

#	Name	Page	Comment	Response
1	Louise Lockett	6	Technical Team - since Richmond City Health Department is technically a state agency that functions locally, have they been included in this Technical Team? It's described as just City staff, but the health department is integral to the community.	
2	Louise Lockett	6	All areas of the parking study are north of the James River, except Manchester which is <i>just</i> south of the James. What's the rationale for this? Is parking south of the James seen as sufficient and not a current issue?	
3	Louise Lockett	7	"define traditionally under-represented" - define it where it is used first. Looks like it first appears on page 6	
4	Jennifer	7	Review dates on community visioning	
5	Louise Lockett	8	Inserts on highway construction and displacement - the Valentine Museum recently had a community conversation on transportation history in Richmond where this was discussed and old photos etc used, could be a source of info to pull from	
6	Max Hepp-Buchanan	10	I would list and describe all the "other city plans". Some of them are referenced later in the report, such as Richmond Connects and the Bicycle Master Plan – this is even more of a reason to list and describe them up front.	
7	Jennifer Mullen	10	I have had a few questions if the recent small area plan areas will be revisited with the new Richmond 300 Master Plan or just incorporated into the plan at a more macro level. You may include a sentence regarding this tying in your macro/micro discussion on page 5.	
8	Louise Lockett	11	Figure 1. "The colored areas shown are places were the new plan..." should be "where"	
9	Louise Lockett	11	Show that the Hull Street plan extends into Chesterfield? - this is a Richmond-focused document; sufficient to just make a notation about it	
10	Home Building Association of Richmond/Multi-family Housing Council	13	Same as comments on page 19 – would be helpful to create separate maps for each land use designation to allow reader to really see where the pockets of single family, multi-family, mixed use, commercial, industrial, etc are located.	

11	Home Building Association of Richmond/Multifamily Housing Council	14	HBAR/MFC can provide information on housing permits pulled in the region which can address statistical inquiries into how each county has grown over time. Furthermore, the Governor's Housing Study that was released in late 2017 provide a forward looking outlook into how many new homes will need to be constructed to keep up with the population increase.	
12	LaToya Gray	16	What factors have contributed to Richmond's Growth? I'm not sure if this was addressed in the first report we were given (from VCU), but it may help to mention what these are.	
13	LaToya Gray	16	Often--when looking at Richmond's history--I've heard of "White Flight" (especially in the 1950s-1970s). Is there anything that explains the decrease in Richmond's black population between 2000 and 2015? If not, maybe that is something I can explore for an Independent Research project I'm working on this summer.	
14	Jennifer Mullen	17	Is the term "Downtown" the CBD or generally neighborhoods near the CBD?	
15	Jennifer Mullen	17	If you have the data on the projected number of residents that will move to Richmond by 2027, may include here.	
16	Louise Lockett	18	Education rates section - two pieces of data discussed - percent adult residents with high school diploma, and graduation rates. Think the graduation rates are equally if not more important piece of data because it speaks directly to how well children are doing in Richmond schools, while high school diploma data of residents also includes transplants into the area. Graduation rates should be discussed somehow visually, perhaps a map with gradients around schools showing the percentage of students graduating for a specific year.	
17	Jennifer Mullen	18	Fig 6 is interesting for economic development and public infrastructure, this figure seems lost on the page. Is there a connection between the population age and the diplomas? What about to living in poverty?	
18	LaToya Gray	18	The mention of the declining graduation rate in the Southside is particularly disturbing to me because it is where I grew up and I know has probably impacted childhood friends and former classmates. I read recently that the bulk of schools in Richmond are NOT accredited. If that is the case, I wonder if that has affected the school-age population in the Southside.	

