

2014 Local Enterprise Zone Annual Report



Locality: County of Henrico

Zone Name: City of Richmond North/County of Henrico

Zone Number: 28B



VIRGINIA DEPARTMENT OF HOUSING
AND COMMUNITY DEVELOPMENT
Partners for Better Communities

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600 East Main Street, Suite 300
Richmond, Virginia 23219
(804) 371-7030

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**Annual Reports are to be submitted to the Virginia Department of Housing and
Community Development by Wednesday July 15, 2015.**

According to 13VAC 5-112-550, "A local governing body shall submit annual reports to the department for the purpose of program monitoring and evaluation. Annual reports shall be submitted to the department on Form EZ-3-AR no later than July 15 of the following year. Annual reports shall include information and data for the purpose of program evaluation as requested on Form EZ-3-AR." The material provided by your locality will be used in the Annual DHCD Enterprise Zone Program Report to the General Assembly.

Each locality with an Enterprise Zone designation must submit an **electronic copy** of the Annual Report. For Joint Zone, **each locality** must complete an **individual** annual report. Towns included in County acreage do not have to complete an independent report.

The electronic copy of the completed annual report is due by **Wednesday July 15, 2015.**
Hard copies are no longer required. Please email the electronic copy to
EZone@dhcd.virginia.gov

Reporting Period: January 1, 2014 through December 31, 2014

Zone Name (Locality): County of Henrico	Joint Zone Localities: County of Henrico, City of Richmond	Zone Number: 28B
Year Designated: 2003	Date Last Amendment: Approved June 19, 2015	Year of Next Amendment: <i>if applicable</i>
Total Zone Acreage: 3811	Number of Non-Contiguous Areas: 2	
Type of Jurisdiction (Check One)		
<input checked="" type="checkbox"/> County <input type="checkbox"/> City/Town <input type="checkbox"/> Consolidated City		
Contact Person: David Sacks		<i>Change from previous year?</i> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <i>Local Zone Administrator?</i> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Phone: 804-501-7611		<i>Change from previous year?</i> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Mailing Address: Department of Community Revitalization County of Henrico P.O. Box 90775 Henrico, VA 23273-0775		<i>Change from previous year?</i> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
E-Mail: sac01@henrico.us		<i>Change from previous year?</i> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

Please evaluate the effectiveness of your locality's Enterprise Zone program by answering each of the following items. The reporting period is **January 1, 2014 - December 31, 2014.**

I. ZONE ACTIVITIES

1. In the space below list the major projects, and/or revitalization activities that have occurred within the zone during the reporting period. For example, significant business openings, expansions, and closures, the reuse of an important "white elephant" building, major public infrastructure projects, other Economic Development or Community Revitalization announcements. **Please indicate which state and local incentives were utilized for each project.** DHCD uses this information to populate the list of activities in the program's annual report to the General Assembly. *(Limit response to the space provided.)*

- Reynolds Crossing. Development continued with the completion of a Walmart department store, tenant upfit in several office buildings, beginning of construction on a new office building and a small strip shopping center. Projects received permit and planning review fee waivers.
- Eastgate Towne Center. Redevelopment of the obsolete, deteriorated and substantially underutilized enclosed Fairfield Commons Mall site on Nine Mile Road. Thus far, this project has benefitted from accelerated development processing and planning review fee waivers. As this project progresses it will utilize additional permit fee waivers, a local demolition grant, and State grants for Real Property Improvement and possibly job creation.
- Libbie Mill. Redevelopment of this site continued with permit fee waivers provided for new construction. Application was submitted for a 2014 State Real Property Improvement Grant.
- Mondelez Corporation operates the Nabisco factory at 6002 S. Laburnum Ave. A major expansion began in 2014 with completion in 2015. Utilized local planning and permit fee waivers. State RPIG application expected in 2015.
- Dominion Packaging began a \$9 million investment in a vacant industrial/warehouse building at 5700 Audubon Drive. Utilized local planning review and permit fee waivers. State RPIG applications expected for 2015 or 2016.
- Reuse of a long-underutilized large retail store on Mechanicsville Tpk., repurposed as a Roses Department Store. Utilized local planning and permit fee waivers and local paving grant.
- Reuse of a vacant K-Mart department store at Glenside Drive and W. Broad Street, repurposed as a Floor and Décor retail store, a restaurant, and a health club. Utilized local planning and permit fee waivers.
- Substantial renovation was completed at the end of 2014 of a small shopping center at 6101-03 W. Broad Street. Final inspections occurred in early 2015. Project benefitted from local paving, façade, and signage grants and will apply for State Real Property Improvement Grant for 2015.
- Continued investment in improvements at the Willow Lawn Shopping Center that included renovations to accommodate additional restaurants in what had formerly been a department store. Used local planning review and permit fee waivers.

2. In the space below, please address projects and activities that occurred **within the zone** but **did not utilize Enterprise Zone benefits** (state or local)? Why were these businesses or investors unable or uninterested in applying to the incentives? (*Limit response to the space provided.*)

All projects and activities that are substantial enough to require local building permits utilize County Enterprise Zone incentives. \$231,844 of permit fees were waived from 149 (non-residential) permits.

II. LOCAL INCENTIVE UTILIZATION

Provide the following information for **all** current local incentives during the reporting period. For each incentive, describe the qualification criteria in place, the provider of the incentive, and the office/individual who approves applicants. Using the table below, indicate the number of qualified businesses and calculate the total financial value of that incentive for 2014. For incentives that require a certain level of job creation or investment, enter the total number of jobs created or investment leveraged for all qualified 2014 applicants. **Lastly, for any incentives that were not utilized in 2014, please provide an explanation for its lack of utilization and describe any plans to improve usage.** An example is included in the first row of the chart below. Feel free to add rows as needed.

Incentive Name	Description/Administration			2014 Utilization			
	Qualification Criteria	Provider <i>(Such as City's Economic Development Office, County IDA, etc.)</i>	Entity/Individual who approves applicants <i>(Such as Local Zone Administrator, Commissioner of Revenue)</i>	Number of Qualified Businesses in 2014	Financial Value of Incentive in 2014	Total # of Jobs Created or Investment Leveraged <i>(for incentive requiring job creation or property investment only)</i>	If the incentive was not utilized in 2014, please provide an explanation and discuss any plans to improve usage
Accelerated Development Processing	Propose a major development in the Enterprise Zone	Dept. of Planning	Director of Planning	2	n/a	Jobs (#):n/a Investment (\$): n/a	
Architectural Assistance Program	Property owner or tenant requests assistance in façade design, with intention of rehabilitating property	Dept. of Community Revitalization	Local Zone Administrator	9	\$22,500	Jobs (#): n/a Investment (\$):n/a	
Building Demolition Grant	Demolition must clear the site for an additional investment of \$250,000 for a new building	Dept. of Community Revitalization	Local Zone Administrator			Jobs (#): Investment (\$):	One grant was in progress and will be marked as complete for 2015
Commercial Industrial Rehabilitation Grant	Must create 1 job for each \$10,000 received, 51% jobs must be for persons of previously low income; contractors follow federal Davis-Bacon requirements	Dept. of Community Revitalization	Local Zone Administrator	1	\$647.50	Jobs (#): 1 Investment (\$): \$34,000	
Crime Prevention Through Environmental Design	Own property or business in the Enterprise Zone	Dept. of Police	Local Zone Administrator	0		Jobs (#): Investment (\$):	Staff will coordinate with Police Dept. and CPTED Planner to identify opportunities for grant use

Employment Training and Assistance	Own property or business in the Enterprise Zone	Capital Region Workforce Partnership	Local Zone Administrator	0		<i>Jobs (#):</i> <i>Investment (\$):</i>	Staff will coordinate with Capital Region Workforce Partnership to identify opportunities for use
Existing Freestanding Signage Grant	Existing freestanding sign on property in need of demolition and replacement, or refurbishment	Dept. of Community Revitalization	Local Zone Administrator	0	0	<i>Jobs (#):</i> <i>Investment (\$):</i>	Two grants were in progress, and will be marked as complete for 2015
Existing Small Business Façade Grant	Existing small businesses with a maximum of six full-time equivalent employees	Dept. of Community Revitalization	Local Zone Administrator	1	\$9,721.93	<i>Jobs (#):</i> <i>Investment (\$):</i> \$29,460	
Fire Safety Assistance	Own property or business in the Enterprise Zone	Division of Fire	Local Zone Administrator	0		<i>Jobs (#):</i> <i>Investment (\$):</i>	Staff will coordinate with Division of Fire to identify opportunities for grant use
Landscaping Grant	Properties with existing buildings or where an addition(s) to an existing building is proposed	Dept. of Community Revitalization	Local Zone Administrator	2	\$3,285.61	<i>Jobs (#):</i> <i>Investment (\$):</i> 11,087.53	
Off-Site Improvement Grant	Must invest a minimum \$250,000 in a new building or \$50,000 in exterior improvements to an existing building; must create one job for previously low income persons for each \$10,000 received;	Dept. of Community Revitalization	Local Zone Administrator			<i>Jobs (#):</i> <i>Investment (\$):</i>	Specialized grant that is not used every year. Staff will continue to explore expanding eligibility of grant
Paving and Parking Lot Sealing Grant	Properties with existing buildings or where an addition(s) to an existing building is proposed	Dept. of Community Revitalization	Local Zone Administrator	3	\$13,960	<i>Jobs (#):</i> <i>Investment (\$):</i> \$65,300	
Plan Review/Permit Fee Waivers	Own property or business in the Enterprise Zone	Building Official and Dept. of Planning	Building Inspections and Permit Center	149 permit fees waived; 13 planning fees waived	\$250,604.60	<i>Jobs (#):</i> <i>Investment (\$):</i> \$43,980,514.66	
Rehabilitation Real Estate Tax Exemptions	Must request assessment before rehabilitation work begins; building must be at least 26 years old	Dept. of Finance, Div. of Real Estate	County Assessor	15	\$176,820	<i>Jobs (#):</i> \$20,324,138 <i>Investment (\$):</i>	
Training Seminars for Businesses	Own property or business in the Enterprise Zone	Dept. of Community Revitalization	Local Zone Administrator	0		<i>Jobs (#):</i> <i>Investment (\$):</i>	Staff resources limit this activity to individual training and business assistance

