

# Oak Grove Hillside Bellemeeade

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Kick-Off Meeting - July 22, 2023



# What is the OGHB Small Area Plan?


**Community's** goals and strategies for improving the quality of life and experience of people living, working, and visiting the **small area**



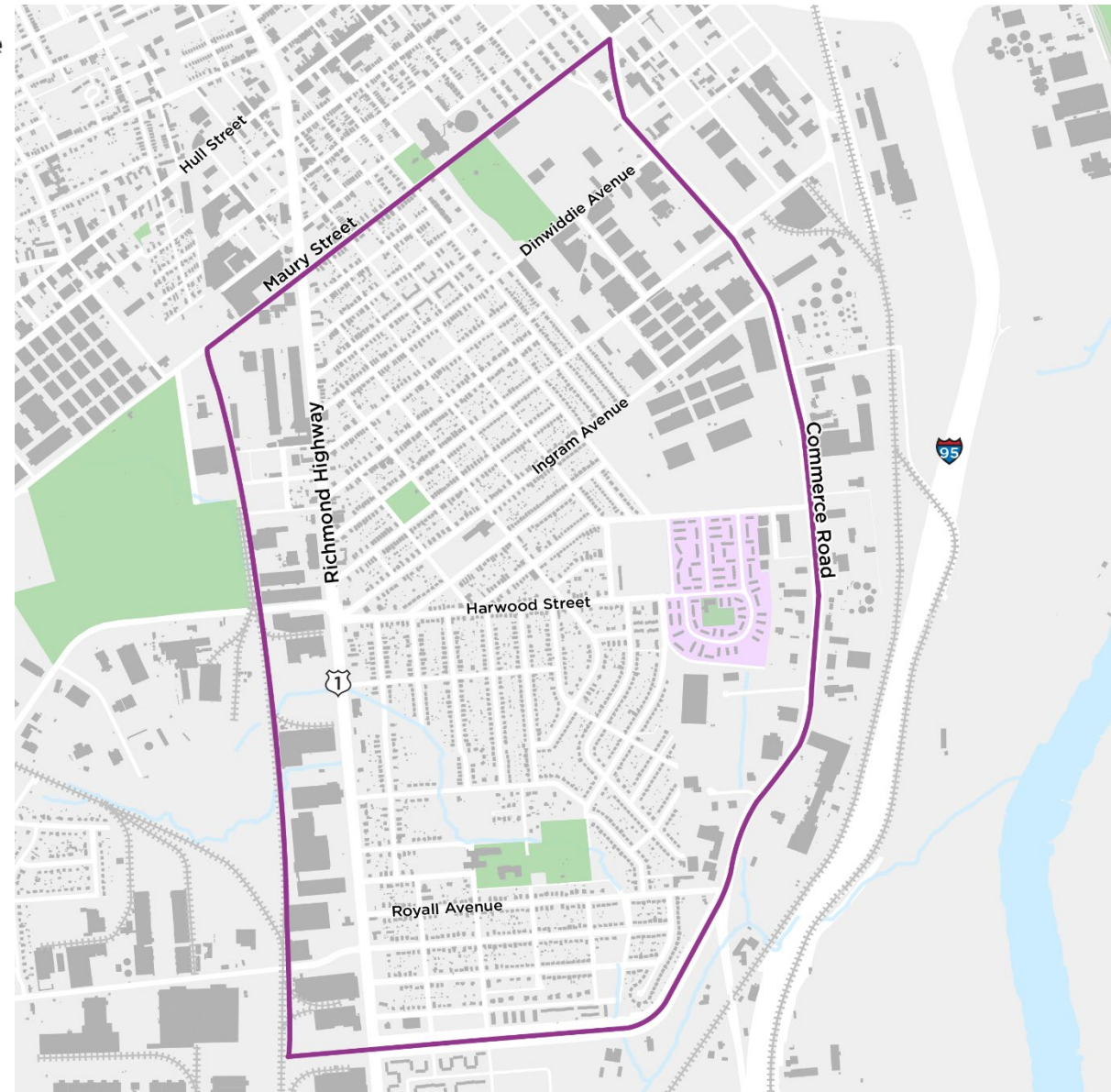
Community's goals and strategies for improving the quality of life and experience of people living, working, and visiting the **small area**.

# Small Area



-  Oak Grove/Bellemeade Plan Area
-  Hillside Court
-  Railroads
-  Buildings

- **North** – Maury Street
- **South** – Bellemeade Road
- **West** - CSX Railroad
- **East** - Commerce Road



**Community**'s goals and strategies for improving the quality of life and experience of people living, working, and visiting the small area.

# Community

- **Neighbors**
- **Businesses**
- **Landowners**
- **City of Richmond**
- **Richmond Redevelopment and Housing Authority**
- **Community Organizations**
- **City Consultants**



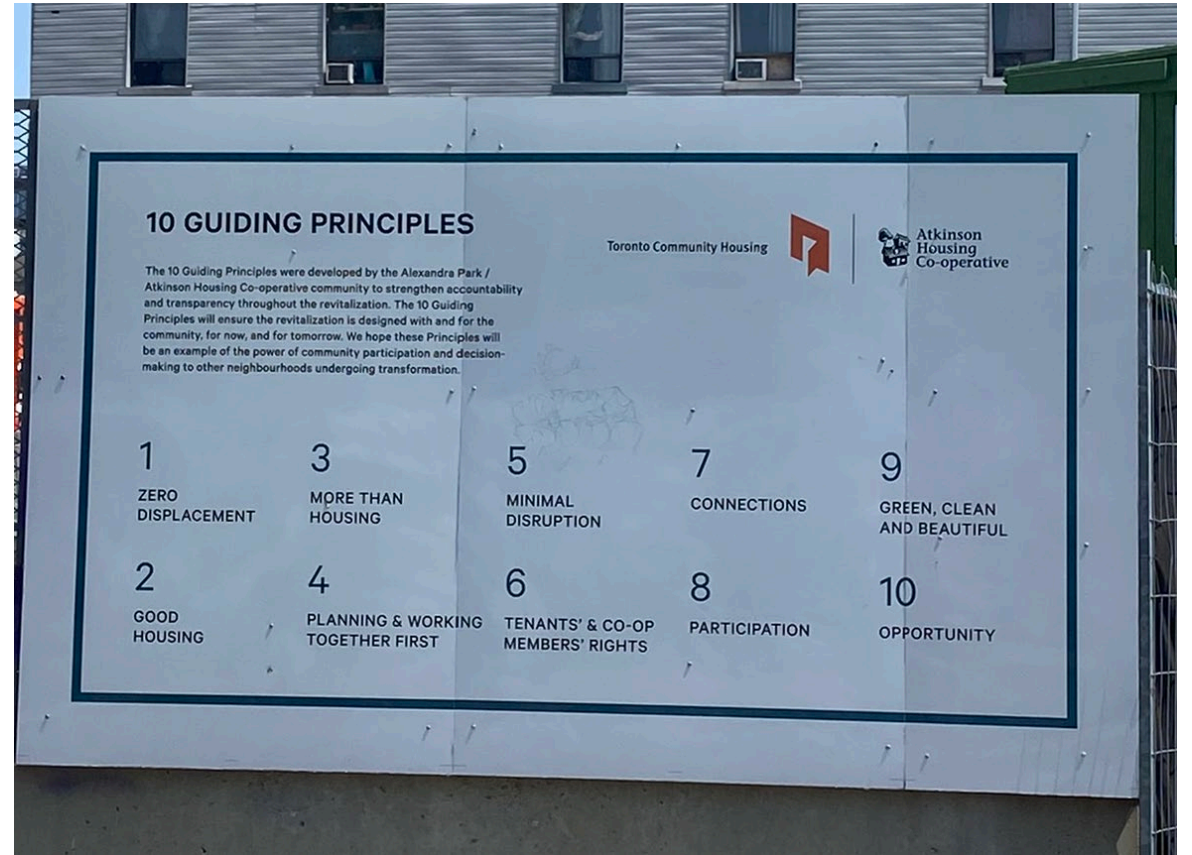
Community's **goals and strategies** for  
improving the quality of life and  
experience of people living, working,  
and visiting the small area.

