

# Nodes

Nodes are places in Richmond where people and jobs are today and continue to grow into the future. Nodes are the places of convergence of many uses and include offices, shopping, housing, and/or public gathering places as well as access to multiple modes of transportation.

Nodes are important places in Richmond and deserve special attention in the Master Plan to ensure that land use planning, transportation planning, and public policy align to make thriving crossroads in Richmond's communities. The Nodes are places in Richmond that can either 1) accommodate additional growth in jobs and population or 2) are major activity centers today and should be preserved/enhanced. The Nodes Map, as shown in Figure 10, depicts the location and scale of each Node:

**Regional/National Node:** A center with significant cultural, entertainment, government, and business destinations as well as shopping, housing, and unique place-based attractions.

**Neighborhood Node:** A local crossroads typically within or next to larger residential areas that offers goods and services to nearby residents, employees, and visitors.

**Micro Node:** A notable place within a neighborhood that generally provides goods and services to the immediate residents but may attract visitors.

The Nodes map also highlights the Priority Growth Nodes where the City is encouraging the most significant growth in population and development over the next 20 years. This section of the Plan includes descriptions for the Nodes designated as primary growth areas.

Descriptions for all the Regional/National Nodes and the Neighborhood Nodes can be found in Appendix C of this Plan. Micro Nodes are not described in detail in the Plan, but are called out on the Node Map because the Micro Nodes provide mixed-use destinations within primarily residential areas and help create a unique sense of place within many of Richmond's historic urban neighborhoods. Micro Nodes are a model for future development as new neighborhoods emerge.

## PRIORITY GROWTH NODES

Downtown. As the regional center of employment, the Capital of the Commonwealth of Virginia, and the home to a major state university and hospital system, the Downtown Area contains five sub-Nodes:

- Downtown Core
- Jackson Ward
- Monroe Ward
- Shockoe
- Manchester

Greater Scott's Addition

Route 1/Bellemeade Rd

Route 1/Bells Rd

Southside Plaza

Stony Point Fashion Park

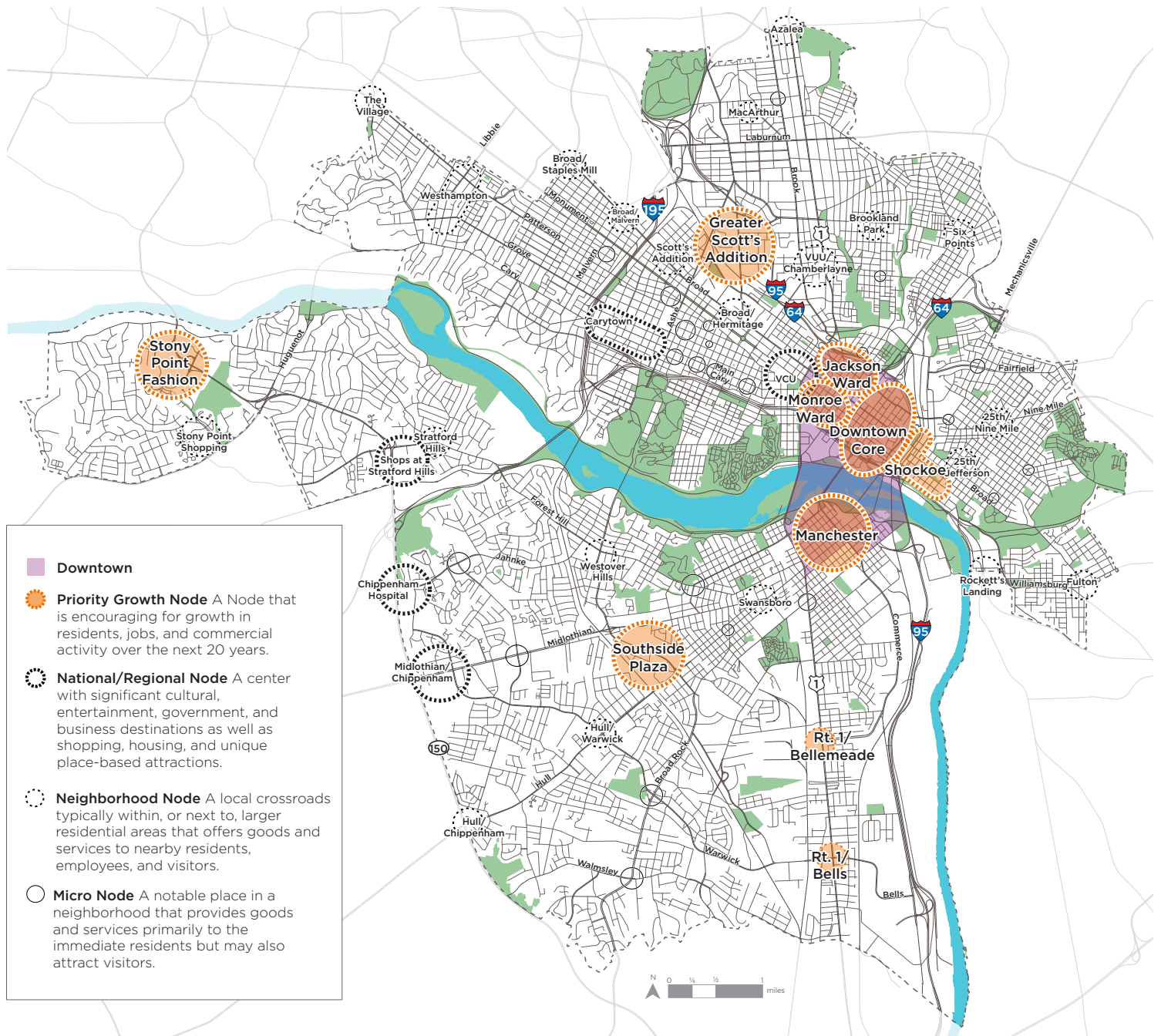


FIGURE 10 // Nodes Map

Nodes are places in Richmond that can either 1) accommodate additional growth in jobs and population or 2) are major activity centers today and should be preserved/enhanced.



## Priority Growth Node

# Downtown — Downtown Core

### Vision

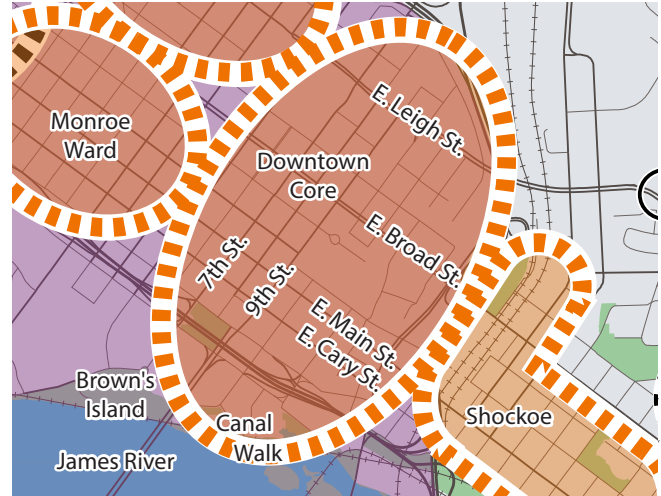
As the highest density of office employment in the region, the Downtown Core continues to serve as the backbone of the local, state, and federal government in Richmond as well as a financial, insurance, bio-tech, and healthcare center. Over the next 20 years, the Downtown Core continues to transition from a primarily office district to an 18-hour district (18 hours of the day are lively and 6 are sleepy) with a mix of uses, including entertainment, residential, and retail uses. New infill development matches the intensity of existing buildings and includes active ground floor uses that enliven the sidewalks. Signature public spaces and greenways connect the Downtown Core's sub-districts to one another and generate activity at the pedestrian level by increasing pedestrian, bike, and transit connections among the various sub-districts, plazas, parks, and the James River. City-owned property, such as the Coliseum, are redeveloped to foster a mixed-income, mixed-use development that enlivens Downtown by drawing people to Downtown in the evenings and on the weekend.

### Growth Potential

In 2019, there were approximately 77 acres of vacant/underdeveloped land in the Downtown Core, representing 26% of the Downtown Core's total land area.

### Primary Next Steps

- Coliseum Plan: Develop the Coliseum Area Framework Plan with community engagement (Goal 1).
- Coliseum Redevelopment: Create and issue a Request for Proposals for the Coliseum area using the guidance from the Coliseum Area Framework Plan to reposition City-owned assets into revenue-generating properties (Goal 1, Goal 2).
- Highway Capping: Examine process to sell the air-rights above the Downtown Expressway between Canal, Byrd, 6th, and 7th Streets (Goal 9).

