

# Agenda

5:30 – 6:00 Registration & Open House

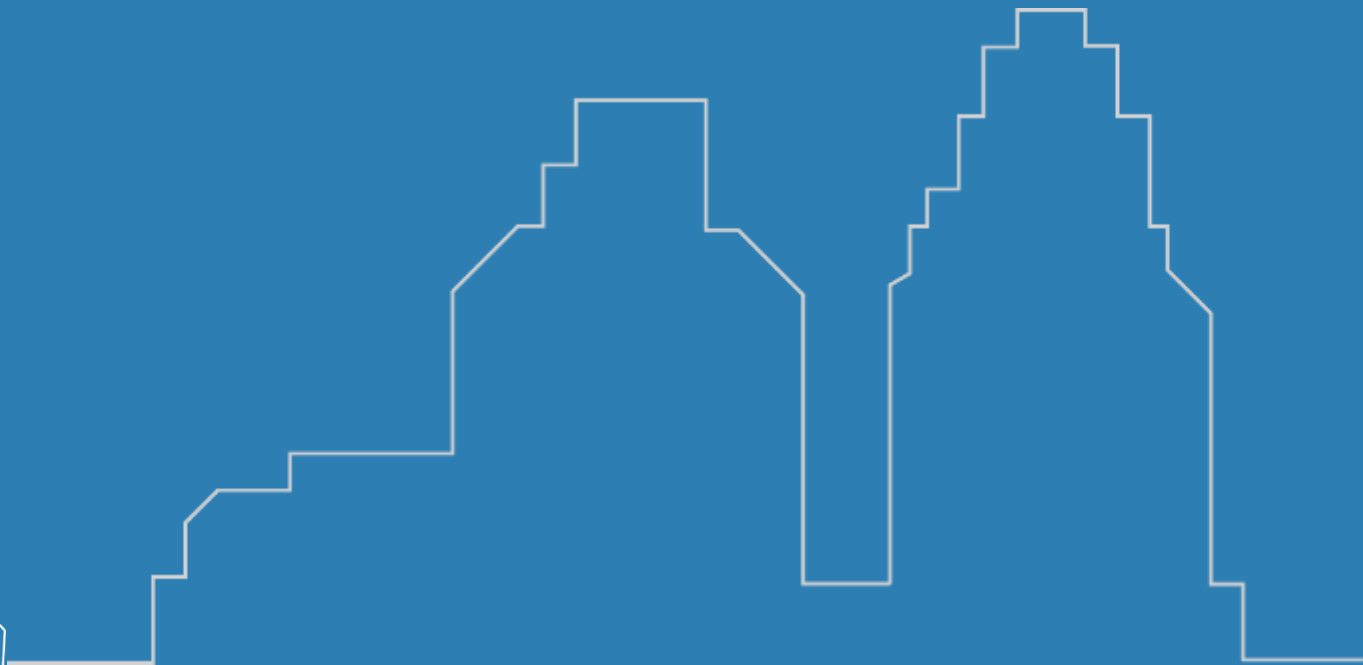
6:00 – 6:20 Presentation

6:25 – 6:50 Break Out Session #1

6:55 – 7:20 Break Out Session #2

7:20 – 7:30 Open House





# Pulse Corridor Plan

## Draft Recommendations

Public Meetings | November 15<sup>th</sup> and 16<sup>th</sup>, 2016



## LEAD DEPARTMENT



City of Richmond Department of  
Planning and Development Review

## SUPPORT FROM



Federal Transit  
Administration



Virginia Department  
of Rail and Public  
Transportation

## LEAD CONSULTANT



Richmond Regional  
Planning District  
Commission (RRPDC)  
(Urban Planning)

## FTA LADDERS OF OPPORTUNITY CONSULTANTS



Smart Growth America  
(Economic Development)



Van Meter Williams  
Pollack (Urban Design)



# Project Team

## Public Meetings

- November 2015: Existing Conditions & Visioning
- November 2015 – October 2016: Online Survey with 100 respondents
- May/June 2016: Greater Fulton Charrette (intensive 3-day workshop)
- September 2016: Developing the Pulse Corridor (Zimmerman & Leinberger)
- November 2016: Draft Recommendations

## Small Group Meetings

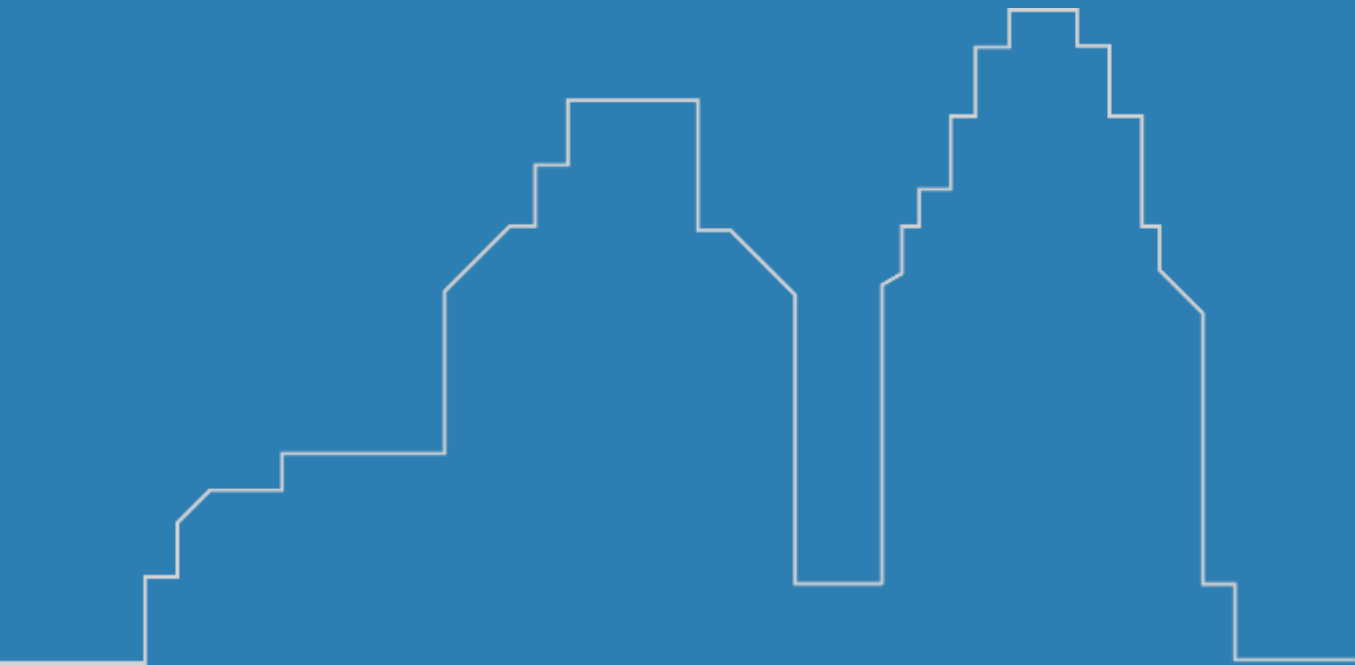
- Winter/Spring 2016: Over 2 dozen civic association and stakeholder meetings (Monument Avenue Preservation Alliance, Scott's Addition Business Association, Art 180, Shockoe Partnership, and more)
- January 27, 2016: Commercial Coffee Event
- September 20, 2016: ULI/GRACRE Event

## Technical Advisory Committee

- Monthly meetings to advise PDR and RRPDC on the development of the plan
- Includes Pulse Corridor residents, RRHA, ECD, VCU, the Better Housing Coalition, land use attorneys, developers, and architects.



