



Diamond District: Request for Interest

2ND AND 3RD DISTRICT JOINT MEETING
January 19, 2022

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Introduction

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Diamond District Site Map

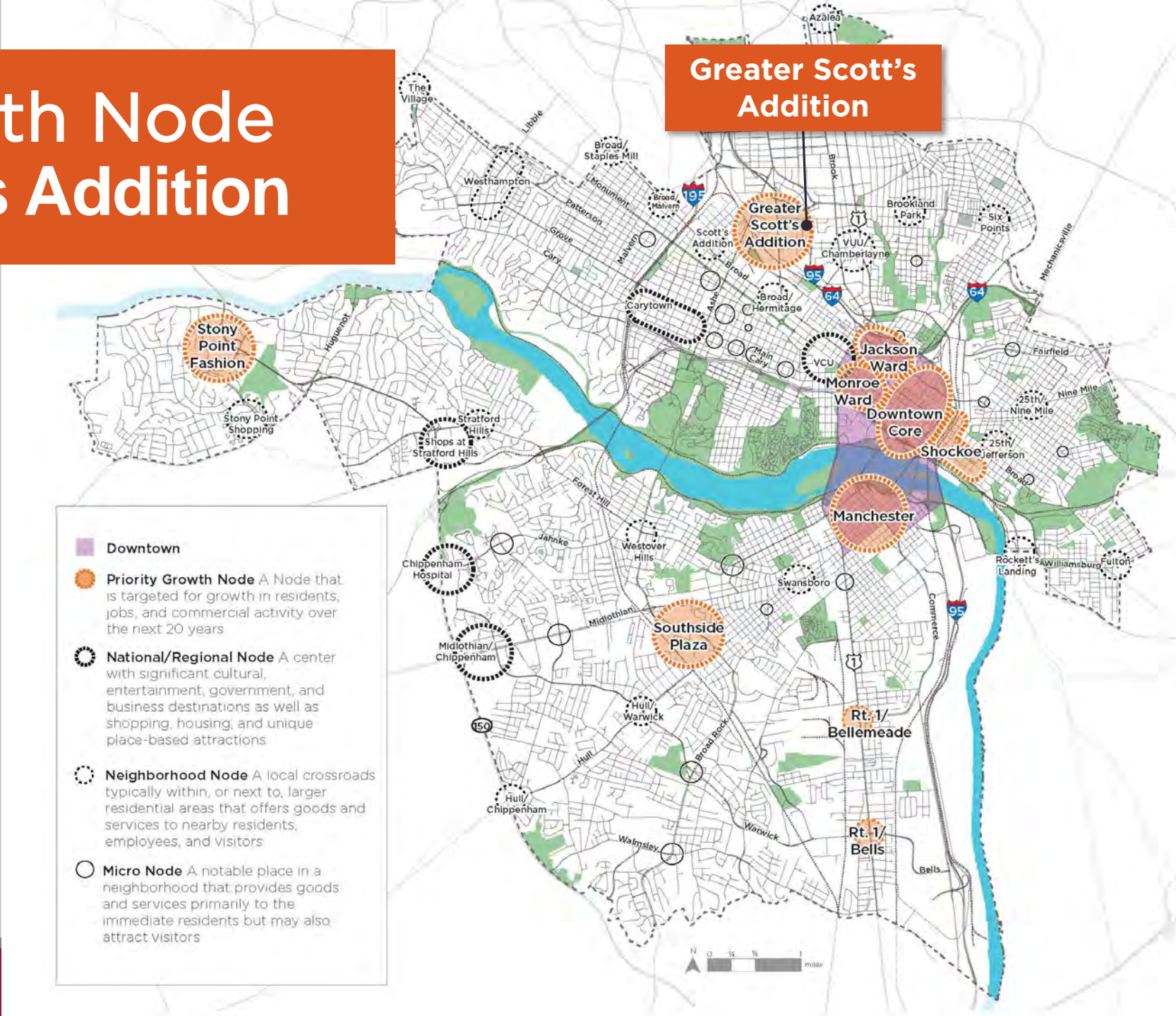


Timeline



Priority Growth Node Greater Scott's Addition

- Hosted three meetings in July 2019, December 2019, and February 2020
- Collected nearly 1,000 surveys on the elements to include in Greater Scott's Addition
- Collected nearly 150 comments on the first version of the Framework Plan