# City's Vision

- High-Quality Places
- Equitable Transportation
- Diverse Economy
- Inclusive Housing
- Thriving Environment



# Clear Guiding Principles



# Clear Goals

## Example:

- **Improve pedestrians' ability to safely and conveniently walk through their neighborhoods and access key amenities**

# Strategies

## Example:

- Build sidewalks where missing

Location	Timeframe	Cost	Lead	Partners
Richmond Highway	Spring 2024	N/A	PDR	DPW

<https://rvaconnects.com/>

# Jackson Ward Community Plan

## GOAL 12: URBAN DESIGN



ESTABLISH A BEAUTIFUL AND UNIQUE NEIGHBORHOOD.

### Strategy A: Develop streetscape design standards.

Per the resident assessment, 33.8% of respondents want to see walking and street improvements throughout the neighborhood. The streetscape design standards will apply to all development in the Gilpin/Jackson Ward neighborhood and align with the historic character of Jackson Ward. The design standards will include installing benches, planters, flowers, trashcans, and pedestrian lighting on main corridors (i.e., Broad Street, First Street, and Chamberlayne) and streets facing parks.

#### TIME FRAME

Short term

#### NEXT STEPS

TBD

#### LEAD

City of Richmond

#### PARTNERS

RRHA, residents

### Strategy B: Establish an open space network.

The open space network connects existing new parks, trails, and walkways. Green spaces should be places that are comfortable for all ages and mobilities and inviting outdoor spaces that invite meditation and foster healing. In March 2023, Virginia House Bill 1510 passed. This bill authorizes localities in Virginia to provide local incentives/regulatory flexibility to encourage the preservation, restoration, or development of urban green space. The regulatory flexibility may include (i) a reduction in permit fees or (ii) a streamlined process for the approval of permits. The City will develop a program that meets Richmond urban green space needs to support the integration of urban green space in projects like the redevelopment of Gilpin Court.

#### TIME FRAME

Medium term

#### NEXT STEPS

Convene an informational meeting bringing together leaders on ongoing greenspace projects; hold coordination meeting with newly formed Jackson Ward civic network.

#### LEAD

City of Richmond, Office of Sustainability, PRCF

#### PARTNERS

Local development partners, RRHA, RHHD



Caption

# Site Specific Design

- Aesthetics
- Housing Types
- Street Layouts
- Public Spaces
- Amenities



# How will the plan be created and implemented?

Values-based, collaborative, and  
resident-driven planning  
process.



# Process Values

1. Focus on People
2. Make way for Space
3. Respect Time
4. Inclusive Decision-making
5. Bridge Relationships
6. Create Achievable Goals
7. Build upon Existing Assets
8. Establish Guiding Principles

# Collaborative

Jan. – Apr. 2023

## Prepare

1a. Process Development

1b. Data Collection + Special Analysis

1c. Community Outreach

May – Sept. 2023

## Learn

2a. Process Kick-off



2b. Story Book Development

2c. Community Tours



2d. Small Groups



Sept. 2023 – Mar. 2024

## Draft

3a. Vision Statements and Strategies Workshop



3b. Design Workshop



3c. Draft Plan Review



3d. Job and Health Fair



March – Aug. 2024

## Adopt

4a. Final Plan Development

4b. Open House & Plan Celebration



4c. Plan Adoption

4d. Implementation



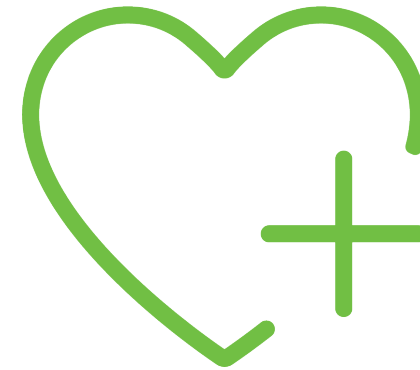
**Community Meetings**



**Small Group Meetings**



**Neighborhood Tours**



**Community Fairs**

# Planning Team

**Committed group of area stakeholders (predominantly residents) that have ultimate accountability over the process and the plan.**

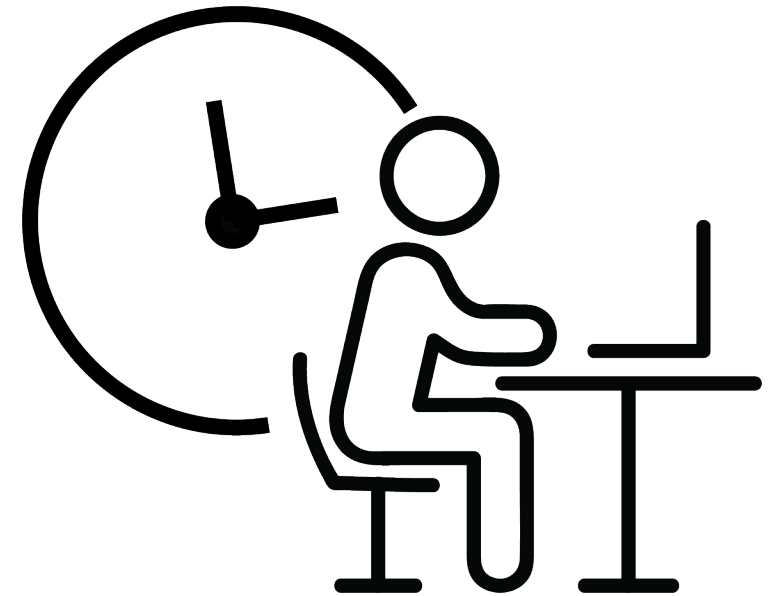
## Roles:

- Provide feedback on outreach materials, process, meeting agendas, reports, plan content, etc.
- Invite residents to join the process
- Administer the resident survey
- Welcome participants and set the culture

# Office Hours

## Satellite City Offices in each Neighborhood

- Resident Feedback
- Resident Interviews
- Resident Surveys
- Resident Programming



# Implementation

## Approval Bodies

- RRHA Board of Commissioners
- City Planning Commission
- City Council

## Funding Sources

- City Capital Budget
- City Operating Budget
- City Partners
- Grants

# Learn Phase

Jan. – Apr. 2023

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Understanding where we  
are helps us determine  
where we want to go.