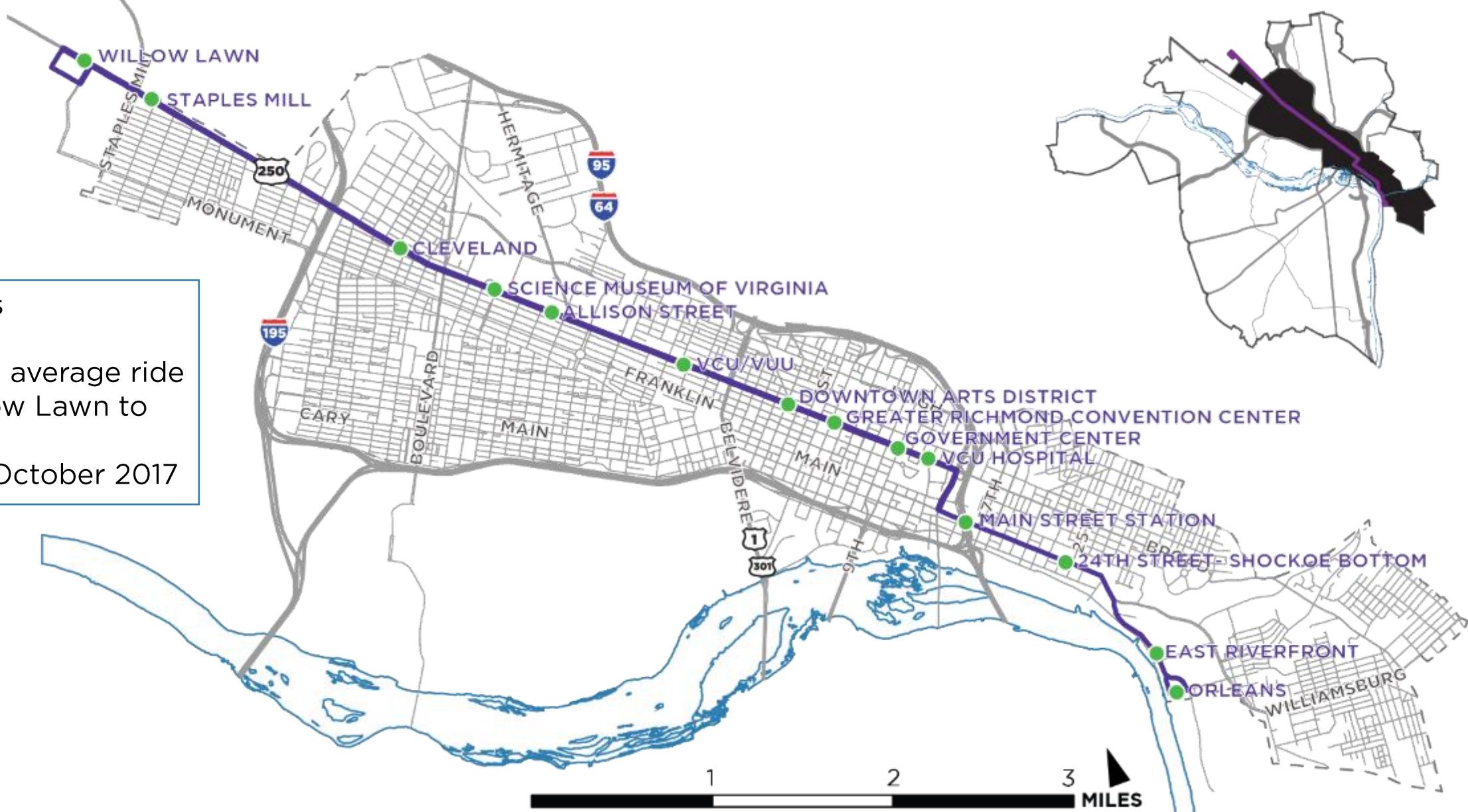
# Public Engagement



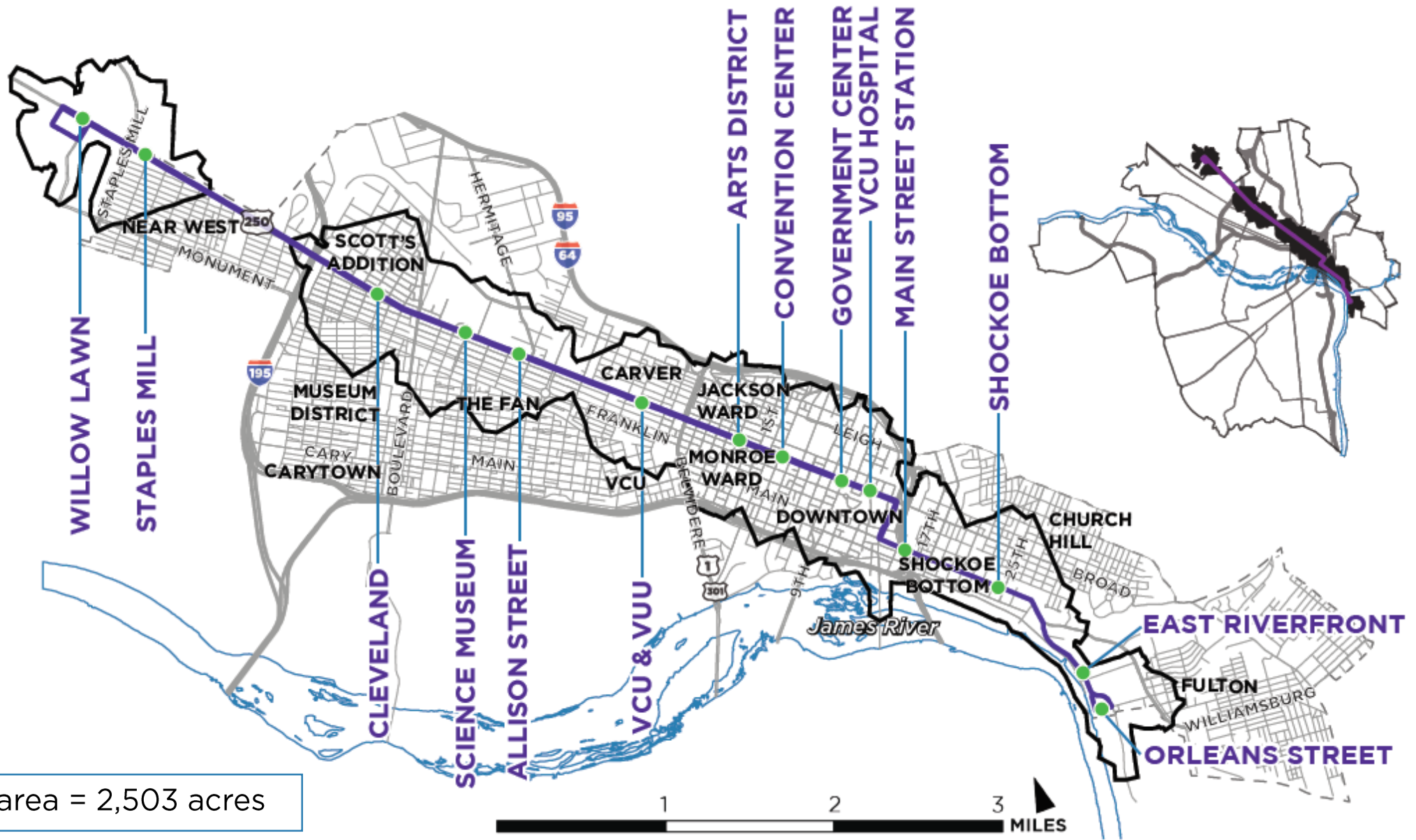
# Existing Conditions



- 14 stations
- 7.6 miles
- 30-minute average ride from Willow Lawn to Orleans
- Opens in October 2017



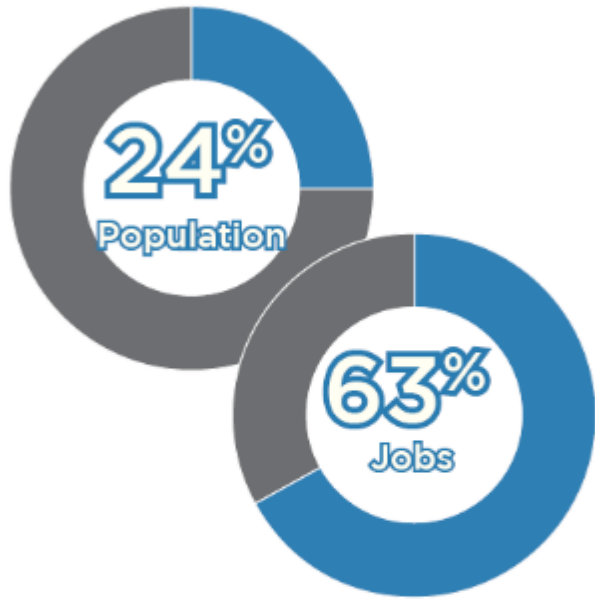
# Route and Stations



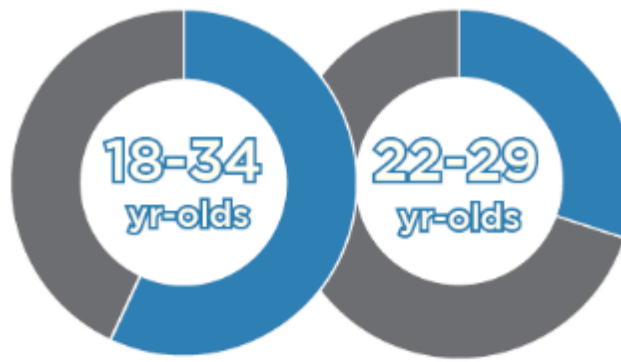
Walkshed area = 2,503 acres



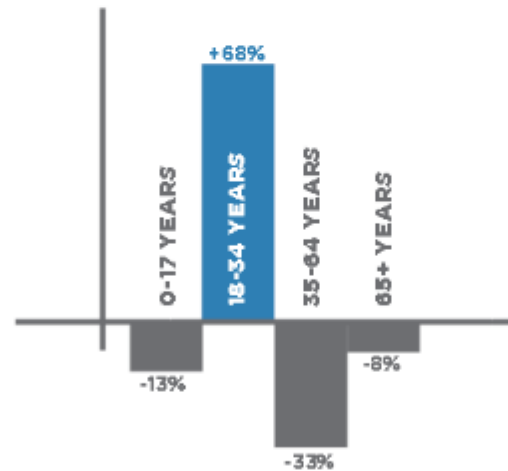
# Half-Mile Walkshed



**ONE QUARTER OF THE  
POPULATION AND TWO-  
THIRDS OF THE JOBS IN THE  
CITY**



**57% ARE 18-34 YEAR-OLDS  
30% ARE 22-29 YEAR-OLDS**



**THIS AGE GROUP GREW  
WHILE ALL OTHERS DECLINED  
RELATIVELY BETWEEN  
2000-2013**



**POPULATION GREW 19% AND  
HOUSING UNITS GREW 26%  
BETWEEN 2000-2013**



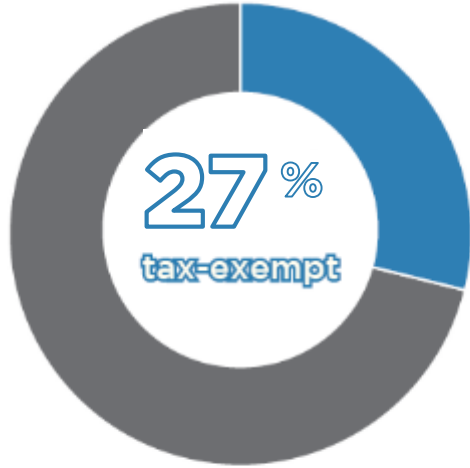
**TWO-THIRDS OF  
HOUSEHOLDS OWN ONE OR  
FEWER CARS**

Source: Census 2009-2013  
American Community Survey 5-  
year estimates, Virginia  
Employment Commission 2012  
Employment Data



