



# REZ2019-00021

## 1420 N. Parham Road LC, et. al.

Staff Report for Board of Supervisors Public Hearing  
Prepared July 30, 2019

*This report is prepared by the Henrico County Planning Staff to provide information to the Planning Commission and the Board of Supervisors to assist them in making a decision on this application. It may also be useful to others interested in this zoning matter.*

### I. PUBLIC HEARINGS:

<b>Planning Commission:</b>	June 13, 2019 July 11, 2019	Deferred at applicant's request Recommended for approval
<b>Board of Supervisors:</b>	August 13, 2019	Pending

### II. IDENTIFICATION AND LOCATIONAL INFORMATION:

<b>Requested Zoning:</b>	UMUC Urban Mixed-Use District (Conditional)
<b>Existing Zoning:</b>	B-3 Business District, B-1 Business District
<b>Acreage:</b>	35.53 acres
<b>Proposed Use:</b>	Urban Mixed-Use
<b>Location:</b>	South line of Quioccasin Road between Starling Drive and N. Parham Road
<b>Magisterial District:</b>	Tuckahoe
<b>2026 Comprehensive Plan Recommendation:</b>	Urban Mixed-Use (UMU)
<b>Parcel No:</b>	752-743-9774, 752-744-6336, 753-743-9242, and 753-744-2141
<b>Zoning of Surrounding Properties:</b>	North: B-2C Business District (Conditional), B-2 Business District, O-2 Office District South: R-3 One-Family Residence District East: B-3 Business District, R-3 One-Family Residence District West: B-3 Business District, B-2C Business District (Conditional), R-3 One-Family Residence District

### **III. SUMMARY OF STAFF REPORT COMMENTS:**

The applicant is proposing to conditionally rezone 35.53 acres from B-3 and B-1 Business Districts to UMUC, Urban Mixed-Use (Conditional). The site consists of the majority of the Regency Square mall site, located at the southwest intersection of Quioccasin and N. Parham Roads. The applicant proposes to develop a mixed-use community with commercial uses and up to 1,250 residential units. The 2026 Comprehensive Plan recommends Urban Mixed-Use for the subject site.

The applicant has also submitted companion case PUP2019-00009, which is a provisional use permit request to allow certain uses and design variations within the proposed development. Approval of the subject rezoning is required before consideration of the PUP application, which will be evaluated based on the merits of each request.

Development of this parcel with adherence to the proffered Regency Square UMU Pattern Book submitted by the applicant would be consistent with the 2026 Comprehensive Plan's Urban Mixed-Use designation for the site. The proposed use would also be compatible with surrounding properties and would contribute to other 2026 Plan goals related to economic growth and infill development.

This request is in keeping with other UMU developments in the county and has many positive aspects that support the county's goals for mixed-use development, including the use of structured parking, enhanced pedestrian facilities utilizing street trees and sidewalks, and applying coordinated design guidelines. The development would also support the county's focus on redevelopment of aging commercial areas by redeveloping underutilized retail property. For these reasons, staff supports this request. The Planning Commission recommended approval of this request at their July 11, 2019 meeting.

### **IV. LAND USE ANALYSIS AND IMPLICATIONS:**

The 35.53-acre site consists of the majority of Regency Square, a mall developed in the 1970s that contains a total of approximately 45 acres located at the southwest intersection of Quioccasin and N. Parham Roads. The majority of the site is zoned B-3, with a small (.25 acre) area zoned B-1. Redevelopment of the property under the existing zoning has been ongoing since the mall was purchased by the applicant in 2015 and includes the addition of new outparcel buildings along Quioccasin and N. Parham containing a variety of retail and service uses.

The applicant now proposes to redevelop the remainder of the property under their ownership with commercial and residential uses. The commercial uses are permitted by the existing B-3 zoning, which has minimal restrictions regarding uses and development standards such as hours of operation. Residential uses are not allowed by the existing zoning, and the applicant proposes to create a mixed-use community that supports the site's 2026 Comprehensive Plan recommendation of Urban Mixed-Use (UMU). This UMU designation was placed on the property as part of the most recent comprehensive plan update in recognition of Regency's central location and ability to serve increased density due to existing public facilities in the area.

Development of the site would be regulated by the proffered Regency Square UMU Pattern Book, which is attached. This pattern book provides standards for future redevelopment, and includes items such as required streetscape standards, building setbacks, block and street alignments, open space requirements, and architectural guidelines for future uses. Similar to other UMU developments in the county, this pattern book would be used to review future development plans and would essentially serve as the zoning requirements for the property upon rezoning of the site. The pattern book provides details that support the goals for mixed-use development outlined in the 2026 Comprehensive Plan, including the following keystone policy ideas:

- Large tract of land able to be developed under a master plan

- Development of an overall architectural theme
- Incorporation of public open spaces, including informal passive spaces and formal or active open spaces such as plazas
- Encouraging pedestrian orientation as the emphasis of mixed-use development, including the promotion of structured parking to preserve land area

Plans included in the pattern book illustrates the creation of new private roads that would form a block system for new buildings on the property. Portions of the existing mall building would be redeveloped, with a new open plaza taking the place of the existing indoor mall atrium. Portions of the mall not included in this application would maintain access and parking areas, and the proposed site layout would allow for their incorporation into the mixed-use community in the future.

Integration with adjacent uses is also a key element of UMU development, and the existing public roads adjacent to the site, as well as existing public rights-of-way to the south, should allow for pedestrian and vehicular access into the site from the adjacent community. While no vehicular access is proposed to the south in the pattern book, enhanced pedestrian connections into the adjacent Ridgecrest subdivision via Holly Hill Road will provide alternative means of accessing Regency for those residents. In addition, perimeter sidewalks along roadways such as Starling Drive should increase pedestrian access in keeping with the goals for UMU development outlined in the 2026 Comprehensive Plan.

In addition to the pattern book, development would be regulated by the companion provisional use permit application (PUP2019-00009), which would allow the modification of certain design standards, such as the maximum square footage for a single retail user, as well as an increase in the maximum number of for-lease residential units, increased building height, and certain uses not permitted by-right in the UMU District that would otherwise be allowed with the existing B-3 zoning. Analysis of the PUP requests can be found in the companion staff report. Details regarding building height are also provided in the height exhibit attached to this report.

The proffered maximum density of 1,250 residential units (35.18 units/acre) and redevelopment of the site's commercial areas will impact public facilities in the area; however, the site's existing zoning and previous level of development mean public facility impacts have been addressed in the years since the mall's construction. Because the provision of adequate public facilities is a central goal for mixed-use development in the 2026 Plan, the applicant has submitted the attached Development Impact Analysis.

A traffic impact analysis (TIA) has been reviewed by the county's traffic engineer. Analysis of the TIA indicates the trip generation from the proposed redevelopment is likely to be similar to that of the mall when it was fully occupied and the central retail draw for Henrico County, and that signal timing modifications can accommodate the anticipated traffic from the proposed redevelopment. The applicant has also provided proffer language requiring the TIA be updated in the future if requested by the Director of Public Works.

Analysis of potential sanitary sewer impacts are also being evaluated and indicate initial phases of the development can be accommodated by existing infrastructure, although downstream improvements will be necessary upon full build-out of the property. School impacts upon full build-out are likely as noted in Section VI, although analysis of similar UMU developments in the county indicates apartments in mixed-use communities generally produce far fewer students per unit than traditional apartments in the county, meaning those impacts should be minimized and may be accommodated through redistricting and future school construction. The Department of Finance has indicated redevelopment would likely have a positive fiscal impact on the County.

Community meetings were held May 29<sup>th</sup> and June 13<sup>th</sup>. At those meetings redevelopment of the site was generally supported by meeting attendees, but concerns were noted regarding specifics of the project, such as building height and traffic. The applicant subsequently reduced the proposed building height and provided additional proffer language regarding the requirement for updates to the traffic impact analysis in the future.

This request supports the goals of the 2026 Comprehensive Plan related to economic growth and infill development, and the proffered pattern book addresses key policies for mixed-use development in the county. Redevelopment of the site would be compatible with adjacent development, especially as it is redeveloping a former regional mall, and provide added services for the community. Impacts on public facilities should be similar to those that existed when the mall was the central retail hub for western Henrico County, and the proposed commercial uses on the property are currently allowed with the site's B-3 zoning. For these reasons, staff supports this request. The Planning Commission recommended approval of this request at their July 11, 2019 meeting.

## **V. COMPREHENSIVE PLAN ANALYSIS:**

### ***2026 Comprehensive Plan Recommendation:***

The 2026 Comprehensive Plan recommends Urban Mixed-Use (UMU) for the subject parcel. This request is consistent with this recommendation.

### ***Vision, Goals, Objectives, and Policies:***

This request is most consistent with the following goals, objectives, and policies of the 2026 Comprehensive Plan.

- Land Use & Community Character Objective 3: Encourage new growth and development that takes into account location and availability of infrastructure and services.
- Land Use & Community Character Objective 8: Encourage diverse mixtures and forms of development to support the economic tax base of the county.
- Land Use & Community Character Objective 16: The County will increase the quantity of housing units near employment centers.
- Land Use & Community Character Objective 22: The County will encourage complementary multi-family residential areas that enhance overall land use development through their proximity to an arterial roadway, shopping areas and primary service facilities.

## **VI. PUBLIC SERVICE AND SITE CONSIDERATIONS:**

### ***Major Thoroughfare and Transportation:***

After reviewing the latest information related to the Regency TIA, Traffic Engineering is in agreement that signal timing changes around the Regency UMU should be sufficient to handle the increase in traffic. Traffic Engineering understands that the developer's engineer will determine at what point an increase in site traffic (based on development) will cause unacceptable conditions in the surrounding intersections. These will be agreed to by Henrico Traffic Engineering. Once this amount of development is determined, the developer shall be required to have the traffic signals along Parham Road and Quioccasin Road retimed by his consultant. Traffic counts will need to be performed to properly retime the traffic signals.

**Drainage:**

All proposed improvements must comply with all applicable Public Works plan of development requirements. The site is located within 50/10 detention area and must comply with applicable regulations. Traffic Engineering will determine if any right-of-way dedication or road improvements are required. The site must comply with applicable stormwater quality and quantity requirements. No more than 82 residential units are allowed upon a single access point.

**Public Utilities Services:**

The Regency Mall site is currently served with water and sewer. The proposed changes in use will produce sewer flows that will exceed the projected flows based on the 2026 Land Use Plan. The developer’s Engineer has provided flow information; with which the County is currently assessing the impacts on the existing sewer system to determine the remaining available capacity limitations and the extent of the upgrades that will be required to provide service to the connector’s property. The connector will be required to make any necessary upgrades to the existing downstream public sewer system.

**Finance:**

The development, as presented to the Office of Management and Budget (OMB), proposes 1,250 residential units, 125 hotel rooms, 400,000 square feet of retail and entertainment space, and 200,000 square feet of office space. Based on conservative estimates for property assessments, sales generated from the proposed development, and projected hotel activity and compared to a conservative estimate of expenses required to provide educational and governmental services for this redevelopment proposal, OMB is confident in saying the rezoning would have a positive fiscal impact to the County.

**Schools:**

The plan allocates 1,250 multi-family residences. The residences will be in the following attendance zones:

School Level	School Name	2018 Membership	Functional Capacity	Apartment Student Yield Ratios Per 100 units	Projected Student Yields*
Elementary	Maybeury	638	638	27.4	343
Middle	Tuckahoe	1,120	1,348	10.7	134
High	Freeman	1,766	1,760	12	150

\*Note. At development build out.

HCPS typically projects a development’s impact on school capacity using historical student yield data by development type and magisterial district. Traditional multi-family units in the Tuckahoe District, per 100 units would yield 27.4 elementary students, 10.7 middle school students, and 12 high school students.

However, these multi-family units (apartments) will be part of an urban mixed-use development. Although there are few examples of this type of development in Henrico County, the existing ones have generated substantially lower student numbers than traditional multi-family developments. For example, West Broad Village includes 350 apartments. Those 350 apartments only generate 13 students versus the 87 we would anticipate from a traditional multi-family development. Rocketts Landing currently has two students attending Henrico County Public Schools. There are currently 749 units in Rocketts Landing that are either built or under construction, with 156 apartments constructed. If this pattern continues, this development will yield far fewer students than other multi-family developments.

While staff believes the proposed units will likely generate a relatively small number of students, the only significant data base available to utilize for projections is the data base of all multi-family, traditional units. Furthermore, this analysis does not account for owner occupied units, only renter occupied units. New numbers will be provided as more information becomes available.

