

Transit-Oriented Development:  
The Pulse Corridor Plan  
Update & Status  
September 20, 2016





**Federal Transit  
Administration**



**Smart Growth America**  
Making Neighborhoods Great Together

**VAN METER  
WILLIAMS  
POLLACK <sup>LLP</sup>**

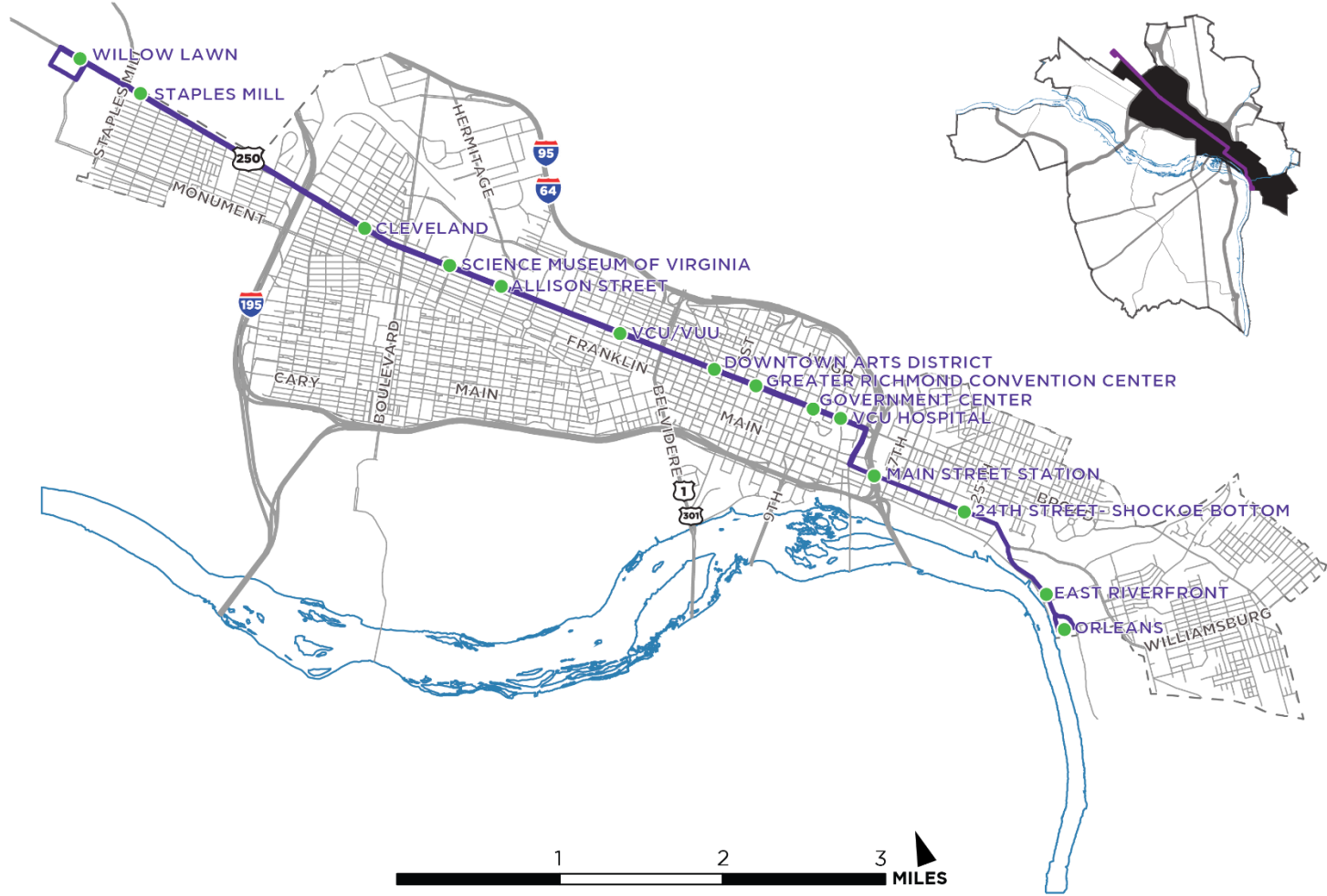




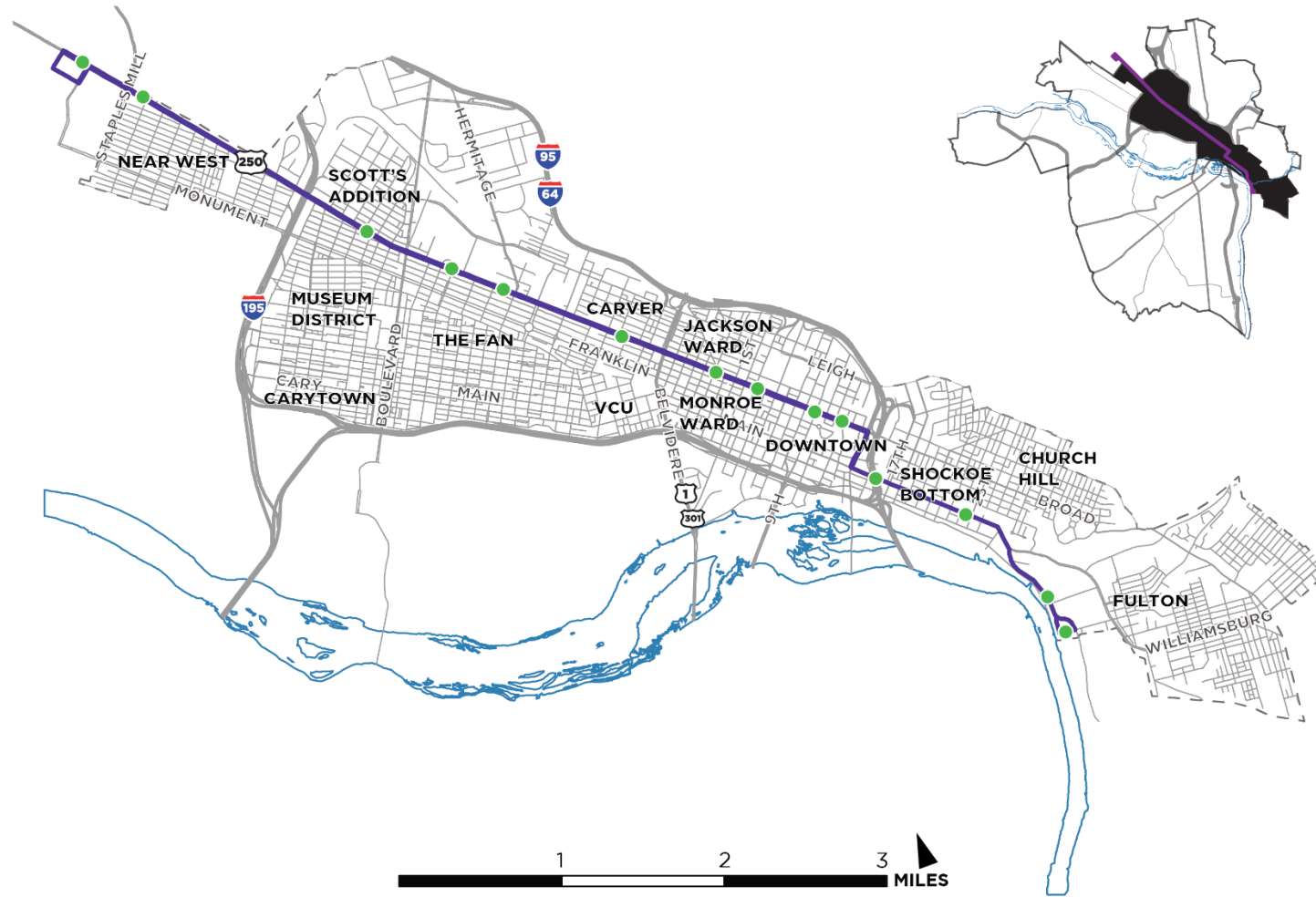
# Introduction



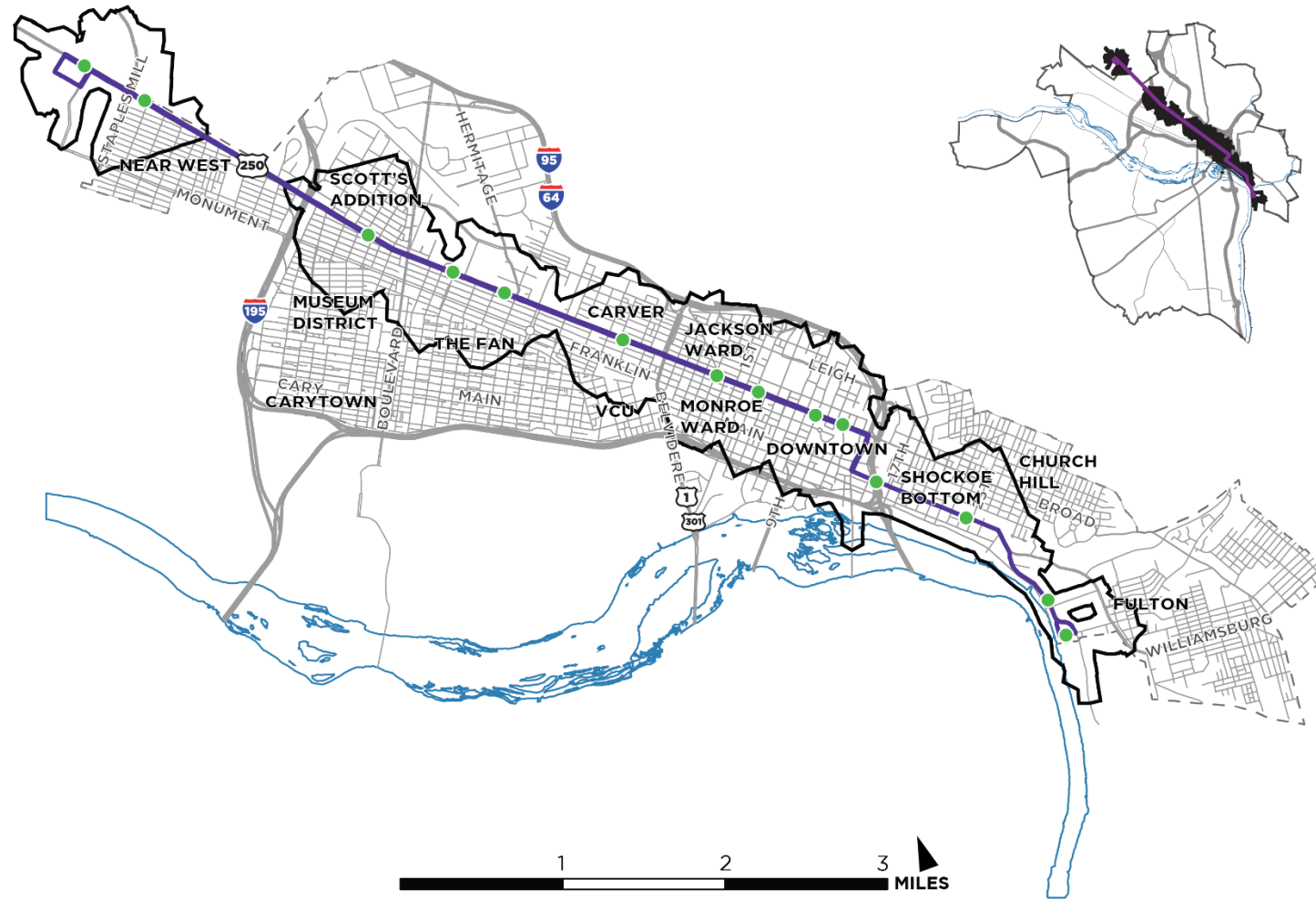
# Route and Stations



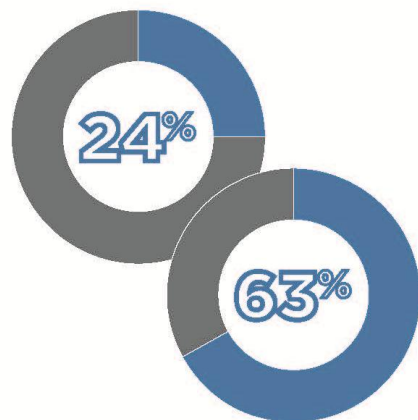
# Nearby Neighborhoods



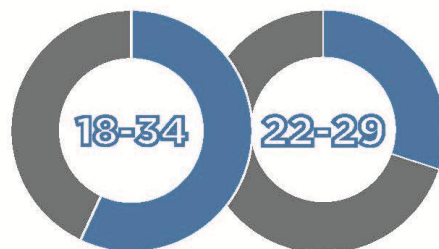
# 1/2 Mile Walkshed



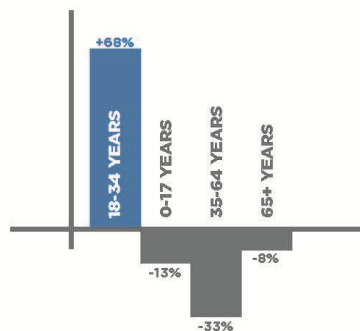
# Demographics



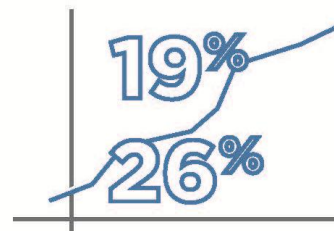
**ONE QUARTER OF THE POPULATION AND TWO-THIRDS OF THE JOBS IN THE CITY**



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



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



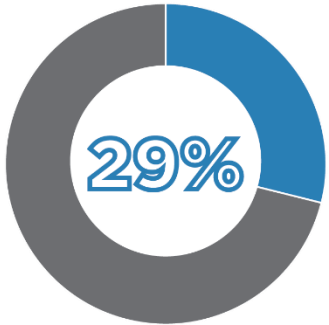