# Insights report

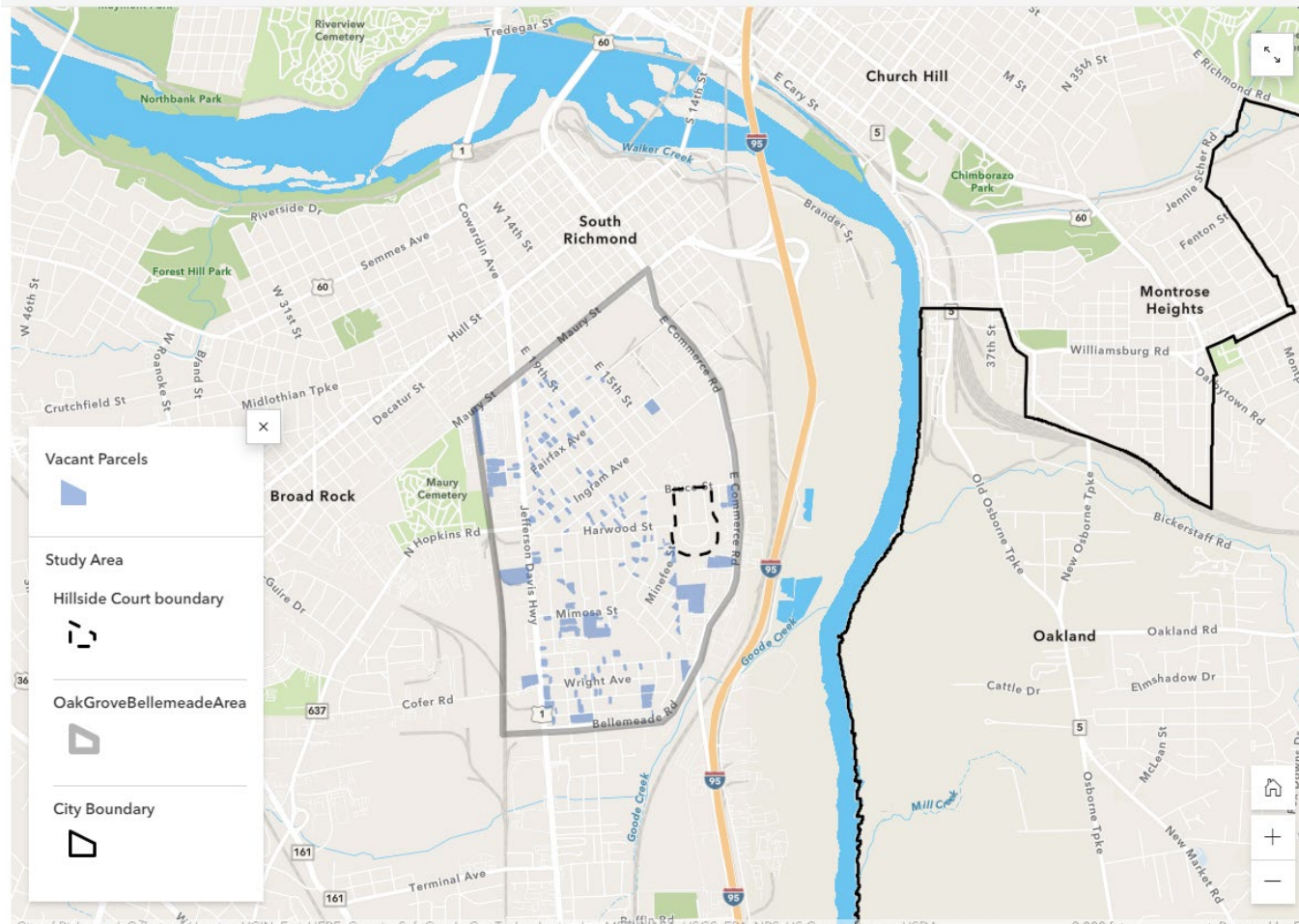
- An Existing Conditions report
- Major Trends
- Circumstances affecting resident life

## Oak Grove/Hillside/Bellemeade Insights Report

Background information in preparation  
for the Oak Grove/Hillside/Bellemeade small area plan  
Draft Report | 2023



# Maps

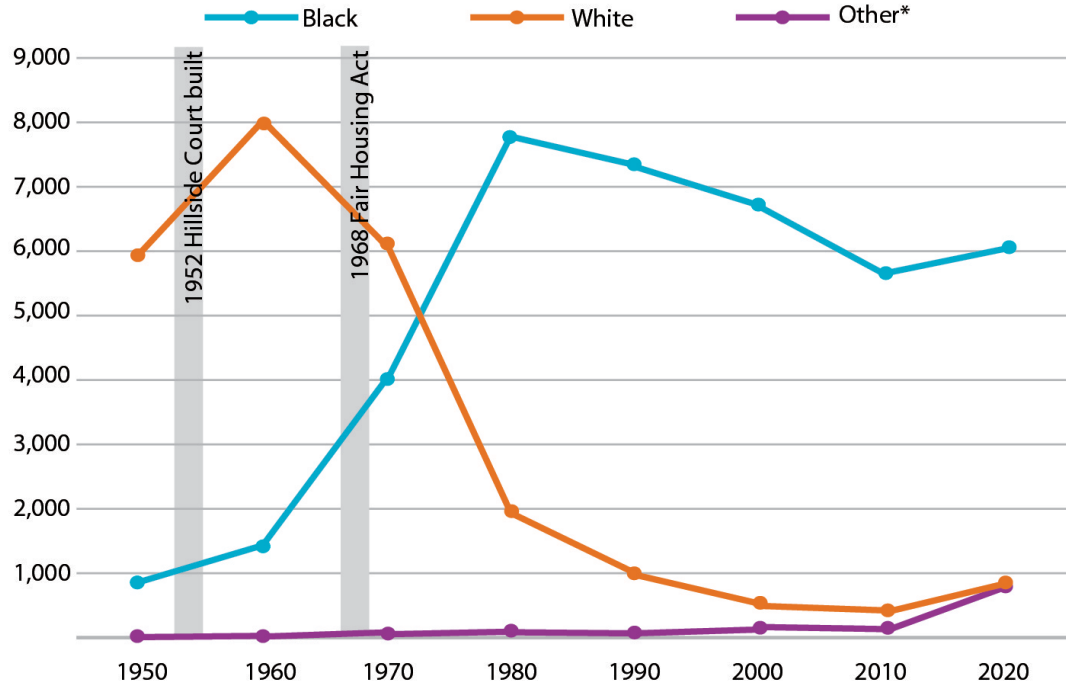


- **City Context**
- **Study Area**
- **Planning Process**
- **A Very Brief History**
- **Demographics**
- **Urban Design and Land Use**
- **Housing**
- **Hillside Court**
- **Market Value Analysis**
- **Transportation**
- **Environment and Climate**
- **Community Assets**
- **Public Safety**
- **Existing Plan Documents**
- **Future Development**