# Demographics





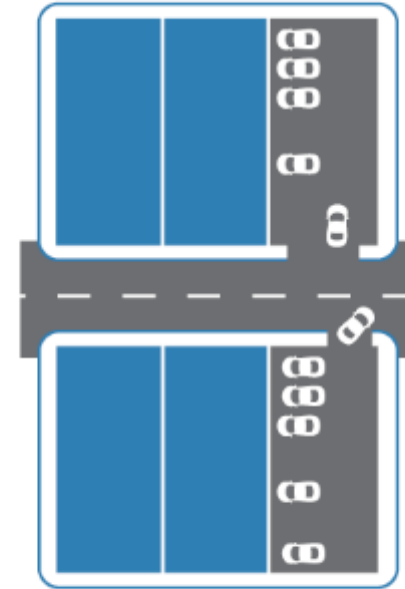
**27% OF PROPERTY IS TAX-EXEMPT**

**\$9.6  
BILLION**  
TOTAL ASSESSED PROPERTY  
VALUE AS OF JANUARY 2016

**\$1.2  
BILLION**  
BUILDING PERMIT ACTIVITY  
FROM 2010-2015



**59% OF LAND IS  
DESIGNATED HISTORIC**

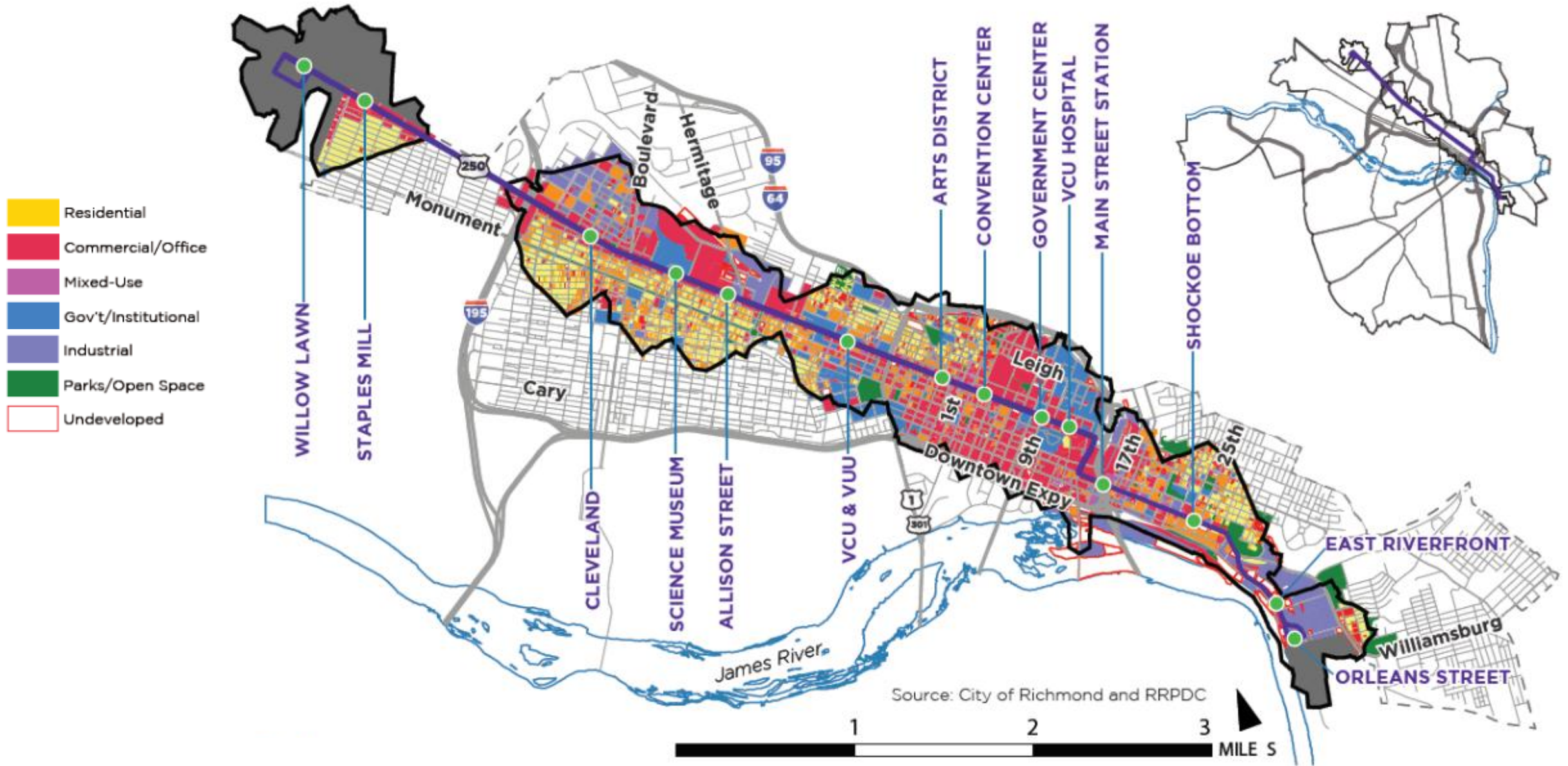


**23% OF LAND IS OCCUPIED  
BY SURFACE PARKING LOTS**

Source: City of Richmond



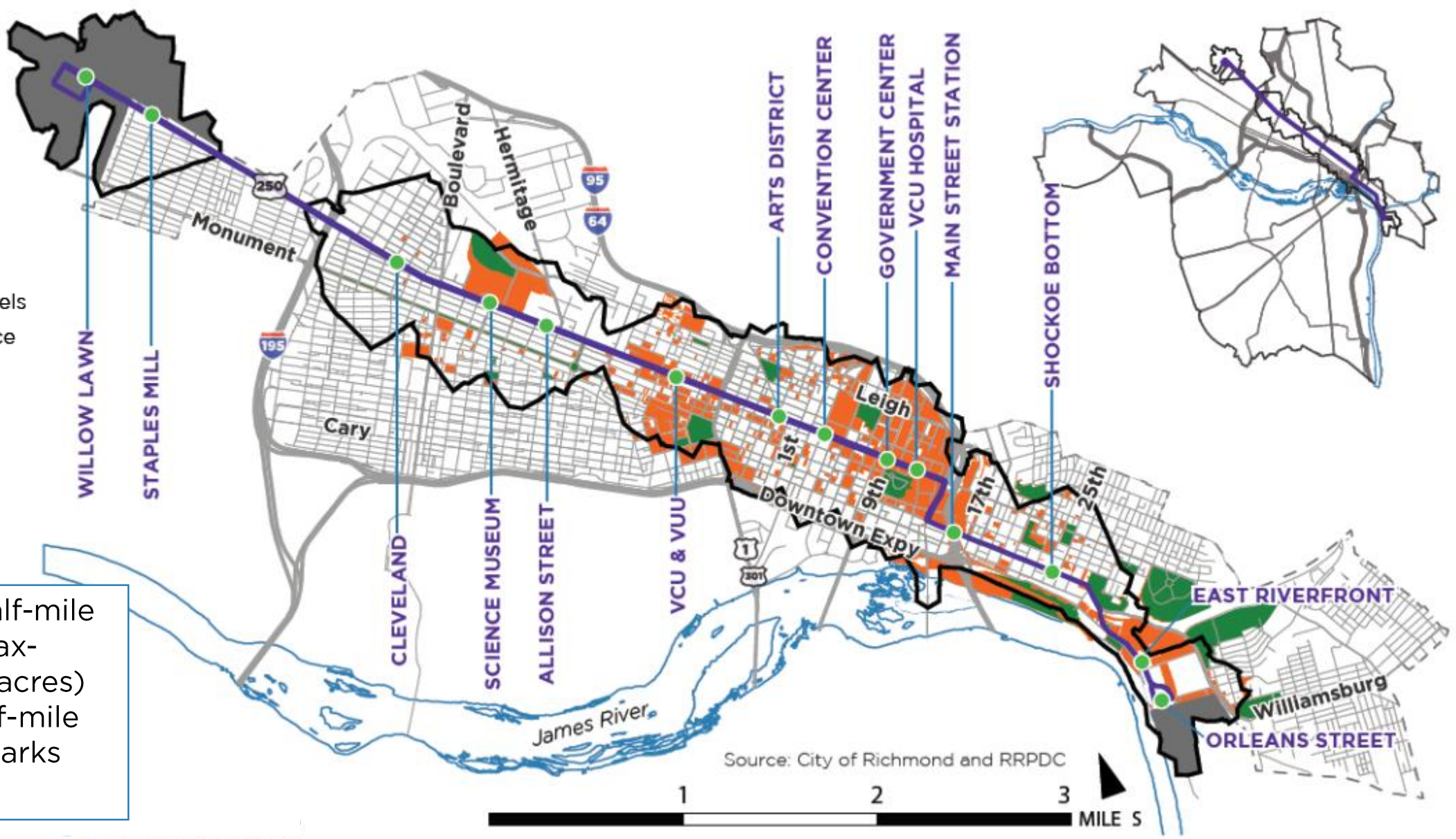
