

Advisory Council Composition

Consensus-building

The Master Plan development is a process about consensus building around a vision, goals, and recommendations to guide the growth of our city. Therefore, in developing the Master Plan, various voices from all industries and stakeholder groups need to be part of the process. While it is not possible to create a group of only 21 members that includes every single interest group in the City of Richmond, the group selected seeks to at least provide a balance of the areas of expertise. Knowing that the Advisory Council could never represent all Richmonders, the Department of Planning and Development Review (PDR) will have many opportunities for community members to engage in the Master Plan process.

Advisory Council Size

PDR received 153 on-time applications to serve on the Advisory Council. PDR received an additional 21 applications after the application deadline. The late applications were not considered. PDR originally envisioned creating an Advisory Council of no more than 15 members; 13 of which would be selected from an open call and 2 would be City Planning Commission members. However, after receiving such a large amount of qualified applicants, PDR increased the group to 21 members (19 selected from the applicant pool and 2 City Planning Commission members).

Advisory Council Diversity

PDR sought to assemble a diverse Advisory Council by including individuals with expertise in planning, real estate, architecture, historic preservation, urban design, and law, as well as community members who are not necessarily in the "typical" urban planning fields. Some members routinely work with PDR and have intimate knowledge of the Zoning Ordinance and the 2001 Master Plan; whereas other members do not. The Advisory Council includes a mix of ages and ethnic/race groups, as well as people who live and work in all nine city council districts. Many of the members have lived in many parts of the city throughout their lives; while some members are new to Richmond.

Advisory Council Role

It is important to remember that the Advisory Council is not the final voice and is not the only voice in developing the Master Plan. As a sub-committee of the City Planning Commission, the Advisory Council is tasked with:

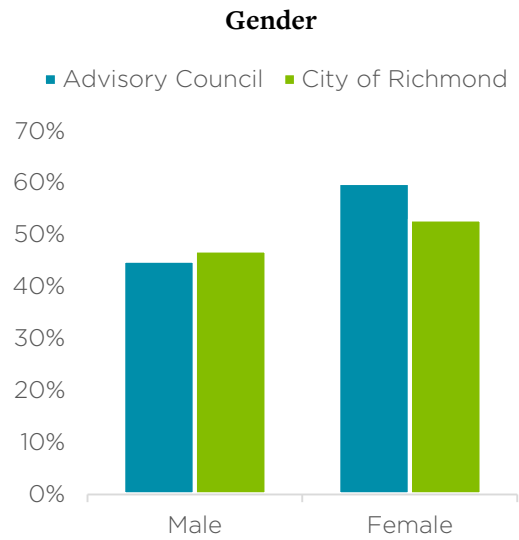
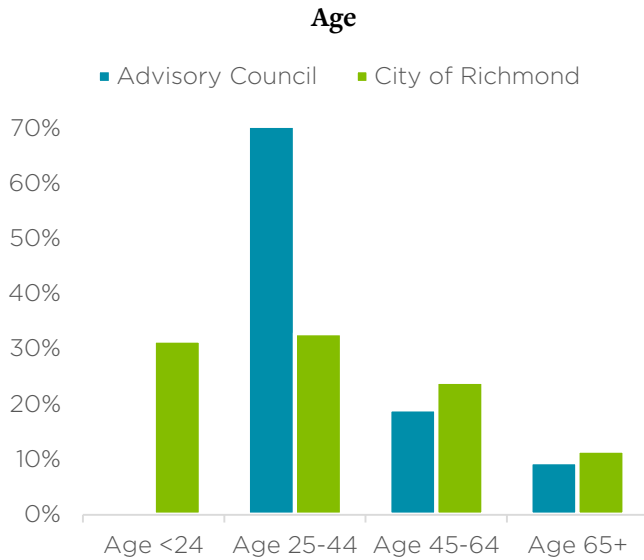
- Assisting in shaping and reviewing the content of *Richmond 300*,
- Helping to build awareness of *Richmond 300*,
- Encouraging community participation in the *Richmond 300* process,
- Informing the *Richmond 300* project team about residents and stakeholders' specific issues and concerns, and
- Advising the *Richmond 300* project team on appropriate communication strategies to sustain a regular and accurate flow of information through the duration of the project.

