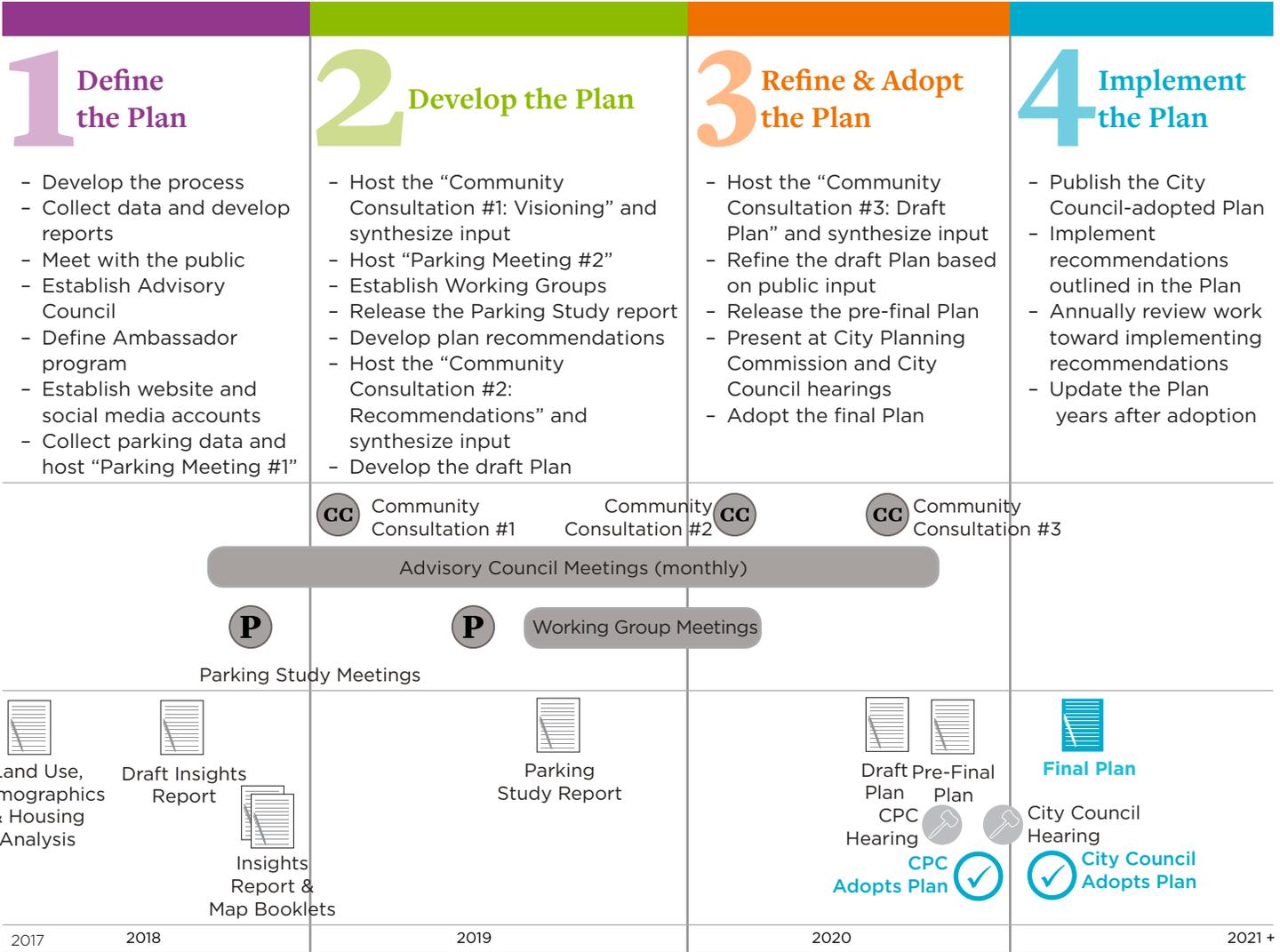


Creating Richmond 300

Working together to create the next city-wide Master Plan for Richmond



CC = Community Consultation. AC = Advisory Council. P = Parking. CPC = City Planning Commission

What is Richmond 300?

