

Goal 5: Collaborate on efforts to meet key community needs and maintain or improve the region's quality of life.

CEDS survey respondents identified 'Quality-of-life as a key factor for individuals and businesses in their decision to locate or remain in the Richmond region. Quality-of-life encompasses key elements needed for well-being and satisfaction, and correlates closely to all the other CEDS goal areas. The CEDS quality-of-life focus is on diverse housing stock, quality facilities, accessible goods and services, recreational and entertainment options, and clean and healthy natural environment. When housing is affordable and readily available, businesses can better attract and retain a stable workforce. A roof over one's head is essential for quality-of-life and is the basis for economic growth and prosperity.

Strategy 5.1. Support diverse housing options for all income levels.

Actions	Prospective Partners
A. Work to further the recommendations in Partnership for Housing Affordability's Regional Housing Framework, with particular focus on those that relate to regional collaboration.	Partnership for Housing Affordability (PHA), Localities, PlanRVA, Community Stakeholders
B. Work with for-profit and non-profit developers of housing to increase the supply, and thereby affordability.	PHA, Localities, PlanRVA, Community Stakeholders
C. Regional collaboration on housing studies and data (e.g., compilation and sharing of regional housing data).	PHA, Localities, PlanRVA, Community Stakeholders
D. Information sharing among localities, such as housing tools/best practices that are being used in the region or elsewhere, and how EDAs in the region are involved in housing incentives and tools.	PlanRVA, Localities, PHA, Community Stakeholders
E. Collaboration or information sharing on grant opportunities (e.g., Workforce Housing Investment Program, Southern Crescent Regional Commission grants).	PlanRVA, Localities, PHA, Community Stakeholders
F. Compile and share information with officials and engage with communities about the benefits of additional housing as part of the region's workforce and economic development strategy.	PlanRVA, Localities, PHA, Community Stakeholders; Virginia Housing Alliance
G. Engage employers on housing issues and avenues to partner on solutions.	PlanRVA, Localities, PHA, Community Stakeholders

H. Support efforts to coordinate housing and economic development planning across the region (in rural, suburban, and urban areas), including housing considerations in revitalization of corridors and commercial centers with infrastructure capacity, and mixed-use nodes along transit-corridors.	Localities, PlanRVA, Community Stakeholders
---	---

Strategy 5.2. Support investment or reinvestment in downtowns and commercial corridors.

Actions	Prospective Partners
A. Explore establishing additional business district or corridor organizations that can jointly pursue marketing and coordinated management (e.g., Main Street programs).	Localities, PlanRVA, Virginia Main Street Program, Community Stakeholders (e.g., 1717 Collective)
B. Explore funding opportunities for the adaptive reuse of buildings that will support new businesses and/or allow mixed use redevelopment (where permitted).	Localities, PlanRVA, Community Stakeholders
C. Pursue placemaking efforts to create attractive destinations for both residents and visitors.	Localities
D. Support planning and investments in active transportation facilities (overlaps with Infrastructure Goal) and other streetscape features.	Localities, Transportation Agencies and Authorities (e.g., VDOT, RRTPO), Community Stakeholders.



Item of Note: Partnership for Housing Affordability (PHA)’s mission is to “champion policies, developments, and programs for quality affordable housing in the Richmond region.” PHA Regional Housing Framework (for Chesterfield, Richmond, Henrico, Hanover and Ashland, <https://pharva.com/housing-framework/>) is a key regional housing document for the CEDS.



Project of Note: Led by PlanRVA, in partnership with the region’s localities and stakeholders, the 2025 Market Value Assessment (MVA) will provide regional-scale data on the housing market to inform regional and locality policies and practices to build stronger neighborhoods.

Strategy 5.3. Encourage activities and investment that support natural resource protection, recreation facilities and programs, and arts and cultural institutions and programs.

Actions	Prospective Partners
A. Support the development and implementation of plans to support the protection of key open space, water resources, habitats, historic lands, and other natural resources.	Localities, PlanRVA, Community Stakeholders (e.g., Soil and Water Conservation Districts, State Agencies)
B. Work collaboratively to protect and improve the water quality of waterways in the region.	Localities, PlanRVA, Community Stakeholders (e.g., Soil and Water Conservation Districts, State Agencies)
C. Support planning and investments in context-appropriate active transportation facilities, such as greenways, as outlined in local and regional plans including the regional Pathways to the Future: Natural Resources Plan.	Localities, PlanRVA, Community Stakeholders (e.g, Friends of the Lower Appomattox)
D. Invest in the region's recreation programs, as well as arts and cultural institutions and programs as they help drive the region's creative economy.	Localities, PlanRVA, Community Stakeholders (e.g., Community Foundation of greater Richmond)