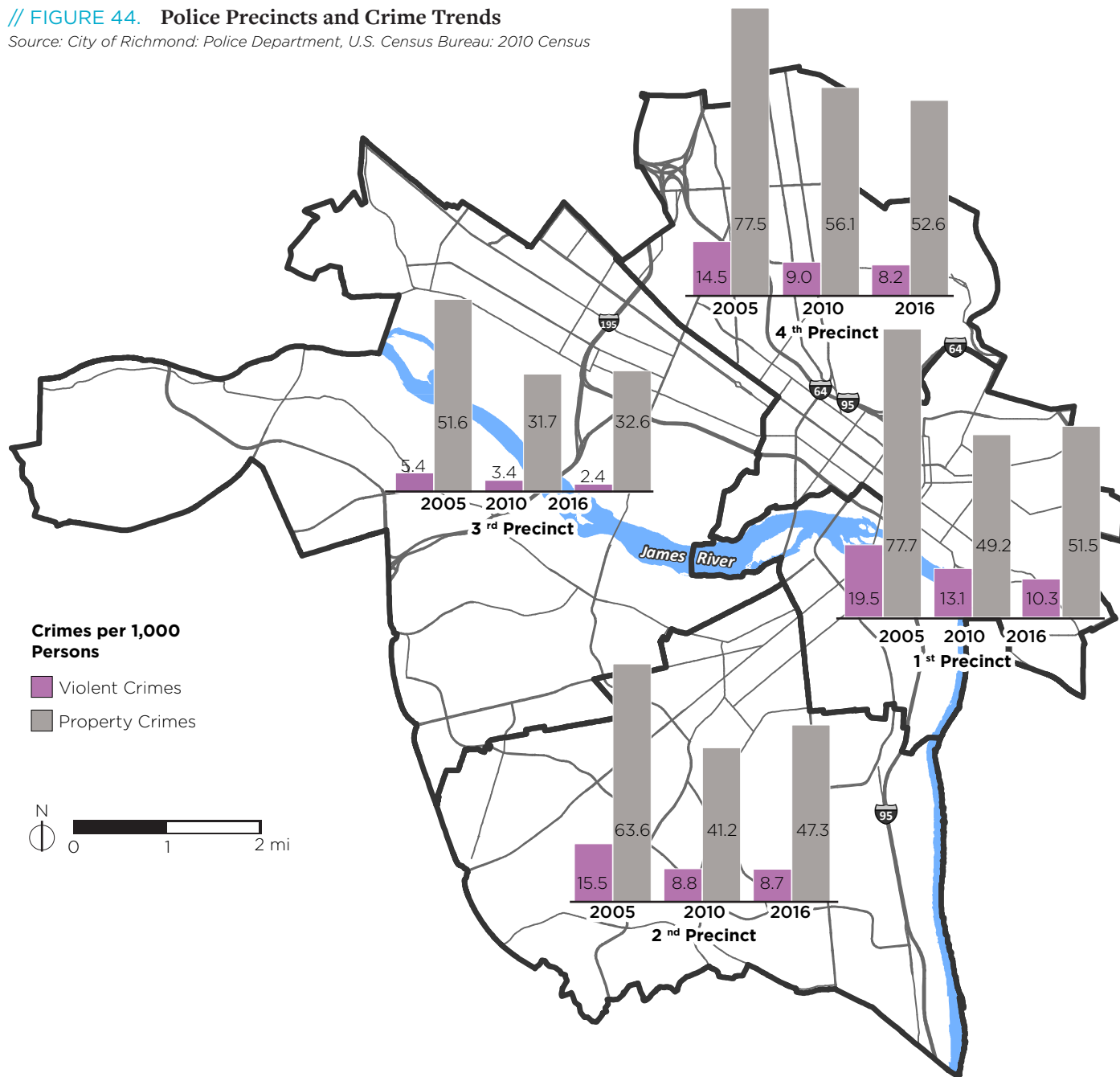
Consider this:

– How does public safety correlate to population growth and economic development?
– How is public safety related to the built environment, public health, and education?

Culture & Tourism
Growing minds in arts, culture, and recreation

In 2015, the Richmond Region welcomed 7 million visitors who spent $2.2 billion.