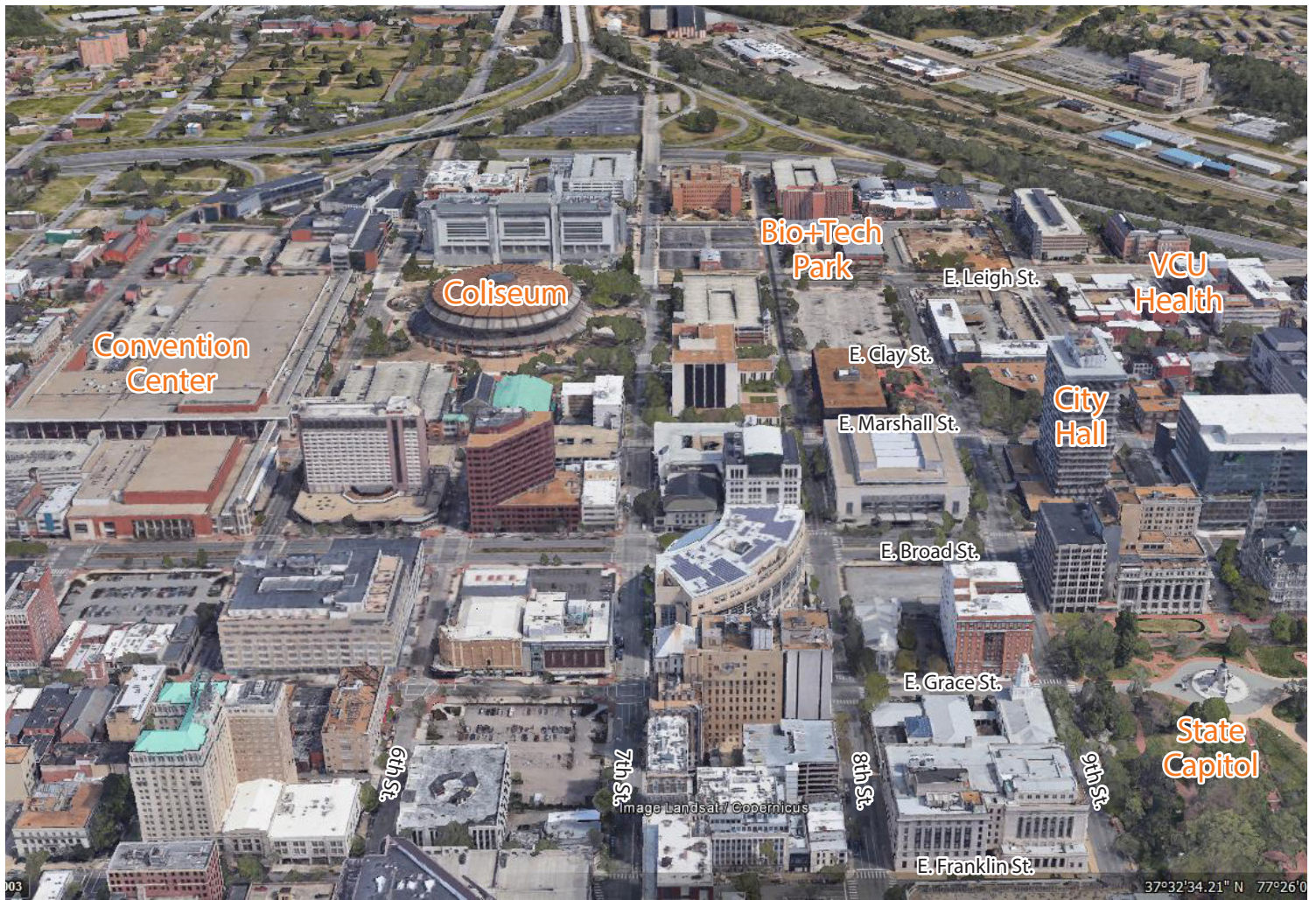


### Downtown Core — Regional/National Node

The seat of local and state governments, the financial/office district, the Canal Walk, Shockoe Slip, the Convention Center, and the Coliseum Area.

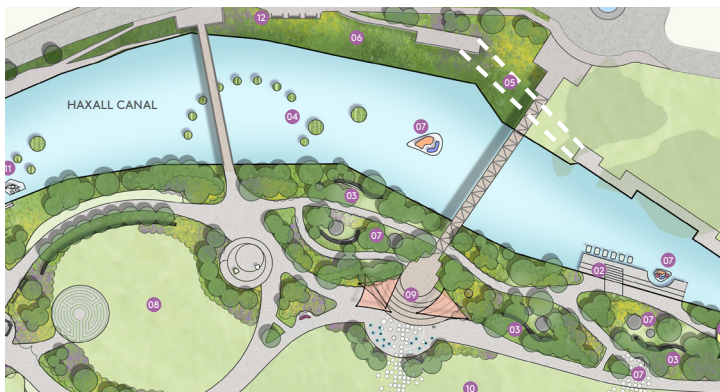
- Two-Way Streets: Continue to convert streets from one-way to two-way as appropriate (Goal 9).
- Life Sciences Cluster: Market and expand growth opportunities for life science-focused businesses and supporting entities clustered near VA Bio+Tech Park and VCU Health (Goal 11).
- Downtown Marketing & Services: Continue to market Downtown as a the cultural, business, government, and recreation destination of the Richmond Region and support cleaning, event, and placemaking services throughout Downtown (Goal 4).
- Riverfront Plan: Continue to implement the Phase 1 recommendations outlined in the Riverfront Plan to improve access from Downtown to the James River (Goal 4, Goal 17).
- Non-Car Connectivity: Improve non-car connectivity by encouraging urban design that promotes walking, continuing to improve transit access, and developing on-street bike facilities and greenways to Jackson Ward, the Riverfront (per the Riverfront Plan), Church Hill, and other areas (Goal 4, Goal 8, Goal 17).





### Coliseum Area Aerial

The defunct Coliseum and expanse of vacant land and buildings around it present an opportunity for the City to fill a void in the middle of the Downtown Core with tax-producing properties and a building, use, and street network that connect the area to the larger Downtown community.



### Brown's Island Improvements

Venture Richmond has undertaken a public process to implement improvements on Brown's Island identified in the Riverfront Plan.

Source: Brown's Improvement Plan, September 2019



### Downtown to River Connections

Since the Downtown Expressway acts a barrier between the Downtown Core and the James River, connectivity improvements, such as creating the 13th Street tunnel and capping the highway between 7th, Byrd, and Canal Streets, will help improve Riverfront access.

Source: Richmond Riverfront Plan, November 2012



## Priority Growth Node

# Downtown — Monroe Ward

### Vision

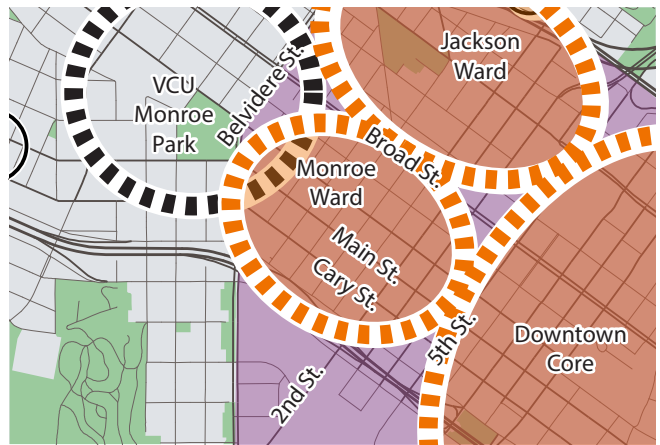
Monroe Ward is transformed from the detached parking garage of the Downtown Core into a significant residential and office mixed-use district between two of the region's greatest concentrations of activity—the VCU Monroe Park Campus and the Downtown Core. Historic buildings are preserved and complemented by denser development on vacant lots that generate activity. There is a critical mass of residents, shoppers, workers, and tourists who

are attracted to the residential options, retail and restaurant destinations, jobs, and cultural attractions in Jackson Ward, the Arts District, and the Downtown Core. New pocket parks provide outdoor greenspace for Monroe Ward's residents, workers, and visitors, and are connected to other Downtown districts via greenways, bike lanes, and transit.



### Monroe Ward Conceptual Site Plan

There is great potential for Monroe Ward to redevelop into a vibrant extension of the Downtown Core.



### Monroe Ward — Regional/National Node

Situated between VCU's Monroe Park Campus and the Downtown Core, in 2020, Monroe Ward is home to many surface parking lots, several historic buildings, a restaurant row along Grace Street, and a scattering of newer buildings.

### Growth Potential

In 2019, there were approximately 40 acres of vacant/underdeveloped land in Monroe Ward, representing 49% of Monroe Ward's total land area.

### Primary Next Steps

- Transit: Increase frequency and hours of the #5 bus route that runs along Cary and Main Streets (Goal 8).
- Bike Facilities: Build bike lanes on 1st, 2nd, and/or 3rd Streets (Goal 8).
- Grace Street: Convert Grace Street from 4th Street to Belvidere Street into a two-way street (Goal 9).
- Marketing: Promote Monroe Ward as a prime location to attract and grow target industries in corporate headquarters, professional services, and financial services (Goal 11).
- Greenway: Develop the Ashland to Petersburg Trail through Monroe Ward (Goal 8, Goal 17).
- Parks: Identify key parcels for creation of pocket parks (Goal 17).





## Priority Growth Node

# Downtown — Jackson Ward

### Vision

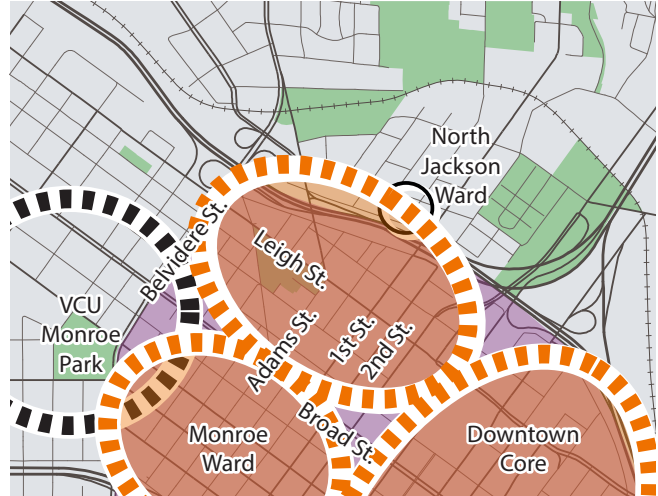
Jackson Ward has retained historic buildings and plays a leading role in supporting Black cultural and economic vitality. Jackson Ward continues to be a residential neighborhood with non-residential uses scattered throughout at corners and along major roads—such as 1st Street, 2nd Street, and Marshall Street. New infill developments incorporate high-quality architecture and complement the character of historic buildings. Jackson Ward is better connected to the rest of Downtown with the conversion of one-way streets to two-way, greenways, transit, a new park, and bridges connecting Jackson Ward to North Jackson Ward over the highway. Decking over the highway will reunite the two sides of Jackson Ward that were divided in the 1950s by the construction of the highway.