III. LOCAL ENTERPRISE ZONE ORDINANCES

1. Please use the space below to provide the language and citation of all **local Enterprise Zone ordinances**. These may include but are not limited to local ordinances authorizing the establishment of the Enterprise Zone, identifying the local official responsible for administering the zone and enumerating those responsibilities, authorizing the local incentives that are offered, establishing administrative policies and procedures for implementing the local incentives, and ordinances identify funding sources for local incentives. You may provide the language of each ordinance, or a **link** to the language if it can be found online. Do not provide a general link to a listing of all municipal codes for the locality, but rather provide the **specific links** to each ordinance referencing the Enterprise Zone. Where an electronic version of these ordinances is not available, please scan the ordinances and email as an attachment with this Local Zone Report.
2. For **Joint Zones**, each locality will submit their own Local Zone Report, providing links to the ordinances for that particular locality.
3. For **County Zones that include incorporates areas of a Town**: Please provide links to the Town ordinances as well where the Town offers additional local incentives.
4. If the **Zone is administered by a third party organization** (EDA, IDA, PDC, etc), please provide a copy of the organization's **bylaws (or pertinent records)** that authorize the administration of the Enterprise Zone and the any local incentives offered by the organization directly.

The following Henrico County Incentives are implemented through local ordinances:

Incentive #2 Rehabilitation Real Estate Tax Exemptions.

This is the link to County Code Chapter 20, Taxation:

<http://henrico.us/pdfs/countycastle/chpt020Taxation.pdf>

The specific language is found in Section 20-80.

Incentive #5 Planning Review/Permit Fee Waivers. This is the link to the County Code Chapter 6, Buildings. <http://henrico.us/pdfs/countycastle/chpt006BUILDINGS.pdf> The specific language for the fee waivers in enterprise zones is found in Section 6-3(m).

The remaining incentives, are authorized by resolution of the Board of Supervisors.

IV. JOB CREATION DATA

1. Provide the following information for **all businesses within the zone** for the 2014 reporting period. In the space provided under the chart below, document the sources used to collect the job creation information. If estimating, explain the methodology used. Larger cities and counties may have to estimate job creation within the zone when using the VEC reports by census tracts. We are only looking for information on business **within the zone**; **do not use job figures for the entire locality**. Feel free to add rows as needed.

2014 Business Activity	New	Expansions	Closures	Downsizing/ Layoffs
# of Businesses	150	448	131	412
# of Jobs Created/Lost	2,397	2,115	1,732	2,106
List of Business Names	See attachment for full listing of business expansions, closures, new businesses, and downsized businesses.			

2. Please provide the sources and methodology for producing the above estimates. See page 10 for recommended methodologies. These methods are not required and are only suggestions.

Changes in the numbers of businesses and employees within the Henrico County Enterprise Zone (EZ) were derived from micro-level employment information purchased from the Virginia Employment Commission (VEC) for the 4th quarters of 2013 and 2014. These files provided listings of employer locations determined by the VEC to be within Henrico County. Included were business name, street address, and monthly and average employment and an Employer Identification Number (EIN). For 2014, the file provided by the VEC listed 9,922 employers. Of these, 1,454 were determined to be in the Enterprise Zone.

For each year, a determination was made using the business location address, which of the employment locations provided by the VEC were located in the Enterprise Zone. The business comparison was based on the EIN

New businesses were determined to be those listed in the VEC 2014 report, but not listed in the 2013 report. Businesses closures were determined to be those listed in the 2012 report but not the 2013 report. Businesses expansions were determined to be those businesses where the average monthly employment increased between 2013 and 2014. Businesses with downsizing/layoffs were businesses where average monthly employment decreased between 2013 and 2014.

The above methodology contains one deficiency that should be noted: The 2013 the data provided by the VEC did not include a location address for approximately 19% of all Henrico businesses. That percentage increased to 21% for the 2014 data. Although this represented a significant percentage of all businesses, in 2014, it represented only 3.8% of all business employment.

V. INVESTMENT DATA

DHCD tracks private and public investment separately for each locality. In the case of a joint zone, each participating locality is required to submit an Annual Report, with the investment data requested below reported for each individual locality.

1. For each type of permit listed below, indicate the number and dollar value of permits issued for private sector activities within the zone during the reporting period; **do not use permit information for the entire locality**. Please include **only non-residential** permits. This is a good time to identify potential applicants for the RPIG whom you should follow-up with!

Type of Permit	Number of Permits	Dollar Value*
<i>New Construction</i>		
Manufacturing	-	-
Office	33	\$494,092.00
Retail	23	\$8,586,018.62
Mixed-use	3	\$104,300.00
Other (hotel, warehousing, etc.)	2	\$70,000.00
<i>Rehab/Expansion</i>		
Manufacturing	8	\$16,595,937
Office	3	\$8,752,708.20
Retail	62	\$5,229,572.84
Mixed-use	1	\$534,727.00
Other (hotel, warehousing, etc.)	14	\$3,613,159.00
TOTAL	149	\$43,980,514.66

2. Please indicate the public dollar amount, and if necessary, provide a description of any public investments that occurred **within the zone during the reporting period.**

Type of Investment	Public Dollar Amount	Description
<i>Infrastructure</i>		
Streets/Sidewalks	\$476,635.32	Laburnum Avenue sidewalks and associated drainage improvements
Water	\$	
Sewer	\$653,943.18	Laburnum Ave. sewer rehabilitation and lateral replacement.
Broadband	\$	
Other	\$91,574.00	Laburnum Ave. and Brook Road median landscaping
<i>Public Buildings</i>		
Improvements	\$	
New Construction	\$	
<i>Parks & Schools</i>		
Improvements	\$	
New Construction	\$	
<i>Other</i>		
Business Corridor Improvements	\$5,000.00	Nine Mile Road commercial area banners
TOTAL	\$1,227,152.70	

VI. ZONE PLANNING

1. Please discuss any **upcoming plans and/or objectives** for the locality's Enterprise Zone program. This can include amending zone boundaries and/or incentives or targeting a number of local businesses to meet with over a specified time period, etc.

- An Enterprise Zone (EZ) amendment adding six areas, totaling 168 acres was approved by the Department of Housing and Community Development in June 2015. The amendment also slightly modified one incentive. As a result of the amendment, there remains 29 acres available for inclusion.
- Because of the limitations on amendments, Henrico County will not be submitting another amendment during 2015. Henrico County will continue to evaluate EZ geography based on requests for inclusion, identified areas of need, and potential for success and other opportunities for modification including deletion of non-commercial areas for a possible amendment to be submitted in 2016.
- By the end of summer 2015, County staff will complete in-person visits to all businesses in the Highland Springs Nine Mile Road EZ corridor. Business visits to the Laburnum Ave. EZ corridor will be completed by end of calendar year 2015.
- All outreach materials, including brochures and all website information will be revised due to the recently approved amendment and otherwise as needed.
- Opportunities for new incentives responsive to business needs and revitalization potential will be evaluated as well as potential modifications to underutilized incentives
- Evaluation of one EZ corridor for listing on the National Register of Historic Places in order to make available federal and state tax credits for rehabilitation will be initiated in 2015 and completed in 2016.
- The following are on-going initiatives that will continue in 2015 and 2016.
 - Continue to encourage existing EZ businesses to utilize available incentives to grow their business.
 - Enhance marketing efforts by updating vacant building and property inventories.
 - Continue to work with existing business associations to expand involvement and provide outreach opportunities.
 - Continue individual business visits beyond targeted corridors to educate businesses on the benefits of the Enterprise Zone, visiting at least 20 businesses annually.
 - Identify major projects completed in 2015 and provide outreach to those businesses informing them of State Enterprise Zone grant opportunities.

2. For zones experiencing **low or no state incentive activity**, please explain the actions planned to increase usage of the VEZ grant program. What specific steps will be taken to ensure an increase in applications in upcoming Grant Years? Remember, zones that go 5 consecutive years without state incentive qualification will be recommended for termination.

The Virginia Enterprise Zone grant program in Henrico County traditionally experiences strong utilization of grant incentives. State incentives are routinely discussed and explored with local business owners located within the Enterprise Zone, and businesses interested in relocating or opening within the Henrico County Enterprise Zone. In January 2015, County staff undertook a mailing to projects that were thought to have been completed in 2014 and qualify notifying them of the VEZ grant program and deadline.

For grant year 2014, 14 Henrico County businesses applied for VEZ grant funds. This is more than double the number of applications submitted for 2013.

For Grant Year 2014, a total of \$476,296.74 was disbursed to 12 businesses located in the Henrico Enterprise Zone.

VII. MARKETING MATERIALS

1. Attach (or insert at the END of this document) “screen shots” of your local **web page** advertising your Enterprise Zone. Please include the date that the site was last revised, and verify that the information provided is correct.
2. Attach (or insert at the END of this document) a copy of any brochures or **marketing materials** that you currently use to advertise your Enterprise Zone.
3. Attach (or insert at the END of this document) **any news stories** that aired or were published during this reporting period (or about projects that occurred during the reporting period).
4. Submit a copy of the **current Zone Description**. This applies to **all zones**, not just new or amended zones. But, if you have made amendments to the zone boundaries or incentives, be sure to reflect these changes in an updated description. Please email EZone@dhcd.virginia.gov for the latest version of your description on file.

VIII. DHCD ASSISTANCE

Please indicate the type of assistance/services that would help meet the goals and increase the effectiveness of the local Enterprise Zone.

