

# Memorandum



To: *Richmond 300* Advisory Council

From: Mark A. Olinger, Director, Dept. of Planning and Development Review  
Maritza Pechin, *Richmond 300* Project Manager, AECOM

CC: City of Richmond City Planning Commission

Date: September 14, 2020

Re: Pre-Final *Richmond 300: A Guide for Growth* Master Plan

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**Based the extensive community engagement conducted in CC#1, CC#2, and CC#3, and the revisions from the Draft to Pre-Final versions, Staff is excited to share this Pre-Final *Richmond 300* document, which is found at [www.richmond300.com/prefinal](http://www.richmond300.com/prefinal)**

The Dept. of Planning and Development Review (PDR) released the Draft *Richmond 300: A Guide for Growth* Master Plan on June 1, 2020 and received 1,400+ comments and questions over a 6-week period. In July and August 2020, PDR Staff reviewed the comments, many of which were remarks or typographical edits, and developed the Pre-Final *Richmond 300: A Guide for Growth* Master Plan document, which was released on September 11, 2020. The Pre-Final *Richmond 300* document includes the following major changes as compared to the Draft *Richmond 300* document:

**Executive Summary** is expanded to include more discussion on the goals, strategies, and objectives outlined in *Richmond 300*.

**Introduction** includes the following new sections: How to Use this Plan and Richmond's Regional Context.

## **Chapter 1: Vision & Core Concepts**

- **Nodes:** Includes an introductory paragraph about the Primary Growth Nodes and the Nodes Map depicts adjusted circles that depict the general locations of the VCU and Manchester Nodes.
- **Future Land Use:**
  - Includes definitions of the descriptive elements used to define each Future Land Use Category.
  - Includes a new Future Land Use Category called Community Mixed-Use that, in regards to scale, falls between the Neighborhood Mixed-Use and Corridor Mixed-Use Categories, and an adjusted height for the Corridor Mixed-Use Category.
  - Includes references to the Street Typology map in the Residential and Neighborhood Mixed-Use Categories.
  - Includes a change to include open space as a primary use in all Categories.
  - Includes mapping changes to Randolph, Oregon Hill, Shockoe, Rocketts Landing, and several Neighborhood Nodes and corridors that became the new Community Mixed-Use Category.

- **Future Connections:** Includes an expanded description of the Bridges, Interchanges, and Grids Map.

### **Chapter 2: High-Quality Places**

- **Goal 1:** includes a call-out box about the changing use and form of shopping malls and strip-commercial shopping centers.
- **Goal 2:** Includes an additional Objective (2.3).
- **Goal 3:** Includes language in the Existing Conditions about cemeteries and a call-out box about the changing uses of buildings and properties owned by religious institutions.

**Chapter 5: Inclusive Housing** objectives are reordered.

**Chapter 6: Thriving Environment** has a revised map in Goal 17 that includes labels for all major existing City parks and the objectives in Goal 17 are reordered.

**Chapter 7: Implementation** is an entirely new chapter, which includes three main sections: Metrics, Big Moves, and Reporting.

### **Thank you to all those who have helped create this plan:**

- 21 members of the Richmond 300 Advisory Council who have volunteered their time for the last 2.5 years to help guide the development of this plan
- 209 participants in Richmond 300 Working Groups who crafted the goals, objectives, and strategies of the plan
- Staff members from other City departments and partnering agencies who have provided their input throughout this process
- Hundreds of members of civic and stakeholder groups who invited the Richmond 300 team to over 300 meetings to discuss the plan
- Over 1,000 attendees of Richmond 300 meetings, either in person or virtual, who provided their thoughts on the future of Richmond
- Thousands of Richmonders who took the time to complete surveys and provide comments that shaped this plan

We hope you see yourself and your input realized in this document.