

Advisory Council Notes

Date: May 8, 2019, 4 P.M.
Location: Main Library, 101 E. Franklin St



Members Present: Mr. Rodney Poole, Chair
Mr. Burt Pinnock, Vice-Chair
Ms. Cyane Crump
Mr. Bernard Harkless
Ms. Elyana Javaheri
Mr. T. Preston Lloyd
Ms. Louise Lockett
Ms. Monica Lozano
Mr. Jer'Mykeal McCoy
Ms. Jennifer Mullen
Ms. Gray O'Dwyer
Mr. Damian Pitt
Mr. Ted Ukrop
Ms. Meredith Weiss
Ms. Olivya Wilson

Members Absent: Mr. Jonathan Bibbs
Ms. LaToya Gray
Ms. Ashley Hawkins
Mr. Max Hepp-Buchanan, Vice-Chair
Ms. Joyce Knight
Ms. Kendra Norrell

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

3:30 PM Room opens

4:05 PM Call to Order

Mr. Poole called the meeting to order at 4:09 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 March 13, 2019, Meeting Notes. No corrections or edits were presented by the AC.

Director's Report

Mr. Olinger stated there are two items related the Shockoe area that are coming up that may be of interest to the AC. He stated that in the Pulse Plan, this area was noted as an area that needed additional attention. The upcoming meetings for this area included:

- **Shockoe Valley Streets** – May 9, 6-8pm, MLK Middle School (www.shockoevalleystreets.com)
- **Shockoe Bottom Small Area Plan** – next meeting in June 2019 (www.richmondgov.com/PlanningAndDevelopmentReview/ShockoeSmallAreaPlan.aspx)

Mr. Olinger shared information about additional planning efforts that may be of interest to the AC including:

- **Short Term Rentals Ordinance** - May 14, 6-7:30pm, Richmond Central DMV, 2300 West Broad Street (www.richmondgov.com/PlanningAndDevelopmentReview/ShortTermRentals.aspx)
- **Regional Housing Framework** – May 16 and June 26, 6:30-8:30pm, VCU Student Commons, 907 Floyd Ave (www.pharva.com)

Mr. Olinger noted the DESMAN is scheduled to present to Planning Commission on May 20 at 1:30pm. He stated this presentation will focus on the neighborhood specific recommendations.

Mr. Olinger stated that he will be presenting at the Branch Museum on May 9th in conjunction with an exhibit that shows maps from previous plans. Mr. Olinger stated that in reviewing the older plans, he noted that the plans have talked about the same neighborhoods and issues for the last 73 years. He noted that Richmond 300 should come up with effective solutions.

Mr. Poole took a moment to acknowledge the work of staff as this was Employee Appreciation Week.

Public Comment #1

Ms. Susan Miller asked where Mr. Olinger will be presenting. Mr. Olinger noted that he will be presenting at the Branch Museum, but the event is sold out.

There was no additional public comment.

Presentations & Discussion

Engagement Update

Ms. Pechin provided an engagement update. She noted that JSA is no longer working on the Master Plan. She stated that PDR is seeking to hire community members who work in the communities with which PDR would like to improve engagement. She noted the intent is to hire local grass roots individuals to help engagement and translate the message. She stated that individuals will receive a stipend and will help write and administer the survey during Community Consultation #2. She noted that the intent is to hire 6-8 people and requested two AC members volunteer to be on a panel to review the application.

Mr. Poole asked how the application is being shared. Ms. Pechin noted it will be shared through email, by the AC and Working Group members, and with the help of the Health District's Community Health Workers. Mr. Poole asked when this will occur. Ms. Pechin respond that the goal is to have the application out by June 1 as the individuals will be in place by July. Ms. Pechin noted that the targeted groups for engagement are residents of the 8th and 9th District, African Americans, Latinos, and low-income individuals.

Ms. Pechin provided an update on earned media and collaborations with other institutions. She noted the exhibit at the Branch is titled A City Personified and will be on display until June 24th. She stated that Richmond 300 will collaborate again with the Branch for a larger exhibit that will run from January to March 2020. She noted the details of this exhibit are not yet planned, and if AC members would like to help with this, to please let her know. Ms. Pechin noted that Richmond 300 will also be collaborating with the Valentine's Controversial History program from October to February. These discussions will focus on the Working Group topics and will also include a salon at Gallery 5.

Working Group Update

Ms. Pechin provided an update on the Working Groups. She noted that the Land Use Working Group Meeting on July 24th will now be a wrap up session for all working groups, and she will send a calendar invitation to the AC members.

Mr. Poole noted that the general public participation at the meetings was low. Ms. Pechin responded that this is not surprising as these are intended to be stakeholder meetings. Mr. Ukrop noted participation at Land Use may have been lower as land use is an ambiguous term.

Ms. Pechin stated that PDR attempted to do too much at the first Transportation meeting and improved based on lessons learned at the later meetings. She noted that there is a lack of diversity in the Transportation Working Group and if the AC has suggestions for additional individuals for this group, to please let her know.

