

## Advisory Council Notes

Date: January 8, 2020 4 P.M.  
Location: Main Library, 101 E. Franklin St



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Members Present: Mr. Rodney Poole, Chair  
Mr. Max Hepp-Buchanan, Vice-Chair  
Mr. Burt Pinnock, Vice-Chair  
Mr. Jonathan Bibbs  
Ms. Mayda Colón  
Ms. Cyane Crump  
Mr. Bernard Harkless  
Ms. Ashley Hawkins  
Ms. Joyce Knight  
Mr. T. Preston Lloyd  
Ms. Louise Lockett Gordon  
Ms. Monica Lozano  
Mr. Jer'Mykeal McCoy  
Ms. Jennifer Mullen  
Ms. Kendra Norrell  
Ms. Gray O'Dwyer  
Mr. Damian Pitt  
Ms. Olivya Wilson  
Mr. Ted Ukrop

Members Absent: Ms. LaToya Gray  
Ms. Meredith Weiss

Staff Present: Ms. Anne Darby, Department of Planning and Development Review (PDR)  
Mr. William Palmquist, PDR  
Ms. Maritza Pechin, AECOM/PDR  
Ms. Marianne Pitts, PDR

### **4:07 PM Call to Order**

Mr. Poole called the meeting to order at 4:07 p.m. Mr. Poole thanked the Advisory Council (AC) and audience for attending. He alerted the public to two opportunities for public comment.

Mr. Poole asked for comments on the November 13, 2019, Meeting Notes. No corrections or edits were presented by the AC.

### **Director's Report**

Ms. Pechin shared that Mr. Olinger would not be in attendance at the meeting as he was ill. Ms. Pechin shared the 2020 AC meeting schedule and noted that an

additional meeting may be added on April 22<sup>nd</sup>. Mr. Poole encouraged the AC members to attend all meetings.

### **Public Comment #1**

Mr. Grady Hart, a resident of the Rosedale neighborhood and an Richmond Public Schools Employee, noted that he would like easier access to Scott's Addition and the Museum District from the Rosedale neighborhood. He stated that the Ashe Boulevard overpass is dangerous for bike and pedestrian travel and that there should be another bridge over the railroad to the west of the overpass. He also expressed support for a bus line that will travel from Lakeside to the River.

### **Presentations & Discussion**

#### *Related Planning Efforts*

Parking Study: Ms. Pechin informed the AC that the final draft of the report has been received from the parking consultant, DESMAN, and staff and the Director are reviewing the document.

Shockoe Small Area Plan: Ms. Pitts provide a brief update on the Shockoe Small Area Plan. She noted that the third public meeting was held in December, and a survey will be available soon that will be similar to the discussion had at the public meeting.

Economic Development Strategic Plan: Ms. Pechin introduced the Economic Development Strategic Plan which is an initiative for the City's Department of Economic Development. She noted that the next meeting of the AC will include the consultants who are working on the plan and will include a discussion on the Economic Development Strategic Plan. Mr. Poole asked if the Richmond 300 Economic Development Working Group has been a part of this process. Ms. Pechin responded that yes, there is overlap between the working group members and the members of the Strategic Plan's stakeholder group.

Greater Scott's Addition: Ms. Pechin provided a presentation that was presented at the Greater Scott's Addition Redevelopment Study Public Meeting on December 16, 2019. Mr. Poole asked if the City is planning to issue an RFP for the Diamond site. Ms. Pechin responded that she did not know. Mr. Ukrop noted that VCU is comprehensively planning for their athletic facilities. Ms. O'Dwyer noted that I-95 is how many people engage with Richmond, and that the view is not great. She noted that with this plan we may be able to address that.

#### *Nodes Update*

Ms. Pechin stated that based on discussions at the November meeting of the AC, the following changes were made to the Activity Centers Map:

- The Activity Centers will now be called Nodes.
- Nodal Mixed-Use will now be called Destination Mixed Use which was a term borrowed from Minneapolis.
- The neighborhoods of Downtown are called out.

- In the plan, each node will have a statement of potential that sets the vision and next steps.

Mr. Hepp-Buchanan commented that he liked that the neighborhoods of Downtown were being shown but thought the shape of Shockoe should be more of an oval like Carytown. He recommended that the whole of Downtown including the various neighborhoods should be shown somehow with a shading or an overlapping shape. Ms. Crump noted that this map should show a strong center of gravity Downtown especially since the node at Greater Scott's Addition is so large. Mr. Hepp-Buchanan stated that Downtown should extend across the River. Mr. Pitt recommended Scott's Addition to be an oval shape. Ms. Crump noted that the nodes should be either very precise or very general as people may be confused and have concerns.

#### *Community Consultation #2 (CC#2) Report*

Ms. Sherrell Thompson, a Richmond 300 Engagement Team member, updated the AC on the work she did during CC#2. Mr. Ukrop asked her what feedback she received in the community. She noted that while West End residents knew how important the plan is, Gilpin residents needed more education to understand the big picture and why this is important. Ms. Crump asked if Ms. Thompson thought people were more educated. Ms. Thompson responded that there was more of an opportunity to educate people at the sharing sessions which were more intimate. Ms. O'Dwyer asked if it was helpful to connect Richmond 300 to everyday situations, and Ms. Thompson responded that it was the only way to do it effectively.

Ms. Wilson asked if CC#2 reached more people who traditionally do not participate in planning processes. Ms. Pechin responded yes, but it was harder to track during CC#2. She noted that we were very successful at reaching these populations during the Sharing Sessions and at Meetings by Others.

#### *Community Consultation #3 Planning*

Ms. Crump asked for the timing of CC#3. Ms. Pechin noted the dates are not finalized and she will have more specifics to share at the next AC meeting.

Ms. Thompson and Ms. Pechin shared the plan for CC#3. The engagement effort for CC#3 includes several roundtable discussions in March to 1) discuss how to use the Richmond 300 and why the Master Plan matters, and 2) collect final comments/edits to the draft Plan. The Engagement Team will be planning 4 of these meetings while PDR staff will plan 2 meetings.

Mr. Poole noted that March will be a crunch time for the AC. Ms. Pechin recommended each AC member participate in a roundtable discussion. Ms. Pechin noted that she will let the AC members know the dates of the roundtable discussions.

Mr. Bibb suggested that there needs to be more press including articles in the Free Press and Key Awareness. Ms. Pechin noted the Mr. Poole and Mr. Pinnock were

working on a Letter the Editor of the Richmond Times Dispatch in response to another Letter to the Editor.

### **Public Comment #2**

Mr. Daniel Klein, a member of the Green City Commission and a resident of North Brookland Park, noted that the Greater Scott's Addition Area lacks a tree canopy. He stated that there are 40,000 tree wells empty in the city and it takes 20 years for the tree canopy to grow.

Mark Chang, a Shockoe Bottom resident, asked how the Nodes Map will incorporate the concepts of established, not established, and emerging nodes. Ms. Pechin responded that this would be a part of the statement of potential for each node and not labeled on the map.

### **Adjournment**

Mr. Poole adjourned the meeting at 5:35 pm.