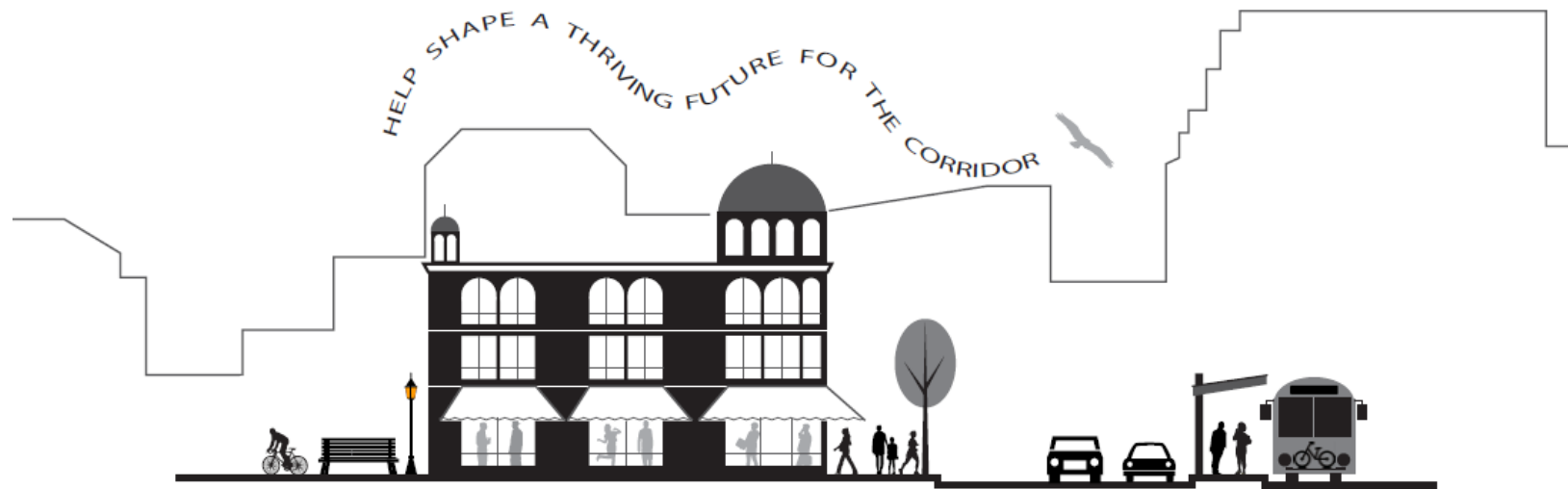


Broad & E. Main Street Corridor Plan

November 19, 2015



Focus of Corridor Plan

1. Increased economic opportunity and connections among transportation, housing, and jobs to support \$1.1 billion in additional assessed value over 20 years
2. Sustainable, high-quality development with a mix of uses
3. Enhanced public realm and multi-modal connections



Why We're Here to Get Your Input:

