Richmond 300 intends to set a vision for Greater Scott’s Addition and map out the framework of infrastructure and amenities needed to make it happen.
A critical part of that vision will address how to put the public land within the planning area to best use.

Process to develop Greater Scott’s Addition framework:

**July 2019-**
Community meeting to discuss Greater Scott’ Addition vision

**December 2019-**
Community meeting to discuss the opportunity, previous suggestions and precedents

**January 2020-**
Framework Plan preparation and visualization

**February 2020-**
Community meeting to comment on draft framework

**Spring 2020-**
Refine framework and publish with Draft Richmond 300 plan
In 2037, Richmond is a welcoming, inclusive, diverse, innovative, and equitable city of thriving neighborhoods; ensuring a high quality of life for all.

Greater Scott’s Addition is uniquely suited to achieve many of Richmond 300’s key goals.

- **High-Quality Places**: Richmond is a well-designed city of communities interconnected by a network of open space, public facilities, and activity centers providing services to residents, businesses, and visitors.

- **Equitable Transportation**: Richmond prioritizes the movement of people over the movement of vehicles through a safe, reliable, equitable, and sustainable transportation network.

- **Diverse Economy**: Richmond is home to a variety of businesses and industries that offer opportunities for quality employment and capital investments.

- **Inclusive Housing**: Richmond is a city where all people can access quality housing.

- **Thriving Environment**: Richmond is a sustainable and resilient city with healthy air, clean water, and a flourishing ecosystem.
Greater Scott’s Addition Project Context

**Population Projections (CURA Report)**

**Moderate Growth Projections**

220,000 (2015) + 40,000 (2037) = 260,000 PEOPLE

Moderate growth projections assume increases in similar demographics as recent trends from 2000-2015, e.g. 20-35, 45-60 (college young adults and empty-nesters).

**Strong Growth Projections**

220,000 (2015) + 80,000 (2037) = 300,000 PEOPLE

Strong growth projections assume increases of people as seen between 2010-2015, aged 20-60, e.g. young, working, and older adults (assuming loss of young children) and increased job growth.

**Dynamic Growth Projections**

220,000 (2015) + 120,000 (2037) = 340,000 PEOPLE

Dynamic growth projections assume increases of families with children, young and old adults, and dynamic job growth within city.
There has been much discussion and many ideas for Greater Scott’s addition and the Diamond Site in the past.
Previous Ideas

The 2011 Imagine North Boulevard / Scott’s Addition effort can inform our thinking today. Participants used these adjectives to describe the area as it is then as it can be.
Previous Ideas

- Imagine North Boulevard / Scott’s Addition (2011)
- Preliminary Market Analysis of Boulevard Site (2016)
- Second Center Plan (2017)
- Amazon HQ2 competition (2018)
- Pulse Corridor Plan (2019)
- Studies of new VCU / Minor League Baseball facility
Learning from Other Neighborhoods

- **Extroverted**: Destinations need to be extroverted and engage the street and public space, not introverted and unwelcoming

- **Housing Variety**: A variety of housing types and price-points is desirable, and possible

- **Open Space**: Large-scale parks and open spaces can connect development of differing density and land use in a cohesive way

- **Gathering Places**: Communities also need smaller neighborhood-scale public gathering spaces to forge their own identities

- **Local and Regional**: Larger neighborhoods can appeal to both local and regional amenities

- **Destination and Livable**: Larger neighborhoods act as employment and entertainment centers as well as great places to live
Maximizing the Opportunity

- **Richmond Authenticity:** Offer Richmond-specific amenities, connectivity, and authenticity the suburbs can’t match
- **Housing Mix:** Accommodate a majority of population growth through mix of housing
- **Business Attraction:** Help attract a variety of new businesses
- **Schools:** Help enhance the school system
- **Local and Regional:** Offer a combination of local and regional destinations
- **Entrepreneurial:** Maintain an entrepreneur-friendly atmosphere
- **Value:** Create new value while supporting affordability
- **Enhance:** Create opportunities that can be leveraged to enhance other Richmond neighborhoods

What else should Richmond 300 plan for in Greater Scott’s Addition?
Richmond 300

Draft future Land use

Draft future connections
Greater Scott’s Addition Redevelopment Survey 2020

Select results from Great Scott’s Addition Redevelopment Survey (956 responses)

What do you do in Greater Scott’s Addition?

- Eat at restaurants (88%)
- Drive through it (56%)
- Attend sporting events (48%)
- Work (25%)
- Live (10%)

Assuming a new Stadium is built east of Hermitage Road, which of these previously proposed suggestions for reusing the Diamond Site do you think are best for Richmond?

- Mixed-use / entertainment (78%)
- Regional shopping (46%)
- Residential neighborhood (40%)
Greater Scott’s Addition Redevelopment Survey 2020

Select results on what other reuse idea for the Diamond Site should be considered?

**Affordable housing**

**Dense mixed-use development** with a street grid, sidewalks, lighted streets, and no parking minimums

**Mix of high and middle density, walkable mixed-use neighborhoods** designed with families and the elderly in mind

**Prioritize multi-modal transportation** so that those without cars can move easily to jobs, school, shopping, services, and entertainment. Mix in affordable housing--this is a prime location that can be used to provide access to amenities for many people!

**Regional transit center** (intercity buses, commuter buses, future station along CSX S-Line for commuter/intercity rail, etc.)