Based on September 30, 2018 membership and capacity figures shown above, Maybeury Elementary is currently at 100% of capacity, and is projected to stay near that capacity over the next five years, prior to any impact of this development. The analysis indicates the proposed development would potentially yield an additional 343 elementary students. Based on the outcome of planned redistricting, some relief will be provided by the new school addition to Holladay Elementary scheduled to open in the fall of 2021 or other existing schools. However, additional elementary instruction space may be needed to accommodate students pending the results of redistricting.

Tuckahoe Middle is currently at 83.1% capacity. The analyses shown above indicates the proposed development would potentially yield 134 additional middle school students. Over the next five years, membership/capacity ratios for Tuckahoe Middle are expected to stay under 100%.

Freeman High is currently at 100.3% of capacity. The analyses shown above indicates the proposed development would potentially yield an additional 150 high school students. Over the next five years, membership/capacity ratios for Freeman High are expected to exceed 100%. Trailers, redistricting, and/or other capacity relief options will be needed in the future at the high school level.

***Division of Fire:***

The Division of Fire will provide specific details in the plan of development process to ensure fire department access and codes are met.

***Division of Police:***

The applicant is encouraged to contact and work with the Community Policing Unit within the Division of Police for crime prevention techniques and Crime Prevention Through Environmental Design (CPTED) concepts as a plan of development is drafted to be submitted for review. The Police Division will review the plan of development (POD) using the Division's Mixed-Use Design Guidelines Manual in addition to county code.

***Libraries:***

This request falls within the service area of the Tuckahoe Area Library, which being open 66 public service hours per week, offers a full array of services and spaces. In addition, as these types of developments continue to be built and the population in the area continues to grow, this facility should be able to handle these increased service demands.

***Recreation and Parks:***

No park or recreation facilities, historical, archeological or battlefield impact.

***Community Revitalization:***

No comments.

***Topography and Land Characteristics Adaptability:***

There are no known topographic reasons why the site cannot be used as proposed.



# Proffers for Conditional Rezoning County of Henrico, Virginia

4301 E. Parham Road, Henrico, Virginia 23228  
Henrico Planning Web Site: <http://www.henrico.us/planning>

Mailing Address: Planning Department, P.O. Box 90775, Henrico, VA 23273-0775 Phone (804) 501-4602 Facsimile (804) 501-4379

Original  Amended  Rezoning Case No. REZ2019-0002 Magisterial District \_\_\_\_\_

Pursuant to Section 24-121 (b) of the County Code, the owner or duly authorized agent\* hereby voluntarily proffers the following conditions which shall be applicable to the property, if rezoned:

James W Theobald / James Theobald  
Signature of Owner or Applicant / Print Name

July 11, 2019  
Date

*\*If applicant is other than Owner, the Special Limited Power of Attorney must be submitted with this application*

### PROFFERED CONDITIONS

1. Pattern Book. The Property shall be developed in general conformance with the concept plan, illustrations and information set forth in the Regency Square UMU Pattern Book (the "Pattern Book") dated April 18, 2019, and filed herewith, or as it may be updated from time to time, which illustrations and information are conceptual in nature and may vary in detail. If not in general conformance with the foregoing, deviations may be approved in any subsequent Plan of Development, subdivision approval or any variations permitted by the Director of Planning upon the Director finding that the variations are generally in keeping with the spirit and concept of the Pattern Book.
2. Prohibited Uses. The following uses shall be prohibited on the Property:
  - a. funeral homes, mortuaries, crematories and/or undertaking establishments;
  - b. gun shop, sales and repair;
  - c. adult businesses as defined by Section 24-3 of the Henrico County Code;
  - d. establishments whose primary business is check cashing and/or the making of payday loans as defined and regulated by Sections 6.2-2100 et seq. and 6.2-1800 et seq. of the Code of Virginia (the foregoing shall not preclude banks, savings and loans or similar financial institutions that are not regulated by the foregoing Virginia Code sections);
  - e. car title loan operations;
  - f. flea markets;
  - g. billboard signs
3. Severance. The unenforceability, elimination, revision or amendment of any proffer set forth herein, in whole or in part, shall not affect the validity or enforceability of the other proffers or the unaffected part of any such proffer.
4. Residential Density. No more than 1,250 residential dwelling units shall be permitted on the Property, which limitation does not apply to units which are a part of a life care, assisted living and/or nursing home facility; however independent living units within a life care facility shall apply.

REZ2019-00021



## Proffers for Conditional Rezoning (Supplemental)

County of Henrico, Virginia

4301 E. Parham Road, Henrico, Virginia 23228

Henrico Planning Web Site: <http://www.co.henrico.va.us/planning>

**Mailing Address:** Planning Department, P.O. Box 90775, Henrico, VA 23273-0775

Phone (804) 501-4602

Facsimile (804) 501-4379

5. Height limitations. The following shall be the maximum height limitations within the Areas identified on the Exhibit attached hereto entitled "Regency UMU Building Heights":

60' - Areas 1, 2, 3, 4, 13 and 15

100' - Areas 8, 11, 12 and 14

120' - Areas 5, 6 and 7

6. With each POD submission, should the proposed use be materially inconsistent with, and negatively impact the findings in the Traffic Impact Analysis submitted with the rezoning, such Analysis shall be updated upon request by the Director of Public works.

1420 N. PARHAM ROAD, LC  
HOLLY HILL PARHAM LLC  
THALHIMER REGENCY, LC  
SERABI, LLC  
REBKEE PARTNERS BELMONT, LLC  
REGENCY MALL PARTNERS, LLC  
DH BOTTOMS BRIDGE, LLC

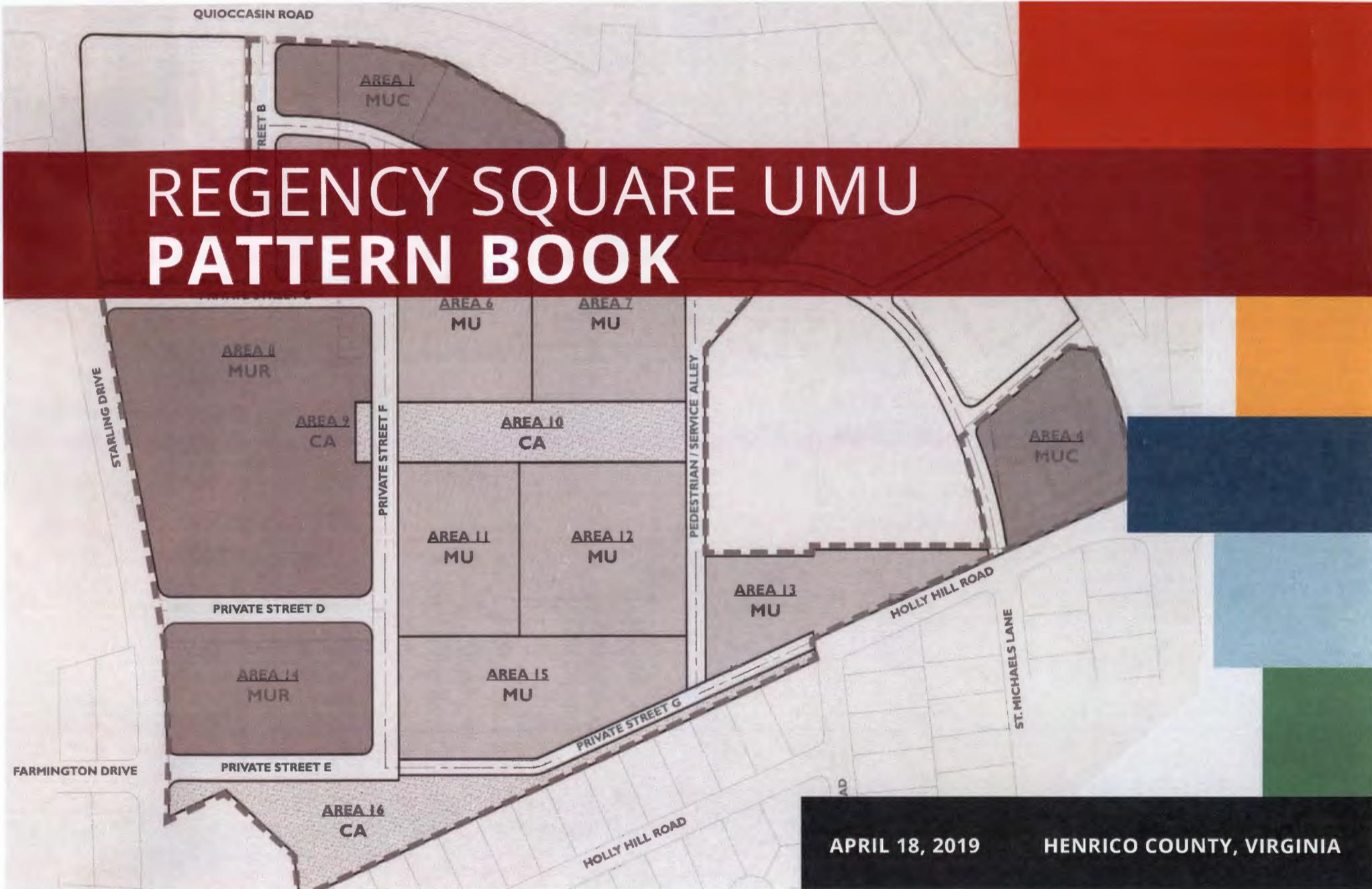
By: \_\_\_\_\_

*James W. Theobald*  
James W. Theobald, Attorney-In-Fact

Date: \_\_\_\_\_

7-11-19

# REGENCY SQUARE UMU PATTERN BOOK



APRIL 18, 2019

HENRICO COUNTY, VIRGINIA

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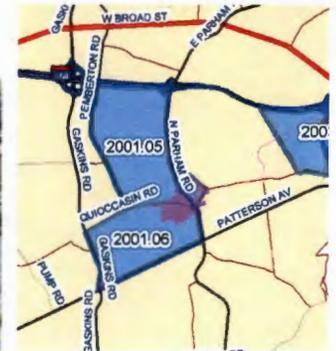
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## PROJECT VISION

At its inception in 1975, Regency Square Mall, a 900,000 SF indoor mall, was the dominant Class A retail venue in the Richmond suburbs, and by the early 90's had taken that position for the entire Richmond region. As Henrico County spread to its western edges, the emergence of Innsbrook Corporate Center and Short Pump retail to form an Edge City for the Richmond Region solidified that area as the Region's next dominant market area and population center. Consequently, in 2004, Forrest City and the Pruitt family completed the development of Richmond's most ambitious retail project to date, Short Pump Town Center. SPTC's outside orientation, massive scale, and introduction to the market of major new retailers eclipsed Regency Square's market position. As a counter move to SPTC, Regency Square's owner developed another outdoor lifestyle center, Stony Point Shopping Center, five miles south of Regency Square in the City of Richmond. Regency's owner relocated most of Regency Square's major tenants to SP, leaving Regency Square to struggle with vacancy and a limited tenant mix.



Over the past twenty years, outdoor lifestyle centers and a growing consumer appetite for on line sales has dramatically affected the viability of the interior mall, a retail concept first implemented in the mid 1950's to counter to the then suburban sprawl. Indoor Malls provided a centrally located dominant shopping experience for the suburbs as the suburbs growth and financial power began to eclipse that of the central city districts. Such Malls are typically well located and formed the base for upper end suburban residential development.

Fast forwarding to 2019 in Richmond, we see the demographic economic power of the Millennial generation and the emerging growth of the empty-nester Baby Boomers being drawn towards the urban residential lifestyle of walkable urban communities. This trend is a powerful force throughout the U.S. and is giving rise to the growth of America's urban areas after decades of outward migration.

Consequently, throughout the U.S., the suburban communities are finding themselves drawn to creating their own form of walkable mix-use communities to attract their share of both commercial and residential growth. Developers have responded to the demand for creating such suburban communities by implementing new design techniques known as "New Suburbanism", to create more urban feeling commercial/residential districts.