### Growth Potential

In 2019, there were approximately 29 acres of vacant/underdeveloped land in Jackson Ward, representing 33% of the Jackson Ward's total land area.

### Primary Next Steps

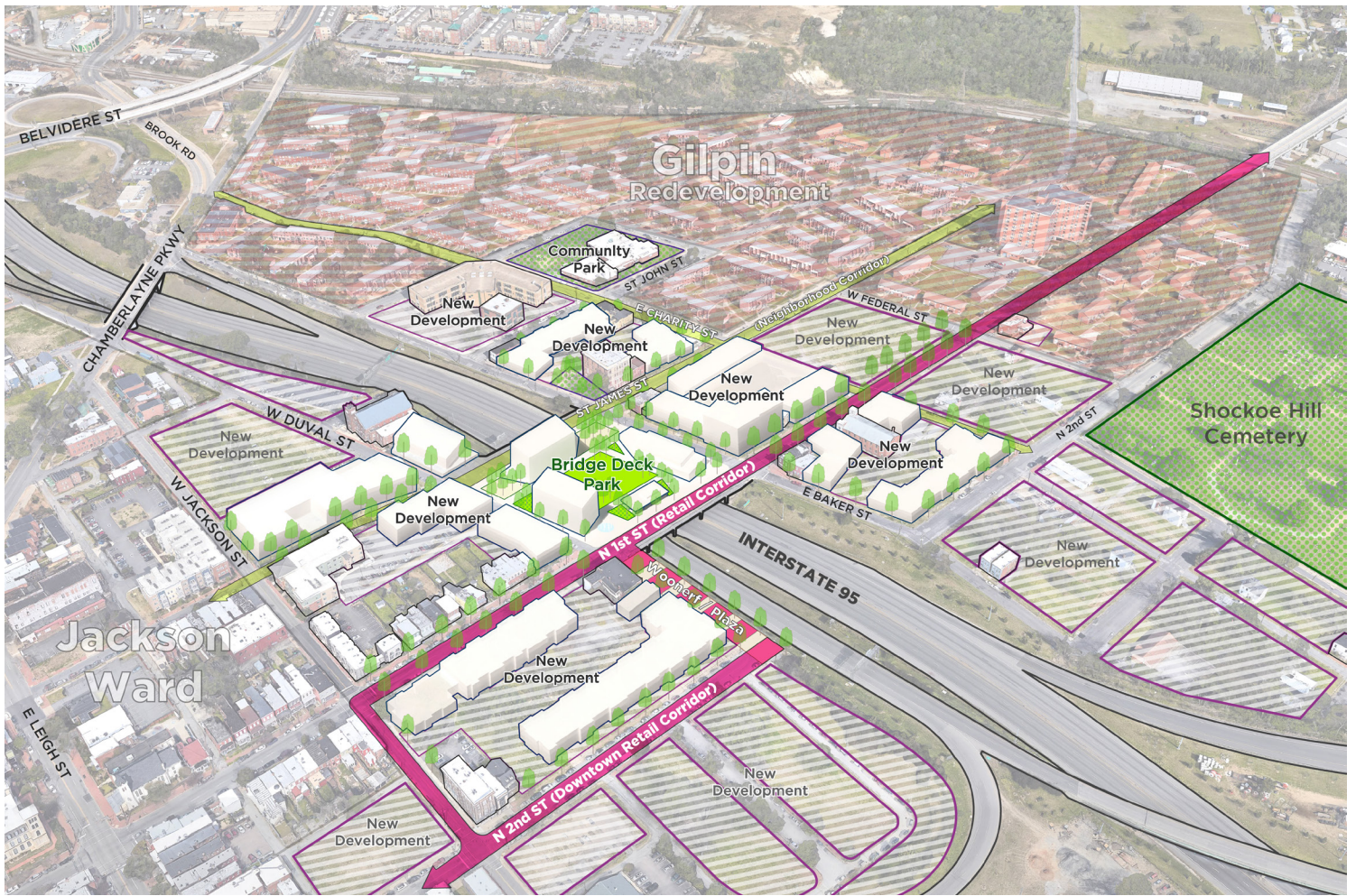
- Highway Deck Study: Commence a planning study to analyze the feasibility of building a park, roads, and buildings over I-95 and I-64, reconnecting Jackson Ward and North Jackson Ward (Goal 8, Goal 9, Goal 17).
- Business Growth: Increase the number and support the growth of minority-owned businesses (Goal 11).
- Historic and Cultural Attractions: Maintain, grow, and market historic attractions such as the Black History Museum and Maggie L. Walker's Home (Goal 13).
- Gilpin Court Transformation: Develop a plan with existing community input to include Gilpin Court and vacant land in North Jackson Ward to transform the neighborhood into a mixed-use, mixed-income, walkable, and transit-adjacent community that provides both housing and jobs for residents (Goal 1, Goal 14).



#### Jackson Ward — Regional/National Node

This Node centers on the Historic Jackson Ward neighborhood but also extends north slightly to connect to North Jackson Ward.





### Reconnecting Jackson Ward

By capping the highway with streets, parks, and buildings, Jackson Ward will once again be one neighborhood.



In 2017, the City's Public Art Commission unveiled the Maggie Lena Walker Plaza at a gateway to Jackson Ward.



# Priority Growth Node

## Downtown — Shockoe

### Vision

Shockoe is a national destination for historic tourism, education, and interpretation as well as a regional and neighborhood destination. Shockoe is connected to other neighborhoods and amenities, such as the Virginia Capital Trail and the Canal Walk. New development complements historic sites and supports public space amenities such as the 17th Street Farmer's Market Plaza, the Low Line, and a new park. Main Street Station continues to serve as the multi-modal transportation hub of Richmond by augmenting its offerings to include more transportation options and high-speed rail service. Uses around Main Street Station support the bustle of a train station with amenities that serve commuters, visitors, residents, and employment base.

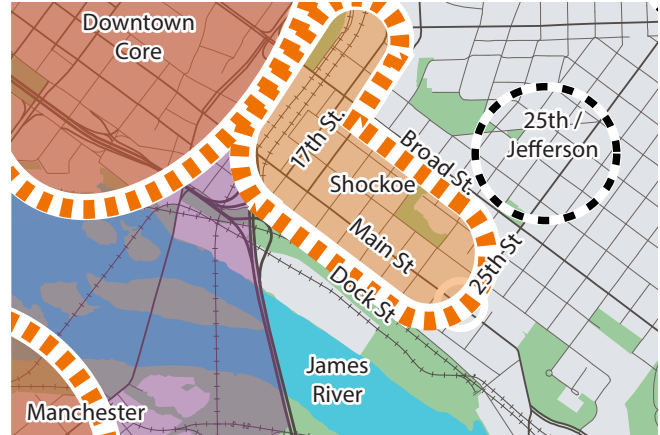
### Growth Potential

In 2019, there were approximately 44 acres of vacant/underdeveloped land in Shockoe, representing 35% of Shockoe's total land area.

### Primary Next Steps

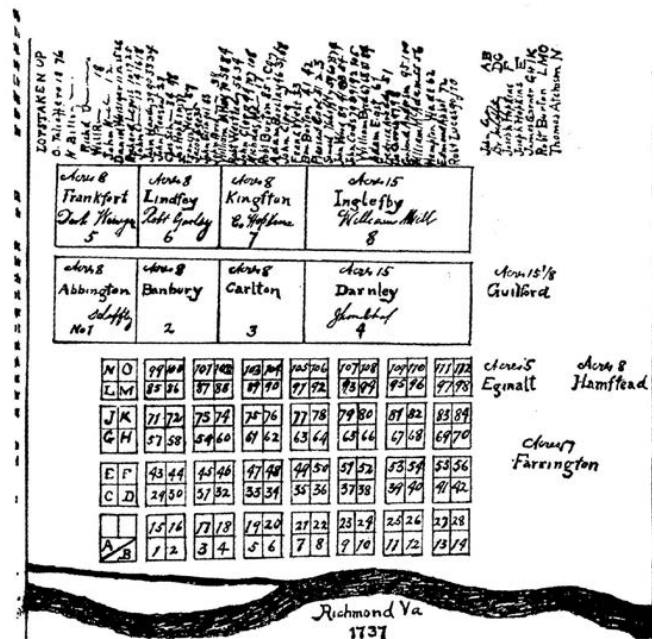
Implement the recommendations in the Shockoe Area Plan, some of which include:

- Small Area Plan: Complete and adopt the Shockoe Small Area Plan (which is under development), as an element of Richmond 300 (Goal 1).
- Rezoning: Rezone the Shockoe area in alignment with the Future Land Use Map to allow appropriate growth while also protecting and enhancing significant historic sites (Goal 1).
- Archeology: Adopt an archaeological ordinance to provide guidance to public and private land owners in conducting and managing archaeological discoveries (Goal 3).
- Memorialization: Continue efforts to commemorate, memorialize, and interpret sites of historical and cultural significance in Shockoe. Advocate for additional state and federal funding to fund commemoration efforts (Goal 3).
- High-Speed Rail: Advocate for the creation of a high-speed rail station at Main Street Station



### Shockoe — Regional/National Node

The oldest part of the city, this Node includes the original 1737 plat established by Major William Mayo.