# Walkshed Characteristics



# Existing Land Use

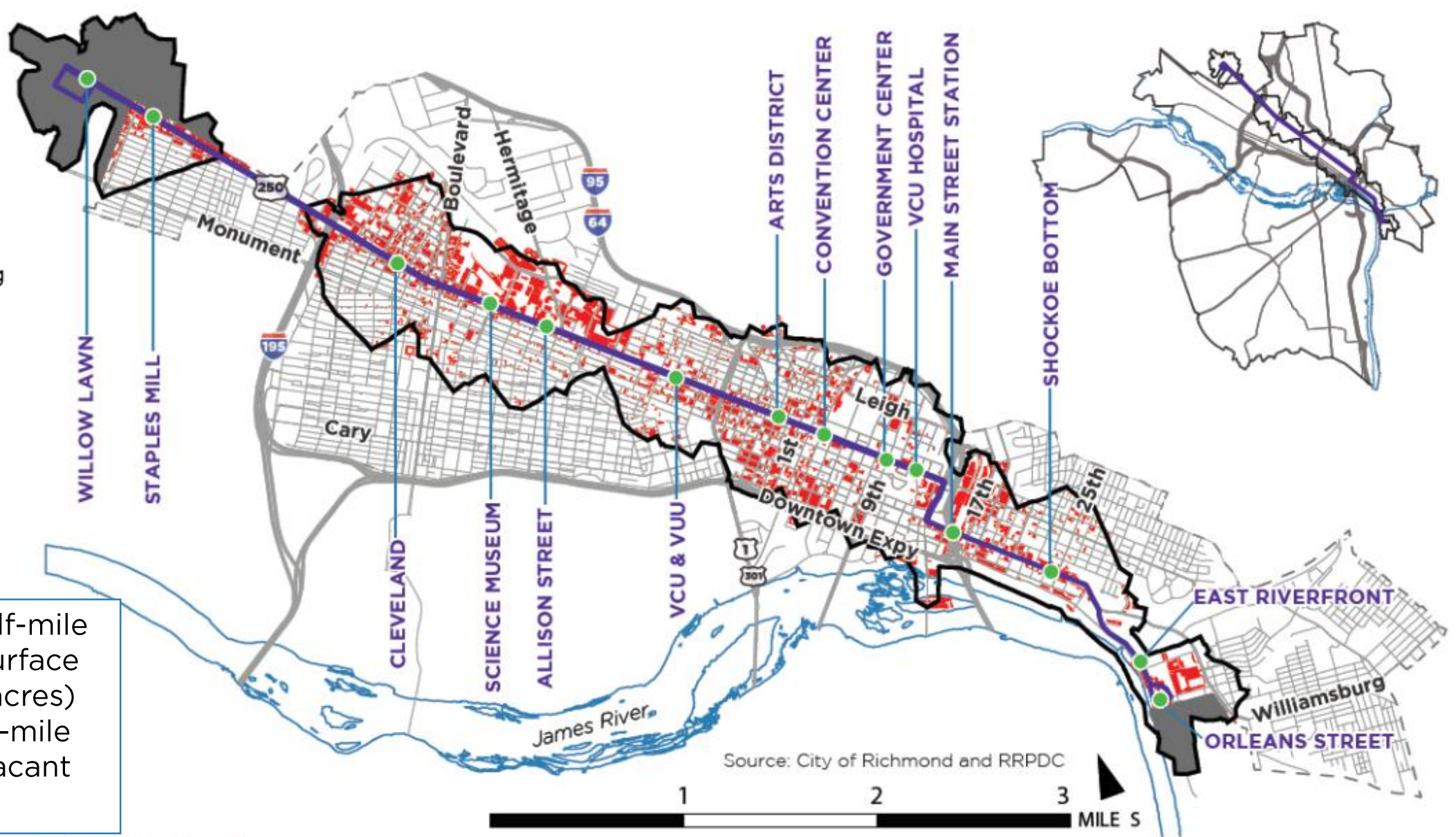
Tax-Exempt Parcels  
 Public Open Space

- 27% of the half-mile walkshed is tax-exempt (401 acres)
- 6% of the half-mile walkshed is parks (97 acres)



# Tax-Exempt Parcels

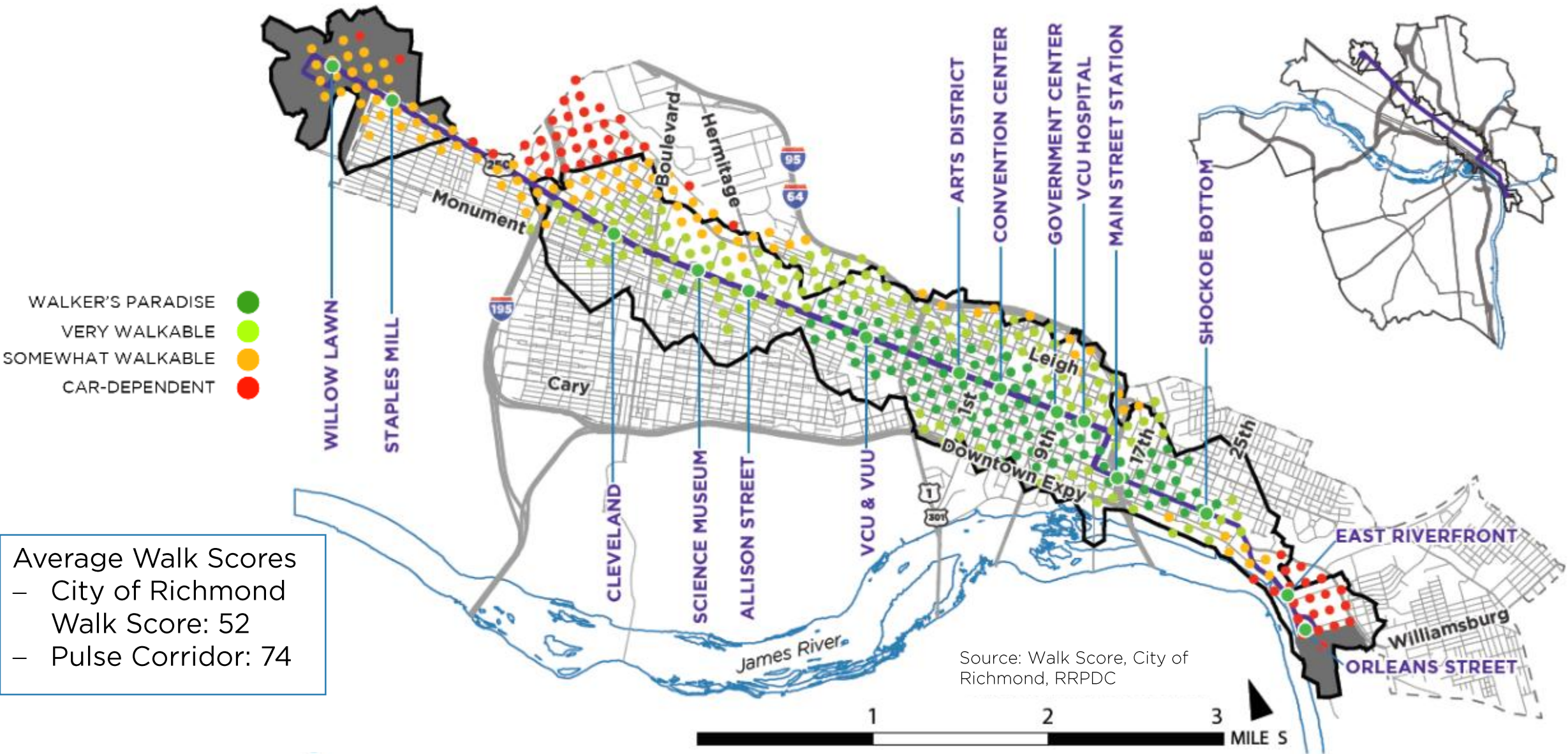
Surface Parking



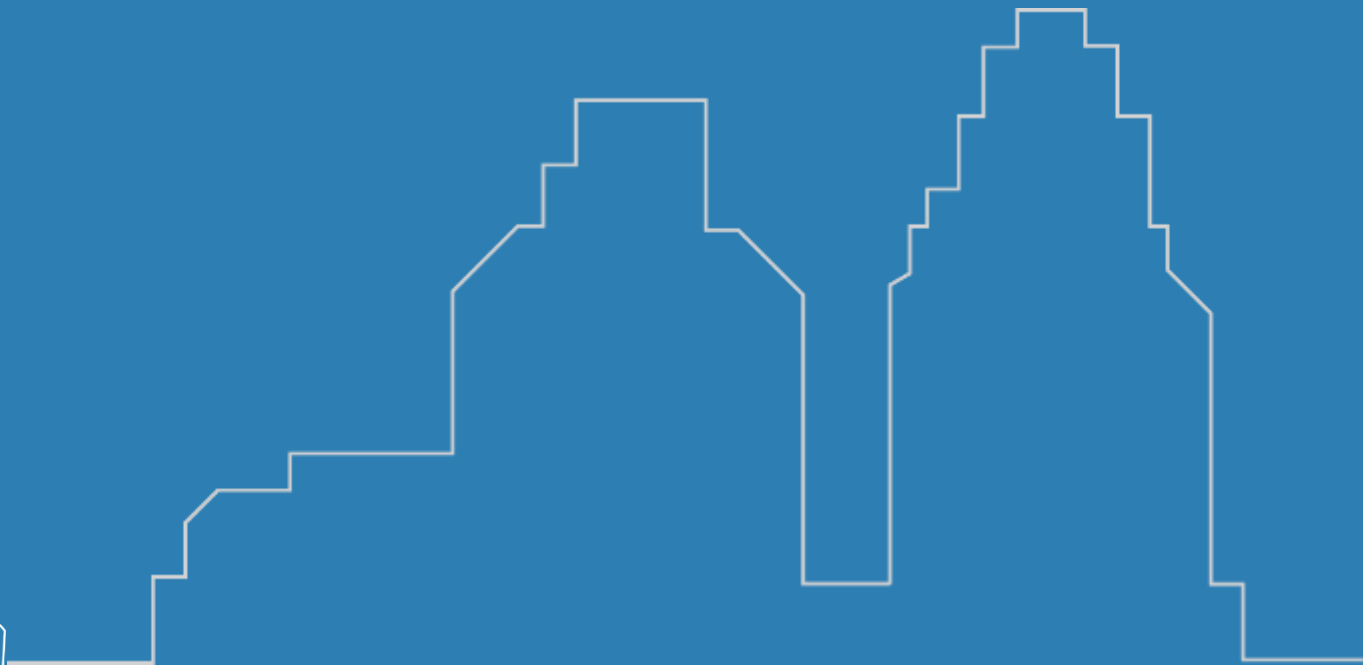
- 23% of the half-mile walkshed is surface parking (341 acres)
- 8% of the half-mile walkshed is vacant (123 acres)



