

Richmond 300: A Guide for Growth

Richmond 300 is the City's Master Plan. Richmond 300 will establish a 20-year vision for the city's growth and be developed with extensive community input. In 2037, Richmond will celebrate its 300th anniversary. What do Richmonders want the city to look like when it turns 300?

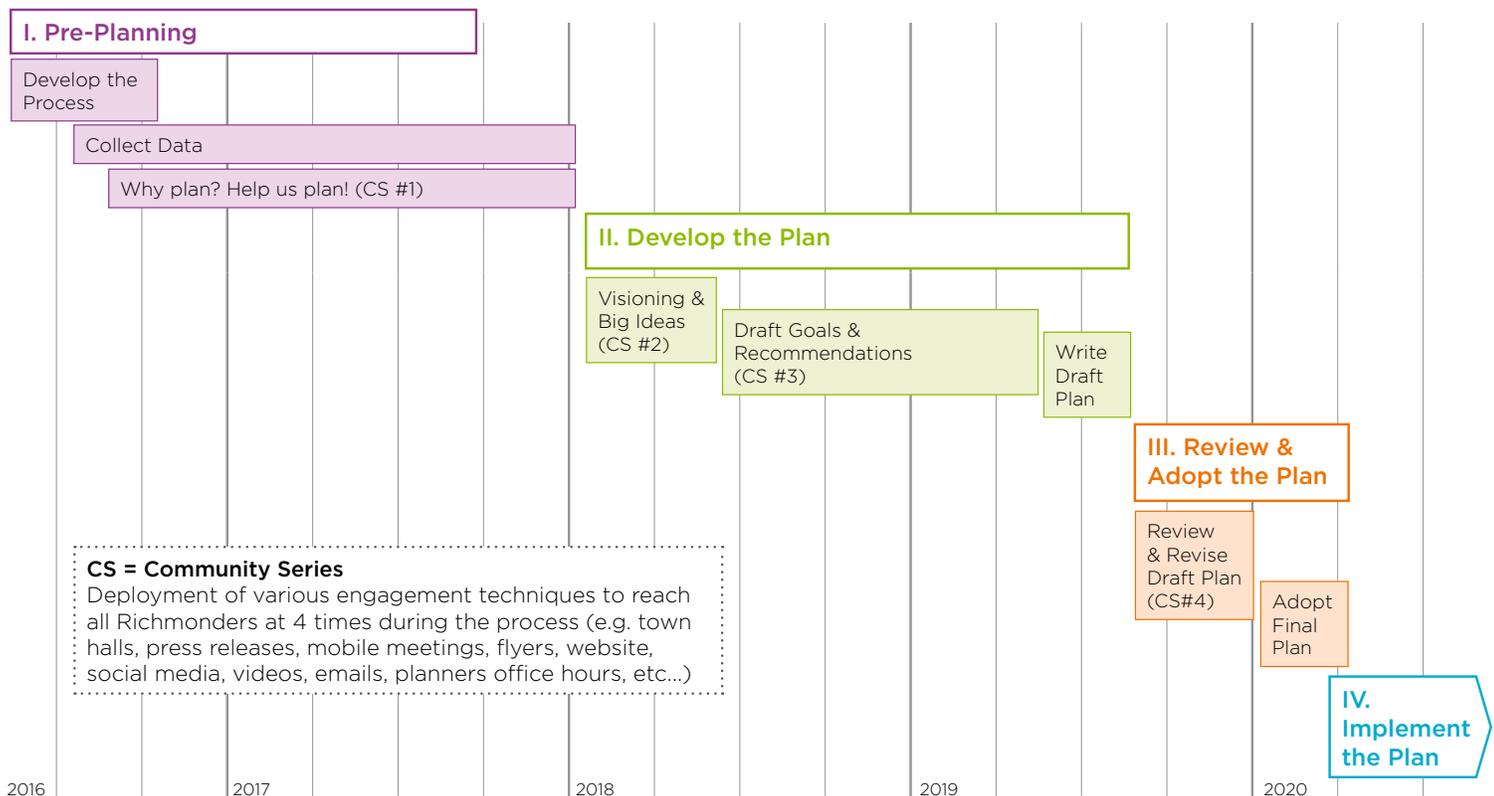
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Get Involved

Richmond 300 will be developed with extensive community engagement. As such, there will be numerous ways to participate - some more time-intensive than others. A full description of engagement opportunities can be found at richmond300.com:

- **Serve as a Richmond 300 Ambassador.** Email richmond300@richmondgov.com to volunteer.
- **Serve on an Advisory Council Committee.** These sub-committees to the Advisory Council will be established in 2018. Stay tuned.
- **Join the Richmond 300 email list.** Email richmond300@richmondgov.com to be added to the list or sign-in on the sign-in sheet.
- **Follow Richmond 300 on Facebook and Instagram.**
- **Look for many many more opportunities that will unfold as the process continues.** Such as mobile meetings, planners office hours, online surveys, town halls, and more...

