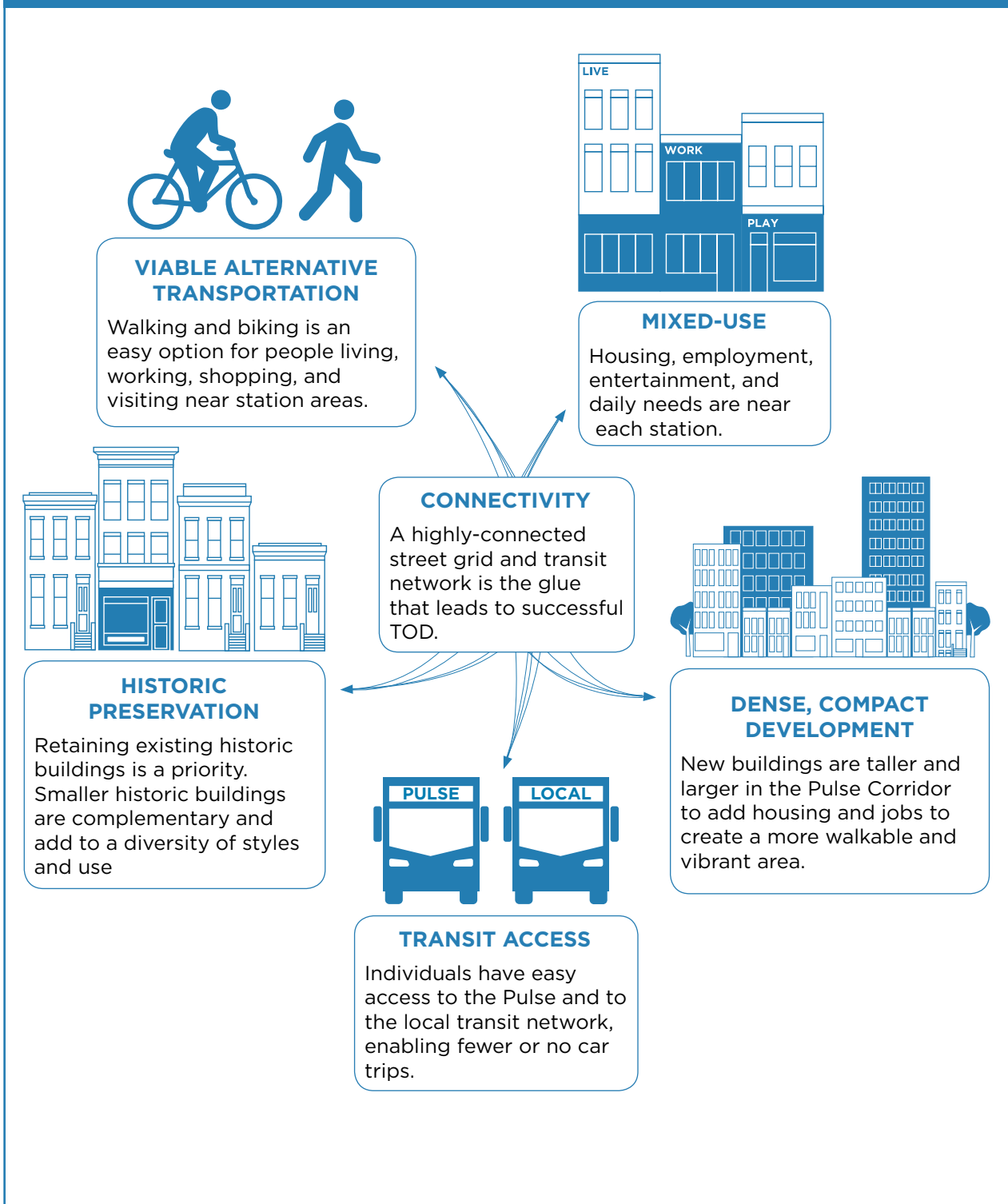


PRINCIPLES, GOALS, & RECOMMENDATIONS

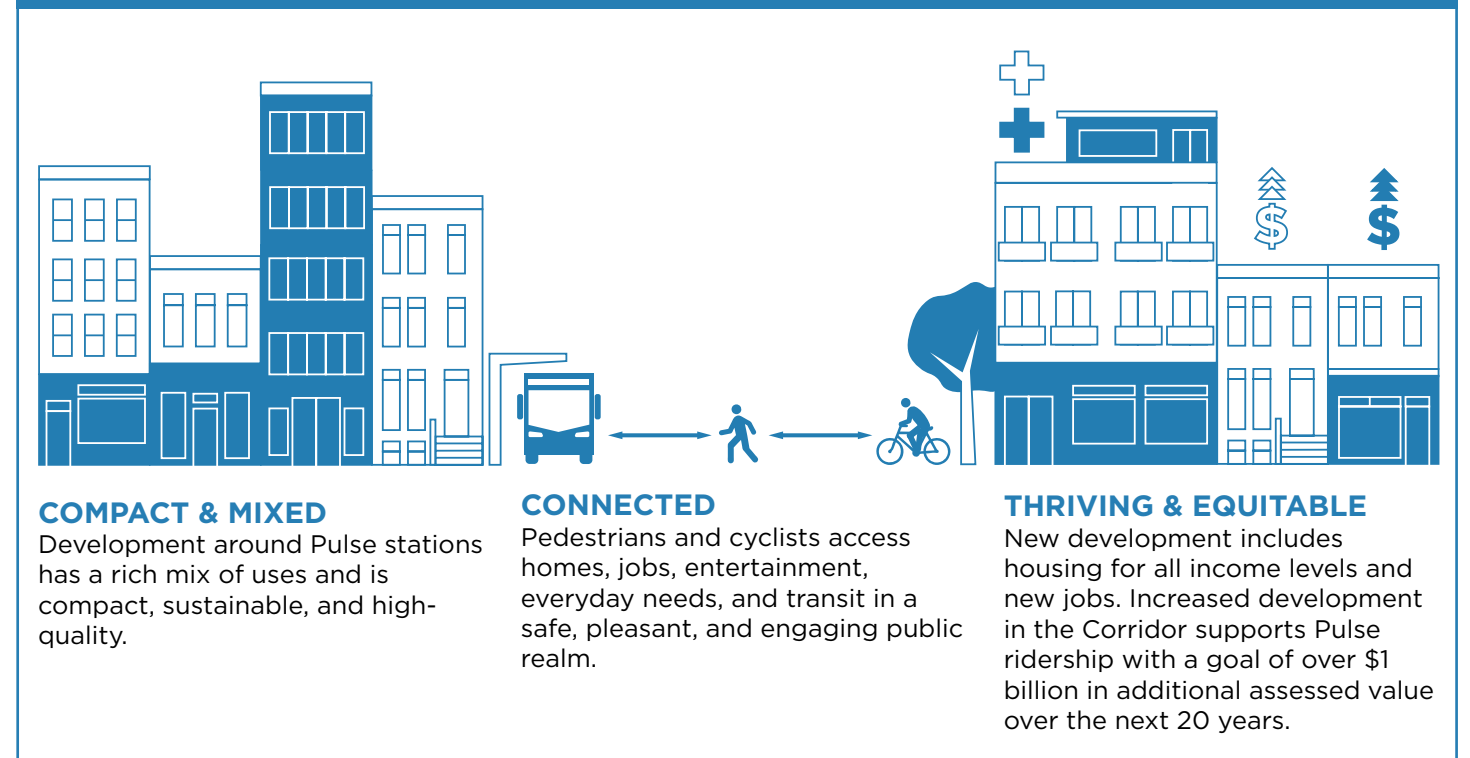


PURPOSE The purpose of the Pulse Corridor Plan is to augment market forces that are driving people to Richmond's core by supporting a walkable urban environment around Pulse stations through the adoption of principles, goals, and targeted recommendations.

6 PRINCIPLES Guide Richmond's transit-oriented future.



3 GOALS Reach a highly walkable Pulse Corridor



RECOMMENDATIONS & VISIONS Outline steps to reach the Corridor goals

CORRIDOR-WIDE RECOMMENDATIONS

The 28 corridor-wide recommendations focus on land use, urban design, and implementation tools that work in concert to meet the three Pulse Corridor goals.

STATION AREA RECOMMENDATIONS

The 63 station area recommendations highlight discrete initiatives that should be pursued within the neighborhoods around the stations and also align with the three Pulse Corridor goals.

STATION AREA VISIONS

Development around each of the 14 station areas is guided by a vision for the future of that place.

FUTURE LAND USE CATEGORIES



Downtown Mixed-Use

- Central business district of the Richmond region features high-density development with offices buildings, apartments, and a mix of complementary uses.
- Higher-density pedestrian- and transit-oriented development encouraged on vacant or underutilized sites.
- Active commercial floor uses required on primary street frontages. Active ground floor uses (ideally commercial) encouraged on secondary street frontages.
- New curb cuts prohibited on primary streets and minimal curb cuts allowed on secondary streets.
- Ground floor parking prohibited or at least located behind active uses
- As the transit hub of the city, this area is very well-served by existing and planned public transportation providing access to all corners of the city and parts of the region.
- Parking requirements in these areas are already substantially less than other areas of the city. Consideration should be given to eliminating the parking requirements altogether.

Density / Size High density, buildings typically a minimum height of 5 stories
Zoning Districts B-4, RF-2
Primary Uses Diverse mix of office, retail, multi-family residential, and cultural uses.
Secondary Uses Institutional and governmental uses, and plazas, squares, pocket parks, and open space.