- Guidance on Enterprise Zone for New Administrators
- Guidance on Amendment Process
- Technical Assistance on Local Incentive Development
- Technical Assistance on Local Incentive Implementation
- Technical Assistance on Marketing Materials & Strategies
- Interest in hosting a local Enterprise Zone Workshop
- Technical Assistance for low incentive utilization (Circle: State or Local)
- Other Increased clarity in State guidelines, regulations, and manuals

DHCD should purchase the quarterly SES 202 Report from the VEC on behalf of the Enterprise Zone localities. Purchase of the data for all localities would cost DHCD \$450. If localities purchase the data on their own, it costs **each** locality \$450. Use of the VEC SES 202 data provides for a far better methodology for calculating new businesses and jobs. Unfortunately, it is unnecessarily expensive given the pricing structure at the VEC, leading many localities to undertake a less accurate methodology.

IX. COMPOSITE MAP

Please attach a current map of the locality large enough to show the entire Enterprise Zone inclusive of any recently amended areas and all non contiguous areas associated with that particular zone. Please shade the areas within the Enterprise Zone so that the zone boundaries are easily discernible from municipal boundaries. Be sure to include major highways/roads, bodies of water, or other landmarks that help place the zone in a regional setting. **Please also attach this map as a separate file (JPEG/PDF).** For localities in a **Joint Zone**, only include boundaries pertaining to the **locality included in this report**, but indicate where the zone is contiguous to the acreage from the other localities.

X. ASSURANCES

As the Chief Administrator of the local governing body, I hereby certify that:

1. The information in the Annual Report is accurate to the best of my knowledge.
2. The approved local program incentives are being provided as indicated in the locality's application for Enterprise Zone Designation (Form EZ-1) or any subsequent improvements approved by DHCD.
3. I understand that if no businesses in the Enterprise Zone qualify for state incentives within a five-year period that the zone designation may be terminated.
4. I understand that if the local governing body/assigned agent is unable or unwilling to provide the specified local incentives, the zone designation may be terminated.

Chief Administrator  Date 7/8/15

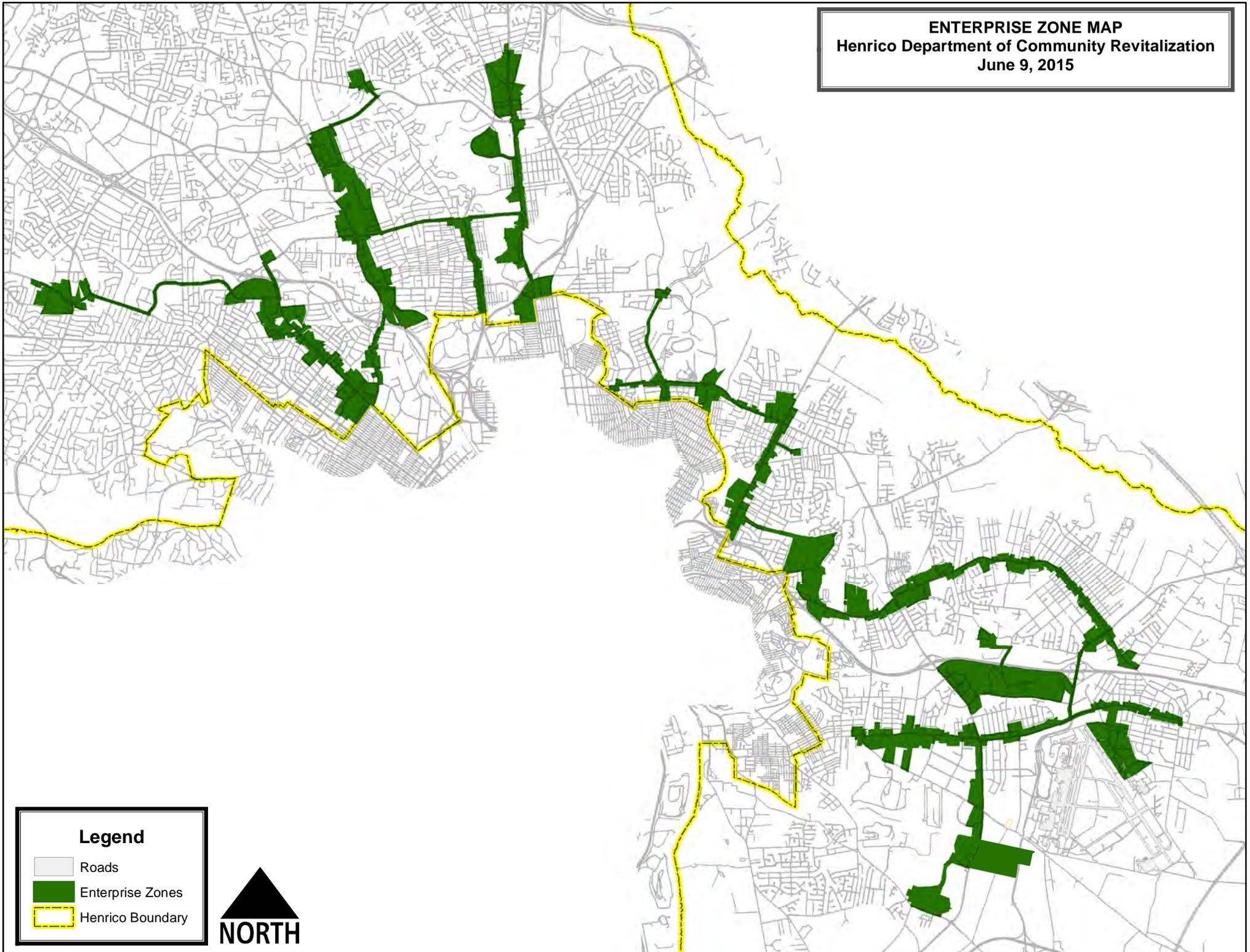
Printed Name John A. Vithoukas Title County Manager

Henrico County Enterprise Zone Annual Report 2014

Attachments:

- Henrico County Enterprise Zone Composite Map – 2015 (Includes Amendment as approved June 2015)
- Henrico County Enterprise Zone Description
- Henrico County Enterprise Zone Website Screenshot
- News Stories – Henrico County Enterprise Zone Businesses
- Henrico County Enterprise Zone Program Brochure
- Henrico County Enterprise Zone Tax Abatement Program Brochure
- Henrico County Enterprise Zone 2014 New, Expanded, Closed, and Downsized Businesses

ENTERPRISE ZONE MAP
Henrico Department of Community Revitalization
June 9, 2015



Legend

-  Roads
-  Enterprise Zones
-  Henrico Boundary



Henrico County Enterprise Zone Description

With the amendment approved by the Virginia Department of Housing and Community Development on June 19, 2015, the Henrico County Enterprise Zone Program, encompasses a total of 3,811 acres in two non-contiguous areas, and consists of older commercial corridors along several major arterials in the eastern, northern and western portions of the County, and several areas targeted for future economic development.

The Zone began in April 2003 with the redesignation of the City of Richmond North Enterprise Zone, incorporating areas along W. Broad Street from the corporate limits at Willow Lawn to Glenside Drive and an area of Nine Mile Road from Dabbs House Road to Hanover Road

Expansions of the Zone, were approved by the Commonwealth of Virginia in 2004, 2006, 2008, 2010, 2011, 2012, and 2015. These expansions added several commercial corridors and industrial areas and a number of new local incentives. The following areas became part of the Zone: additional areas along Nine Mile Road and Creighton Road; areas along Staples Mill Road between the City line and Parham Road; property adjacent to the CSX rail line between I-64 and Parham Road; the Lakeside Avenue commercial corridor; the Brook Road corridor from the City limits north to Maryland Avenue; the Mechanicsville Turnpike commercial corridor; the commercial area of Laburnum Avenue from the City limits to Mechanicsville Turnpike; Regency Square Mall, including surrounding commercial areas, the commercial area at the intersection of Woodman and Hungary Roads; areas of Williamsburg Road in Sandston from Charles City Road to Nine Mile Road; South Laburnum Avenue north of Seven Hills Blvd. including areas along Audubon Drive to I-64. property at the intersection of Hermitage and Staples Mill Roads; Darbytown Road at S. Laburnum Avenue, Williamsburg Road at Leonard Avenue, Chamberlayne Road at Wilmer Avenue, Glenside Drive at Broad Street, and part of the Richmond International Airport property. The 2015 Amendment added properties in four areas: at Starling Drive and Quioccasin Road, along Eastridge and Parham Roads, along Oakleys Lane west of Gillie Creek, along November Avenue, and between S. Laburnum Avenue and S. Airport Drive. north of Seven Hills Boulevard.

Screen Print of Henrico County Enterprise Zone Web Page

Page was last updated June 30, 2015



HENRICO COUNTY VIRGINIA

SEARCH

Tuesday, Jun 30, 2015
82.0°F Partly Cloudy

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- FAQS
- CONTACT US

Enterprise Zone

- Henrico County Local Incentives and Grant Application Forms

Community Revitalization

- About Us
- Henrico County 2015-20 Consolidated Plan
- Asistencia para la Vivienda
- Commercial Assistance Programs
- Homeowner's Enhancement Guide
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Enterprise Zone

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What is an Enterprise Zone?

An Enterprise Zone is a specific area identified by Henrico County and approved by the State for targeting incentives to stimulate business development and job growth. Businesses within the Enterprise Zone can take advantage of State and County financial and technical assistance and other incentives for physical improvements to building, parking areas, and signage.