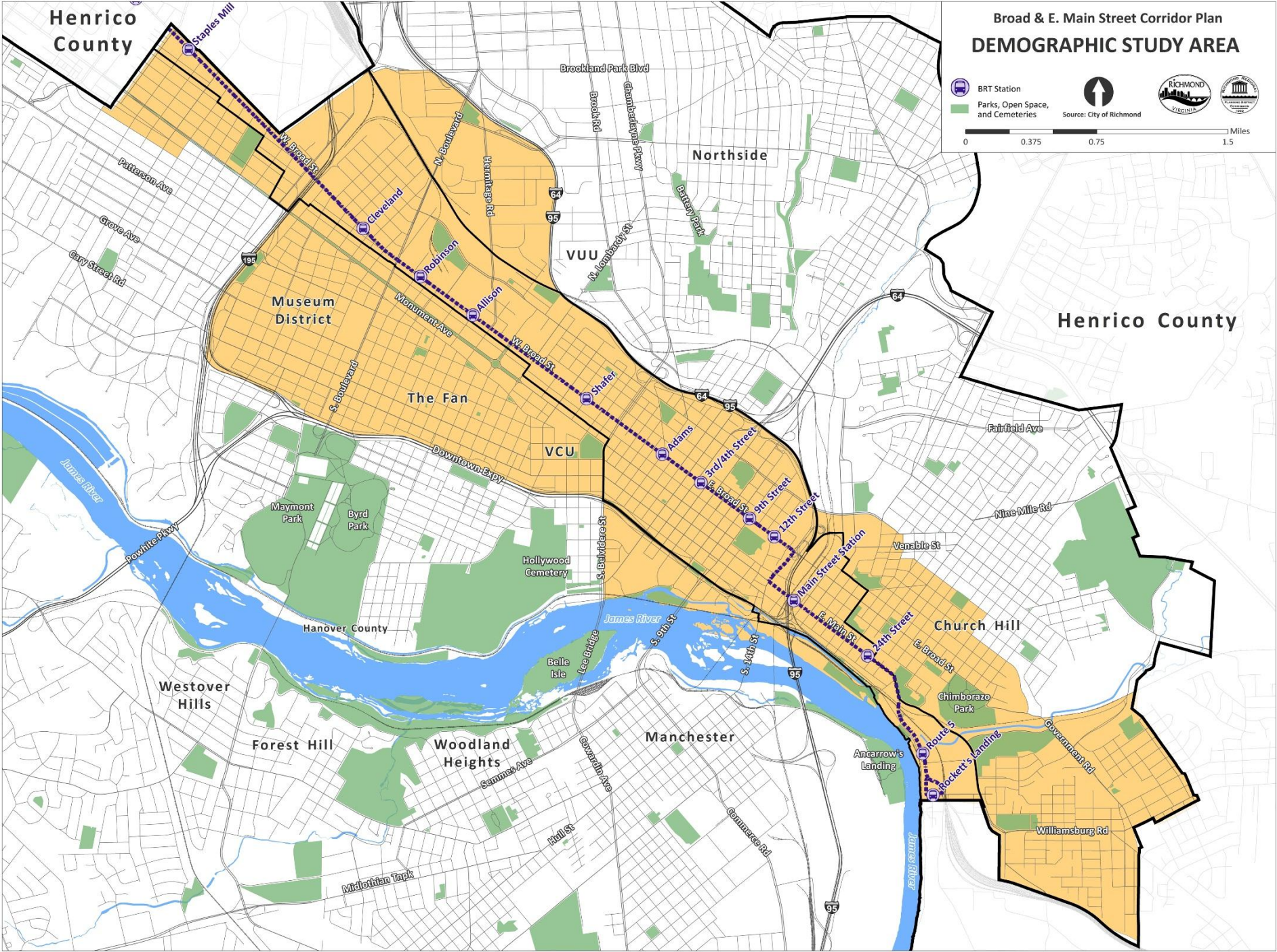
1. Where along the BRT corridor should development occur?
2. What should that development look like?
3. How should that development happen?



Henrico County

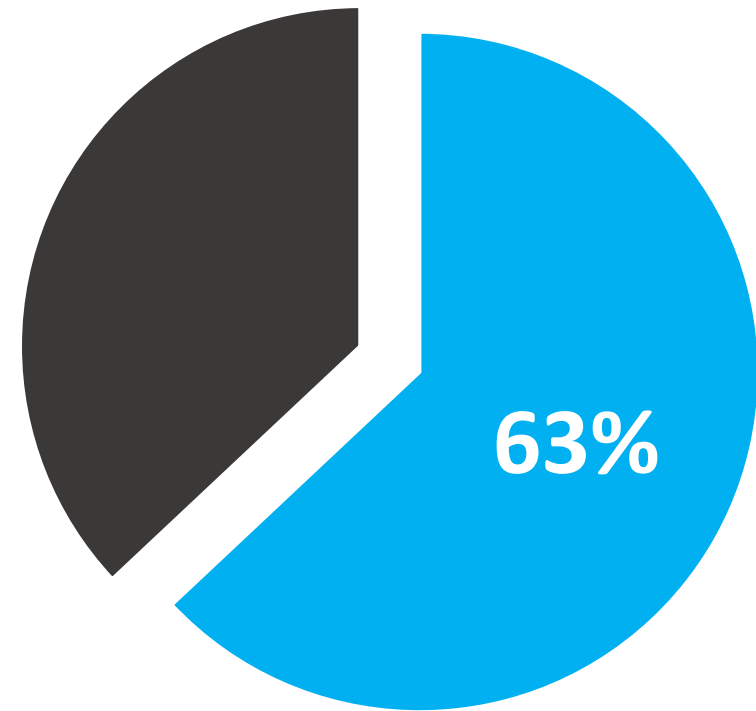
Broad & E. Main Street Corridor Plan DEMOGRAPHIC STUDY AREA