According to the Richmond Region Tourism, 31% of the $2.2 billion spent by tourists in 2015 was spent in the City of Richmond and the city is home to 6 of the Region's top 10 tourist destinations. From 2010 to 2015, the number of visitors to the Richmond Region grew by 17% and the revenue generated by the visitors increased by 27%. Richmond Region Tourism says that visitors are drawn to Richmond's creative economy and natural splendor.

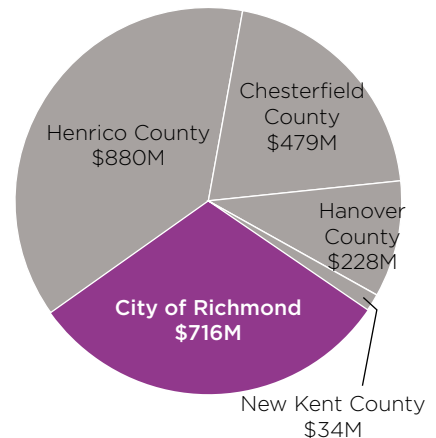### "While you weren't looking, Richmond got cool." – Frommer's

Richmond is a food and beer destination. Since the passage of SB 604 in 2012, which allowed breweries to serve beer without serving food, the Richmond Region has gone from 2 breweries to over 30. Richmond restaurants and bakeries have received national acclaim. While Richmond's 11% population growth since 2010 has created a larger market for local food establishments, the growth of the tourism industry in Richmond is bringing Richmond's "coolness" to a national stage. Richmond is routinely listed on national lists, most recently, #7 of Trip Advisor's *Ten Top Destinations on the Rise in the U.S.* and #7 on the Lonely Planet's *2018 Best in the U.S.*

Richmond's diverse festivals attract thousands of visitors.

From flying dogs and paddleboards at Dominion River Rock to jazz at Maymont or food at the Second Street festival, there is an event for everyone in Richmond. The Folk Festival alone attracts over 200,000 people annually and Richmond hosts a variety of outdoor cultural events that add to the boom of tourism in the region.
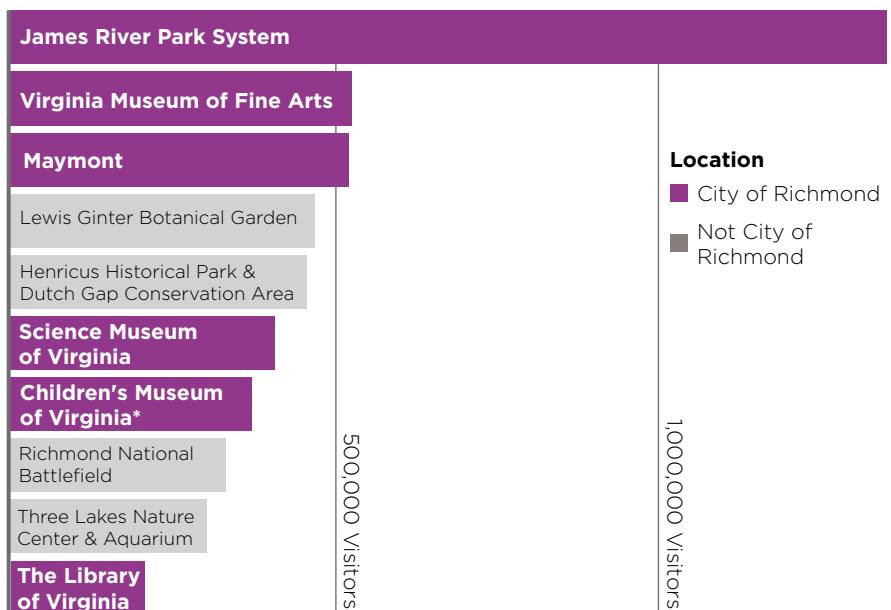
// FIGURE 46. **Visitor Spending by Region, 2015**
Source: Richmond Region Tourism: Impact of Tourism, 2016

- Henrico County $880M
- Chesterfield County $479M
- Hanover County $228M
- City of Richmond $716M
- New Kent County $34M