19	Home Building Association of Richmond/Multi-family Housing Council	18	As noted in the report, the "boomer" generation has increased at a faster rate in the city than in surrounding localities. Much of this is due to affordable multi-family housing that offers a quality alternative for aging boomers on limited incomes to remain connected to their family and community support networks when they locate to multi-family housing located in or near their original neighborhoods, especially in cases where the boomers' existing housing is aging beyond maintenance capacity. By being able to provide more options for our aging population, the City can capitalize on one of the largest trends in the housing industry right now: building low-maintenance homes that give boomers the ability to age in place while still being connected with their families and communities.	
20	Home Building Association of Richmond/Multi-family Housing Council	18	As noted, millennials are a key driver of the population growth in Richmond. But also noted in the report is the increase in the boomer generation – although the increases in this population are not as intense as growth in millennial population, regional population estimates show that the boomer generation will be a large segment of the population. As more single-family attached, townhomes, etc are built, boomers are increasingly looking to move into communities with walkable amenities, limited home maintenance, cultural and recreational sites, etc. And Richmond has all of those things and will attract more of that generation to the City – which also has an impact on the types of residential and commercial offerings that the market will demand. Cities thrive on diversity of population and accounting for both the growth in millennials as well as the growth in the boomer population should be accounted for in this document.	
21	Home Building Association of Richmond/Multi-family Housing Council	19	Interesting map but a bit difficult to really see what areas are declining and what areas are increasing. Would be helpful to create two separate maps – one only for the areas that have experienced decline, and one for the areas that have increased population. That will make it easier to grasp what is happening in each tract.	
22	Jennifer Mullen	20	Add Park to the chart - distinguished from "open space" since some open space just has not been developed	
23	Jennifer Mullen	21	The last sentence of the bottom example is an important point for increased density. I would suggest blending the attracting retail options and retaining or sustaining the other services instead of using fiscally feasible.	

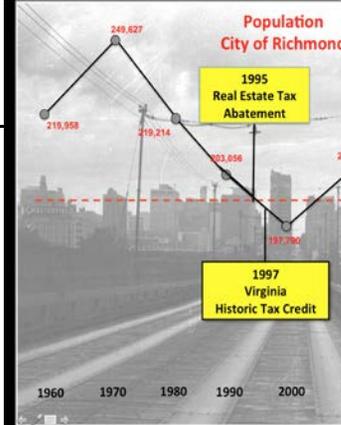
24	Jennifer Mullen	21	Is there a corresponding map of where the retail/service areas are located?	
25	LaToya Gray	21	There is a mention of density in the 1950s. Which area in Richmond in the 1950s had approximately 5,800 people living in it? This is during a time in which African Americans were essentially forced to live in confined neighborhoods due to racism and housing law discrimination. This perhaps should be verified because this way of living may not have been much of a choice for certain people in the 1950s. I do not mean to be a nuisance on this, but I am currently working on a research paper about housing issues in Richmond during the 1940-60s.	
26	Max Hepp-Buchanan	22	It is interesting to learn about housing expenses to residents. What about transportation? What percentage of income is spent on transportation expenses? Here is a reference article: <a href="https://www.citylab.com/life/2012/11/cities-where-people-spend-75-percent-their-income-housing-and-transportation/4027/">https://www.citylab.com/life/2012/11/cities-where-people-spend-75-percent-their-income-housing-and-transportation/4027/</a>	
27	Sarah Weisiger	22	According to Census Selected Housing Characteristics (DP04) estimates 2012-2016 -- 56.3% of Richmond renting households pay more than 30% of income on housing costs. This seems significant much more meaningful than some of the statistics here.	
28	Jennifer	22	Figure 15 seems unnecessary.	
29	Jennifer Mullen	23	Do you have any data as to the number of Richmonders spending more than 30% on the type of housing shown in Figure 16? That may be a better comparison than Fig. 15 when included with Fig. 16. If not, the 43% figure makes a strong point.	
30	Home Building Association of Richmond/Multifamily Housing Council	23	In regards to affordability, it should be noted that there are pro-active steps the locality can take in order to increase affordability. Namely, reducing regulatory burdens, increasing efficiency and turn around times (which then lowers the builder's "carry costs" which is a saving that is passed on to the consumer), lower the barriers to entry for new builders, pro-actively rezone areas that are poised to see residential construction growth to avoid the expensive and time-consuming rezoning process (similar to the TOD-1 Scotts Addition rezoning and the Hull Street rezoning),	