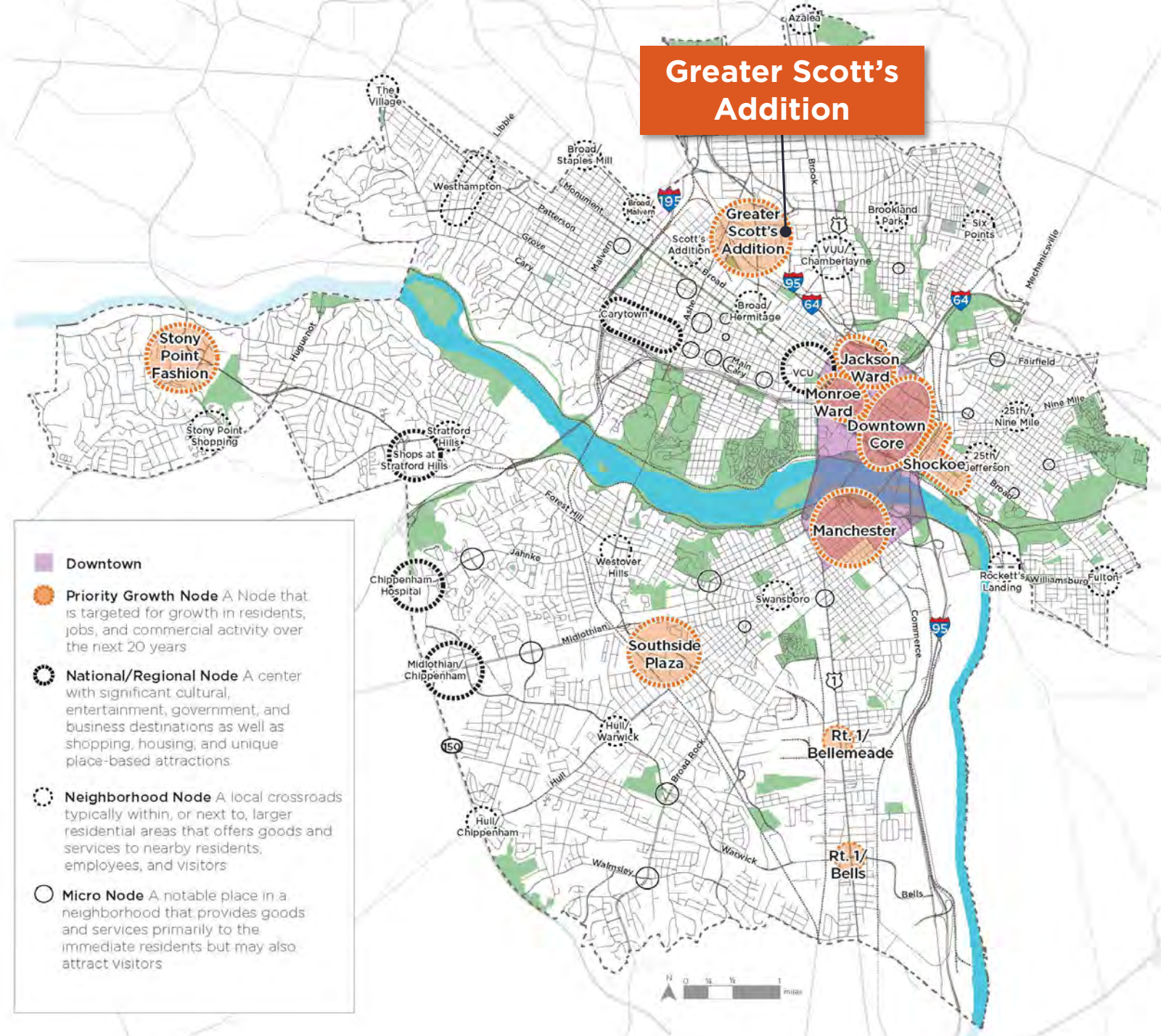
Learning from Other Neighborhoods

- Extroverted
- Housing Variety
- Open Space
- Gathering Places
- Local and Regional
- Destination and Livable