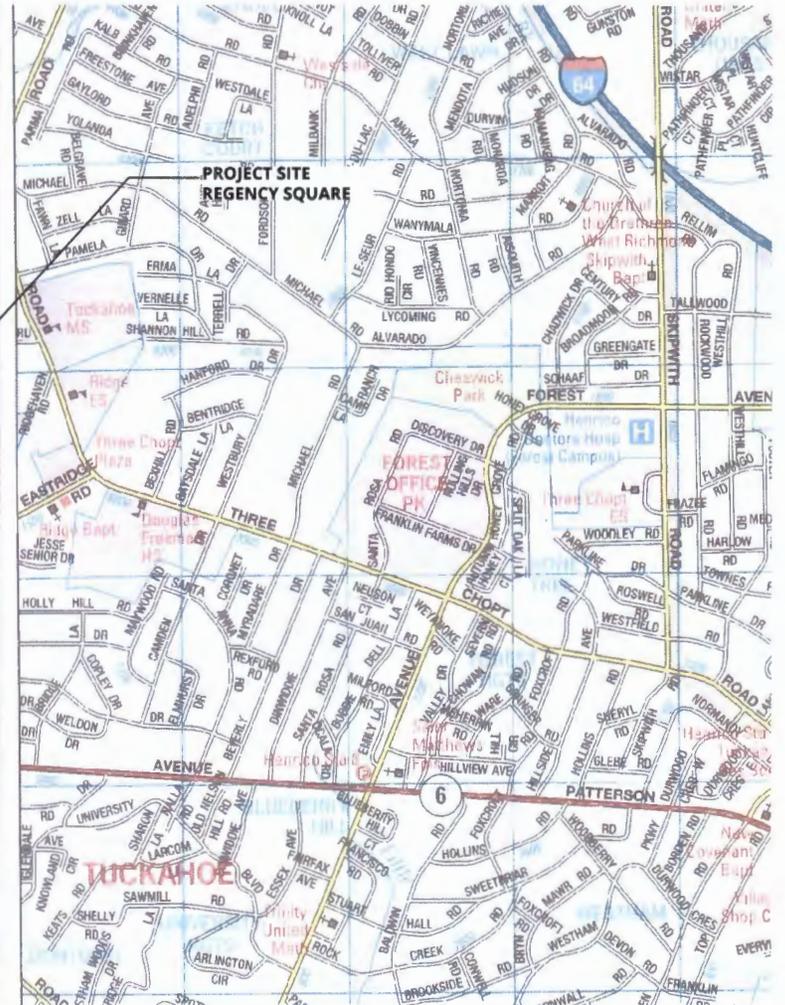
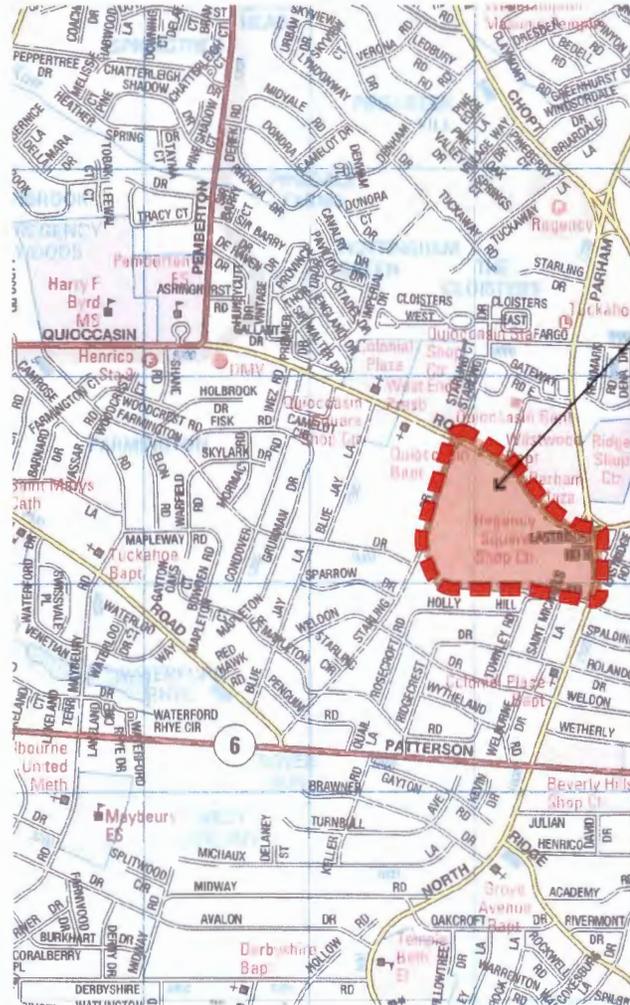
New Suburbanism succeeds with well-located, interior Mall locations, where the large contiguous land area, surrounding demographics, and public and private infrastructures are already in place and at a scale that supports the high density residential and commercial redevelopment that is the key to an activated, thriving walkable mixed use community. These national trends are also among the reasons why Henrico County created the Urban Mixed Use zoning district.

The Owner of the Regency Square property (1420 N Parham Road, LC herein referred to as "1420") currently owns 36 acres of land and is in negotiations for an additional 3 acres for a total of 39 acres. Acquiring Regency in 2015, 1420 has undertaken dramatic redevelopment of the Mall property such that by 2019 it will have increased the value of the property by 120% and increased the sales from the property by 91% versus what the sales are for 2018. 1420 acquired most of the Sears property in March 2018, giving it the necessary land to implement an urban mixed use development at Regency.

Approximately 18 months ago, 1420 began the planning process to re-imagine Regency as the UMU community it could be to reverse its downward spiral and regain its regional prominence as a first-class commercial location. The plan is to preserve some of the Regency DNA that makes it such a special place while still allowing for new development that meets the modern needs of consumers and residents. 1420's envisions a family friendly, walkable, residential, shopping, entertainment, hospitality, and active lifestyle community for all ages.

**SITE LOCATION**

Regency Square is strategically located at the intersection of Quioccasin Road and N. Parham Road with additional frontage on Starling Drive. Existing site access from public streets will be maintained and redevelopment will benefit from the existing infrastructure serving the existing mall and out-parcels. The property is within walking distance to established residential neighborhoods, retail, and local schools.



**MASTER PLAN | URBAN MIXED-USE**

The current zoning for Regency is B-3, which provides for all the retail and commercial uses. UMU zoning will enable Regency to add a vital residential element to activate Regency as a community activity center and be a driver for its retail and entertainment transformation as a regional destination and one of Henrico's most valuable tax generators.

The purpose of the Urban Mixed Use District (the UMU District) is to allow the development of mixed-use, pedestrian-oriented, activity centers containing a variety of uses, including business, retail, residential, cultural, educational, and other public and private uses. The UMU District is intended to encourage redevelopment and reinvestment in commercial and industrial areas. The UMU District incorporates publicly accessible community open space areas and encourage high-quality development and redevelopment that stimulates investment, generates jobs, increases available housing options, and expands the County's tax base. The UMU District also permits a compatible mix of uses in a single structure or a group of structures on a parcel or group of parcels and is intended to discourage piecemeal development. The UMU District will facilitate investment by increasing the number of permitted principal and accessory uses in a single district and will encourage high quality redevelopment by permitting greater regulatory flexibility and innovative and creative design (Section 24-31 of the Henrico County Ordinance).

The adjacent plan illustrates the arrangement of land uses and layout of streets and blocks for the new Regency Square. The intent of the land use plan is to create a vibrant, economically viable plan with flexibility to adjust to market conditions while maintaining the urban form and character of the public realm. While not required, all blocks are intended to support a mixed-use development form and pattern.

**Mixed-use is defined as follows:**

- Intended to provide a variety of multi-use buildings including a mix of residential building types and housing options along with a variety of retail, service, office, and commercial uses.
- Mixed-use buildings are intended to activate the street level pedestrian zones and may incorporate structured parking.

**Mixed-use Residential is defined as follows:**

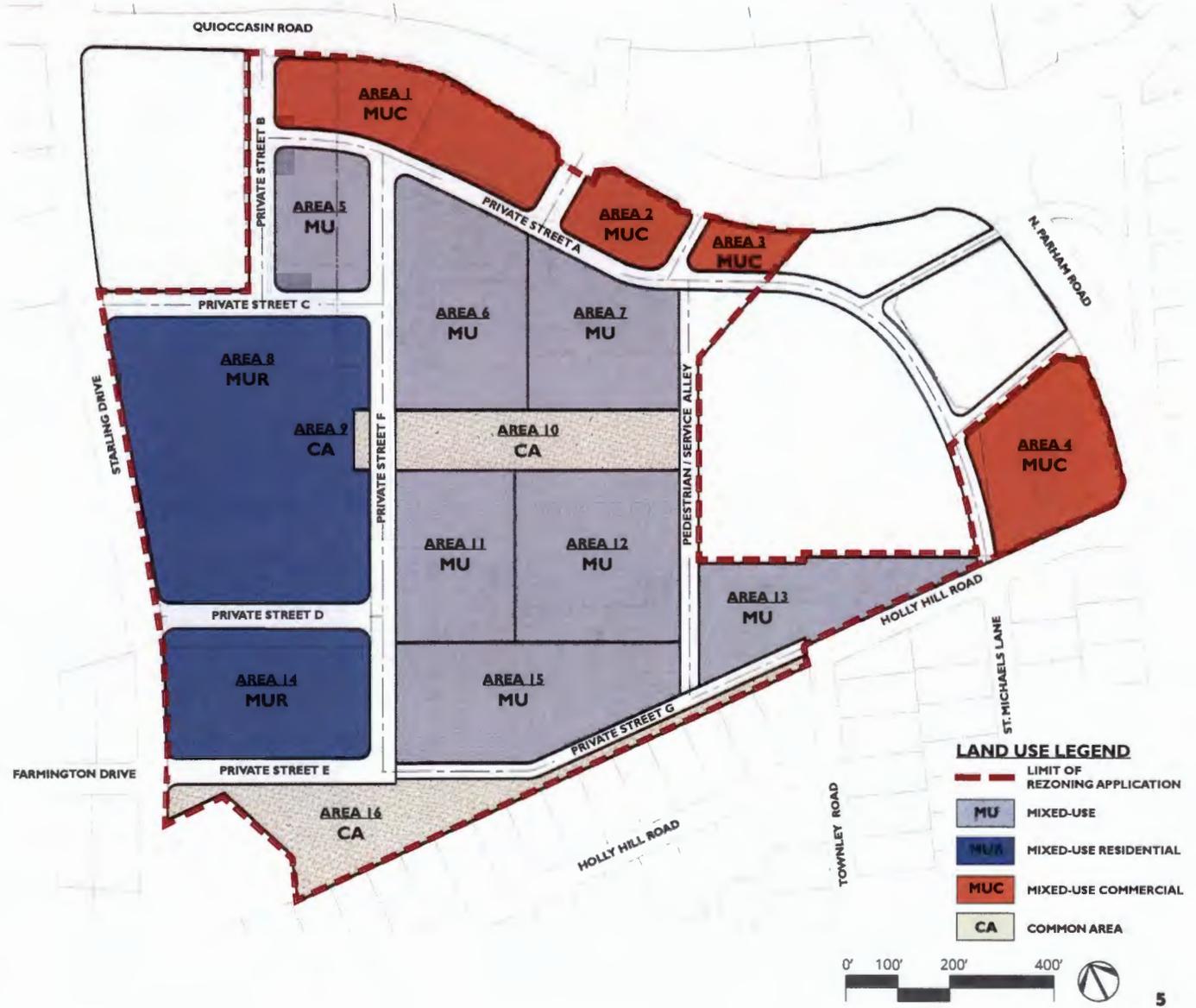
- Residential is the primary use within the block
- Intended to provide a variety of residential building types and housing options
- Provides for limited non-residential uses as a secondary use intended to activate street level uses.

**Mixed-use Commercial is defined as follows:**

- Non-residential uses are the primary use within the block
- Intended to provide a variety of retail, service, office, and commercial uses
- Residential uses encouraged to promote live-work and mixed-use development patterns

**Common Area is defined as follows:**

- A series of interconnected public and private open spaces of varying scale and character will be incorporated into the overall master plan.



## RETAIL / COMMERCIAL ARCHITECTURAL STYLE SELECTIONS

The variety of architectural styles derived from the City of Richmond and interpreted to create a style unique to Regency will be the essential ingredient in forming the style, character and the overall retail experience at Regency Square.

Thoughtful development of retail design components shall reinforce the identity of the commercial and neighborhood character by activating and enhancing pedestrian street presence along new commercial corridors, establishing height and massing transitions between residential and commercial uses, creating visual relationships with adjacent buildings as well as public spaces, and forming potential retail opportunities for adaptive re-use of the existing mall.

Storefronts should clearly convey the nature of the retailer and unique expression of the tenant's brand to the streetscape and to the passerby while adhering to Regency's architectural themes, scale, and pattern of adjacent properties in order to create a unique character.