Nodal Mixed-Use

- Transit-oriented district immediately adjacent to the BRT line at key gateways and nodes in the city with highly-active street-oriented uses and urban design features that encourage pedestrian activity.
- Nodal Mixed Use provides an opportunity of intense development along the BRT line in locations that are not adjacent the Downtown Mixed Use area.
- Higher-density pedestrian- and transit-oriented development encouraged on vacant or underutilized sites.
- Active commercial uses on ground floors are required on all street frontages.
- New curb cuts prohibited on primary streets and minimal curb cuts allowed on secondary streets.
- Ground floor parking along the street is prohibited.
- Well-served by existing and planned public transportation providing access to parts of the city.

Density / Size High density, buildings typically a minimum height of 5 stories
Zoning Districts B-4, B-5, RF-1, RF-2, or new district
Primary Uses Office, retail, cultural, and multi-family residential uses.
Secondary Uses Institutional and governmental uses, and plazas, squares, pocket parks, and open space.



Corridor Mixed-Use

- Located between Nodal Mixed-Use areas, Corridor Mixed-Use areas are found along major thoroughfares that have traditionally been commercial corridors, like Broad Street or E. Main Street.
- Medium-density pedestrian- and transit-oriented development encouraged on vacant or underutilized sites.
- Active commercial uses on ground floors are required on primary street frontages. Residential uses may be permitted on the ground floor in certain sections of the Corridor. Ground floor residential units should still have street-oriented facades with setbacks, front yards, and balconies where appropriate.
- New curb cuts prohibited on primary streets and minimal curb cuts allowed on secondary streets.
- Ground floor parking prohibited on primary street frontages.
- Well-served by existing and planned public transportation providing access to parts of the city and the region.
- Parking lots/areas are located to the rear of buildings and are only permitted as an accessory use.

Density / Size Medium density, buildings generally ranging from 2 to 10 stories
Zoning Districts UB-2, B-5, B-6, RF-1, or a new district
Primary Uses Office, retail, cultural, and multi-family residential uses.
Secondary Uses Institutional and governmental uses, and plazas, squares, pocket parks, and open space.



Neighborhood Mixed-Use

- Neighborhood Mixed-Use areas are found between major thoroughfares and provide a mix of uses with a larger amount of residential uses.
- These predominantly residential areas provide an urban-style, walkable environment with a smattering of neighborhood oriented commercial uses along key commercial corridors, especially at corner sites.
- The building size, density, and zoning districts for these areas will vary depending on historic densities and neighborhood characteristics.
- Regardless of use, buildings should have street-oriented facades with windows and door openings along street frontages.
- New curb cuts prohibited on primary streets and minimal curb cuts allowed on secondary streets. Vehicular access to parcels should use alleys where possible.
- Ground floor parking prohibited on primary street frontages.
- Served by existing and planned public transportation providing access to parts of the city.
- Parking lots/areas are only permitted as accessory uses and must be located to the side or rear of street-facing buildings

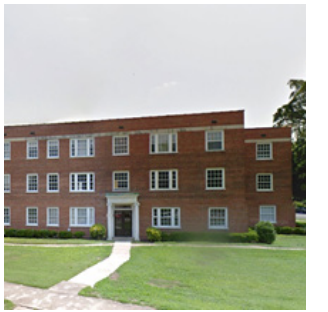
Density / Size Low to medium density, 2 to 8 stories, depending on neighborhood
Zoning Districts R-7, R-8, R-63, B-5, B-6, B-7, RF-1, UB-2
Primary Uses Single-family and multi-family residential uses.
Secondary Use Retail, office, cultural, institutional, and governmental uses, and plazas, squares, pocket parks, and open space.



Transitional

- Transitional areas provides a gradual transition between intense commercial areas and primarily single-family residential areas.
- Landscaping, screening, setbacks, gradual transition of intensity or type of use, and other site design approaches should be used to create a transition.
- The scale and type of uses will vary in order to transition to the adjacent residential neighborhood.
- Regardless of use, buildings should have street-oriented facades with windows and door openings along street frontages.
- New curb cuts prohibited on primary streets and minimal curb cuts allowed on secondary streets. Vehicular access to parcels should use alleys where possible.
- Ground floor parking prohibited on primary street frontages.
- Served by existing and planned public transportation providing access to parts of the city.
- Parking lots/areas are only permitted as accessory uses and must be located to the side or rear of street-facing buildings.

Density / Size Low to medium density, 3 to 4 stories,
Zoning Districts R-8, R-63, RO-1, RO-2
Primary Uses Office and multi-family uses.
Secondary Uses Retail, cultural, institutional, and governmental uses, and plazas, squares, and pocket parks.