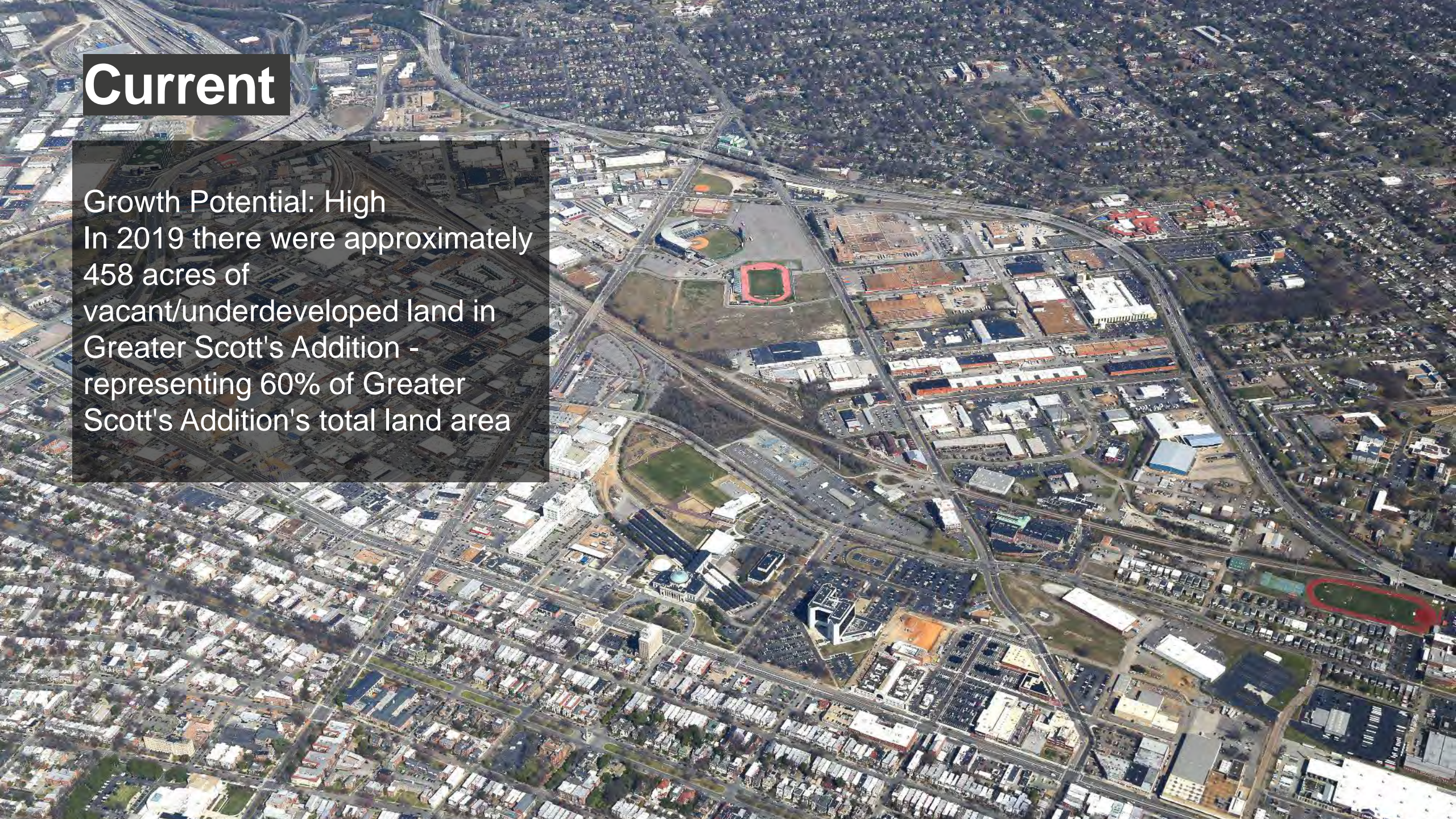
Vision

In 2037, Greater Scott's Addition is home to a series of neighborhoods that provide new employment and housing developments connected by a series of open spaces and a transportation network that support families and aging-in-place. The variety of housing options and employment in Greater Scott's Addition provide opportunities for low-income, moderate-income, and high-income households. The Diamond is demolished and a new multi-purpose stadium is constructed along Hermitage. The new stadium is activated with active uses along Hermitage and a public plaza. Visitors to Greater Scott's Addition have the option to safely arrive by foot, bike, transit, or car. Parking is centralized in a few parking garages to encourage users to park once and visit multiple destinations. A signature public park between Ashe and Hermitage serves as a central convening space and is connected with greenways to multiple smaller public parks.



Current

Growth Potential: High
In 2019 there were approximately 458 acres of vacant/underdeveloped land in Greater Scott's Addition - representing 60% of Greater Scott's Addition's total land area



