

Six Points Focus Area



Resolution 2025-R015

INTRODUCED: April 14, 2025

A RESOLUTION No. 2025-R015

To direct the City Planning Commission, as a part of its required review of the Master Plan in 2025, to prepare, submit to public hearing, and consider an amendment to the Master Plan updating the Vision and Primary Next Steps for the Six Points Neighborhood Node and to request that the Chief Administrative Officer cause the Department of Planning and Development Review, the Department of Public Works, the Department of Economic Development, and the Department of Housing and Community Development to collectively work with the City Planning Commission to prepare such amendment to the Master Plan. (6th District)

Patron – Ms. Robertson

Approved as to form and legality
by the City Attorney

PUBLIC HEARING: APR 28 2025 AT 6 P.M.

WHEREAS, pursuant to section 17.06 of the Charter of the City of Richmond (2020), as amended, the City Planning Commission by resolution dated October 5, 2020, adopted a new master plan for the City of Richmond, and the City Council by Ordinance No. 2020-236, adopted December 14, 2020, approved the master plan adopted by the City Planning Commission (hereinafter the "Master Plan"); and

WHEREAS, the Master Plan describes "nodes" as current and potential activity centers in the city of Richmond capable of accommodating growth in jobs and population that are deserving:

AYES: _____ NAYS: _____ ABSTAIN: _____

ADOPTED: APR 28 2025 REJECTED: _____ STRICKEN: _____

3. Where in this area is traveling unsafe? Where are there areas that are lacking pedestrian visibility or make travel more difficult?



BE IT FURTHER RESOLVED:

That the Council requests that the Chief Administrative Officer cause the Department of Planning and Development Review, the Department of Public Works, the Department of Economic Development, and the Department of Housing and Community Development to collectively work with the City Planning Commission to prepare such amendment to the Master Plan by, at a minimum:

1. Developing an economic development strategy to encourage neighborhood-serving, commercial development within the Six Points Neighborhood Node;
2. Identifying blighted and underutilized properties and developing strategies as to how best to encourage the redevelopment of such properties;
3. Analyzing vehicular traffic and pedestrian safety along the corridors of Brookland Park Boulevard, 2nd Avenue, Meadowbridge Road, and Dill Avenue at the Six Points traffic circle to develop tailored recommendations that prioritize pedestrian safety, enhance walkability, and improve multimodal connectivity within and to the Six Points Neighborhood Node;
4. Developing placemaking and branding strategies for the Six Points Neighborhood Node such as pocket parks and parklets;
5. Considering zoning districts and available incentives that best encourages a mix of uses, particularly additional neighborhood serving commercial uses, in the Six Points Neighborhood Node; and
6. Considering necessary infrastructure within and adjacent to the Six Points Neighborhood Node to accommodate the increased residential development that has and is approved to occur within the greater Highland Park community, such as lighting, sewer, transit, and parking.



2. How can property owners be encouraged to redevelop or activate their vacant or underutilized spaces?



5. When you look at mixed-use streets (like Meadowbridge Road), what shops do you imagine being there? What small

A Brief History of Six Points Planning

**Historic
Highland Park**

2003

**North Highland Park
Quality of Life**

2015

**VCU CURA Grocery
Store Study**

2015

**City Initiated
Rezoning**

2015

**Highland Park
Commercial
Improvement Plan**

2017

**Desmond Parking
Study**

2018

**Richmond 300
Master Plan**

Master Plan designating Six Points as a neighborhood node, or a local crossroads typically within or next to larger residential areas that offers goods and services to nearby residents, employees, and visitors.

See the related board for more information.

2020

**Urban Land Institute
Technical Assistance Program
(ULI TAP)**

Analysis of community assets, opportunities, challenges, and barriers. Also provided are priority recommendations that form the foundation of our resolution items.

See the related board for more information.