Industrial Mixed-Use

- Industrial Mixed-Use areas are traditionally industrial areas that are transitioning to mixed use due to their proximity to growing neighborhoods, but still retain industrial uses.
- Non-industrial use buildings should have street-oriented facades with windows and door openings along street frontages.
- New light industrial uses are compatible with residential and office uses.
- New curb cuts prohibited on primary streets and minimal curb cuts allowed on secondary streets. Vehicular access to parcels should use alleys where possible.
- Ground floor parking prohibited on primary street frontages.
- Streetscape accommodates truck access but allows for multi-modal uses.
- Served by existing and planned public transportation providing access to parts of the city.

Density / Size Medium density, 3 to 8 stories,
Zoning Districts B-7, or a new district
Primary Uses Industrial, multi-family, office, retail uses
Secondary Uses Cultural, institutional, and governmental uses, and plazas, squares, pocket parks, and open space.



Industrial

- Industrial areas feature easy highway access, large parcels, and separation of residential areas, in order to allow light and heavy industrial uses.
- May be served by existing and planned public transportation providing access to parts of the city.

Density / Size Low density, 1 to 3 stories
Zoning Districts M-1, M-2
Primary Uses industrial
Secondary Uses office



Institutional

- Public and quasi-public entities, such as local, state, and federal government, hospitals, and universities.
- Active commercial uses on ground floors are required on primary street frontages. Residential uses may be permitted on the ground floor in certain sections of the area. Regardless, ground floor residential units should still have street-oriented facades with setbacks, front yards, and balconies where appropriate.
- New curb cuts prohibited on primary streets and minimal curb cuts allowed on secondary streets.
- Ground floor parking prohibited on primary street frontages.

Density / Size Varies
Zoning Districts B-4, B-5, I
Primary Uses Government offices, community centers, libraries, police and fire precincts, hospitals, and schools.
Secondary Uses Retail, cultural, and multi-family residential uses, and plazas, squares, and pocket parks.



Street-Oriented Commercial

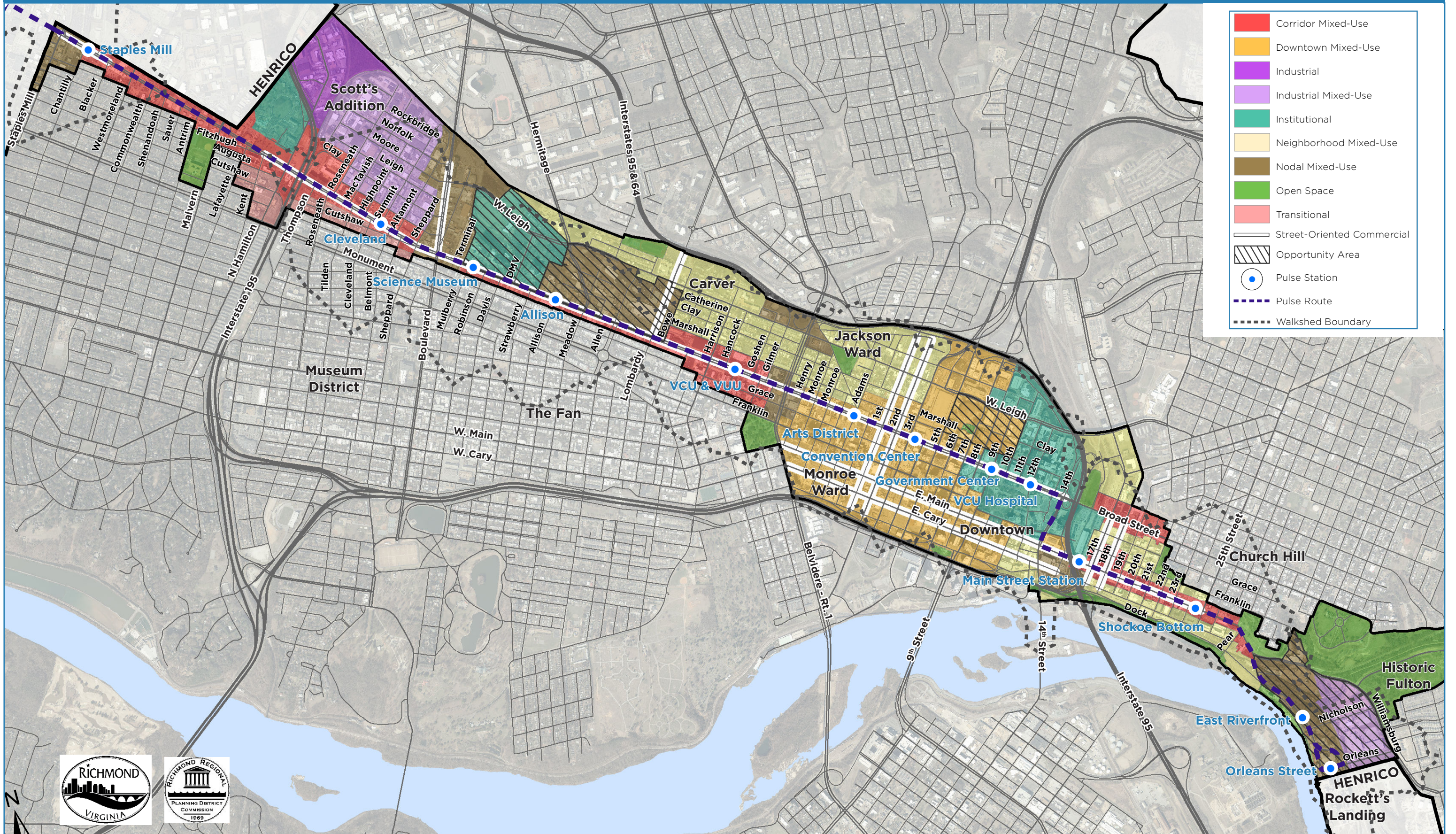
- Buildings on streets that are designated as Street-Oriented Commercial streets must have ground floor commercial uses, which activate the street edge and work toward creating a more walkable environment.