Location of Henrico County Enterprise Zone

To access a map of the Enterprise Zone, click on one of the three maps links described below. In order to view a more detailed map and/or determine whether your business is located within the Henrico County Enterprise Zone, there are several options:

- Browse the [Enterprise Zone Property List](#) (PDF)
- Use the County GIS System to determine whether your business falls within the Enterprise Zone:
 - Read Web Site Disclaimer and check the box where indicated; select **Enter Site** (allow Map to load);
 - Select the **Search** tab (top left row);
 - In the outlined box, select the **Addresses** tab;
 - Type the business location address – **DO NOT USE PERIODS**, (example 4301 E Parham Rd or 4301 e parham rd); once the address is entered, select **Search**;
 - You will now be viewing a map with a green flashing light, indicating address location;
 - On the **Second Row**, far left, select the icon titled **Toggle Table of Contents**;
 - Next, check the **PLANNING** box and then select the **Arrow** to the left of the box;
 - Final Step, check the **Enterprise Zone** sub heading box under **PLANNING**. If a pinked color covers the blinking "green light" – the entered property location is within the Henrico Enterprise Zone.
- For additional assistance, please call the Henrico Department of Community Revitalization at (804) 501-7616.

Maps of the Enterprise Zone

Western	Central	Eastern
West Broad Street, Staples Mill Road, Lakeside Avenue, Brook Road, Hungary Road, Woodman Road, Quince Orchard Road, Three Chopt Road, Eastside Road, and Parham Road (pdf)	Laburnum Avenue, Mechanicsville Turnpike, Nine Mile Road, Azalea Avenue, and Richmond-Henrico Turnpike (pdf)	Aurubion Drive, Williamsburg Road, and South Laburnum Avenue (pdf)

Users may enlarge (zoom in) the above maps.

Incentives and assistance offered by Henrico County

For qualifying projects, Henrico County will provide financial assistance, accelerated development processing, permit and fee waivers, a seven year real estate tax exemption, commercial and industrial rehabilitation grants, employment and training assistance, and technical assistance. A complete list of financial and technical assistance and other incentives available to enterprise zone business and application forms is available [here](#).

Will designation as an Enterprise Zone change the zoning of my property?

No, designation as an Enterprise Zone does not change the zoning of your property.

What State incentives are available to these firms?

There are two state grants: job creation and real property investment. These are available in addition to the County incentives outlined in the above list. They can be used in conjunction with Henrico County incentives or separately.

Job Creation Grant

Depending on the wage paid and benefits provided, grants are available for up to \$800 per job per year for five years.

Real Property Investment Grant

Businesses making real property improvements in excess of \$100,000 for rehabilitation and \$500,000 for new construction are eligible for grants up to 20% of the value of the improvement. Maximum amounts available are \$100,000 for rehabilitation and \$200,000 for new construction.

For additional information on State incentives contact the Virginia Department of Housing and Community Development at azone@dhdcd.virginia.gov or visit the [Virginia Enterprise Zone Program website](#).

How can I learn more about Henrico County's Enterprise Zone program?

Information about the Enterprise Zone and detailed maps can be reviewed at the Permit Centers in the Eastern and Western Government Centers, at any of the Henrico County public libraries, or at the Department of Community Revitalization. For more information concerning the Henrico County Enterprise Zone or for general information on this subject, call the Henrico Department of Community Revitalization at (804) 501-7615.

Enterprise Zone Annual Reports

Each year Henrico County submits to the Virginia Department of Housing and Community Development an Annual Report describing activity in the County Enterprise Zone for the previous year. To view a copy of the 2011 report, [click here](#). To view a copy of the 2012 report, [click here](#). To view a copy of the 2013 report, [click here](#).

2015 Enterprise Zone Amendment

On March 10, 2015 the Henrico County Board of Supervisors authorized the submission of an amendment to the Henrico Enterprise Zone to expand the boundaries and amend one of the incentives. That amendment was approved by the Virginia Department of Housing and Community Development on June 15, 2015. The amendment added properties in the following general locations: at Starting Drive and Quince Orchard Road, along Eastside and Parham Roads, along Oakley Lane West of Sibley Creek, along November Avenue, and between S. Laburnum Avenue and S. Airport Drive, north of Seven Hills Boulevard. A copy of the presentation and minutes from the public hearing where the proposed amendment was presented to the public can be found by [clicking here](#).

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Lakeside microbrewery beginning to take shape

By Amy David, Special to the Citizen 09/25/14

A Lakeside home-brewing shop has felt the gravitational pull toward the booming craft beer scene.

Original Gravity, a shop that sells beer and wine kits for homebrewers, has just been given the green light to start work on a microbrewery.

Owner Tony Ammendolia is expanding his 1,000-square-foot shop in Lakeside Town Center to 5,000-square-foot digs a few doors down to add a brewery and expand his supplies.



Owner Tony Ammendolia's new-look Original Gravity location will be Henrico County's first microbrewery-retail combination store.

Ammendolia opened the home-brew supply store in November 2011 and since then he said business has taken off.

"I think I outgrew this place in the first year," Ammendolia said. "We've seen steady growth and I've been looking for a place to expand to move the shop to get more square footage."

Henrico County's Board of Supervisors just approved his rezoning case last month, with a few restrictions.

"They put some conditions on it. They were concerned about my hours of operation, and they approved it as an addition to the homebrew shop," he said.

The brewery, located at 6118 Lakeside Avenue, can also only be 40 percent of his space.

Ammendolia plans to open the retail part of the new location in October or the beginning of November.

The shop sells kits for the beginning brewer to the more advanced, bottles, corks, 50 kinds of hops and grains and every other ingredient one would need to become a brewmaster in their own home, but Ammendolia said customers can expect even more when the new shop opens.

"We'll carry a bigger variety of hops and grains as well as most of the line of yeast offered by the new yeast lab that started up here in Richmond, RVA Yeast Lab," he said. "We may also expand into some of the things you need for making cheese."

And once the retail portion is up and running, Ammendolia plans to be serving up cold ones by spring.

"To start with, I plan on brewing 31 gallon batches twice a week, so around 100 BBL [barrels] in the first year," he said. "That may change depending on the demand for the beer though."

He started looking into adding on to the brewery in the spring, when his lease was coming up, but the idea had been brewing for much longer.

"When I opened the homebrew shop, I would've rather opened a brewery, but opening a brewery is really expensive," he said. "I actually contacted ABC and Henrico County back then to see what the laws were, to see if I could somehow fit it in here."

Ammendolia hopes the brewery will bring customers to the retail side as well.

"Not everyone that appreciates beer wants to make it, so we should broaden our customer base just in offering a product that will draw more people in," he said. "Once they come to the brewery, who knows... they just might get inspired to try..."

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Once they come to the brewery, who knows – they just might get inspired to try their hand at making their own beer.”

To date, there are 11 breweries in the Richmond area. Ammendolia attributes the growth of his business to the exploding craft beer scene and thinks there’s still room in the market for another brewery.

“I think we are far from over-saturation here in Richmond,” he said. “With our brewery we will focus on making the best beer we know how to make in very small batches. The scale we will operate on is more comparable to a coffee shop than a traditional production brewery.”

In fact, he’s already teamed up with other breweries and plans to continue to do so in the future.

“We already did one collaboration with Isley Brewing Company with an Imperial IPA called Venus Flytrap,” he said. “We will also be doing a collaboration with Triple Crossing Brewing Company that should be available sometime in October; it is an American IPA brewed using Pilsner malt as the base.”

The brewery will have 10 taps and six beers regularly on tap and Ammendolia said he’s toying with the idea of having a different name for the brewery.

Ammendolia is hoping to come in well under \$250,000 for startup costs including the brewing and fermenting equipment, a Kegerator, kegs, refrigeration for keg storage, glassware licensing, plumbing, electrical and other expenses.

And expect to see some IPAs and stouts on tap along with some of Ammendolia’s personal concoctions.

“I want to appeal to the neighborhood as well. There are a lot of craft beer drinkers in Lakeside,” he said. “I’ve been brewing for 20-something years, so I’ve got a few recipes.”



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Mondelēz International to expand Nabisco plant in Varina

\$40 million investment announced
Citizen Staff Reports
05/08/14

UPDATE: MAY 8, 12:01 P.M. - Mondelēz Global LLC, the U.S. operating company of Mondelēz International, Inc., will invest more than \$40 million to expand its biscuit bakery in Varina, Virginia Governor Terry McAuliffe announced today.



The facility manufactures a variety of Nabisco crackers and cookies, including Ritz, Wheat Thins and Premium crackers, Oreo and Chips Ahoy! cookies, and Nilla wafers. The expansion will enable the addition of a new, state-of-the-art manufacturing line for Ritz crackers and add 38,000 square feet to the existing bakery.

"We're excited about this investment in our U.S. biscuit network and the opportunity to reaffirm and enhance the role of the Henrico County bakery within our Mondelēz International manufacturing footprint for North America," said Cindy Waggoner, Vice President, North America Integrated Supply Chain, Biscuits. "The bakery in Henrico County is geographically well-situated to support our East Coast business, and this investment is a part of our commitment to create a best-in-class integrated supply chain to support our business."

The Virginia Economic Development Partnership worked with the Henrico County Economic Development Authority to secure the project for Virginia. McAuliffe approved a \$100,000 performance-based grant from the Virginia Investment Partnership program, an incentive available to existing Virginia companies. The company may be eligible to receive benefits from the Virginia Enterprise Zone Program, administered by the Virginia Department of Housing and Community Development. Through its Virginia Jobs Investment Program, the Virginia Department of Small Business and Supplier Diversity will provide funding and services to support the company's employee training activities.

"This new investment in the Nabisco bakery in Henrico County is a reflection of the outstanding climate that Virginia offers businesses seeking to start or expand their operations and stay on the cutting edge of high-tech manufacturing," McAuliffe said. "The Nabisco biscuit bakery was opened in 1973 and currently employs nearly 500, representing one of the largest employers in Henrico County."

