

# Draft Land Use Goal Progress Update

May 8, 2019

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## Version 1

*Version 1 was drafted by PDR Staff and the Mayor's Staff after reviewing the comments received during Community Consultation #1.*

**Richmond builds inclusive neighborhoods; welcoming new residents.** Assure that Richmond's share of the region's growth is accommodated through existing and new neighborhoods that provide opportunities for housing, services, jobs, recreation, and education.

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## Version 2

*Version 2 was drafted by PDR Staff after the Land Use Working Group Meeting #1 on March 20, 2019. Version 2 is an amalgamation of the comments Working Group members gave during small group discussions at the March Meeting.*

**Richmond is a city of great communities interconnected by a network of activity centers providing services to city residents, businesses, and visitors.** As the Capital of the Commonwealth, Richmond is a celebrated mid-sized American city and leads the region in high-quality business and residential growth. Richmond's unique neighborhoods and districts allow for a diversity of uses accommodating all phases of life. Richmond efficiently uses land to promote sustainable lifestyles.

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## Version 3

*The Land Use Working Group co-leaders, Ted Ukrop and Kim Chen, reviewed the Working Group member's comments and prepared this revised version 3.*

**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.** As the Capital of the Commonwealth, Richmond leads the region in high-quality business and residential growth. Richmond's unique neighborhoods and districts, both historic and new, allow for a diversity of uses, the equitable accommodation of all phases of life, and the efficient use of land to promote sustainable lifestyles.

## Comments on Version 1

During the March 20, 2019 meeting, Working Group members discussed the draft Land Use goal in six small groups. The members of the public formed a seventh group. Each group had a discussion leader and a scribe. The comments from all seven groups are summarized here.

Note: statements are listed multiple times because different groups wrote the same comment.

- Don't use the word "neighborhoods"
- Switch out the word build
- Add create or sustain
- Richmond is a city of...
- Embrace growth
- Epicenter of the region's growth - urbanizing
- Growth within the existing fabric, infill
- Omit "existing and new"
- Too residential focused - not enough about business and industry
- "New" makes it seem like it's only young people coming
- Civic centers on mass transit
- Sustainability - higher level of consciousness about the environment
- Want the neighborhoods to connect to each other - grid to be continued neighborhoods to meet and grow into each other
- Accessibility as the idea that you can get to other places easily from different parts of the city
- Each goal could start with "Richmond is..." just like the vision statement
- Need to brag more about ourselves
- "Virginia's downtown"
- Richmond is the center and star of the region
- Cultural and job center
- Leads the region's growth
- Builds and rebuilds - regenerative
- Make LU connections to and through areas and the neighborhoods a tied together with use and greenspace
- Too residential focused - need to include other uses like business and industrial
- Having land use foster a social and civic interaction - using development pattern to foster civic engagement
- We are urban
- "Neighborhood" is too narrow
- Too housing focused
- What does inclusive mean?
- Make a more simple statement
- Sustainability
- Thriving
- Build
- Too much about "new residents" and not about retaining existing people
- Sustainability is too broad and has too many meanings
- Use the words "promote" and "access"
- Unique
- Opportunities
- Celebrate Richmond - brag about ourselves

- Leading growth
- We are not competing with the counties, we should stand alone
- Richmond should be leading growth in the region
- Vibrant urban core that leads the region
- More aspirational verbs – reaching, aspiring, (not builds)
- Richmond is a city...
- What about existing residents
- Sustainable for generations
- Vibrant
- “Neighborhood” – not the best term
- Also need to preserve existing neighborhoods
- Richmond a place of choice – for living, work, etc.
- Neighborhoods can sustain people at different phases of live
- Maintaining the character of existing areas and adding more people but without losing character
- Build off our intact neighborhoods
- Tie urban form to the health of residents

## Comments on Version 2

In the post-meeting assignment, PDR asked Working Group members: Do you like the revised Land Use Goal?

### 13 Working Group members said they could support the new goal.

### 12 Working Group members had further edits:

1. The statement does not sound like a goal to me. Suggest something like: Richmond strives to be a city of great communities interconnected by a network of activity centers providing services to city residents, businesses, and visitors. Through its existing system of unique neighborhoods and districts, Richmond will foster diversity of uses accommodating all phases of life while promoting efficient land use and sustainable lifestyles.
2. Need to add something about the historical nature of the city. Perhaps insert the following: “both historic and newly forming” after “great communities”
3. its an improvement. i think the term ‘activity centers’ sound made up - is that an actual planning term? also, would like for something to speak to the land use supporting sustainability for existing residents and businesses while supporting growth and attracting new residents and businesses.
4. How about just: Richmond’s unique neighborhoods and districts allow for a diversity of uses accommodating all phases of life. Richmond efficiently uses land to promote sustainable lifestyles and businesses.
5. Perhaps “Richmond is a city of diverse communities” rather than “great”. “Mid-sized American that leads..” rather than “and leads”. Richmond’s unique districts accommodate all phases of life.” (streamline)
6. Richmond is a city of thriving connected communities with its residents, businesses and visitors enjoying high quality places to be, work, live and play. As the Capital City of the Commonwealth, Richmond is a top tier American city with unique, beautiful and authentic neighborhoods, districts, natural and open spaces promoting a diversity of opportunities and uses.

7. VA
8. Richmond efficiently uses land to promote THE sustainable lifestyles OF THE FUTURE.
9. . . . great communities with a network of interconnected activity centers providing an equitable quality of life for city residents, . . .
10. Maybe change "great" to "vibrant"? Activity centers.....provide services to businesses or businesses are located in activity centers that also provide services to residents and visitors?
11. I do like most of the re-written goal, except I don't think there is a need to point out that we are mid-sized, and I don't agree with the last sentence.
12. I think we need to mention the environment, and I think the edits are maybe a little cumbersome? My idea (because no point in judging if you're not willing to be judged): something like "A city of great communities interconnected by land, water, and human activity, where diversity is celebrated and innovation encouraged."