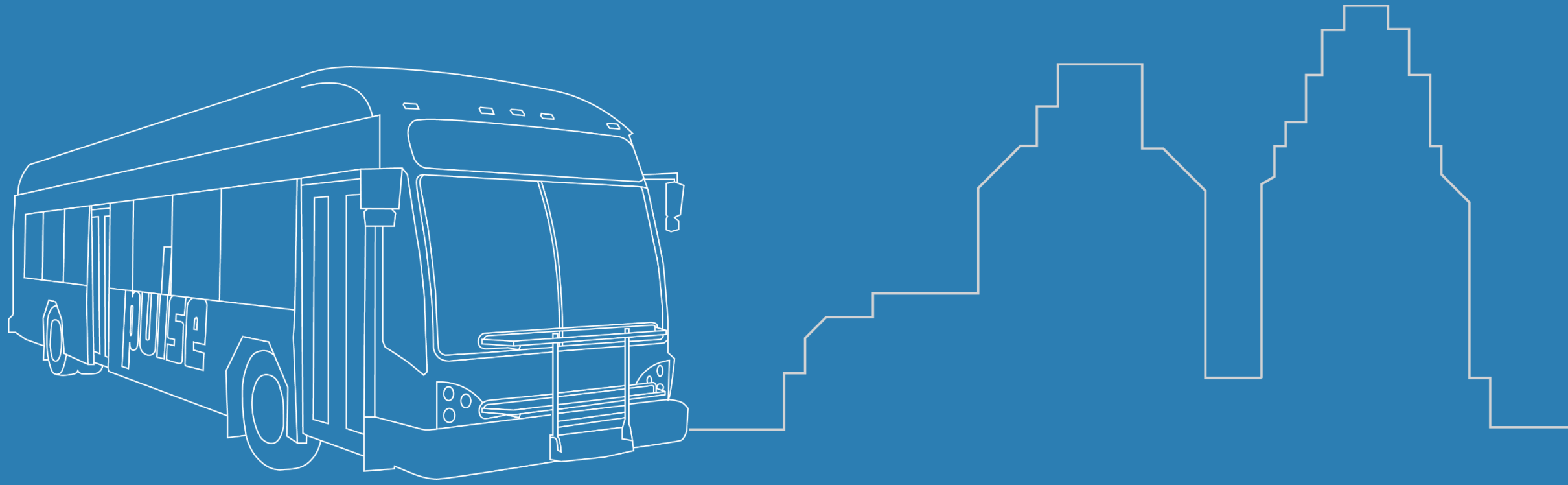
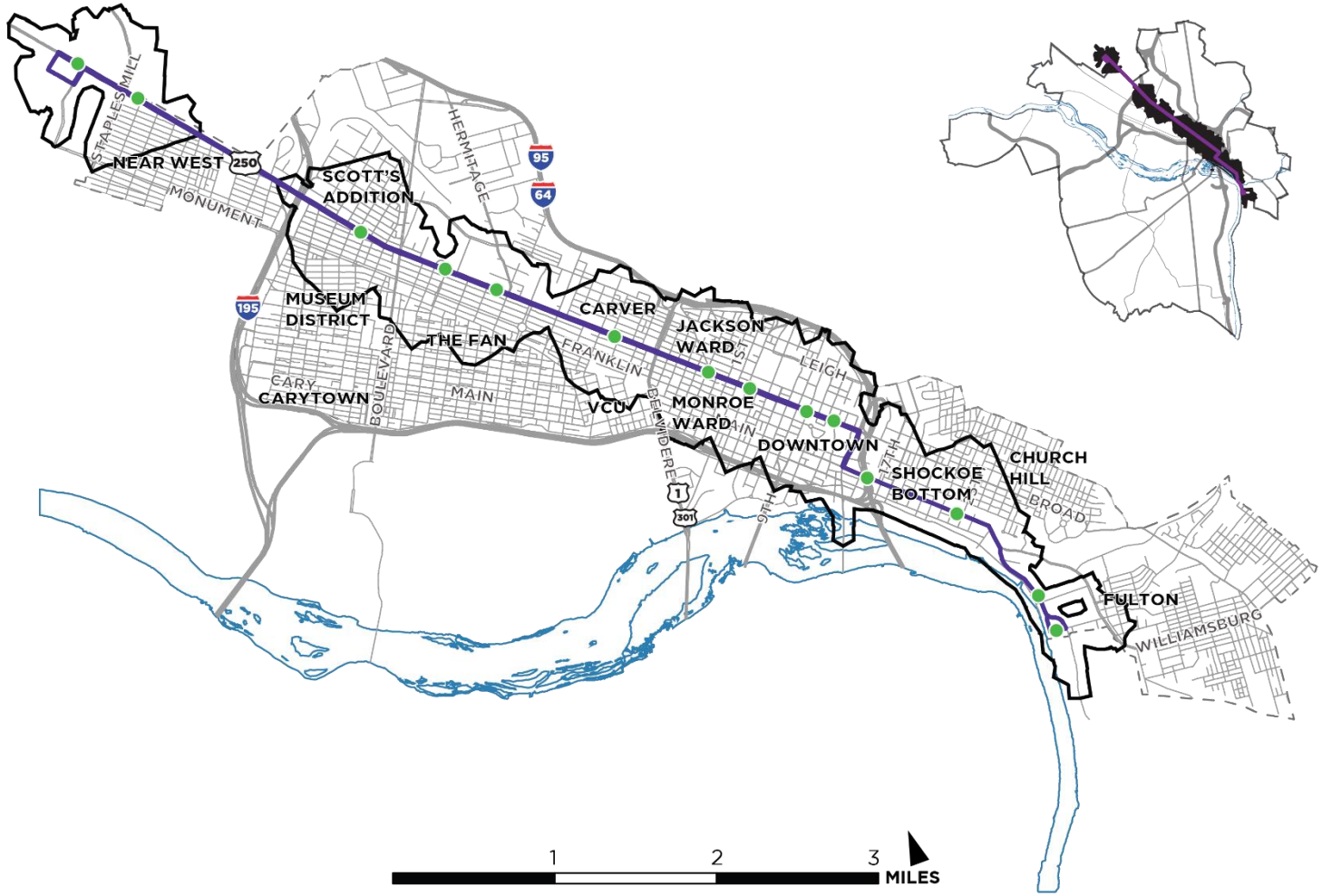