31	Home Building Association of Richmond/Multifamily Housing Council	23	According to the Virginia Housing Policy Advisory Council report released in November, 2017, the Richmond region will add 62,500 net new jobs and will require another 40,550 housing units to accommodate the workers to fill them between 2014 and 2024. 58% of those net new households will be owner occupied and 41% will be rental. The same study also includes a breakdown of the projected household of the net new households and rental affordability. That report defines Richmond region as 13 counties and five independent cities, so the numbers aren't specifically for the City of Richmond. But still important statistics to include. <a href="http://www.vchr.vt.edu/wp-content/uploads/2017/11/HPACReport_Appendix-Report-2-Housing-the-Commonwealths-Future-Workforce.pdf">http://www.vchr.vt.edu/wp-content/uploads/2017/11/HPACReport_Appendix-Report-2-Housing-the-Commonwealths-Future-Workforce.pdf</a>	
32	Jennifer Mullen	24	LIHTC - if you have the data on 40%, 60% and 80% AMI, you may include in the text.	
33	LaToya Gray	24	This was brought up in my small group by Gray O'Dwyer. The statement about households earning \$72,000 not being able to afford to live in the most of the Richmond region is alarming. Where are these people/households dwelling? Also, where are those who earn more than \$72,000?	
34	Gray O'Dwyer	24	The \$72,000 statistic is misleading, without context as to what that number means, what size household is used to calculate affordability, etc. It seems too sensational for this kind of fact-based report	
35	Home Building Association of Richmond/Multifamily Housing	24	It may be useful to mention that the Mayor has issued the challenge of creating 1500 new Affordable Housing units in 5 years.	
36	Max Hepp-Buchanan	26	What percentage of trips are 0-3 miles in length? Nationally, it's about 50% - would be nice to know what it is in Richmond. These are huge opportunities to turn car trips into biking, walking, and transit trips. Reference: <a href="http://www.bikeleague.org/content/national-household-travel-survey-short-trips-analysis">http://www.bikeleague.org/content/national-household-travel-survey-short-trips-analysis</a>	
37	Max Hepp-Buchanan	26	What percentage of households and/or residents do not own or have access to a vehicle? My estimate is that 30% of residents do not drive because they are too young, not mentally or physically able, have had their license revoked, or cannot afford to own/maintain a car.	

38	LaToya Gray	26	I am a little confused (but I'm not an expert with urban planning). If bus ridership decreased in 2016, then why was the Pulse Bus Rapid Transit project started? Perhaps ridership was higher when the project was being discussed?	
39	Gray O'Dwyer	26	I agree that data about transportation for shopping/play is critical, especially because the "grocery store" calculator is used in other areas of the report	
40	Home Building Association of Richmond/Multifamily Housing Council	26	It may be useful to mention how new technologies are going to alter the transportation landscape and how that plays into land use. For instance, there is little doubt amongst experts that autonomous cars will soon be roaming the roads and people will have less and less incentive to purchase a car of their own, opting instead for Netflix style memberships with Uber and Lyft that each have a fleet of autonomous vehicles that are ready to be summoned at the consumers will. What effect will this have on parking requirements? On parking decks? Surface lots?	
41	Louise Lockett	28	"The Virginia Capital Trail was completed in 2017" - it was completed in 2015	
42	Louise Lockett	28	RVA Bike Share use info is provided on their website rvabikes.com	
43	Louise Lockett	28	"Traffic deaths and injury remain a persistent problem." Slightly misleads reader to think it is a problem at a consistent rate. The rate has gone up drastically in the last year visionzerorva.com	
44	Louise Lockett	28	"While the majority of crashes involFrom 2011" - fix sentence(s)	
45	Jennifer Mullen	28	Insert Bike Master Plan Map	
46	LaToya Gray	28	How do bikers and walkers travel during the winter months (particularly during inclement weather like snow)?	
47	Gray O'Dwyer	28	"Crisis" is misspelled in the "traffic deaths" segment, and there are other cut/paste errors	
48	Louise Lockett	29	Crash injury and deaths - data available for 2017 visionzerorva.com	
49	Louise Lockett	29	Define incapacitating injury and non-incapacitating injury and possible injury	
50	Louise Lockett	30	"Some of the implemented projects include the Pulse Bus Rapid Transit, bikeshare, roundabout..." should be RVA Bike Share	