Future



The Diamond Site – Current



The Diamond Site - Future



Arthur Ashe Boulevard - Current



Arthur Ashe Boulevard - Future



Prototypical Complete Street

Large trees to provide shade, reduce heat island, and dampen street noise

Stormwater infrastructure in public open space

Local small businesses

Safe pedestrian crossings

Wide sidewalks

Permeable Pavement

Bioretention planters to filter storm water

Large connected soil volumes produce large trees

Protected Bike Lane

Infiltration where applicable

Centralized utilities



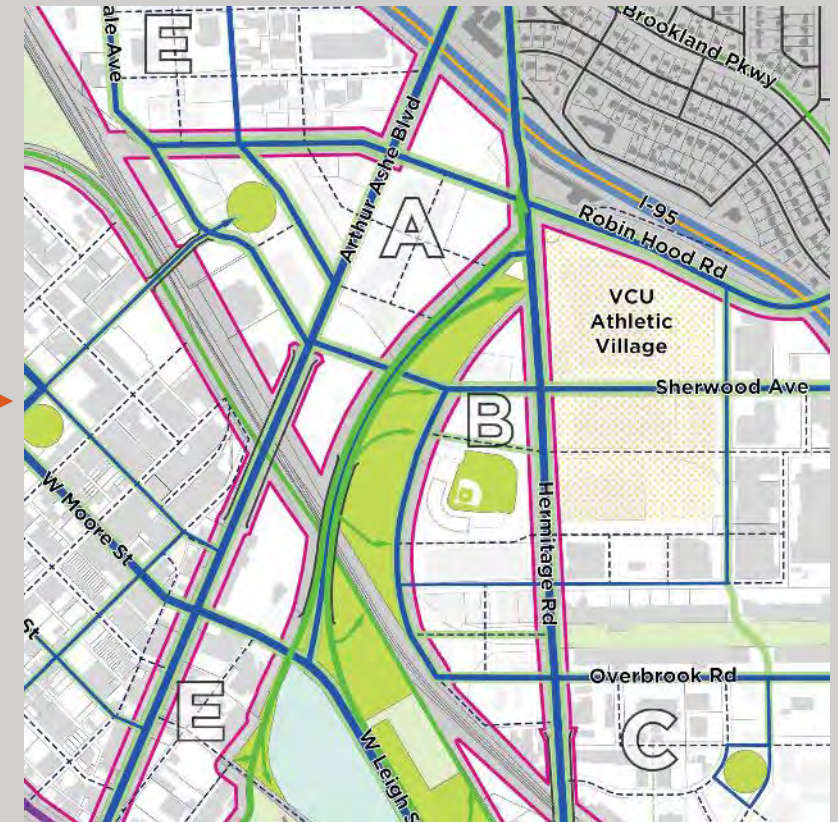
Changes to the Plan

- New baseball stadium west of Hermitage Rd surrounded by mixed-use development
- Sports Backers Stadium replaced east of Hermitage Rd

February 2020 Plan



Revised Plan
(in final R300 Plan)



Framework Plan - Districts

A Gateway District

Regional destination for offices, shopping, and entertainment with landmark architecture

B Ballpark & Entertainment District

Lively community integrated with entertainment and a new sports venue

C Ownby District

A core of dense mixed-use development employing the latest in sustainable practices relating to energy and water on a district scale

D Allison District

Dense, compact transit-oriented mixed-use development anchored by a reconnected street grid

E Industrial Mixed-Use

Continued evolution of Scott's Addition combining entertainment, residential, office and industrial uses