**POPULATION GREW 19% AND HOUSING UNITS GREW 26% BETWEEN 2000-2013**



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

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

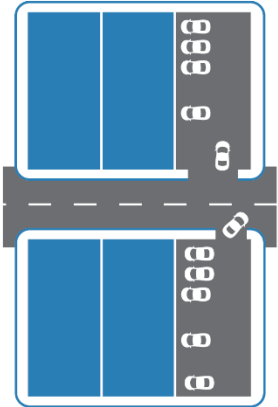
# Walkshed Characteristics



**29% OF PROPERTY IS TAX-EXEMPT**

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

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



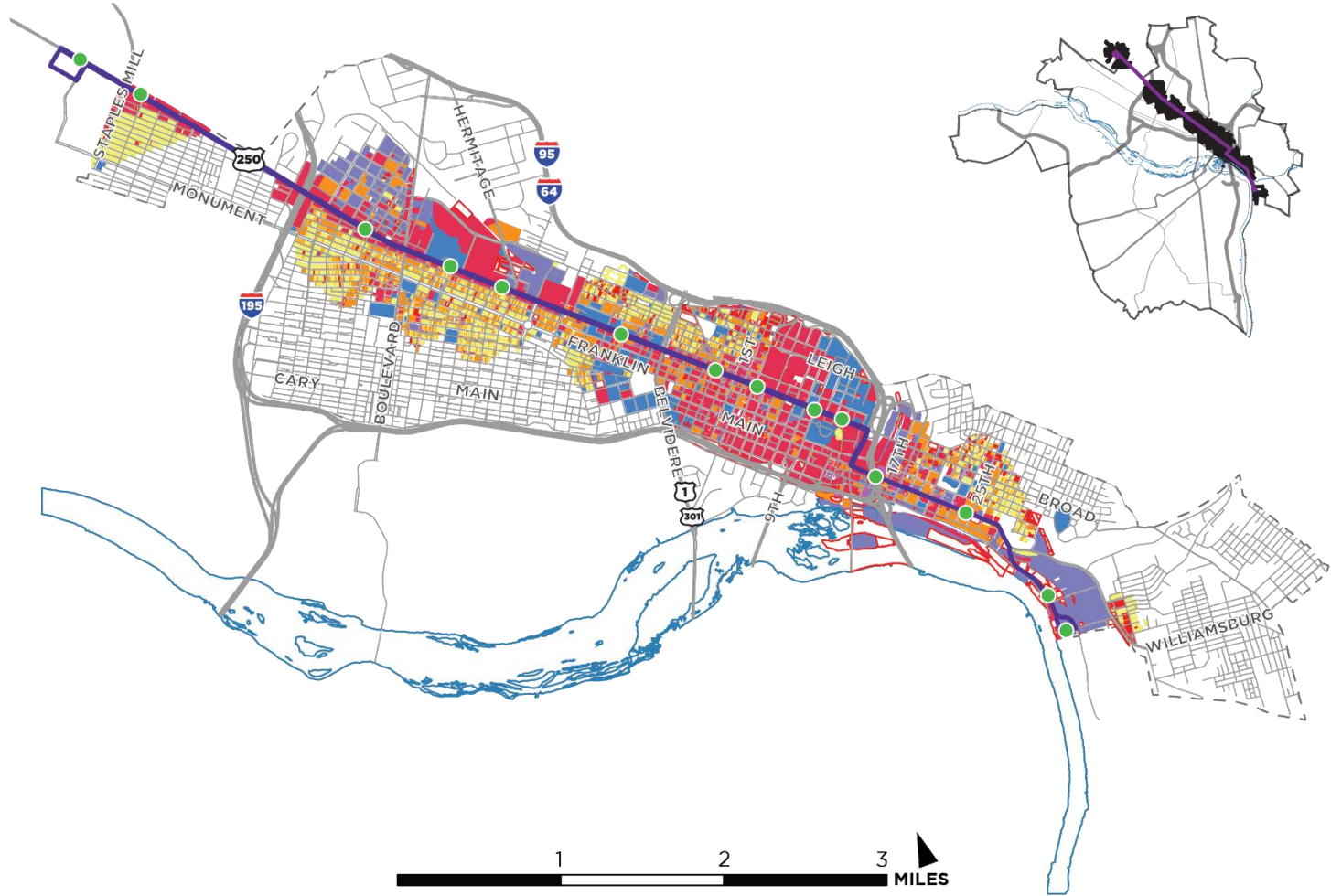
**35% OF LAND IS OCCUPIED BY SURFACE PARKING LOTS**

Source: City of Richmond

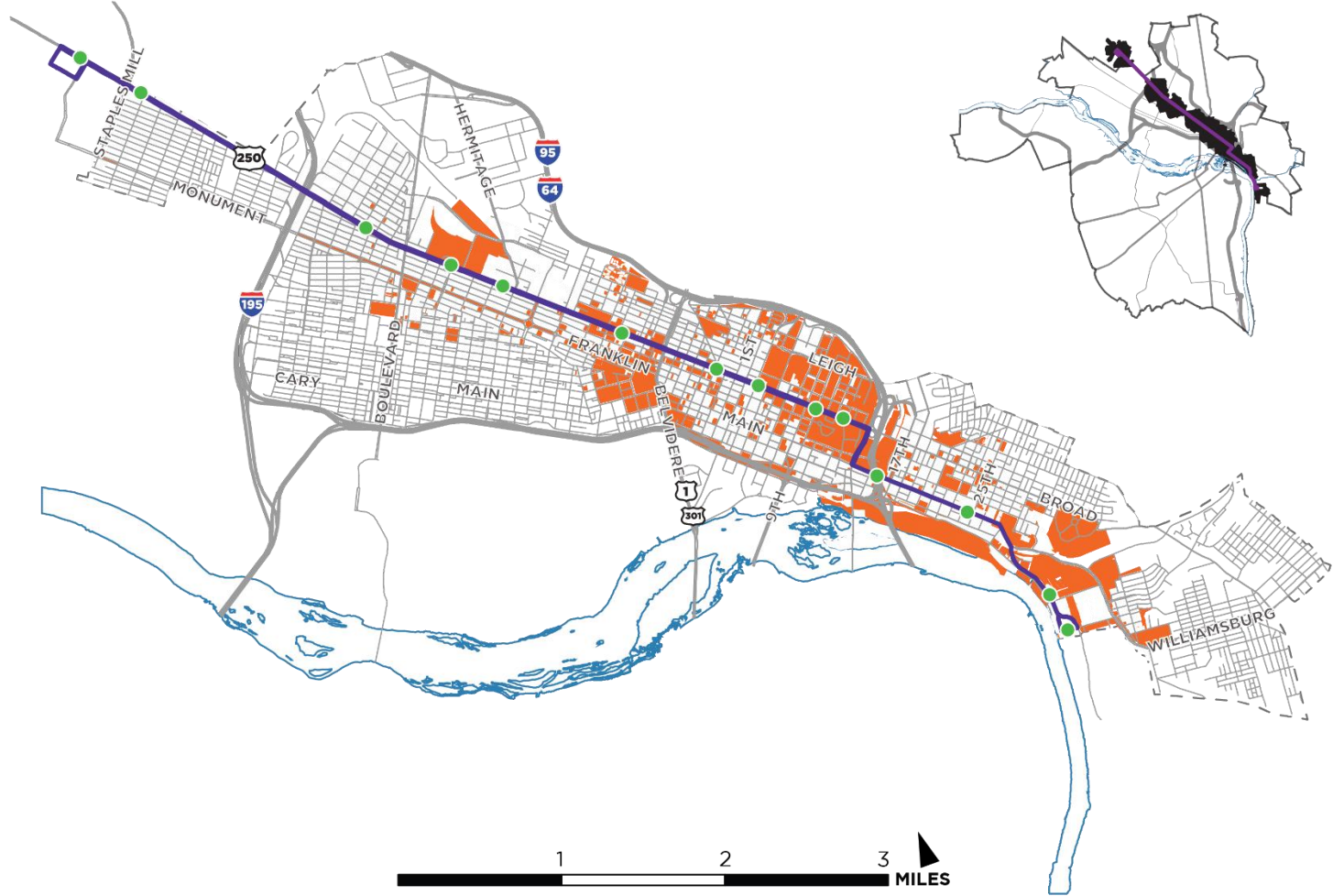




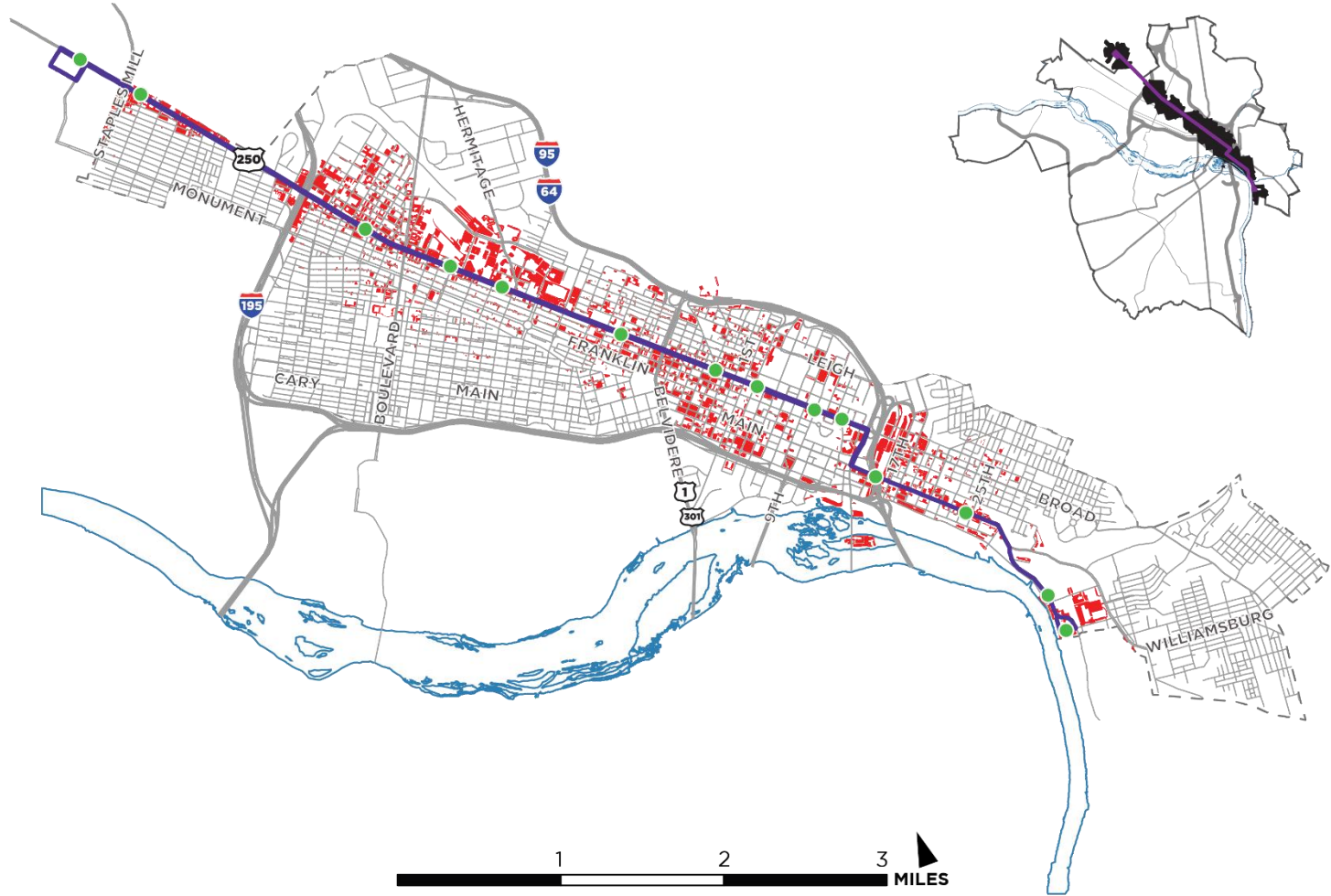
# Existing Land Use







# Tax Exempt Parcels

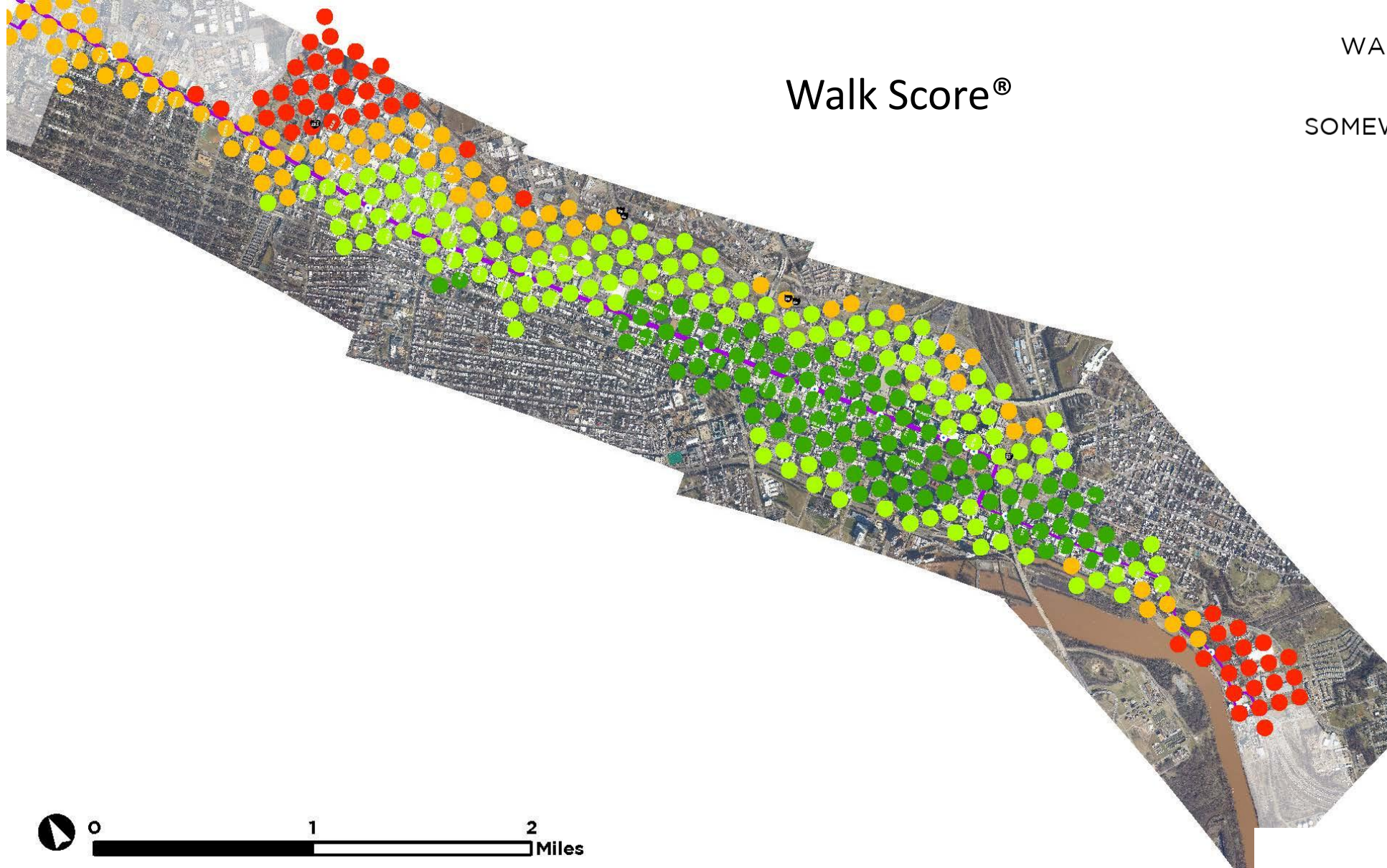


# Surface Parking Lots



# Walk Score®

- WALKER'S PARADISE 
- VERY WALKABLE 
- SOMEWHAT WALKABLE 
- CAR-DEPENDENT 



From [www.walkscore.com](http://www.walkscore.com)

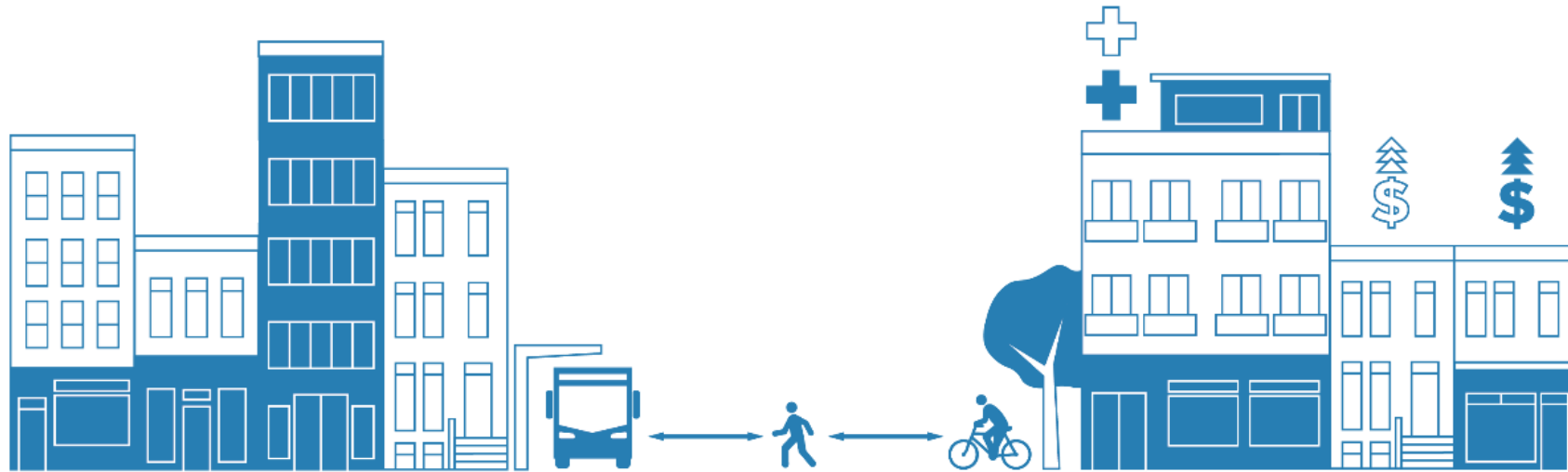


# Public Engagement

- Kick-off November 2015
- Over 2 dozen civic association & stakeholder meetings
  - Art 180 (youth)
- Technical Advisory Comm.
  - R.E., Non-profits, RRHA, Development Comm., Architects, VCU
- Commercial Coffee
- Online survey
- Greater Fulton Charrette (intensive 3-day workshop)
- Over 200 direct contacts/engagements
- More opportunities for input to come...



# Pulse Corridor Plan Guiding Principles



## COMPACT AND MIXED

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

## CONNECTED

Pedestrians and cyclists can access homes, jobs, entertainment, every day needs, and transit in a safe, pleasant, and interesting public realm.

## VIABLE

TOD benefits the corridor and the city by adding housing for all income levels and jobs for all skill levels. Increased development in this area increases property values, supports **Pulse** ridership, and generates over \$1 billion in additional assessed value over the next 20 years.

The Corridor is its own place. Not an edge, but a center in its own right...