Opportunity Area

- Large tracts of underdeveloped along the Pulse Corridor that are ideal for redevelopment due to proximity of the Pulse Corridor as well as adjacency to stable neighborhoods.

FUTURE LAND USE MAP

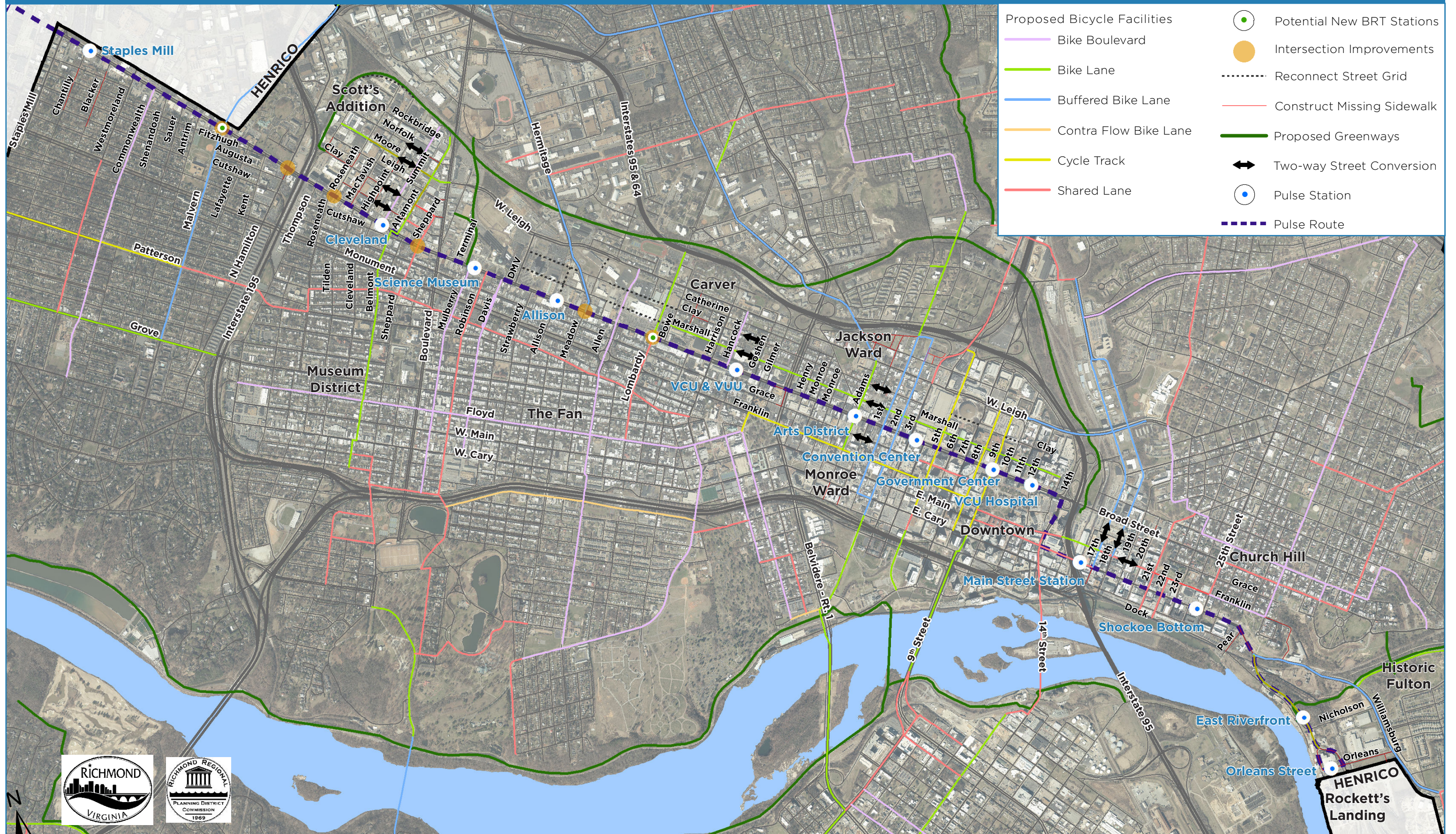
THE PULSE CORRIDOR PLAN
November 2016 Public Meetings