51	Max Hepp-Buchanan	30	In the Vision Zero section, I would call out the role that speed plays in traffic crashes and whether or not someone lives or dies. This is a good reference article: <a href="http://www.wri.org/blog/2017/05/need-safe-speed-4-surprising-ways-slower-driving-creates-better-cities">http://www.wri.org/blog/2017/05/need-safe-speed-4-surprising-ways-slower-driving-creates-better-cities</a>	
52	Jennifer Mullen	30	Insert information on when the projects underway will be complete and if you have a target for full completion.	
53	Jennifer Mullen	30	May insert a map or add to the specific maps for neighborhoods where the 160 projects are located and stage of completion	
54	Louise Lockett	31	Figure 23 - move horizontal line connecting the left arrow further up so that it can connect straight across to the top of the cargo tonnage peak	
55	Louise Lockett	31	"Transportation landscape in changing." should be "is"	
56	Jennifer Mullen	31	RIC paragraph - add the new information on the bus routes.	
57	Jennifer Mullen	31	Main Street Station paragraph - in your completion of the paragraph, you may include the multi-modal importance for MSS.	
58	Home Building Association of Richmond/Multifamily Housing Council	32	As the study notes, more and more people are working/operating businesses from home - similar to pre-industrial America. With this in mind, should zoning ordinances be amended to reflect this growing reality to allow more flexibility for folks to operate a low-impact business from their home?	
59	Louise Lockett	33	Poverty rate - define the poverty level	
60	Jennifer Mullen	33	Is the income statistic along Route 1 both N and S?	
61	LaToya Gray	33	To answer the question about concentrated poverty in Richmond, based on my research, it started in the 1940s. Unfortunately, the city and state (along with some help from federal programs) deliberately targeted predominantly black neighborhoods and through the movement of "slum clearance" displaced a lot of African American families through the destruction of their homes. Those "slums" were replaced with the various Courts that exist today (Gilpin Court, Mosby Court, etc.). Those areas have been in a perpetual state of poverty for decades which has affected generations within the African American community.	

62	Home Building Association of Richmond/Mult ifamily Housing Council	33	<p>Median income data is very informative but also should include chat that breaks down the number of households in each income bracket and the % of households in that income bracket- this data helps better understand what current and future housing and commercial opportunities exist :</p> <p>Less than \$25,000 28,941 32.53%</p> <p>\$25,000 - \$34,999 9,658 10.86%</p> <p>\$35,000 - \$49,999 12,957 14.57%</p> <p>\$50,000 - \$74,999 14,307 16.08%</p> <p>\$75,000 - \$99,999 7,725 8.68%</p> <p>\$100,000 - \$124,999 5,263 5.92%</p> <p>\$125,000 - \$149,999 2,952 3.32%</p> <p>\$150,000 or more 7,155 8.04%</p> <p>Less than \$25,000 28,941 32.53%</p> <p>\$25,000 - \$34,999 9,658 10.86%</p> <p>\$35,000 - \$49,999 12,957 14.57%</p> <p>\$50,000 - \$74,999 14,307 16.08%</p> <p>\$75,000 - \$99,999 7,725 8.68%</p> <p>\$100,000 - \$124,999 5,263 5.92%</p> <p>\$125,000 - \$149,999 2,952 3.32%</p> <p>\$150,000 or more 7,155 8.04%</p>	
63	Jennifer Mullen	34	Enterprise zone- may footnote the expiration dates	
64	Jennifer Mullen	34	Insert Opportunity Zones discussion or area placeholder	
65	Jennifer Mullen	34	May insert a few statistics on growth spurred, revenue generated and historic structures rehabilitated by the tax abatement program from the recent study for the General Assembly	
66	Home Building Association of Richmond/Mult ifamily Housing Council	34	The Historic Rehabilitation Tax Credit Program has been instrumental in the redevelopment and revitalization of downtown Richmond – that point seems to be somewhat understated in this document. Using information from the National Trust for Historic Preservation, here has been between 600-700 HTC projects in Richmond between 2002 and 2016 totaling approximately \$1,661,257,557 in qualified rehabilitation expenditures in Richmond between FY 2002- FY2016.	

