

Priority Growth Node

Route 1 / Bellemeade

Vision

In 2037, the intersection of Route 1 and Bellemeade Road is a walkable, well-connected, mixed-use node with medium-scale buildings that are complementary with the surrounding single-family neighborhoods. Commercial development includes both neighborhood serving commercial uses and job generating businesses. The warehouses on the west side of Route 1 are redeveloped into a mix of medium-density residential projects and job generating businesses. The apartment complexes at the southeastern corner of the intersection are redeveloped into medium scale, mixed-use development that continues to provide affordable multi-family housing units in addition to market rate housing and commercial uses. The increased residential development along the corridors and in the neighboring nodes establishes a market for services and amenities, such as a grocery store. New buildings address the corridors to create a pleasant pedestrian environment with parking minimized. Both Route 1 and Bellemeade Road are Great Streets with street trees, pedestrian amenities, enhanced transit, and greenways.

Growth Potential: High

In 2019 there were approximately 21 acres of vacant/underdeveloped land in the Route 1/Bellemeade area — representing 21% of Route 1/Bellemeade's total land area.

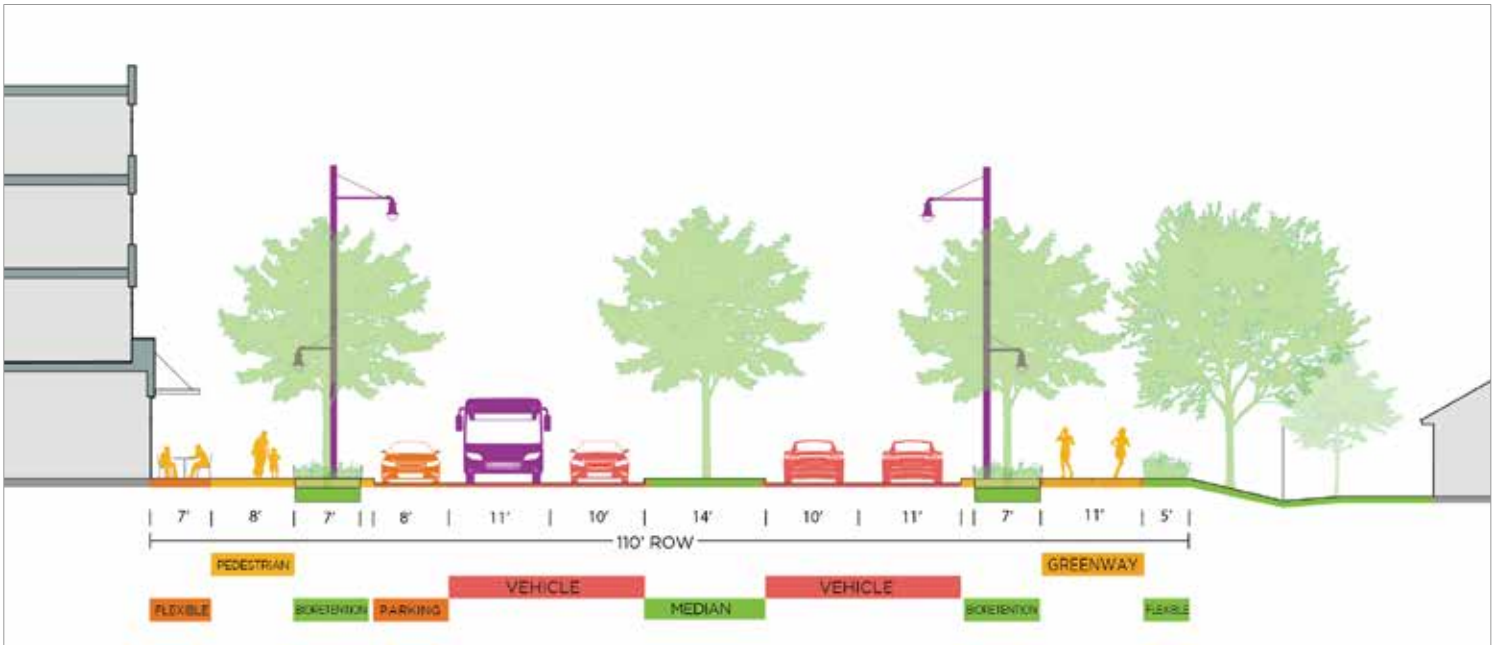
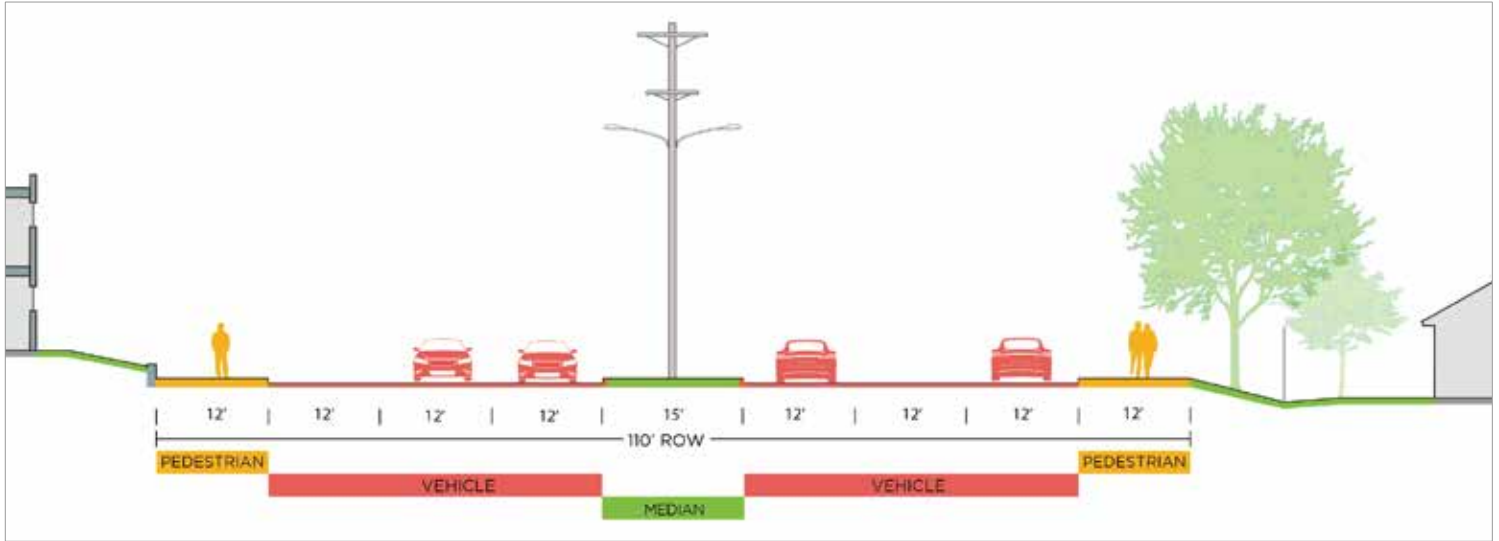
Primary Next Steps