Ultimately, the City Planning Commission and the City Council will adopt and approve the Master Plan.

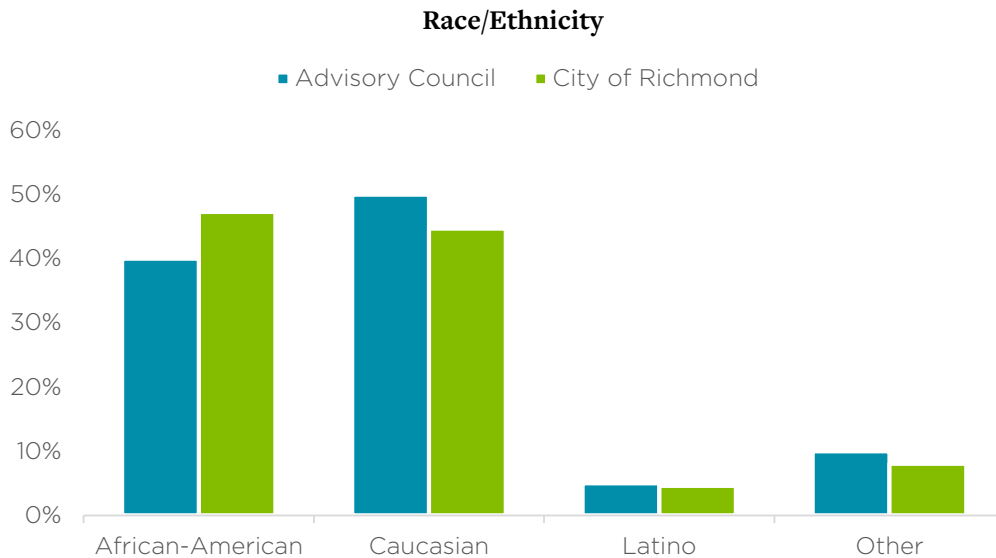
Advisory Council Age, Gender, and Race/Ethnicity

Age: 15 Advisory Council members are 25 to 44 years old, 4 members are 45 to 64 years old, and 2 members are over 65 years old.

Gender: 12 Advisory Council members are female and 9 are male.