 BRT Station
 Parks, Open Space, and Cemeteries
 Source: City of Richmond
 
 0 0.375 0.75 1.5 Miles



Employment

Over 92,000 jobs are within the areas adjacent to the Pulse BRT Route. This is almost 2/3 of all the jobs within the City of Richmond.

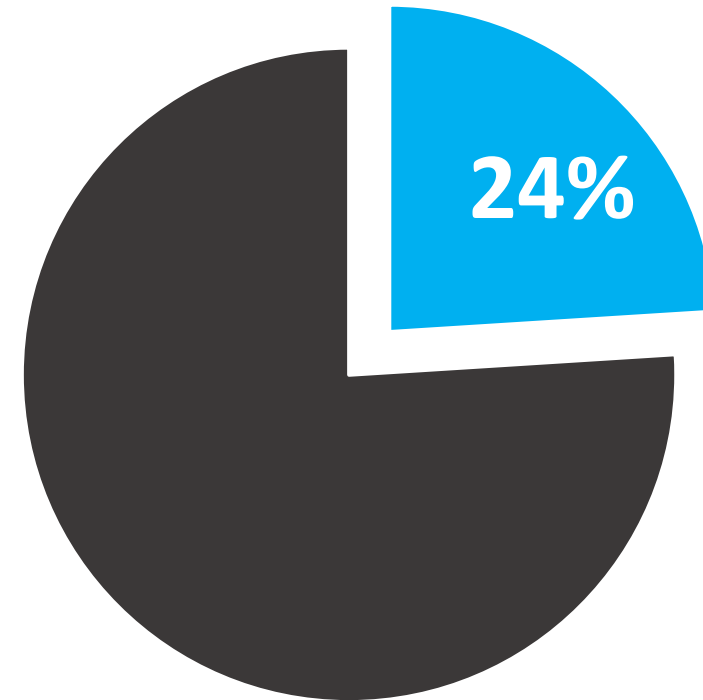


■ Within Corridor

*Source: 2012 VEC Employment Data

Population

Nearly a quarter of the City's population-about 50,000 people-live in the neighborhoods around the Pulse BRT corridor.