F Office Park

Secure office park

Framework Plan



Public Land



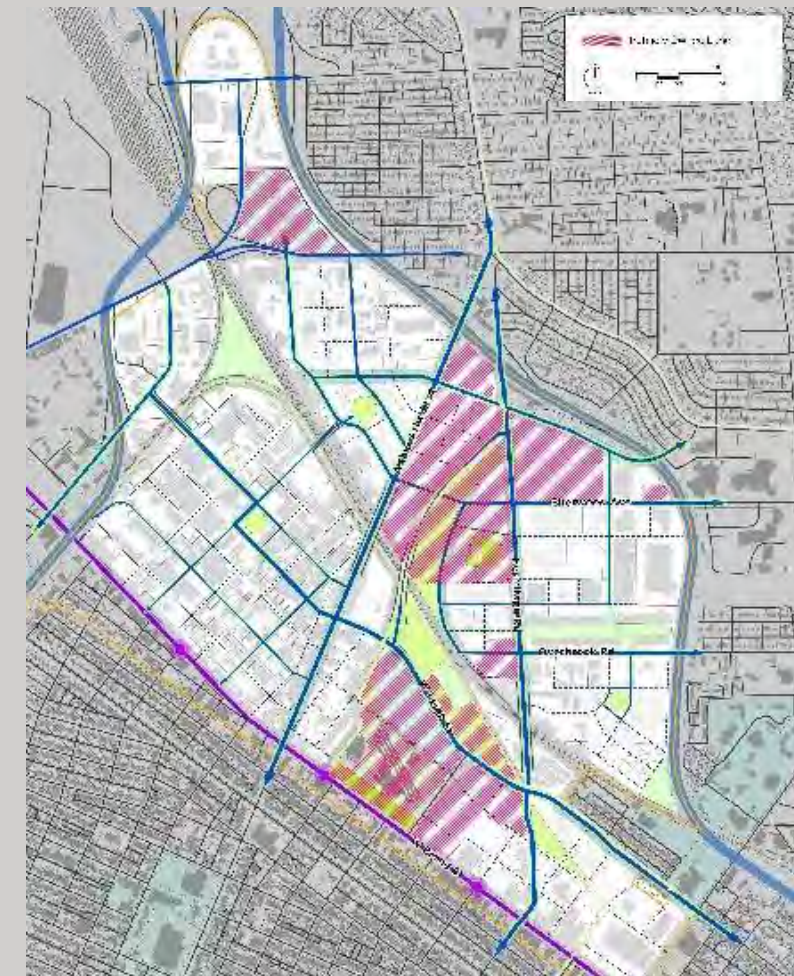
Framework Plan – Open Space Network

- 1 **Ballpark and Plaza**
Vibrant outdoor space activated by the baseball stadium
 - 2 **Northern Park**
Urban public space with passive lawns and a relaxing atmosphere with integrated green infrastructure to support water quality
 - 3 **Landmark Bridge**
Bridge over the CSX tracks connecting the parks and development on the north side to the Pulse Corridor
 - 4 **Southern Park**
Public space with sports fields and active-use areas for youth. Integrated green infrastructure to support water quality
 - 5 **Municipal Flex Site**
Space to meet future community needs including: a school, library, museum, rec center or public space
 - 6 **Pedestrian Bridges**
Safe and comfortable urban bridges over the train tracks
 - 7 **Neighborhood Parks**
Small nodes of public space in which neighborhood activities are centered
- Complete Streets**
Streets for everyone designed and operated to enable safe access for all users, including pedestrians, bicyclists, motorists and transit riders incorporating green infrastructure

Framework Plan



Public Land



Future



Priority Next Steps

Rezone

Rezone Greater Scott's Addition in alignment with the Future Land Use Plan (Goal 1)

Request for Proposals