Storefronts are composed of series of essential components that perform in unison. These components are:

### Entrances:

- Focal point of most storefronts and should be designed and marked accordingly.
- Provide high visibility within as to attract customers.
- Entries should be in proportion with the overall size and scale of the storefront.
- Provide cover from the elements.
- Must accommodate persons of all mobility levels.

### Windows (Display):

- Position for the best retail marketing opportunity to attract attention from the street.
- Provide visual connection between the interior and exterior.
- Use of large, clear and transparent glass that provide potential customers to view internal activities and what is being offered.
- Use of window displays and signage graphics that do not significantly obscure interior views.
- Operable windows and store fronts may be used to allow indoor/outdoor activity when applicable.



### Signage:

- Signs should creatively communicate the identity and brand of the retail entity as well as compliment the common styles of signage in the area.
- They may provide tenant's name, logo and brand graphics.
- Due to the permanent nature of their function, high quality all-weather materials must be used.
- Applied signage/graphic form, size and applicable lighting systems must adhere to zoning requirements.
- For types and applications, please refer to 'Retail Identity Signage' segment of this document.

### Canopy/Awnings:

- Provide shelter for the customers and window merchandise and emphasize points of entry.
- They are made of high quality all-weather materials that do not require high maintenance or frequent replacement.
- They may provide space for retail tenant identity and purpose.
- Fixed canopies shall be equipped with water drainage systems.
- Awnings should be complimentary in design, material and color with its adjoining surroundings.
- The applied size, applicable lighting and usage of signage must adhere to zoning requirements.

### Lighting:

- Provide visibility for the storefronts at all hours.
- Use of creative lighting for signage, display windows, architectural features and highlight events.
- Creative use of lighting to enhance customer and pedestrian experience per external commercial functions.
- Provide greater sense of security.

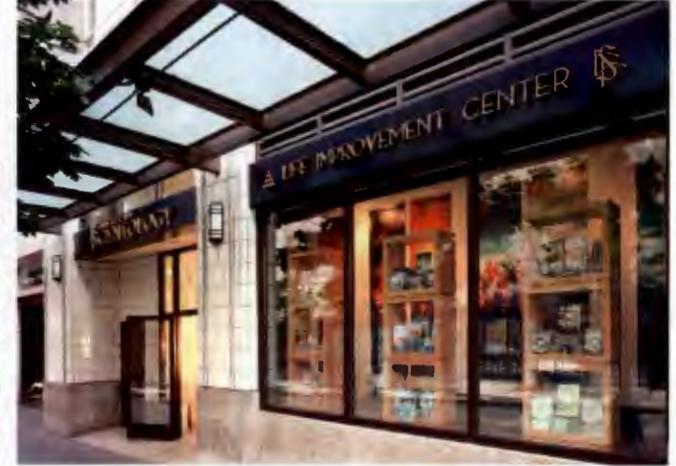
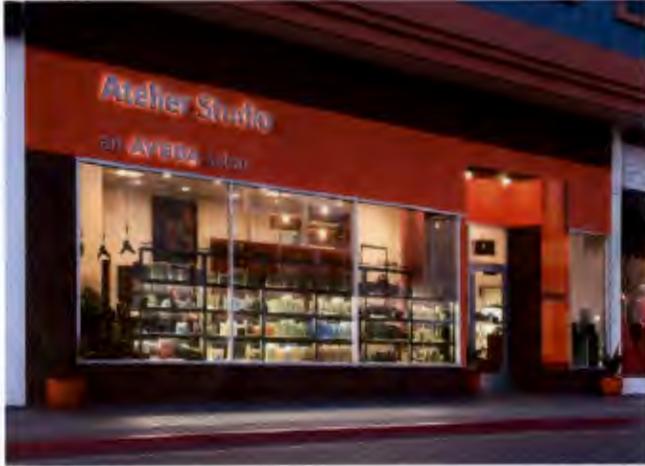
### Materials and Colors:

- Choice of materials and colors must convey a sense of permanence.
- The choice of architectural materials and detailing must be consistent with proportions of the storefront and building.
- Materials and colors must be of high quality as to require minimum maintenance and withstand external elements.
- Selection of colors may be creative and complement the overall character of the building and surroundings.

### Security and Maintenance:

- Providing service access with minimal intrusion and visibility to commercial corridors.
- Keep all retail based streetscape fixtures, signage and exterior surfaces clean and well maintained.
- Providing appropriate security and lighting for potential customers and tenants to feel that they and their investments are protected.

IN-LINE RETAIL ARCHITECTURAL STYLES



COMMERCIAL / RETAIL / RESTAURANT OUTPARCEL



FOOD MARKET / FOOD HALL



FITNESS CENTER



STAND ALONE FITNESS CENTER



STAND ALONE FITNESS CENTER



MIX-USE INLINE FITNESS CENTER



STAND ALONE FITNESS CENTER



STAND ALONE FITNESS CENTER



MIX-USE INLINE FITNESS CENTER

ENTERTAINMENT VENUE



### ARCHITECTURAL DESIGN SELECTIONS

The architectural design selections of the Regency Square will be inspired by variety of rich architectural styles present in Henrico county and neighboring vicinities. The architectural styles are to be present interpretations of traditional (main street/Georgian/Federal revival), industrial and contemporary styles. These styles are described here and on the following pages.

### CONTEMPORARY RESIDENTIAL STYLES

- Flexible application of new manufactured and sustainable materials with energy and environmental considerations along with traditional combinations such as metal, concrete, wood, stone and brick.
- The aesthetic is expressed through structural detailing, creative use of surface pattern, color, form and signage.
- Ideal style for any scale building height and footprint.
- Bright open interiors with possible high ceilings are common features.
- Combination of fixed and operable low profile Windows boast abundance of natural light.
- Projecting fixed awnings and balconies.
- High profile exterior building corners with distinctive shapes, colors, lighting and material selections.
- Flat overhanging roofs with distinctive design elements are well adapted for amenity functions and provide opportunity for plant/ green roof system placements.

Animated sloped roofs are applied in low to mid-level buildings as homage to traditional profiles.



ENTRY



DISTINCTIVE CORNER



ROOFTOP AMENITIES



WINDOW, FORM AND MATERIAL VARIETY



WINDOW, FORM AND MATERIAL VARIETY



WINDOW, FORM AND MATERIAL VARIETY



COLOR



ART



BUILDING IDENTITY

CONTEMPORARY RESIDENTIAL STYLES



CONTEMPORARY RESIDENTIAL STYLES



**CONTEMPORARY RESIDENTIAL STYLES**



**CONTEMPORARY RESIDENTIAL STYLES**



### INDUSTRIAL RESIDENTIAL STYLES

- Façade material combinations such as brick, stone, concrete, metal clad and metal forms for detailing.
- The aesthetic is expressed through structural detailing and natural pattern, color and form of exposed materials.
- Creative use of surface and projecting signage.
- Ideal style for large rectilinear or square footprint.
- Generally mid to high-rise buildings.
- Interiors generally have high ceilings and open plan features.
- Projecting fixed awnings and balconies.
- High profile Windows are large and are combination of fixed and operable.
- Projecting fixed awnings and balconies.
- Roofs are generally flat with distinctive parapet profiles which can be adapted for amenity functions.



ENTRY



STRUCTURAL AESTHETIC



ROOFTOP AMENITIES



WINDOW, FORM AND MATERIAL VARIETY



WINDOW, FORM AND MATERIAL VARIETY



WINDOW, FORM AND MATERIAL VARIETY



INTEGRATED STRUCTURAL AESTHETIC



SURFACE TEXTURE AND PATTERN



BUILDING IDENTITY

**INDUSTRIAL RESIDENTIAL STYLES**



**INDUSTRIAL RESIDENTIAL STYLES**



**NEO CLASSIC (NEO-GEORGIAN/FEDERAL REVIVAL) RESIDENTIAL STYLES**

- Balanced and symmetrical façade combinations composed of brick, stone, stone wood and stucco. Metal work may be applied for detailing.
- Traditional use of surface and projecting signage.
- Symmetrical facades and/or with rhythmic balance of secondary attached façades.
- Generally mid to high-rise buildings.
- Windows vary in size with solid stone lintels, sliding sash, with or without muntins. For commercial usage, large windows may be applied.
- Projecting masonry detailing at entrance with possible flanking columns.
- Shallow or false projecting balconies.
- Roofs are hipped or flat with distinctive traditional parapet or cornice line profiles.



ENTRY



BALANCED AESTHETIC



ROOFTOP AMENITIES



WINDOW, FORM AND MATERIAL VARIETY



WINDOW, FORM AND MATERIAL VARIETY



WINDOW, FORM AND MATERIAL VARIETY



SURFACE COLOR AND PATTERN VARIETY



SURFACE TEXTURE AND PATTERN



BUILDING IDENTITY

**NEO CLASSIC RESIDENTIAL STYLES**



**NEO CLASSIC RESIDENTIAL STYLES**



**NEO CLASSIC TOWNHOME STYLES**



**NEO CLASSIC TOWNHOME STYLES**



**MID-LEVEL HOTEL ARCHITECTURAL STYLES**



**MID-LEVEL OFFICE ARCHITECTURAL STYLES**



**MASTER SIGN PROGRAM**

Signage is one of the most important components of visual information. The purpose of these guidelines is intended to encourage creative and imaginative signage and insure consistency in the placement and arrangement of various types of signage as to avoid visual confusion and disruption. Each component of signage contributes to the overall look and function of the buildings, storefronts and streetscapes which in turn contribute to the overall feel of Regency Square.

All signs are to be developed within the overall context of appropriate size and proportion to its designated site location and individual building.

SITE PRIMARY MONUMENT SIGNAGE

Prominently placed Primary Monument signs mark the main entrances to the project. They are an icon for the project that conveys a place of unique character and should be designed as such. Such signs should set the site brand identity for the rest of the signage. The Primary Monument signage clearly conveys the project name as well as being sculpturally appealing.

SITE SECONDARY MONUMENT SIGNAGE

Secondary Monument signs may mark the alternative entrances to the site and should be an extension of the design family and brand established with the primary monument. These signs are primarily functional in nature and their messaging should be clear and may incorporate tenant presence.

LIGHTING NOTES

- Signs may be illuminated with internal lighting, external lighting, or combination of both.
- All lighting, whether internal or external to the sign, will be adequately screened to avoid glares and will not project onto surrounding roads and buildings or otherwise impair vision.



PRIMARY MONUMENT SIGN



PRIMARY MONUMENT SIGN



PRIMARY MONUMENT SIGN



SECONDARY MONUMENT SIGN



PRIMARY MONUMENT SIGN

**SITE WAYFINDING SIGNAGE**

**VEHICULAR DIRECTIONAL SIGNS**

Vehicular directional freestanding signs and blades on poles with clear letters and pointers are located at major decision points on arterials and collector roads within and around Regency Square. They provide direction to tenant buildings/leasing, primary retailers, amenities and parking locations.

**PEDESTRIAN DIRECTIONAL SIGNS**

Pedestrian directional signs are located at major active sidewalk decision points.

They may be in the form of:

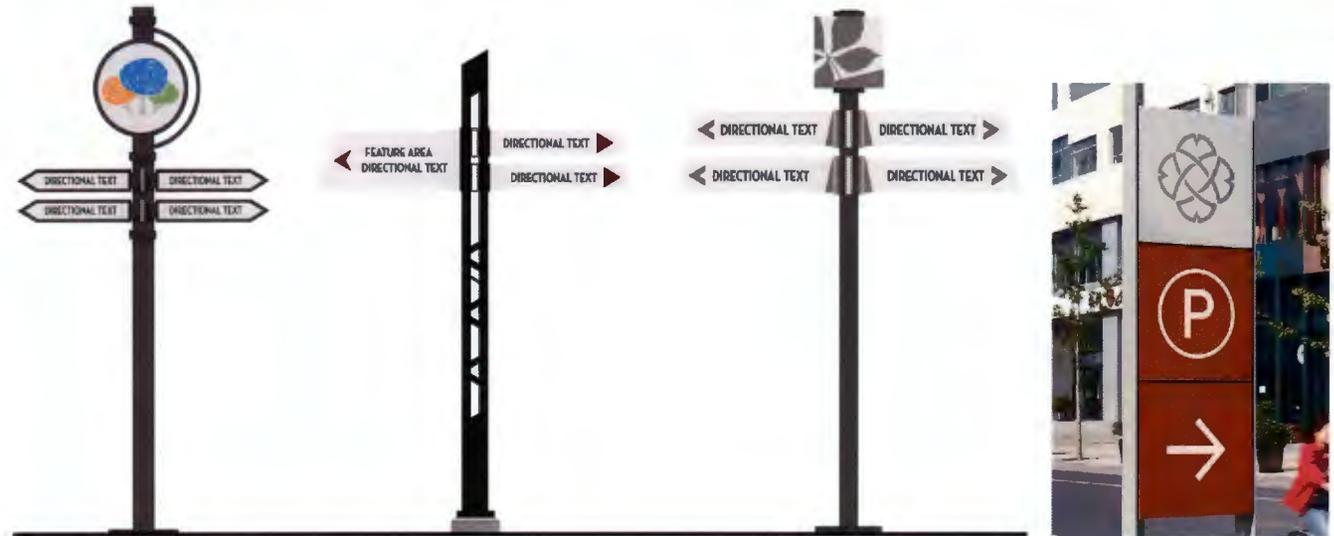
- Blades on poles with clear letters and pointers directing visitors to general places of interest.
- Freestanding and/or wall mounted information cabinets that may be internally lit with an overall site map, tenant/amenity directory and graphic event based information.