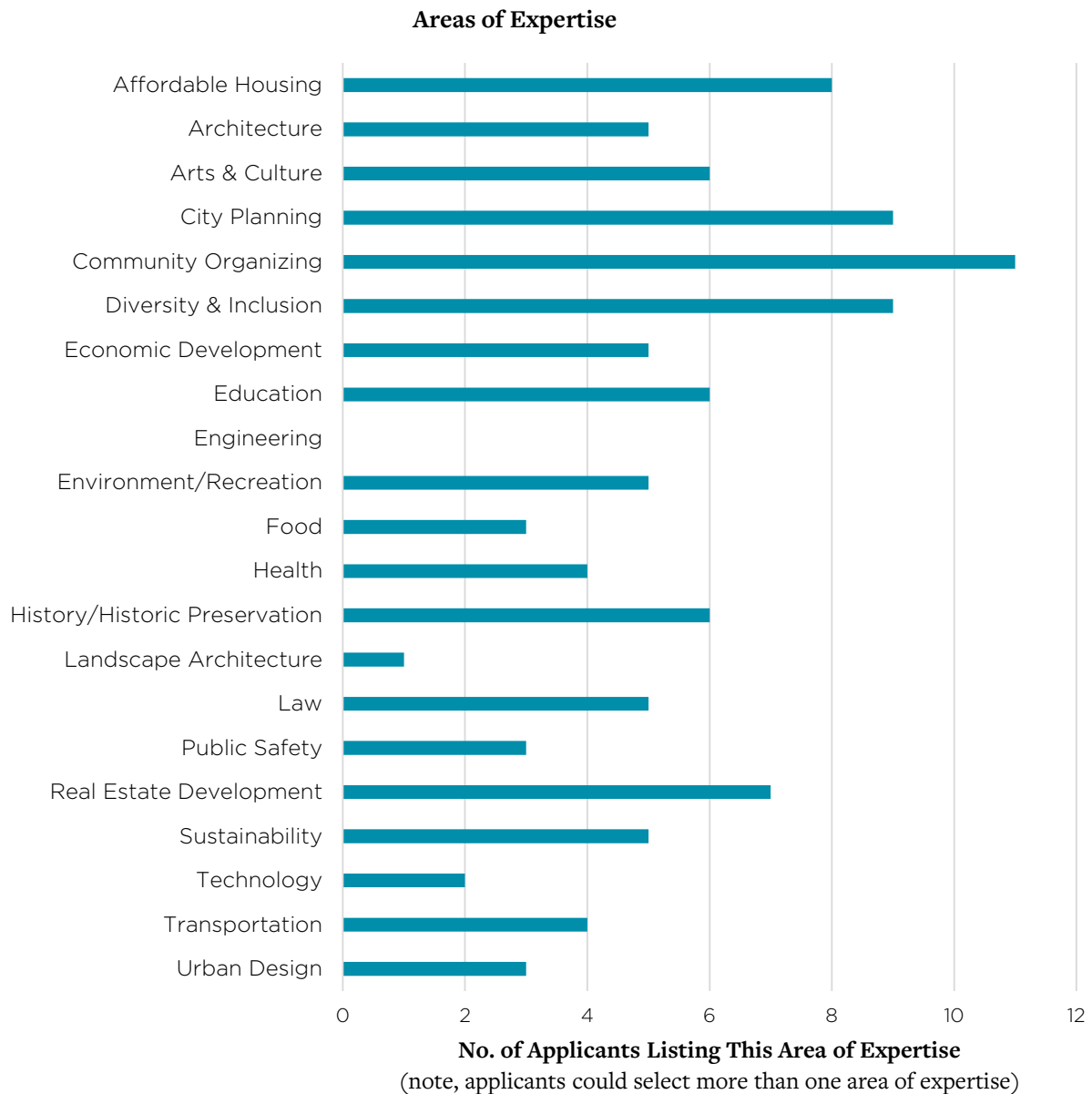


Race/Ethnicity: 8 Advisory Council members are African-American, 10 are Caucasian, 1 is Latina, 1 is Filipino, and 1 is Iranian.



Advisory Council Areas of Expertise

The Advisory Council includes members with expertise in a variety of topics areas that are relevant to the Master Plan development process. The only area in which a majority of the Advisory Council members have expertise is community organizing. Other than community organizing, there are no other areas in which a majority of the Advisory Council has expertise. As mentioned previously in this report, there is no way the Advisory Council could possibly represent all of Richmond. PDR has always planned to have many ways for individuals to be involved in the process, which include community conversation, open houses, small group meetings, an ambassador program, sub-committees, and more.



Advisory Council Biographies

Rodney M. Poole (Chair) is a founding member and continues as the principal partner at Poole and Poole, Attorneys in Richmond, VA since 1973. Poole and Poole specializes in real estate practice, corporate formation, and corporate finance transactions. Rodney is also Senior Vice President and General Counsel of The Wilton Companies where he represents the group in the areas of real estate acquisitions, corporate financial transactions, land use planning, lease negotiations, corporate governance, and corporate litigation. He currently serves as the Chairman of the City's Planning commission and as a member of the City's Board of Zoning appeals. A Richmond native, Rodney earned a bachelor degree from University of Richmond and a law degree from the University of Virginia.