Transit-Oriented Development: The Pulse Corridor Plan Adopted September 25, 2017

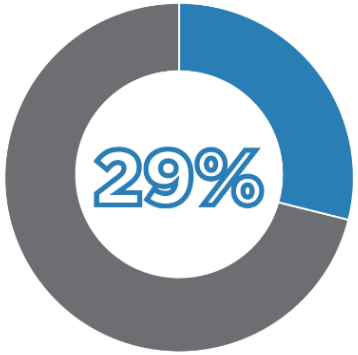
Federal Transit Administration

Smart Growth America
Making Neighborhoods Great Together

VAN METER WILLIAMS POLLACK LLP



Station Areas & ½ Mile Walksheds



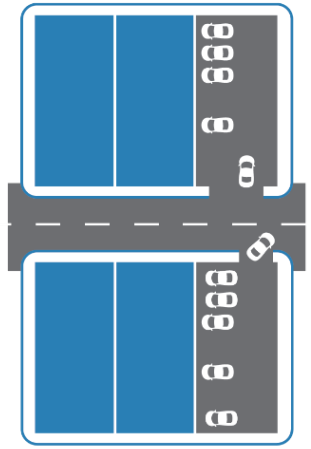
29% OF PROPERTY IS TAX-EXEMPT

$9.6 BILLION

TOTAL ASSESSED PROPERTY VALUE AS OF JANUARY 2016

$1.2 BILLION

BUILDING PERMIT ACTIVITY FROM 2010-2015