- Corridor Mixed-Use
- Downtown Mixed-Use
- Industrial
- Industrial Mixed-Use
- Institutional
- Neighborhood Mixed-Use
- Nodal Mixed-Use
- Open Space
- Transitional
- Street-Oriented Commercial
- Opportunity Area
- Pulse Station
- Pulse Route
- Walkshed Boundary



FUTURE CONNECTIONS MAP



RECOMMENDATIONS



CORRIDOR-WIDE RECOMMENDATIONS	Compact & Mixed		
	CW.1	Create a TOD overlay: The designation will ensure development meets the TOD-overlay form requirements.	
	CW.2	Rezone the Corridor to match the future land use map. Priority areas are Cleveland, Science Museum, Allison, Arts District, Main Street Station, and Orleans.	
	CW.3	Create a new zoning district that allows up to 12 stories.	
	CW.4	Encourage underground and wrapped parking decks: Incentivize underground parking, require wrapping of structured parking, discourage the development of new surface parking lots in the Corridor, and encourage redevelopment of existing surface lots as new infill sites.	
	CW.5	Encourage contextual small-scale infill development (especially on north-south streets throughout the Corridor). Remove parking requirements for smaller-scale projects.	
	CW.6	Develop a strategy for managing on-street parking and loading throughout the Corridor.	
	Connected		
	CW.7	Install streetscape improvements along the Pulse Corridor.	
	CW.8	Provide wider sidewalks and streetscape in areas where high-density redevelopment is occurring, through road diets, or setbacks of new development.	
	CW.9	Improve intersections to better accommodate pedestrians and cyclists by utilizing context-sensitive solutions and designing to complete street standards.	
	CW.10	Install sidewalks: Construct sidewalks where missing in the neighborhoods on the Corridor and repair and improve existing sidewalks. Widen sidewalks based on changes in land use and redevelopment. Follow ADA guidelines to provide universal access.	
	CW.11	Plant Trees: Fill empty tree wells on the Corridor and in station areas. Require developers to plant trees in their setbacks and in tree wells adjacent to their developments. Encourage property owners to take advantage of the City's "Adopt a Tree" program. Amend Buffer H in the Zoning Ordinance to require trees.	
	CW.12	Integrate public art at key points and gateways along the Corridor, such as I-195/Broad, Broad/Belvidere, and Adams/Broad.	
	CW.13	Improve lighting: Install pedestrian-scale and -oriented lighting throughout the Corridor and provide consistent streetscape amenities where they do not already exist.	
	CW.14	Underground overhead utilities: Bury utility lines along Broad Street and E Main Street underground throughout.	
	CW.15	Align local GRTC bus routes with the Pulse to allow easy transfers with appropriate pedestrian infrastructure as indicated in the recommendations outlined in the Richmond Transit Network Plan.	
	CW.16	Improve bicycle infrastructure throughout the Corridor: Install key projects referenced on the connections map and work towards more protected bicycle infrastructure in consultation with the Bike Master Plan. Co-locate bike share stations near the Pulse station areas.	
	CW.17	Establish car-sharing programs to help reduce the need to own an automobile for residents and employees along the Corridor.	
	CW.18	Create Streetscape Design Guidelines from Boulevard to the City/County line to beautify Broad Street through additional screening standards, underground utilities, etc.	
	CW.19	Encourage reduced automobile parking in exchange for dedicated car-share spots, sponsoring a bike share station and/or providing additional bike parking.	
	CW.20	Prioritize alley improvements to create better parking and loading access to new developments.	
	Thriving & Equitable		
	CW.21	Encourage affordable housing on the Corridor: Explore affordable housing as an element of any redevelopment of city-owned land on the Corridor and direct investments of the affordable housing trust fund to the area. Foster a stronger relationship with the state affordable housing trust fund.	
