

2011 Proposed Amendments to the 2001 Richmond Master Plan Regarding Libbie/Grove and Libbie/Patterson Service Centers

The existing recommendations for these Service Centers are found on pages 181, 183 and 184 of the 2001 Master Plan. Existing language to remain in the Master Plan is shown below in normal font. The proposed language is shown underlined while the existing language to be removed is shown struck through.

- **Expansion of the Libbie/Grove Service Center.**
Expansion of the Libbie/Grove Service Center should be limited to the area on the west side of Granite Avenue between Grove Avenue and York Street as shown on the Land Use Plan map. Transitional office uses along the southern edge of the Service Center and at the intersection of Maple Avenue and York Road are intended to provide adequate buffering between adjacent residential uses and the commercial core of the Service Center.

- **Expanding the Libbie/Patterson Service Area**
The need for expansion of the Libbie/Patterson Service Center should be accommodated along the north side of Patterson Avenue, east to Dunbar Avenue. The most appropriate use for this area is for low intensity office uses, to minimize the impact of the adjacent Westwood neighborhood.

- **Expanding the Libbie/Grove and Libbie/Patterson Service Areas**
Although historically Grove and Patterson were separate shopping districts, there is an accelerating positive trend that will eventually join these into one shopping district. Development and zoning conversions are bringing more and more commercial and office uses to Libbie, between Grove and Patterson. This evolution of the three streets into one town center for Westhampton will be important to the future vitality of all the business on each of these streets.

Expansion of the Libbie/Grove Service Center should occur north on those parcels that front Libbie Avenue to Kensington Avenue as shown on the Land Use Plan map. As shown on the amended Land Use Plan, mixed use development is appropriate for these parcels, and an Urban Business District classification is the recommended zoning classification for this area. No new non-residential development should be allowed to expand into the residential neighborhoods east or west along Grove Avenue or north or south along Libbie Avenue, beyond the boundaries shown on the Land Use Plan map.

Expansion of the Libbie/Patterson Service Center should occur east and south on those parcels that front Patterson Avenue from Westview Avenue to Dunbar Street as shown on the Land Use Plan map. As shown on the amended Land Use Plan, mixed use development is appropriate for these parcels, and an Urban Business District classification is the recommended zoning district for this area. As shown on the Land Use Plan map, there should be no other expansion of non-residential uses into the residential neighborhood.

The West End Branch of the Richmond Public Library should be considered a key destination point for the Libbie/Patterson Service Center. Renovation and/or expansion of the library should be an integral piece of the redevelopment of the area.

New development and redevelopment within these mixed-use areas should:

- be a range of residential and commercial uses;
- be a mix of pedestrian and vehicular scales;
- be between two (2) and three (3) stories in height;
- have setbacks that match the existing development pattern or be adjacent to the sidewalk; and
- have parking located to the rear of the building with opportunities for shared parking with adjacent development.
- **for the parcels fronting the west side of Libbie Avenue north of Guthrie Avenue to Kensington Avenue, the mix of uses should be predominantly residential and provide adequate screening and buffering between the adjacent residential properties to the west.**

Existing Public and Open Space, as shown on the Master Plan Land Use Recommendation map, should be maintained.

