



APTA 2018 Bus and Paratransit Conference TOD and Economic Development



Presented by:

Steve McNally

*Director of Construction
& Engineering*



**Greater Richmond
Transit Company**

Ashley Lickliter, P.E.

Vice President

Kimley»Horn

**Kimley-Horn and
Associates, Inc.**



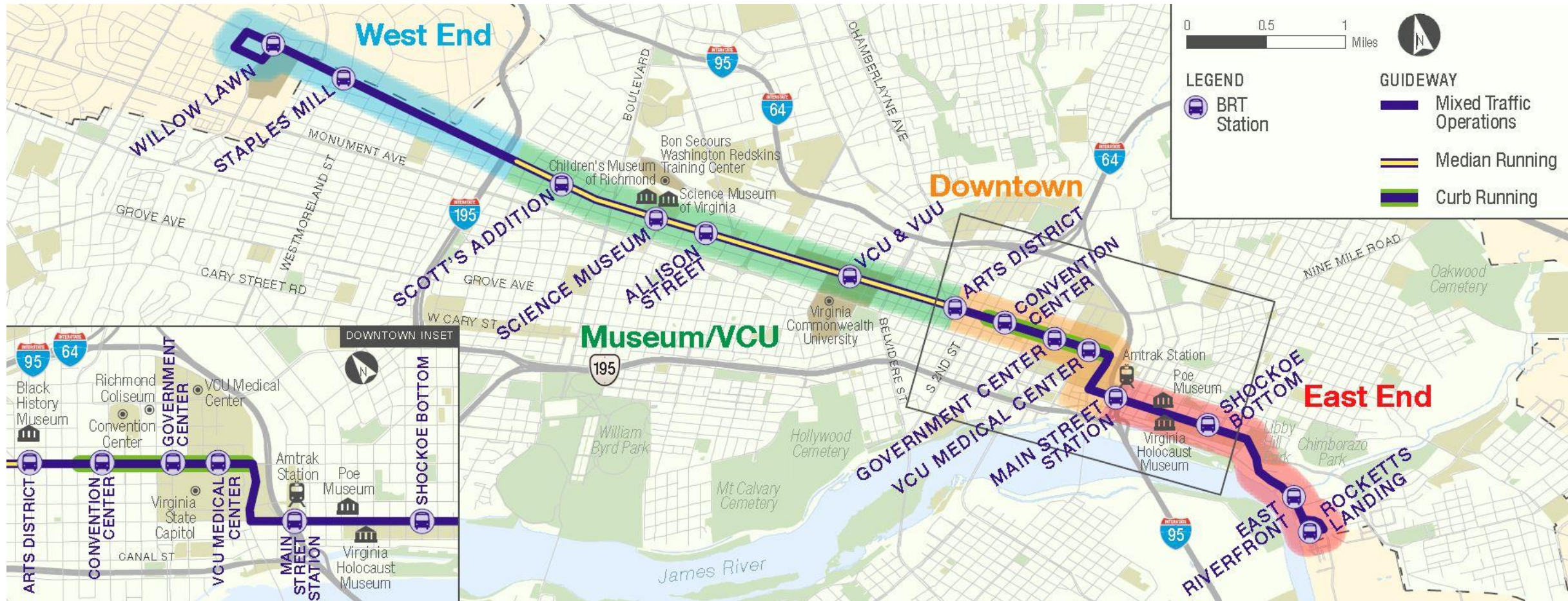


Project Description

- GRTC Pulse is a modern, high quality, high capacity bus rapid transit system connecting riders to destinations in the City of Richmond and Henrico County.
- 14 station locations: 5 median, 9 curbside
- 7.6 mile route
- 3.2 miles of dedicated bus-only lanes
- Frequency: 10 minutes on-peak, 15 minutes off-peak
- Modern CNG bus rapid transit vehicles
- Level boarding
- Off-board fare collection
- Transit-signal priority
- CCTV and emergency phones