Max Hepp-Buchanan (Vice-Chair) loves living in Richmond, though he is not a Virginia native. He grew up in Seattle and attended the University of Washington where he earned master's degrees in Urban Design and Planning and Public Administration. Max moved to Richmond in March of 2013 to direct the Bike Walk RVA program for Sports Backers, Richmond's active living nonprofit organization. In addition to advocating for biking and walking infrastructure throughout the region, he also serves on the City's Planning Commission and Safe and Healthy Streets Commission.

Burt Pinnock (Vice-Chair) is a Design Principal at Baskervill. His work is rooted in the belief that architecture can provide solutions to cultural challenges. In addition to presenting at the 2015 Urban Design Conference, Burt has been a guest lecturer at the National Organization of Minority Architects Convention International Symposium and at Architecture Exchange East, and has served as adjunct faculty in VCU's Department of Interior Design. He was a panelist at the VCU School of Art's "Richmond as a Work of Art" exhibition. He's also serves on the Commonwealth of Virginia Art and Architectural Review Board and is the cofounder and board member of Storefront for Community Design. In 2013, he was honored with the AIA Award for Distinguished Achievement. For Burt, architecture and design isn't a job; it's a craft that he has perfected through the years, and a passion that still has him up at all hours of the night perfecting each and every line.

Jonathan Bibbs, a Richmond native, is the CEO and Lead Administrator of Richmond Prep - a private academy serving students age three through 8th grade. In addition to his work at the school, Bibbs is also an accomplished musician and recording artist. Jon's work in the educational and creative fields lends him a unique perspective and a broad set of experiences ranging from instruction, leadership and organizational growth to concert production, music composition and vocal performance. He is a member of Richmond Urban League Young Professionals and a co-chair of the National Academy of Recording Arts and Sciences, Richmond Outreach Committee.

Cyane Crump serves as the Executive Director of Historic Richmond where she works to shape the future of Richmond by preserving our distinctive historic character, sparking revitalization and championing our past and future architectural legacy. A former partner in Hunton & Williams LLP, for nearly twenty years, Cyane practiced business law with a focus on mergers, acquisitions, corporate transactions, private equity and fund formation, real estate investment trusts and securities law matters. She brings extensive experience in nonprofit governance with community boards and her service has been recognized with awards such as *Style Weekly's* Top Forty under 40. She is a graduate of the University of Virginia and the

University of Virginia School of Law, as well as the Leadership Metro Richmond Class of 2005. A Richmond native, she has a passion for history and Richmond's historic built environment.

LaToya Gray grew up in Southside Richmond and attended Richmond Public Schools. A first generation college graduate, she graduated *summa cum laude* from VCU with a B.A. in Political Science. LaToya is a member of Richmond's First Baptist Church where she volunteers in communications and outreach. She is a vocal artist, recently performing in Godspell at the Modlin Arts Center. LaToya is also a 2016 graduate of the Richmond Christian Leadership Initiative. She is a faculty research assistant at the University of Richmond where she is a graduate student concentrating in History and Leadership Studies. Previously LaToya was an administrator of the University of Richmond's Math and Science Investigators program, which seeks to increase Richmond Public School students' interest in the STEM fields. LaToya believes in giving back to her community and is delighted to be a part of Richmond 300.

Bernard Harkless currently works at Fountainhead Properties where he is primarily responsible for development management and project execution. He has significant design, planning, and construction experience from his time in Boston, Washington, D.C., and New York City and has worked on a variety of projects from affordable housing and luxury condominiums in Manhattan to large scale institutional projects in Montgomery County, Maryland. He likes to utilize his comprehensive background to maximize the impact real estate development projects can make in a city. Bernard earned a bachelor in architecture from UVA and master's degrees in urban planning and real estate development from MIT. He is originally from San Antonio, Texas.