# Guiding Principles

## Compact Mixed-Use Development

- Uses are Mixed
- Auto-oriented uses are limited
- Surface lots become infill opportunities
- Streetwall is engaging
- Architecture enhances intersections

## Connected

- Connections to station areas are safe, engaging, attractive
  - Sidewalk network is complete
  - Pedestrians/bicyclists cross streets safely
  - Cyclists have multiple route options
  - Trees beautify/shade the street
  - Existing surface parking lots are screened
  - Good lighting



# Guiding Principles

## Viabile

- Added population and employment support and expand transit service
- Residents of all incomes are housed along the Corridor
- Richmond is the center of the region



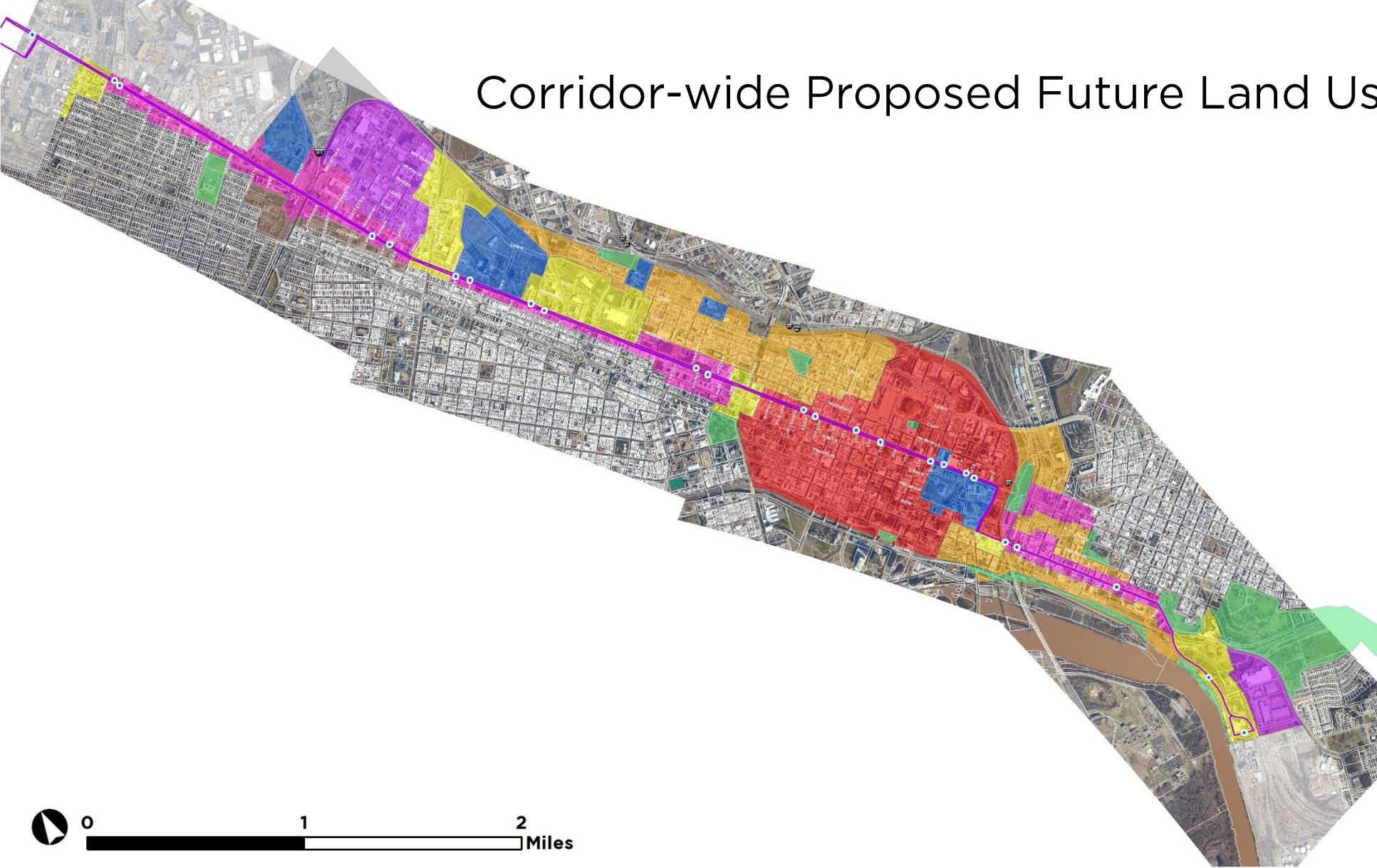




Question 1: Where is  
Future Development  
Going to Occur?



# Corridor-wide Proposed Future Land Use

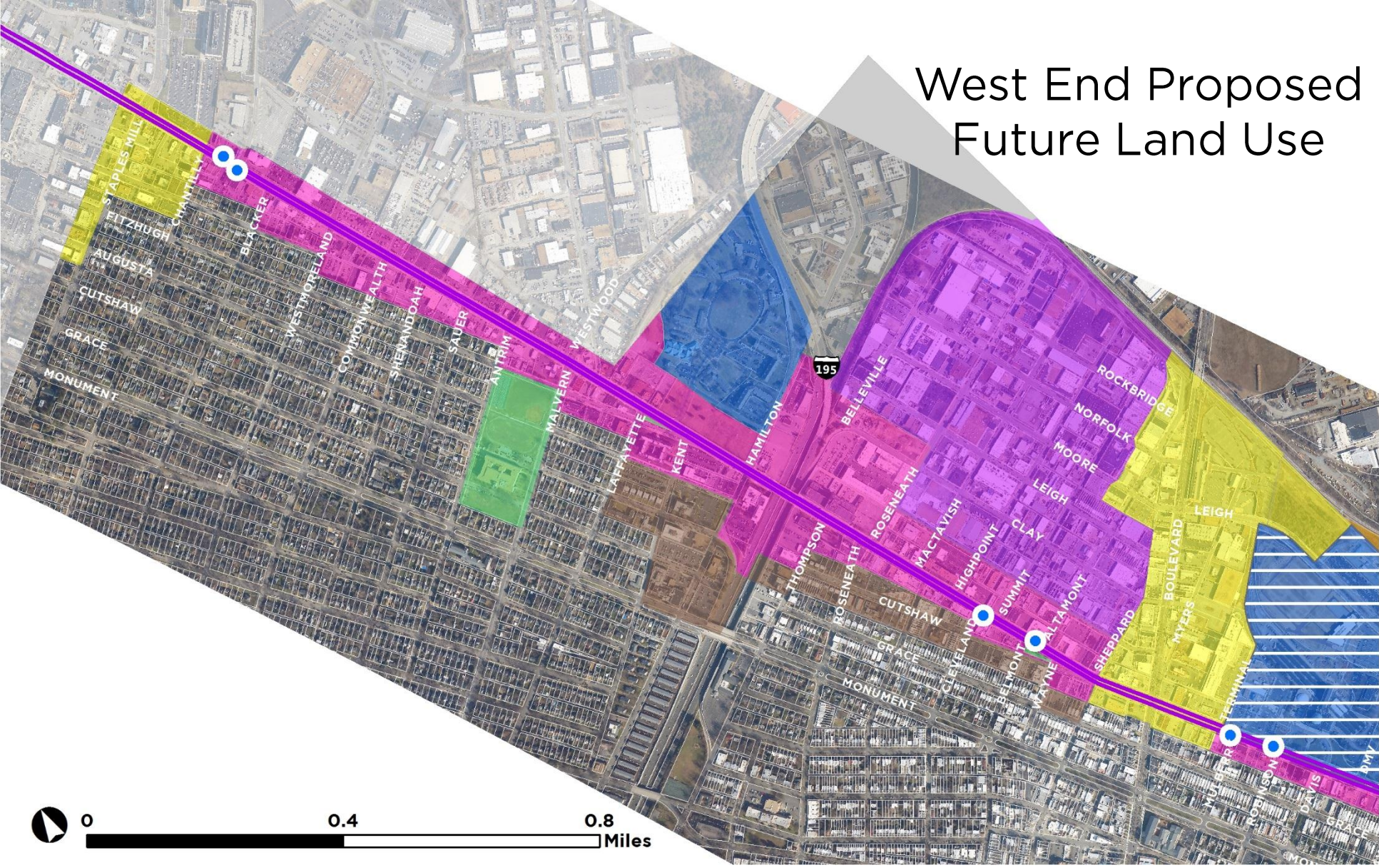


- CORRIDOR MIXED-USE
- DOWNTOWN MIXED-USE
- INDUSTRIAL
- INDUSTRIAL MIXED-USE
- INSTITUTIONAL
- NEIGHBORHOOD MIXED-USE
- NODAL MIXED-USE
- OPENSACE
- TRANSITIONAL
- OPPORTUNITY SITE