Project Corridor



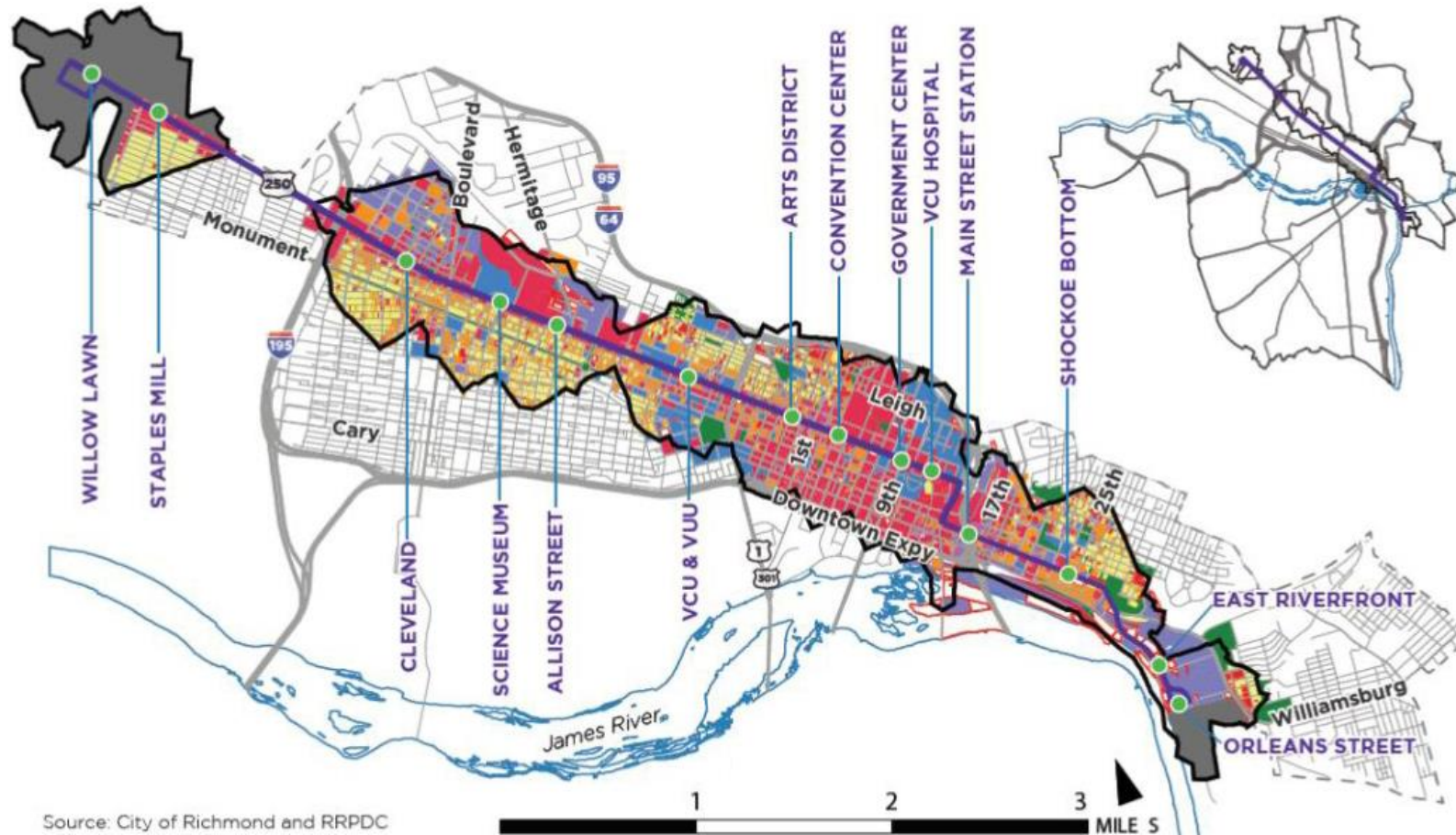


Project Budget



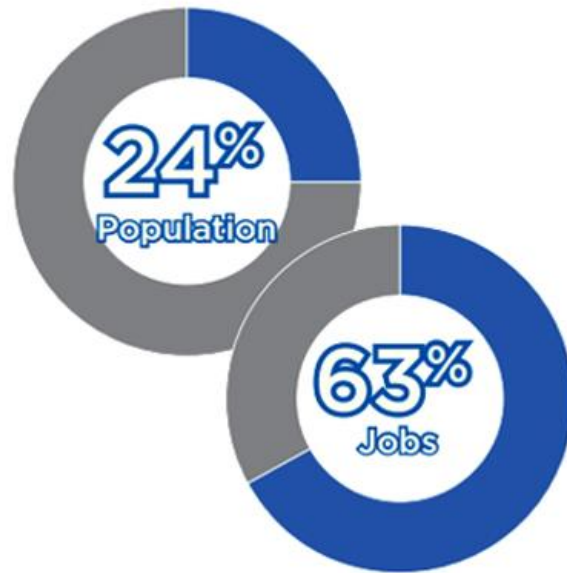
TIGER Grant (FTA/USDOT)	\$24,900,000
City of Richmond	\$7,600,000
Henrico County	\$400,000
Commonwealth of Virginia (DRPT/VDOT)	\$32,016,000
Total Fixed Contributions:	\$64,916,000