Issue a Request for Proposals to redevelop the City-owned land between Ashe Boulevard and Hermitage Road using the Greater Scott's Addition Framework Plan and including elements such as a grand park and low-income housing (Goal 2, Goal 14, Goal 17)

Street Grid

Break up super blocks to create a street grid with streets that incorporate features that support walking, biking, and transit such as sidewalks, street trees, buildings built to the street, and street furniture (Goal 4, Goal 8, Goal 9)

Great Streets

Transform Arthur Ashe Boulevard and Hermitage Road into Great Streets featuring buildings addressing the street, street trees, lighting, enhanced transit, and other amenities (Goal 9)

Bridges

Increase connectivity and access between neighborhoods in Greater Scott's Addition by create new bridges from Leigh Street to the Diamond, Mactavish Street to Rosedale Avenue, to Norfolk to Hamilton Street (Goal 9)

Marketing

Market Greater Scott's addition to grow, retain, and attract businesses in the target industries (Goal 11)

Low-Income Housing

Encourage the creation of housing for low-income households within Greater Scott's Addition (Goal 14)

Green Infrastructure

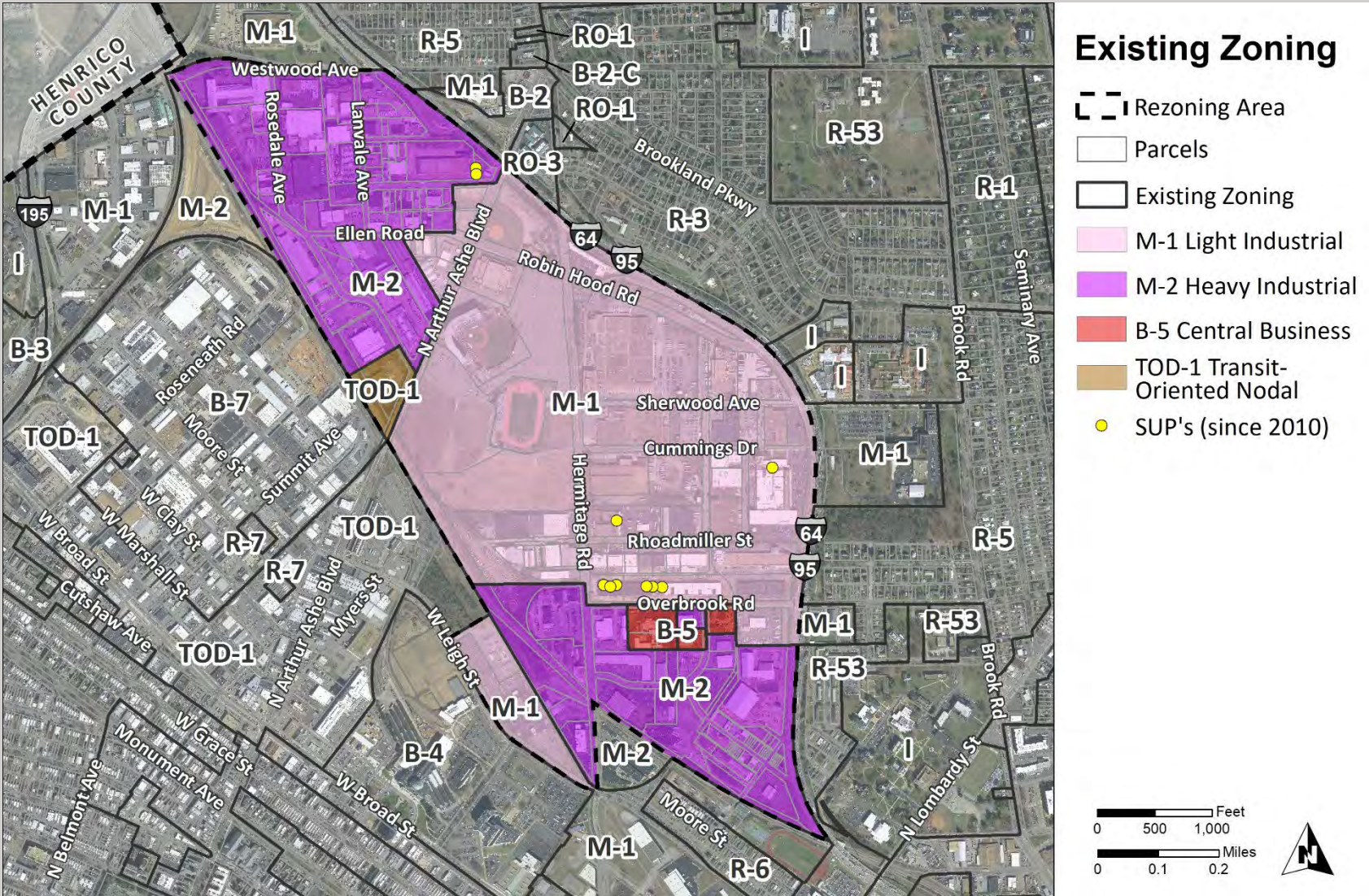
Reduce stormwater runoff by developing district-wide green infrastructure system to reduce flow of stormwater into the Combined Sewage System, reduce the heat-island effect, and increase the tree canopy (Goal 16, Goal 17)