# Surface Parking Lots



Walk Score®

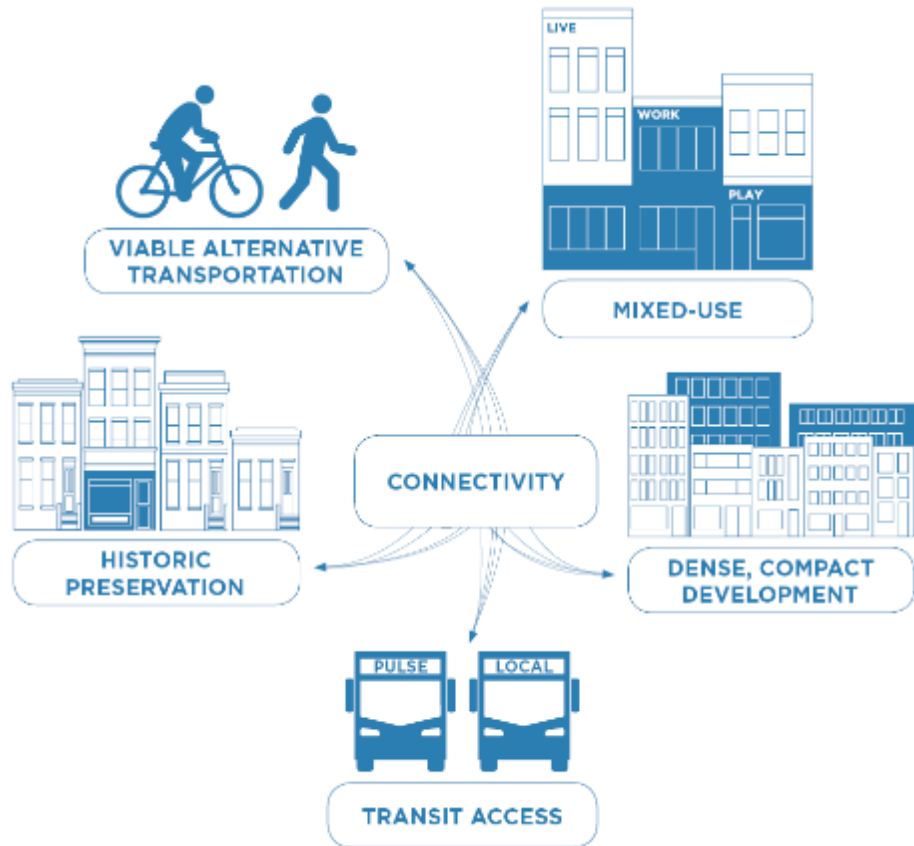


# Corridor Framework



## 6 PRINCIPLES

Guide Richmond's transit-oriented future



## 3 GOALS

Reach a highly walkable Pulse Corridor

Compact  
& Mixed

Connected

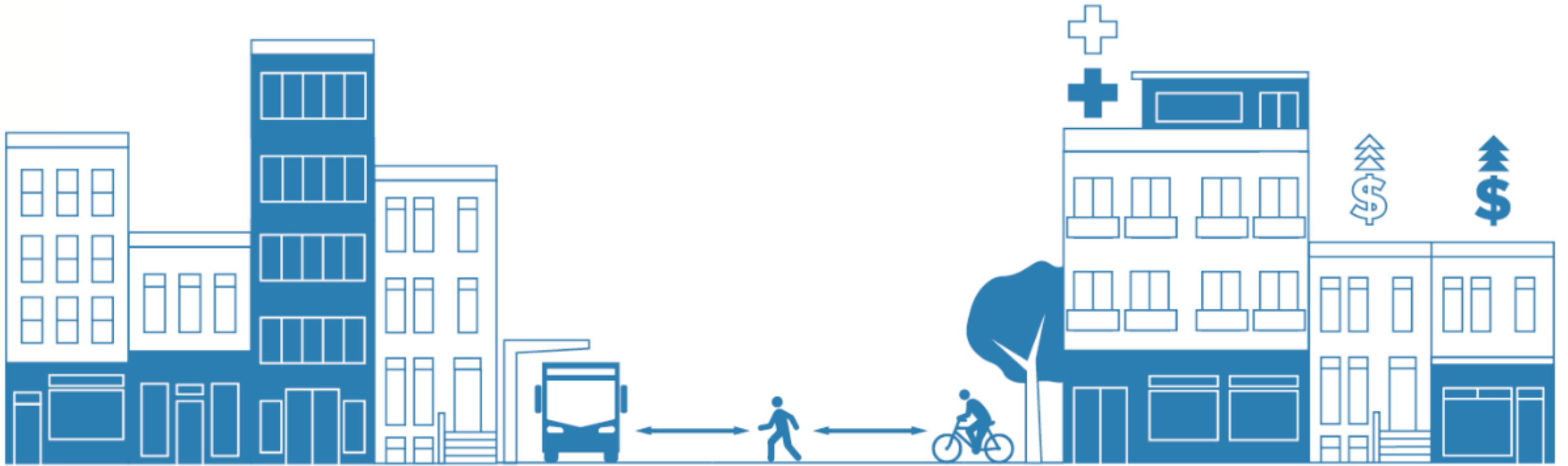
Thriving  
& Equitable

## RECOMMENDATIONS & VISIONS

Outline steps to reach the Corridor goals

- 28 Corridor-wide Recommendations
- 14 Station Area Visions
- 63 Station Area Recommendations





## COMPACT & MIXED

Development around Pulse stations has a rich mix of uses and is compact, sustainable, and high-quality.

## CONNECTED

Pedestrians and cyclists access homes, jobs, entertainment, everyday needs, and transit in a safe, pleasant, and engaging public realm.

## THRIVING & EQUITABLE

New development includes housing for all income levels and new jobs. Increased development in the Corridor supports Pulse ridership with a goal of over \$1 billion in additional assessed value over the next 20 years.



