



# **RICHMOND CODE REFRESH ENGAGEMENT STRATEGY & STAKEHOLDER MAPPING**

R300 CoRe Advisory Council  
June 12, 2024





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# ABOUT BRICK & STORY

## Firm Name

Brick & Story

## Type of Organization

Urban consultancy practice focused on telling the stories of the built environment and the people who live, work, and play within its spaces.

## Size of Firm

11

## Years in Business

7 Years

## Company Contact Information

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brickandstory.com

## Where We Work

DC-based with a reach along the East Coast and beyond.

## Our Expertise

Brick & Story provides engagement strategy and implementation, facilitation and convening, creative storytelling, and planning and policy support services to real estate developers, non-profits, urban planning, housing, and economic development agencies, and other organizations whose work is centered in the built environment.

# OUR TEAM



**LaToya Thomas**  
Principal & Founder



**Emily McKnight**  
Project Manager



**Monishka Jhaveri**  
Assistant Project Manager



**ENGAGEMENT STRATEGY**

# ENGAGEMENT REACH

Some communities in the city were underrepresented during Richmond 300's engagement efforts.

We recognize how critical it is close these gaps in engagement, especially given the history of zoning in Richmond.

# TARGET GROUPS FOR OUTREACH



# 5 PHASES OF ENGAGEMENT



**Phase 1: Project Initiation** (April-May 2024)



**Phases 2 - 4: Pattern Book, Frameworks for  
New Zoning Ordinance & New Zoning Districts**  
(June - Oct 2024)



**Phase 5: Development of Draft and Final  
Zoning Ordinance** (Nov 2024 - Jan 2026)

# PHASE 1: PROJECT INITIATION (APR-MAY 2024)

Phase 1 will focus on developing the framework for engagement.

## KEY ACTIVITIES



Develop framework for Community Volunteers/Ambassadors



Launch project website (led by the City)



Refine Engagement Strategy



Stakeholder Mapping



# PHASE 2-4: PATTERN BOOK, FRAMEWORKS FOR NEW ZONING ORDINANCE & NEW ZONING DISTRICTS (JUN-OCT 2024)

Phases 2-4 will overlap with each other and incorporate three engagement touchpoints, as well as ongoing activities.

## TOUCHPOINT 1: PROJECT KICKOFF EVENT: WHAT IS ZONING, AND WHAT DO WE WANT FROM IT? (JUNE 2024)



Zoning 101  
Webinar



Panel  
Discussion  
about Zoning in  
Richmond



Open House/Workshop  
for preliminary vision of  
zoning ordinance

## TOUCHPOINT 2: DRAFT PATTERN BOOK AND ZONING ORDINANCE/DISTRICT FRAMEWORKS (JULY-AUGUST 2024)



Public Meeting/Open  
House/Workshop to solicit  
feedback on draft pattern  
book, high-level draft zoning  
ordinance, and district  
frameworks



Pop-up engagements at  
targeted community nodes  
to solicit more feedback

## TOUCHPOINT 3: REVISED ORDINANCE/DISTRICT FRAMEWORKS & DRAFT CHANGES TO EXISTING ORDINANCE (SEPT 2024)



Public Meeting to  
present selected  
metrics to be used to  
amend the ordinance  
in the short term