■ Corridor Population

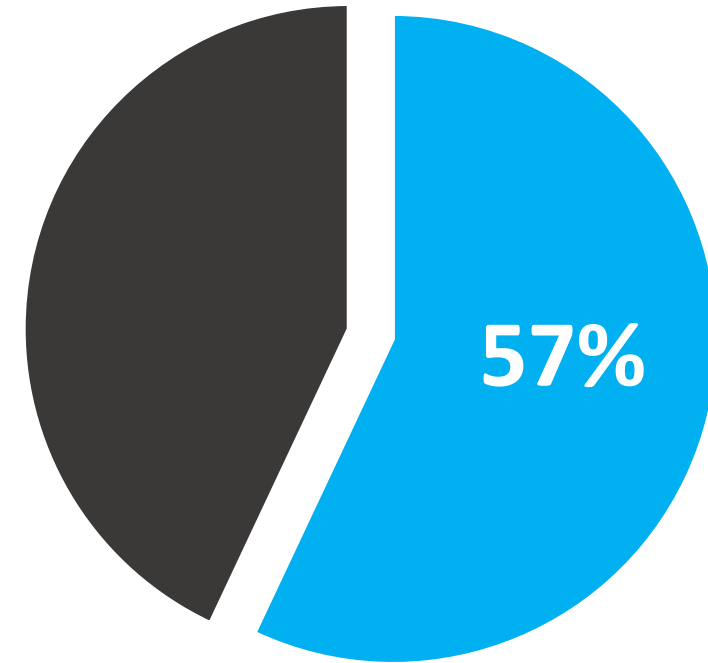
*Source: 2013 ACS 5-Year Estimates

Age

57% of the nearly 50,000 residents of the corridor are between the ages of 18 and 34.

Almost 15,000 of all corridor residents-or 30% - are between the ages of 22-29, making this by far the largest age group in the corridor.

The percentage of corridor residents that are 18-21 and 22-29 within the corridor is over twice their percentage of the City's overall population.