In 1737, Richmond is platted by Major William Mayo for William Byrd II and only includes 0.25 miles of land, known as Shockoe.

Source: The Valentine

to further Main Street Station's position as the regional mass transit hub with the convergence of rail, BRT, regional bus, and GRTC local bus routes (Goal 8)..



The City is developing a Small Area Plan for Shockoe under the guidance of the Shockoe Alliance. The Shockoe Alliance's mission is to guide design and implementation of concepts and recommendations for the future of Shockoe as a holistic area rooted in history and informed by those with shared interests to advance these efforts in support of the mission. Shockoe was the center of the Powhatan Confederacy for thousands of years prior to the arrival of the British in 1607. By the mid-1840s, Richmond was one of the large centers of domestic trade in enslaved Africans [top left: Slavery Reconciliation Statue; top right: a Richmond Slave Trail Marker; middle right: site of the Lumpkins Slave Jail]. It was also a transportation and manufacturing Center [middle left: Main Street Station Head House; bottom left: renovated Main Street Station Train Shed].



## Priority Growth Node

# Downtown — Manchester

### Vision

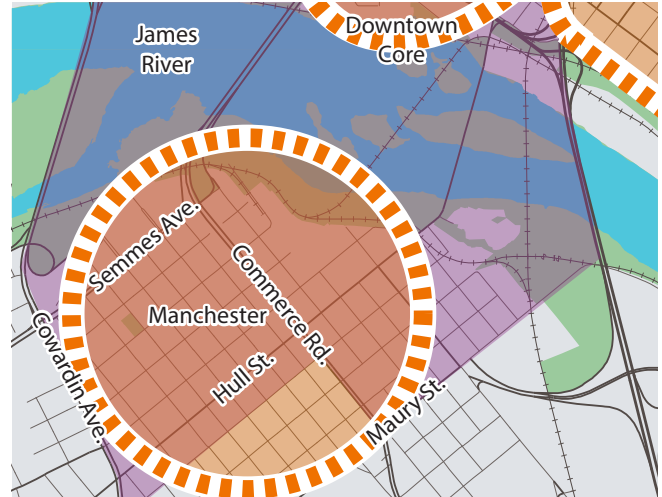
Manchester continues to increase in population and economic activity to support a thriving business corridor along Hull Street. The formerly industrial part of Manchester provides jobs as well as housing. Manchester is connected to South Richmond and the Downtown Core by a network of greenways along former railways, along roads, and along Manchester Canal. A variety of housing options in Manchester are available to low-, moderate-, and high-income individuals. Manchester's interconnected street grid is enhanced with street trees and improved infrastructure to support pedestrians, bicyclists, and transit riders.

### Growth Potential

In 2019, there were approximately 162 acres of vacant/underdeveloped land in Manchester, representing 55% of Manchester's total land area.

### Primary Next Steps

- Corridor Plan: Develop a corridor plan for Commerce Road with recommendations on how to transform the road into a Great Street with amenities such as buildings addressing the street, a greenway (the Ashland to Petersburg Trail), street trees, underground utilities, lighting, and other amenities and encourage redevelopment and business growth (Goal 1, Goal 8, Goal 9).
- Rezone: Rezone areas of Manchester in alignment with the Future Land Use Plan to allow residential development in the Industrial Mixed-Use areas that do not currently allow residential uses (Goal 1, Goal 14).
- Design: Implement design standards to create a high-quality, well-designed urban realm, including elements such as street lights and exploring the creation of signature public art (Goal 4).
- Riverfront Plan: Implement the Phase 1 recommendations identified in the Riverfront Plan for Manchester (Goal 4, Goal 17).
- Ped/Bike Infrastructure: Improve pedestrian and bike infrastructure to/from this Node, specifically



**Manchester — Regional/National Node**  
Once a separate locality, Manchester merged with Richmond in 1910.

- improving Manchester Canal, developing rails-to-trails greenways connecting to South Richmond, and developing the Ashland to Petersburg Trail. Advocate for state and federal funding for the canal and trails (Goal 8, Goal 17).
- Transit Alignment: With community input, develop a preferred alignment for a North-South BRT line through Manchester, either along Cowardin or along Hull Street, and then traveling down Midlothian, Hull, or Route 1 (Goal 8).
- Mayo Bridge: Develop and implement the plan for rehabilitating/replacing the Mayo Bridge that incorporates pedestrian and bicycle infrastructure (Goal 9).





#### Manchester Conceptual Aerial

Manchester's proximity to Downtown Core and the James River is strengthened over the next 20 years with investments in improving connections, such as enhanced transit on Hull Street, improved bridges, the Ashland to Petersburg Trail, and an improved Manchester Canal.



Following the adoption of the Downtown Plan in 2010, the City rezoned about 700 properties in Industrial Manchester from M-2 (heavy industrial) to RF-2 and B-7, two districts that allow a mix of uses, including residential. Since the rezoning, Industrial Manchester has added several dozen new developments.



Property owners have built low-scale infill residential developments, such as these two-family homes, in the primarily residential neighborhood of Manchester. New projects are designed to complement the "front door" character of Manchester.



# Priority Growth Node

## Greater Scott's Addition

### Vision

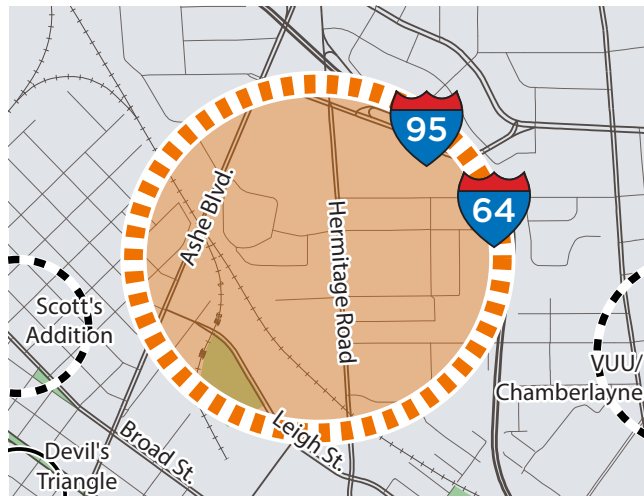
Greater Scott's Addition is home to a series of neighborhoods that provide new employment and housing developments connected by a series of open spaces and a transportation network that support families and aging-in-place. The variety of housing options and employment in Greater Scott's Addition provide opportunities for low-income, moderate-income, and high-income households. The Diamond is demolished and a new multi-purpose stadium is constructed along Hermitage. Uses along Hermitage, a public plaza, and the crescent park complement the new stadium development. Visitors to Greater Scott's Addition have the option to safely arrive by foot, bike, transit, or car. Parking is centralized in a few parking garages to encourage users to park once and visit multiple destinations. The signature public park, a crescent park, between Ashe and Hermitage serves as a central convening space and is connected with greenways to multiple smaller public parks.

### Growth Potential

In 2019, there were approximately 458 acres of vacant/underdeveloped land in Greater Scott's Addition, representing 60% of Greater Scott's Addition's total land area.

### Primary Next Steps

- Rezoning: Rezone Greater Scott's Addition in alignment with the Future Land Use Plan (Goal 1).
- Request for Proposals: Issue a Request for Proposals to redevelop the City-owned land between N. Ashe Boulevard and Hermitage Road using the Greater Scott's Addition Framework Plan and including elements such as crescent park, low-income housing, breaking up super blocks to create a street grid incorporating features that support walking, biking, and transit such as engaging architecture, public space, sidewalks, street trees, buildings built to the street, and street furniture (Goals 2, 4, 8, 9, 14, 17)
- Great Streets: Transform N. Ashe Boulevard and Hermitage Road into Great Streets, featuring buildings addressing the street, underground



**Greater Scott's Addition — Regional/National Node**  
This area has excellent access to I-95/I-64 and features the Baseball Diamond and primarily industrial areas that are transitioning to mixed-use.

utilities, street trees, lighting, enhanced transit, and other amenities (Goal 9, Goal 17).