Existing Land Use

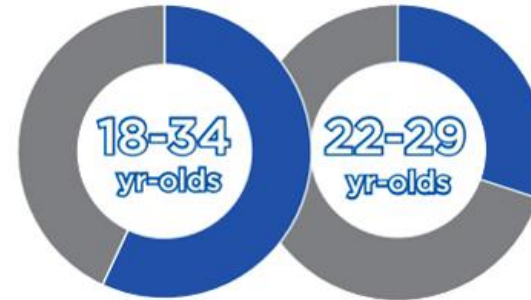


Source: City of Richmond and RRPDC

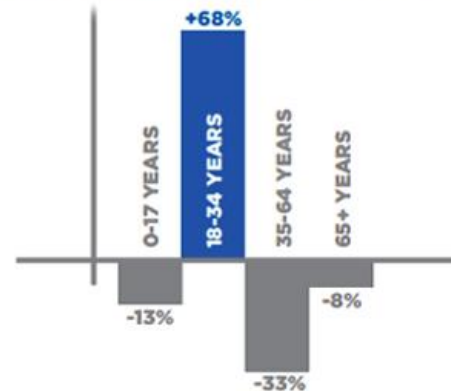
Demographics



**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: U.S. Census Bureau, 2009-2013 American Community Survey (ACS) 5-year estimates, Virginia Employment Commission 2012 Employment Data

Half-Mile Walkshed



**27% OF PROPERTY IS
TAX-EXEMPT**

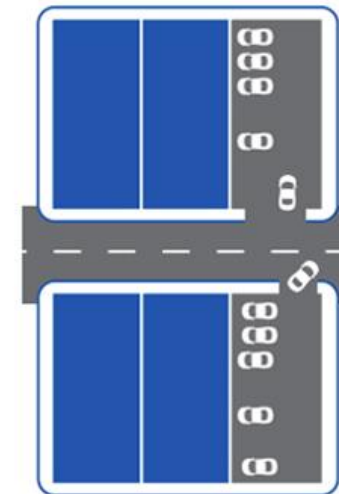
Source: City of Richmond

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

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



**59% OF LAND IS DESIGNATED
HISTORIC**



**23% OF LAND IS OCCUPIED
BY SURFACE PARKING LOTS**



Economic Development

- City of Richmond Pulse Corridor Plan (July 2017)
 - Focuses on future development along the Pulse Corridor
 - Supportive rezoning focusing on areas around key stations
 - TOD Overlay in Scott's Addition
 - More Density
 - Less Parking
- Encourage and Support Future Development



THE PULSE CORRIDOR PLAN

JULY 2017





Economic Development

- **Goal:** \$1 Billion in Additional Assessed Value over next 20 years
- **How are we doing?**

Total assessment	
2015	\$8.92 Billion
2016	\$9.57 Billion
2017	\$9.90 Billion
2018	\$10.25 Billion

Average Property Sales	
2015	\$1.85 Million (total of 413)
2016	\$1.55 Million (total of 458)
2017	\$1.80 Million (total of 563)
2018	\$715,000 (total of 168 so far)

Transit-Oriented Development

- Allison Street BRT Station
 - Sauer Center





Transit-Oriented Development

- East Riverfront BRT Station
 - Stone World Gardens & Bistro



October 3, 2021

Viktoria Begger
City of Richmond, Economic and Community Development
1500 East Main Street, Suite 400
Richmond, VA 23219

Dear Viktoria,

It was a pleasure to meet you last month during our sessions in Richmond. We appreciated hearing about the exciting new plans for the Richmond BRT that will cross directly in front of our planned Bistro on Main Street.

As discussed in the meeting we formally request that there be a stop placed in the immediate vicinity of, if not at, the Stone World Gardens & Bistro to be located at 3101 E. Main Street and operating hours extended on Friday and Saturday evening from the current planned 11:30pm to midnight (12am) to ensure alignment with our operating hours.

As we reviewed in the meeting, our two current Bistros serve well over 600,000 visitors each, annually. In addition, our Escondido Bistro is the third most visited site in San Diego North County behind the San Diego Zoo's Safari Park and LEGOLAND. We believe with our experience to be developed along the riverfront, in coordination with the city's redevelopment efforts along the riverfront/Virginia Trail, the future cruise ship landing at the site and the connectivity provided from downtown through Rocket's Landing will provide an exciting venue and community gathering point.