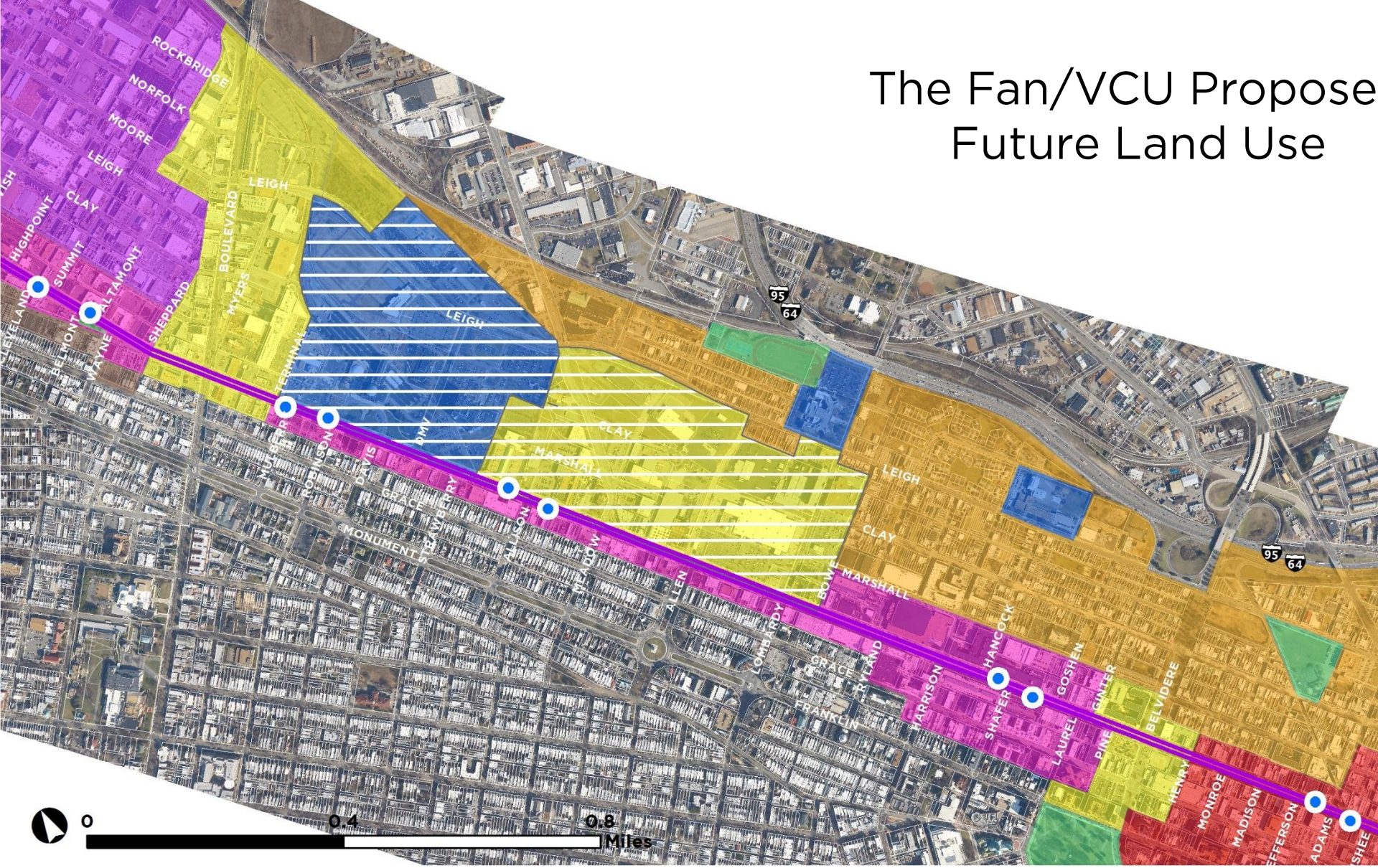
# West End Proposed Future Land Use

- CORRIDOR MIXED-USE
- DOWNTOWN MIXED-USE
- INDUSTRIAL
- INDUSTRIAL MIXED-USE
- INSTITUTIONAL
- NEIGHBORHOOD MIXED-USE
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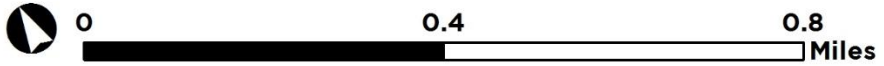
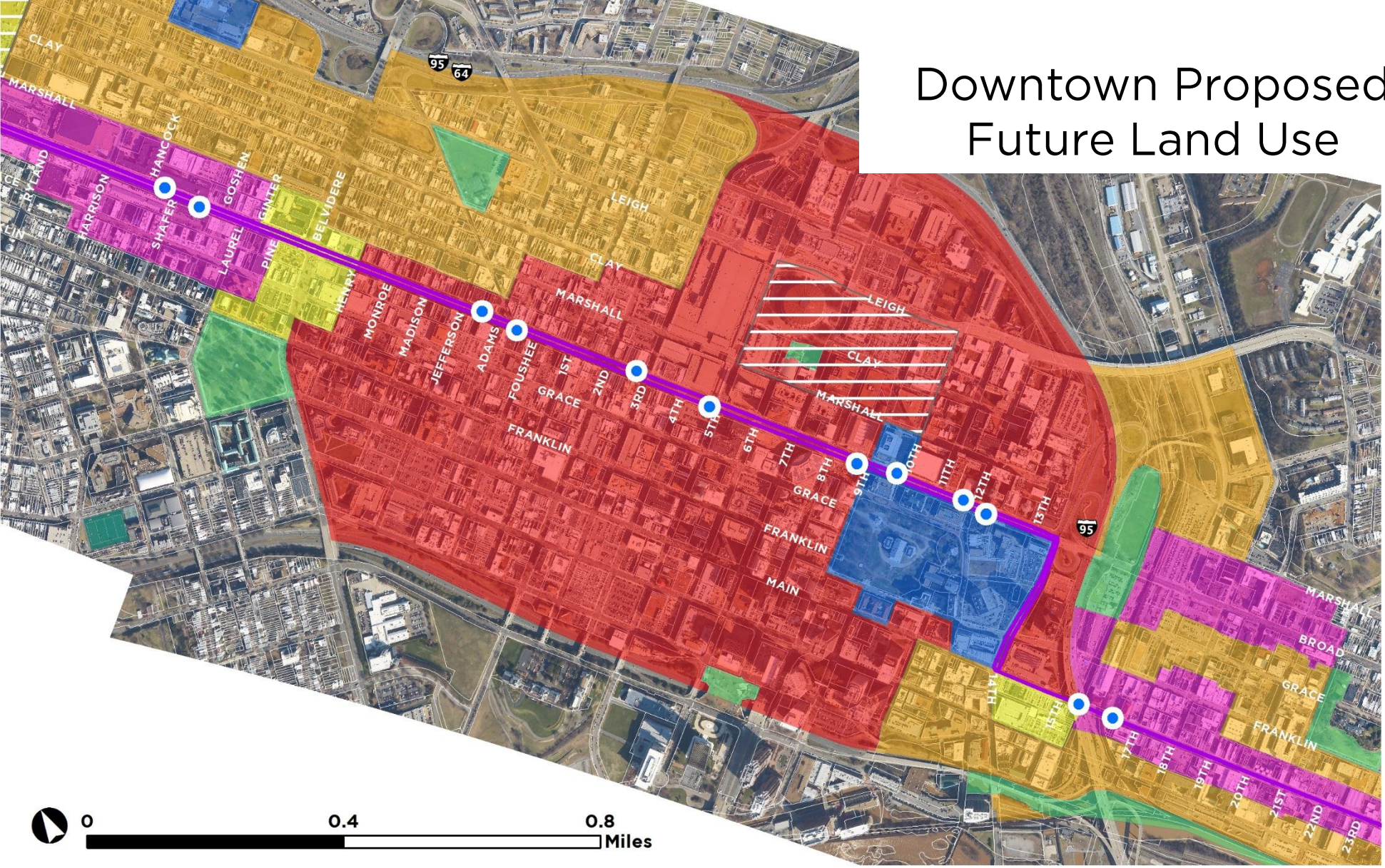
# The Fan/VCU Proposed Future Land Use

- CORRIDOR MIXED-USE
- DOWNTOWN MIXED-USE
- INDUSTRIAL
- INDUSTRIAL MIXED-USE
- INSTITUTIONAL
- NEIGHBORHOOD MIXED-USE
- NODAL MIXED-USE
- OPENSOURCE
- TRANSITIONAL
- OPPORTUNITY SITE



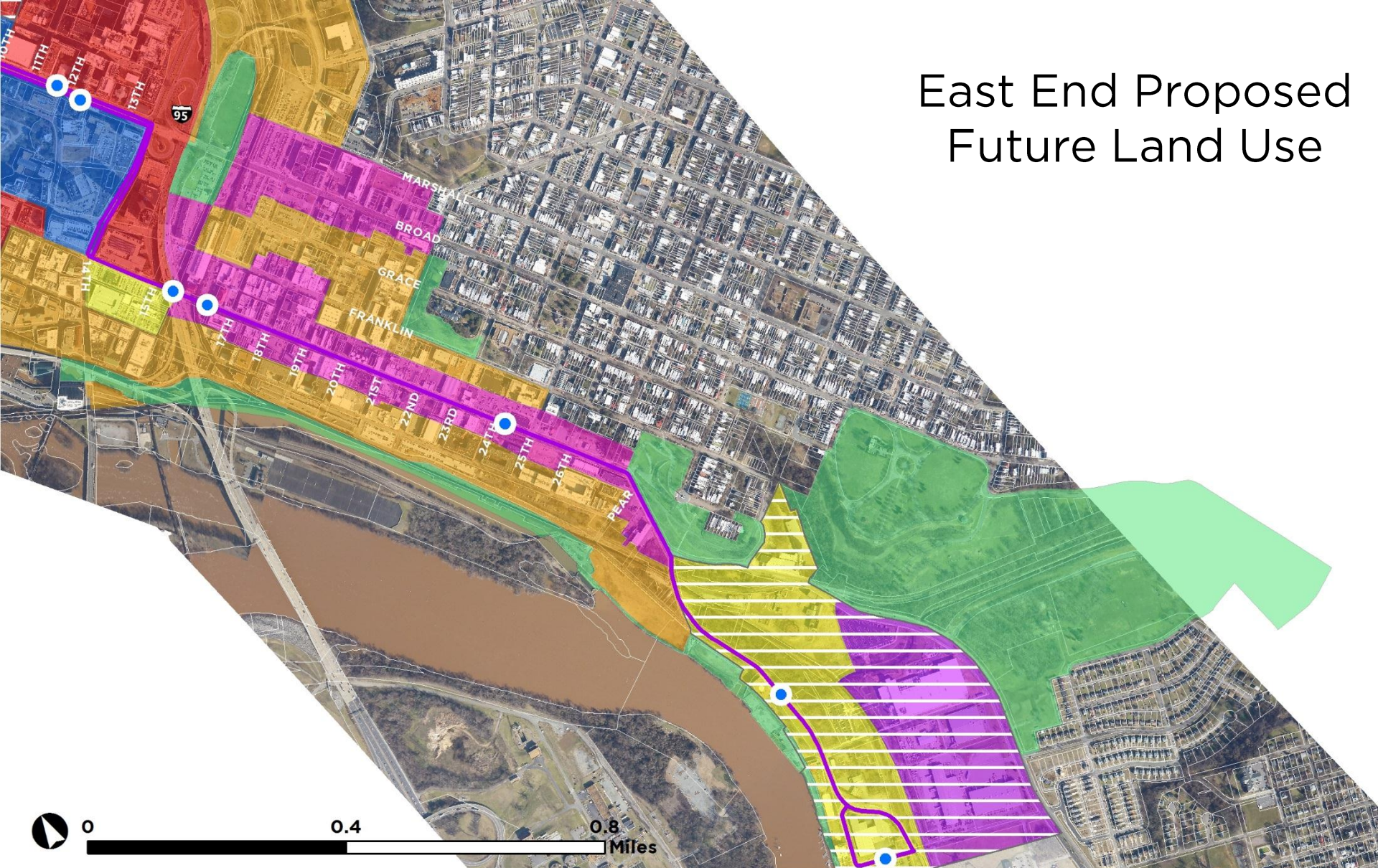
# Downtown Proposed Future Land Use

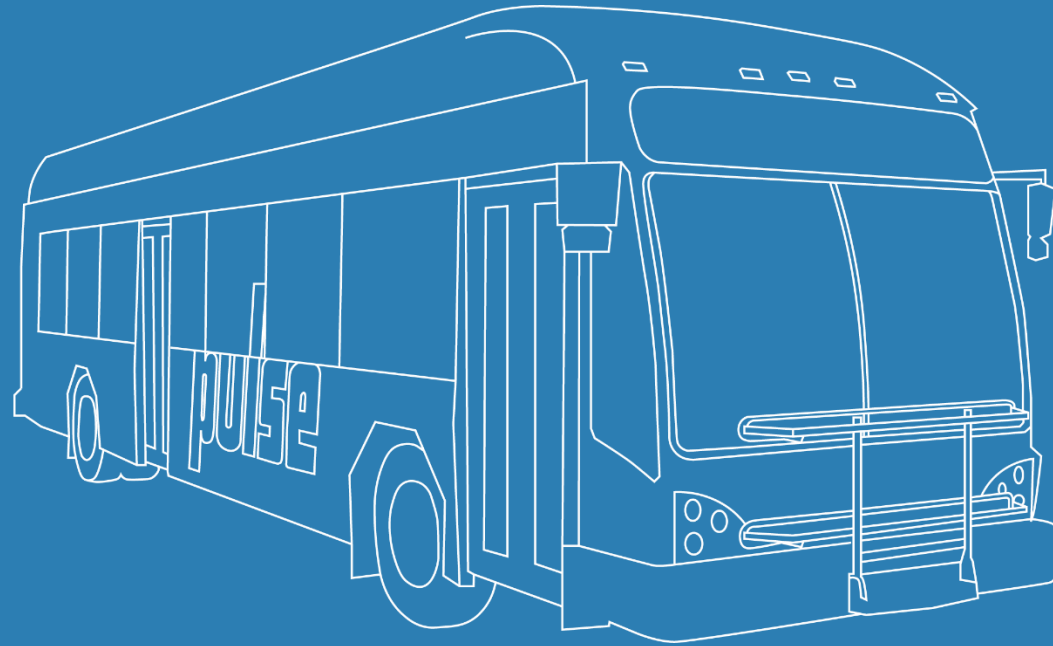
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- TRANSITIONAL
- OPPORTUNITY SITE



# East End Proposed Future Land Use

- CORRIDOR MIXED-USE
- DOWNTOWN MIXED-USE
- INDUSTRIAL
- INDUSTRIAL MIXED-USE
- INSTITUTIONAL
- NEIGHBORHOOD MIXED-USE
- NODAL MIXED-USE
- OPENSOURCE
- TRANSITIONAL
- OPPORTUNITY SITE





Question 2: What Will  
that Future Development  
Look Like?