// FIGURE 45. **Top Ten Attraction Attendance in 2015**
Source: Richmond Region Tourism: Impact of Tourism, 2016

- James River Park System
- Virginia Museum of Fine Arts
- Maymont
- Lewis Ginter Botanical Garden
- Henricus Historical Park & Dutch Gap Conservation Area
- Science Museum of Virginia
- Children's Museum of Virginia*
- Richmond National Battlefield
- Three Lakes Nature Center & Aquarium
- The Library of Virginia

500,000 Visitors

1,000,000 Visitors

Location
- City of Richmond
- Not City of Richmond

The Children's Museum of Richmond has locations in Richmond, Chesterfield, and Henrico

Consider this:
- How are art, cultural, recreational, and educational institutions shaping Richmond's economy and improving the lives of Richmonders?
- What is your favorite attraction in Richmond? Why?

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University Enrollment, '00-'01, '17-'18
Source: State Council of Higher Education for Virginia. 2000-2001, 2017-2018
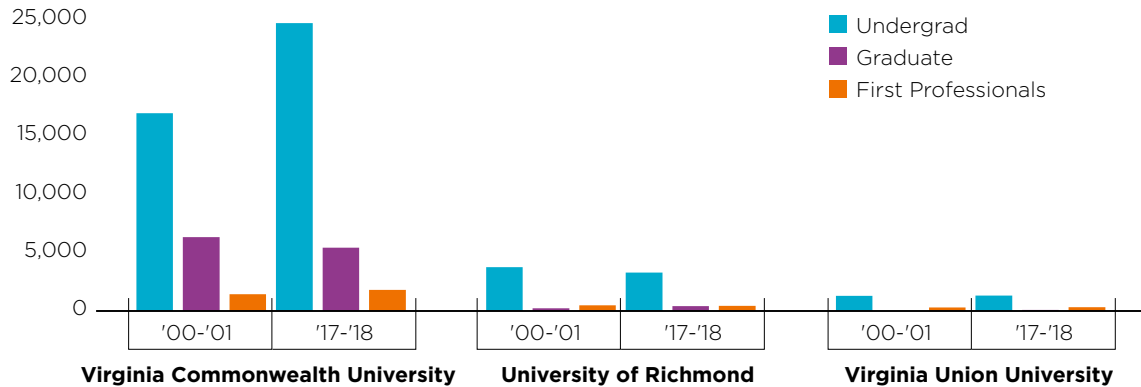
Public Art in Richmond is everywhere.

The City's Public Art Commission has unveiled four major installations in the past three years: the Maggie L. Walker statue, the rings at the foot of the T. Tyler Potterfield Memorial Bridge, a medallion at the Hull Street Court House, and a sculpture at Fire Station 17. In addition to the 44 works installed by the Public Art Program, the city is home to over 100 other pieces of public art. The City is set to adopt the *Public Art Master Plan* in 2018.

140+ murals adorning Richmond's built environment.

A surge in mural arts throughout the city has blossomed in the past few years, adorning typical surfaces like buildings, but also unconventional areas like the Flying Squirrels baseball stadium. From 2012 to 2017, the Richmond Mural Project commissioned 100 murals. Founded in 2012, the RVA Street Art Festival is a placemaking and community revitalization event that brings nationally- and internationally-recognized muralists to paint murals on surfaces in underutilized areas that are ripe for redevelopment.

Richmond is a top city to be an independent moviemaker.

According to Moviemaker.com, Richmond is emerging as a minor film hub and in 2017 was recognized as a top 10 small city to be an independent moviemaker. Large productions have used Richmond as a setting for productions, such as *Mercy Street*, *Homeland*, and *Lincoln*.

Over 735 arts-related businesses are growing and creating a vibrant arts & innovation sector.