For Economic Development, Mr. Olinger noted that the City has received 7 proposals to work on the economic development strategic plan. Mr. McCoy noted that the working group meeting was a positive experience as there were people across generations including some for which it was the first time participating in a Richmond process.

Mr. Poole asked if the last Master Plan really took 7 years. Ms. Pechin responded yes.

Mr. Poole asked if the sticky note activity was completed at all the working group meetings. Ms. Pechin responded that it will be repeated at all the groups but has only occurred in Housing and Economic Development. Mr. Pinnock described the activity to the AC.

Mr. McCoy asked if any of the Working Groups had any challenges. Mr. Pinnock noted that there was some difficulty breaking down terms.

Draft Concept and Future Land Use Maps

Ms. Pechin introduced the draft concept maps. She noted the concepts were drafted with PDR staff and are proposed to be the drivers of the Master Plan.

Mr. Ukrop asked if surface parking is on the room to grow map. Ms. Pechin responded no.

Ms. Javaheri asked if the walk score looks at safety. Ms. Pechin responded no.

Ms. Pechin shared the draft future land use map and land use designations. She noted that there have been comments on the designations, but the plan is to make one round of edits after receiving comments from all working groups.

Ms. O'Dwyer asked why a giant chunk of map is purple and why is there a commitment to maintain industrial along the river bank. She noted that in the past industrial land like in Scott's Addition could be underutilized. She noted that industrial can be located elsewhere.

Ms. Pechin responded that the plan cannot designate privately owned industrial land to open space. Ms. O'Dwyer stated it can be industrial mixed use.

Mr. Lloyd stated the industrial land may be visually prominent because of the purple color. He noted the port is a substantial portion of the purple area and that the City committed much of the land around the port to industrial uses to complement the port. He noted the City's waste facility is a big portion of this land as well and that industrial uses can generate a lot of revenue for the City.

Ms. Lozano commented on the mountain bike loop near the waste facility referred to as the “poop loop” is pretty even though in an industrial area. She noted it would be a missed opportunity to not imagine some green space in this location.

Ms. Javaheri asked what the designation industrial means today. She stated that industrial today is different than what industrial was 20 years ago. She asked how much space these modern industrial uses need.

Mr. Lloyd responded that the City recently approved plans for a 500,000 sf warehouse facility which will bring jobs and is expected to include a second 500,000 sf phase. He also stated that Hourigan purchased a lot of land for warehouse space in close proximity to the port and I-95.

Ms. Javaheri responded that she is aware of the Hourigan project, but wanted to note that industrial projects should benefit the neighborhoods in which they are located and be pedestrian friendly.

Mr. Pitt stated that the entire area near the port is all port development and agreed that it will not change. He stated that to the west of this area, there may be space to create a buffer; and the area near Broadrock could also change.

Mr. Pitt asked why Scott’s Addition area is not in a hub. He noted that the entire area including Scott’s Addition and Broad and Ashe area should be a hub. Mr. Olinger agreed with this suggestion. Ms. Pechin noted that the Land Use Working Group is going to focus on the hubs at their next meeting.

Ms. O’Dwyer noted the best opportunities for change to become mixed use communities are where there are the larger parcels with fewer owners. She noted this would be difficult in a lot of Southside.

Mr. Pitt stated that Southside Plaza should be a secondary hub as there are underdeveloped parcels.

Mr. Poole asked where could be the next Scott’s Addition. He asked how large the Boulevard hub area is. Mr. Olinger responded over 900 acres.

Public Comment #2

Ms. Sandy Crawford, a real estate agent and a member of the Housing Working Group, noted that there is revitalization of neighborhoods along the Southside industrial corridor, and Commerce Road should serve as a buffer. She stated that there are great neighborhoods including Davey Gardens. She noted that she is seeing many homes are being sold in Davey Gardens and would hate to see this neighborhood not be revitalized.

There was no additional public comment.

Adjournment

Mr. Poole shared the following upcoming meeting dates:

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| May 9, 4-7 PM | Environment Working Group Meeting #1 (Main Library, 101 E. Franklin St) |
| May 15, 4-7 PM | Land Use Working Group Meeting #3 (Main Library, 101 E. Franklin St) |
| May 20, 1:30 PM | DESMAN Presentation of the Draft Parking Study at the City Planning Commission Meeting (900 E. Broad St, 5th Floor Conference Room) |
| May 21, 4-7 PM | Transportation Working Group Meeting #2 (Studio Two Three, 3300 W. Clay St) |
| May 23, 4-7 PM | Economic Development Group Meeting #2 (Dominion Payroll, 3220 Rockbridge St #300) |
| June 5, 4-7 PM | Land Use Working Group Meeting #4 (Main Library, 101 E. Franklin St) |
| June 6, 4-7 PM | Environment Working Group Meeting #2 (Main Library, 101 E. Franklin St) |
| June 12, 4-6 PM | Advisory Council Meeting (Main Library, 101 E. Franklin St) – goals will be defined, framework done for some of the working groups |

The meeting adjourned at 5:45pm.