

COMMUNITY AMBASSADOR PROGRAM OVERVIEW

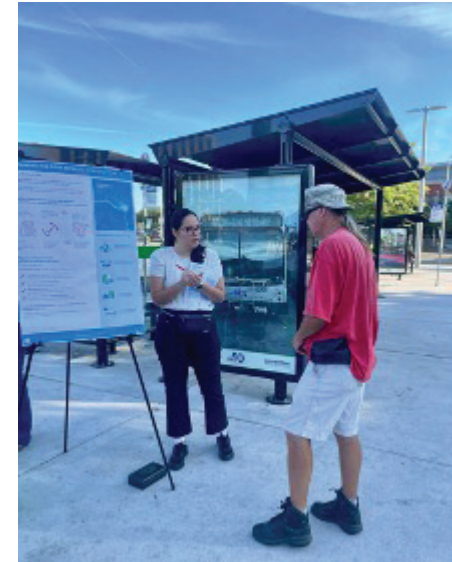
February 4, 2025

**City of Richmond
Code Refresh**



SUMMARY OF ENGAGEMENT TO DATE: KEY ACHIEVEMENTS

- + ***Development of Project Website*** in partnership with the City of Richmond
 - + ***2 Zoning 101 Webinars***
 - + ***2 Open Houses***
 - + ***1 Zoning Panel Discussion***
 - + ***2 Priority Stakeholder Roundtables*** with renters and Latino residents
 - + ***5 Pop-Up Engagements*** at community hubs (with particular emphasis on Southside)
 - + ***9 External Stakeholder Interviews***
 - + ***7 Monthly Zoning Advisory Council (ZAC) Meetings***
- ~400 Stakeholders Directly Engaged or ~20% of goal set for entire 2-year zoning update process***



KEY ENGAGEMENT TOOLS FOR 2025

ENGAGEMENT FRAMEWORK FOR 2025

- + *Panel Discussions and Open Houses (3 each)*
- + *Activations (up to 18 in total)*
- + *“Code Connect” sessions*
- + *Stakeholder and organization co-hosted roundtables*
- + *Existing organizations and civic leaders as partners and co-conveners*
- + *Richmond 300 Ambassadors as co-conveners*
- + *Neighborhood Association engagement (mostly led by the City)*
- + *Pop-Ups*

TARGETED POPULATIONS FOR ENGAGEMENT

- + *Latino households*
- + *Youth engagement*
- + *8th and 9th Districts*

2025-2026: MODULE-BASED APPROACH

- + Draft code will be delivered in three separate parts or “modules” in 2025.
- + Each module delivery will provide opportunity for detailed review and discussion by ZAC.
- + Three modules will then be revised and assembled as a complete draft.

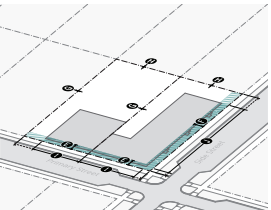
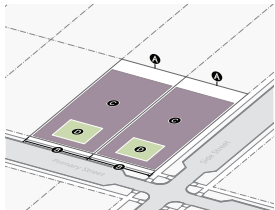
MODULE 1: DISTRICTS, USES & MAPS

ARTICLE 19-2
ZONING DISTRICTS

MIXED USE

2.5.3. MX-3 MIXED USE 3

A. SITE



1. LOT SIZE	Sec. 2.11.2.
1. Area (min)	None
2. Width (min)	
Front access	40'
Side/rear access	15'

2. COVERAGE	Sec. 2.11.4.
1. Building coverage (max)	80%
2. Outdoor amenity space (min)	10%

3. BUILDING SETBACKS	Sec. 2.11.5.
1. Primary street lot line (min/max)	0' / 10'
2. Side street lot line (min/max)	0' / 10'
3. Side lot line (min)	0'
4. Rear lot line (min)	0'
5. Alley lot line (min)	5'

4. TRANSITIONS	Sec. 2.11.6.
Transition type	Type A, B

5. BUILD-TO	Sec. 2.11.7.
Build-to width (min)	
1. Primary street	75%
2. Side street	45%

6. PARKING SETBACKS	Sec. 2.11.8.
1. Primary street (min)	20'
2. Side street (min)	5'

7. FENCES AND WALLS	Sec. 2.11.9.
Front yard height (max)	Type B 3'
Side street yard height (max)	Type C 6'
Side/rear yard height (max)	Type F 8'


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Full zoning districts, use matrix and zoning maps

MODULE 2: DEVELOPMENT STANDARDS

SIGNS

D. WALL SIGN



1. DESCRIPTION
A sign attached flat and parallel to the exterior wall of a building or structure, extending no more than 12 inches from the wall.
2. GENERAL STANDARDS
a. Not allowed above roof line or parapet.
b. May only be displayed on facades that include a customer entrance or the appearance of display windows.
c. Must contain dimensional copy that projects at least 0.5 inches through either sandblasting or projecting letters.

