

Message From the Director

Last night, City Council adopted, by unanimous vote, *Richmond 300: A Guide for Growth*. This is the first comprehensive update to the City's Master Plan in almost 20 years. It will now chart the path forward over the next 20 years...and the actions by the City Planning Commission on October 5 and Council last night send a clear message about the location and form of that growth.

The Plan's Vision Statement: "In 2037, Richmond is a welcoming, inclusive, diverse, innovative sustainable, and equitable city of thriving neighborhoods, ensuring a high quality of life for all" sets the tone for how we not only look at land use planning, but how we address opportunities for high-quality development throughout our city. Everybody deserves a great neighborhood; with access to services, parks, jobs, schools, and a nice place to call home. It's an aggressive goal but one we believe we can achieve.

During the public comment period last night, speakers acknowledge *Richmond 300* as the start of creating a new Richmond, a more equitable, sustainable, and beautiful city. Others were concerned that the Plan didn't go far enough in looking at affordable housing, preservation of historic neighborhoods, or RRHA properties. But all-in-all, the comments from the speakers and Council were largely positive and forward-looking...that has always been the intent of the Plan, and it was nice to hear folks acknowledge that.

Thousands of Richmonders were instrumental in crafting the Plan, and doing it in a way that creates opportunities for many who aren't normally involved in planning processes to see themselves as part of the new Richmond.

If you haven't seen it, here is a link to the Executive Summary:

<http://www.richmondgov.com/planninganddevelopmentreview/documents/MasterPI>

[an/R300_FinalExecutiveSummary_200929.pdf](#)

The 6 Big Moves in the Plan:

- Re-writing the Zoning Ordinance
- Re-imagining Priority Growth Nodes
- Expand Housing Opportunities
- Providing Greenways and Parks for All
- Reconnecting our City
- Realigning City Facilities

will become a significant part of the City's and Department's work plan over the next 5 years...success in those will help us meet or exceed the aggressive goals outlined in the Plan.

I want to thank Mayor Levar Stoney, Acting CAO Lenora Reid, DCAO Sharon Ebert, Planning Commission Chair Rodney Poole, and the 21 members of the *Richmond 300* Advisory Council for being consistent and tireless supporters of *Richmond 300*.

I also want to take this time to thank Maritza Pechin (Project Manager), Marianne Pitts (Deputy Project Manager: Process) and Will Palmquist (Deputy Project Manager: Content) for their dedication over the past four years to get us where we are today.

Now the neat stuff, implementation, can begin!

In the meantime, if you have any questions, please do not hesitate to reach out.

Regards,

m.

Mark A. Olinger, Director

Department of Planning and Development Review



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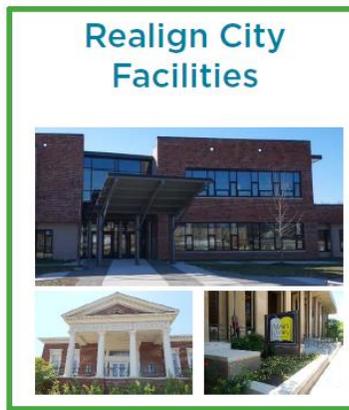
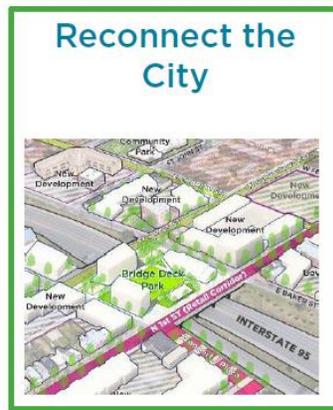
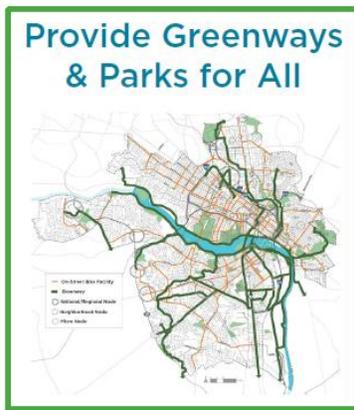
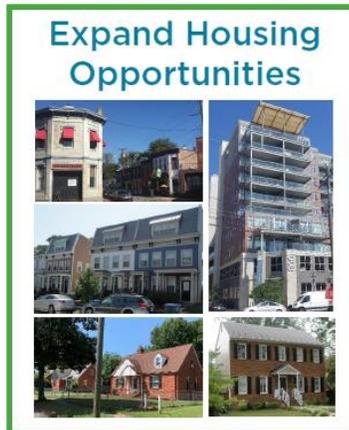
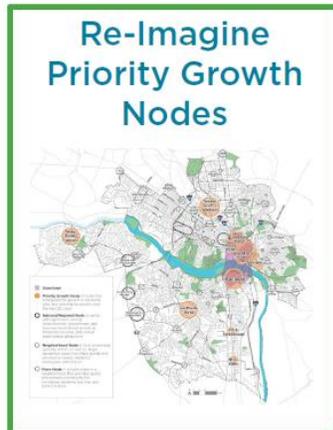
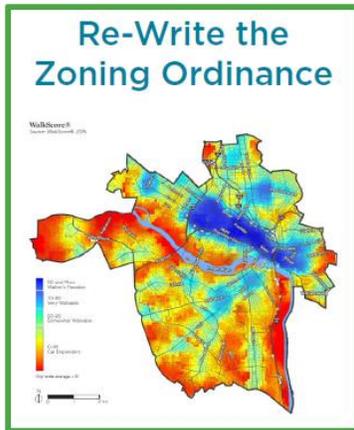
Next Steps for Plan Implementation

The next step for *Richmond 300* is to begin plan implementation by focusing on the 6 Big Moves of the plan. Please continue to stay informed and involved as we

work to realizing the plan's vision.

Major initiatives for 2021 include:

- **Council Amendments:** PDR will work with City Council to address any remaining concerns they may have with the plan.
- **Zoning Ordinance Re-write:** To successfully implement Richmond 300, the City needs clear, concise, and consistent land use regulations. The last comprehensive update to the Zoning Ordinance was in the mid-1970s. The first step in re-writing the zoning ordinance is to take inventory of the existing zoning ordinance which will occur in 2021.
- **Small Area and Corridor Plans:** Developing Small Area and Corridor Plans allows for re-imagining Priority Growth Nodes and refinement of recommendations based on deeper examination and community engagement in various areas of the City. The Shockoe Small Area Plan and Coliseum Framework Plan will be completed in 2021. Funding dependent, PDR in coordination with other City agencies and VCU will commence Small Area and Corridor Plans for Commerce Road, the Southside Plaza Area, Stony Point Fashion Park, Richmond Highway (Route 1), North Jackson Ward/Gilpin Court, and East View/Whitcomb Court neighborhoods.



Check out the 6 Big Moves from Richmond 300 and the next steps to implementing these moves in the Implementation Chapter of [Richmond 300: A Guide for Growth](#).

[Read the Final Richmond 300 Document](#)

If you ever have any questions about the Richmond 300 process, call us at 804-646-6348 or email richmond300@richmondgov.com.



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