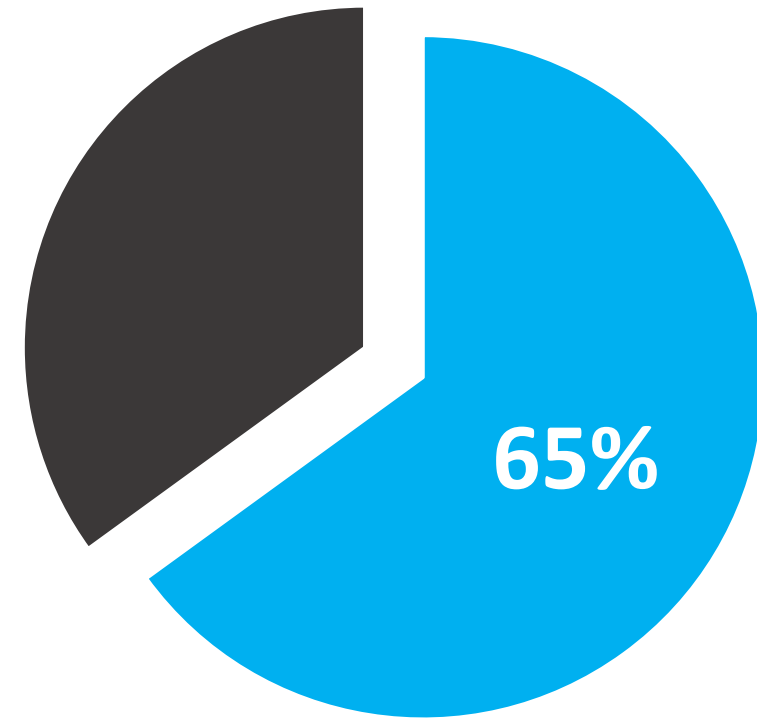


■ Millennial Corridor Residents, 18-34

*Source: 2013 ACS 5-Year Estimates

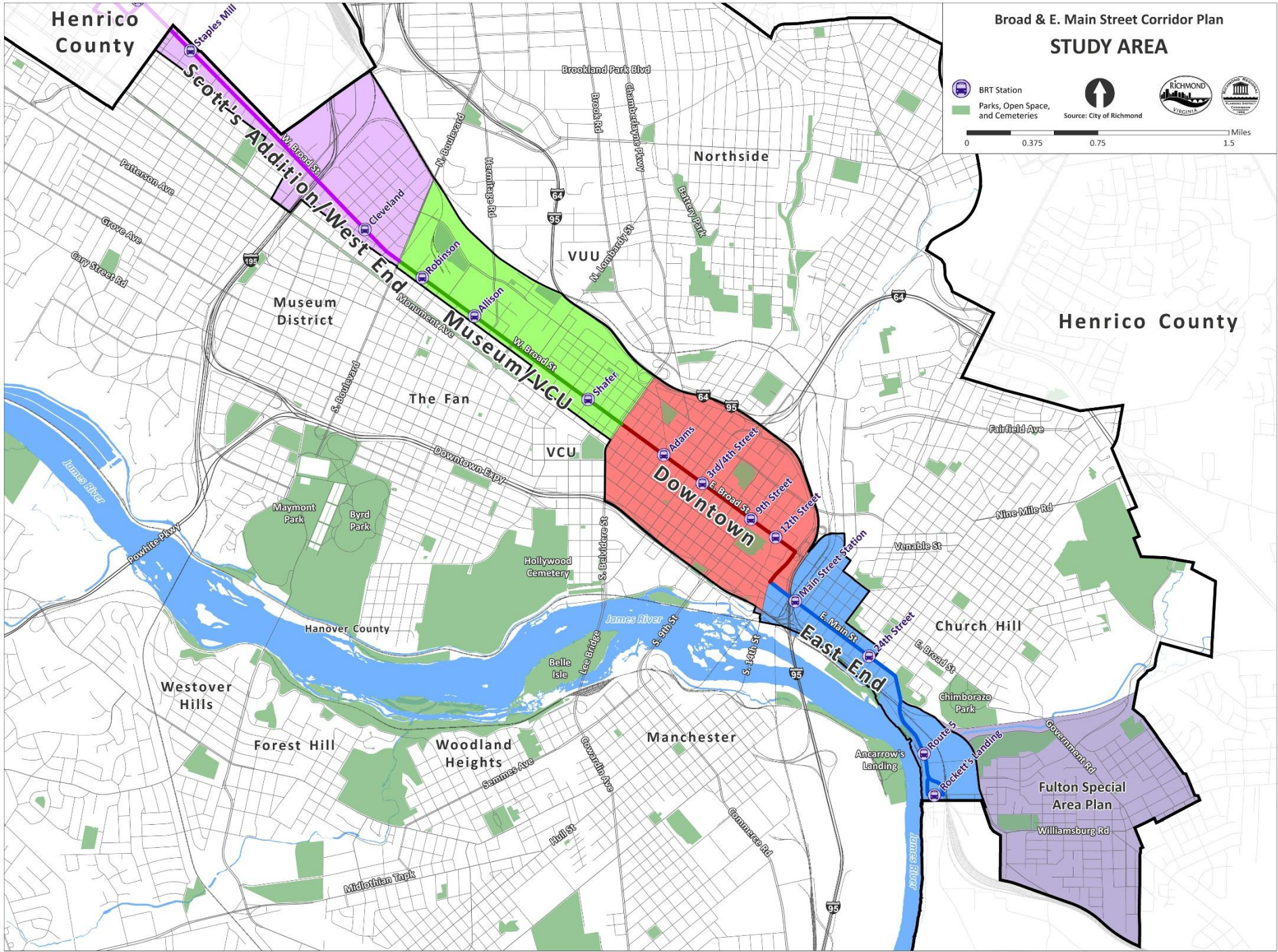
Automobile Ownership

The majority of corridor households are single-car households. 65% of Corridor households own 1 car or less.



■ 1 Auto or Less

*Source: 2013 ACS 5-Year Estimates



Development

Between 2000 and 2013, the number of households in nearby neighborhoods increased by 23%.

In the last five years, the plan area has seen over \$678 million dollars worth of building permit activity.

10% of land within the 1,866 acre plan area is currently vacant land, much of it ripe for redevelopment.