2024

Council Resolution

This document tasks the Planning Department to create an amendment to the Master Plan that sets forth detailed next steps for land use, transportation, and economic development in that prioritizes creating a vibrant, well-connected, neighborhood-serving, commercial center.

The resolution outlines six strategies to achieve this vision, as shown on the related board.

2025

What is a TAP?

A ULI TAP, or Technical Assistance Panel, is a program by the Urban Land Institute (ULI) that brings together a multidisciplinary team of experts to provide objective advice on complex issues such as land use and development issues. TAPs are often organized for communities, nonprofit organizations, and public agencies facing challenging questions about redevelopment, economic growth, or neighborhood revitalization. The panel typically includes professionals in fields such as planning, architecture, market analysis, and finance, who volunteer their time to offer a comprehensive perspective. The process includes scoping and preparation, site visit, stakeholder interviews, team workshop, presentation of findings, and follow-up report.

*A ten minute walkshed with the main Six Points traffic circle at the center was the focus when examining existing conditions and preparing this report.

Summary of ULI TAP Findings

Assets and Opportunities:

- Strong community leaders and pride.
- Programs like Enterprise Zone and CARE Zone.
- Growing private investment.
- Proximity to parks, natural resources, and transit.
- Multi-generational households.
- Potential in underdeveloped or underutilized land.

Opportunities for Improvement:

- Vacant, blighted, or underused properties.
- Properties owned by the city, development authorities, or absentee owners.
- Land with willing sellers or for sale.

Challenges and Barriers:

- Limited community advocacy structure.
- Crime and safety concerns.
- Poor physical conditions and disconnected urban layout.
- Car-centered infrastructure.
- Land-use gaps and regulatory hurdles.
- Housing insecurity and cultural shifts.
- Environmental and community wellbeing issues.

Priority Recommendations

1. Proactively Organize and Advocate

Action: Develop a Framework and Culture for Robust Community Engagement.

2. Articulate the Vision

Action: Convene a process to create a vision for the community with robust community engagement.

Action: Consider a 90-day Community Challenge.

3. Create Guiding Documents

Action: Zoning Updates.

Action: Develop a Small Area Plan.

4. Develop an Economic Development Plan

Action: Create an economic development plan aligned with the neighborhood vision.

Supportive Recommendations

- Address barriers to change.
- Improve the public realm.
- Improve wayfinding and branding.
- Increase tree canopy.
- Implement a catalyst project.
- Policy review and enforcement.
- National Main Street strategies.



Verifying the Six Points Community Vision



Potential Transformation of Six Points

Architecture firm, HKS, led a process to create a schematic plan for a building in Six Points. HKS created the plan through a robust community engagement process for a

Six Points

Type: Neighborhood Node

Vision: The Six Points Node is centered on a unique six-way intersection that was recently improved with a roundabout and landscaping. Small-scale, neighborhood commercial uses are located at the intersection and extend up Meadowbridge Road. The expansive Highland Park residential neighborhood surrounds this commercial area. In the future, this area can be a more enlivened community center with more neighborhood services and residential uses, better connectivity to and around the area, and more placemaking and public art amenities that focus on the history and cultural assets of the area. Future development should be between 2 and 4 stories and be sensitive to the surrounding residential neighborhood which exists in close proximity. The Hotchkiss Community Center and associated recreational assets can be better linked and incorporated to the activity of this Node.

Growth Potential: Low - The commercial area of the Node is relatively constrained and there are few vacant parcels. There are, however, several parcels that are underutilized and could be redeveloped into a building form and use that more closely fits with the vision of the area.

Vision and Core Concepts

Richmond 300: A Guide for Growth realizes the city-wide vision and goals by supporting the equitable and sustainable growth of Nodes throughout Richmond connected by viable commercial corridors. The Master Plan strengthens Nodes by aligning future land use, future connections, and public policy (related to land use, transportation, economic development, housing, and the environment) to increase the vitality of these critical emerging places within Richmond.