# Potential TOD Overlay Elements



**REHAB BONUS:**  
PARKING REQUIREMENTS REMOVED FOR SMALL-SCALE PROJECTS THAT PRESERVE EXISTING HISTORIC BUILDINGS

**RESTRICTED USES:**  
AUTOMOBILE-ORIENTED USES SUCH AS SURFACE PARKING LOTS PROHIBITED AS PRIMARY USE

**OPENSOURCE:**  
NEW BUILDINGS MUST INCLUDE OPENSOURCE, WHICH CAN MANIFEST AS PATIOS, PORCHES, BALCONIES, AND ROOFTOPS

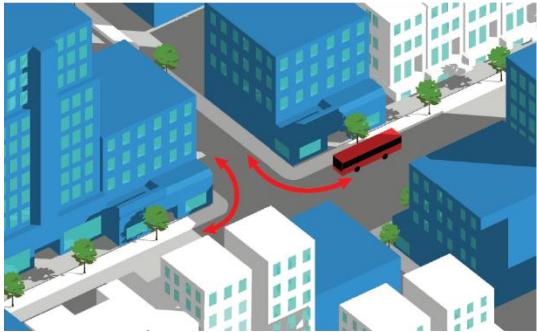
**FORM REGULATION:**  
DEVELOPERS MUST FOLLOW THE FORM REQUIREMENTS SET FORTH BY THE OVERLAY TO ENSURE HIGH-QUALITY DEVELOPMENTS

**AFFORDABLE HOUSING BONUS:**  
ADDITIONAL STORIES ALLOWED IF CERTAIN PERCENTAGE OF AFFORDABLE UNITS ARE INCLUDED IN PROJECT





# Potential TOD Overlay Form Elements



**HOLD THE CORNER:**  
Buildings at intersections have active ground floors that wrap around the corner.



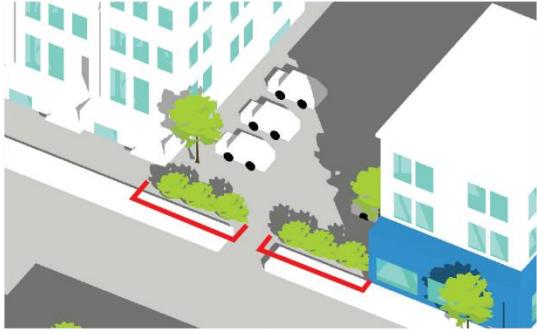
**ENTRANCES FACE THE STREET:**  
Main entrances to businesses and residences front the street, fostering pedestrian activity.



**APPROPRIATE SETBACKS:**  
Commercial uses are closer to the street while residential uses are setback to foster privacy and to create a semi-public space.

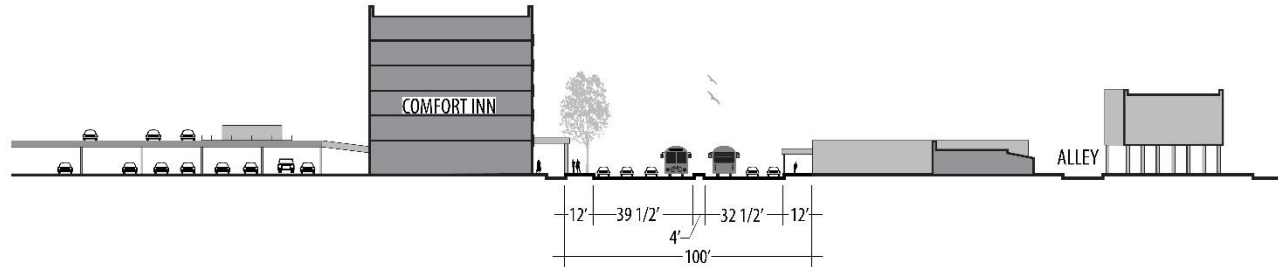


**TRANSPARENCY:**  
Building facades are fenestrated to allow visual penetration to and from the street. This is especially important on the ground floor, where fenestration should occupy a higher percentage of the building face.



**SCREENED PARKING/SERVICES:**  
Attractive landscaping pushed to the street help maintain a streetwall and mitigate the disruption caused by surface parking lots and utilitarian services.

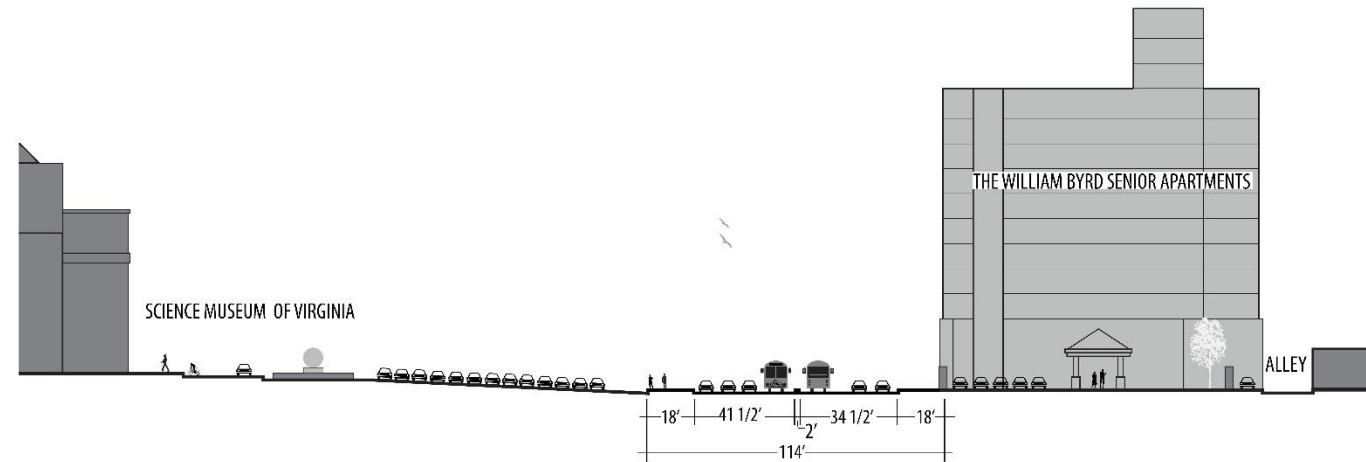
# Existing Cross Sections Along the Corridor



① MACTAVISH AVENUE TO HIGHPOINT AVENUE: W BROAD ST CROSS SECTION



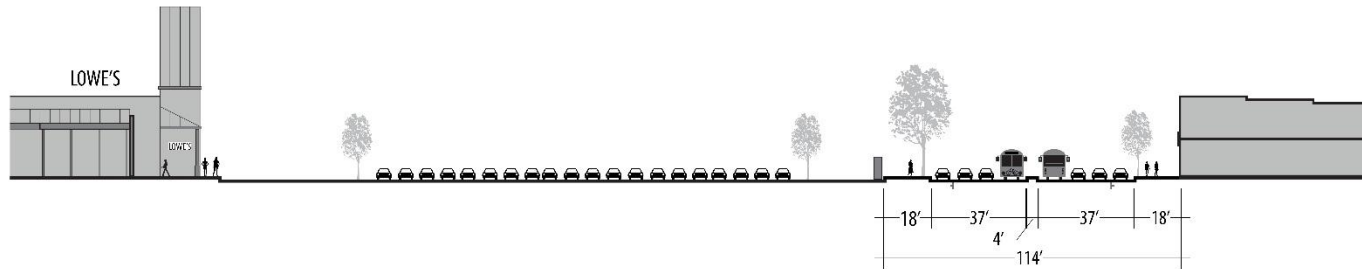
# Existing Cross Sections Along the Corridor



② ROBINSON STREET TO DAVIS AVENUE: W BROAD ST CROSS SECTION



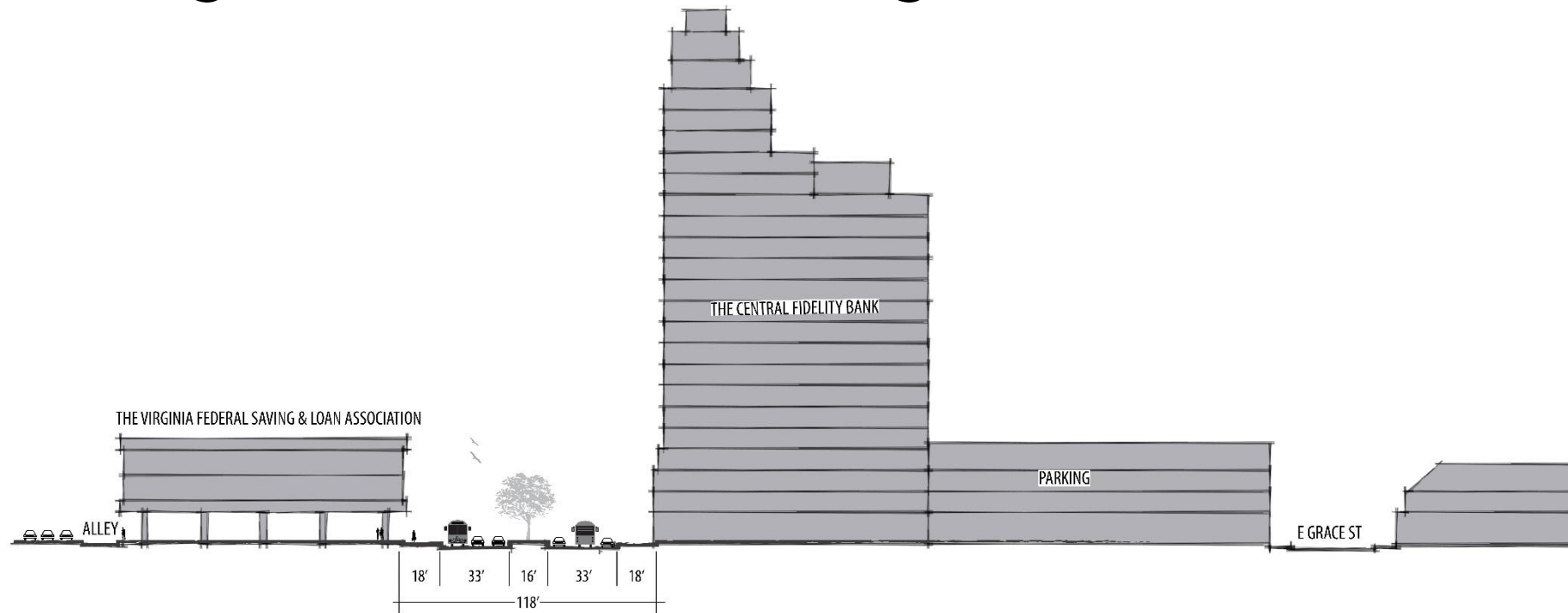
# Existing Cross Sections Along the Corridor



③ ROBINSON STREET TO DAVIS AVENUE: W BROAD ST CROSS SECTION



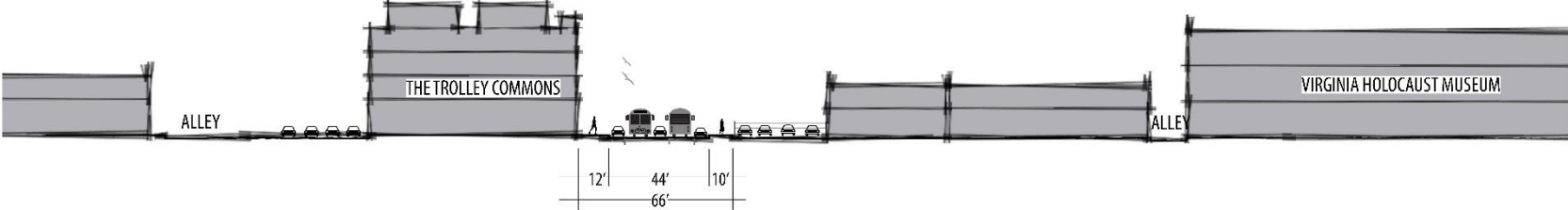
# Existing Cross Sections Along the Corridor