67	Home Building Association of Richmond/Mult ifamily Housing Council	34	<p>The Historic Rehabilitation Tax Credit Program has been incredible for the recovery of the City. Commerical activity follows residential growth, and this has been a strong engine of residential growth and thus the commerical growth the city has seen. I have attached to the right a graph that shows the population chart of the city as well as key moments in histroy for the Rehab tax credit. As you can see, once the Tax Credit went into effect, Richmond's population boomed and has been increasing since. This chart may be useful to the reader to understand just how impactful this program has been.</p>																			
68	Home Building Association of Richmond/Mult ifamily Housing Council	34	<p>The Tax Abatement Program has also been an extremely effective tool in spurring private investment in communities across the City – the City made the decision years ago to implement the tax abatement program with the understanding that the tax revenue would be deferred for a period of time but that temporarily foregone revenue was justified by the fact that the redevelopment of a structure would eventually place that structure on to the tax rolls at a much higher value. End result- more revenue coming to the City. Furthermore, the private investment into rehabilitating those structures would create housing, office, and commercial opportunities for residents and businesses, creating yet another revenue stream that was previously nonexistent. The draft report highlights that the city is foregoing \$20M in revenue – not a completely accurate representation of the benefits of the program</p>	 <table border="1"> <caption>Population City of Richmond (1960-2000)</caption> <thead> <tr> <th>Year</th> <th>Population</th> <th>Event</th> </tr> </thead> <tbody> <tr> <td>1960</td> <td>219,958</td> <td></td> </tr> <tr> <td>1970</td> <td>249,627</td> <td></td> </tr> <tr> <td>1975</td> <td>219,214</td> <td></td> </tr> <tr> <td>1997</td> <td>197,700</td> <td>1997 Virginia Historic Tax Credit</td> </tr> <tr> <td>2000</td> <td>203,696</td> <td></td> </tr> </tbody> </table>	Year	Population	Event	1960	219,958		1970	249,627		1975	219,214		1997	197,700	1997 Virginia Historic Tax Credit	2000	203,696	
Year	Population	Event																				
1960	219,958																					
1970	249,627																					
1975	219,214																					
1997	197,700	1997 Virginia Historic Tax Credit																				
2000	203,696																					
69	Home Building Association of Richmond/Mult ifamily Housing Council	34	<p>Further on the Tax Abatement program, there is City collected information/data on the users of the rehab abatement program which shows that it is being used by both multifamily developers as well as individuals improving their homes. Its important for the reader of this report to understand that all sects of the community have benefitted greatly from this program and it has infused new life and resources into the Richmond community.</p>																			
70	Louise Lockett	35	<p>Figure 29 - move legend to be horizontal under the x axis</p>																			

71	Home Building Association of Richmond/Multifamily Housing Council	35	Cool map, but I'm afraid there's so much going on that its difficult to tell whats what. For instance, its nearly impossible to tell where the arts and culture district is because there is so many layers of activity. May need to break this out into two maps.	
72	Louise Lockett	36	Is it beneficial to mention Adopt A Street clean up programs as well? Here or somewhere else?	
73	Louise Lockett	36	Consider this question: Can you safely walk to your park?	
74	Gray O'Dwyer	39	I foresee water access as being a major part of the R300 plan, should there be a blurb/box about public access to waterways?	
75	Louise Lockett	44	Public Health - did you reach out to Richmond City Health District? They are the lead on this information for Richmond	
76	Louise Lockett	44	"Richmond's overweight or obese population is growing, suggesting that a change in eating habits may address this chronic condition" - this is an understatement of the obesity problem. Variables other than dietary habits contribute to obesity, including supports for exercise (walkable and bikeable streets, trails, recreations centers, gyms, etc), access to grocery stores with healthy foods), economic factors, etc.	
77	Jennifer Mullen	44	May insert a map of access to park or recreation facilites to tie in with these statistics	
78	Louise Lockett	45	Health opportunity index - I have a health department contact who can help you frame/discuss this succinctly.	
79	Louise Lockett	45	Consider this question: How does where you live impact your health?	
80	Louise Lockett	45	Consider this question: What community supports do you identify as being associated with good health?	
81	Louise Lockett	46	I don't think you can do this section without including schools and universities as part of your numbers. Schools are a huge part of how we attract (or don't) residents and contributes to growth.	
82	Louise Lockett	46	What does LEED stand for?	
83	Jennifer Mullen	47	Add Parks	
84	Louise Lockett	48	Consider a figure graphing non-violent crime rate. Consider if there are particular areas in the city where crime types are more prevalent.	