Key takeaways:

- unique
- more enlivened community center
- neighborhood services and retail uses
- better connectivity to and around the area
- future development 2 to 4 stories



Do you agree with this Vision statement?
Is there anything missing?

Enterprise Programs & Nodes

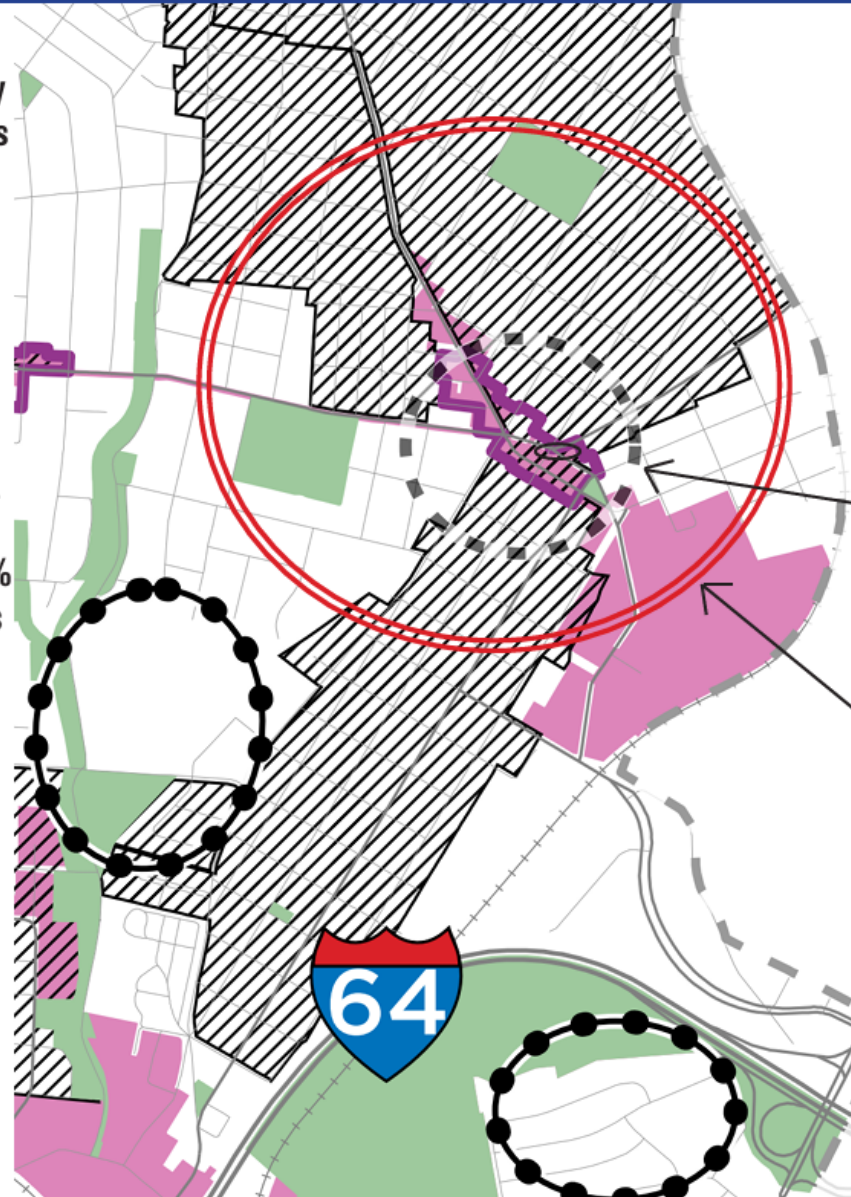
Enterprise Zones are designated areas within the City of Richmond that have been approved by the Commonwealth of Virginia to offer incentives that spark job growth and capital investment.

- Machine and Equipment Rebate.
- Business Relocation Rebate.
- Commercial Real Estate Tax Abatement Program.
- Development Assessment Rebate.
- Loan Fee Rebate.
- Employee Assistance Grant for Hiring Employees.