5 2ND STREET TO 3RD STREET: E BROAD ST CROSS SECTION



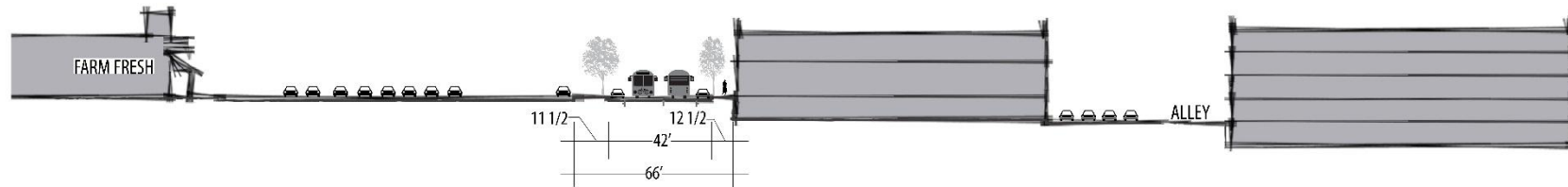
# Existing Cross Sections Along the Corridor



12 ROCKETTS LANDING: ROUTE 5 CROSS SECTION



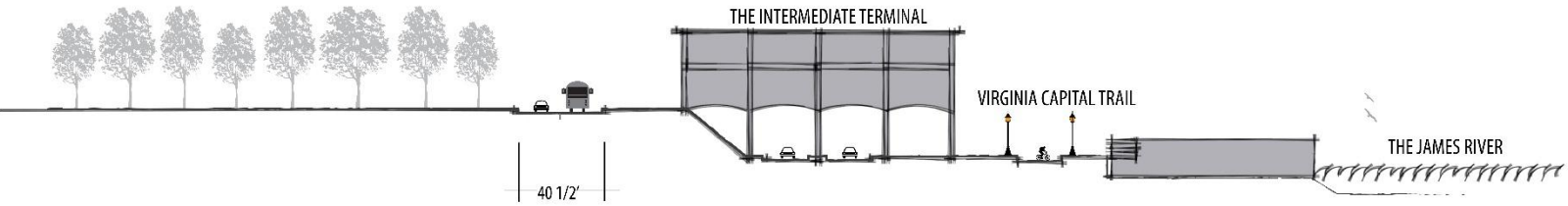
# Existing Cross Sections Along the Corridor



10 23TH STREET TO 24TH STREET: E MAIN ST CROSS SECTION



# Existing Cross Sections Along the Corridor



4 ROCKETTS LANDING: ROUTE 5 CROSS SECTION





# Streetscape



# Streetscape

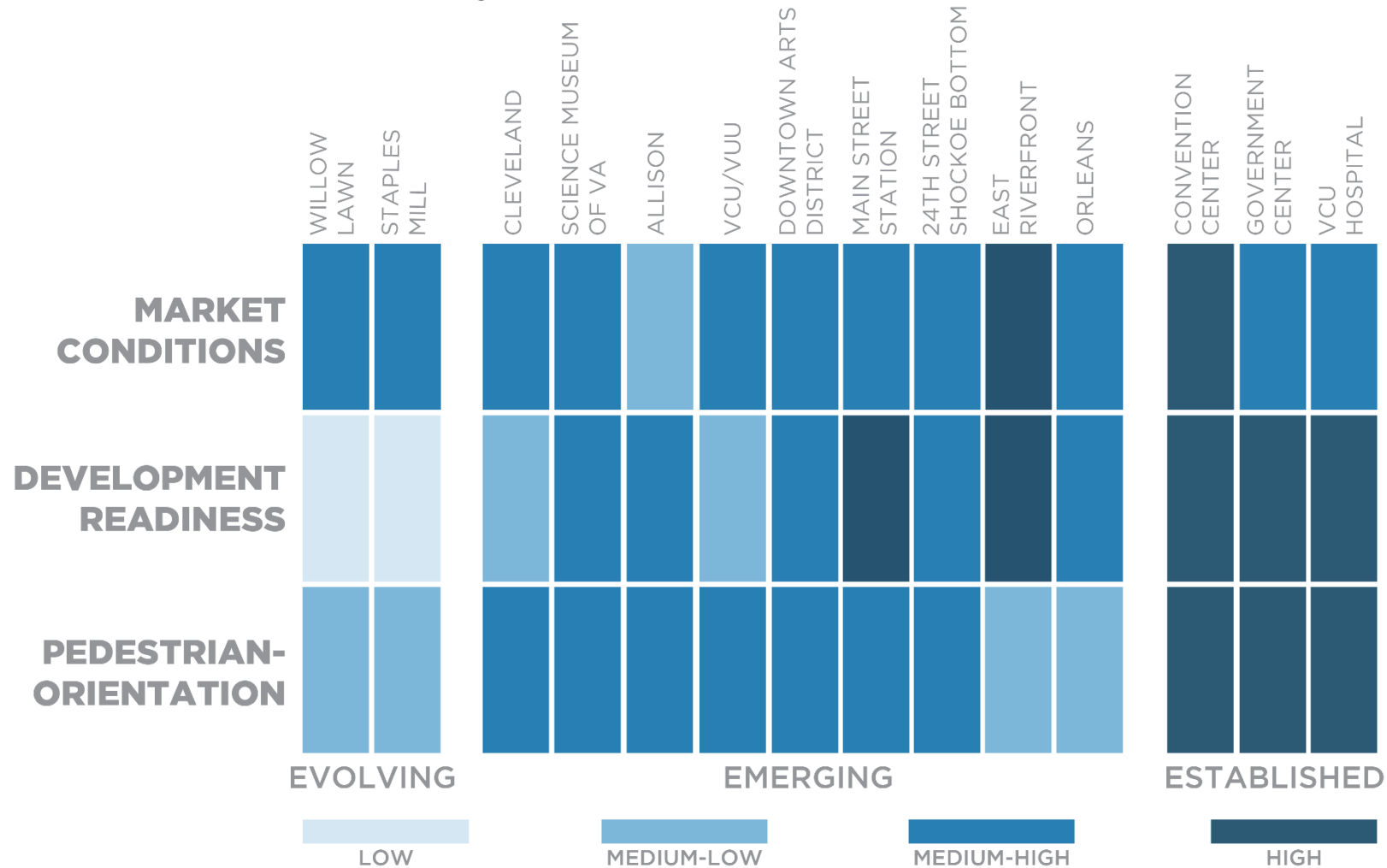




Question 3: What are the Best Tools to get There?



# Station Priority Matrix



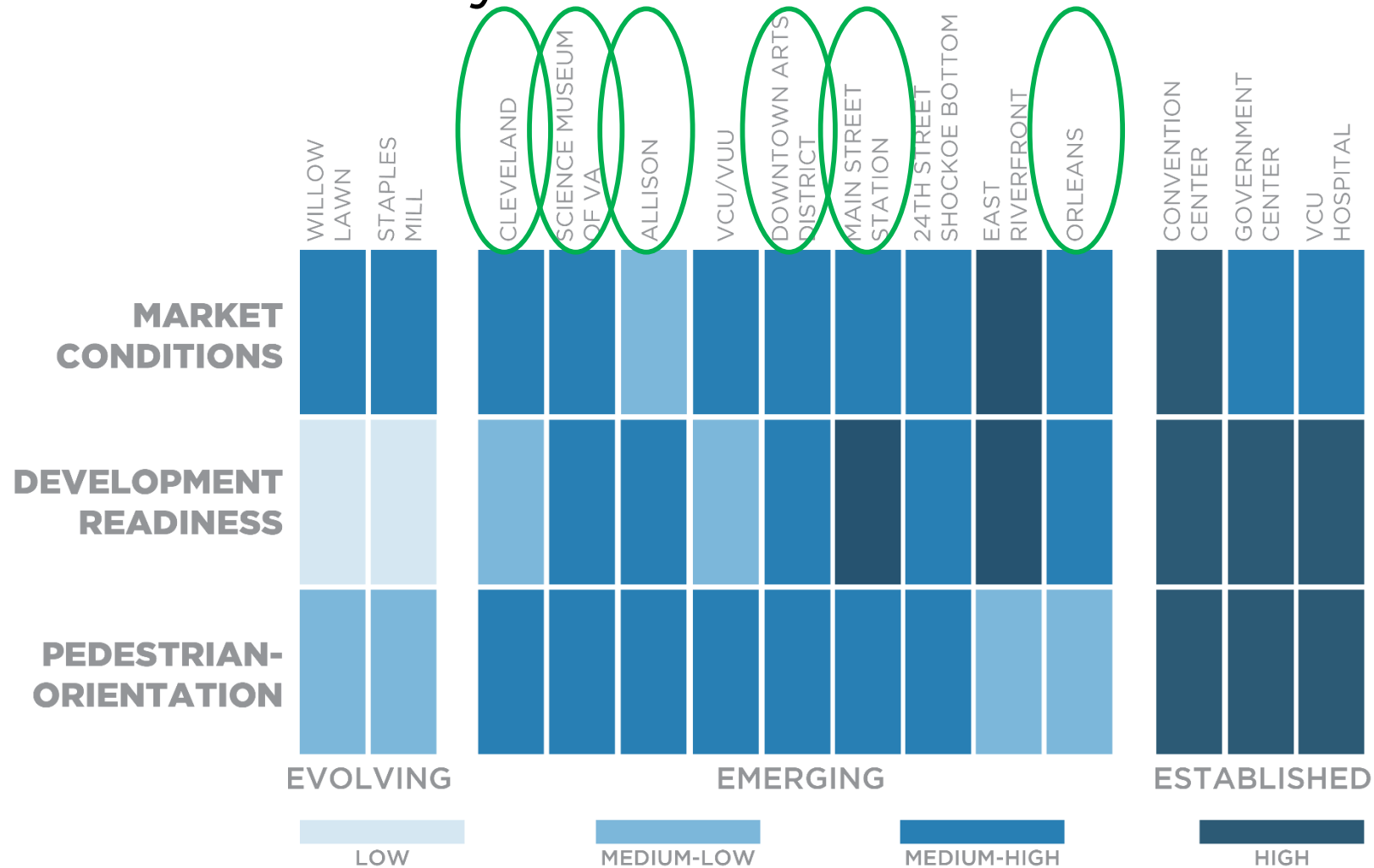
# Potential for High-Quality Short-Term Change