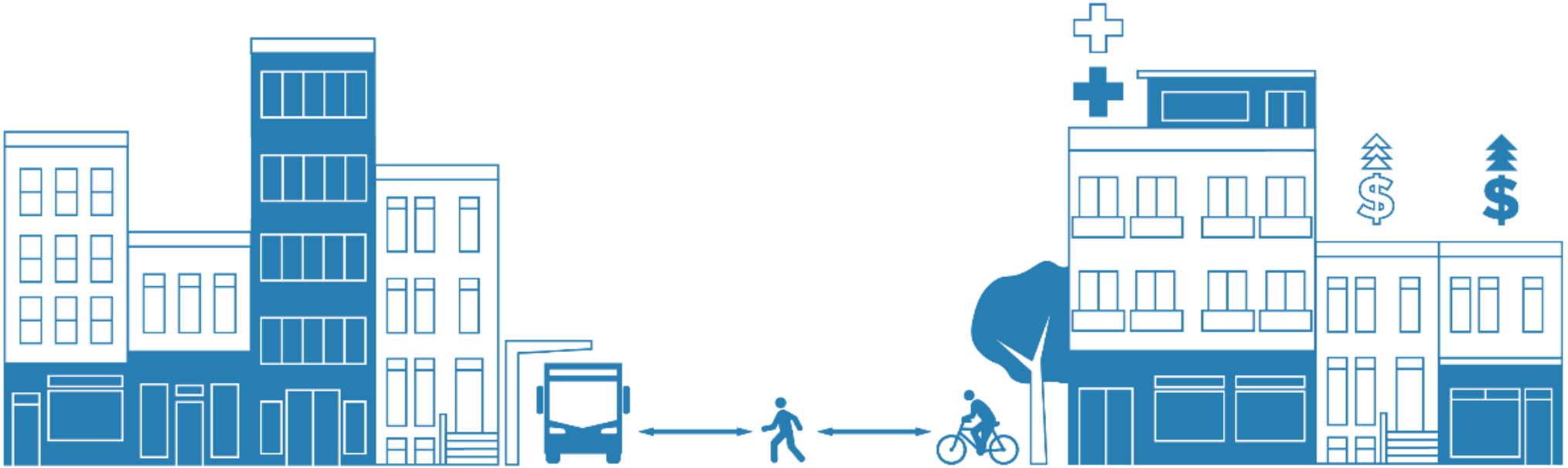


35% OF LAND IS OCCUPIED BY SURFACE PARKING LOTS

Source: City of Richmond

Walkshed Characteristics

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



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

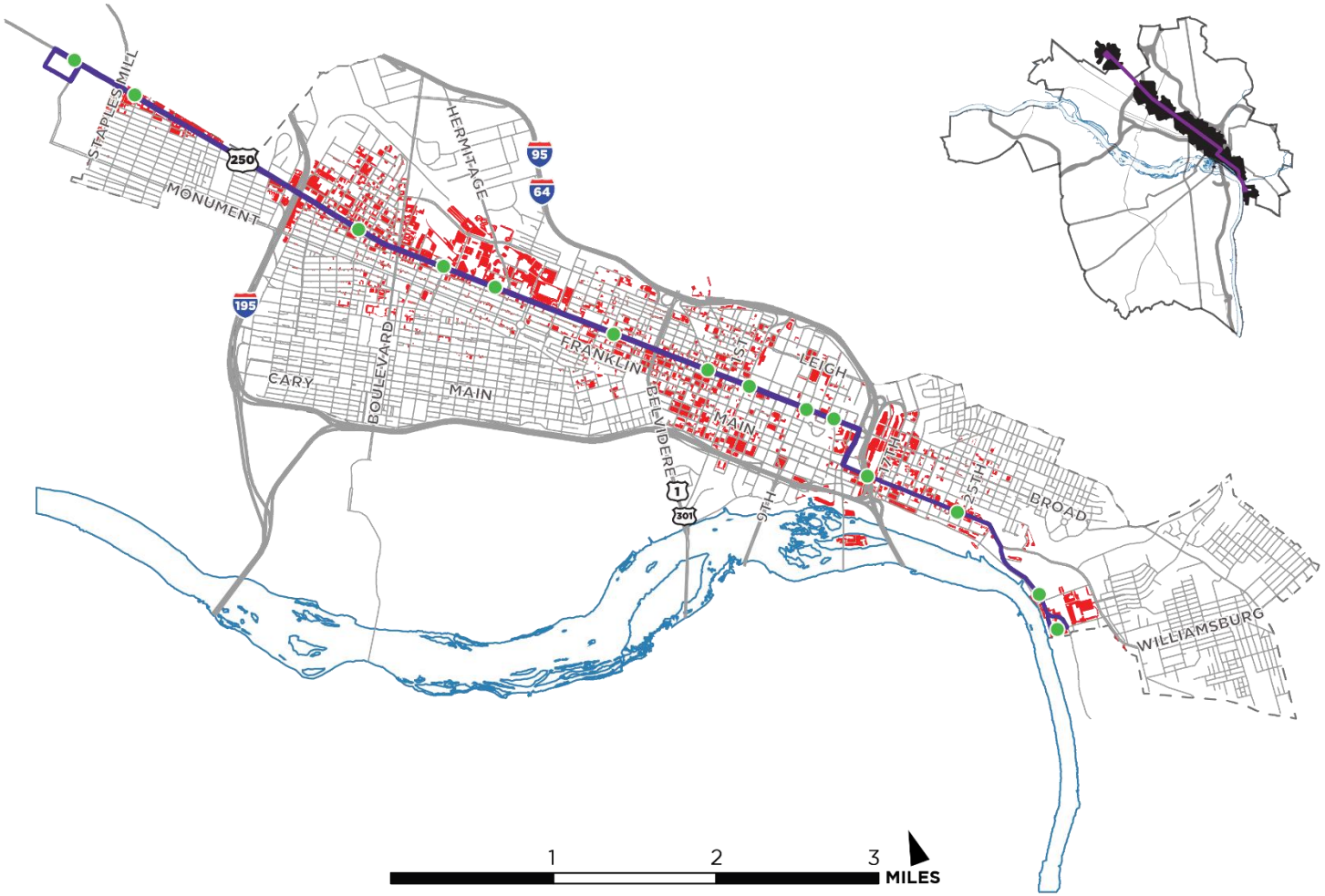
CONNECTED
Pedestrians and cyclists can access homes, jobs, entertainment, every day needs, and transit in a safe, pleasant, and interesting public realm.