# OGHB is Growing

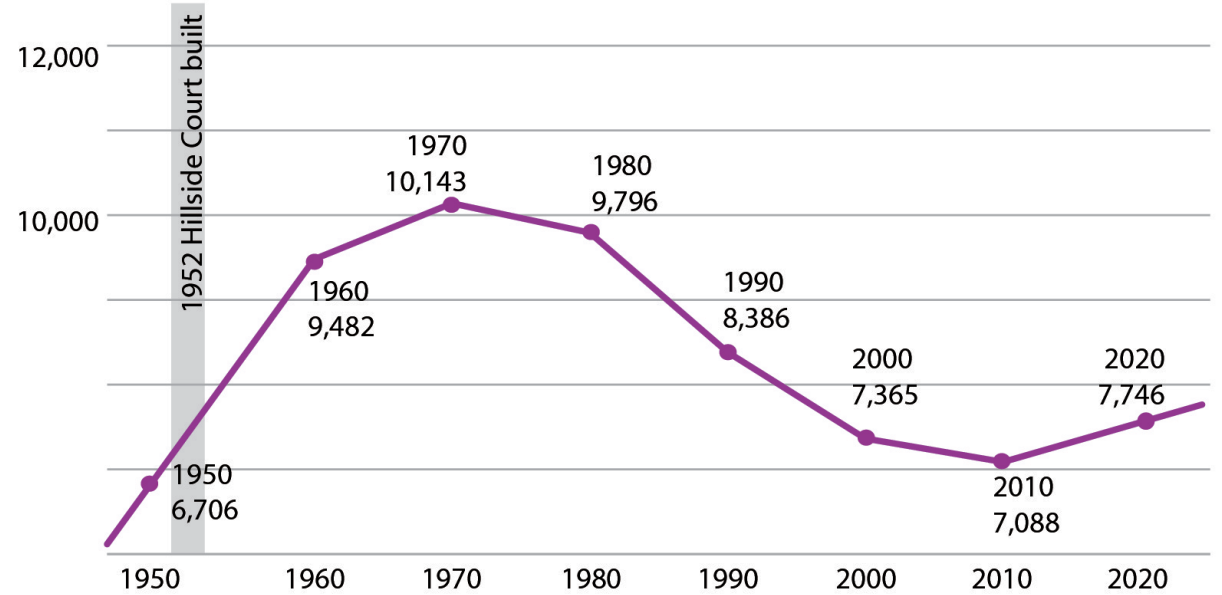
Historic Racial Makeup, 1950-2020

Source: U.S. Census Bureau



Historic Population in OGHB, 1950-2020

Source: U.S. Census Bureau



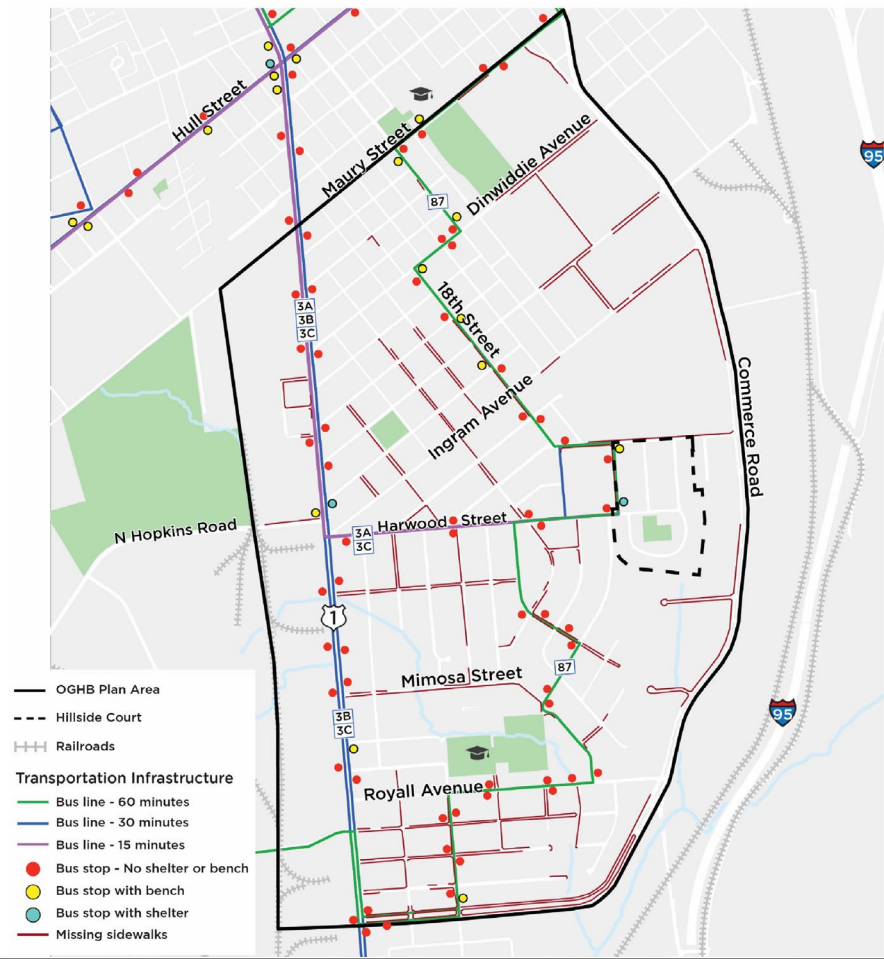
# High Health Disparities

## Health

Source: City of Richmond Office of Sustainability, Climate Equity Index

Topic	Oak Grove/Hillside/Bellemeade	City of Richmond
Asthma	11.8%	9.8%
COPD	9.3%	6.6%
Coronary Heart Disease	7.5%	5.6%
Diabetes	18.1%	12.3%
High Blood Pressure	45.9%	34.3%
Obesity	43.2%	32.6%
Poor Mental Health	16.4%	12.9%
Poor Physical Health	17.6%	12.3%
Disabilities	19.7%	15.3%
Uninsured	22%	14.6%

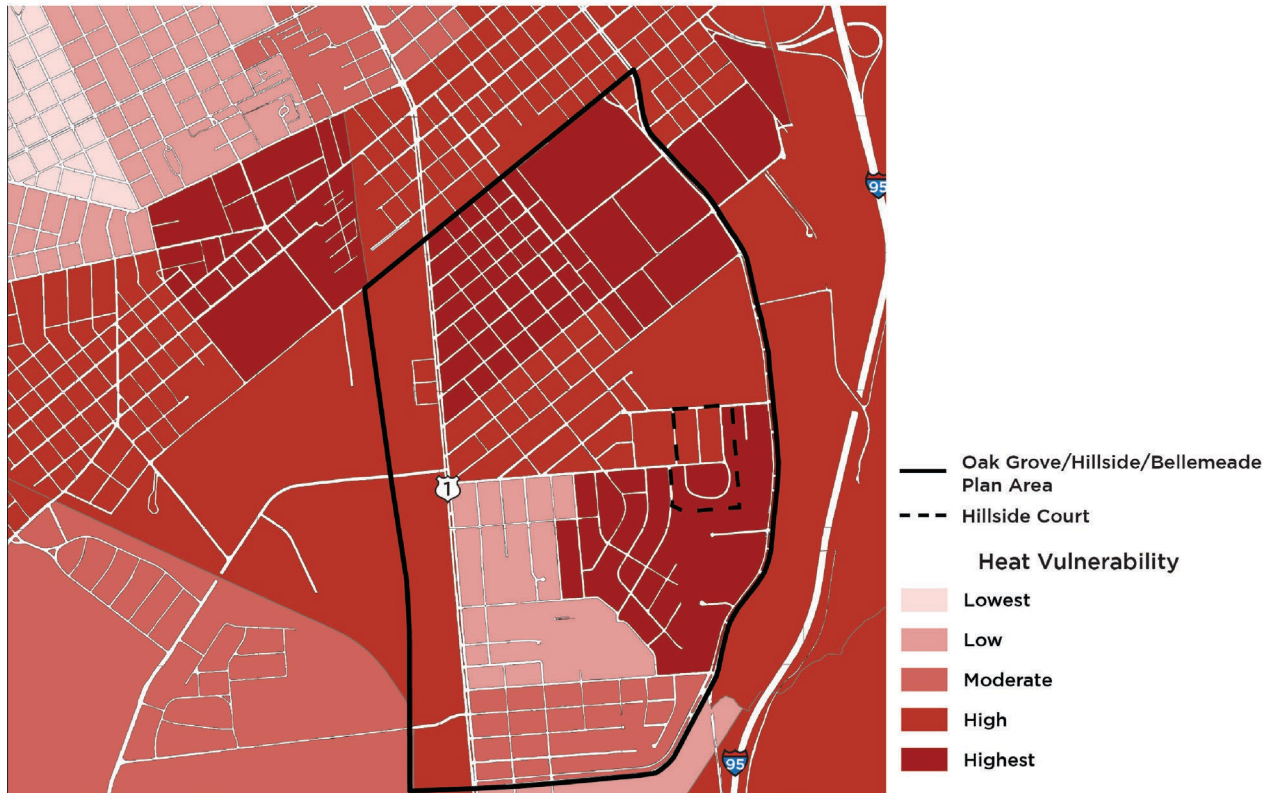
Transportation Networks  
Source: City of Richmond: Department of Public Works, Greater Richmond Transit Co.