The 2017 *Arts & Economic Prosperity 5* report by Americans for the Arts estimates that the non-profit arts and culture sector generates $360.1 million in economic activity in the Richmond Region. These organizations range from large performing arts organizations to tiny galleries and social-impact organizations like Art 180, which offers outlets for creative expression for youth living in communities with high poverty, violent crime, substance abuse, and other challenges. Richmond is home to innovative print shop Studio 23, Art on Wheels, Ebizu Muntu Dance, the Science Museum of Virginia, Children's Museum, the Virginia

Museum of Fine Arts, the Black History Museum, the new Institute for Contemporary Art at VCU as well as over 25 independent galleries and 16 independent theater companies. The Richmond Symphony, Virginia Opera, Latin Ballet, and Virginia Repertory Theater are also performance anchors of the thriving arts and culture community with over 735 arts related businesses that employ over 3,000 people in the city limits alone.

Richmond's universities are major attractions for students, faculty, research, and culture.

VCU, the largest university in Richmond, is ranked as the #1 public institution for fine arts in the country. According to the State Council of Higher Education for Virginia, in the 2017-2018 academic year, 85% of post-secondary students in Richmond were VCU students. VCU's student population increased by 29% (6,970 students) from '00-'01 to '17-'18 and on-campus students nearly doubled from 2,602 to 5,061 During that same period, the University of Richmond's student population decreased by 7% (302 students) and Virginia Union University's student population increased by 9% (131 students).

How much will we grow by 2037?

In 2017 the City's population was approximately 227,000. By 2037 will the population hit 260,000 (0.76% growth rate), 300,000 (1.57% growth rate) or 340,000 (2.5% growth rate)? Between 2010 and 2015, Richmond's annual growth rate was 1.5%. No one truly knows how much we will grow in the next 20 years but we can plan for our growing population.

The *Richmond 300: A Guide for Growth* plan will help us plan for the harmonious growth of our city. We are just beginning to develop the update to the city-wide Master Plan. Join us in a conversation on how we will grow!

A lot can change in 20 years.

Back in 2001, when we completed our last city-wide Master Plan, the city was a fairly different place:

- Richmond was home to 30,000 fewer residents.
- The VMFA did not have a modern addition – the expansion and new campus design was unveiled in 2010.
- We did not have a Folk Festival – it was established in 2005.
- The Mayor was elected by City Council - we switched to a strong mayor format in 2004.
- Nokia was the largest cell phone provider. The Motorola Razr was released n 2003 and the iPhone in 2007.
- We rented movies from 6,500+ Blockbusters nationwide.
- VCU had 7,000 fewer students

// FIGURE 48. **Historic and Projected Population, 1910-2037**
Source: U.S. Census Bureau: 1910, 1950, 1970, 2000 Censuses, 2017 Population Est.
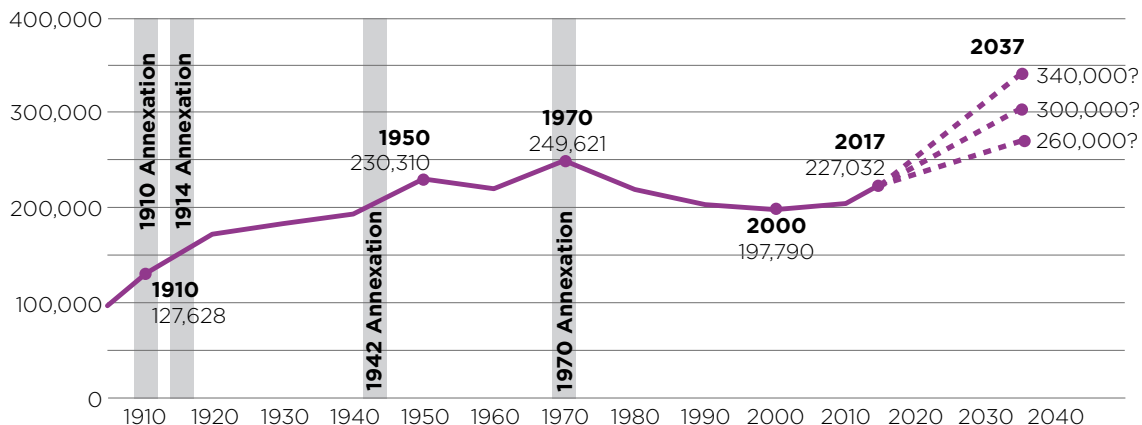
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We're hosting public meetings in fall 2018!

Join our email list at richmond300.com and follow us on social media so you learn when and where the meetings will be.