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.

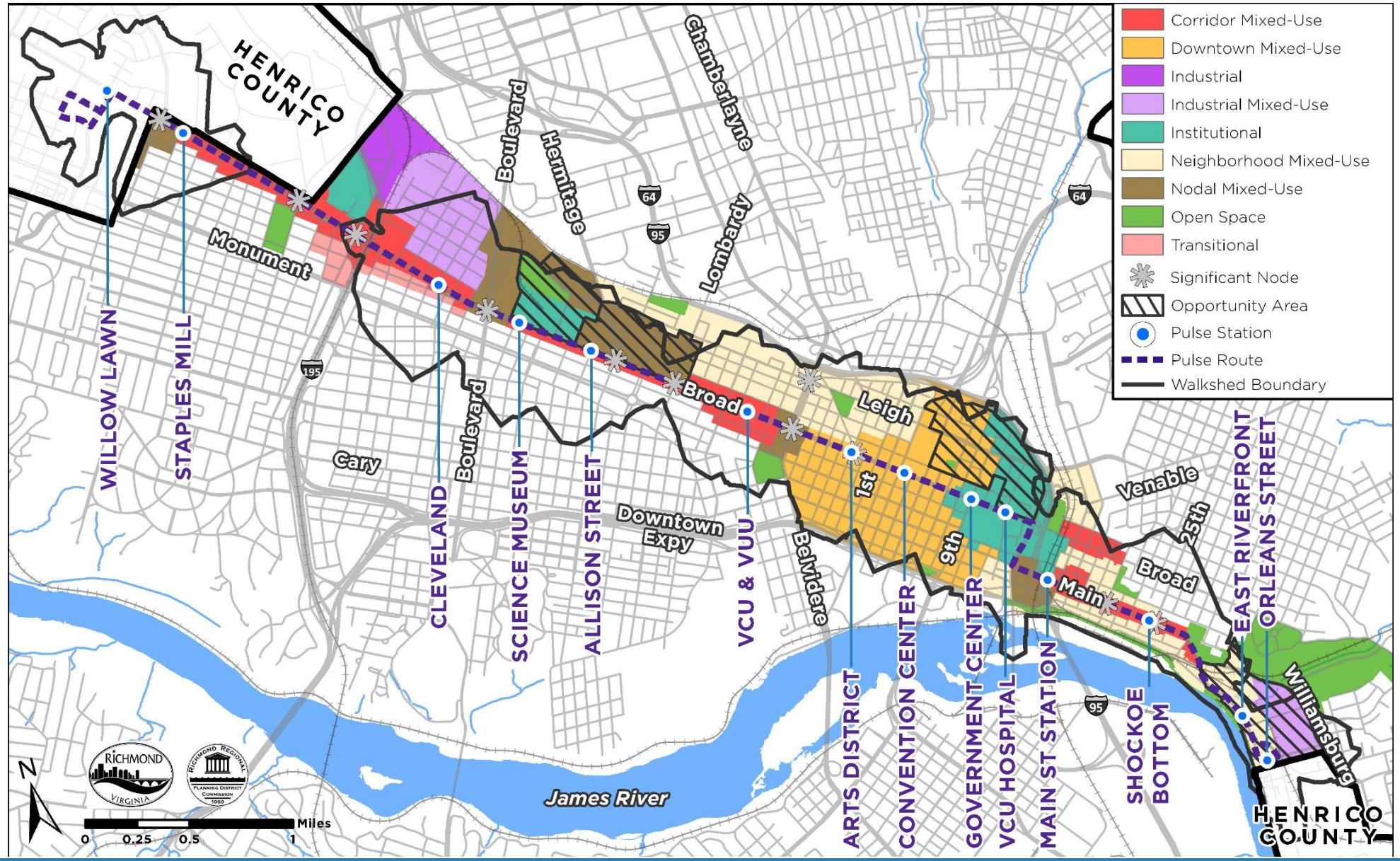
Question 1: Where is Future Development Going to Occur?