With our partnership, the experience becomes that much more powerful as we believe it will increase your ridership and serve the many members of the community from across the city to experience this exciting new destination experience.

Please do not hesitate to reach out at any time. I look forward to following up on the proposed partnership.

Regards,

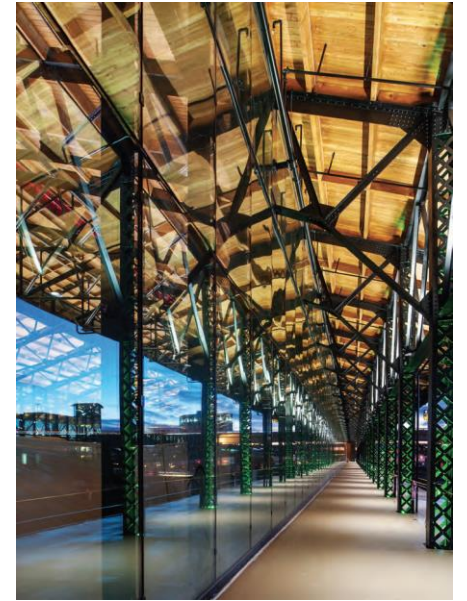
Pat Tierhan
Chief Operating Officer, Stone Brewing Co.

cc: Mayor Dwight Clinton Jones
cc: Governor Terry McAuliffe
cc: Jane Ferraro, COO, ECD

STONE BREWING CO.
1999 Gibraltar Parkway, Escondido, CA 92029
PHONE 760.894.7899 | FAX 760.894.7898 | www.stonebrewing.com

Supportive Development

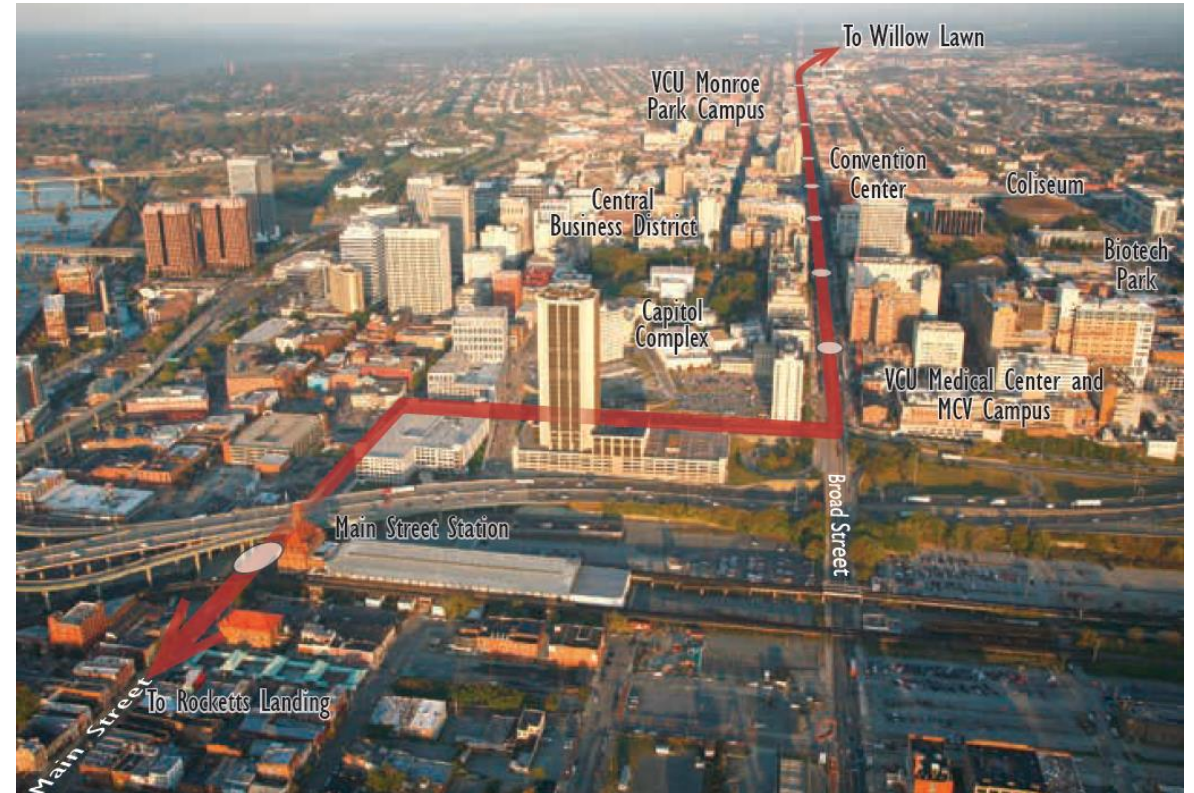
- Main Street BRT Station
 - Amtrak Service/
Future High Speed Rail
 - RVA Bike Share
 - Main Street Station
Shed Renovation
 - 17th Street Market