# Environmental Health Hazards

## Heat Vulnerability by Census Block Group, 2019

Source: City of Richmond Office of Sustainability



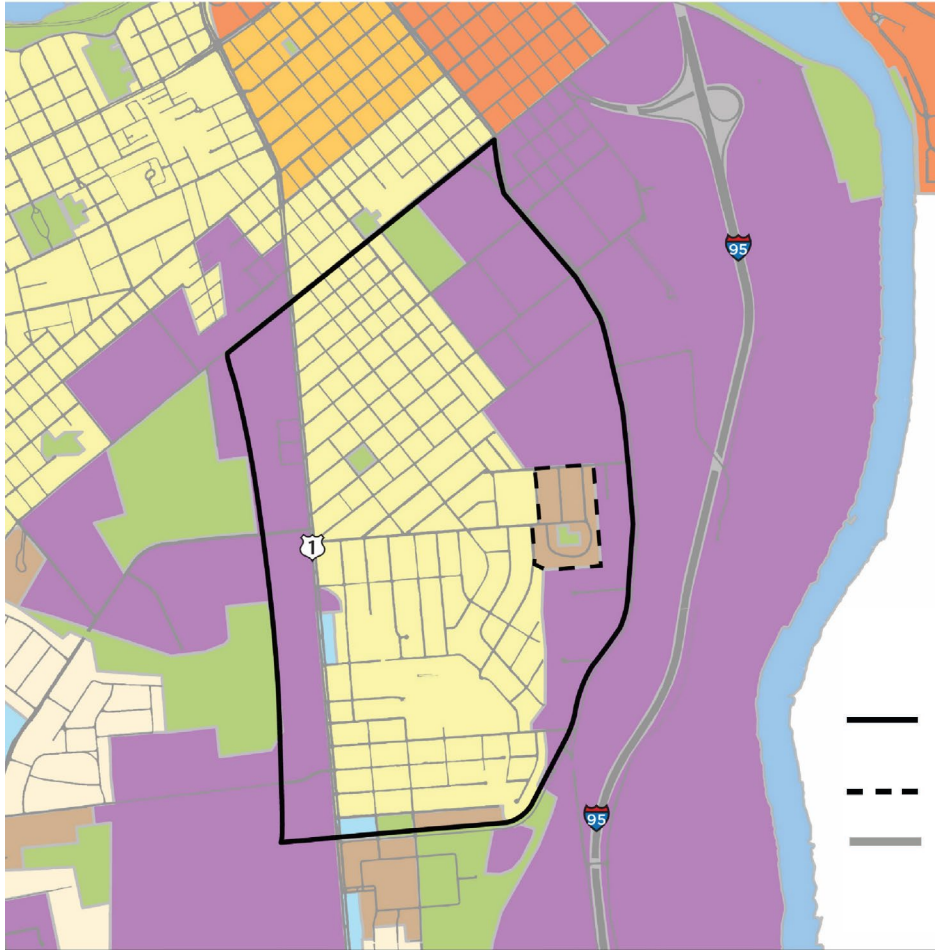
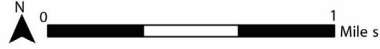
## Environmental Justice Screen (EJ Screen)

Source: U.S. Environmental Protection Agency (EPA), 2022

	OGB	Virginia	National Average	State Percentile
Particulate Matter (PM 2.5 in ug/m3)	8.14	7.51	8.67	78%
Air Toxics Cancer Risk (risk per MM)	50	31	28	98%
Lead Paint Indicator	0.65	0.2	0.27	91%
RMP Proximity (facility count/km distance)	2.6	0.41	0.77	98%
Hazardous Waste Proximity (facility count/km distance)	3.3	0.71	2.2	96%
Diesel PM (ug/m3)	0.356	0.237	0.294	82%

# Surrounded by Industry

Urban Design Typology Map  
Source: CURA at VCU: Urban Design Typology Analysis, 2017



## Top 3 Typologies:

- Streetcar Neighborhood
- Industrial Land
- Apartment Courts

### Urban Design Typologies

—	Oak Grove/Hillside/Bellemeade Plan Area	Yellow	Streetcar Neighborhood	Orange	Historic Urban Neighborhood
- - -	Hillside Court	Light Orange	Post-War Suburb	Brown	Apartment Court
—	Roads	Purple	Industrial Land	Light Blue	Suburban Shopping and Business Park
		Dark Orange	Post-Industrial Zone	Green	Open Space



# Predominantly Renter-Occupied

## Nearly 3/4 of Oak Grove/Hillside/Bellemeade residents are renters.

Today only 33% of OGHB housing is owner-occupied, a smaller percentage than that of the city (44%).

Homeownership rates vary throughout OGHB. The northern blocks between Maury Street and Gordon Avenue have the highest rates (46 - 49%) while the central blocks between Ingram Avenue and Harwood Street have the lowest (18%).

## The majority of renters are cost-burdened.

The majority of renters in OGHB pay between \$1000 and \$1500. Considering that the area's median income is \$35,235, the average renter in OGHB spends over 30% of their income on housing alone. According to U.S. Dept. of Housing and Urban Development, these renters qualify as cost-burdened.