Question 2: What Will that Future Development Look Like?

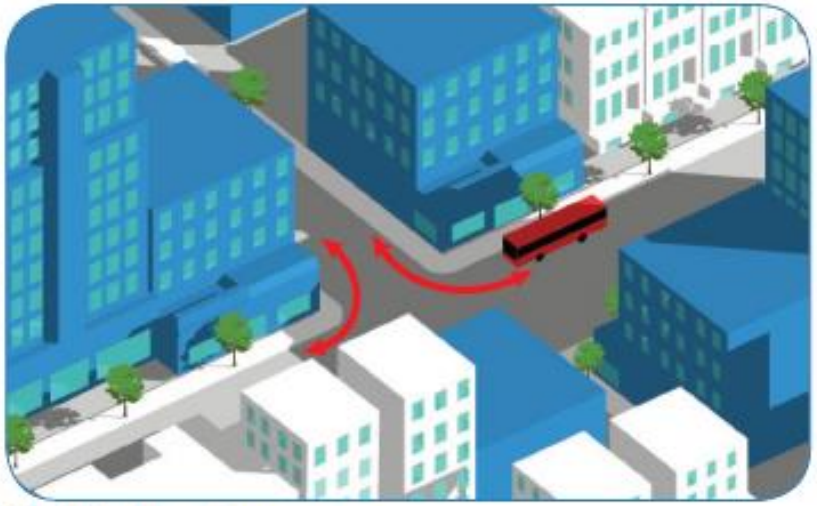
Question 3: What are the Best Tools to get There?