85	Jennifer Mullen	48	May add information regarding the City's plan for the opioid crisis.	
86	LaToya Gray	48	Are there any stats regarding the violent crime rate?	
87	Jennifer Mullen	50	Top 5 Reasons - Should the national/state park also include the City?	
88	LaToya Gray	50	Love this section because it draws attention to what makes Richmond attractive.	
89	Home Building Association of Richmond/Multifamily Housing Council	50	Included in the emerging trends for culture/tourism, the fact that so many of our civil war era buildings remain active and used is a testament to the Historic Rehab Tax Credit and Tax Abatement programs. These historic resources not only bring culture and life to our streets, but it also attracts thousands of visitors each year to our City. Furthermore, shows like Mercy Street and period movies like Lincoln site Richmond specifically for our preserved architecture - again, this would not have been possible without the Historic Rehab programs and this should be emphasized.	
90	Louise Lockett	51	"There are three major universities in Richmond. The largest is VCU." List the three universities, they're equally important. Consider including some other facts/accolades for the other two institutions. You have five for VCU alone.	
91	Louise Lockett	51	Should be a caption for the Maggie L. Walker statue photo	
92	Jennifer Mullen	51	I would include additional arts-related information other than just murals-static and performing, ICA, etc.	
93	Jennifer Mullen	51	VCU - do you have a statistic on how many students stay in RVA after college?	
94	Louise Lockett	52	"Back in 2001" favors VCU	
95	Laura Lattimer	Global	Overall, I think the visual layout and colors are great! Consider using visual cues (color) by section, rather than header level. This might help readers see which information is associated with which section as they move through the report.	
96	Laura Lattimer	Global	I wonder if there is an opportunity to cut down on text and formatting, to make it all easier to read — and much shorter. Readers can become overwhelmed by the sheer volume of text and are less likely to keep reading. Consider simplifying the language to an 8th-grade reading level (standard), reducing capitalization and italics, and moving the sources to end notes or footnotes. (I'm actually happy to mark up a few pages as an example, if helpful!)	

97	Laura Lattimer	Global	I wonder what the timeline is for some of these initiatives. If I were to pick this plan up 5 years from now, would the information still be useful? If this document is meant to be a 20-year resource, consider mentioning throughout WHEN next steps are hoped to be accomplished, as well as where to find up-to-date information in 5, 10, or 15 years.	
98	Laura Lattimer	Global	Can this be made into an interactive, online webpage instead? Consider migrating and hosting the content online, as expandable and collapsable sections. This will not only help readers navigate the content. But it will also let the city update content in real time.	
99	Louise Lockett	Global	It's Southside, not South Side	
100	Louise Lockett	Global	The beginning of this report poses who will use Richmond 300, including developers and business owners who may or may not be residents and thereby may not be as familiar with all things Richmond. With that in mind, consider spelling out acronyms prior to use, including institutions.	
101	Max Hepp-Buchanan	global	Overall, I think it is good and offers lots of important contextual information.	
102	Jennifer Mullen	Global	School information needs to be included	
103	Home Building Association of Richmond/Multifamily Housing Council	Global	NAHB and HBAR can provide data on single family and multi-family permit data for the last 5 years	
104	Louise Lockett	Global: Environmental Impact and Growth	I don't think I see this topic reflected in the insights report, but it can/will have direct impact on how the city develops and should be included, as we see increasingly longer and higher temperatures. Groundwork RVA ( <a href="http://groundworkrva.org">groundworkrva.org</a> ) and Dr. Jeremy Hoffman with the Science Museum of Virginia ( <a href="mailto:jhoffman@smv.org">jhoffman@smv.org</a> 804-864-1506) would be good resources for this.	

105	Louise Lockett	Global: Trauma / Public Health or Public Safety	Either in the Public Health section or the Public Safety section, consider discussion of ACE (Adverse Childhood Event) scores vs crime and impact on health of communities	
106	Jennifer Mullen	Map Booklets	Include Planned Transportation Improvements or CIP Projects in Transit Infrastructure	

