"With this tremendous project, Mondelēz International is really investing in the future of its Henrico County operation," said Maurice Jones, Virginia Secretary of Commerce and Trade. "This investment and the addition of 38,000 square feet will bring the facility to nearly one million square feet and 10 total manufacturing lines. Mondelēz International's bakery in Henrico County has been in operation for more than 40 years, and this significant investment is a great testament to the confidence the company has in Virginia's business climate."

Mondelēz International, Inc. had 2013 revenues of \$35 billion.

"I am pleased that Mondelēz International continues to show confidence in Henrico County and in their facility here," states Patricia O'Bannon, Chairman of the Henrico County Board of Supervisors. "Because of the plant's consistent efficiency, it has been rewarded with this expansion in new technology and investment. Henrico is proud to be a partner with Mondelēz International as they continue to make some of the world's favorite snacks."



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Board approves Walmart, Wegmans, microbrewery

By Tom Lappas, Citizen Editor 08/28/14

Plans for the demolition of Fairfield Commons Mall (to make way for a Walmart and other shops); the construction of a new shopping center featuring Wegmans grocery store and Cabelas outdoor store in Short Pump; and the expansion of a home-brew shop in Lakeside to include a new microbrewery all earned approval from the Henrico Board of Supervisors during its Aug. 12 meeting.

The board approved unanimously approved rezoning plans from agricultural to high-intensity B-3C Business District zoning for the 460,000-square-foot West Broad Marketplace on 62 acres along the north side of West Broad Street, just west of Gayton Road. The Wegmans and Cabelas there are expected to employ a total of about 750 full-time workers; Cabela's expects to open in 2016, but Wegman's has not announced a projected opening date yet.

The board also unanimously approved the rezoning of the 30.6-acre Fairfield Commons site from a mix of business uses to entirely B-3C zoning, to permit the demolition of the existing mall and the construction of a 189,000-square-foot Walmart that would operate 24 hours a day and other retail shops. The existing storage facility on the site, which was recently purchased by Bromont Group or Arizona, will remain.

The Lakeside case involved the amendment of previously proffered zoning conditions at the Lakeside Town Center on Lakeside Avenue, where Original Gravity (a home-brewing store) is planning to expand from its adjacent retail location and build a microbrewery in the former Feathernesters site.

The town center and adjacent Lakeside Farmers' Market all were rezoned from B-2C Business District (Conditional) to the higher-intensity B-3C (Conditional) in 2007, with the provision that the twice-weekly farmers' market would be the only B-3 use permitted in the 2.7-acre center.

But the board agreed with the Planning Commission and planners that permitting the microbrewery as a second B-3 business would not detract from the center or the original intent of the rezoning. Original Gravity will be permitted to operate between 10 a.m. and 9 p.m. seven days a week, according to proffers with the case. It will be the only microbrewery-retail combination store in Henrico.

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Unnamed grocery store planned on Bill Talley auto property on Laburnum Avenue

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Posted: Tuesday, October 28, 2014 4:21 pm

By RANDY HALLMAN Richmond Times-Dispatch



BOB BROWN/TIMES-DISPATCH

Bill Talley Automotive's used-car sales and quick-lane service center at 5110 S. Laburnum Ave. is under contract.

Bill Talley Automotive is consolidating its operations on South Laburnum Avenue in eastern Henrico County, making room for a planned unnamed grocery store.

Owner William H. Talley Jr. said the land of company's used-car sales and quick-lane service center at 5110 S. Laburnum Ave. is under contract to be sold.

A preliminary plan submitted to the Henrico planning office calls for the used-car center to be demolished and a 28,615-square-foot grocery store to be built on the site.

Talley said he will move his used-car business from that building to a nearby 18,000-square-foot body shop building with plans to expand, adding auto service bays and heavy-truck bays. He said he hopes the move will be complete in less than a year.

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"All employees will shift to the body shop facility," Talley said. He said 15 employees from the used-car center will join a dozen at the body shop.

Talley also owns the Bill Talley Ford dealership at 6280 Mechanicsville Turnpike in Hanover County, which has 50 employees.

The planning document submitted last month to Henrico does not name the prospective grocery company.

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The store would be on the west side of Laburnum Avenue, just south of Williamsburg Road, and next to a CVS drugstore.

At 28,615 square feet, the proposed store is smaller than most traditional supermarkets. For example, an average Food Lion store has 35,000 square feet, while Walmart Neighborhood Markets, the chain's grocery-only concept, have about 41,000 square feet.

But the proposed store is larger than the no-frills Aldi grocery stores planned for the region.

Aldi, based in Germany, has plans for two stores in western Henrico, one in Hanover County and one in Colonial Heights. All are about 16,000 square feet.

County and industry sources say another German-based grocery company, Lidl, might be looking in the region, as the chain has indicated plans to open stores in the U.S.

Analysts in Europe had anticipated that Lidl could begin opening stores in the U.S. as early as 2015, according to Supermarket News, an industry trade publication. But in April, the company's top executive said the target date for the first U.S. stores is 2018.

Lidl also has established an office in Arlington County, the publication reported in March.

The company, founded in Germany in 1973, has expanded in Europe with more than 11,000 stores in 26 countries. It is the sixth-largest food retailer in the world, with 2012 sales of \$88.2 billion, Supermarket News reported.

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Posted: Tuesday, August 12, 2014 10:30 pm

BY TED STRONG Richmond Times-Dispatch

A pair of much-anticipated retail additions to Henrico County, a Wegmans in Short Pump and a Walmart in the Fairfield District, received unanimous zoning approval from the county's Board of Supervisors at its Tuesday meeting.

The Wegmans had been the subject of an anonymous flier and phone-call campaign designed to stir up opposition, but the project that will include the Wegmans handily received the Henrico Planning Commission's endorsement in July.

There was no public opposition at that meeting, nor was there any at Tuesday's meeting.

West Broad Marketplace would include the 140,000-square-foot Wegmans, which is an upscale supermarket, an 82,000-square-foot Cabela's, an outdoor retailer that sells hunting, fishing and other gear, and more than 200,000 square feet of additional retail space.

The parcel in question, which sits between West Broad Street and Interstate 64, was switched from agricultural zoning to business zoning by the Board of Supervisors.

"This is a very, very significant and important zoning case," said board member David A. Kaechele, whose Three

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Chopt District includes Short Pump. "Not only for the West End, where it's located, but it's good for all of Henrico County, and way beyond Henrico County."

He called the proposal well-thought-out, and noted that, in place of the normal 10 to 15 specific conditions placed on an average applicant, the project had 10 pages of specific requirements.

"I cannot stress enough how thankful we are to be in the community," Cabela's real estate manager, E. Todd Sherlock, told the board.

Also seeing approval was the proposal to knock down Fairfield Commons mall and build a new shopping center anchored by a Walmart Supercenter.

The move is expected to bring the eastern end of the county its first Walmart. Fairfield Commons opened in 1967; at the time it was called Eastgate Mall.

"I remember when Eastgate Mall was the stellar mall — people from 30 miles, 35 miles, 40 miles away used to come to that mall," said Fairfield District board member Frank J. Thornton. "And I've seen the changes. What we have now is a comatose mall."

He said he hopes the project will key a resurgence of the area.

The shopping center would include additional retail space.

Plans call for the shopping center to open in fall 2015. Designs submitted to the county show a 189,000-square-foot building for the Walmart on the 30.6-acre site at Nine Mile Road and Laburnum Avenue. The land is already zoned for business, but by rezoning the land to one uniform specific classification of business zoning, the applicant was able to secure the OK for the Walmart to operate 24 hours a day.

Wille C. Jones, who lives nearby, listed concerns including traffic, a nearby ditch that he said emits a foul odor and security at the site. He said plans for lights and cameras are fine, but he would really like to see armed security guards at the site as well.

"I was in law enforcement over 40 years, and I've never seen a light or a camera make an apprehension," Jones said.

Police Chief Douglas A. Middleton said he has been happy with the developer's approach to security, including the company's willingness to work with the Police Department. County officials said they will look into the issues.

Thornton said he hopes the decision will lend some certainty to the retailers whose businesses are in the mall about the date they need to be out.

"I don't think they were treated as professionally as they should have (been)," Thornton said.

Longtime Highland Springs resident Joseph Duvall said he has watched the mall change through the years and that it's now an eyesore.

"The best thing that could happen to that mall right now is to be torn down and a new one built," Duvall said.

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Walmart that would replace Henrico mall moves forward

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Posted: Friday, July 11, 2014 12:00 am

BY TED STRONG Richmond Times-Dispatch

A plan to knock down an aged mall in Henrico County and replace it with a Walmart moved a step closer to reality Thursday night.

The Planning Commission voted to recommend to the county's Board of Supervisors a rezoning request needed for an Arizona-based developer to demolish Fairfield Commons on Nine Mile Road just east of Laburnum Avenue and put up the Walmart Supercenter and other stores. The Walmart would be able to operate 24 hours per day.

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Several residents spoke against the proposal. Chief among their concerns was that the store will be open around the clock and the hours' potential effect on the area's crime rate.

"I feel that with the 24 hour we're going to have additional crime in the area and I think we need to try to alleviate crime in the beginning, not after it gets into the neighborhood," said resident Willie Jones.

He was also concerned about traffic and how close the proposed Walmart would be to homes.

Resident LaDonna Freeman was concerned about traffic, the 24-hour schedule and a nearby swampy area, which she said emits a foul odor. A representative of the project said the development would include sprucing up the developer's parcel.

Yong S. Lee said the decision to destroy the mall is a hard blow for her business and asked that the move be delayed.

The mall opened in 1967. The developer has said he hopes to have the project ready



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to open by fall 2015.

Also Thursday, Walmart's plans for a smaller, grocery-only store on Brook Road moved forward.

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Developer looks to bring more tenants of doomed mall to new shopping center

Citi Trends, Peebles among retailers set for Eastgate in Henrico

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Posted: Monday, September 15, 2014 10:30 pm

BY TED STRONG Richmond Times-Dispatch

The developer behind the plan to bulldoze the Fairfield Commons shopping mall is working to bring some tenants from the dying mall to the Eastgate Town Center shopping center that will replace it, he said Monday.