- Bridge Feasibility: Increase connectivity and access among neighborhoods in Greater Scott's Addition by creating new bridges from Leigh Street to the Diamond, Mactavish Street to Rosedale Avenue, and Norfolk to Hamilton Street (Goal 9).
- Marketing: Market Greater Scott's addition to grow, retain, and attract businesses in the target industries (Goal 11).
- Green Infrastructure: As part of the redevelopment of the Diamond site, develop a district-wide green infrastructure system to reduce flow of stormwater into the Combined Sewage System, reduce the heat-island effect, and increase the tree canopy, among other benefits (Goal 17).
- Housing: As part of the redevelopment of the Diamond site, create more housing, rental and ownership, at various price points, including units for low-income households (Goal 14).
- Park Creation: As part of the redevelopment of the Diamond site, develop a series of parks, including the signature crescent park, and

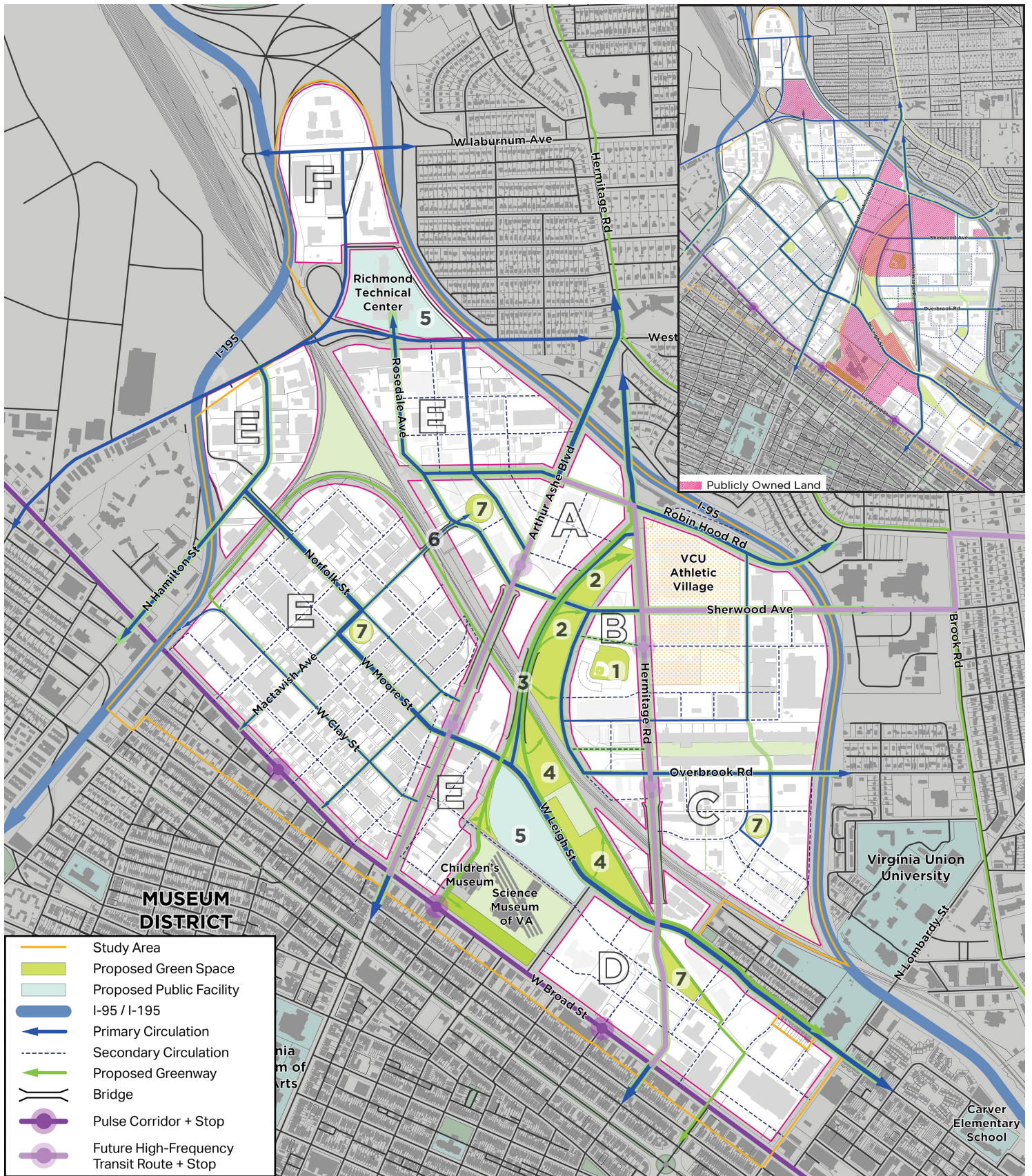


#### Greater Scott's Addition Complete Street Illustration

Streets for everyone designed and operated to enable safe access for all users, including pedestrians, bicyclists, motorists, and transit riders while also incorporating stormwater infrastructure

investigate a funding source for park creation and maintenance, such as a bond or a special park district assessment to fund more parks in the area (Goal 17).





### Greater Scott's Addition Framework Plan

This Framework Plan is the result of a planning process in 2019-2020 that included public meetings and three surveys with over 1,300 responses. The Framework Plan envisions several districts connected by a series of open spaces and Complete Streets (described on the next two pages).



## Districts

### A | GATEWAY DISTRICT

Regional destination for offices, shopping, and entertainment with landmark architecture



### B | BALLPARK AND ENTERTAINMENT DISTRICT

Lively community integrated with entertainment and a new sports venue



### C | OWNBY DISTRICT

A core of dense mixed-use development employing the latest in sustainable practices relating to energy and water on a district scale



### D | ALLISON DISTRICT

Dense, compact, transit-oriented mixed-use development anchored by a reconnected street grid



### E | INDUSTRIAL MIXED-USE

Continued evolution of Scott's Addition combining entertainment, residential, office, and light industrial uses



### F | OFFICE PARK

Office park development



## Open Space Network

### 1 | BALLPARK AND PLAZA

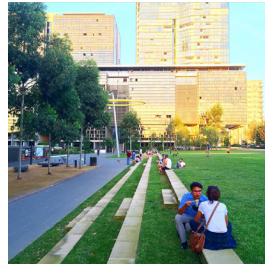
Vibrant outdoor space activated by the baseball stadium

Example Open Spaces and Features from Other Cities



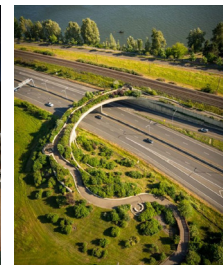
### 2 | CRESCENT PARK

Signature urban public space with passive lawns and a relaxing atmosphere with integrated green infrastructure to support water quality (site for large-scale community events)



### 3 | LANDMARK BRIDGE

Bridge over the CSX tracks connecting the crescent park and development on the north side to the Pulse Corridor



### 4 | SOUTHERN PARK

Public space with sports fields and active-use areas for youth with integrated green infrastructure that supports water quality

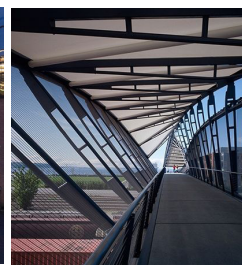
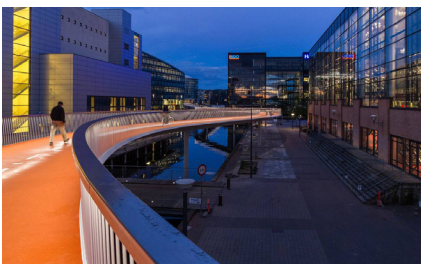
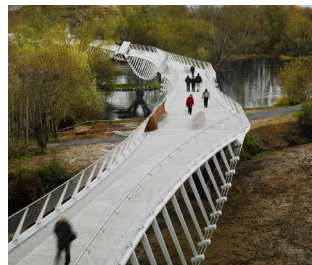


### 5 | PUBLIC FLEX SITE

Space to meet future community needs such as a school, library, rec center, or public space

### 6 | PEDESTRIAN & BICYCLE BRIDGE

Safe and comfortable urban bridges over the train tracks



### 7 | NEIGHBORHOOD PARKS

Small Nodes of public space in which neighborhood activities are centered







#### Diamond Site Potential Transformation

The urban neighborhood created along N. Arthur Ashe Boulevard [top] is possible because the grand Crescent park [bottom] tucked in the middle of the site establishes a strong design edge, providing an oasis to enjoy nature, gather, and relax.





Greater Scott's Addition Conceptual Aerial  
Crescent park, a signature element, anchors a series of green spaces that connect a new baseball stadium, residential areas, and employment.







## Priority Growth Node

# Route 1 / Bellemeade Road

### Vision

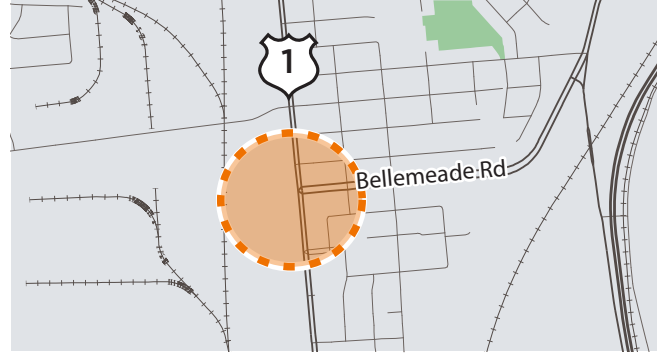
The intersection of Route 1 and Bellemeade Road is a walkable, well-connected, mixed-use Node with medium-scale buildings that are complementary with the surrounding single-family neighborhoods. Commercial development includes both neighborhood-serving commercial uses and job-generating businesses. The warehouses on the west side of Route 1 are redeveloped into a mix of medium-density residential projects and job-generating businesses. The apartment complexes at the southeastern corner of the intersection are redeveloped into medium-scale, mixed-use development that continues to provide affordable multi-family housing units in addition to market rate housing and commercial uses. The increased residential development along the corridors and in the neighboring Nodes establishes a market for services and amenities, such as a grocery store. New buildings address the corridors to create a pleasant pedestrian environment with parking minimized. Both Route 1 and Bellemeade Road are Great Streets with street trees, pedestrian amenities, enhanced transit, and greenways.

### Growth Potential

In 2019, there were approximately 21 acres of vacant/underdeveloped land in the Route 1/Bellemeade area, representing 21% of Route 1/Bellemeade's total land area.