	CW.22	Award bonuses for affordable housing: Award added building height and reduce parking requirements in exchange for the inclusion of affordable housing in projects. Update the City's affordable dwelling unit bonus provisions to include mixed use districts found on the Corridor.	
	CW.23	Support new dense, vibrant developments in order to preserve existing historic buildings while increasing vitality at the street and neighborhood level.	
	CW.24	Preserve historic structures where appropriate to provide housing and commercial space choice, and a diversity of building type and style.	
	CW.25	Explore creating a transfer of development rights program to capture zoning value of historic structures without demolishing them.	
CW.26	Create new business improvement districts (BIDs) along the Corridor.		
CW.27	Attract new businesses to station areas: Direct new or expanding businesses to locations in the Corridor by creating a customized incentive program to support small business, expanding the Façade Improvement Program, etc.		
CW.28	Incentivize transit-oriented development: Investigate strategies such as a tax-increment-finance district, a technology zone, tax abatement revisions, and other incentives.		
STATION AREA	Staples Mill and Malvern	Compact & Mixed	
		SA.1	Rezone areas along W. Broad Street between I-195 and Staples Mill to districts with reduced parking requirements that align with the Future Land Use Map. Promote adequate screening and landscaping of surface parking areas.
		SA.2	Invite major land owners in this area to discuss their plans for future development and how they will meet Corridor goals and lead to infill development.
		SA.3	Create a green space at Fitzhugh Avenue, Kent Road, and W. Broad Street.
		Connected	
		SA.4	Install sidewalks on Chantilly Street and Blacker Street, as shown on the Future Connections Map.
		SA.5	Prioritize the segment of Broad Street from I-195 to Staples Mill for streetscape improvements, as funding becomes available.
		SA.6	Install public art and attractive, unique infrastructure at the I-195 overpass so it serves as a gateway to the city and improves the pedestrian environment.
	SA.7	Improve crossing conditions across W. Broad Street between Staples Mills Road and Westmoreland Place.	
	Thriving & Equitable		
	SA.8	Coordinate with Henrico County to meet Corridor goals at the Staples Mill station.	
	Cleveland	Compact & Mixed	
		SA.9	Rezone Scott's Addition to districts that align with the Future Land Use Map.
		SA.10	Develop a small area plan for the Boulevard/W. Broad Street nodal mixed-use area.
		SA.11	Create a green space at Cutshaw Avenue and Broad Street that relates to the nearby BRT station with shade and seating.
		SA.12	Develop and prioritize establishment of a park and open space plan for Scott's Addition.
		Connected	
		SA.13	Add sidewalks in Scott's Addition where missing, as shown on the Future Connections Map.
		SA.14	Re-route and condense the truck routes through Scott's Addition. Identify streets for road diets and ensure a complete streets network.
		SA.15	Complete the multi-use path along the northern part of Scott's Addition: Connect this path across the entire top of the neighborhood as well as under Boulevard, as shown on the Future Connections Map.
SA.16		Plant trees throughout Scott's Addition. Require tree planting in public right-of-way by private developers. Require developers to incorporate trees in parking screening.	
SA.17		Explore converting one-way streets (Norfolk, Moore, Clay, and Marshall Streets) to two-way streets, as shown on the Future Connections Map.	
SA.18		Rebuild Patton Avenue and connect it to north/south streets in Scott's Addition to complete the street grid, as shown on the Future Connections Map.	
SA.19	Prioritize the segment of Broad Street from Boulevard to I-195 for streetscape improvements.		
Thriving & Equitable			
SA.20	Maintain a balance of uses as the neighborhood develops by drawing small-scale, neighborhood-compatible industrial and "maker" spaces to the neighborhood.		