The CARE program provides rebates equal to 50% of eligible investments in commercial properties located in the CARE area, for a maximum benefit of up to \$25,000 per building or \$50,000 per applicant for multiple buildings.

Examples of improvements include:

- Signage, roof repair, parking lot repaving.
- Electrical, plumbing, flooring, and painting.
- Connection of a water lateral line and/or the installation of sprinkler or fire suppression systems.
- Security improvements.

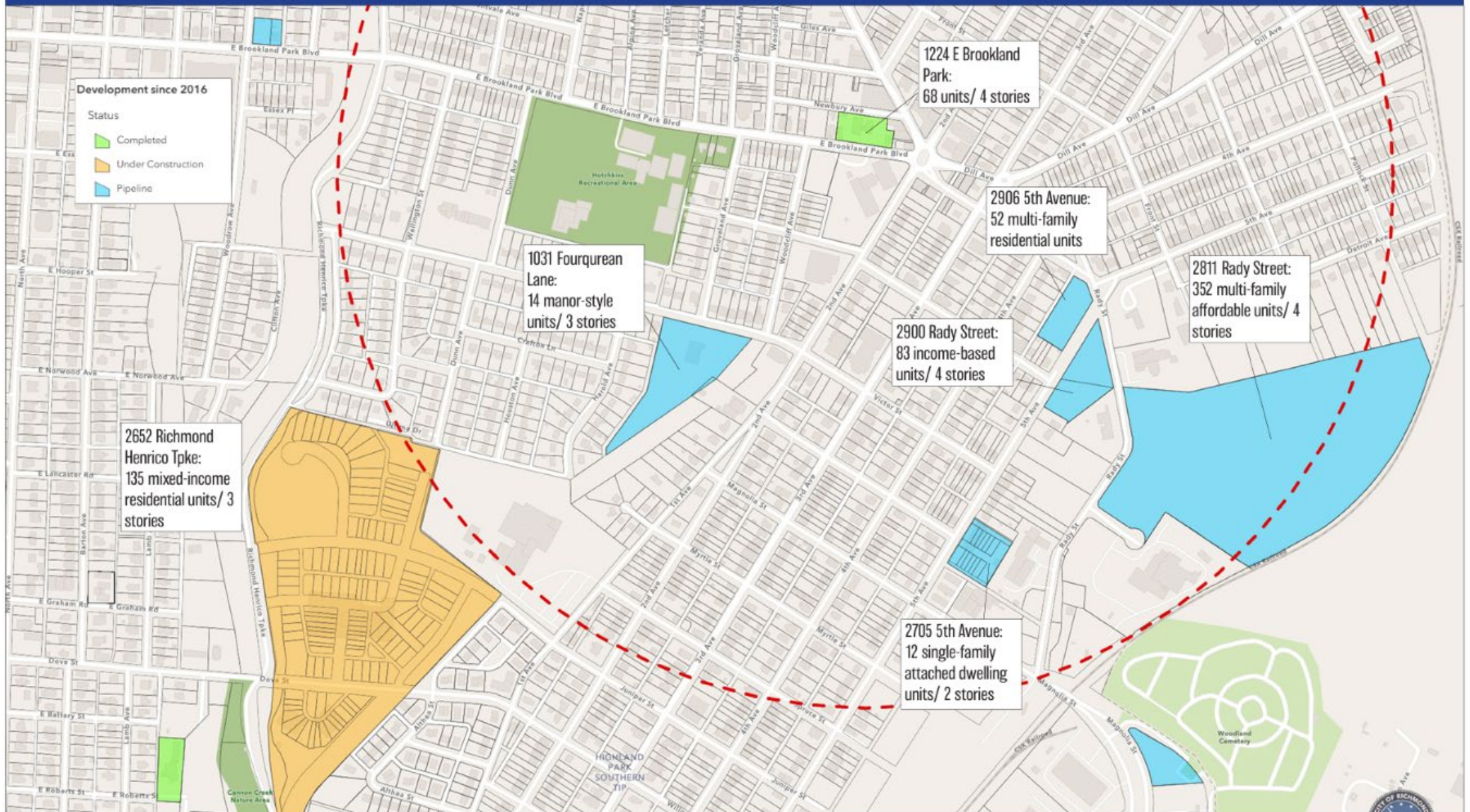


- Enterprise Zones
- ▨ Redevelopment & Conservation Areas
- CARE Zones
- Opportunity Zones
- ⊙ National/Regional Node
- ⊙ Neighborhood Node
- Micro Node
- ⊙ Priority Neighborhood
- ⊙ Six Points Focus Area

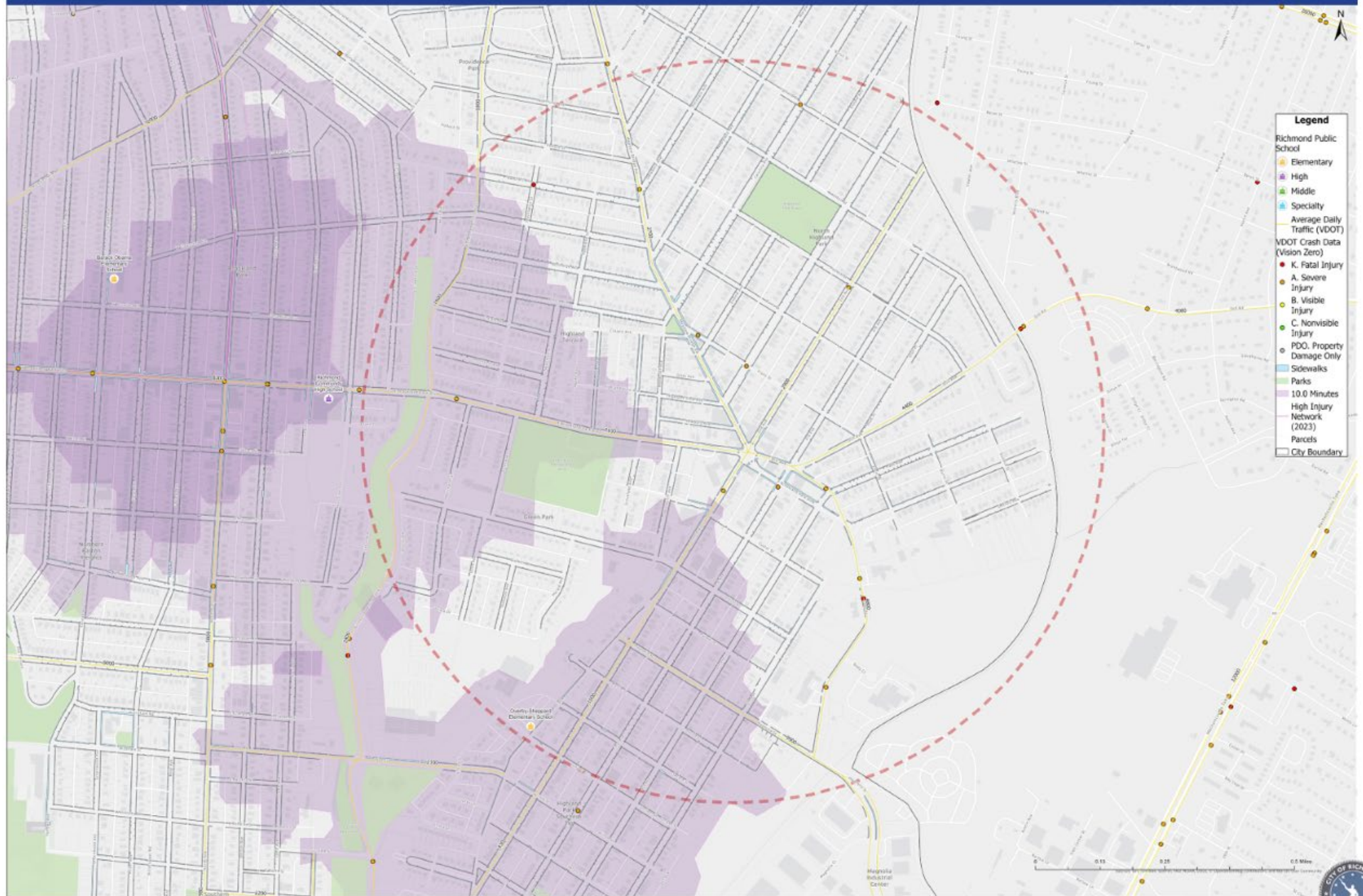
What should be included in the Six Points Economic Development Strategy?