Ashley Hawkins is the co-founder and Executive Director of Studio Two Three (S23), Richmond's nonprofit workspace for art. S23 provides over 100 artists with 24/7 access, thousands of students with art education, a retail store featuring art by Richmond artists and S23 To-Go, a mobile printmaking truck. Ashley holds a BFA in Painting and Printmaking and a Masters' of Public Administration with a concentration in Nonprofit Management from Virginia Commonwealth University (VCU). She has been honored as a Woman in the Arts by Style Weekly and is the recipient of the VCU 10 Under 10 Alumni Award.

Elyana Javaheri is a landscape planner and designer at Timmons Group. Through her experience working for private sector design firms, Fairfax County, Los Angeles, and the National Parks Service, Elyana has worked on projects ranging from campus master planning to intersection redesigns and cultural asset inventories. Elyana volunteers her skills in public space project design and has volunteered with Storefront for Community Design to advance the quality of life for the residents of the City of Richmond. Elyana's works focuses on highlighting the existing and unique characteristics of a city, while adding to its sustainability and livability via engaging and innovative urban projects and experiences. Elyana earned a bachelor degree in urban affairs and planning, and a masters degree in landscape architecture from Virginia Tech. Originally from Iran, Elyana moved to Richmond two years ago.

Joyce M. Knight is a retired administrative assistant for the Virginia Department of Agriculture and Consumer Services for 17 years in the Office of Policy, Planning, and Research. Joyce is active community member. She served on the City of Richmond's Affordable Housing Trust Funds Advisory Board for two years Joyce served on the board that oversaw the development at Green Park Cannon Creek Greenway corridor and participated in several meetings where input was provided from the residents regarding the design and plans for the

housing development in the Highland Park area, i.e, Highland Grove and renovated Brookland Park Plaza (senior center).

Preston Lloyd is a partner at Williams Mullen. He advises property owners and developers on commercial real estate transactions, especially regarding land use and zoning, economic development, historic preservation, public finance and local government law. He assists clients throughout the development cycle, from the purchase/sale of land, to site development, financing and leasing. His experience includes obtaining rezonings, special use permits, and other approvals for a diverse range of projects in localities across Virginia. Preston serves on the Boards of Directors of Virginia Supportive Housing, the United Way of Greater Richmond and Petersburg, and Storefront for Community Design. A native of Norfolk, he resides in the Fan.

Louise Lockett is the Lead Organizer for the Bike Walk RVA program at Sports Backers. She works with the program's ever-expanding network of grassroots advocates, empowering them to be leaders in the movement toward a walkable, bikeable Richmond region. Her experience as an organizer includes non-profit social justice advocacy at local, state, and federal levels. As the previous Senior Epidemiologist for the Crater Health District, Louise brings a data-driven, public health perspective to her work. With community service dear to her heart, Louise is an active member of Zeta Phi Beta Sorority, Inc.

Monica Lozano is a recent transplant to Richmond. She moved here from New York City, where she worked as Project Manager and Data Analyst for the NYC Department of Parks and Recreation. In that capacity she worked on several innovative projects, including the Mayor's 'Vision Zero' initiative (aimed at eliminating traffic fatalities) and the Office of Emergency Management's 'Ready New York' initiative (designed to prepare New Yorkers for emergency situations). She has a Master's Degree in Public Administration and currently works at VCU as a Program Assessment and Data Specialist. She has fallen in love with this beautiful city and in her spare time can be found mountain biking in and around Richmond.

Jer'Mykeal McCoy is a Business Development Manager with Schutt Sports. In his role, he manages Schutt's sales operations for the Commonwealth. He works with local sporting goods stores to service high school and college football programs. He is dedicated to advocating and empowering the new community he calls home. He currently serves as the Political & Civic Engagement Chair for the Urban League Greater Richmond Young Professionals. In this role, he leads a committee responsible for developing the chapter's policy agenda and community forums. Born and raised in East Knoxville, Tennessee, Jer'Mykeal holds a B.A. with honors from Tennessee State University and M.P.S from Georgetown University.