- Prioritize the rezoning of the B-3 zoned parcels along the east side of Route 1 to align with the Future Land Use Plan to encourage the economic revitalization of the corridor in a building form that improves the pedestrian environment (Goal 1 and Goal 11)
- Rezone areas on the west side of Route 1 to align with the Future Land Use Plan to allow residential development in the Industrial Mixed-Use areas that do not currently allow residential uses (see Goal 1 and Goal 14)



Route 1 / Bellemeade — Neighborhood Node

- Develop a detailed corridor plan for Route 1 with specific recommendations on how to transform the road into a Great Street with amenities such as buildings addressing the street, a greenway (the Ashland to Petersburg Trail), street trees, lighting, and other amenities and encourage redevelopment and business growth (Goal 1, Goal 8, Goal 9)
- Improve pedestrian, bike, and transit infrastructure to/from this node — specifically, developing the Ashland to Petersburg Trail and providing enhanced transit along Route 1 (see Goal 4, Goal 8, and Goal 17)
- Explore the creation of a Technology Zone and other new economic development incentives to encourage the economic revitalization of the Route 1 corridor (Goal 11)
- Develop programs that allow homeowners to remain in their homes in high-quality structures to limit the involuntary displacement of residents in the surrounding single-family neighborhoods (Goal 14)
- Develop quality open space within a 5-minute walk of this node (Goal 17)



Route 1 Potential Street Section Transformation

The existing street section [top] has more travel lanes than is necessary for the amount of vehicles that travel on Route 1. The street can be transformed [bottom] into a complete street with various elements such as outdoor seating, sidewalk trees, pedestrian-level lighting, on-street parking, enhanced transit, car lanes, median trees, and a wide greenway (the Ashland to Petersburg Trail).