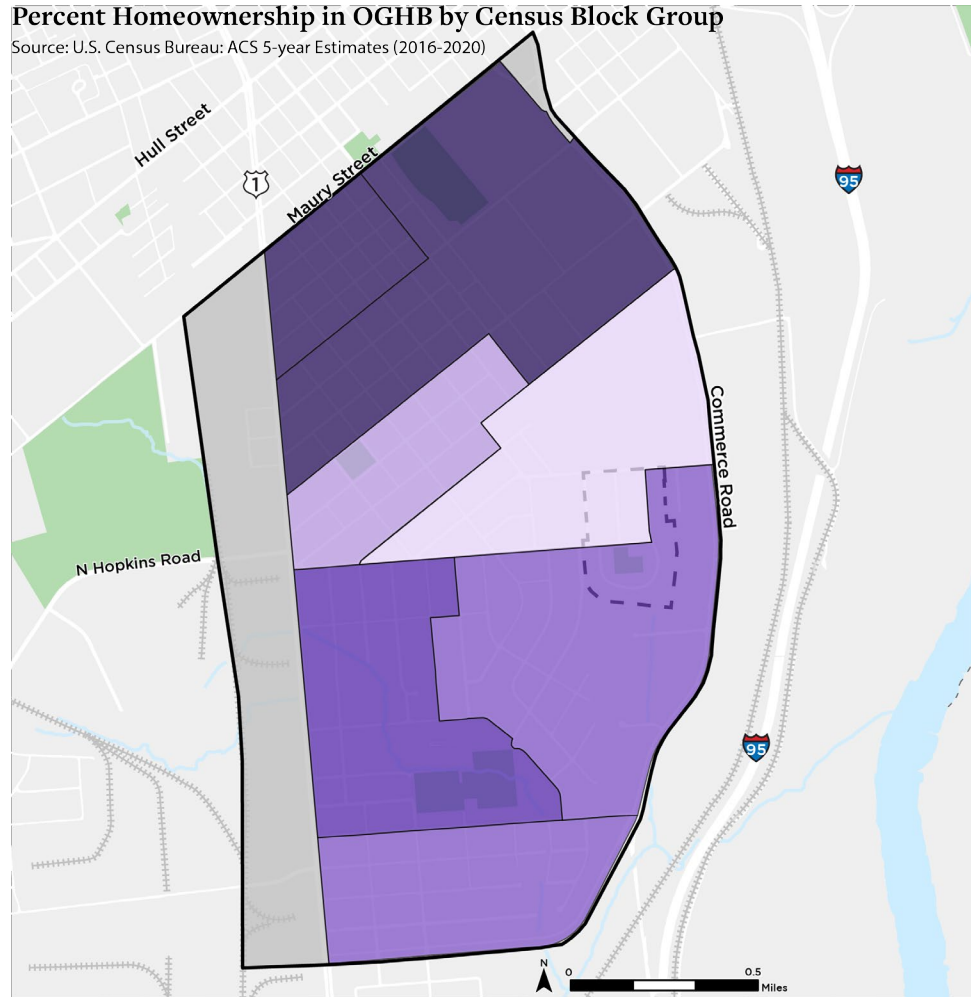
### Tenure, 2000, 2010, 2016

Tenure is a term used to describe if a housing unit is occupied by a tenant or an owner.

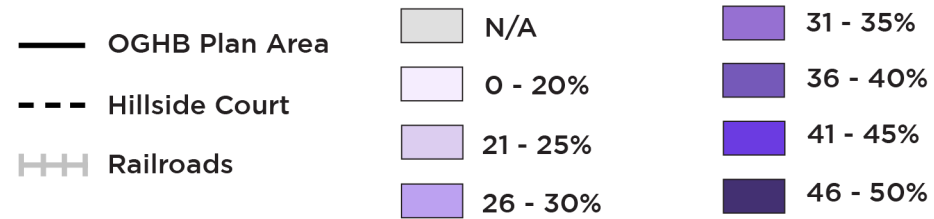
Source: U.S. Census Bureau: 2010 Censuses, 2020 ACS 5-Year Estimates

	Oak Grove/Hillside/Bellemeade, 2010		Oak Grove/Hillside/Bellemeade, 2020		City of Richmond, 2020	
	Number	Percent	Number	Percent	Number	Percent
Owner-occupied	897	37%	870	33%	39,801	44%
Renter-occupied	1,542	63%	1,795	67%	51,204	56%
Total units	2,439		2,665		91,005	

# Homeownership in OGHB

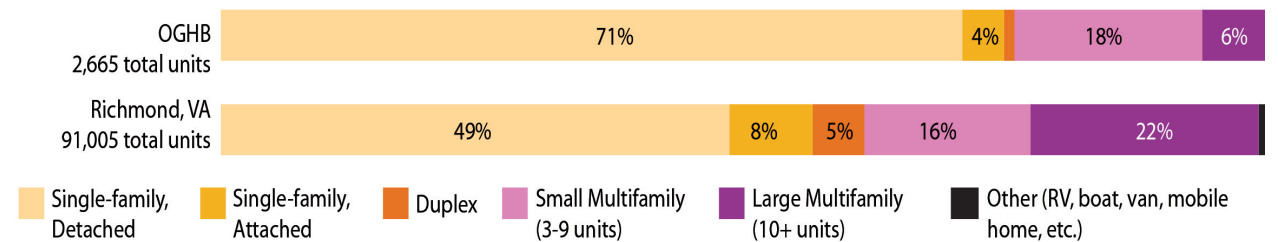


## Homeownership Rates



## Housing Type Comparison, 2020

Source: U.S. Census Bureau: 2016-2020 ACS 5-Year Es

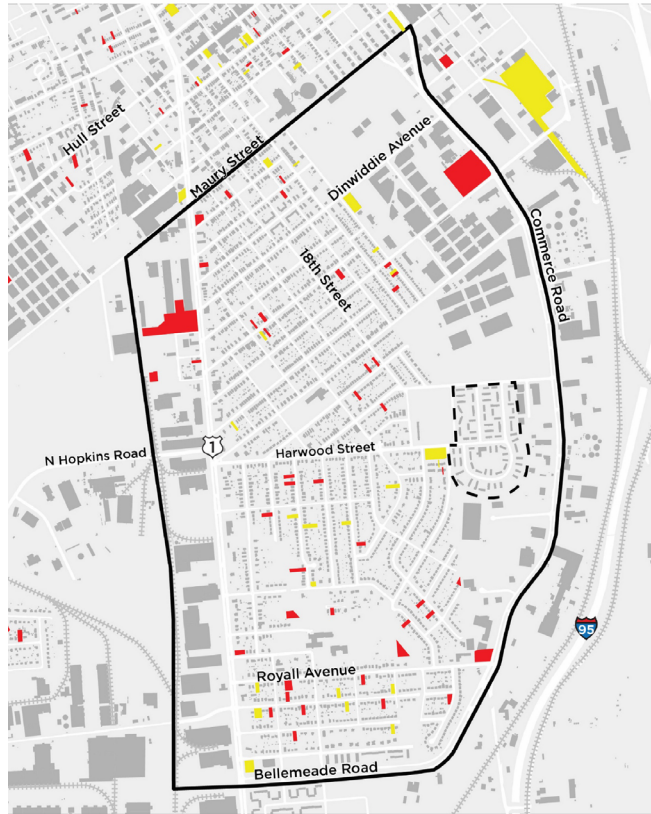




# Property Values are Rising

Sale Price vs. Assessment, 2019-2023

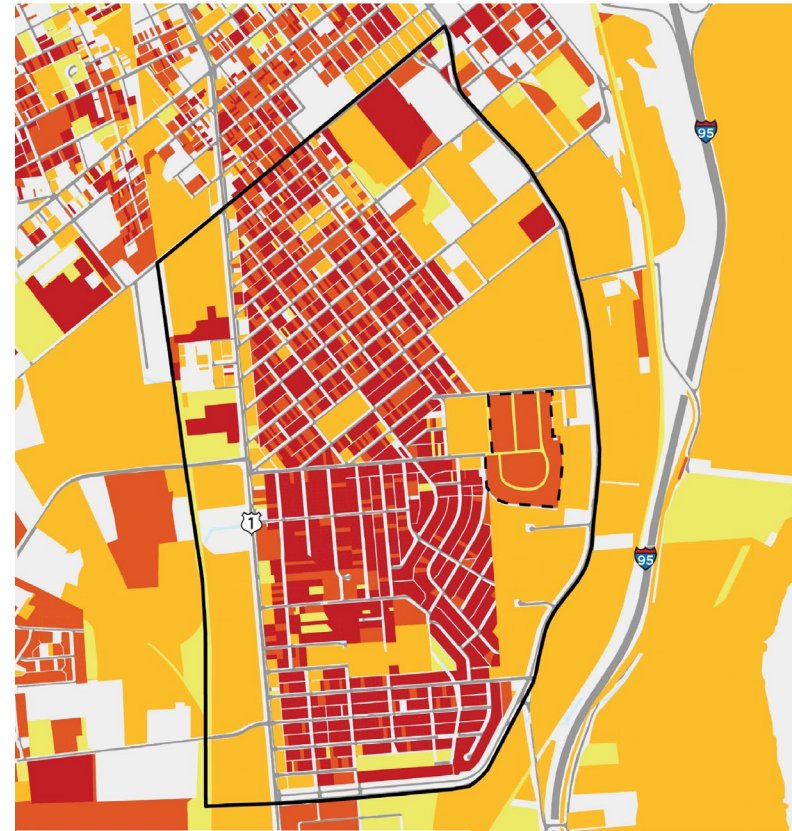
Source: City of Richmond Assessor's Office



- OGHB Plan Area
- - - Hillside Court
- ⚡ Railroads
- Buildings
- Sale \$ > Assessment \$
- Sale \$ < Assessment \$

Percent Change of Property Assessments from 2019 to 2023

Source: City of Richmond Assessor's Office



- OGHB Plan Area
- - - Hillside Court
- Roads
- ≤ 0
- ≤ 25
- ≤ 50
- ≤ 100
- > 100

OGHB has experienced a significant increase in property values. Most properties have doubled in assessment over the past several years.