All pedestrian size are positioned at heights that are visible at pedestrian level and scaled accordingly.

Both Vehicular and Pedestrian signs should complement the overall esthetic of the Regency Square brand.

**LIGHT POLE MOUNTED BLADE SIGNS**

- Removable graphic blade signs that may illustrate site identity and public space seasonal events.



VEHICULAR DIRECTIONAL BLADE SIGNS

FREESTANDING VEHICULAR SIGNS



PEDESTRIAN DIRECTIONAL BLADE SIGN

PEDESTRIAN DIRECTIONAL CABINET SIGN

LIGHT POLE BLADE SIGNS

**BUILDING IDENTITY SIGNAGE**

**PRIMARY BUILDING IDENTITY SIGNAGE**

Elevated and prominent signs may consist of individual letters or a panels with graphic and letters that clearly convey the primary identification of the building. Their design should be easily seen and read from a distance.

**SECONDARY BUILDING IDENTITY SIGNAGE**

These signs are typically a secondary form of building identification but in some cases may serve as primary identity sign. They are positioned at heights that are visible at pedestrian level and scaled accordingly. They may consist of wall mounted or free standing letters or panels with graphic letters, blade signs, window signs, applied fascia/canopy/awning signs and graphic wall signs.

**LIGHTING NOTES**

- Signs may be illuminated with internal lighting, external lighting, or combination of both.
- All lighting, whether internal or external to the sign, will be adequately Screened to avoid glares and will not project onto surrounding roads and buildings or otherwise impair vision.



PRIMARY BUILDING IDENTITY SIGN



PRIMARY BUILDING IDENTITY SIGN



PRIMARY BUILDING IDENTITY SIGN



SECONDARY BUILDING IDENTITY SIGN



SECONDARY BUILDING IDENTITY SIGN



SECONDARY BUILDING IDENTITY SIGN

## RETAIL IDENTITY SIGNAGE

Each component of storefront signage contributes to the look, brand and character of the tenant as well as the overall feel of Regency Square. All signs should be easily read, of appropriate size, and can be text, graphic and/or sculptural. All signs should be made of high-quality materials that can withstand all weather conditions.

Signage colors should be used to tie all parts of the storefront's architecture together. The color scheme of the storefront should consider and complement the building's architectural style and adjacent storefronts.

### PRIMARY TENANT IDENTITY SIGNS

These tenant identity signs may consist of individual letters or a panel with graphics and letters. These signs will typically be the primary identification for retail tenants and should be mounted on the upper portion of the storefront vehicular and pedestrian visibility.

### SECONDARY TENANT IDENTITY SIGNS

These tenant identity signs are typically a secondary form of identification for a retail tenant, but in some cases they may be the primary identity sign. Secondary identity signage should be placed at heights and scale that are clearly visible at pedestrian paths and do not hinder traffic flow.

### FORMS OF SECONDARY TENANT IDENTITY SIGNS

(MAY ALSO SERVE AS PRIMARY TENANT IDENTITY SIGNS):

- **Awning and Canopy Signs** – These signs must be permanently affixed to the canopy and be architecturally designed and fastened. Text must be of a size and color that provides sufficient contrast with other storefront design elements to ensure readability. All methods of attachment must be concealed from view or designed as an integrated detail to the signs. Signage can be hung from the canopy, but sidewalk clearance must still be maintained.
- **Blade Signs** – Double sided fixed projecting blade signs are mounted perpendicular to the normal flow of traffic. The body of the Projecting Blade Sign may be a custom shape or combination of three-dimensional objects and forms. It should display the unique character of each individual Tenant.



PRIMARY TENANT IDENTITY SIGN



PRIMARY TENANT IDENTITY SIGN



PRIMARY TENANT IDENTITY SIGN



SECONDARY TENANT IDENTITY BALDE SIGN



SECONDARY TENANT IDENTITY AWNING SIGN



SECONDARY TENANT ILLUMINATED ON RACEWAY SIGN



SECONDARY ILLUMINATED TENANT CANOPY SIGN



SECONDARY TENANT IDENTITY BLADE SIGN



SECONDARY TENANT IDENTITY CANOPY SIGN

## RETAIL IDENTITY SIGNAGE

### SECONDARY TENANT IDENTITY SIGNS (CONT.)

#### FORMS OF SECONDARY TENANT IDENTITY SIGNS

(MAY ALSO SERVE AS PRIMARY TENANT IDENTITY SIGNS):

- Window signs** – Graphics that are painted or professionally adhered directly to the interior of the storefront glazing. The use of these creatively convey tenant brand and identity as well as basic information about the store's operation. Storefront graphics should complement the overall storefront design and not overtake it. Window signage may include signs hung behind the window within the store. Suggested fabrication materials include vinyl cut by computer, silk screening, painted graphics, and gold or silver leaf.
- Wall signs** – Wall graphics are a way to create further visual interest in a retail storefront and reinforce a retailer's brand. They are intended to supplement but not replace retail signage. Tenant storefront graphics are intended to be a permanent component of the storefront and should be applied with paint or another high-quality all-weather material. Hand-painted graphics should be professionally applied. They may consist of graphic and information images, words, or a combination thereof and should be representative of the type of goods offered or experience provided by the retailer.

**Wall mounted cabinet/menu boards** provide signs that incorporate a menu containing a listing of products offered by the business. Such signs facilitate the customer in locating a restaurant in which to patronize. Menu boards must look coordinated or integrated in the overall storefront design.



SECONDARY TENANT IDENTITY GRAPHIC WALL SIGN



SECONDARY TENANT IDENTITY GRAPHIC WALL SIGN



SECONDARY TENANT IDENTITY WINDOW SIGN



SECONDARY TENANT MENU SIGN



SECONDARY TENANT IDENTITY GRAPHIC WALL SIGN



SECONDARY TENANT IDENTITY WINDOW SIGN



SECONDARY TENANT IDENTITY GRAPHIC WALL SIGN



SECONDARY TENANT IDENTITY WINDOW SIGN

**PARKING SIGNAGE**

Parking blades, Freestanding signs, and Poles identify parking opportunities and entry points and should establish a tone and hierarchy for signs at surface and enclosed parking areas. Their design should be easily seen and read from a distance.



PARKING SURFACE MOUNTED SIGN



PARKING BLADE SIGN



PARKING POLE SIGN



PARKING FREESTANDING SIGN



PARKING POLE SIGN



PARKING BLADE AND SURFACE SIGN

## SITE LIGHTING AND FURNITURE

### Site Lighting

Pedestrian scaled outdoor lighting will be provided along the private streets, within plazas, and along pedestrian access routes within the open spaces.

### Street Furnishings

Coordinated street furnishings will include trash receptacles, street lighting, planters, and benches. Furnishings will be limited to the curbside or building amenity zones and will not encroach into pedestrian clear zones.

- Plantings, lighting, and benches will be used to promote a pedestrian friendly streetscape.
- Street furniture to be integrated with usable public gathering spaces and along sidewalks support pedestrian life along streets and elevates the quality of the streetscape by providing places for people to sit and gather, deposit litter and store bicycles.
- Site furnishings should be similar style and quality and used to create a cohesive streetscape within the neighborhood.
- Color of the selected furnishings should be compatible to the overall color palette of the neighborhood.
- Pedestrian level lighting will be used to complement the roadway and streetscape lighting and to emphasize safe sidewalks and open space areas.
- All pedestrian walkways and parking areas will be illuminated.



**STREETS AND ACCESS**

**General Layout: Streets and Blocks**

The streets and blocks of the Regency Urban Mixed Use District form an efficient, comprehensible network for the organization of public life and provides for its future growth in an organized manner. Smaller, more walkable block structure created by a new grid street pattern offer the public numerous options and alternative routes through the site, creating the basis for efficient, multi-modal navigation throughout the district, connectivity to the surrounding neighborhoods, and an inviting porosity that will be a catalyst for growth for the entire Tuckahoe commercial district. The streets are narrower, slowing vehicular traffic and, consequently, more pedestrian-friendly. While designed to accommodate vehicular movement, they are detailed to encourage pedestrian, bicycle, and other vehicle usage. Our transportation planning anticipates the further growth in UBER, Lyft and other ride sharing options, connection of Regency into the regional mass transit system of buses and other public transportation.

The reorganization of streets and access at Regency Square will continue the enhancements the recently implemented improvements to Quiocassin Road, to improve visibility and access from that major arterial road. The existing points of access into the project site will remain largely unchanged. One additional full access driveway on Starling Drive is proposed to support access into proposed mixed-use residential blocks fronting that road. Modifications to entry widths and lane configurations will be determined by future traffic analysis accompanying individual site plan applications.

The project entrance at Holly Hill Road at the southeast corner of the site will be reconfigured and enhanced to improve access at that location. That intersection will initially be set up to accommodate pedestrian connectivity to the existing residential neighborhoods south of the project site. The configuration will accommodate future vehicular connectivity to Holly Hill Road as well should the County and community desire that in the future.

The Master Plan will take advantage of existing access from the local public street network and establish new internal streets and pedestrian networks to enhance mobility through the site and improve connectivity to surrounding properties through the creation of a more structured urban block pattern.



## STREETSCAPE DESIGN

Sidewalks and community open spaces constitute the basic armature for successful urban areas; they are the lifeblood of community. They are to be provided with street trees and, potentially, lighting, seating, and other street furniture in commercial areas. These elements both buffer the pedestrian from vehicular traffic and enrich the public realm. The sidewalks will be highly activated with pedestrians as they traverse to places of business, shops, restaurants, and entertainment venues in the course of their daily lives. Sidewalk cafes can further enliven the pedestrian experience.

### Existing Streets

The redevelopment of Regency Square is a textbook example of taking advantage of existing public infrastructure to reinvigorate a community asset. The primary arterial and collector streets fronting the project site will remain unchanged and provide adequate access for the new development program. Proposed enhancements to pedestrian facilities along those street frontages and orienting new buildings toward these existing streets will enhance the overall character of the area and improve walkability.

### New Streets

The new internal street pattern is focused on creating improved vehicular and pedestrian circulation patterns within the site and better overall block structure. New north-south streets (Private Streets B & F) will penetrate the core of the site and create walkable pedestrian zones along commercial and residential frontages. Private Street A follows the existing perimeter driveway serving existing outparcel development and will remain in place with some added pedestrian facilities.

Private street G are set up as walkable streets, similar to European Woonerf streets with narrow travel lanes and wide pedestrian zones that calm traffic and create a human-scale street environment. Pavement treatments, site furnishings, and landscaping will help create public environments that are uniquely Regency.

The resulting block structure will create very walkable land bays defined by pedestrian-oriented streetscapes, activated ground floor uses, and on-street parking where appropriate. The new block pattern will also promote better distribution of traffic entering and leaving the development as internal circulation patterns will be better defined by the new block pattern and large surface parking areas reduced significantly.

### Street Design

All streets within Regency Square will be Private. There will be four typical street sections within the new Regency Square, with an emphasis on pedestrian-oriented streets that will help establish the overall character of place.