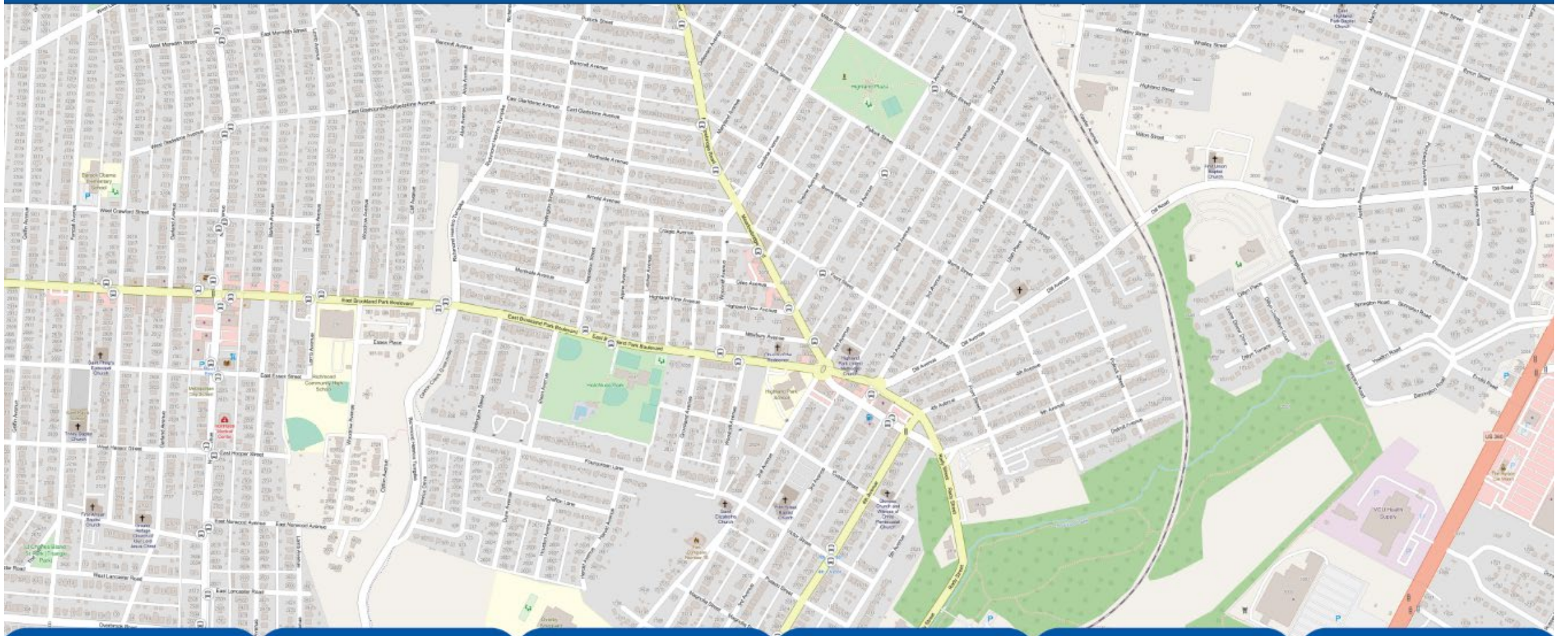
What types of neighborhood-serving retail would you like to see in Six Points?