Parks

Develop a series of parks, including a signature Crescent Park, and investigate a funding source for park creation and maintenance, such a bond or a special park district assessment to fund more parks in the area (Goal 17)



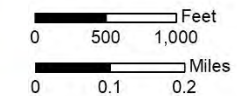
Previous Zoning



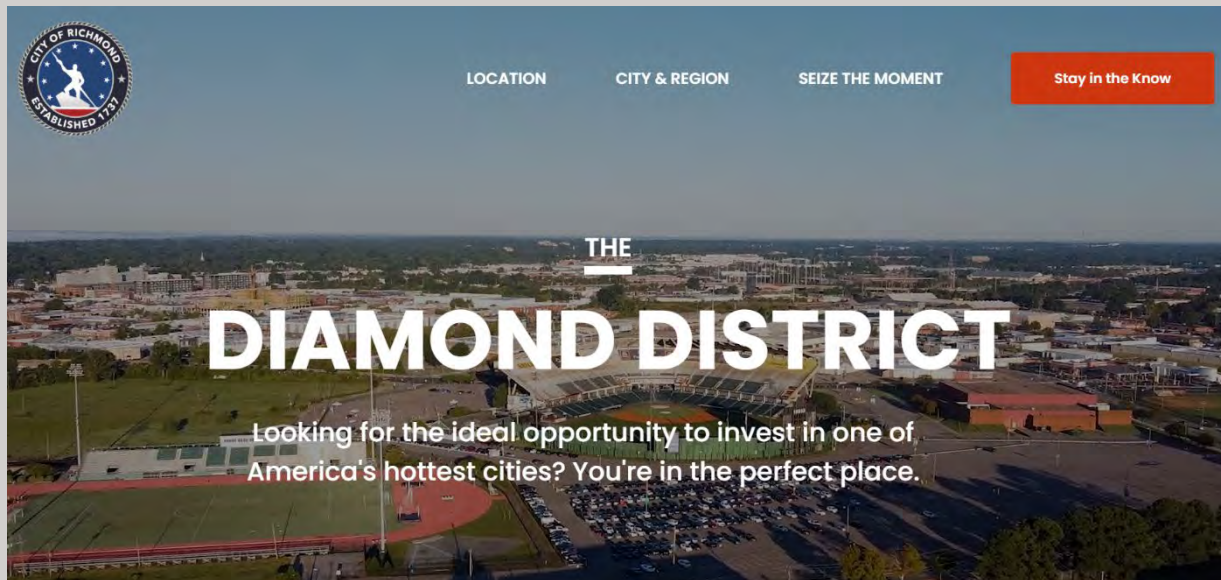
 Proposed/Existing Zoning

 Parcels

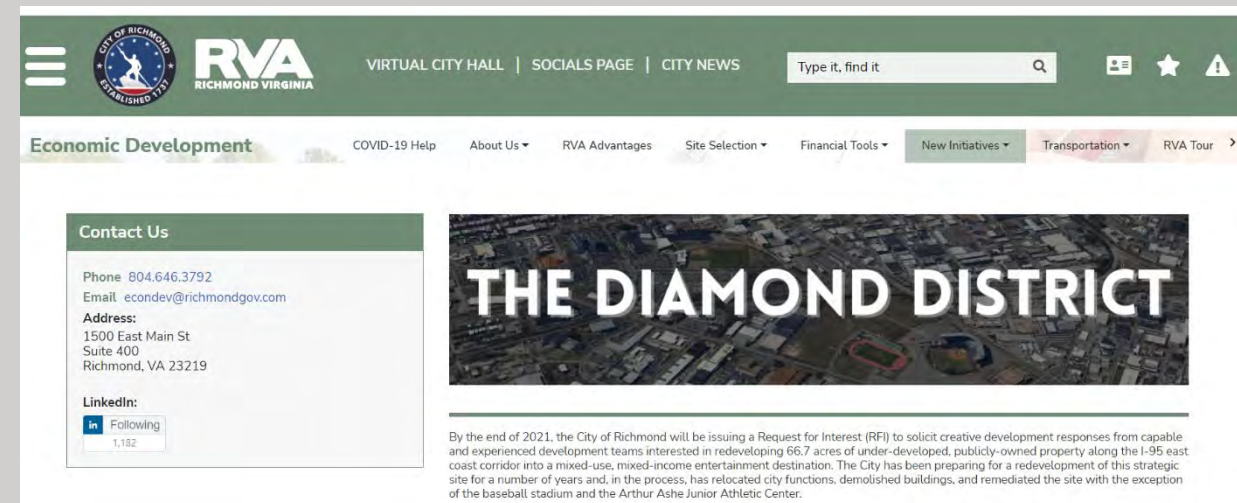
-  B-5 Central Business
-  B-7 Mixed-Use Business
-  TOD-1 Transit-Oriented Nodal



Marketing



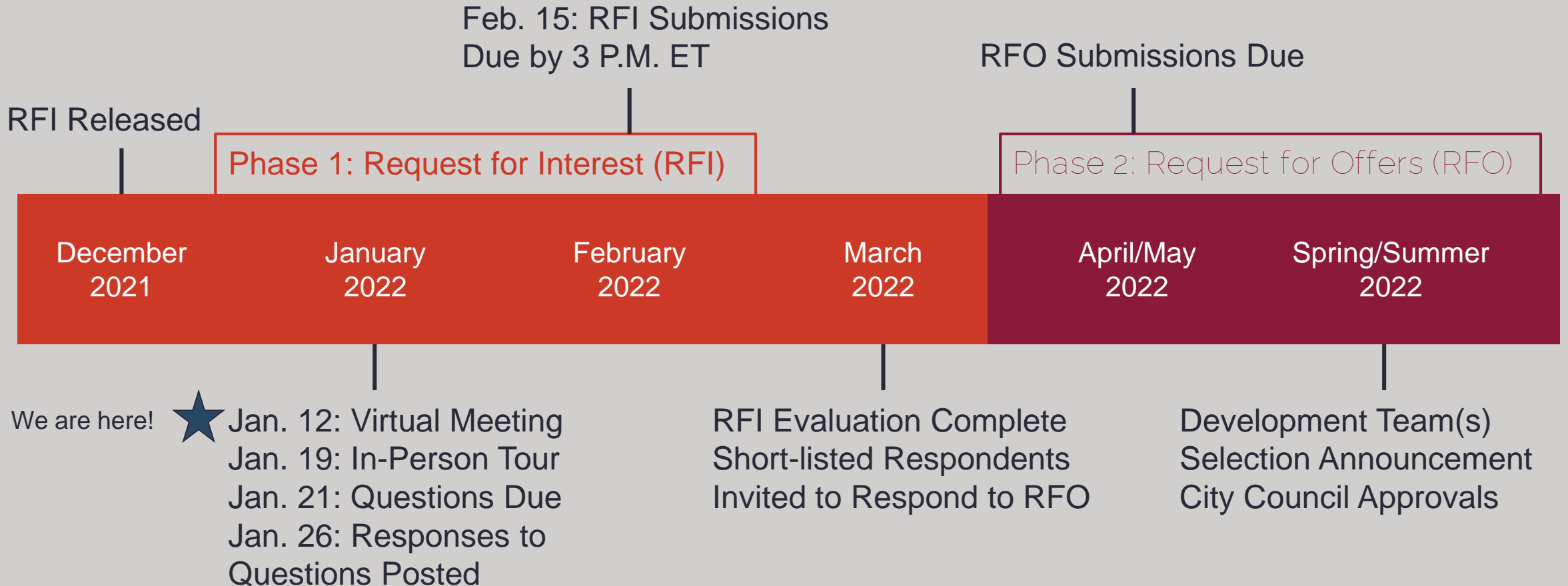
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Timeline