STREETSCAPE DESIGN



**TYPICAL STREET SECTIONS**

**Section 1 - Perimeter Collection  
(Private Street A)**

This section reflects the different character between the urban blocks and out-parcel blocks fronting Quiocassin and N. Parham roads. The urban, or interior, street frontages will be characterized by the same street tree plantings and sidewalks common to the other internal street types. The exterior frontages adjacent to outparcels will establish new street tree plantings but sidewalks and landscaping will vary depending upon the out-parcel site plan development. The intent is to establish the street tree pattern and encourage pedestrian movement on the interior of the site adjacent to the urban blocks.

**Section 2 - Primary Entrance Drive  
(Private Street B,C, D, E)**

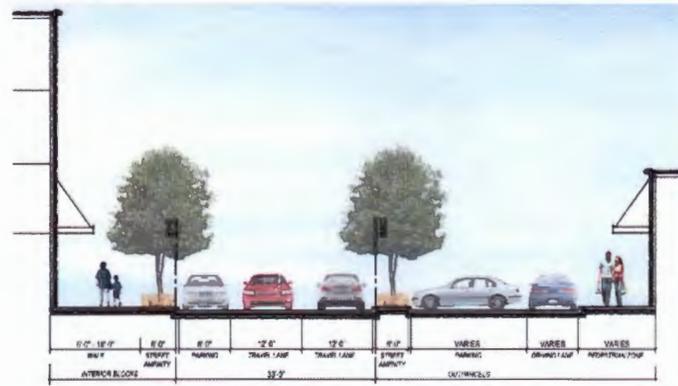
Regency entry drives will be characterized by tree-lined streets, sidewalks on both sides, two primary travel lanes, and turn lanes where necessary to provide for adequate traffic operations at the intersection with primary public streets. The typical width (back-of-curb to back-of-curb) will be 50 feet but wider near the intersections with the primary public street network to accommodate turn lanes and stacking.

**Section 3 - Urban Street with Parking  
(Private Street F)**

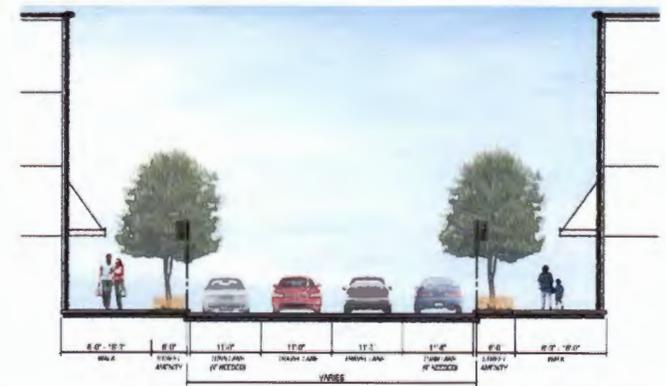
This section is intended for blocks with multi-use buildings fronting streets with wide pedestrian zones for promoting walkability and an activated public realm. This section provides two travel lanes with on-street parallel parking on both sides. Sidewalk widths will range from 12 to 22 feet depending upon the adjacent street-level uses. Commercial and retail block frontages are intended to support wider sidewalks to accommodate street trees, curbside amenities, and café seating areas. Residential street-level frontage will have slightly narrower sidewalks to reflect lower levels of activity.

**Section 5- Pedestrian Plaza  
(Pedestrian / Service Alley)**

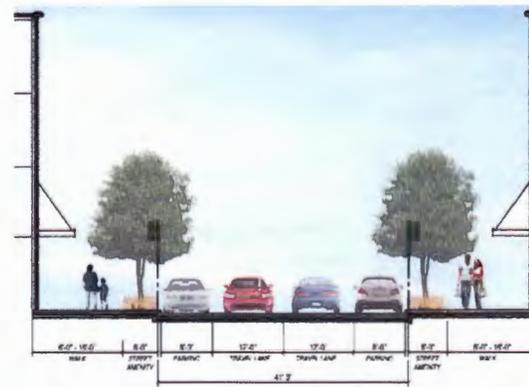
This pedestrian plaza will be utilized primarily for pedestrian traffic, but will be accessible for vehicular access for service and emergency vehicles. Use of bollards instead of curbs, overhead catenary lighting, and special pavement materials may be options used to create unique character along this pedestrian corridor. This pedestrian / service alley will be primarily closed off to vehicles at the ends to support programmed community events and pedestrian movement on the interior of the site, adjacent to the urban blocks.



**SECTION 1  
(PRIVATE STREET A)**



**SECTION 2  
(PRIVATE STREETS B,C, D, E)**



**SECTION 3  
(PRIVATE STREET F)**



**SECTION 4  
(PEDESTRIAN / SERVICE ALLEY)**



**SECTION 5  
(PRIVATE STREET G)**



**SECTION 6  
(STARLING DRIVE FRONTAGE)**

**Section 5- Internal Collection  
(Private Street G)**

This section depicts an internal road that will continue to provide internal connections with in the site, and service as a access route from Holly Hill Road entry. The urban, or interior, street frontages will be characterized by the same street tree plantings and sidewalks common to the other internal street types. The southern edge will serve as a landscape buffer between the site and adjacent residential properties to the south.

**Section 6- Existing Public Street  
(Starling Drive Frontage)**

This section depicts an example of development adjacent to Starling Drive (Public R.O.W.) that will provide an 8' wide continuous landscape verge and minimum 6' wide sidewalks.

## BUILDING SETBACKS (BUILD-TO-LINE)

### Residential Frontage

Block standards for residential frontages are intended to provide a pleasant pedestrian experience with a scale reminiscent of traditional, urban neighborhoods. Building setbacks are set between fourteen to twenty feet to back of curb.

### Retail Frontage

Building setbacks for retail frontages are intended to provide for wide sidewalks and ample street amenity zones for street furnishings and café seating areas. Building setbacks are set between fourteen to twenty-two feet from back of curb and accommodate a six foot curbside amenity zone (trees and site furnishings), an eight to sixteen foot building amenity zone (café seating and door swings) and a minimum six foot clear pedestrian zone.

### Office Frontage

Building setbacks for office frontages are intended to provide for wide sidewalks, street amenity zones, and potential plaza areas. Building setbacks are set to a minimum fourteen to twenty feet from the back of curb and accommodate a six foot curbside amenity zone (trees and site furnishings), an eight to fourteen foot building amenity zone (café seating and door swings) and a minimum six foot clear pedestrian zone with flexibility for larger building setbacks for creation of small urban plazas, amenity areas, or public art space.



RESIDENTIAL BUILD-TO-LINE PLAN



RETAIL BUILD-TO-LINE PLAN



OFFICE BUILD-TO-LINE PLAN



RESIDENTIAL BUILD-TO-LINE SECTION



RETAIL BUILD-TO-LINE SECTION



OFFICE BUILD-TO-LINE SECTION

**PEDESTRIAN PLAN**

**Pedestrian Facilities**

Internal: wide sidewalks along all internal streets will create an attractive public realm and promote walking. ADA accessible routes will be provided to the maximum extent possible and Woonerf streets will provide a unique experience for pedestrians and opportunities to close selected streets to traffic to accommodate programmed community events. Crosswalks at key locations will be clearly signed and marked for safe navigation across internal streets. Crosswalks will be made highly visible with a combination of contrasting paving patterns and textures including alternative paving materials, high-visibility traffic paint, and signage.

**Perimeter Public Streets**

Pedestrian facilities along Starling Road and Holly Hill will be enhanced including new sidewalks and street tree plantings to provide better connectivity to surrounding shopping and residential neighborhoods and to enhance the streetscape environment.

Pedestrian connectivity to the legacy residential neighborhoods south of Regency Square will be provided with the intersection improvements at Holly Hill Road. Bollards or similar physical barriers will prohibit vehicular traffic from moving between the development and residential streets at that location unless, or until, the County and community decide to open that connection to traffic.

**PEDESTRIAN CIRCULATION LEGEND**

-  PEDESTRIAN PATH - PROPOSED
-  SIDEWALK - PROPOSED
-  SIDEWALK - EXISTING
-  PEDESTRIAN CROSSING



### COMMON AREA

A series of interconnected public and private open spaces of varying scale and character will be incorporated into the overall master plan. A minimum 15 percent of the total project area will be committed to qualified common area. This total will be comprised of both public space and private amenity areas within selected blocks. The general location of key, committed open space amenities are illustrated in adjacent plan. The location, size, and configuration of these areas is conceptual only. The signature common areas include the following:

- Public greenspace and urban plazas
- Roof-top terraces and gardens
- Private Amenity Areas
- Outdoor public meeting areas
- Landscaping and buffer areas



#### COMMON AREA LEGEND

- LIMIT OF REZONING APPLICATION
- CA COMMON AREA



**COMMON AREA**

**Regency Park (CA-AREA 16)**

This common area is envisioned to be passive green space with great access for both the existing neighborhoods and new residents of Regency Square. It will incorporate new landscaping, walking paths, pet-friendly areas, and passive seating areas.



**Regency Commons (CA-AREA 9 & 10)**

This space occupies the core of the project in the heart of the former mall space and represents a new, contemporary interpretation of that space that has long ties with the community. It is the signature gathering area for unstructured or programmed activities and is the connective tissue for the project between residential, entertainment, and retail uses.



**COMMON AREA**



Hard Surface



Green Surface



**COMMON AREA**



### LANDSCAPE STRATEGY

The overall landscape plan strategy is to establish a vegetation framework and character with street trees along the internal streets and along public street frontages. The adjacent plan illustrates proposed street tree plantings and common areas.

Interior landscaping will be determined with each plan of development with a priority on shade tree canopy where appropriate and low-growing plant material as accents to soften building frontages, and maintain sight-lines for public safety.

Water quality features, if needed, may be accommodated within landscape areas as amenities integrated within common areas and open space.

The common areas will include new shade trees and preservation of selected mature trees near Starling Road. The intent of the mixed-use strategy is to create a better integration of uses within the development and with adjacent land uses through a softening of harsh landscape buffers and barriers.



### LANDSCAPE LEGEND

-  LIMIT OF REZONING APPLICATION
-  STREET TREE (SPACING VARIES: 35'-50' O.C.) \*
-  COMMON AREA

**\*NOTE:**

Street tree spacing to vary based upon specific block context and in consideration of sight lines, building setbacks, public spaces, utilities, and visibility to retail frontages.



## LANDSCAPE PLANT MATERIAL

### Tree and Planting Recommendations

Street tree plantings along internal and perimeter streets (spacing varies, 35-50 feet on center)\* will provide shade to pedestrian zones and enhance the overall character of place. A palette of trees will be used that are proven hardy in urban landscapes and provide year-round interest. Street plantings shall be laid out in an organized manner. Multiple species of trees will be planted in groups or an alternating pattern along streets to help improve the long-term health and stability of the tree canopy. Obstructive plant materials will not be placed within the pedestrian zone.



**\*NOTE:**

Street tree spacing to vary based upon specific block context and in consideration of sight lines, building setbacks, public spaces, utilities, and visibility to retail frontages.