# Redevelopment of Hillside Court



- Built in 1952
- Functionally Obsolete
- City and RRHA consider it to be a Priority Neighborhood
- We are only in the beginning stages

# High-Speed Through Traffic

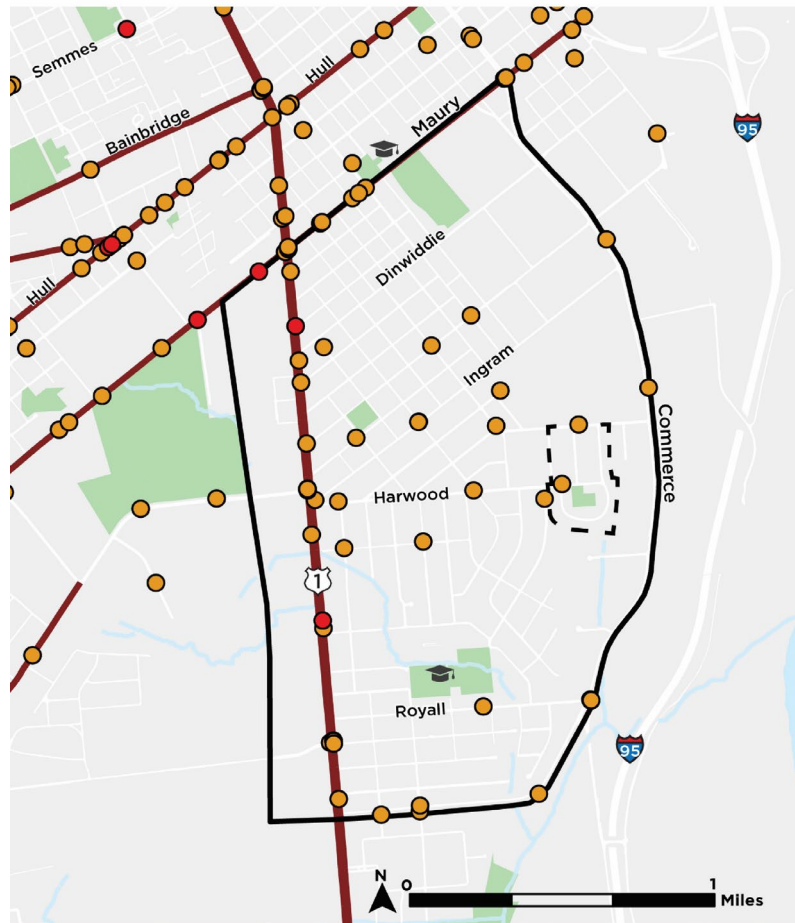
Average Daily Traffic Volumes and Neighborhood Gateways

Source: Virginia Department of Transportation (VDOT), 2021



Severe and Fatal Vehicle Crashes, 2018-2022

Source: Virginia Department of Transportation (VDOT), 2023



**Oak Grove/Hillside/Bellemeade has a high rate of severe crashes on residential streets.**

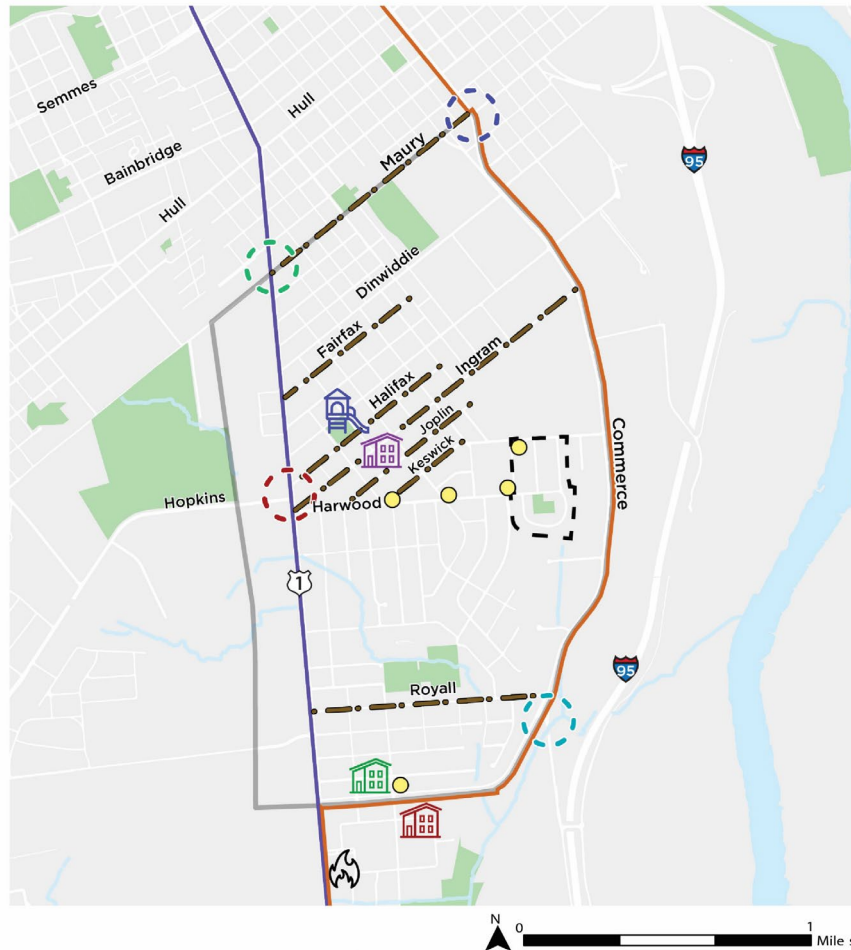
Most crashes in OGHB occur along Richmond Highway and along the central streets in the area. Most of these crashes are categorized as "severe injuries" as opposed to "fatalities". Oak Grove/Hillside/Bellemeade has an **unusually high frequency of crashes resulting in severe injury on internal residential streets**. Richmond Highway and Maury Street are considered High Injury Networks indicating that they have previously been identified as priority corridors for improved traffic safety measures.

- Oak Grove/Hillside/Bellemeade Plan Area
- - - Hillside Court
- Green space
- ⋯ Railroads
- Pedestrian- and Bicycle-involved Crashes, 2018 - 2021
- High Injury Traffic Network
- Fatal Injury
- Severe Injury
- Non-incapacitating Injury

# Development

## Future Development in Oak Grove/Hillside/Bellemeade

Source: City of Richmond



### Transportation

#### Fall Line Trail

This 43-mile shared-use trail will extend from Ashland to Petersburg. One segment in Richmond will run along Commerce Road, making it easier for cyclists and pedestrians to get around.

#### GRTC Bus Stop Accessibility Improvements

GRTC is adding ADA-compliant landing pad improvements at 5 bus stops within OGHB.