Development in Six Points



Pedestrian and Vehicular Mobility: Where are safety improvements needed?





Street Plantings



Lighting



Pedestrian Amenities



Public Art

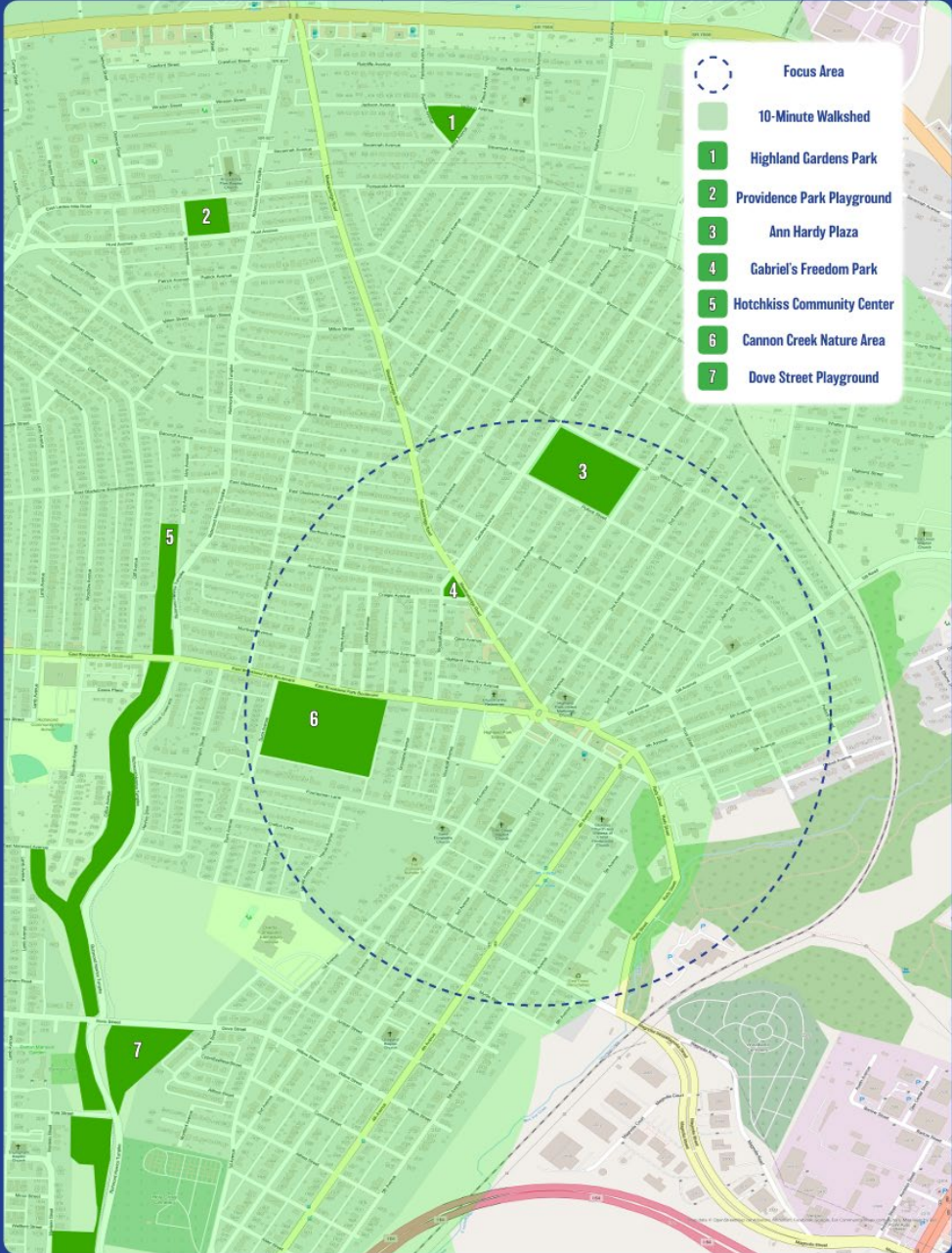


Neighborhood Signage



Other

CODE REFRESH



Parks and Open Space

WHAT IS CODE REFRESH ¿QUÉ ES LA ACTUALIZACIÓN DEL CÓDIGO?

