



## **Media Advisory: Photo/Video/Story opportunity ATTN: Reporters, Editors, Assignment Editors, Producers**

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### **Mayor Stoney and Richmond 300 staff to Host Richmond 300 Media Day**

**WHAT:** Mayor Levar Stoney, Richmond's Department of Planning & Development Review (PDR) staff and the Richmond 300 Advisory Council will conduct a Media Day to discuss the master plan update – also known as Richmond 300 – and the update's engagement process.

Richmond 300, named to commemorate Richmond's 300<sup>th</sup> birthday in 2037, will provide an inclusive guide for Richmond's growth for the next 20 years. This will be the first citywide master plan update since 2001.

**WHO:** The following representatives will be present to answer questions and give interviews:

- The Honorable Levar Stoney, mayor, City of Richmond
- Mark Olinger, director, Dept. of Planning and Development Review, City of Richmond
- Richmond 300 Advisory Council members

**WHEN:** Thurs., June 28; 11-11:30 a.m.

**WHY:** Richmond is growing. Since 2010, Richmond has added over 27,000 residents. Between 2010 and 2015, Richmond grew by 7.9 percent and was one of the fastest growing cities in Virginia during that period. It is anticipated current trends will continue, and Richmond will continue to add to its population. Part of being prepared for this growth includes updating the city's master plan.

The master plan establishes a vision for the growth of the city and outlines land policy recommendations to guide its physical development. The city Planning Commission and City Council use this document as a guide for decision making. The primary tools for implementing the vision set forth in the master plan are the public infrastructure and building projects, the capital improvement budget and the zoning ordinance.

The media will have the opportunity to ask questions about the city's growth, the master plan process and the engagement strategy.

**WHERE:** Richmond City Hall; 5<sup>th</sup> floor conference room.

**HOW:** To support Mayor Stoney's vision of "One Richmond," PDR assembled a 21-member Advisory Council to work with representatives of the city and advise on the process design and plan. Additionally, PDR hired D.C.-based engagement firm, Justice & Sustainability Associates, to provide engagement consultation and achieve both substantive and diverse community input. The Advisory Council's and community's feedback will inform the plan drafted by PDR staff, which will later go to the city Planning Commission and City Council for adoption.

**CONTACT:** Please email Isabel Guide at [Isabel@jsallc.com](mailto:Isabel@jsallc.com) to confirm attendance. Please direct specific questions about the Master Plan update to Maritza Pechin, Richmond 300 project manager, at (804) 646-6348 or [maritza.pechin@richmondgov.com](mailto:maritza.pechin@richmondgov.com).

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