# Goals





Build to the Corner



Entrances Face the Street



Appropriate Setbacks/Stepbacks



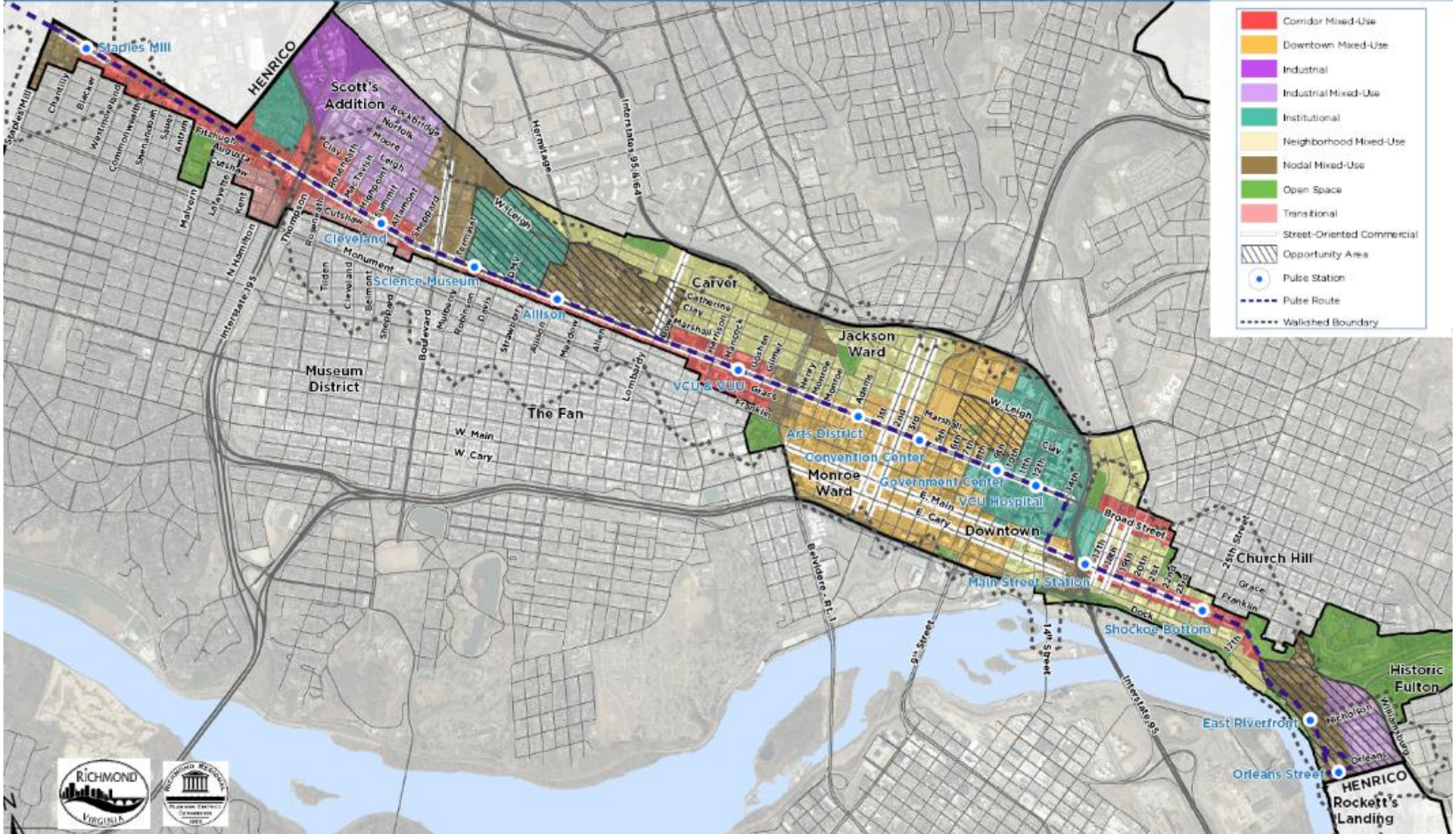
Transparency



Screened Parking / Services



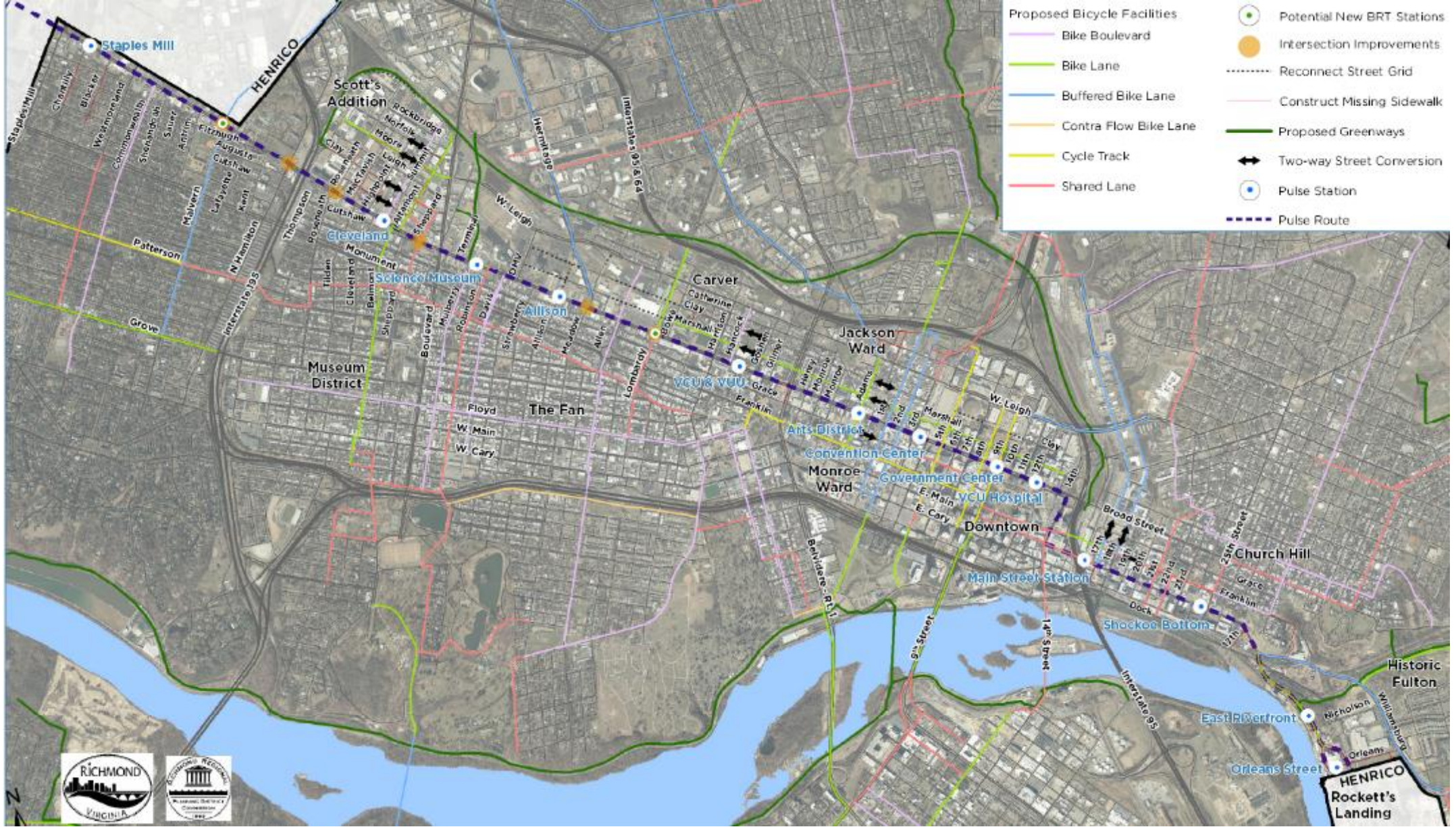
CW.1 Create a TOD form overlay district



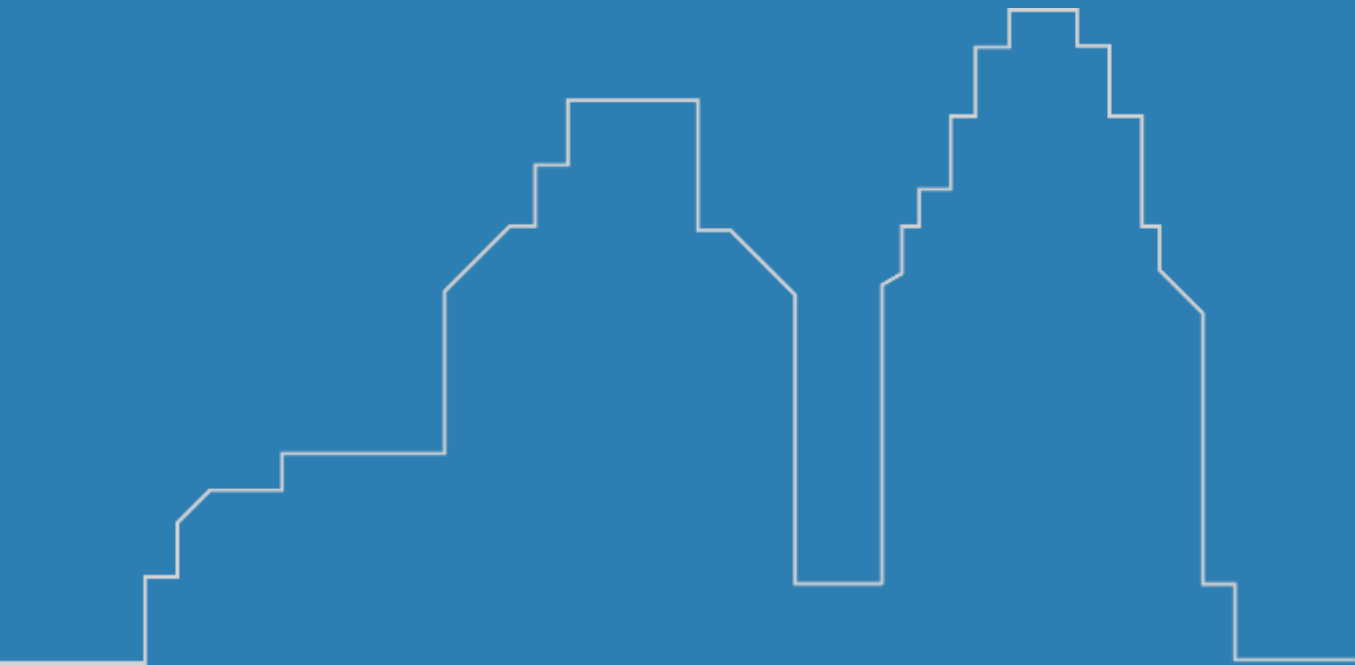
# CW.2 Rezone land to match Future Land Use Map