**Table I: Large Shade + Evergreen Trees**

Scientific Name	Common Name	Size at Planting	Type	Preferred Locations
 <i>Acer rubrum</i>	Red Maple	Min. 2" cal., B&B.	Large Shade Tree	Buffers Parks/Amenities Parking/Streetscape
 <i>Ginkgo biloba (Male)</i>	Maidenhair Tree	Min. 2" cal., B&B.	Medium Canopy Tree	Pocket Parks/Amenities Parking/Streetscape
 <i>Platanus x acerifolia</i>	London Planetree	Min. 2" cal., B&B.	Large Shade Tree	Buffers Parks/Amenities Parking/Streetscape
 <i>Quercus phellos</i>	Willow Oak	Min. 2" cal., B&B.	Large Shade Tree	Buffers Parks/Amenities Parking/Streetscape
 <i>Juniperus virginiana</i>	Eastern Redcedar	8-10" Height	Small Evergreen Tree	Buffers Street Buffer

**Table II: Understory Trees + Shrubs**

Scientific Name	Common Name	Size at Planting	Type	Preferred Locations
 <i>Comus kousa</i>	Kousa Dogwood	8-10" Height	Understory	Understory Buffers
 <i>Cercis canadensis</i>	Redbud	8-10" Height	Understory / Flowering Tree	Pocket Parks/Amenities Buffers
 <i>Ilex glabra</i>	Inkberry Holly	24" height	Evergreen Shrub	Buffers Parking Lot Landscaping Street Buffer
 <i>Ilex verticillata 'Red Sprite'</i>	Red Sprite Winterberry Holly	24" height	Semi-Evergreen Shrub	Buffers Parking Lot Landscaping Street Buffer
 <i>Rhododendron prinophyllum</i>	Rose Azalea	24" height	Semi-Evergreen Flowering Shrub	Buffers Parks/Amenities
 <i>Spiraea sp.</i>	Spirea	24" height	Deciduous Shrub	Buffers Parking Lot Landscaping Street Buffer

# DESIGN TEAM

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## OWNER/DEVELOPER:

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## ARCHITECTS:



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THE CENTER FOR CONNECTIVE ARCHITECTURE

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## ATTORNEYS:

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## CIVIL ENGINEERS/ LANDSCAPE ARCHITECTS:

### Kimley»Horn

1700 Willow Lawn Drive, Suite 200, Richmond, VA 23230

**BUILDING HEIGHTS LEGEND**

-  LIMIT OF REZONING APPLICATION
-  ≤ 120'
-  ≤ 100'
-  ≤ 60'

**REGENCY UMU  
BUILDING HEIGHTS**



REZ2019-00021



## DEVELOPMENT IMPACT ANALYSIS

At its inception in 1975, Regency Square Mall, a 900,000 SF indoor mall, was the dominant Class A retail venue in the Richmond suburbs, and by the early 90's had taken that position for the entire Richmond region. As Henrico County spread to its western edges, the emergence of Innsbrook Corporate Center and Short Pump retail to form an Edge City for the Richmond Region solidified that area as the Region's next dominant market area and population center. Consequently, in 2004, Forrest City and the Pruitt family completed the development of Richmond's most ambitious retail project to date, Short Pump Town Center. SPTC's outside orientation, massive scale, and introduction to the market of major new retailers eclipsed Regency Square's market position. As a counter move to SPTC, Regency Square's owner developed another outdoor lifestyle center, Stony Point Shopping Center, five miles south of Regency Square in the City of Richmond. Regency's owner relocated most of Regency Square's major tenants to SP, leaving Regency Square to struggle with vacancy and a limited tenant mix.

Over the past twenty years, outdoor lifestyle centers and a growing consumer appetite for on line sales has dramatically affected the viability of the interior mall, a retail concept first implemented in the mid 1950's to counter suburban sprawl. Indoor Malls provided a centrally located dominant shopping experience for the suburbs as the suburbs growth and financial power began to eclipse that of the central city districts. Such Malls are typically well located and formed the base for upper end suburban residential development.

Fast forwarding to 2008 in Richmond, we see the demographic economic power of the Millennial generation and the emerging growth of the empty-nester Baby Boomers being drawn toward the urban residential lifestyle of walkable urban communities. This trend is a powerful force throughout the U.S. and is giving rise to the growth of America's urban areas after decades of outward migration.

Consequently, throughout the U.S., the suburban communities are finding themselves drawn to creating their own form of walkable, mix-use communities to attract their share of both commercial and residential growth. Developers have responded to the demand for creating such suburban communities by implementing new design techniques known as "New Suburbanism", to create more urban feeling commercial/residential districts. New Suburbanism works well at well located existing interior Mall locations, where the large contiguous land area, surrounding demographics, and public and private infrastructure is already in place and at a scale that supports the high density residential and commercial redevelopment that is the key to an activated, thriving, walkable mixed-use community. These national trends are also among the reasons why Henrico County created the Urban Mixed Use zoning district.

The Owner of the Regency Square property (1420 N Parham Road, LC herein referred to as "1420") currently owns 36 acres of land and is in negotiations for an additional 3 acres for a total of 39 acres. Acquiring Regency in 2015, 1420 has undertaken dramatic redevelopment of the Mall property such that by 2019 it will have increased the value of the property by 120% and increased the sales from the property by 91% versus what the sales are for 2018. 1420 acquired most of the Sears property in March 2018, giving it the necessary land to implement an urban mixed-use development at Regency.

Approximately 18 months ago, 1420 began the planning process to reimagine Regency as the UMU community it could be to reverse its downward spiral and regain its regional prominence as a first class commercial location. The plan is to preserve some of the Regency DNA that makes it such a special place while still allowing for new development that meets the modern needs of consumers and residents. 1420 envisions a family friendly, walkable, residential, shopping, entertainment, hospitality, and active lifestyle community for all ages.

The current zoning for Regency is B-3, which provides for all the retail and commercial uses described above. UMU zoning will enable Regency to add a vital residential element to activate Regency as a community and be a driver for its retail and entertainment transformation as a regional destination and one of Henrico's most valuable tax generators. The purpose of the Urban Mixed-Use District (the UMU District) is to allow the development of mixed-use, pedestrian-

oriented, activity centers containing a variety of uses, including business, retail, residential, cultural, educational, and other public and private uses. The UMU District is intended to encourage redevelopment and reinvestment in commercial and industrial areas. The UMU District incorporates publicly accessible community open space areas and encourage high-quality development and redevelopment that stimulates investment, generates jobs, increases available housing options, and expands the County's tax base. The UMU District also permits a compatible mix of uses in a single structure or a group of structures on a parcel or group of parcels and is intended to discourage piecemeal development. The UMU District will facilitate investment by increasing the number of permitted principal and accessory uses in a single district and will encourage high quality redevelopment by permitting greater regulatory flexibility and innovative and creative design (Section 24-31 of the Henrico County Ordinance).

Approval of the UMU rezoning could result in a mixture of 1,250+ for-sale and for-rent residential units, 400,000+ SF of entertainment, shopping, restaurant, and active recreational uses, 125+ hotel rooms, and 200,000+ SF of a variety of office uses. This approximately 1.0+ FAR of development will evolve over time at a measured pace dictated by market demand. During that time, we anticipate the demand for transportation will evolve to require fewer parking spaces and Regency's parking lots will be transformed for additional development. The proposed UMU development will be regulated by both Urban Design Guidelines that become part of the UMU Ordinance, as well as active involvement by the Owner's Architectural Review Committee. The foregoing represents an exciting opportunity to extend the life of Regency and increase its value to the community and Henrico's tax base.

The streets and blocks of the Regency Urban Mixed-Use District form an easy, comprehensible network for the organization of public life and provides for its future growth in an organized manner. Frequent intersections provided by a gridded street pattern offer the public numerous options and alternative routes, creating the basis for easy and efficient communication throughout the district, connection points to the surrounding neighborhoods, and an inviting porosity that will be a catalyst for growth for the entire Tuckahoe commercial district. The streets are narrower, slowing vehicular traffic and, consequently, more pedestrian-friendly. While designed to accommodate vehicular movement, they are detailed to encourage pedestrian, bicycle moped and other vehicle usage. Our transportation planning anticipates the further growth in UBER, Lyft and other ride sharing, connection of Regency into the regional mass transit system of buses and other public transportation, as well as the overall reduction of cars achieved through on demand driverless cars.

Sidewalks and community open spaces constitute the basic armature for successful urban areas; they are the lifeblood of community. They are to be provided with street trees and, potentially, lighting, seating, and other street furniture in commercial areas. These elements both buffer the pedestrian from vehicular traffic and enrich the public walk. The sidewalks will be regularly inhabited with pedestrians as they traverse to places of business, nearby shops, restaurants, and entertainment venues in the course of their daily lives. Sidewalk cafes can further enliven the pedestrian experience.

The architecture is to be designed to offer a variety of visual experiences. Fronting on the public sidewalks, buildings will frame the street, with main entries generally accessed directly from the public way. Buildings are designed as a composition to engage open space and unify the urban fabric. Open spaces and landscaped areas will be linked together to create a network of public plazas, parks, and courtyards. Such open spaces will engage play areas, water features, and pet parks. Street trees and plants will typically buffer pedestrians from vehicular traffic, provide shade to pedestrians, and visually frame special points of interest. Amenities could include esplanades, gardens, pools and other water features, sculptures, and other items.

Signage throughout the district is to provide order and visual clarity. A variety of signage types, each appropriately scaled for its purpose and location, will contribute to the maintenance of a pleasant and harmonious environment. The placement, size, shape, material, color, and lighting for the signs will be coordinated to complement the overall character of the surrounding environment.

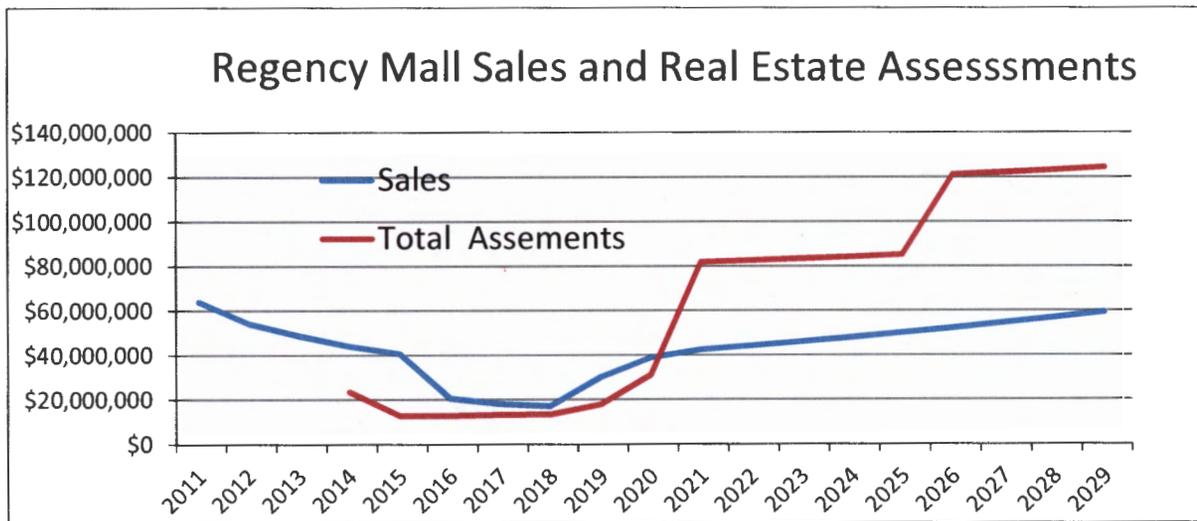
These design standards are intended to promote a rich and varied urban environment, encouraging the design of streets, streetscapes, buildings, landscaping, and signage to contribute to the development of an exciting urban lifestyle.

## ARCHITECTURAL REVIEW COMMITTEE

Regency will set the tone for the architectural themes expressed at Regency. The themes will embrace timeless classic design within a modern framework. Regency will be known for how art plays a major role in experiencing Regency. Regency will have its own Architectural Review Committee to enforce and promote an overall harmonious design.

## ECONOMIC IMPACT

The rezoning of Regency will have a substantial positive impact on the economic health of the surrounding area and the County of Henrico. Based upon our development forecast of Sales and Property Values, the addition of a residential component to the Regency mall property will create an attractive walkable community that will reinvigorate all commercial uses both today and in the future as the property development program evolves.



## IMPACTS AND LAND USE

The current zoning for Regency is B-3, which provides for all the retail and commercial uses described above. UMU zoning will enable Regency to add a vital residential element to activate Regency as a community activity center and be a driver for its retail and entertainment transformation as a regional destination and one of Henrico's most valuable tax generators. The purpose of the Urban Mixed Use District (the UMU District) is to allow the development of mixed-use, pedestrian-oriented, activity centers containing a variety of uses, including business, retail, residential, cultural, educational, and other public and private uses. The UMU District is intended to encourage redevelopment and reinvestment in commercial and industrial areas. The UMU District incorporates publicly accessible community open space areas and encourages high-quality development and redevelopment that stimulates investment, generates jobs, increases available housing options, and expands the County's tax base. The UMU District also permits a compatible mix of uses in a single structure or a group of structures on a parcel or group of parcels and is intended to discourage piecemeal development. The UMU District will facilitate investment by increasing the number of permitted principal and accessory uses in a single district and will encourage high quality redevelopment by permitting greater regulatory flexibility and innovative and creative design (Section 24-31 of the Henrico County Ordinance).

Approval of the UMU rezoning could result in a mixture of 1,100+ for-sale and for-rent residential units (including senior living), 337,000+ SF of entertainment, shopping, restaurant, and active recreational uses, 125+ hotel rooms, and 150,000+ SF of a variety of office uses. Development will evolve over time at a measured pace dictated by market demand. During that time, we anticipate the demand for transportation will evolve to require fewer parking spaces and Regency's parking lots will be transformed for additional development. Structured parking would support the increase in development. A conceptual plan showing possible building and parking structure locations for Regency is in the Urban Design Guidelines, which represents the culmination and implementation of the community-based planning process. The proposed UMU development will be regulated by both Urban Design Guidelines that become part of the UMU Ordinance, as well as active involvement by the Owner's Architectural Review Committee. The foregoing represents an exciting opportunity to extend the life of Regency and increase its value to the community and Henrico's tax base.