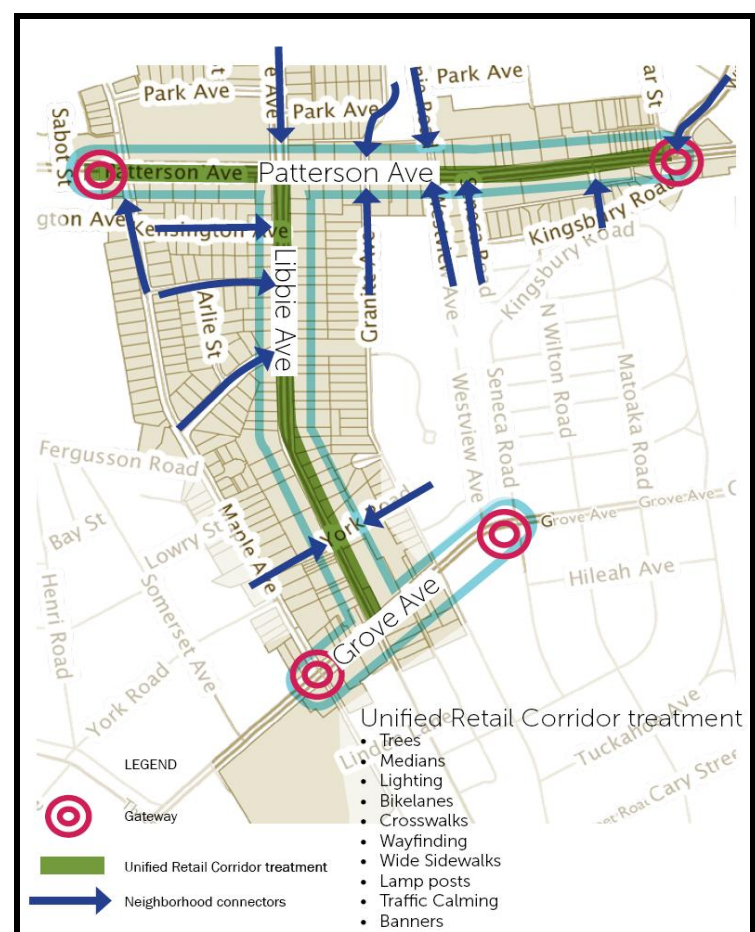
A pocket park on Libbie is proposed, which should not be a strictly passive space, but be one of the attractions that draw pedestrians along Libbie.

- **Parking and Transportation Improvements for the Libbie/Grove and Libbie/Patterson Service Areas**
Libbie and Patterson need a thorough re-thinking as "complete streets" that serve pedestrians, school children, the elderly, and cyclists, and that reinforce neighborhood connections. It is imperative that decisions be made now to create a dynamic and coherent system of public spaces and walkable streets that will

contribute to the neighborhood's quality of life, now and for future generations.

A redesign of these streets, as shown on the following graphic, should at least explore all of the following:

- Wider sidewalks
- Landscaped medians
- Landscaping that promotes the sense of place
- Bike lanes, preferably buffered
- Generous crosswalks at major intersections, with curb extensions (bump-outs)
- Trees and other shading devices
- Higher level of amenities for pedestrians, including better sidewalks, lighting, seating, and way-finding
- Redesign of the Patterson and Libbie intersection, which is one of the big obstacles to Patterson becoming better connected to the rest of the district
- Gateway treatments at key places should mark entrances to the Grove-Libbie-Patterson shopping district



The attractive tree-lined streetscape of the neighborhood streets and sidewalks needs to be continuous all the way to the arterials to help break up the monotonous concrete environment of Patterson. Bringing the typical streetscape, with trees and good sidewalks, all the way to Patterson will be part of the strategy to signal to drivers that they are driving through a neighborhood place, making the corridor more attractive, and helping reduce traffic speeds. It will also encourage walkability and connectivity.

Traffic and parking impact analysis should be provided for new development and redevelopment proposals. Potential transportation and parking impacts should be mitigated if warranted.

In addition, a parking study and a traffic study are recommended for the Patterson/Libbie/Grove area to better understand where parking is undersupplied and whether this is more because of parking supply or parking management (enforcement of parking violations, directional signage, etc.) and should be completed within two years. Recommendations from these studies will be reviewed and those deemed necessary may be included as an Amendment to the Master Plan.

Funding for these studies should be explored through the City's budget process. Private funding may also be available through the creation of a Business Improvement District or the creation of a Special Assessment District.

- **Transitional buffers**
The use of transitional buffers, such as on-site landscaping buffers, between commercial, mixed uses and residential neighborhoods corridor should be increased. Areas that would greatly benefit include the neighborhoods surrounding the West Broad Street and Staples Mill commercial corridors, Libbie Avenue between Grove Avenue and Patterson Avenue, and Patterson Avenue between Willow Lawn Drive and Maple Avenue.

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- Implementation of Recommendations

The initial task of implementing the above recommendations should be a zoning analysis to determine the appropriate classifications for each property. If no appropriate zoning classification exists for the area, a new district should be created specifically to encourage the desired type of development. Business and property owners, as well as residents, will be invited to engage in this study.

In addition, the creation of an Urban Design Overlay District should be considered by the property owners, with the purpose of:

- protecting existing architectural massing, composition and styles as well as neighborhood scale and character;
- compatibility of new construction and structural alterations with the existing scale and character of surrounding properties; and
- preservation of streetscapes, open spaces and natural features.