Code Refresh is a critical tool for implementing the goals of Richmond 300, the City's Master Plan, completed in 2020. Informed by robust community outreach conducted during the planning process, Code Refresh will update Richmond's zoning districts, zoning map, development standards, and administrative procedures.

La actualización es fundamental para implementar los objetivos de Richmond 300. Se actualizarán los distritos de zonificación de Richmond, el mapa de zonificación, los criterios de desarrollo y los procedimientos administrativos. Esta actualización ha considerado los comentarios de la comunidad recolectados durante el proceso.

WHY DOES RICHMOND NEED A ZONING CODE REFRESH? ¿POR QUÉ RICHMOND NECESITA ACTUALIZAR SU CÓDIGO DE ZONIFICACIÓN?



Richmond's current zoning code dates back to 1976

La actual zonificación de Richmond fue en el 1976



Changes have been made since then, including allowing accessory dwelling units and removing minimum parking requirements

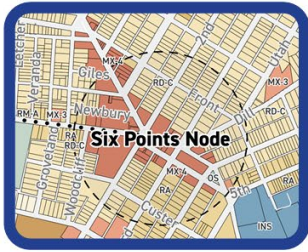
Desde entonces se han realizado cambios, como la autorización de unidades de vivienda accesorias y la eliminación de requisitos mínimos de estacionamiento

BUT...



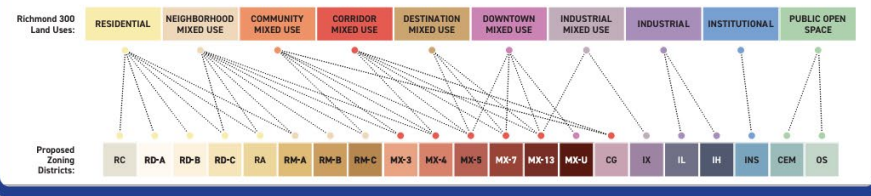
The zoning code is not aligned to Richmond 300

El Código de Zonificación no está alineado con el Plan de Richmond 300



Proposed Zoning

PROCESS DIAGRAM / DIAGRAMA DE PROCESO



RD-C RESIDENTIAL DETACHED HIGH

Minimum lot size: 3,000 sq ft. Minimum front setback: 25 feet. Maximum height: 35 feet. Maximum number of stories: 3. Maximum number of units: 2. Maximum lot coverage: 30%. Minimum front yard setback: 10 feet. Minimum side yard setback: 5 feet. Minimum rear yard setback: 10 feet. Minimum front setback: 10 feet. Minimum side yard setback: 5 feet. Minimum rear yard setback: 10 feet.

MX-4 MIXED USE 4

Minimum lot size: 10,000 sq ft. Minimum front setback: 25 feet. Maximum height: 45 feet. Maximum number of stories: 4. Maximum number of units: 10. Maximum lot coverage: 40%. Minimum front yard setback: 10 feet. Minimum side yard setback: 5 feet. Minimum rear yard setback: 10 feet.

TOTAL ACRES: 400
NUMBER OF PARCELS: 150
PERCENTAGE OF CITY: 1.5%

Infrastructure

What are your thoughts about Six Points Infrastructure (lighting, sewer, transit, parking)? Do you think it has capacity for increased residential development?

Please leave additional feedback, comments, & questions below:



for more info & updates visit the website by scanning the qr code OR
visit <https://www.rva.gov/planning-development-review/six-points>