#### North-South Bus Rapid Transit (BRT)

Discussions are ongoing regarding the future of a GRTC North-South BRT line similar to the Pulse, that would extend rapid transit coverage down Richmond Highway and beyond.

#### Speed Tables

The City will install speed tables on Maury Street and Halifax, Ingram, Joplin, Fairfax, Keswick, and Royall Avenues. These tables will complement recent traffic calming measures installed around Oak Grove-Bellemeade Elementary School.

#### Harwood and Hopkins Realignment

VDOT will make intersection improvements and better realign Harwood Street and N Hopkins Road.

#### Richmond Highway from Maury Street to Hull Street

The City will make multi-modal safety and operations improvements along the 0.4-mile stretch of Richmond Highway between Maury Street and Hull Street.

#### Commerce Road from Bellemeade Road to Bells Road

The City's Commerce Road Improvement Project will include new bridges, medians, left-turn lanes, streetlights, and sidewalks.

#### Maury Street Streetscape from Commerce Road to Roundabout

The City will make operational and safety improvements to Maury Street along this 0.25 mile corridor. These improvements will complement the I-95 Roundabout Interchange Project gateway feature to Commerce Road which will ultimately calm traffic and accommodate all users.

### Housing



#### Old Oak Grove School

The City agreed to sell the former school site to Oak Grove Partners, LLC conditioned on the rezoning of the property and development of 220 multifamily, rental units and 15 for-sale townhomes with income restrictions.



#### Afton Avenue Apartments

Genesis Properties has received approval for the construction of 150 affordable apartments along Columbia Street and Afton Avenue.



#### The Heights at Brady Square



This multi-phase project will bring OGHB 264 affordable housing units and 2 onsite community buildings.



### Other



#### Fire Station 21

Renovations will begin on this station in summer 2023.



#### Oak Grove Playground Upgrades

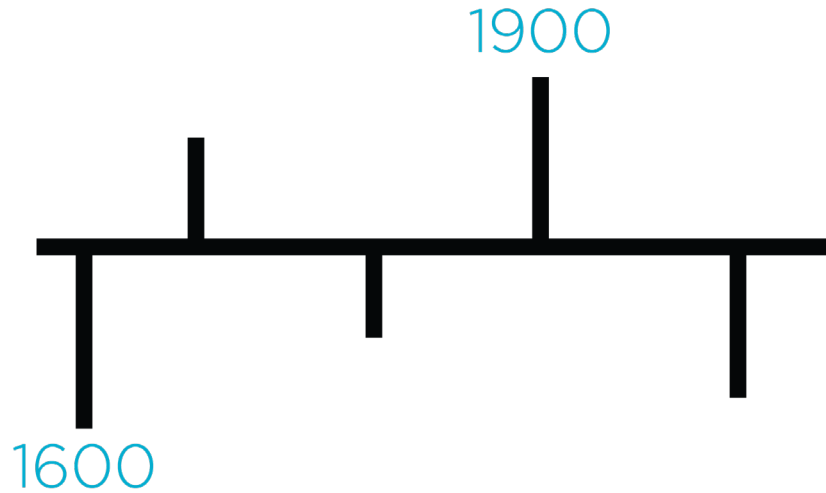
Capital funds have been allocated for improvements including new fencing and benches.

# Discussion

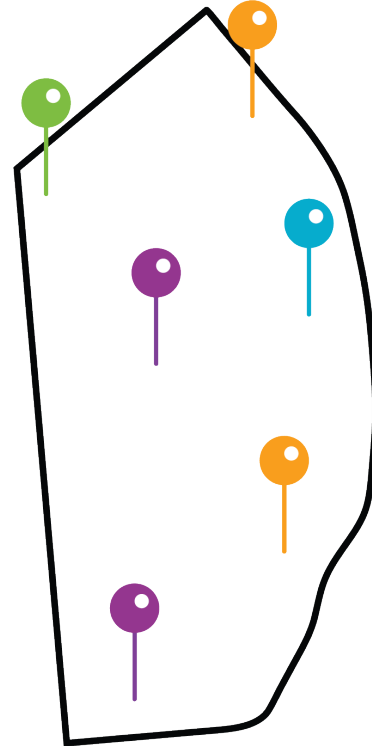
1. What stood out to you from the Insights Report presentation? (what data is missing?)
2. What do you like/dislike about your neighborhood?
3. What's missing in your neighborhood?

\*In 20 years, I want my neighborhood to be....

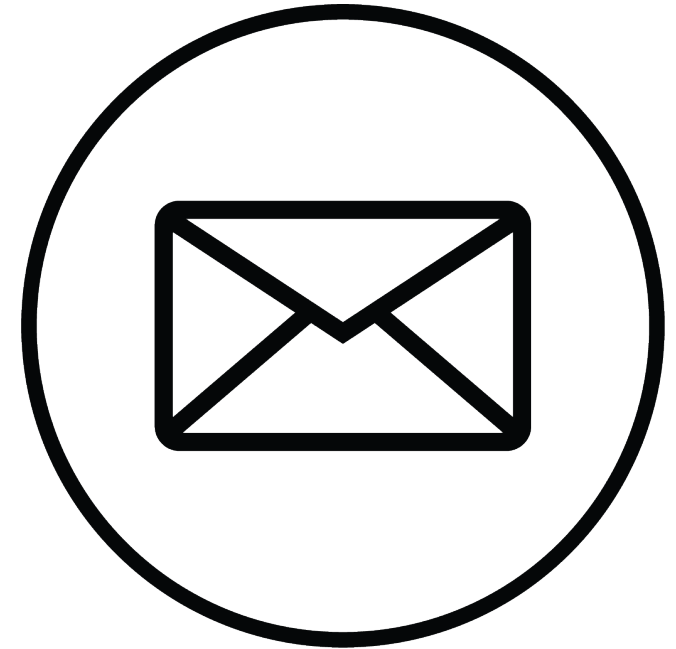
# Share more about the community



Area Timeline



Community Asset Mapping

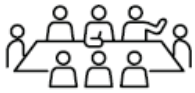


Neighborhood Letters

# Next Steps

## Hybrid Kick-off Meeting

Thursday, July 27, 2023 6:00pm - 7:45pm



Attend virtually via MS Teams or tune in at a community lounge:

- Hillside Court Rec Center, 1500 Harwood Street
- Destiny Community Church, 2101 Keswick Avenue
- Bellemeade Community Center, 1800 Lynhaven Avenue

(same content as the in-person meeting)

## Community Tours



### Neighborhood

August 5, 2023

10:00am - 11:50pm

Charlie Sydnor Playground  
1400 Maury Street

### Housing

August 19, 2023

10:00am - 2:50pm

Hillside Rec Center  
1500 Harwood Street

### Sustainability

September 9, 2023

10:00am - 2:00pm

Bellemeade Community  
Center  
1800 Lynhaven Avenue

## Office Hours



### Hillside

August 7-11th, 2023

9:00am - 5:00pm

Hillside Resource Center  
1615 Glenfield Avenue

### Bellemeade

August 14-18, 2023

10:00am - 6:00pm

Bellemeade Community  
Center  
1800 Lynhaven Avenue

### Oak Grove

August 21-25, 2023

9:00am - 5:00pm

Destiny Community  
Church  
2101 Keswick Avenue

- Learn Phase: Calendar
- Learn Phase: Planning Team Roles
- Engagement:
  - Comment on Insights Report
  - Resident Survey
  - “Dear Neighborhood” Letter
  - Community Asset Map
- Questions and Feedback



# Thank you!



DEPARTMENT OF  
**PLANNING AND  
DEVELOPMENT  
REVIEW**