RFI Goals

Development components

- Infrastructure & Public Open Space
- Baseball Stadium
- Sports Backers & Arthur Ashe Jr. Athletic Center
- Office, Residential, Hotel, & Retail
- Parking, Transit, and Bicycle & Pedestrian
- Phasing
- Quality Design & Sustainable Development



RFI Goals

Community

- New Neighborhood
- Families and Children
- Connectivity
- Sustainable District
- Legacy
- Employment
- Diversity
- Minority Business Enterprises and Emerging Small Businesses



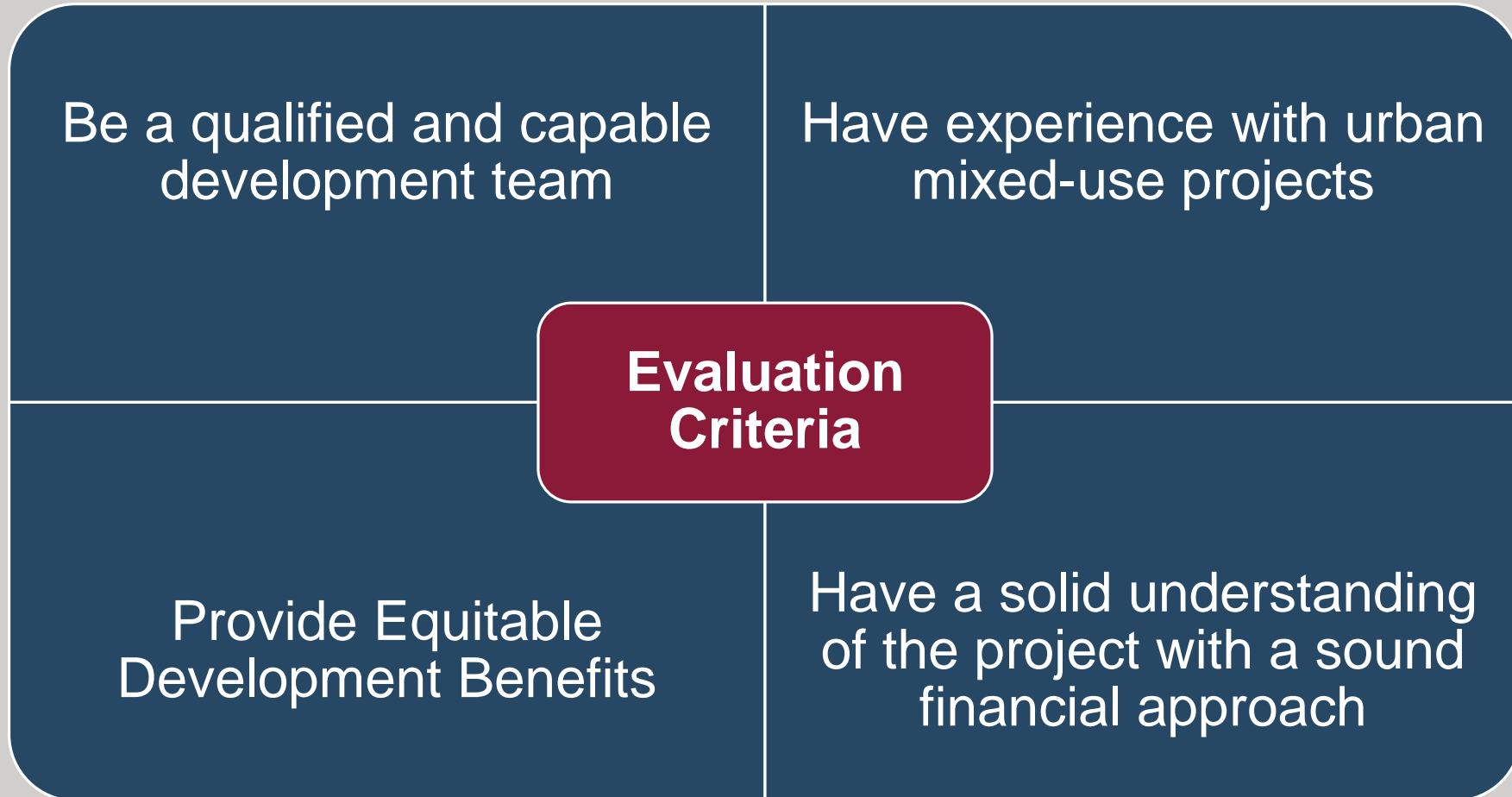
RFI Goals

Fiscal components

- Revenue
- Financing
- Community Fund



RFI Evaluation Criteria



Upcoming Key Dates

- Friday, January 21st: Questions from Developers Due by 11:59 P.M.
- Wednesday, January 26th: Responses to Questions Posted
- Tuesday, February 15th: RFI Submissions Due by 3 P.M.



Questions?

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