### Primary Next Steps

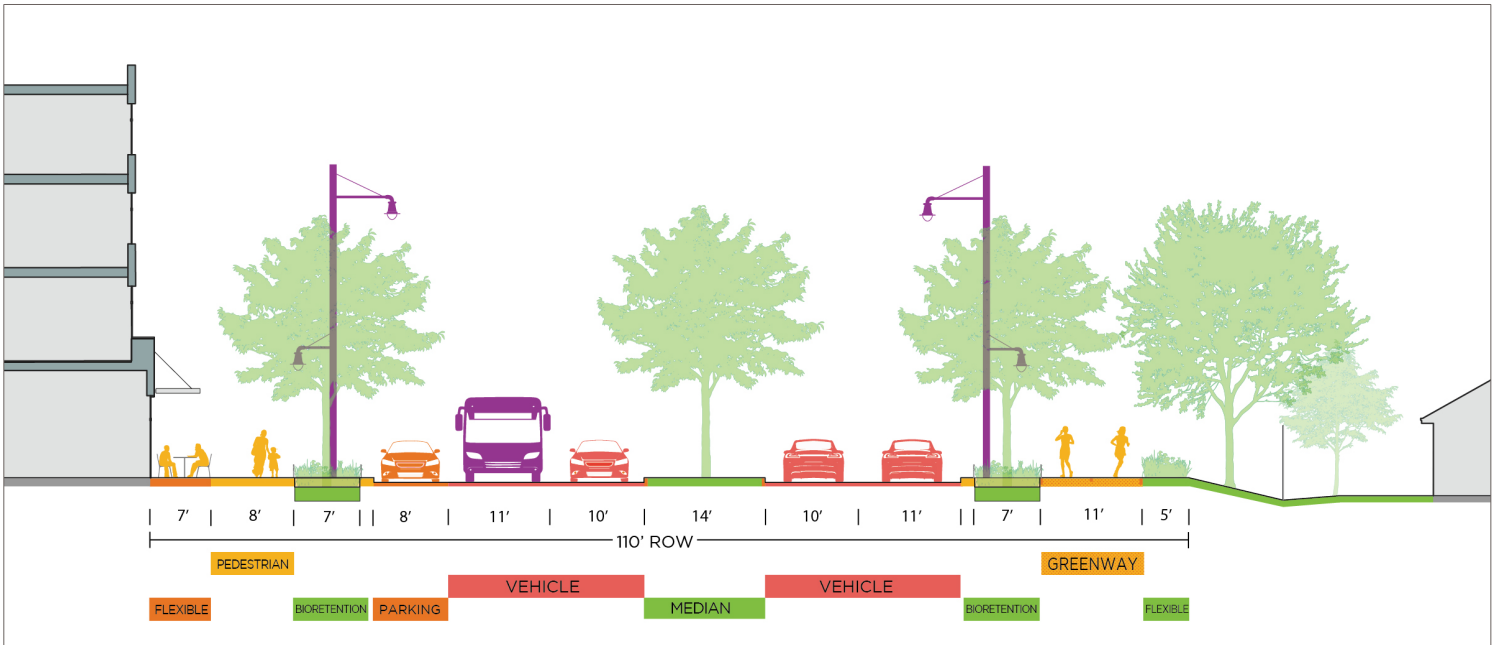
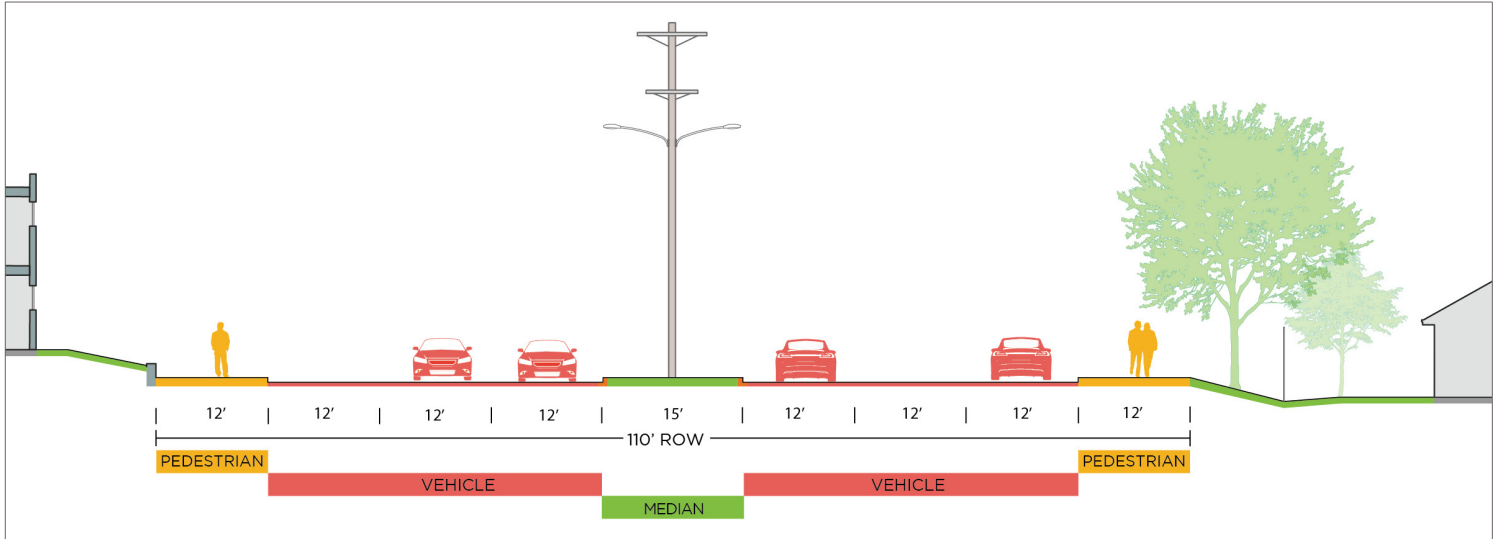
- Corridor Plan: Develop a corridor plan for Route 1 with recommendations on how to transform the road into a Great Street with amenities such as buildings addressing the street, a greenway (the Ashland to Petersburg Trail), street trees, underground utilities, lighting, and other amenities and encourage redevelopment and business growth (Goal 1, Goal 8, Goal 9).
- Rezone: Prioritize the rezoning of this Node to align with the Future Land Use Plan to encourage the residential development and economic revitalization of the corridor in a building form



Route 1 / Bellemeade — Neighborhood Node

- that improves the pedestrian environment (Goal 1, Goal 11, Goal 14).
- Greenway: Develop the Ashland to Petersburg Trail and provide enhanced transit along Route 1 (Goal 4, Goal 8, Goal 17).
- Transit Alignment: With community input, develop a preferred alignment for a North-South BRT line through Manchester, either along Cowardin or along Hull Street, and then traveling down Midlothian, Hull, or Route 1 (Goal 8).
- Incentives: Explore the creation of a Technology Zone and other new economic development incentives to encourage the economic revitalization of the Route 1 corridor (Goal 11).
- Quality Homes: Develop programs that permit homeowners to remain in their homes, in high-quality structures to limit the involuntary displacement of residents in the surrounding single-family neighborhoods (Goal 14).
- New Park: Transfer city-owned property to PRCF to develop a park within a 10-minute walk of this Node and host community planning sessions to develop ideas for the park design (Goal 2, Goal 17).





#### Route 1 Potential Street Section Transformation

The existing street section [top] has more travel lanes than is necessary for the amount of vehicles that travel on Route 1. The street can be transformed [bottom] into a complete street with various elements such as outdoor seating, sidewalk trees, pedestrian-level lighting, on-street parking, enhanced transit, car lanes, median trees, and a wide greenway (the Ashland to Petersburg Trail).



# Priority Growth Node

## Route 1 / Bells Road

### Vision

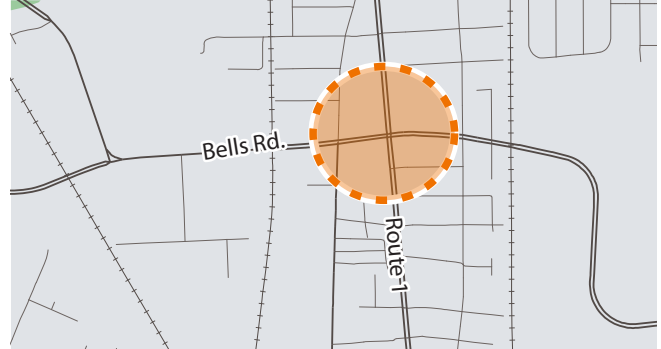
In 2037, the Route 1 corridor is home to a dynamic mix of uses with increased intensity at the intersection of Bells Road and Route 1. This intersection serves as a gateway into South Richmond from I-95, and Route 1 and Bells Road are Great Streets with sidewalks, street trees, pedestrian amenities, enhanced transit, and bicycle amenities. The commercial and mixed-use development along Route 1 provides neighborhood-serving shopping and service destinations in a building form that improves the pedestrian environment by locating the buildings close to the street, limiting driveways, and encouraging access from existing or new alleys. Predatory commercial uses, including pawn shops and check cashing businesses are limited. Office and industrial uses complement the nearby Port of Richmond and heavy industrial uses at the Philip Morris Plant. Vacant land on Route 1 and Bells Road is redeveloped to provide housing options at varying affordability levels in medium-scale buildings compatible with the surrounding residential area.