Process



Next Steps

- **Continue Community Series #1.** Meetings to share information on 1) why we are updating the master plan; and 2) how to get involved.
- **Establish Advisory Council and Ambassador Program.**
- **Engage engagement and parking consultants.**
- **Develop the Insights Report.**

Who's who in the Richmond 300 process?

Richmond 300 will be developed internally using City resources, except for some items which will be completed by consultants. The Department of Planning and Development Review (PDR) will lead the development of Richmond 300 and call upon other departments to assist with sections that affect them directly. PDR is establishing new groups for the Richmond 300 process and leveraging existing organizations to help engage the community.

City Council: The City Council has final approval of Richmond 300. Members of the City Council are advocates for a plan that captures the vision and spirit of Richmond. In addition to hearings before the full City Council, the three-member Land Use and Transportation Committee will be another venue for Council to stay up-to-date on the process. A member of City Council also sits on the City Planning Commission.

City Planning Commission: The City Planning Commission (CPC) is responsible for the conduct of planning relating to the orderly growth and development of the city. Per the City Charter and Virginia Law, it is the duty of the CPC to make and adopt a Master Plan that guides coordinated and harmonious development of the city. The nine-member CPC will oversee the development of Richmond 300, provide comments throughout the update process, and ultimately approve the final document. Two members of the CPC will serve on the Advisory Council.

Executive Team: The Executive Team is convened by the Chief Administrative Officer and is comprised of the leaders of all City departments. The Master Plan Team will use this standing meeting to update City department leaders throughout the process.

Technical Team: The Technical Team comprises of City staff from multiple City departments. This team plays a critical role in

Lead Dept. of Planning and Development Review		
Internal <ul style="list-style-type: none"> - Mayor - Executive Team - City Council - City Planning Commission - Technical Team* 	External <ul style="list-style-type: none"> - Advisory Council* - Advisory Council Committees* - Youth Advisory Council* - Ambassadors* - Stakeholder Groups - General Public 	Consultants <ul style="list-style-type: none"> - Branding: Elevation Advertising - Data Analysis: VCU CURA - Engagement: TBD - Parking: TBD

*New groups created for the Richmond 300 process.

integrating existing City plans and policies, collecting baseline conditions data, and providing input to shape interim work products.

Advisory Council: The Advisory Council is the most intense way for a citizen to be engaged in Richmond 300. The Advisory Council serves as 1) a sounding board to help shape the content of Richmond 300; and 2) liaisons to the community at large by helping to build awareness of and participating in the plan update process. Members will be selected via an open application call, selected by Director of PDR, Master Plan Project Manager, Advisory Council Co-Chairs, and a Special Advisor to the Mayor, and confirmed by the CPC. The call for applicants closed on 8/21/17.

Advisory Council

Committees: Advisory Council Committees are established later in the planning process when general topic areas emerge, such as environmental stewardship or urban mobility. Advisory Council Committees refine and vet goals, strategies, and actions for their topic area. The size of the groups will vary depending on interest. Community members may join an Advisory Council Committees as long as they commit to attend the meetings.

Youth Advisory Council: The Youth Advisory Council serves as 1) a sounding board to help shape the content of Richmond 300; and

2) liaisons to the youth community by helping to build awareness of and participating in the Richmond 300 process. The Youth Advisory Council details are still being finalized. If you are interested in this council, please email richmond300@richmondgov.com.

Ambassadors: The Richmond 300 Ambassadors are volunteers that assist in spreading the word about the Master Plan and also assist at community events.

Stakeholder Groups: Existing stakeholder groups and community associations will be vital to helping spread the word about Richmond 300 process and in vetting and refining the goals, strategies, and actions. Numerous stakeholder groups will be engaged in the update process

Consultants: Elevation Advertising developed the Richmond 300 brand. VCU's Center for Urban and Regional Analysis (CURA) is conducting data analysis. PDR is hiring an engagement consultant to assist with community outreach and a parking consultant to review parking conditions and make recommendations for 7 areas: Downtown, Manchester, Scott's Addition, the Fan, Carytown, Libbie and Grove, and Brookland Park Boulevard.



richmond300.com