Citi Trends, which has a location in the mall off Nine Mile Road in eastern Henrico County, will be one of the tenants at the Eastgate Town Center, which will be anchored by a Walmart.

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Peebles, which also has a space in the mall, will be in the new shopping center. And a Dollar Tree store also is headed to the site, Joshua W. Rector, a senior vice president with Arizona-based Bromont Developments LLC, said Monday. Bromont is the firm behind the project.

"We're working to be very diligent in trying to keep these mall tenants and at the same time get in some new tenants," Rector said.

Two other current tenants are in talks to fill spaces in Eastgate Town Center, and Rector hopes to have those discussions finished in the next couple of weeks, he said.

The current mall is almost 300,000 square feet, and the new retail space will be slightly bigger, Rector said.

It will have about 1,300 parking spaces, according to the planning documents.

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The target date for opening is February 2016.

"We're working very hard to get this done as fast as we can, but development is sort of a long process," Rector said.

Inside the mall, preparations for its demise are underway. A crumbling establishment, the mall is blanketed with signs trumpeting store-closing sales.

At the Maxway variety store, merchandise was 30 percent off with no returns allowed, and several walls were already bare as employees consolidated the remaining merchandise.

At The Source, a store that sells sneakers, manager Rick Kim said there is a lot of speculation about when the mall will close.

Rector said he expects that to happen sometime this winter, but no specific date has been set yet. He said his group is trying to create business plans for tenants to help them with the transition, he said.

Earlier this month, his company submitted demolition and development plans to county officials for review. Based on the timing of the submission, the plans could be considered as soon as the Planning Commission's Oct. 22 meeting.

Rector said that when the mall does come down, it likely will fall to a wrecking ball and construction equipment.

"I don't think this mall calls for explosives or anything that dramatic," Rector said.

tstrong@timesdispatch.com (804) 649-6861

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The Reinvention of The Shops at Willow Lawn

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Posted: Tuesday, August 19, 2014 12:00 am

Karri Peifer



Daniel Sangjib Min

In the late 90s / early 2000s, **Willow Lawn** was something of a destination for me and my friends.

The nearly-50-year-old mall was already well on its way to hemorrhaging tenants, but for a brief period there was the perfect balance of retailers for city-dwelling 20-somethings – ones who didn't feel like making the drive out to **Regency** or who'd been priced-out of the then-uber-pricey **Carytown boutiques**.

An **Express clearance store, Dillard's, Wet Seal, Old Navy, and Rack Room Shoes** gave us plenty of options for last-minute party outfits or seasonal staples. We bought birthday gifts at **Coconut Jewelry**, browsed the aisles at **Tower Records**, picked up summer reads at **Barnes & Noble**, and inevitably ran into someone we knew while grabbing a coffee at **Starbucks**.

For awhile, Willow Lawn even had a **movie theater** (the closest to the city for first-run, mainstream films) and a bustling food court – with a **Sbarro, Blimpie, Cinnabon, Burger King** and,

most importantly, the only **Chick-fil-A** for miles.

Then, one by one, most of the retailers that drove us there, pulled out.

The Express clearance store went first (a major loss), followed by Barnes & Noble, the movie theater, Dillard's, Tower Records, and Barnes & Noble's replacement tenant, Tower Books.

Most of the big name food court vendors moved on as well, replaced by sparsely patronized indie alternatives, before the whole of the food court was walled-off save the always-busy Chick-fil-A.

By the time **Short Pump Town Center** and **Stony Point Fashion Park** opened, Old

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Scott Golden, home brewer
Richmond Times-Dispatch



Navy and Chick-fil-A were some of the only recognizable names left at Willow Lawn as a revolving door of odd specialty boutiques and cell phone accessory peddlers made their way through the mostly vacant interior.

It looked like The Shops at Willow Lawn was going the way of **Cloverleaf Mall** and would be another footnote of Richmond retail past.

But Willow Lawn [had a plan](#).

That plan – which **Federal Realty Investment Trust**, the company that's managed Willow Lawn since 1983, [announced 10 years ago](#) – was to return the mall to its original open-air concept – and add square footage.

What followed was a decade of plan submissions, renovations and construction that made it difficult to see what all the work was for, but today it looks like Willow Lawn might have finally found its footing.

The Shop at Willow Lawn of today now has more than [two dozen retailers, a dozen restaurants and a children's play area](#) - but the big news for the West End spot is what's coming next.

[The recent announcement that Bryan Voltaggio](#), celebrity chef and former "Top Chef" contestant, is bringing his **Family Meal** concept to Richmond marked a major get for the mall.

Voltaggio could've opened anywhere in Richmond or its counties - and certainly Richmonders of all stripes would've driven to check it out, but Voltaggio picked Willow Lawn.

Voltaggio told [Richmond.com](#) last month that he was attracted to the density of the neighborhood, but also Willow Lawn's desire to pull him in as an anchor tenant.

"Not a lot of people see independent as being an anchor tenant," he said. "A safer bet is to go with national brand."

The same Open Anywhere and They Will Come could be said of **Duck Donuts**, [which also picked Willow Lawn for its first Richmond store](#).

"This location provides a great mix of tenants, both existing and new incoming businesses, that are complimentary to the Duck Donuts family fun concept. The center is easily accessed from Broad Street from both east and west and has ample customer parking," Duck Donuts wrote in [its news release](#).

[Travinia Italian Kitchen & Wine Bar](#), [American Tap Room](#) and [Zoe's Kitchen](#) all opened within the last year.

If it seems like there's been an intentional focus on dining at Willow Lawn, it's because there has been.

"We do have an intentional focus on bringing more dining to Willow Lawn," **Deidre Johnson**, Senior Director, Asset Management for Federal Realty, said. "It's come from the stand point that our community and our customers are craving more dining options."

But, while Richmonders will see more dining options coming to Willow Lawn in the future - both full service and fast casual - Johnson said the next push for the mall is with the design and adding retail tenants.

"We're further enhancing the outdoor experience and making it more connected visually and more walkable," she said.

Johnson said they're also adding more more outdoor seating - and that patio dining will be a feature for most of the restaurants.

"It's bringing the outdoor in," she said. "That's a trend at Willow Lawn - gas fire pits, and outdoor café dining - all of those touch points for food and friends [to come together]."



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As for the specific coming-soon retail tenants, Johnson's not giving any hints - just that it will be big - and Richmond should hear the news very soon.

In the meantime, there are plenty of delicious things already there to keep us occupied.

Karri Peifer is the editor of Richmond.com and the site's senior food writer. Follow her on Twitter @KarriPeifer.

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Posted in [Restaurant-news](#) on *Tuesday, August 19, 2014 12:00 am.*

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Judy Ringer Twigg · Richmond, Virginia
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Carol Major Creasy
 We had a great dinner last weekend at Travinia with outstanding service. I have been going to Willow Lawn for 50 years. Its exciting to see Willow Lawn come back and be better than ever. And to the earlier commenter, no Willow Lawn wasn't the only place in the area to shop in 60's and 70's: there was Westland, and the Village, and Thalhimers Westmoreland all before Regency came on the scene. Great job Willow Lawn - keep it going.
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Willow Lawn reinvents itself again

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Posted: Sunday, November 23, 2014 10:30 pm

By RANDY HALLMAN Richmond Times-Dispatch

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P. Kevin Morley/TIMES-DISPATCH

Jeff Van Horn, owner of Lucky Foot at Willow Lawn, in his shop of athletic footwear. He also owns a shop in Midlothian. Nov. 5, 2014.



Willow Lawn at a glance

- Opened:** 1956
- Sold:** 1983 to Federal Realty Trust, based in Bethesda, Md.
- Size:** 441,000 square feet
- Address:** 1601 Willow Lawn Dr., along south side of West Broad Street, just west of Staples Mill Road, in Henrico County
- Most recent renovation:** \$9 million makeover completed 2012
- Stores:** More than 50
- Parking spaces:** 2,409

Here's the way Deirdre M. Johnson puts it: "In retail, the only constant is change."

If you're looking for an example of her adage, check out her shopping center, Willow Lawn.

The venerable center, oldest of the area's surviving major shopping properties, has undergone a series of reinventions over the years. And it's in the midst of further changes.

Johnson is senior director of asset management for Federal Realty Investment Trust, the Maryland-based company that owns the shopping center on West Broad Street in Henrico County just outside the Richmond city limits.

Willow Lawn opened in 1956, and until Federal Realty bought the center in 1983, change was minimal. Since, then, however, the place has rarely stood still.

It has gone from being an open-air center to a partly enclosed mall with exterior wings. The shopping center got a \$9 million makeover, finished in 2012, with the interior part torn down, bringing the center back to its open-air roots.

Amenities that came with the latest renovation include a common area with a children's play space and a central stage for events and displays.



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Photo gallery: The changing face of Willow Lawn

Willow Lawn has undergone a series of transformations over its nearly 60-year life that has brought it almost full-circle to the way it was when it opened in 1956.

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With walking access improved and new storefronts available in the 441,000-square-foot center, this has been a year for an influx of restaurants. Travinia Italian Kitchen & Wine Bar, Zoës Kitchen and American Tap Room, all full-service establishments, joined a diverse lineup of eateries.

Other new tenants have taken up residence among the array of more than 50 retailers and other businesses.

Oh, and there's the center's name. After nearly three decades as The Shops at Willow Lawn, the center has acknowledged the Richmond-area vernacular — now it's simply Willow Lawn.

retail's one constant, Johnson talked about what's next.

"We have another restaurant coming soon," she said. Family Meal, part of an upscale Maryland-based regional chain under the direction of notable chef Bryan Voltaggio, is next in line, Johnson said.

Also, Federal Realty continues to tinker with Willow Lawn's outdoor space.

