

SPECIAL STRATEGY AREAS

Definitions and Strategies for Special Strategy Areas

The following text is added to the list of Special Strategy Areas:

CHURCH ROAD AND PUMP ROAD INTERSECTION - Over the last several decades residential and commercial development has been occurring at a rapid pace throughout much of Henrico County's West End. To meet the needs of this growth John Rolfe Parkway will be completed from West Broad Street to Ridgefield Parkway. As part of this project, the existing intersection of Pump and Church Roads will be relocated further to the east. The relocation of this intersection will have a significant impact, as formerly constrained parcels of land are made accessible to development.

It is proposed that development around the future Church/Pump intersection be unified with a village concept. This concept includes a common architectural theme, uniform lighting and signage, and enhanced landscaping. The commercial uses envisioned for the central village area would not only complement each other, but also enhance the surrounding neighborhoods by providing an array of everyday services within easy walking distance. Through the use of sidewalks, enhanced pedestrian crossings, and attractive landscaping, these businesses would be inviting not only to commuters, but also nearby residents who would be able to walk to many of these facilities.

In addition to commercial uses, a residential component is recommended with a variety of housing styles. These residences would serve as a transition from the commercial uses to the surrounding single-family neighborhoods, providing an additional base of support for the nearby businesses.

Through the use of interconnecting sidewalks and enhanced landscaping, along with pedestrian scale buildings and lighting, a community accommodating to automobiles and pedestrians can be created. Together, these businesses and the surrounding residences would form a village.

Strategies

In order to implement this vision for the area, strategies have been developed. These strategies will help ensure new residential or commercial development in this area is developed in a manner consistent with the quality of existing development, while providing protection to the surrounding residential areas.

General Strategies

1. Establish strong gateways to the Church/Pump area, incorporating plant materials, pedestrian scale light fixtures, street furniture, and special paving materials.

2. Encourage the use of complementary colors, exterior finish materials, landscaping, signs and building designs in order to give new developments a unified appearance.
3. Landscape medians in new developments.
4. Encourage widespread use of sidewalks within new development.
5. Place parking behind businesses. Include landscaping and canopy trees sufficient to ultimately shade a substantial portion of the parking areas.
6. Establish buffers between single-family residences and other types of development.
7. Design and utilize Stormwater management facilities as a water feature amenity and/or as an integral part of the development, such as with fountains and/or landscaped bioretention facilities with underground storage.
8. Limit commercial structures to no more than thirty-five feet (35') in height.
9. Encourage open space throughout the study area.
10. Encourage businesses to utilize shared drive accesses to major roads.
11. Encourage new developments to provide pedestrian access from adjacent neighborhoods to nearby public open space.
12. Encourage improvements to the proposed open space areas to be passive and pedestrian friendly.
13. Encourage the planting of canopy trees along all sidewalks sufficient to ultimately shade a substantial portion of the sidewalks.

Pedestrian Strategies

14. Encourage use of a consistent style of decorative lighting to enhance the area by creating character and charm.
15. Provide sidewalks with new developments, which could be enhanced with a decorative element, such as masonry work or stamped concrete.
16. Place bicycle racks throughout the study area, to encourage non-vehicular use.

17. Place Street furniture that is attractive and pedestrian in scale throughout the study area.
18. Provide crosswalks that meet and where possible exceed standards in the Manual on Uniform Traffic Control Devices in order to enhance pedestrian safety.

Architectural and Site Design Strategies

19. Encourage forward placement of buildings in close proximity to the road.
20. Include awnings, covered walkways, open colonnades, or similar weather protection as part of commercial structures.
21. Encourage pitched roofs on office and commercial buildings.
22. Encourage the use of special architectural features to emphasize the importance of location on buildings at the entrance to the study area or at key intersections. These could include corner towers, cupolas, clock towers, spires, balconies, colonnades, or other similar architectural features.
23. Encourage use of freestanding signs as entrance features to larger projects rather than signs identifying individual buildings. Such signs should be low and monument-style, rather than mounted on poles, unless the design of the signs is such that it serves as an architectural feature complementing the adjacent buildings.
24. Encourage the use of high quality materials, windows, public entrances and other features on all facades to avoid the appearance of a blank wall. Building walls visible from residentially planned or used property should provide a finished appearance towards the residential area.
25. Encourage existing mature trees and vegetation to be maintained and incorporated into the site design.
26. Encourage the use of quality roofing material on all buildings.
27. Encourage building designs that delineate the façade of structures into distinctive middle and top portions by the use of trim, canopies, sloped roofs and gables, covered entries, and porches.
28. Encourage the articulation of rooflines and the varying of heights to reduce mass and enhance the pedestrian orientated atmosphere along streets in new development.