## CW.7 Install streetscape improvements along the Pulse Corridor

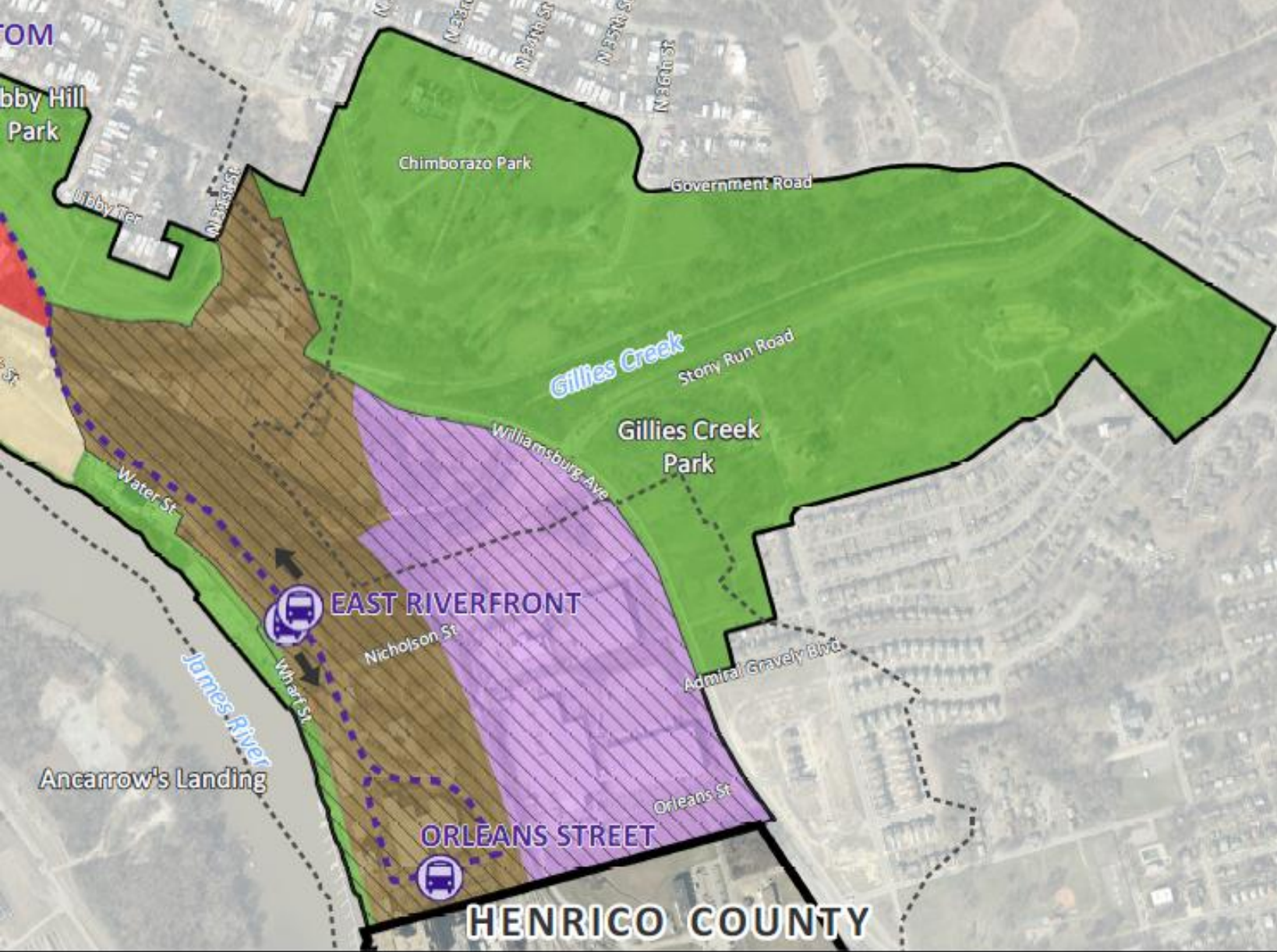


# CW.7 – CW.20 Connected Recommendations



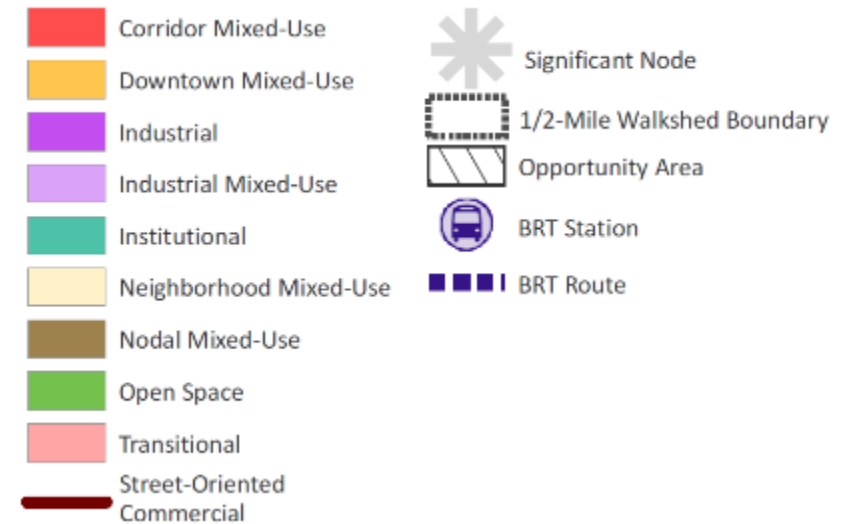
# Station Plans



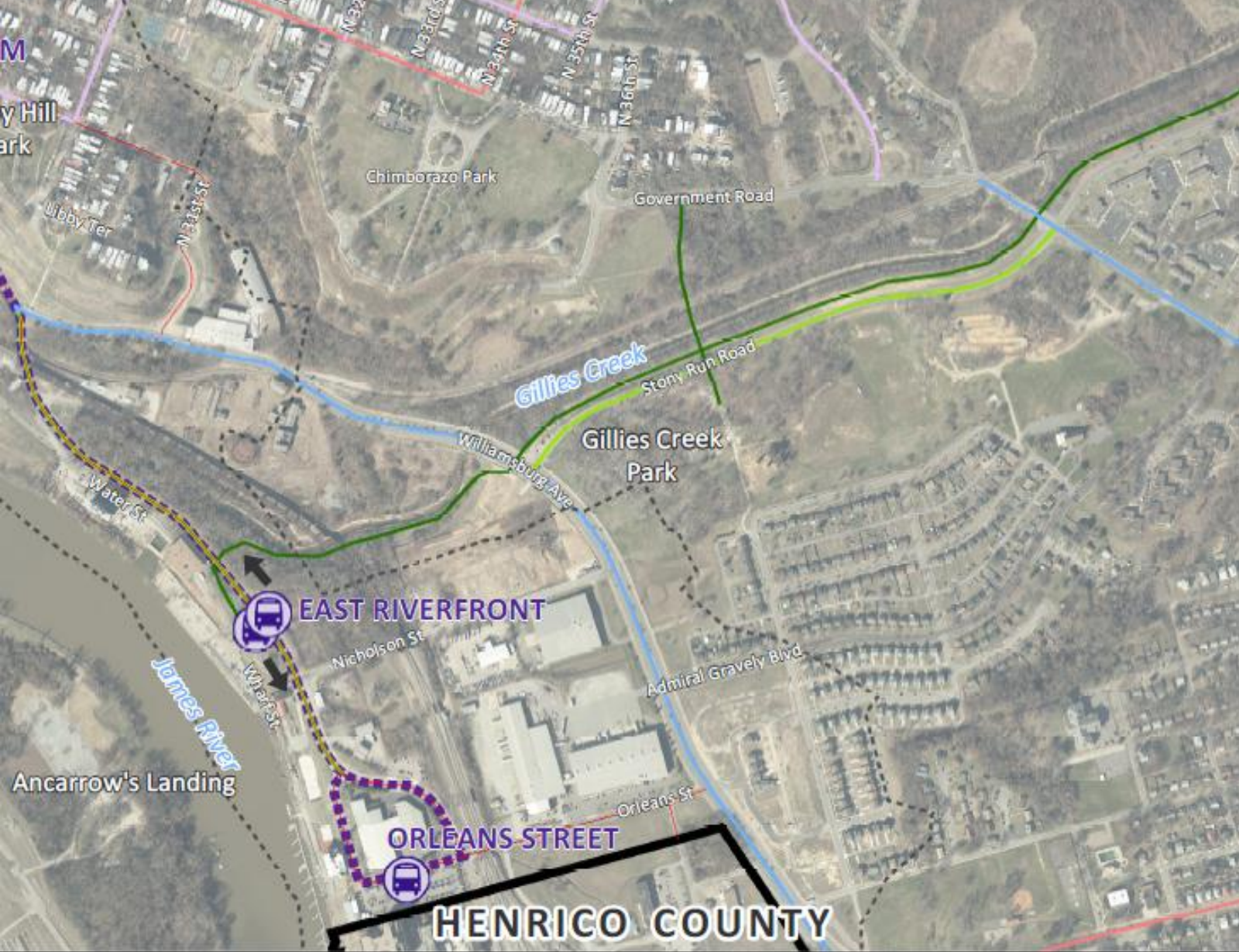
















## STATION AREA VISION

The Orleans Station area is a dense, walkable destination for workers, residents, and visitors. Residents of Greater Fulton easily access the terminus station via Orleans Street which is a “great street” featuring active commercial ground floor uses and a walkable environment.



# Orleans – Vision and Future Land Use



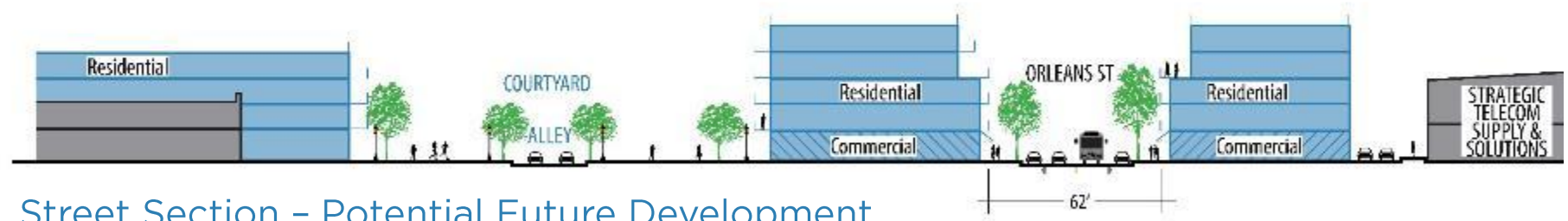
-  Bike Boulevard
-  Bike Lane
-  Buffered Bike Lane
-  Contra Flow Bike Lane
-  Cycle Track
-  Shared Lane
-  Potential New BRT Station
-  Intersection Improvements
-  Reconnect Street Grid
-  Construct Missing Sidewalks
-  Proposed Greenways
-  Two-way Street Conversion
-  1/2-Mile Walkshed Boundary
-  Pulse Station
-  Pulse Route