### Growth Potential

In 2019, there were approximately 13 acres of vacant/underdeveloped land in the Route 1/Bells area, representing 34% of Route 1/Bells' total land area.

### Primary Next Steps

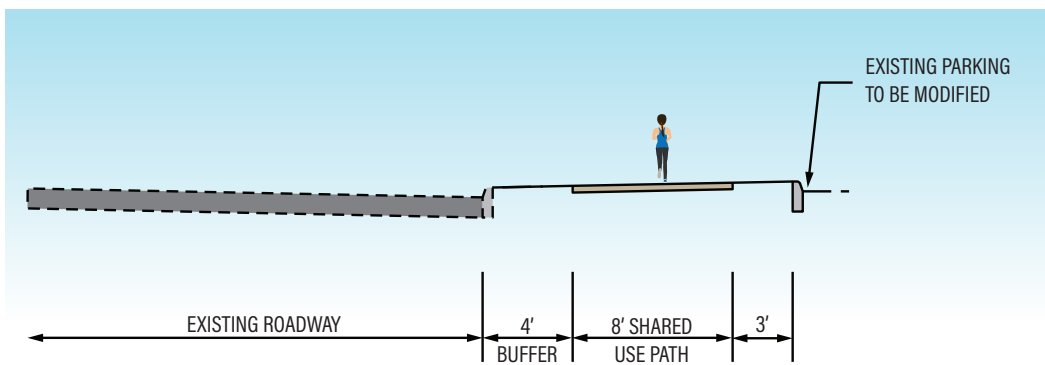
- Corridor Plan: Develop a corridor plan for Route 1 with recommendations on how to transform the road into a Great Street with amenities such as buildings addressing the street, a greenway (the Ashland to Petersburg Trail), street trees, lighting, and other amenities and encourage redevelopment and business growth (Goal 1, Goal 8, Goal 9).
- Rezone: Prioritize the rezoning of this Node to align with the Future Land Use Plan to encourage the residential development and economic revitalization of the corridor in a building form that improves the pedestrian environment (Goal 1, Goal 11, Goal 14).



Route 1 / Bells — Neighborhood Node

- Greenway: Develop the Ashland to Petersburg Trail and provide enhanced transit along Route 1 (Goal 4, Goal 8, Goal 17).
- Transit Alignment: With community input, develop a preferred alignment for a North-South BRT line through Manchester, either along Cowardin or along Hull Street, and then traveling down Midlothian, Hull, or Route 1 (Goal 8).
- Incentives: Explore the creation of a Technology Zone and other new economic development incentives to encourage the economic revitalization of the Route 1 corridor (Goal 11).
- Quality Homes: Develop programs that allow homeowners to remain in their homes in high-quality structures to limit the involuntary displacement of residents in the surrounding single-family neighborhoods (Goal 14).
- New Park: Identify land within a 5-minute walk of this Node for a new park, transfer land to PRCF ownership, and host community planning sessions to develop ideas for the park design (Goal 2, Goal 17).

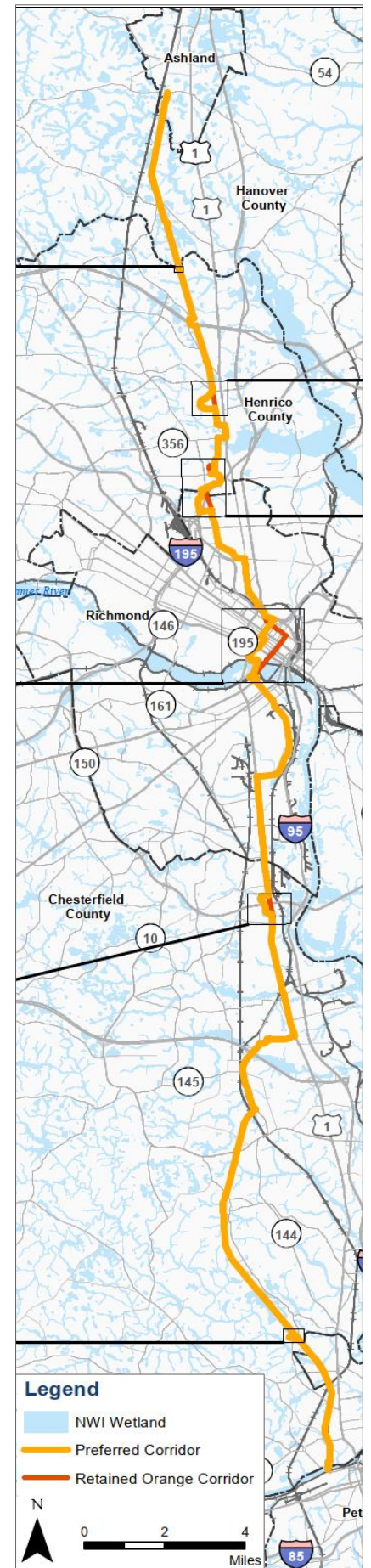




### Ashland to Petersburg Trail Conceptual Images

The Virginia Department of Transportation is leading a multi-locality planning effort to create the Ashland to Petersburg Trail, a greenway (also referred to as a shared-use path) from Ashland to Petersburg [see right image for the trail alignment]. The Ashland to Petersburg Trail will run along the eastern side of Route 1 [see top image for the plan and bottom image for the section].

Source: Ashland to Petersburg Trail Study, Virginia Department of Transportation, February 2020





## Priority Growth Node

# Southside Plaza Area

### Vision

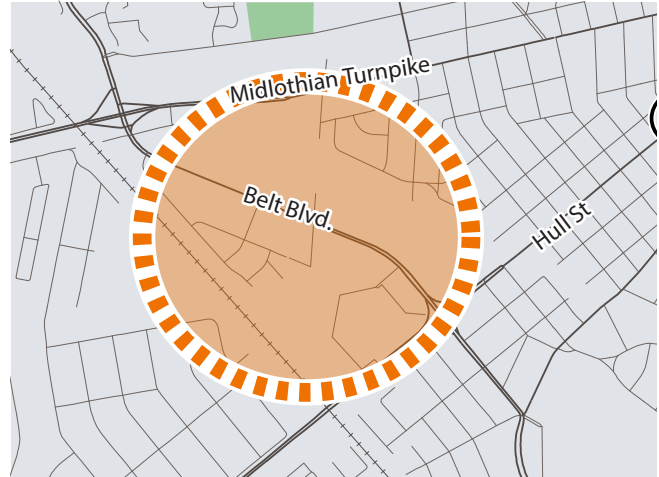
The Southside Plaza Area is the bustling center of South Richmond, offering employment, housing, recreation, and entertainment in a walkable human-scale environment. This area serves as a multi-modal transportation hub with connections to a regional greenway system via the James River Branch Trail and to the regional transit system with multiple bus lines converging in the Southside Plaza area. New City facilities anchor the redevelopment of this area by providing government services and green space.

### Growth Potential

In 2019, there were approximately 54 acres of vacant/underdeveloped land in the Southside Plaza Area, representing 32% of the Southside Plaza Area's total land area.

### Primary Next Steps

- Small Area Plan: Develop a Small Area Plan with community input for the Southside Plaza area that provides details on the opportunities for redevelopment and a system of public open space, greenways, and streets improve connectivity (Goal 1).
- Rezone: Rezone the Southside Plaza area in alignment with the Future Land Use Plan (Goal 1).
- Catalyst: Acquire land to catalyze the redevelopment of the Southside Plaza Area (Goal 2).
- Greenway: Build the James River Branch Trail on abandoned CSX right-of-way and connect adjacent neighborhoods to the trail (Goal 8, Goal 17).
- Transit Alignment: With community input, develop a preferred alignment for a North-South BRT line through Manchester, either along Cowardin or along Hull Street, and then traveling down Midlothian, Hull, or Route 1 (Goal 8).
- Great Streets: Transform Belt Boulevard and Hull Street into Great Streets featuring buildings addressing the street, underground utilities, street trees, lighting, enhanced transit, and other amenities (Goal 4, Goal 9).