3. NUMBER OF SIGNS	
Maximum of 1 per lot or 30' of building frontage, whichever is greater.	
4. TOTAL SIGN AREA	
Combined area of all window, wall, painted wall, awning, canopy and projecting signs (max)	1.5 SF per linear foot of building frontage or 32 sf, whichever is greater.
5. INDIVIDUAL SIGN DIMENSIONS	
1. Area (max)	50 SF
2. Projection width (max)	1 foot

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Landscaping, transitions, signs, vehicle access, and other city-wide standards

MODULE 3: ADMINISTRATION & OTHER PROVISIONS

APPROVAL PROCESSES

19-6.2.10. MINOR SITE PLAN

A. Applicability

Minor Site Plan applies to development projects that do not require a Major Stormwater Permit.

B. Application Requirements

1. Pre-Application Conference

a. Before submitting an application for a Minor Site Plan, an applicant must schedule a pre-application conference with the Administrator to discuss the procedures, standards, and regulations required for approval. This requirement may be waived at the discretion of the Administrator.

b. At the pre-application conference, the Administrator will determine if the application qualifies as a Minor Site Plan. If the Administrator determines the application qualifies as a Major Site Plan, the application will be processed according to the procedures in Sec. 6.2.11.

2. Application Submittal

Following the pre-application conference, an applicant may start the application process. To begin, a complete application form, required plans, and review fees must be filed with the Planning and Development Department. Other general submittal requirements for all development review applications are listed in Sec. 6.2.1.

C. Review and Action Process


1. Administrative Action

a. The Administrator is authorized to approve requests for a Minor Site Plan.

b. The Administrator must review each application and approve, approve with conditions, or deny the application based on the standards as defined in the Development Code and the Engineering Design and Specifications Manual.

D. Appeal of Administrative Decision

Appeals of administrative decisions on Minor Site Plans may be taken to the Board of Zoning Appeals and must follow the procedures in Sec. 6.2.15.



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Processes for review of applications, and how to allow amendments or relief

ENGAGEMENT REACH

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

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

TARGET GROUPS FOR OUTREACH

8th and
9th
District
Residents

African
American
Residents

Latino
Residents

Young
People

Low-
Income
Residents

Other Under-
represented
Groups



COMMUNITY AMBASSADOR PROGRAM

Community volunteers serve in a **CONVENOR** role and are compensated for their time to support outreach and engagement in greater Richmond

PROGRAM ELEMENTS



Paid opportunity



Roundtable convenings of targeted stakeholder conversations

- Convene conversations with 10-15 stakeholders in one roundtable
- Support identifying and inviting stakeholders
- Support identifying and securing space (if in person)

HOW IT WORKS



Interested Ambassador will **submit an interest form online** to confirm interest and participation. **We have reserved some slots for interested former Richmond 300 Ambassadors.**



Confirmed Ambassadors will participate in up to 2 **Code Refresh** virtual meetings with the project team to learn more about the project



Ambassadors will leverage their unique networks to **identify and convene ~10-15 participants** for a virtual or in person roundtable conversation



Support **stakeholder outreach/invitation** to roundtable, **space and food vendor identification** for any in-person convenings, attendance/support at the roundtable, and attendance at a **post-roundtable debrief session** (virtual)



Brick & Story will compensate Ambassadors **\$500 for each roundtable** (1 roundtable per person, up to 12 roundtables)

EXAMPLES OF ROUNDTABLE GROUP TYPES



**Religious
Leaders**



**Business
Owners/Leaders**



Youth



Renters



Seniors



**Neighborhood-
specific
stakeholders**



**Non-English
Speakers**



**Recreational
Interest Groups**



**TO LEARN MORE ABOUT THIS PROJECT AND SIGN UP FOR
AMBASSADOR OPPORTUNITIES, VISIT:**

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