Surface Parking Lots



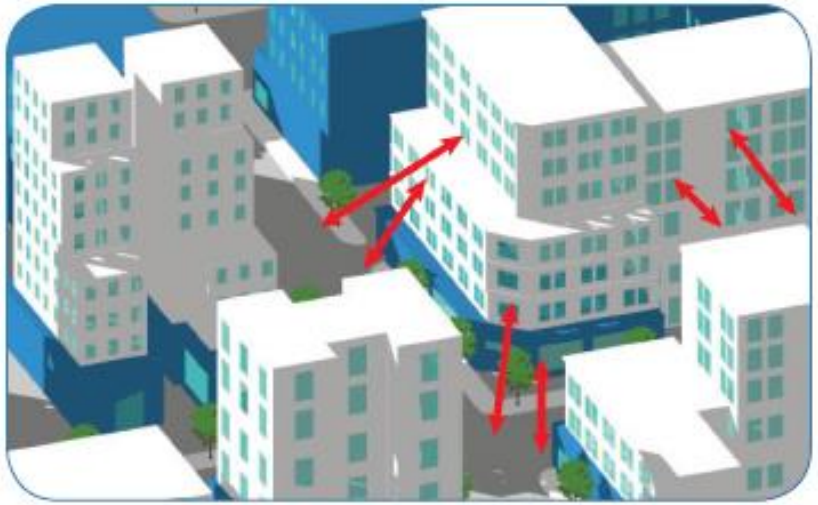
Future Land Use Map



Hold the Corner

Appropriate Setbacks/Stepbacks

Entrances Face the Street

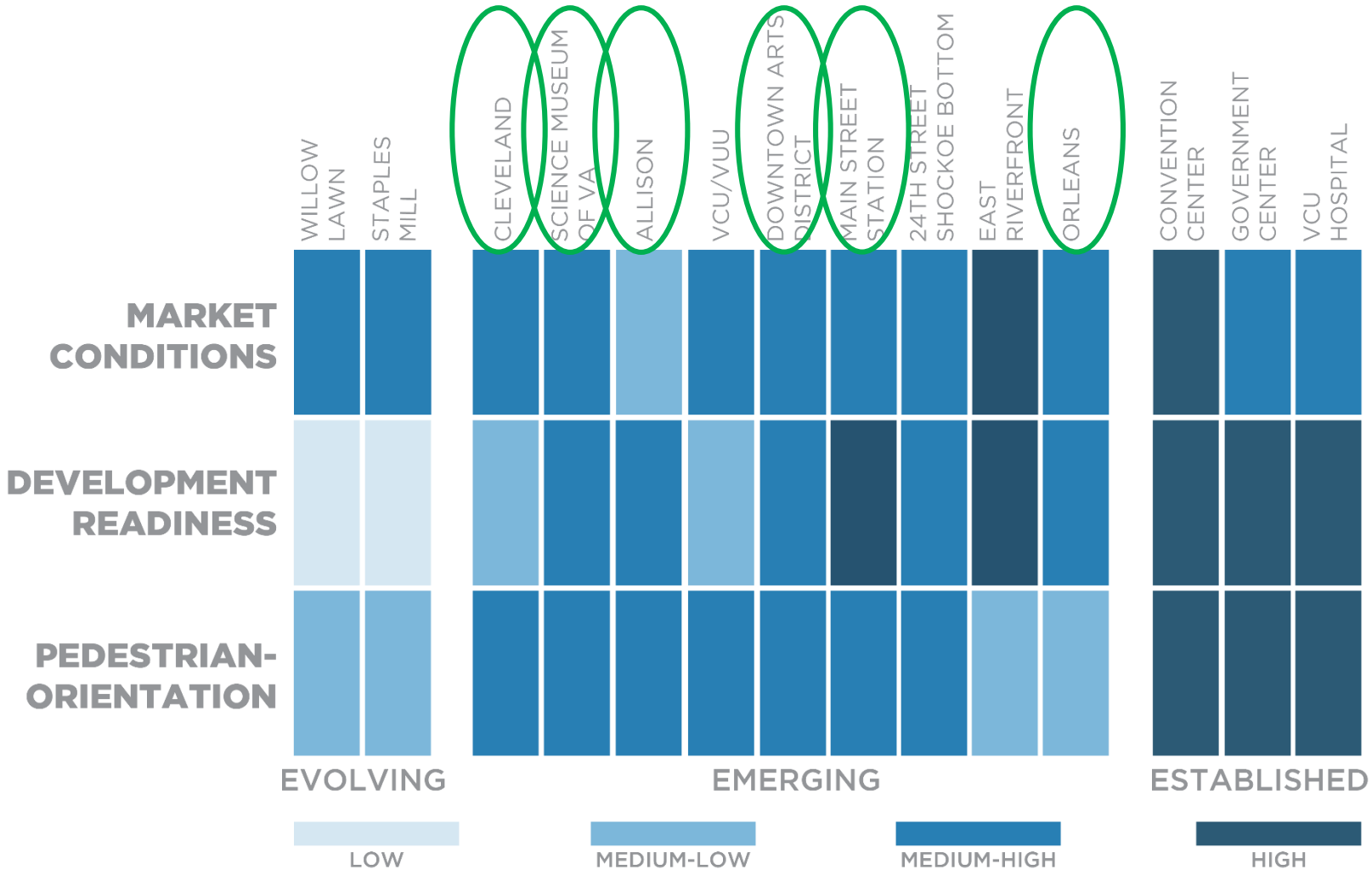


Transparency

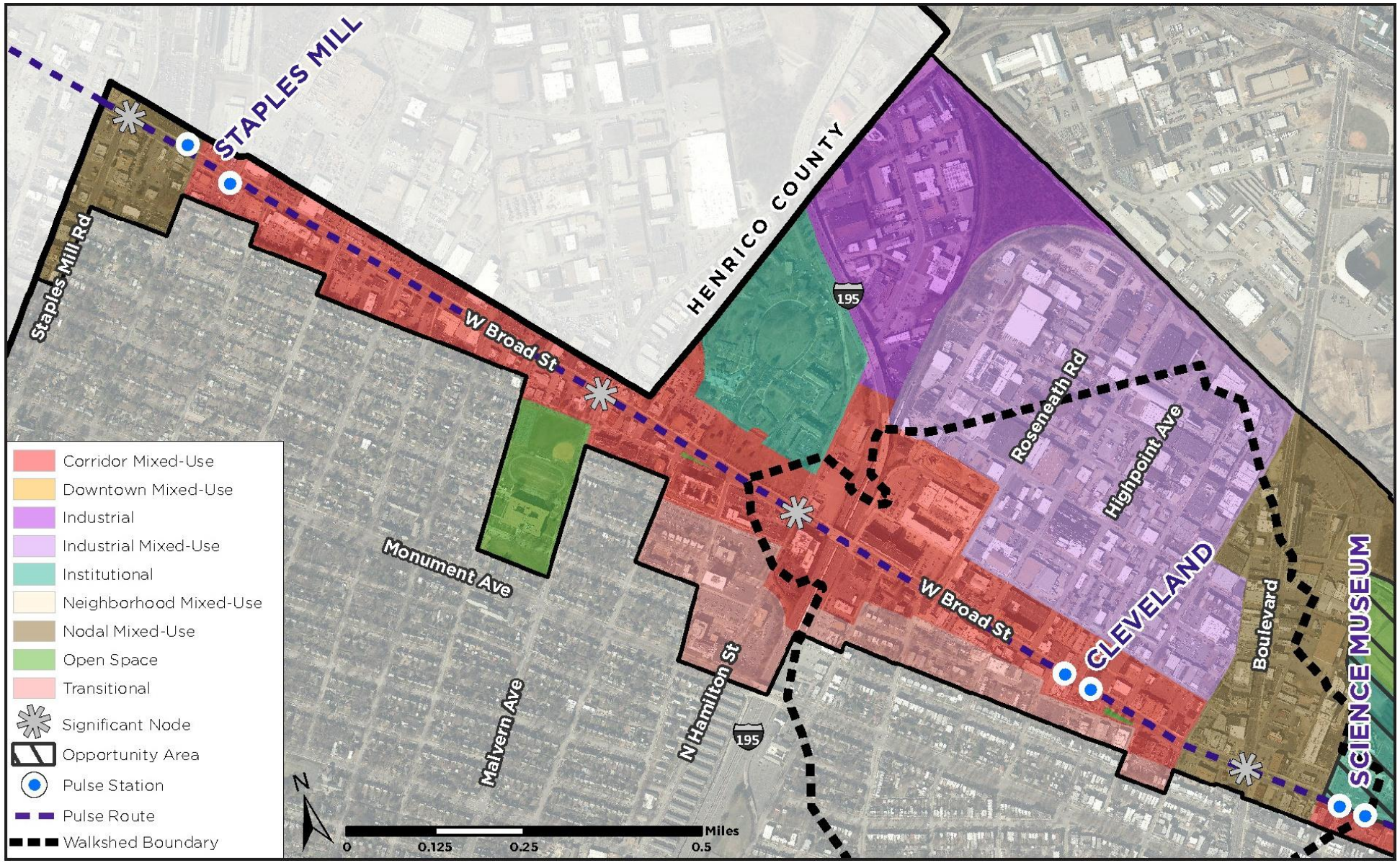
Façade Articulation

Screened Parking/Services

Transit-Oriented Design Principles



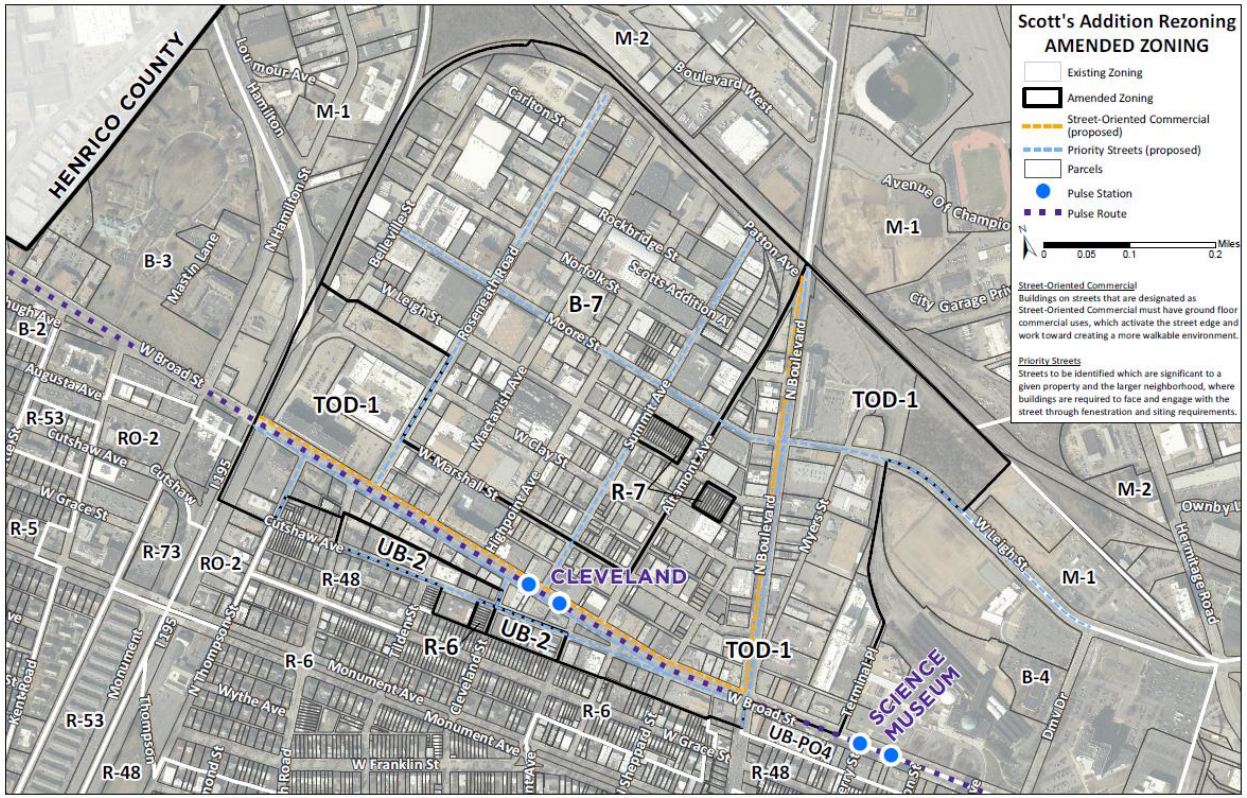
Station Priority Matrix



STATION AREA VISION

The Cleveland Station area unifies two vibrant, distinct, pedestrian-oriented neighborhoods by maximizing the potential of under-utilized parcels and supporting new forms of development that are walkable, dense, and mixed-use.

Cleveland – Vision and Future Land Use



Scott's Addition Pre- & Post-Rezoning

The Street

Streetscape Improvements (Under Design)

Infill Development Consistent with Plan

Place

Thank You For Your Attention!

For More Information on the Pulse Corridor Plan:

http://www.richmondgov.com/PlanningAndDevelopmentReview/PulseCorridorPlan.aspx

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Mark.olinger@richmondgov.com

For More Information on the *Richmond 300* Plan:

www.Richmond300.com

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RICHMOND 300
A GUIDE FOR GROWTH