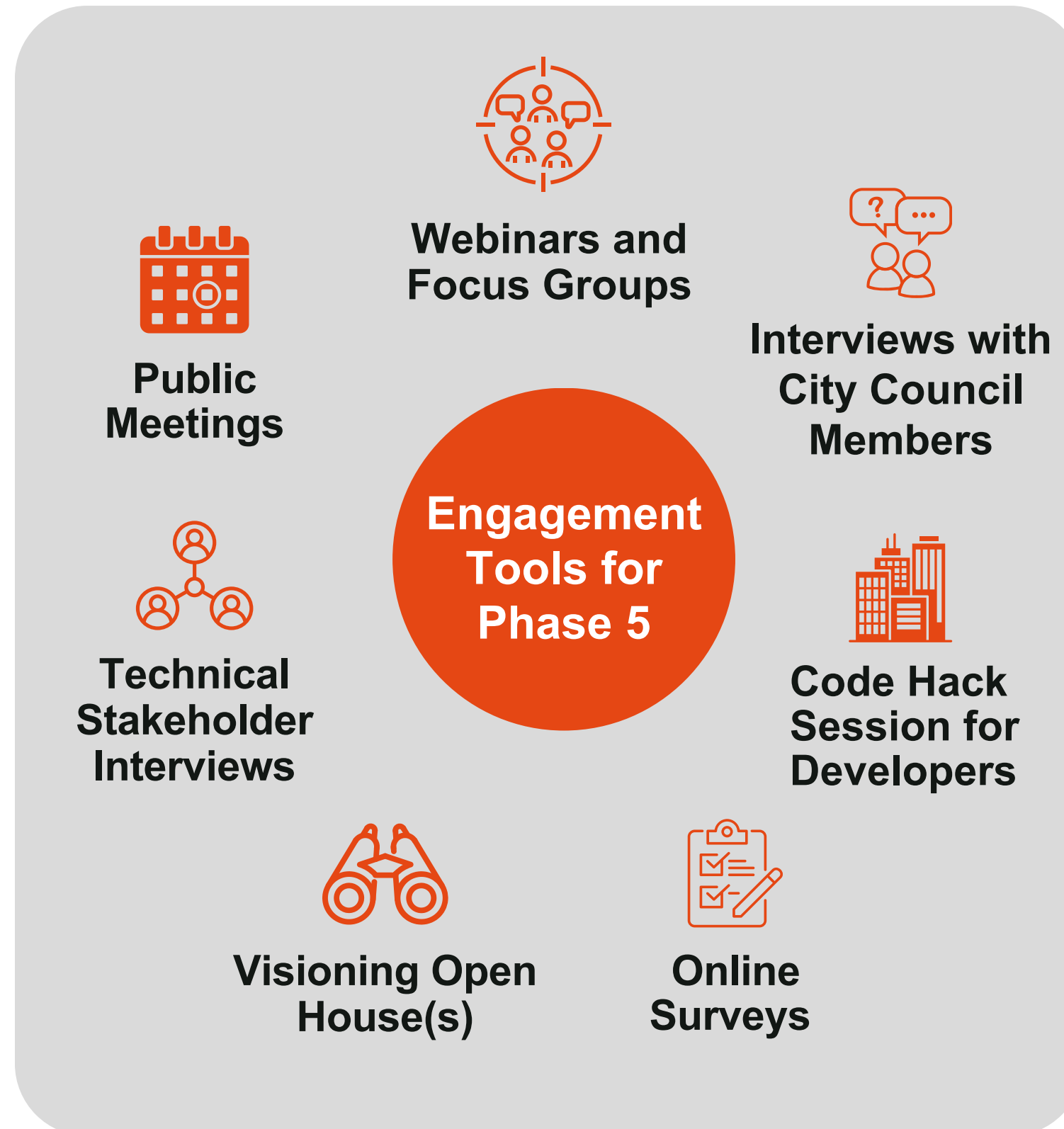
Share summary  
results from  
previous  
engagement



Public Meeting/Open  
House/Workshop to  
share revised pattern  
book and solicit  
feedback

# PHASE 5: DEVELOPMENT OF DRAFT AND FINAL ZONING ORDINANCE (NOV 2024-JAN 2026)

Phases 5 will be further developed and refined during the development of the draft frameworks in Phases 3 and 4.



## Potential Engagement Themes:

- **Envisioning Future Richmond**
  - What is great about it now?  
What is missing?
- **How can Zoning Support this Vision?**
- **Opportunity for New Housing**
  - Where and how much?
- **The Future of the Built Form**
- **Accessory Dwelling Units**
  - Is this a valuable tool for Richmond?

# UPCOMING EVENTS



## Zoning 101 Webinar

- **Monday, June 24, 11:30am-12:30pm**
- **Tuesday, June 25, 6pm-7pm**




## Looking Back and Moving Forward

- **A Panel Discussion on Richmond's Zoning Code Refresh**
  - **Thursday, July 11, 6pm-8pm**
  - **University Learning Center @ VCU,  
1000 Floyd Avenue, Room 1201**

**To learn more about this project and sign  
up for updates, visit:**

<https://www.rva.gov/coderefresh>



# **DISCUSSION AND STAKEHOLDER MAPPING EXERCISE**