23%

Increase in Households
2000-2013



\$678 Million

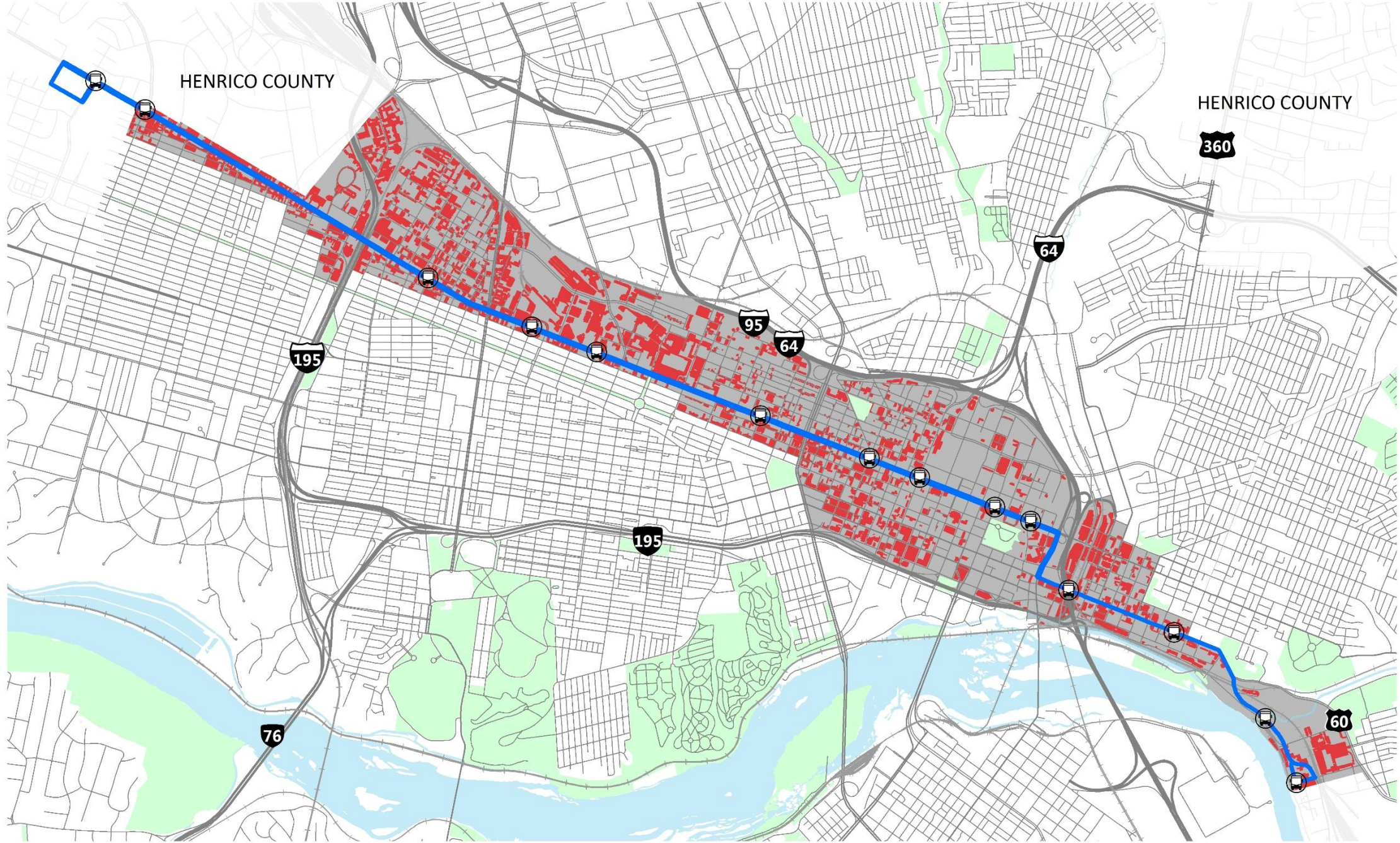
Building Permit Activity
Last 5 years in Plan Area