Jennifer Mullen is a partner with the law firm of Roth Jackson Gibbons Condlin, PLC focusing in commercial real estate and land use law. She represents developers and landowners in the acquisition, disposition, development and financing of residential subdivisions and planned unit developments, office and residential condominiums, office buildings, multi-family housing projects and shopping centers. Jennifer routinely represents clients in obtaining zoning, permitting and development approvals, as well as negotiating economic development agreements. She has also represented a variety of owners in the acquisition, development and construction of multi-family housing intended to qualify for federal low-income housing tax credits.

Kendra Norrell is the Program Manager at Groundwork RVA. As the Program Manager, she develops urban conservation and sustainability lessons and projects for Richmond Public High

School youth that join the Green Team. Her experience in program development includes state and non-profit organizations throughout the Richmond area. Through the National Park Service, Kendra is the River, Trails, and Conservation Assistance Project Manager in Richmond VA. Kendra serves on the board of Friends of Battery Park and RVA Rapid Transit, is a Health & Equity Fellow with Richmond Memorial Health Foundation, and is a Ginter Urban Gardener through Beautiful RVA/Lewis Ginter Botanical Garden.

Gray O'Dwyer is an architectural historian with the Virginia Department of Historic Resources, specializing in historic preservation law. She holds a master's degree in Architectural History and Certificate in Historic Preservation from the University of Virginia, and will graduate in 2018 with a Juris Doctor from the University of Richmond. Her career experience has emphasized historic district planning, historic rehabilitation tax credits, and conservation easements. Gray is a Richmond native, and currently lives in the Fairmount neighborhood of the East End.

Damian Pitt is an Associate Professor of Urban and Regional Studies and Planning, in the Wilder School of Government and Public Affairs at Virginia Commonwealth University. His expertise is in state and local government approaches to energy conservation, renewable energy use, and multi-modal transportation. He has previously served on a clean energy working group for the City of Richmond Office of Sustainability and is on the Board of Directors of the Richmond Region Energy Alliance and the Virginia chapter of the American Planning Association.

Ted Ukrop is a developer and businessman in Richmond. Currently, Ted is working on a second Quirk Hotel and Gallery in Charlottesville, Virginia. It will be the second Quirk, the first is on Broad Street. Prior to Quirk, Ted developed and managed President's Walk Properties on Broad Street, the Berry Burk Building and Ginter Place Condominiums on Westwood Avenue. Ted started his career at Ukrop's Super Markets before becoming VP of Construction and Site Acquisition for First Market Bank. Ted lives in The Fan with his wife Katie and two daughters.

Dr. Meredith Weiss is the vice president for administration at Virginia Commonwealth University. As VCU's chief administrative officer, Dr. Weiss oversees facilities management, human resources, real estate services, police, parking and transportation, technology services, and safety and risk management. Dr. Weiss is currently leading the development of VCU's new evidence-based comprehensive master site plan. Prior to joining VCU, Dr. Weiss was the senior associate vice chancellor for finance and administration at the University of North Carolina at Chapel Hill where she oversaw the university's financial, budget, treasury and accounting operations. In addition to her higher education administrative experience, Dr. Weiss has taught at various institutions across the country, conducted research and published.

Olivya Wilson is a Medical Social Worker at New Century Hospice where she assist adults diagnosed with terminal illnesses and their families with enhancing their quality of life by identifying and addressing psychosocial needs through the provision of clinical and case management services. Her experiences as a social worker include providing mental health and behavioral health services to adults, at-risk youth and families in various community-based settings to include the public housing, public school, court, foster care and hospital systems to name a few. She has also served the homeless population via numerous volunteer programs. Olivya has her MSW Degree from VCU's School of Social Work, originally from Newark, New Jersey.