Southside Plaza Area — Regional/National Node

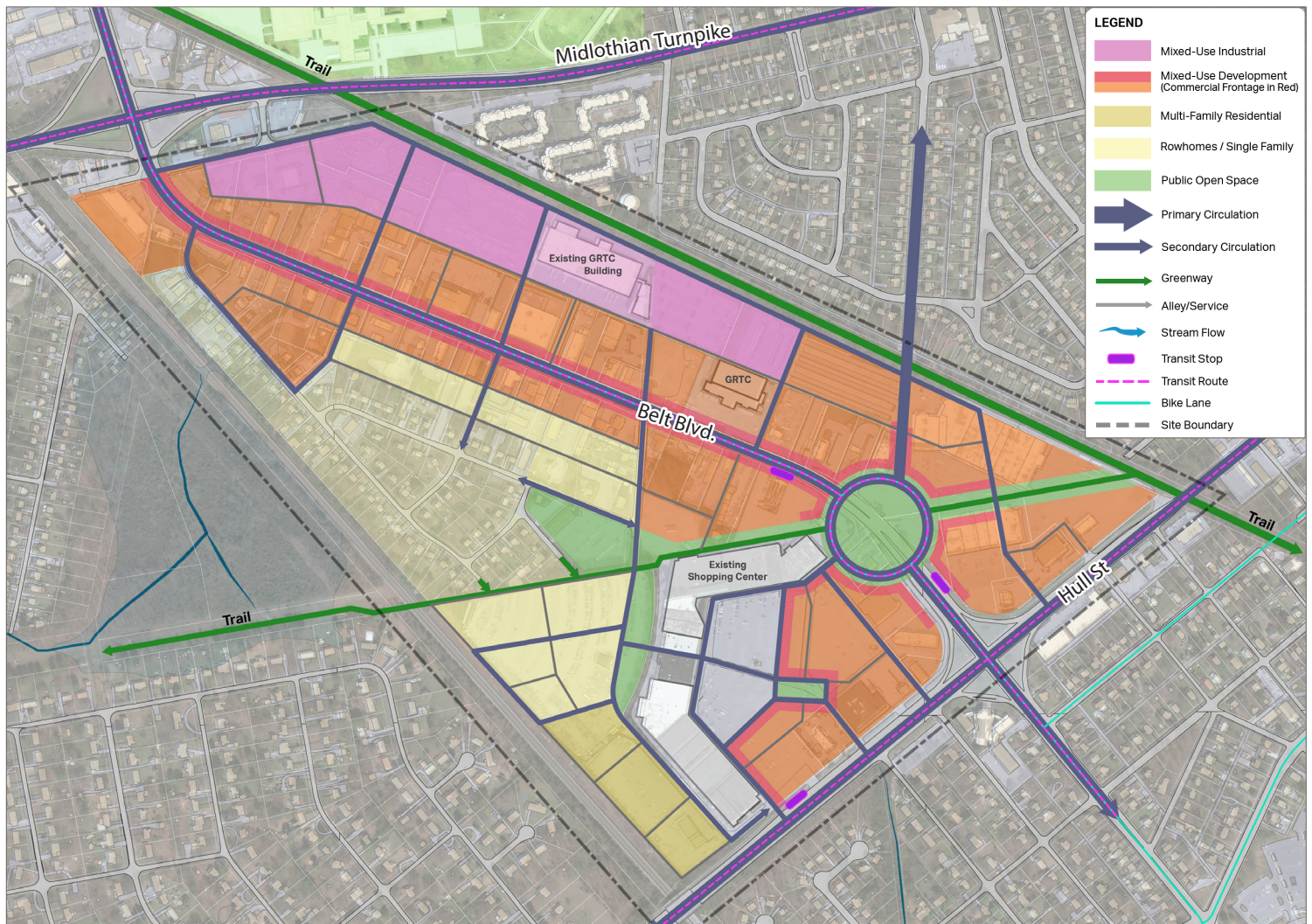
- New Park: Identify land within a 10-minute walk of this Node for a new park, transfer land to PRCF ownership, and host community planning sessions to develop ideas for the park design (Goal 2, Goal 17).





The Southside Plaza Area in 1960

Source: The Library of Virginia



### Southside Plaza Area Conceptual Plan

Southside Plaza has the potential to be transformed into the bustling center of South Richmond, offering employment, housing, recreation, and entertainment in a walkable, human-scaled environment.



## Priority Growth Area

# Stony Point Fashion Park

### Vision

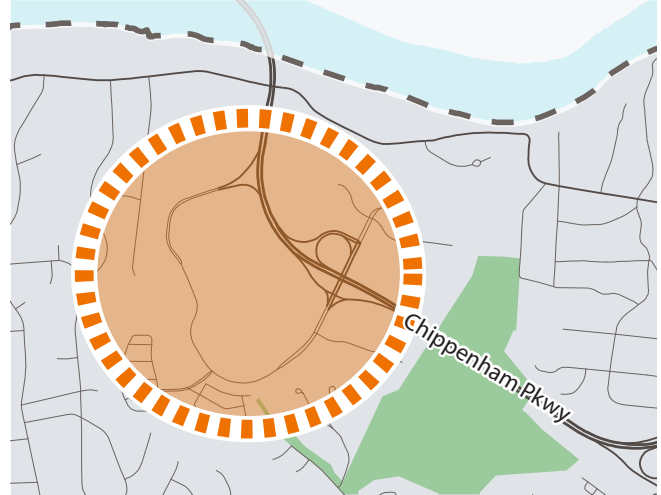
Stony Point Fashion Park is transformed from a declining mall in 2020 to a village-style development that has expanded its significant residential community to complement office and retail uses. The redevelopment of Stony Point Fashion Park has capitalized on its strong regional highway connections, while also providing bike, pedestrian, and transit connections to adjacent neighborhoods and the greater Richmond region.

### Growth Potential

In 2019, there were approximately 72 acres of vacant/underdeveloped land in Stony Point Fashion Park, representing 27% of the Stony Point Fashion Park's total land area.

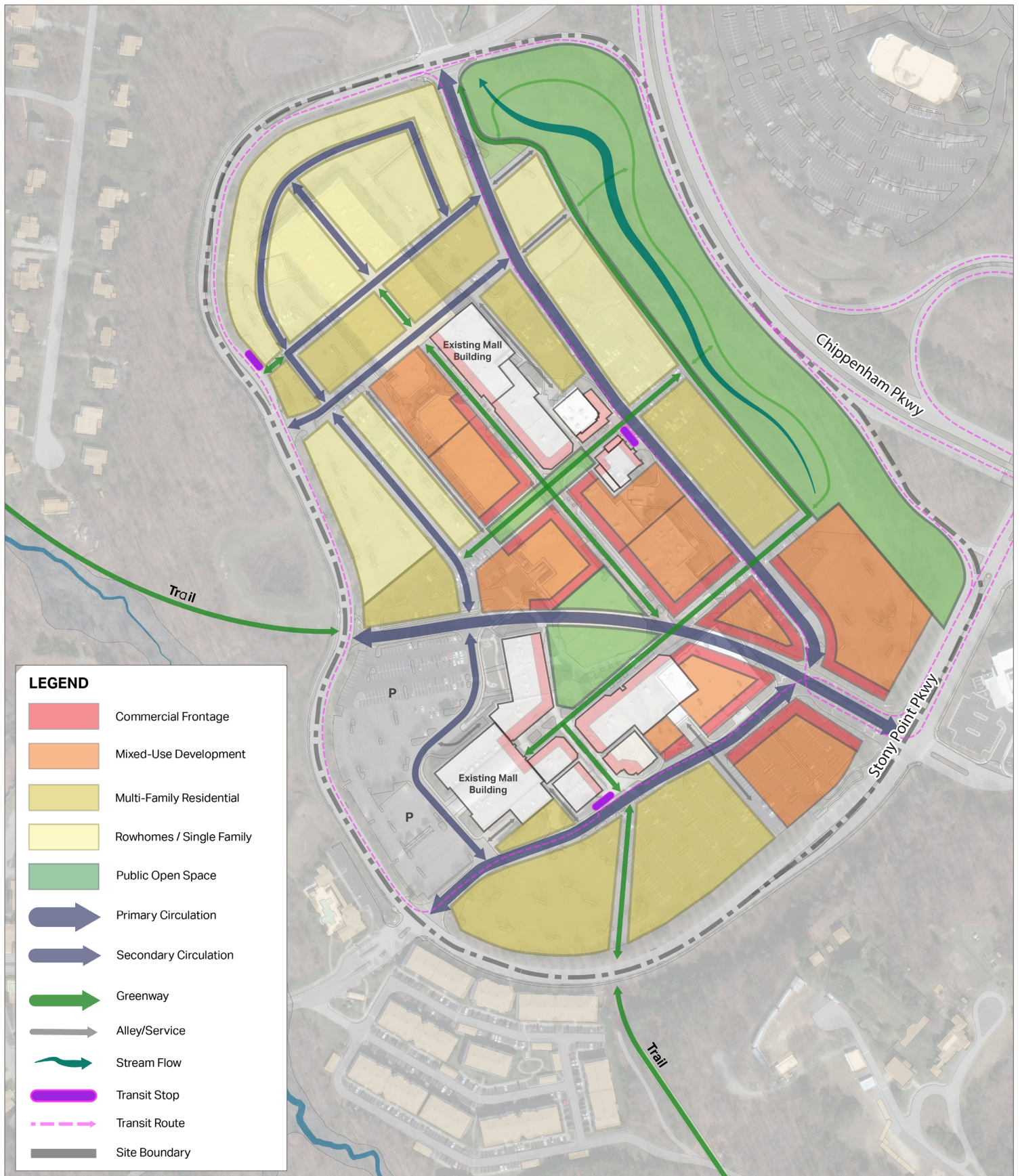
### Primary Next Steps

- Small Area Plan: Develop a Small Area Plan with community input for the Stony Point Fashion Park that provides details on the opportunities for redevelopment and a system of public open space, greenways, and streets to improve connectivity (Goal 1).
- Rezone: Rezone the Stony Point Fashion Park area in alignment with the Future Land Use Plan (Goal 1).
- Greenway: Build greenways and connect adjacent neighborhoods to the greenways (Goal 8, Goal 17).
- Transit Expansion: Once enough demand exists, expand transit service to reach Stony Point Fashion Park (Goal 8).
- Target Industries: Consider marketing this area for business creation and attraction, targeting corporate headquarters and professional services (Goal 11).
- Housing: As part of the Small Area Plan, identify areas for more housing, rental and ownership, at various price points, including units for low-income households (Goal 14).
- New Park: Identify land within the Stony Point Fashion Park area for a new park, transfer land to PRCF ownership, and host community planning sessions to develop ideas for the park design (Goal 2, Goal 17).



Stony Point Fashion Park — Regional/National Node





### Stony Point Fashion Park Conceptual Plan

The Shopping Mall is transformed into a village-style community that expands existing residential options and provides office and retail space.