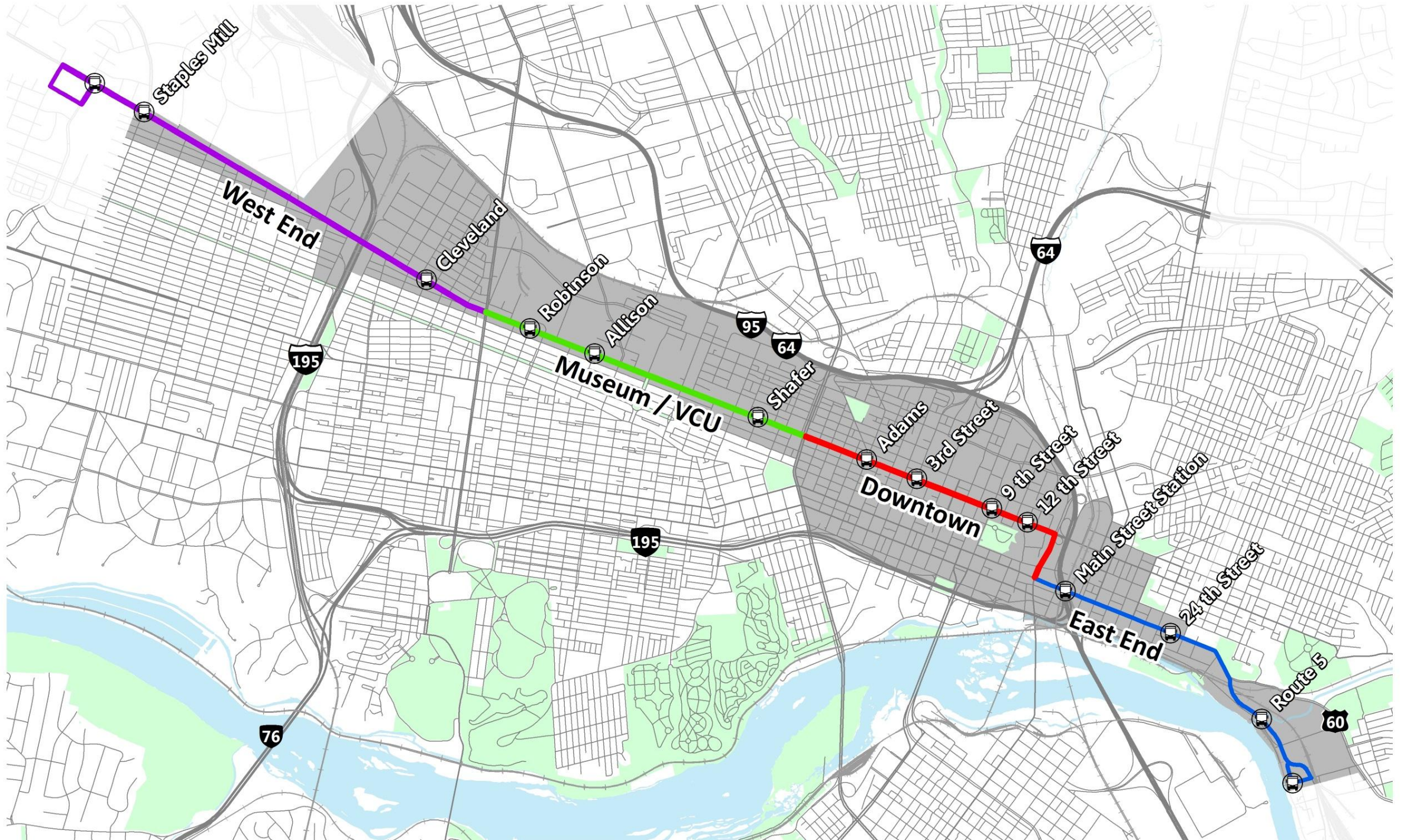
\$6.9 Billion

Property Value in
Plan Area

*Source: City of Richmond Assessor's Office and Building Permits, 2000 U.S. Census and 2013 ACS 5-Year Estimates



SURFACE PARKING
BROAD & E MAIN ST CORRIDOR PLAN



Staples Mill

West End

Cleveland

Robinson

Allison

Museum / VCU

Shafer

Adams

3rd Street

Downtown

9th Street

12th Street

Main Street Station

East End

24th Street

Route 5

195

95

64

64

195

76

60

How do you envision the Corridor?

- Vision statement: In the future, this part of the city will be _____.
- Tables: Corridor segment discussion
- Development character images: vote with your stickers.

Do you have enough stickers for all this voting? Ready, go!