Sarah North, a senior marketing manager with the company, said Federal Realty is considering a fountain or fireplace for the common area. There are plans for more shopper-helpful signs, changes in the way auto traffic moves — all "to help people navigate Willow Lawn," she said.

The shopping center will build on its event schedule, too, North said, like the successful craft beer festival held for the first time in June and the annual Wine & Whiskers event for oenophiles and their pets.

"We also have the Mommy & Me the second Wednesday of every month," North said. "We're in our 11th year of that.

"I remember the first one. I think we had fewer than a dozen people here, and I was related to half of them. Now we routinely have 250 people come to Mommy & Me. We bring in music and other entertainment. It's a big hit."

Johnson said the mother-and-child gatherings are part of the shopping center's efforts to be an integral part of the surrounding community.

"We're actually within walking distance of lots of young first-home families," she said. "We want to be a place that people enjoy. ... What's better than coming to an entertaining event, then staying to have a meal with friends and shopping for things you want and need."



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Nearly 8,000 people live within a mile of Willow Lawn, and the average annual household income for those close-in customers is just more than \$85,000, according to Federal Realty. A 5-mile radius shows more than 240,000 residents, with average household income of nearly \$65,000.

Brian Glass, a senior vice president for Colliers International's commercial real estate brokerage office in Henrico, said Willow Lawn's location makes it a draw for a residential base from younger residents in their first homes to seniors in the 12-story, three-wing condominium building at 5100 Monument Ave. next to the backside of the Willow Lawn property.

"It's a stable, thriving residential area," Glass said. "There's very little in the way of blight."

He said the shopping center's location on West Broad Street, one of the area's major commercial arteries, with handy access to Interstate 64 is hard to top. New development in the vicinity is another plus, Glass said.

For instance, the Libbie Mill mixed-use development — on Staples Mill Road just more than a mile away with its attention-getting Southern Season store as anchor — helps make the area a destination for consumers, benefiting Willow Lawn, he said.

"Libbie Mill will have retail and office components and a library," he said. "As residential stock grows, it will be good for Libbie Mill businesses and Willow Lawn businesses."

Samantha Crowell is manager of the Hallmark store that has been part of Willow Lawn since 1979.

"It has been great to see the new shops and restaurants come in," she said. "Customer traffic is up. I can see it in my sales. And the restaurants add a prevalent night life that makes this a safer place. The Henrico police are so helpful in keeping it that way.

"It's exciting to see a shopping center other than Short Pump getting stronger."

Charlie Janke, general manager of the Travinia Italian Kitchen & Wine Bar, said Willow Lawn's spot between downtown Richmond and Short Pump draws customers from the city and the county — without some of the traffic and parking consternation that burden the other shopping venues.

"We've been open three months," he said, "and every week, we keep getting more and more business."

"The restaurants here are part of a community," Janke said. "The general managers get together and bounce ideas off each other. We all have different things to offer — we're not in direct competition. Federal Realty hasn't brought in a bunch of restaurants that are just like each other.

"We want customers to think of Willow Lawn as a place with great choices, lots of reasons to come here."

Jeff Van Horn, owner of Lucky Foot, an athletic shoe store and running center, opened a store in Willow Lawn about a month ago. It's his second store; the other is in Midlothian.

"This is a great location for us," Van Horn said. "We have room to host group runs here, and we're close to events like the annual 10K.

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"Besides, we like being right next to American Tap Room and the other restaurants. Runners love beer. Runners love wine. Runners love doughnuts. We've got the trifecta here."

Just two years shy of turning 60, Willow Lawn has survived times and circumstances that have overwhelmed some other major Richmond-area shopping centers at or near the city's edges.

Azalea Mall, which straddles Richmond's northern line with Henrico, has been demolished. Scrub brush grows from cracked asphalt. A developer's vision made public earlier this year could revive part of the property.

Fairfield Commons, once Eastgate Mall, is in Henrico just east of the city. Long in demise, it is being razed to make way for a Walmart Supercenter.

Cloverleaf Mall, in Chesterfield County near Richmond's South Side, withered away and after years of dormancy was demolished to make way for the Stonebridge development, a mixed-use project that includes a Kroger Marketplace and 600 apartments that are being built.

Willow Lawn, on the other hand, survived the inevitable changes in tenant viability and consumer demand.

Miller & Rhoads, the center's chief anchor for nearly 30 years, closed in 1990 as the department store chain sank into bankruptcy. The three new restaurants are using the first floor of that building.

J.C. Penney, a 37-year tenant, dropped out in 1994 to move into new digs at Virginia Center Commons. The building was torn down to make way for what is now Kroger.

Hess's, Leggett's, Belk and Dillard's used the same location from 1987 until 2003 when Dillard's pulled out to set up in bigger spaces at Short Pump Town Center and Stony Point Fashion Park. Gold's Gym and Ross Dress for Less took over that space.

Willow Bowl, a duckpin facility, closed in 1985 because it wasn't part of Federal Realty's plans. Willow Lawn's Regal Cinema closed in 2001. A food court in the enclosed part survived for more than two decades.

The S&W Cafeteria is long gone, as is Willow Lawn's early sign at its West Broad entrance, a distinctive arch with the name suspended in block letters.

But Willow Lawn is still there, with about 90 percent of its retail space occupied with permanent tenants, according to the Federal Realty website. The center's biggest retail tenants now are Kroger, Gold's Gym, Ross Dress for Less, Old Navy, Staples and A.C. Moore.

Federal Realty's Johnson said she expects to announce two new stores before the end of the year, and the company is in initial negotiations with a third store.

Glass said Federal Realty has done "a fabulous job" appealing to customers, providing what they're looking for. He also pointed out that having the VCU Health Systems Authority offices on the second and third floors of the building housing its three new restaurants provides handy clientele for eateries and shops.

"Willow Lawn has a very, very strong mix," Glass said. "They have a little work to do on the courtyard area, but they make the changes they need with new retailers and



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New banners raised in Highland Springs

By Eileen Mellon, Special to the Citizen
 06/20/14



Along the streets in Eastern Henrico's Highland Springs, bright banners can be seen on telephone poles, reminiscent of the ones that first were hung 20 years ago in an effort to liven the area. The banners are restoring pride and are part of a community's answer to revitalization.

Peggy Reid, a longtime resident and member of the Highland Springs Garden Club, believed that the banners should be brought back to life after years of weathering. Reid approached Mark Romers, president of the Eastern Henrico Business Association, with a \$500 check that sparked the project.

"I thought it was a great idea and something that the community would be behind," said Romers. "We had similar ornamental street lights and signs, but over the years they became tattered and worn. It was about time."

Highland Springs has been around since the 1890s and began as a streetcar suburb of Richmond on the Seven Pines Railway Company's electric street railway. It has been known as a working-class part of the county, one Romers believes is viewed a bit differently than other parts of the county. Romers hopes that the banners shed new light on Eastern Henrico and draw some positive attention to the corridor.

"This really is a community effort," he said. "It may have taken time, but we brought some beauty back to the streets of Highland Springs. Trolleys used to go down these roads. It's a very historic town, and we want to hold on to that history and leverage it and create community pride."

The EHBA invited the Garden Club, North Airport Drive Civic Association and Henrico County to become stakeholders in the efforts to re-market and revitalize the area, creating a public-private partnership. Area businesses put up \$2,500 to fund the banners, while Henrico's general government contributed \$5,500. The remaining \$3,500 must be raised from the community to match the funds provided by the county.

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The banners promote the best of Highland Springs and have been installed on telephone poles throughout the Highland Springs corridor, from Airport Drive to St. John's Catholic Church, and on Holly Street at the entrance to Highland Springs.

Source of community pride

Deputy County Manager Tim Foster Deputy worked with the EHBA and Dominion Power on the installation of the banners. Some banners debuted a few weeks ago, and Foster believes they are part of an important community project.

"The banners will impact the community positively and hopefully will encourage the community to do more projects in the area," he said. "Having a positive appearance in the neighborhood encourages others to participate in community activities and to take pride in their neighborhood and property, which in turns helps to keep a community organized and vibrant."

Despite the success of the banners, government officials ran into a roadblock along the way, according to Romers and Foster. The poles on one side of the street are owned by Dominion Power, while the poles on the other side of the street are owned by Verizon. The issue has remained unresolved and has halted the placement of banners on one side of the street.

"Verizon has completely ignored us, and it's very frustrating," said Romers. "We thought we had everything ready to fully get the banners up and then were blindsided and found out we can't put them up. We're going to continue to work towards a resolution and we hope to have them up in the near future."

This is more than just another county project, organizers say – it is a mission to restore pride and revitalize this part of Eastern Henrico. The banners will be changed during seasons and holidays, while black and gold "Welcome to Highland Springs" banners will be on display year-round at the three gateway entrances to Highland Springs: the high school, Holly Road and Nine Mile Road.

"We really wanted to assist the area in creating a source of community pride and identification," said Foster. "It was important to our Varina Board [of Supervisors] member, Mr. Tyrone Nelson, that we help make this project come to fruition, and to the community."



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COMMUNITY

'Proof of Heaven' coming to Glen Allen

Citizen Staff Reports 06/19/2015

Dr. Even Alexander, a New York Times best-selling author who has been featured on Oprah and Dr. Oz, was in town last week to promote his June 27 talk, "Proof of Heaven," at Glen Allen High School.



Alexander (pictured, at right, while Unity of Bon Air church member Harry Simmons interviews him) has written about what he considers to be his journey through the afterlife.

COMMUNITY

'Proof of Heaven' coming to Glen Allen

Innsbrook Rotary celebrates 25 years

Holman student named Miss Va. Coed Junior Teen

- More Community

OPINIONS

My daughters' other dads

All hail to mothers and the hardest job of all

Cabin fever cures - and blessings

- More Opinions

SPORTS

Athlete of the Week – June 19: Sydney Whitaker

Steward School's Enright drafted by NY Mets

Athlete of the Week – June 12: Claire Frank

- More Sports



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Reinvest: Commercial Investment Tax Abatement Program

What is the Reinvest Program?