# Orleans – Future Connections



Street Section - Today

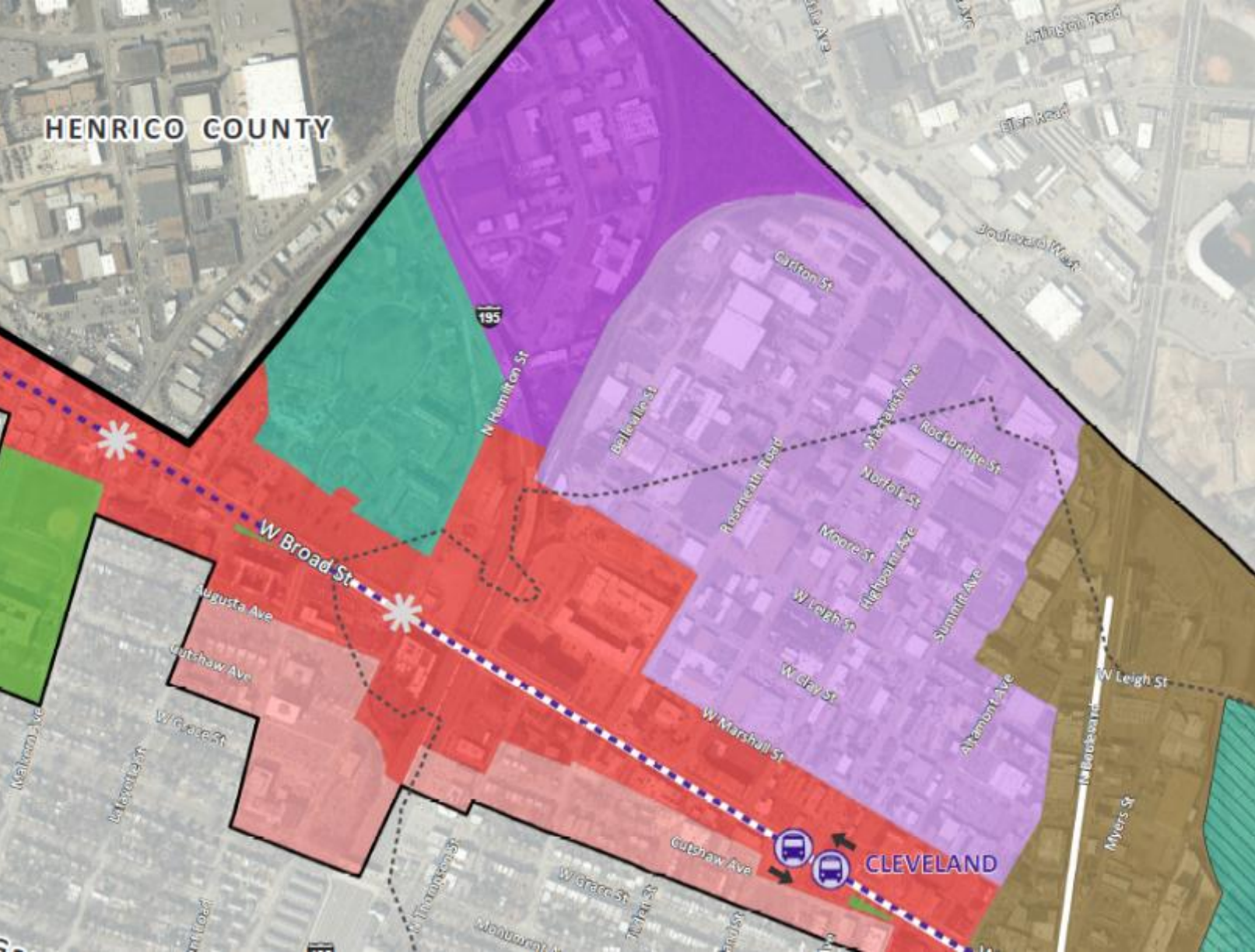


Street Section - Potential Future Development



# Orleans - Recommendation Visualization





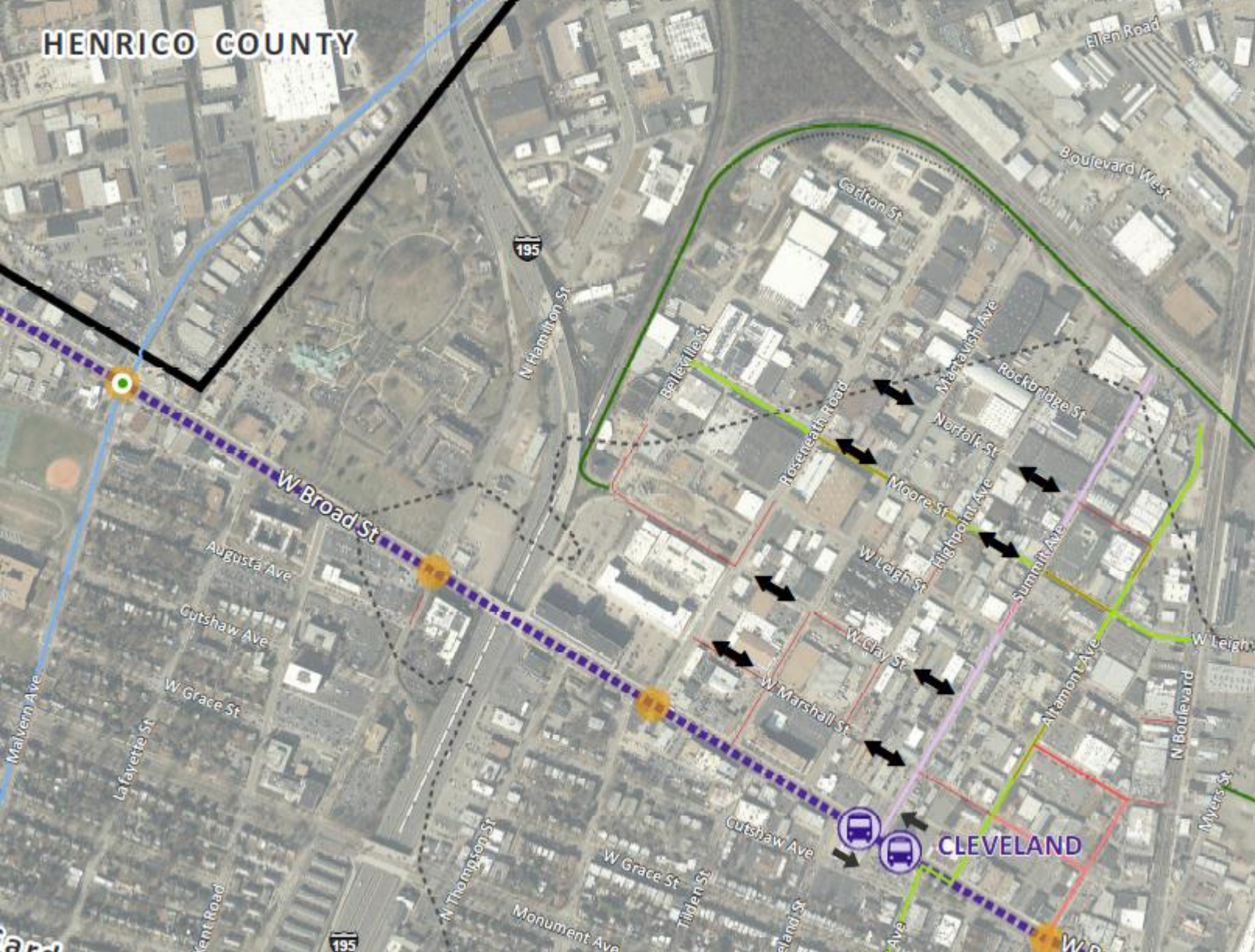
# STATION AREA VISION






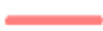









The Cleveland Station area unifies two vibrant yet distinct pedestrian-oriented neighborhoods by maximizing the potential of under-utilized parcels and supporting new forms of development that are walkable, dense, and mixed-use.

- Corridor Mixed-Use
- Downtown Mixed-Use
- Industrial
- Industrial Mixed-Use
- Institutional
- Neighborhood Mixed-Use
- Nodal Mixed-Use
- Open Space
- Transitional
- Street-Oriented Commercial
- ✳ Significant Node
- 1/2-Mile Walkshed Boundary
- Opportunity Area
- BRT BRT Station
- BRT Route



## Cleveland – Vision and Future Land Use



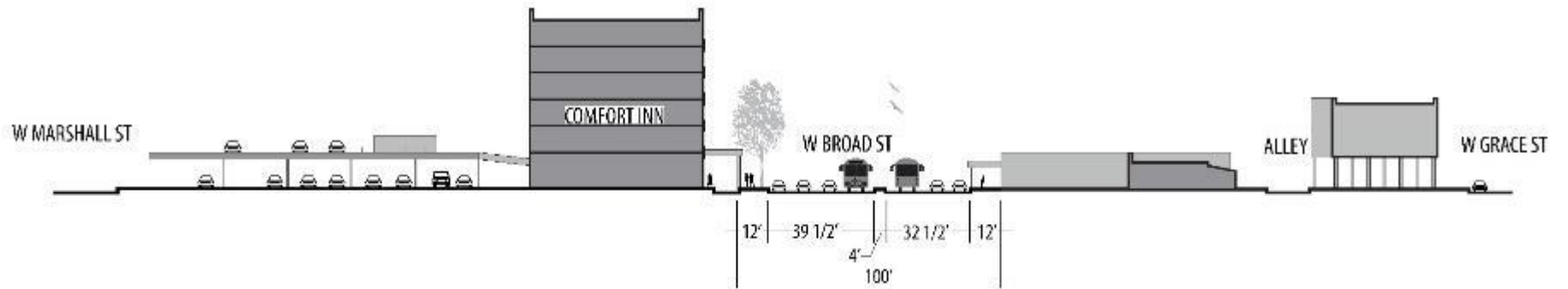
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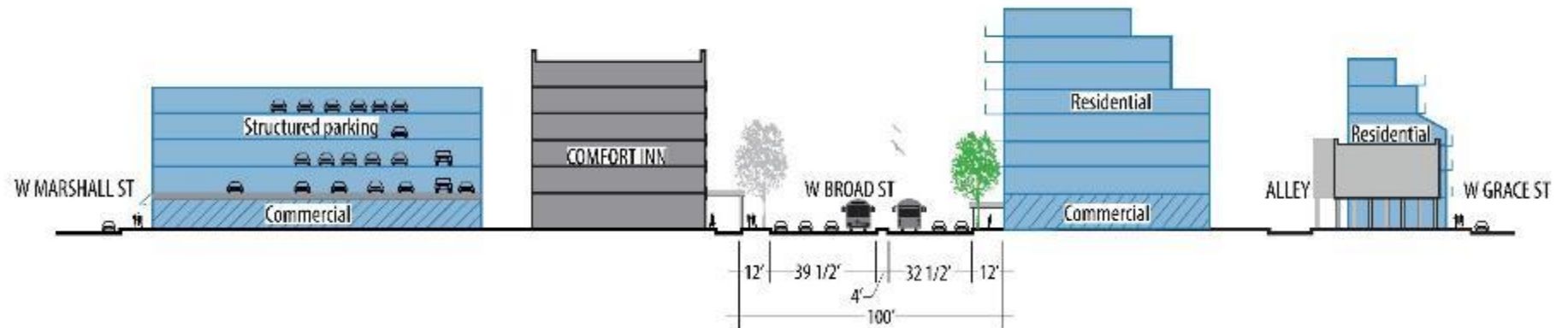
# Cleveland – Future Connections



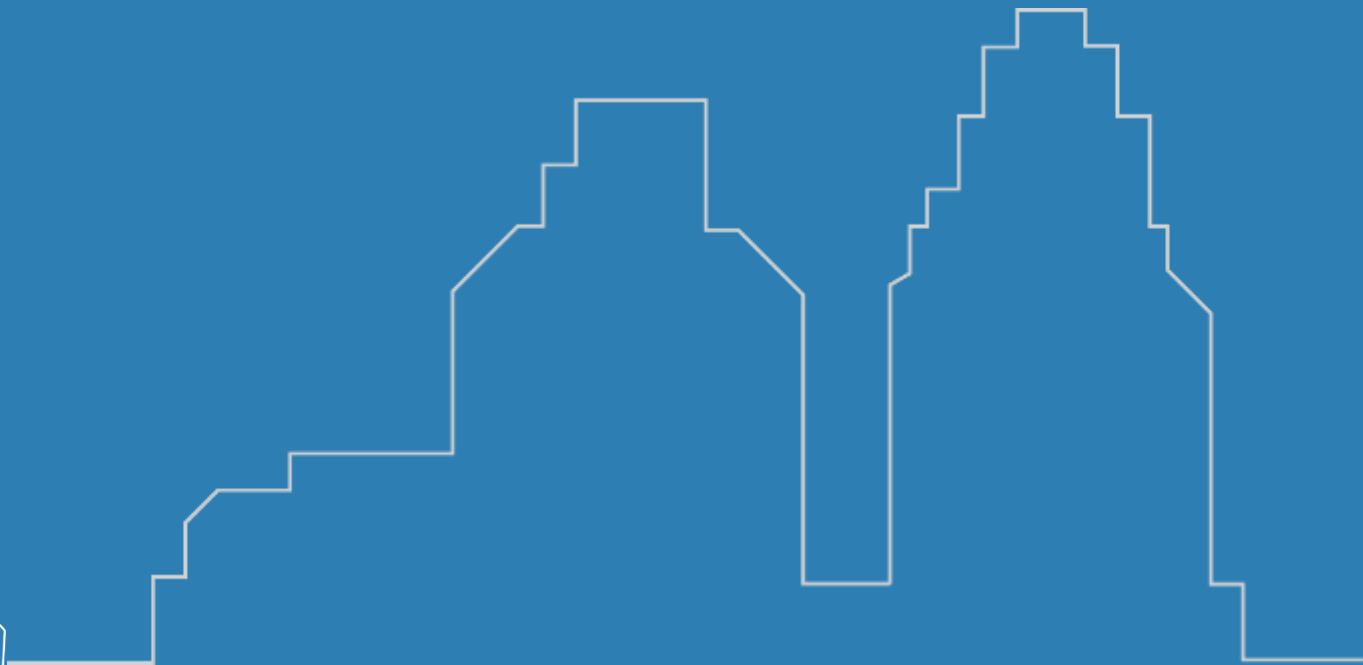
Street Section - Today



Street Section - Potential Future Development



# Cleveland - Recommendation Visualization



# Break Out Groups



# Break Out Groups

- 6:25 – 6:50      Break Out Session #1
- Lory: West End (Staples Mill to Boulevard)
  - Will: Fan/VCU/VUU (Boulevard to Belvidere)
  - Kathleen: Downtown (Belvidere to 14<sup>th</sup> Street)
  - Maritza: East End (14<sup>th</sup> Street to Orleans)
- 6:55 – 7:20      Break Out Session #2
- 7:20 – 7:30      Open House