**Set aside a significant portion of the developable land for an urban park**, with the remainder a mix of medium-density residential, office, institutional, and commercial development

**Retain / build some new light industrial** and preserve low-income job base
Greater Scott’s Addition Redevelopment Survey 2020

Select results from Great Scott’s Addition Redevelopment Survey (956 responses)

Greater Scott’s Addition should be a great place for _____.

- Higher density, walkable living (81%)
- Culture and entertainment (76%)
- Recreation (55%)

What forms of housing are most important to add in Greater Scott’s Addition?

- Smaller apartment buildings (62%)
- Townhouses (60%)
- Larger apartment buildings (40%)

What attractions / amenities are most important to add in Greater Scott’s Addition?

- Parks and public space (82%)
- Retail (35%)
- Restaurants (25%)
Greater Scott’s Addition Redevelopment Survey 2020

Select results from Great Scott’s Addition Redevelopment Survey (956 responses)

What features should new open space in Greater Scott’s Addition have?

- **Flexible recreation (62%)**
- **Running or cycling paths (47%)**
- **Community events and gathering places (43%)**

To create more complete streets and better connectivity, what are the most important mobility opportunities that need to be addressed in Greater Scott’s Addition?

- **Improving pedestrians connections, safety and experience (68%)**
- **Improving cyclists connections, safety and experience (30%)**
- **Improving street crossings (30%)**
Framework Plan - Guiding principles

Broad consensus for multiple neighborhoods of higher density mixed-use – as long as it’s a place for families, aging in place, and includes affordable housing.

Offer a variety of amenities, including sports, entertainment and culture

Should be walkable and bikable, and integrate with existing Pulse Corridor

Recognize its potential to incorporate open space early – so parks and outdoor activities are embedded in plan

Recognize potential of signature open space as a catalyst for development

Help the City set a vision for the area and leverage its existing public assets
The Diamond Site - future
**Conceptual Framework Plan - Districts**

A. **Ballpark District**  
Lively community integrated with entertainment and a new sports venue

B. **Eco-District**  
A core of dense mixed-use development employing the latest in sustainable practices relating to energy and water on a district scale

C. **Allison District**  
Dense, compact transit-oriented mixed-use development along the reconnected street grid

D. **Gateway District**  
Regional destination for shopping, offices, and entertainment with landmark architecture

E. **Industrial Mixed-Use**  
Continued evolution of Scott’s Addition combining entertainment, residential, office and industrial uses

F. **Office Park**  
Secure office park or municipal fleet facilities
Conceptual Framework Plan – Ballpark District

Lively community integrated with entertainment and a new sports venue
Conceptual Framework Plan – Eco-District

A core of dense mixed-use development employing the latest in sustainable practices relating to energy and water on a district scale.
Dense, compact transit-oriented mixed-use development along a reconnected street grid
Conceptual Framework Plan – Gateway District

Regional destination for shopping, offices, and entertainment with landmark architecture
Conceptual Framework Plan – Industrial Mixed-Use District

Continued evolution of Scott’s Addition combining entertainment, residential, office and light industrial uses.
Conceptual Framework Plan – Office Park

Secure office park or municipal fleet facilities
Conceptual Framework Plan – Open Space Network

1. Ballpark and Plaza
   Vibrant outdoor space activated by the baseball stadium

2. Northern Park
   Urban public space with passive lawns and a relaxing atmosphere

3. Landmark Bridge
   Bridge over the CSX tracks connecting the parks and development on the north side to the Pulse Corridor

4. Southern Park
   Public space centered around sports fields and active-use activities

5. Municipal Flex Site
   Possible school, municipal building or public space

6. Pedestrian Bridges
   Safe and comfortable urban bridges over the train tracks

7. Neighborhood Parks
   Small nodes of public space in which neighborhood activities are centered

Complete Streets
Streets for everyone designed and operated to enable safe access for all users, including pedestrians, bicyclists, motorists and transit riders incorporating green infrastructure
Conceptual Framework Plan – Ballpark Park and Plaza

Vibrant outdoor space activated by the baseball stadium
Conceptual Framework Plan – Northern Park

Urban public space with passive lawns and a relaxing atmosphere
Conceptual Framework Plan – Landmark Bridge

Bridge over the CSX tracks connecting the parks and development on the north side to the Pulse Corridor
Conceptual Framework Plan – Southern Park

Public space centered around sports fields and active-use activities
Conceptual Framework Plan – Municipal Flex Site

Possible school, municipal building or public space
Safe and comfortable urban bridges over the CSX tracks
Conceptual Framework Plan – Neighborhood Parks

Small nodes of public space in which neighborhood activities are centered
Conceptual Framework Plan - Complete Streets

Streets for everyone designed and operated to enable safe access for all users, including pedestrians, bicyclists, motorists and transit riders incorporating green infrastructure.
A public transit loop connecting all parts of Greater Scott’s Addition and the Pulse Corridor.
Next Steps

- Week of April 13 - Draft Richmond 300 Plan released
- April 22 - Draft Summit #1
- April 30 - Draft Summit #1
- May 10 - End of comment period on Draft

Unknowns

- VCU's Athletic Village plans
- By-right development under current zoning
- Market forces
- And more
We need your help!

Please stay and engage with staff and stations. Ask questions and provide your feedback on the draft Framework Plan presented here. Your feedback will help shape refinement of the Framework Plan and Richmond 300 recommendations.

Thank you and stay involved in 2020!

www.richmond300.com