Priority Growth Node

Route 1 / Bells

Vision

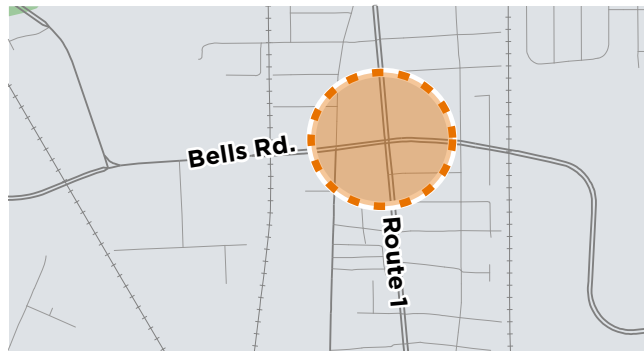
In 2037, the Route 1 corridor is home to a dynamic mix of uses with increased intensity at the intersection of Bells Road and Route 1. This intersection serves as a gateway into South Richmond from I-95, and Route 1 and Bells Road are Great Streets with sidewalks, street trees, pedestrian amenities, enhanced transit, and bicycle amenities. The commercial and mixed-use development along Route 1 provides neighborhood serving shopping and service destinations in a building form that improves the pedestrian environment by locating the buildings close to the street, limiting driveways, and encouraging access from existing or new alleys. Predatory commercial uses including pawn shops and check cashing businesses are limited. Office and industrial uses complement the nearby Port of Richmond and heavy industrial uses at the Phillip Morris Plant. Vacant land on Route 1 and Bells Road is redeveloped to provide housing options at varying affordability levels in medium-scale buildings compatible with the surrounding residential area.

Growth Potential: High

In 2019 there were approximately 13 acres of vacant/underdeveloped land in the Route 1/Bells area – representing 34% of Route 1/Bells' total land area.

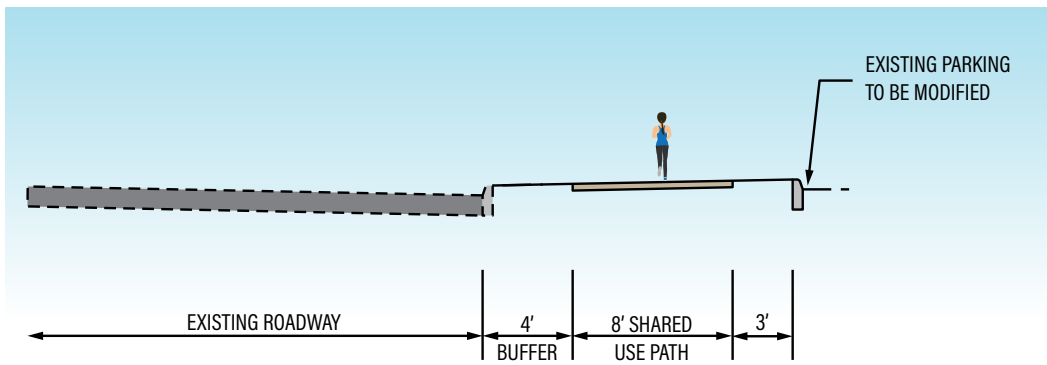
Primary Next Steps

- Prioritize the rezoning of the B-3 zoned parcels along the Route 1 to align with the Future Land Use Plan to encourage the economic revitalization of the corridor in a building form that improves the pedestrian environment (Goal 1 and Goal 11)
- Rezone the properties at the south west corner of the intersection to align with the Future Land Use Plan to encourage residential and commercial development consistent with the Corridor Mixed Use designation (Goal 1 and Goal 14)



Route 1 / Bells – Neighborhood Node

- Develop a detailed corridor plan for Route 1 with specific recommendations on how to transform the road into a Great Street with amenities such as buildings addressing the street, a greenway (the Ashland to Petersburg Trail), street trees, lighting, and other amenities and encourage redevelopment and business growth (Goal 1, Goal 8, Goal 9)
- Improve pedestrian, bike, and transit infrastructure to/from this node – specifically, developing the Ashland to Petersburg Trail and providing enhanced transit along Route 1 (see Goal 4, Goal 8, and Goal 17)
- Explore the creation of a Technology Zone and other new economic development incentives to encourage the economic revitalization of the Route 1 corridor. (Goal 11)
- Develop programs that allow homeowners to remain in their homes in high-quality structures to limit the involuntary displacement of residents in the surrounding single-family neighborhoods. (Goal 14)
- Develop quality open space within a 5-minute walk of this node (Goal 17)



Ashland to Petersburg Trail Conceptual Images

The Virginia Department of Transportation is leading a multi-locality planning effort to create the Ashland to Petersburg Trail, a greenway (also referred to as a shared-use path) from Ashland to Petersburg [see right image for the trail alignment]. The Ashland to Petersburg Trail will run along the eastern side of Route 1 [see top image for the plan and bottom image for the section].

Source: Ashland to Petersburg Trail Study, Virginia Department of Transportation, February 2020