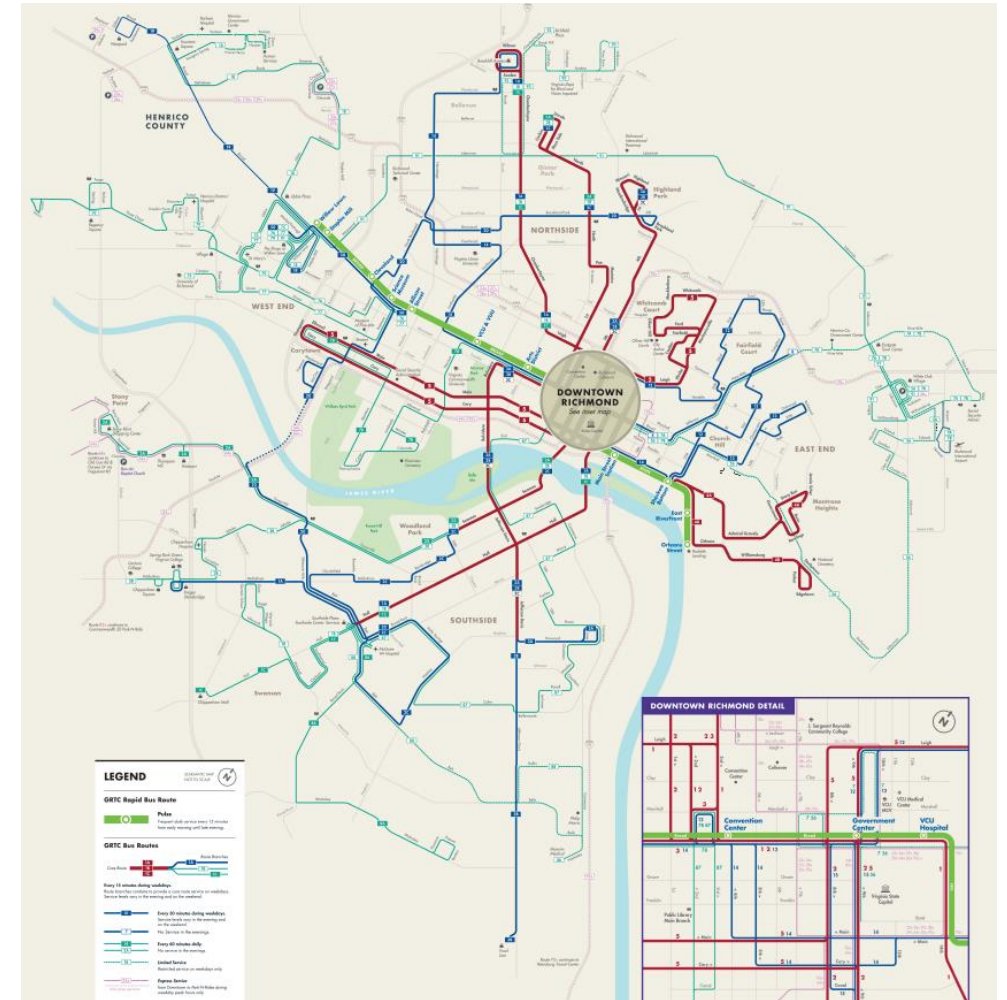
Supportive Development

- VCU & VUU BRT Station
- VCU Health BRT Station



Other Major Improvements

- Redesigned bus network for City & service enhancements in Henrico County
 - Consistent schedules
 - Improved frequency
 - Expanded coverage in some locations
 - More weekend service (especially Saturdays)
- New fare payment choices: smart cards, mobile payment, Ticket Vending Machines
- Mobile app update (coming 2018!)

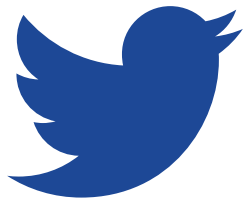




Broad St. looking West
Richmond, Va.



Project Website:
www.ridegrtc.com/brt



Twitter and Facebook:
@GRTCPulse