RECOMMENDATIONS (continued)



STATION AREA RECOMMENDATIONS

Science Museum and Allison	Compact & Mixed		
	SA.21	Rezone the UB districts around the Science Museum of Virginia and Allison Street stations to districts that align with the Future Land Use Map.	
	SA.22	Work with Sauer Properties to develop in an urban form: Take advantage of the large concentration of single-owner redevelopment properties north of Broad Street and work together towards a high-density, urban form.	
	Connected		
	SA.23	Reestablish the streetwall on Broad Street. Encourage new development to build to the street.	
	SA.24	Introduce a rectangular street grid north of Broad Street using complete streets guidelines: Continue Clay Street from DMV Drive to Lombardy Street, Marshall Street from DMV Drive to Bowe Street, Meadow Street from Clay Street to Leigh Street, and Allison Street to Clay Street as redevelopment occurs, as shown on the Future Connections Map.	
	SA.25	Construct protected bicycle infrastructure at the Meadow, Hermitage, and Broad Street intersection to provide a key north-south link in the bicycle network, as shown on the Future Connections Map.	
	SA.26	Improve intersection at Stuart Circle to accommodate cyclists.	
	Thriving & Equitable		
	SA.27	Work with the Commonwealth to retain state employees and improve existing development, including looking at opportunities for repurposing large amounts of surface parking at the DMV Headquarters.	
	VCU & VUU	Compact & Mixed	
		SA.28	Rezone the area around the Belvidere and I-95 intersection to districts that align with the Future Land Use Map to create a gateway to the city.
		Connected	
		SA.29	Reconnect the street grid as redevelopment occurs, as shown on the Future Connections Map.
		Thriving & Equitable	
	SA.30	Form a TOD committee between VCU and the City: Collaborate with VCU through regular meetings to discuss, plan and implement a unified vision of the station area.	
	Arts District	Compact & Mixed	
		SA.31	Rezone Monroe Ward to districts that align with the Future Land Use Map.
		SA.32	Encourage and support the redevelopment of surface parking lots into uses that support transit.
		SA.33	Develop a public and green space plan for Monroe Ward.
		SA.34	Implement the Abner Clay Park plan: Beautify and activate this park in accordance with community needs and desires. Add active uses to attract residents and BRT riders into this nearby asset. New development should be oriented to the park.
		Connected	
		SA.35	Orient new development to pedestrians on 1st and 2nd Street. Construct protected bike lanes on 1st and 2nd streets, as shown on the Future Connections Map.
		Thriving & Equitable	
	SA.36	Redevelop City-owned land near the Downtown Arts District to include affordable housing.	
	SA.37	Work with RRHA to ensure that mixed-use, mixed income developments with a TOD form are developed in Jackson Ward.	
	Convention Center, Government Center, VCU Hospital	Compact & Mixed	
SA.38		Develop a small area plan for the opportunity area around the Coliseum City-owned land. Include MCV and Biotech in the planning process. Explore public-private-non-profit partnerships to redevelop properties.	
Connected			
SA.39		Build protected bicycle infrastructure on Franklin Street.	
SA.40		Pursue the two-way vehicular travel conversion of the rest of Grace and Marshall Streets. In consultation with traffic engineers, evaluate the conversion of all Downtown one-way streets in two-way streets, as shown in the Downtown Plan.	
Thriving & Equitable			
SA.41	Using City-owned lots, especially in the opportunity area around the Coliseum and the lot across from the Convention Center, develop affordable housing with a mix of uses.		
SA.42	Continue to develop the Biotech area by attracting biotech companies to the Biotech park.		
Main Street Station	Compact & Mixed		
	SA.43	Rezone the Main Street Station Area to districts that align with the Future Land Use Map.	
	Connected		
	SA.44	Improve crossing conditions along E. Broad Street between 14th Street and 17th Street, as shown on the Future Connections Map.	
	SA.45	Extend the Virginia Capital Trail to reach the Capitol. Require developments along the Virginia Capital Trail to provide amenities and infrastructure supportive of cyclists and pedestrians.	
	SA.46	Work with private, state, and institutionally-owned entities to develop a shared parking strategy for the area around Main Street Station.	
	SA.47	In consultation with traffic engineers, evaluate the conversion of 17th, 18th, and Marshall Streets from one-way streets into two-way streets.	
	Thriving & Equitable		
SA.48	Promote Main Street Station as a regional transportation hub with the convergence of rail, BRT, and GRTC local bus routes.		
Shockoe Bottom	Compact & Mixed		
	SA.49	Rezone Shockoe Bottom to districts that align with the Future Land Use Map.	
	Connected		
SA.50	Improve crossing conditions along Dock Street for pedestrians and cyclists going to and coming from the Capital Trail, and the Low Line as shown on the Future Connections Map.		
SA.51	Work with private, state, and institutionally-owned entities to develop a shared parking strategy for the Capital Trail.		
East Riverfront and Orleans	Compact & Mixed		
	SA.52	Coordinate with Henrico County to create a cohesive approach for development around Orleans Station.	
	SA.53	Create a small area plan for the East Riverfront Station area	
	SA.54	Make improvements to the former Lehigh Cement property as the next phase of the Riverfront Plan implementation.	
	Connected		
	SA.55	Construct the Gillies Creek Greenway.	
	SA.56	Recreate a street grid in the industrial area: Add new roads as development occurs in the block bound by the CSX railroad, Williamsburg Ave, Nicholson St, and Orleans St, as shown on the Future Connections Map.	
	SA.57	Add traffic signals at Williamsburg Avenue/Orleans Street and Orleans Street/Route-5, as shown on the Future Connections Map.	
	SA.58	Create a traffic circle at Main Street and Dock Street, as shown on the Future Connections Map.	
	SA.59	Investigate installing a pedestrian bridge over the Norfolk-Southern at-grade rail line and Gillies Creek that connects Fulton Road to the bottom of Chimborazo Park, as shown on the Future Connections Map.	
	SA.60	Improve pedestrian connections throughout the neighborhood with paths connecting Fulton Hill to Historic Fulton and pedestrian access to the waterfront at the end of Orleans Street and Nicholson Street, as shown on the Future Connections Map.	
	SA.61	Install public art at, under or adjacent to the CSX bridge over Orleans Street.	
	SA.62	Require developers to improve the streetscape, per the streetscape design guidelines, of Orleans Street as parcels redevelop.	
Thriving & Equitable			
SA.63	Redevelop the Fulton Gas Works site: Continue the brownfield clean-up on this City-owned site to prepare it for higher and better uses.		