## Preliminary Findings: Economic Analysis

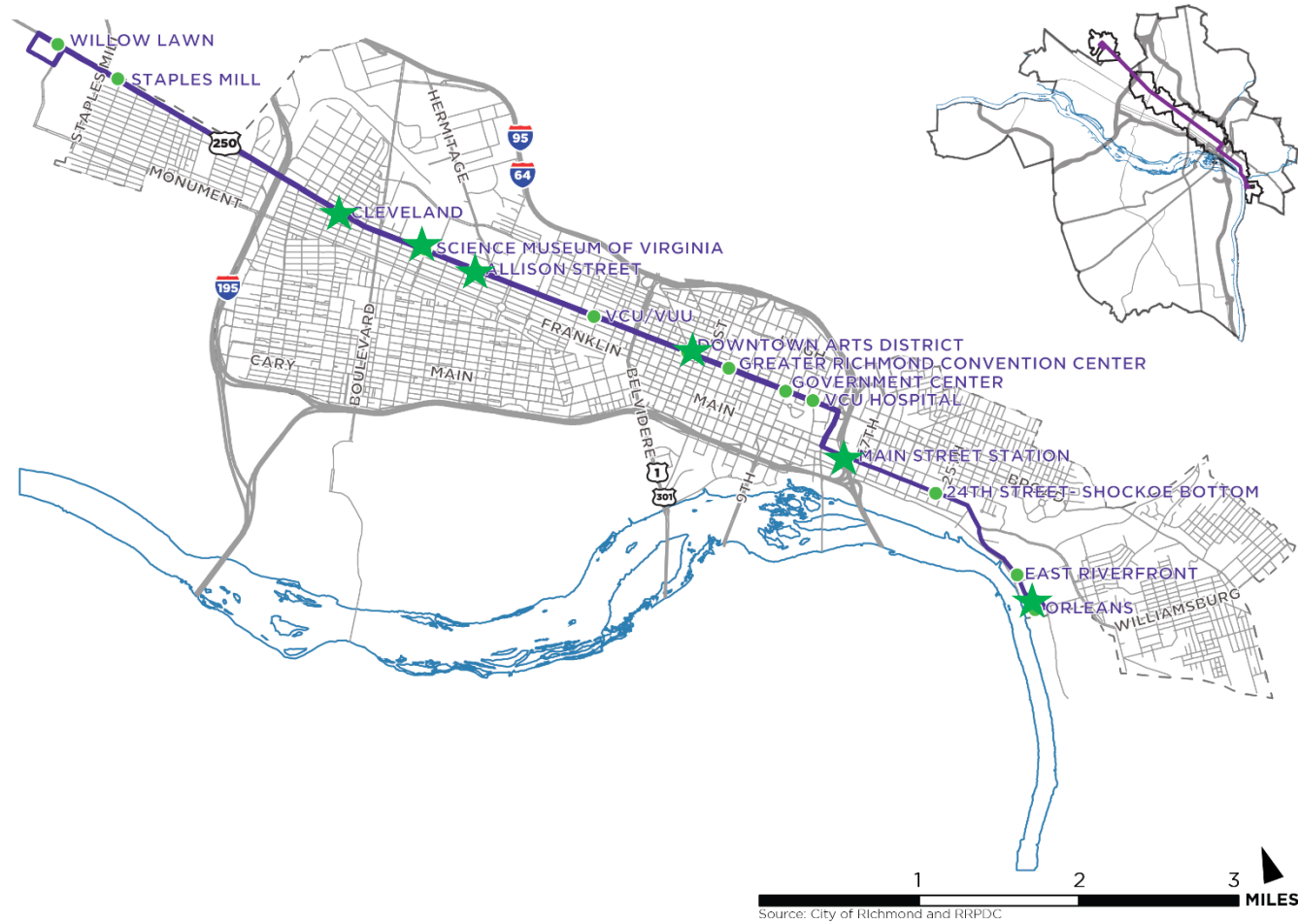
- SGA examined market data across 3 platforms
  - Walk Score
  - Rent Premiums
  - Net Absorption/Fair Share Index
- Walk Score
  - Corridor “Very Walkable”
- Rent Premiums
  - Variance provides opportunity to build commercial activity
- Net Absorption/Fair Share Index (2010-2015)
  - 4 of 5 strongest net absorption stations are “emerging” station areas
  - FSI shows Corridor is a growing market overall



# Station Priority Matrix



# Route and Stations



# Recommendations

## Adopt Plan

### Compact Mixed-Use Development

- Build-to lines for Residential
- Setbacks on narrow streets
- Rooftop development
- Bonuses for underground/wrapped parking
- Expand shared parking

### Connected

- Update Design Guidelines for Corridor Streetscapes
  - Sidewalks
  - Street trees
  - Pedestrian-scale lighting
  - Underground utilities
  - Establish bike routes





# Recommendations

## Viable

- Affordable Housing
  - Prioritize Corridor for affordable housing investments
  - Study City-controlled properties that could include affordable housing in redevelopment
- Attract New Businesses to Area
  - Business attraction and existing business expansions
  - Stimulate new investment and job creation
- Best practices and opportunities for City's "urban core" assets
  - Enhance City's positive business climate
  - Integrate programs and tools that assist in marketing TOD area





# Cleveland



# Cleveland Station Area Proposed Land Use



- CORRIDOR MIXED-USE
- DOWNTOWN MIXED-USE
- INDUSTRIAL
- INDUSTRIAL MIXED-USE
- INSTITUTIONAL
- NEIGHBORHOOD MIXED-USE
- NODAL MIXED-USE
- OPENSAPCE
- TRANSITIONAL
- OPPORTUNITY SITE
- VISUALLY ACTIVE FRONTAGE





# Greater Fulton

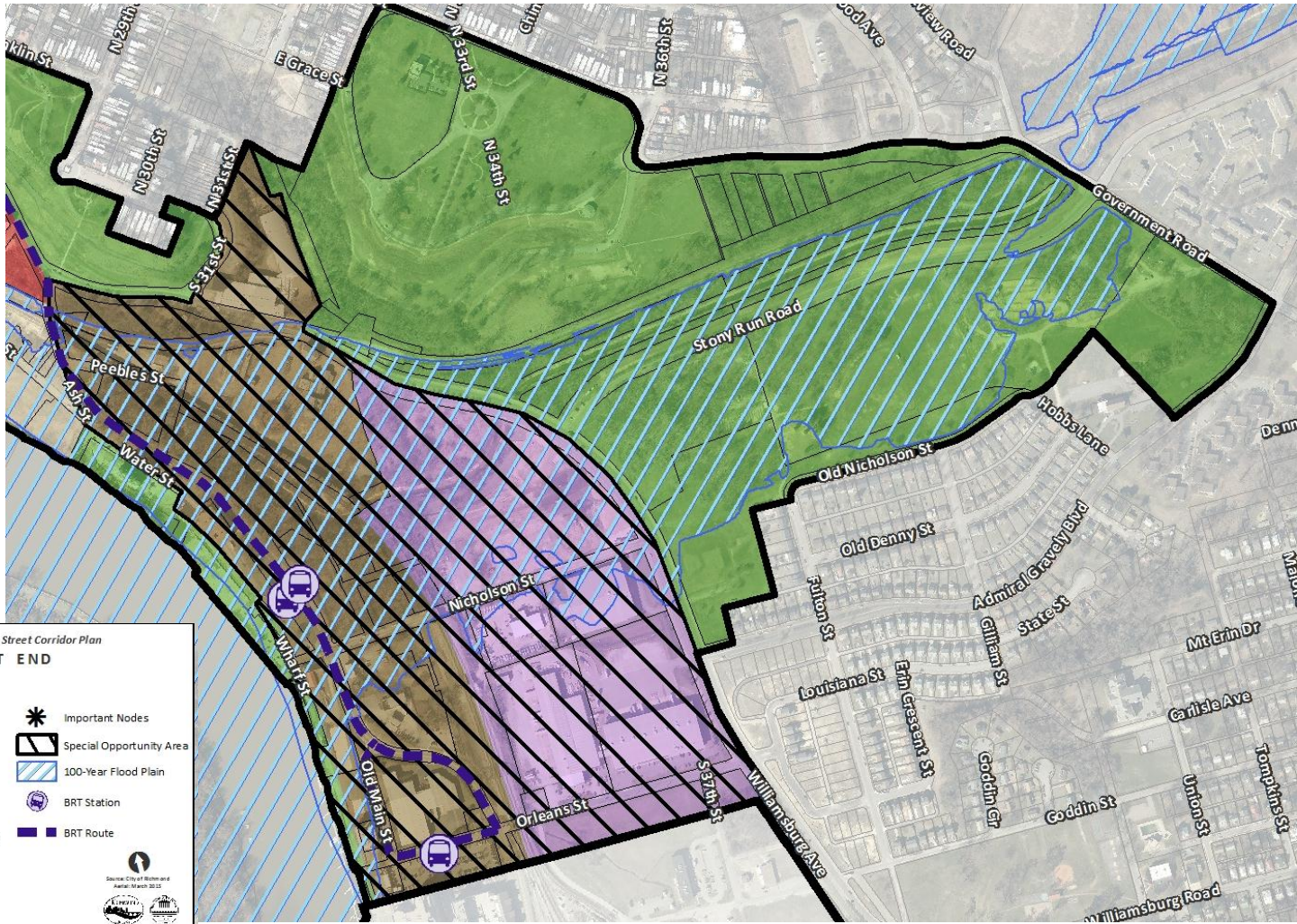


# Community Charrette

- 3 days in June with 30-40 community members each night
- Developed 6 design principles:
  - Connectivity
  - Transformational
  - Equitable
  - Multi-modal
  - Mixed-Use
  - Complete Streets







*Broad & E. Main Street Corridor Plan*  
**EAST END**

**Proposed Land Use**

- Corridor Mixed-Use
- Downtown Mixed-Use
- Industrial
- Industrial Mixed-Use
- Institutional
- Neighborhood Mixed-Use
- Nodal Mixed-Use
- Open Space
- Transitional

- \* Important Nodes
- / 100-Year Flood Plain
- B BRT Station
- B BRT Route

Source: City of Richmond  
Aerial: March 2012

Miles  
0 0.05 0.1 0.2

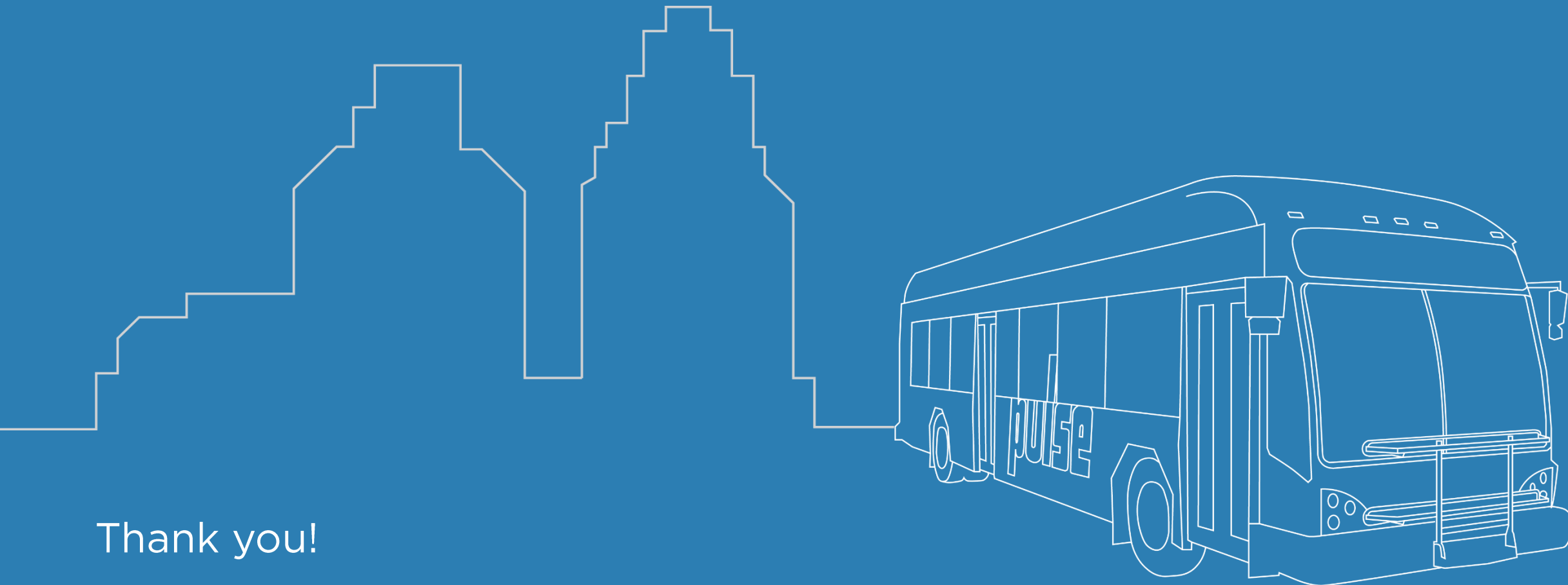




**ORLEANS BRT STATION AREA PLAN | BASEMAP**  
RICHMOND, VIRGINIA | 05/27/2016 | #1530







Thank you!

Questions & Answers