Henrico County's Reinvest Program provides a partial tax exemption to encourage the renovation, rehabilitation or replacement of older commercial and industrial properties, including multi-family residential rental units. By providing an incentive for property owners to improve their buildings, the program promotes and preserves mature businesses and allows Henrico to remain an

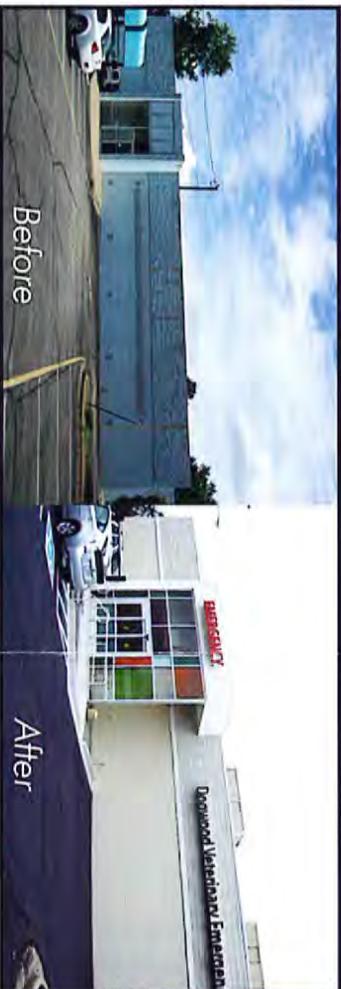
land) by at least 50 percent but without increasing the total square footage by more than 100 percent. The program sets no limit on size increases for multifamily properties that are at least 40 years old.

What is the Tax Exemption?

After a renovation or other enhancement project, the increase in the property's assessed value will remain tax-free for seven years. This means you will not pay real estate taxes on the increase in the assessment from the renovation even though the project will have increased the value of the building. The



www.co.henrico.va.us/departments/finance/. Click on "Commercial Rehabilitation Tax Credit" or call (804) 501-4300 for details. **The application must be submitted before work begins.**



Dogwood Veterinary Emergency & Specialty Center



The Shoppes at Lakeside

attractive place for businesses to grow and thrive.

Who Qualifies?

To qualify for the Reinvest Program, your commercial, industrial or multifamily property must be at least 26 years old. Any improvement, renovation or addition must increase the base value of the structure (excluding the value of the

exemption will remain in effect for seven years even if the property is sold. During the seven-year exemption period, you will continue to pay taxes on the original, or base, value of the structure.

How Can I Apply?

Submit an application with a \$50 processing fee. Forms are available from the Finance Department at

Examples of Tax Benefits in Commercial Abatement Program

Base Value of Structure	Minimum Value of New Investment Required to Qualify	Annual Tax Savings (assuming tax rate of 87 cents)
\$100,000	\$50,000	\$435
\$250,000	\$125,000	\$1,088
\$500,000	\$250,000	\$2,175
\$1,000,000	\$500,000	\$4,350



Before



After

MannKidwell Interior Window Treatments



Henrico County Finance Department
 Real Estate Assessment Division
 P.O. Box 90775
 Henrico, VA 23273-0775
www.co.henrico.va.us/departments/finance/
 (804) 501-4300



Henrico County
 Finance Department
 Real Estate Assessment Division
 P.O. Box 90775
 Henrico, VA 23273-0775



Are You Ready to Reinvest?

Make the Most of Your
Business Property

Commercial Tax Abatement Program

Before

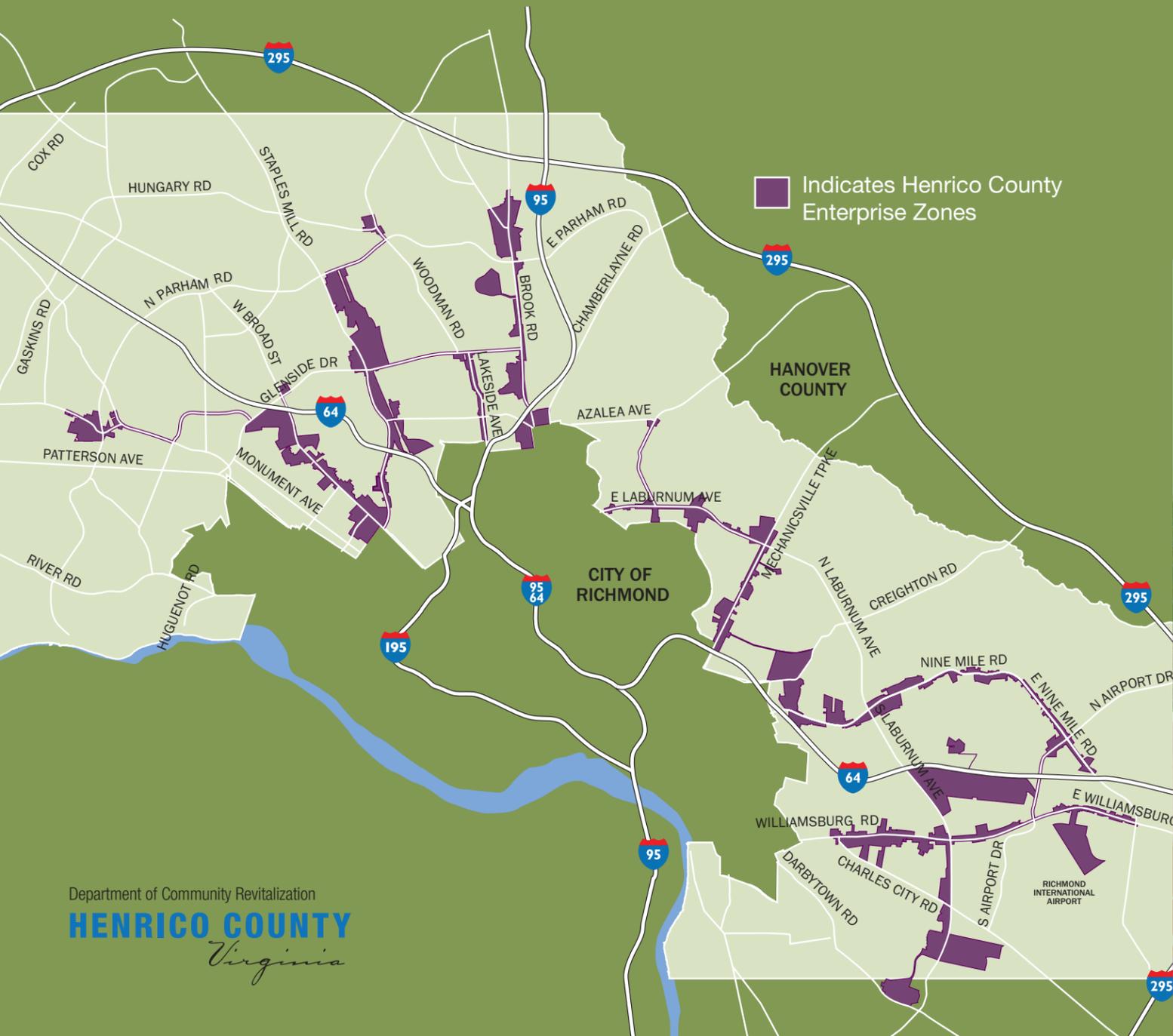
After

Patrick Kia

Enterprise Zone Locations

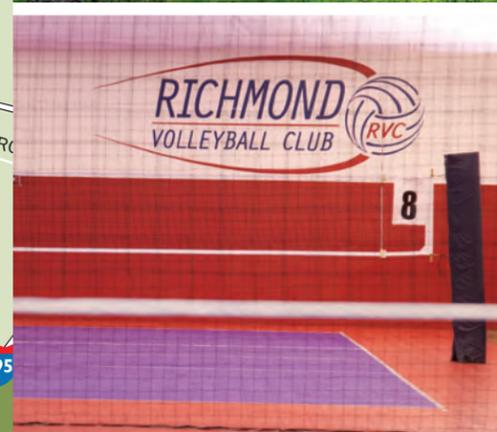
Join hundreds of companies, large and small, that have taken advantage of Henrico County's Enterprise Zone program to grow and expand their businesses. The sooner you do, the faster we can put Henrico to work for you.

For more information about Henrico County's Enterprise Zones, or to download an application for Zone benefits, please visit the County's Department of Community Revitalization site at: henrico.us/revit/enterprise-zone.



Enterprise Zones

Incentives and Grants to Help Grow Your Business



Henrico County Enterprise Zone 2014 Change in Businesses and Employment

The information below was derived from data provided by the Virginia Employment Commission (VEC) for the 4th quarters of 2013 and 2014.

Henrico County staff determined which businesses are located within the Enterprise Zone based on the business location address provide by the VEC.

Comparison of businesses (based on employer identification number) and average quarterly employment between the two years resulted in a determination of which businesses were new, had closed, had expanded, or had downsized. New businesses are those which are listed in the VEC's 2014 report, and not listed in the 2013 report. Closed businesses are those listed in the 2013 report but not the 2014 report. Expanded businesses are those for which the VEC reported increased average monthly employment between 2013 and 2014. Downsized businesses are those for which the VEC reported decreased average monthly employment between 2013 and 2014.

An important deficiency in the VEC data should be noted. In 2013 the data provided by the VEC did not include a location address for approximately 19% of all Henrico businesses. That percentage increased to 21% for the 2014 data. Although this represented a significant percentage of all businesses, in 2014, it represented only 3.8% of all business employment.

Note Added August 22, 2016:

Pursuant to a ruling by the Virginia Employment Commission of August 16, 2016, this information has been removed from the public version of this report.