Richmond 300: A Guide for Growth is the name of the City's new Master Plan. The *Richmond 300* document has not yet been developed - we are just starting the update process. *Richmond 300* will establish a 20-year vision for the city's growth and be developed with extensive community engagement.

Why is it called Richmond 300?

Richmond was founded in 1737. As we look forward to the city's 300th anniversary in 2037, how do we want Richmond to look and work? How do we want our residents and businesses to feel and grow over the next 20 years so that when we celebrate our 300th anniversary we are proud of where we are?

Why does the City need a Master Plan?

The City is only 62.5 sq. miles. The Master Plan helps determine how to plan for growth within the limited footprint of the city. The Master Plan provides guidance on re-zoning land, allocating capital improvement funding, public infrastructure and building projects, and economic development. The Master Plan sets policy related to housing, economic development, infrastructure, zoning, land use, transportation, and more. The last city-wide Master Plan was adopted in 2001.

Richmond 300 Groups

Lead Organization: Department of Planning and Development Review

Groups inside City Hall

- Mayor
- Executive Team
- City Council
- City Planning Commission
- Technical Team*

Groups outside City Hall

- Advisory Council*
- Working Groups*
- Civic associations
- Special interest groups
- General public

Consultants

- Project Management: AECOM
- Branding: Elevation Advertising
- Data Analysis: VCU CURA
- Engagement: Justice & Sustainability Associates
- Parking: DESMAN

Dept. of Planning and Development Review (PDR)

is leading the development of Richmond 300 and call upon other departments to assist with sections that affect them directly.

City Council

has final approval of the Master Plan. Members of the City Council are advocates for a plan that captures the vision and spirit of Richmond.

City Planning Commission (CPC) is responsible for the conduct of planning relating to the orderly growth and development of the city. Per the City Charter and Virginia Law, it is the duty of the CPC to make and adopt a Master Plan that guides coordinated and harmonious development of the city. The 9-member CPC oversees the development of Richmond 300, provides comments throughout the update process, and ultimately approves the final document. Two members of the CPC serve on the Advisory Council.

Technical Team* comprises of City staff from multiple City departments and representatives from RPS, GRTC, the health district, RRHA, and RRPDC. This team integrates existing City plans and policies, collects baseline data, and provides input to shape the Plan.

Advisory Council* is a 21-member sub-committee to the CPC. The Advisory Council serves as 1) a sounding board to help shape the content of Richmond 300; and 2) liaisons to the community at large by helping to build awareness of and participating in the plan update process.

Working Groups* are topic-specific groups charged with creating the initial recommendations for *Richmond 300*, which will be vetted and amended by the community at-large during public meetings in September and October 2019. The Working Groups are Land Use, Transportation, Economic Development, Housing, and Environment. Each Working Group includes two co-leaders, members of the Advisory Council and Technical Team, a PDR liaison, and at-large members.

*New groups created for the *Richmond 300* process.

Who uses a master plan?

City Administration & Staff

- Identify areas well-positioned for growth and reinvestment
- Strengthen/grow neighborhood centers
- Determine how to maximize return on public investment
- Manage capital funds projects
- Develop budgets
- Pursue federal, state, and other grants
- Advance priorities for community wealth building

Developers, Architects, & Builders

- Purchase real estate
- Decide whether it is most appropriate to reuse or construct new buildings in a given location
- Identify likely hot spots for development
- Understand the City's development priorities
- Align design/development ideas with City goals

Residents & Business Owners

- Expand, start, or relocate a business
- Purchase real estate
- Renovate an existing building
- Improve a local park
- Find a suitable location for a community garden
- Attract a new business or service to a neighborhood business district
- Verify whether a proposed project is in line with City goals

Contact the Richmond 300 Project Team

900 E. Broad Street, Room 511
Richmond, VA 23219

richmond300@richmondgov.com
804.646.6348

richmond300.com
facebook.com/richmond300
instagram.com/richmond300

[visit richmond300.com](http://visitrichmond300.com)

Office Hours every 2nd and 4th
Thursday from 3-5 P.M. at 900 E.
Broad St., Rm 511