The streets and blocks of the Regency Urban Mixed Use District form an efficient, comprehensible network for the organization of public life and provides for its future growth in an organized manner. Smaller, more walkable block structure created by a new grid street pattern offer the public numerous options and alternative routes through the site, creating the basis for efficient, multi-modal navigation throughout the district, connectivity to the surrounding neighborhoods, and an inviting porosity that will be a catalyst for growth for the entire Tuckahoe commercial district. The streets are narrower, slowing vehicular traffic and, consequently, more pedestrian-friendly. While designed to accommodate vehicular movement, they are detailed to encourage pedestrian, bicycle, and other vehicle usage. Our transportation planning anticipates the further growth in UBER, Lyft and other ride sharing options, connection of Regency into the regional mass transit system of buses and other public transportation, as well as the overall reduction of cars achieved through on demand driverless cars.

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## GUARANTEES AND ASSURANCES

Maintenance of common areas, open space, recreation areas, sidewalks, parking, private streets and other privately-owned but common facilities serving the project will be provided by the Owners' Association and/or a sub-association created for the UMU as appropriate. The obligation for maintenance and oversight of development standards and architectural review is or will be set forth in binding protective covenants running with the land.

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PUBLIC FACILITIES  
LIBRARIES

The Tuckahoe Area Library located at 1901 Starling Drive opened in its present location in October of 2006. It replaced the facility formerly located at Parham and Fargo Roads. The library is 53,000 square feet on two levels. Tuckahoe features a convenient drive-thru book return and pick-up window; a colorful puzzle-themed children's area and storytime room, "Planet Teen", a quiet reading room, more than 100 public computers, and free wireless.

As part of the rezoning review process, the Henrico County Public Facilities Department will provide a more in-depth report when they have received and reviewed the application materials.

PUBLIC FACILITIES  
SCHOOLS

Schools serving Regency are as follows:

Maybeury Elementary School. As of September 30, 2018, Maybeury had 638 students with a capacity of 638 students.

Tuckahoe Middle School. As of September 30, 2018, Tuckahoe had 1,120 students with a capacity of 1,348.

Freeman High School. As of September 30, 2018, Freeman had 1,766 students with a capacity of 1,760.

As part of the rezoning review process, the Henrico County Public Schools Department will provide a more in-depth report when they have received and reviewed the detailed application materials.

PUBLIC FACILITIES  
PARKS AND RECREATION

Cheswick Park at 1700 Forest Avenue is the closest County park to Regency. It includes a picnic area and shelters, play equipment and walking trails.

Regency enjoys convenient access to Parham Road, Patterson Avenue, and Interstate 64, which will enable the residents of Regency to access the many parks in Henrico County. Of course the development will provide a host of sidewalks, open space, plazas, and the like. Many forms of entertainment will be available to those who live, work and play in Regency.

PUBLIC FACILITIES  
FIRE AND RESCUE

Innsbrook is served by Fire Station 9 located at Quioccasin Road and Fire Station 8 at Patterson and Forest.

As part of the rezoning review process, the Henrico County Fire Department will provide a more in-depth report when they have received and reviewed Innsbrook's detailed application materials. The Henrico County Fire Department will review in the service area the number of potential occupants, building access, and fire suppression systems during plan review.

THE REQUEST MEETS  
BASIC UMU REQUIREMENTS

The request to rezone the property to a UMU designation meets all requirements of Henrico Code Section 24-34 except as provided in the Provisional Use Permit Application filed herewith and as supported by the information provided therein.

## CULTURAL AND HISTORICAL SITE IMPACT ANALYSIS

### **Historic Impact**

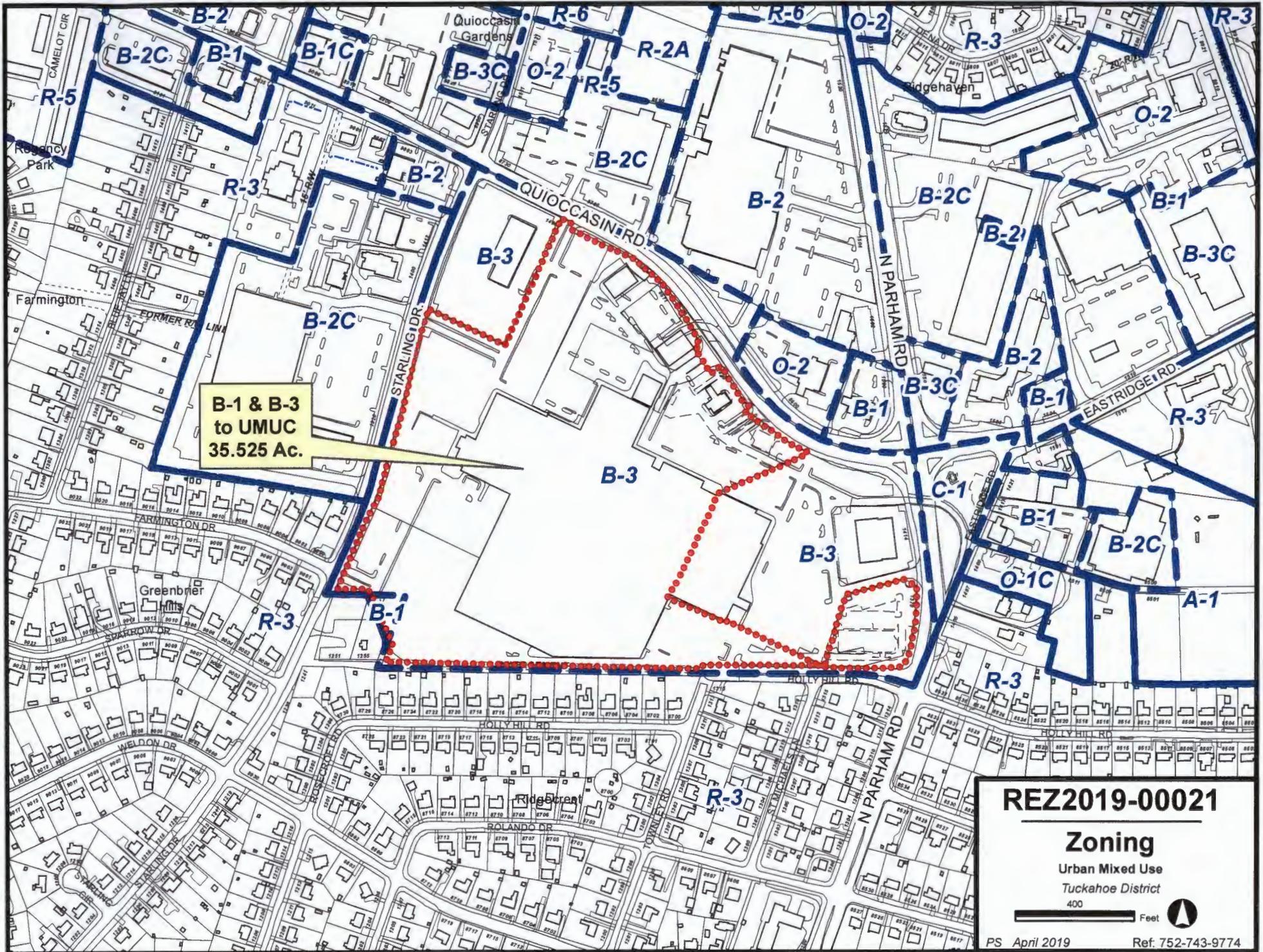
There are no known historic features associated with the property based on available County information. The Department of Parks and Recreation will conduct a more detailed review of the property during the zoning process.

### **Cultural Impact**

The proposed UMU will have a positive cultural impact by adding residential, commercial and recreational opportunities in an effort to revitalize Regency Square. By concentrating development where infrastructure is in place, both sprawl and reliance on the automobile are reduced. The request is further evidence of the evolving urbanization of the County.

## UTILITIES

Utilities are available to the site sufficient to support the 850,000 square feet comprising Regency Square Mall. Capacity availability in the future in excess thereof will be determined with the consideration of each Plan of Development.

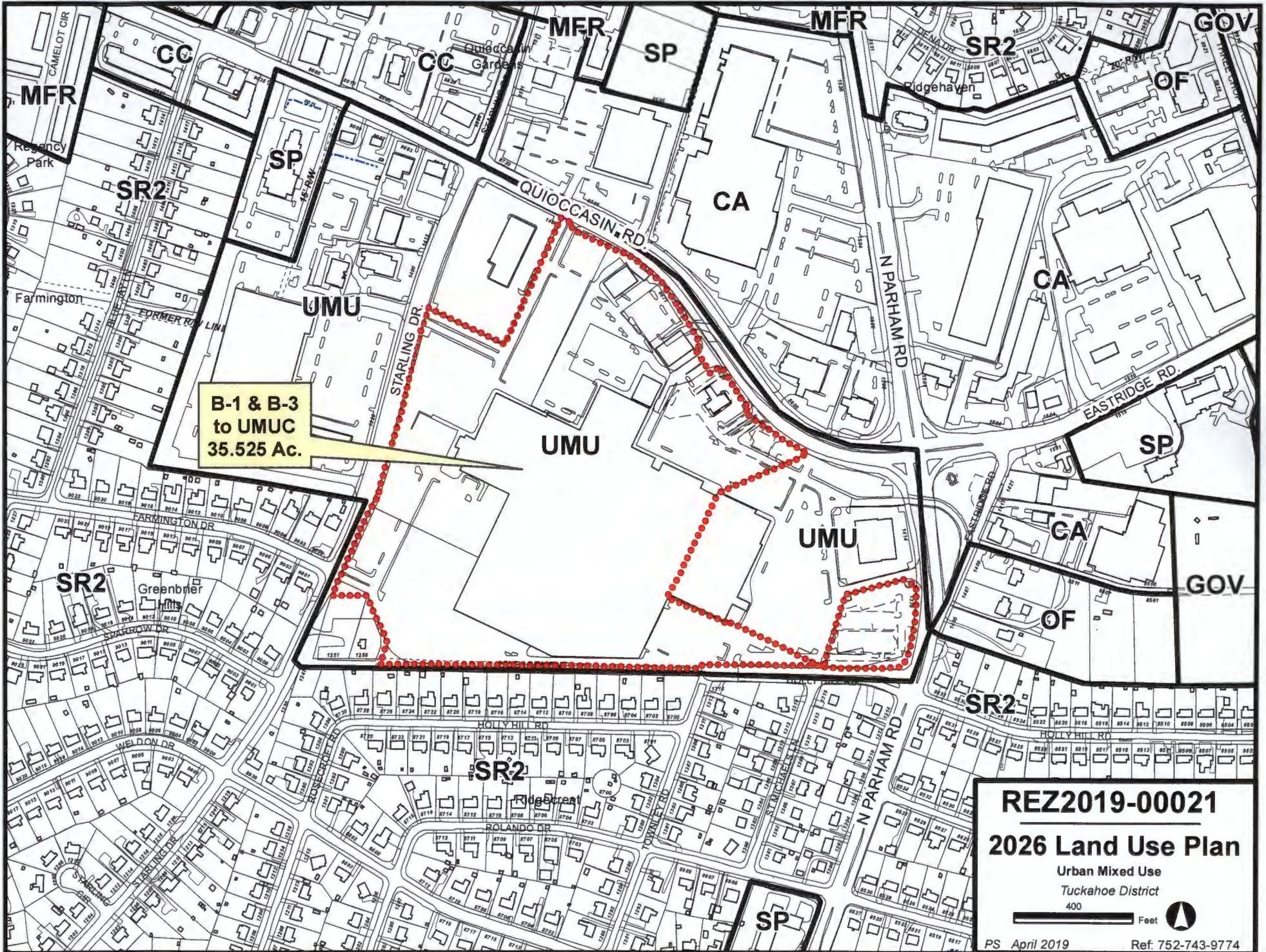


**REZ2019-00021**

**Zoning**  
 Urban Mixed Use  
 Tuckahoe District

400 Feet

PS April 2019 Ref: 752-743-9774



**B-1 & B-3  
to UMC  
35.525 Ac.**

**REZ2019-00021**  
**2026 Land Use Plan**  
 Urban Mixed Use  
 Tuckahoe District  
 400 Feet  
 PS April 2019      Ref: 752-743-9774