

## **CHAPTER 7: PLANNING & ECONOMIC FOCUS AREAS**

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### **OVERVIEW**

This chapter identifies Focus Areas with unique characteristics requiring special planning consideration above and beyond the land use policies contained elsewhere in this Plan. These Focus Areas have certain characteristics or face unique challenges or opportunities requiring special consideration. This chapter provides recommendations and strategies to ensure desirable aspects of these areas are protected and integrated with the remainder of the county in the most compatible way possible. In addition to four (4) categories of Special Focus Areas, this chapter includes sections identifying the location of Prime Economic Development Sites and the county's Enterprise Zone.

### **SPECIAL FOCUS AREAS**

The Special Focus Areas are grouped into four (4) functional categories which include:

1. **Existing Character Protection Areas;**
2. **Mixed-Use/Village Areas;**
3. **Neighborhood Enhancement Study Areas;** and
4. **Revitalization/Reinvestment Opportunity Areas.**

**Existing Character Protection Areas** are corridors and neighborhoods exhibiting a distinctive natural or built character that contributes to the identity of the surrounding area or the county as a whole. This plan identifies five (5) such Existing Character Protection Areas. These areas are identified because protection and enhancement of their qualities are important to the general welfare of the community.

Two (2) areas are identified as **Mixed-Use/Village Areas**, which require additional attention beyond the general Keystone Policies of the Mixed-Use land use group and the *Design Guidelines Manual*. These areas are identified due to the presence of unique challenges and opportunities, such as existing development, or natural/cultural resources.

**Neighborhood Enhancement Study Areas** include seven (7) established residential neighborhoods. These neighborhoods have been identified as Neighborhood Enhancement Study Areas for a variety of reasons ranging from the potential of encroachment of nonresidential uses to pressure for revitalization or reinvestment within the area.

The fourth Special Focus Area category, designated as **Revitalization/Reinvestment Opportunity Areas**, includes fifteen (15) areas targeted for revitalization or reinvestment opportunities. These areas have been broadly evaluated and found to show signs of disinvestment by the private sector, and could benefit from a strategic approach to revitalization or reinvestment.

A total of twenty-nine (29) separate Special Focus Areas are identified on the Special Focus Areas Map. The individual Special Focus Areas are listed under their respective functional category headings. Each Special Focus Area is described in detail with justification for its inclusion, a vision or goal for the future, and action recommendations

for future planning efforts which should result in more specific and long-term development policies.

Many of the Special Focus Areas have not yet been studied to the level of detail necessary to fully ascertain all the relevant factors and forces that are impacting them. The complexity associated with potential planning issues in these areas may indicate a need for additional study beyond the scope of the Comprehensive Plan. To develop a sound strategic approach for the county, the Special Focus Areas Study Tool Box on the following page provides general guidance on the type of planning process the county may wish to utilize for each study.

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**FIGURE PE-1: SPECIAL FOCUS AREAS STUDY TOOL BOX**

## **Special Focus Areas Study Tool Box**

Many of the Special Focus Areas will require additional planning prior to any implementation action by the county. The following information should act as a guide for the county in any future planning actions.

A small area study and/or plan could be undertaken for any of the Special Focus Areas that have been identified as needing additional attention to more fully understand the factors that may be impacting it; at a minimum, the studies/plans could include the following:

### **A. Inventory and Assessment:**

- Inventory the existing conditions, such as viable uses/structures; vacant buildings; adaptable buildings; reusable buildings; deteriorated or dilapidated buildings; obsolete space/configurations; levels of service on roadways and from other community facilities; and any potential on-site contaminants (brownfields).
- Identify stakeholders
- Evaluate the market and socio-economic forces contributing to the current condition (i.e., competition from new development in other areas)
- Identify the influences that affect the potential for investment
- Identify the vision or goals for the area
- Assess appropriateness of the existing land uses and future land use designations. For example, are the uses compatible with one another and the surrounding area?

### **B. Recommendations:**

- Prepare alternative land use scenarios (when applicable)
- Recommend specific improvements/changes to public facilities/infrastructure
- Establish design guidelines for new development or redevelopment (when applicable)

### **C. Implementation:**

- Identify the county's role in the reinvestment or redevelopment of the area
- Identify possible sources of public and private funding such as:
  - Enterprise Zones
  - Community Development Block Grants
- Establish a plan of action to implement the recommendations



**SPECIAL FOCUS AREAS MAP**

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## EXISTING CHARACTER PROTECTION AREAS

There are five (5) Existing Character Protection Areas identified in this category. The established character and quality of the identified roadway and river corridors are important to the overall image of the county. The views to and from the river and public rights-of-way are valued parts of this image. Some of the more significant scenic corridors in the county are included in these areas. Preservation of the scenic and/or historic qualities of these corridors is important for many reasons. For example, maintaining a rural view from New Market Road and Osborne Turnpike will help preserve the rural/semi-rural character in Varina while still allowing development in the area.

Each of the Existing Character Protection Areas is identified below.

### 1: River Road Corridor

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River Road is predominantly two (2) lanes running east/west through the western portion of the county near the James River. The corridor is currently characterized by detached single-family homes and churches. A small commercial node is located at the eastern end of the corridor near the Henrico County/Richmond City boundary.

#### ***The Vision***

*The River Road Corridor should be preserved as a scenic, semi-rural corridor with low-density, single-family residential development and mature trees as the prominent visual features from the right-of-way. Any future infill development of residential uses should be of a consistent density with existing residential developments in the corridor.*

#### **Action Recommendations**

A detailed study of the River Road Corridor, including a visual inventory of features to be preserved, could be conducted. Current zoning regulations and districts could be evaluated for their ability to support preservation of the character in the corridor by requiring adequate development standards. If any potential study reveals the corridor's special character cannot be preserved and enhanced under existing zoning regulations, a zoning overlay district for the River Road Corridor could be considered. The overlay district could include standards to regulate the development quality of the corridor through building setbacks, lot dimensions, landscaping, signage, design, use restrictions and architectural elements.

### 2. Marion Hill

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The Marion Hill Area is generally bordered by New Osborne Turnpike, Old Osborne Turnpike, Oakland Road, Almond Creek and the Almond Creek tributary to the east of New Osborne Turnpike. This area is characterized by detached single-family homes, most dating to the early and mid 20<sup>th</sup> Century. The Clarke-Palmore House, which is listed as a Specialty Facility in **Table RP-7**, is located on the northern side of McCoul Street. A small commercial node is located at the

southern end of the area at the intersection of New Osborne Turnpike and Old Osborne Turnpike.

**The Vision**

*The Marion Hill Area should be preserved primarily as a residential area with low-density, single-family residential, with the exception of the existing commercial node at the intersection of Old Osborne and New Osborne Turnpikes. Any future infill development should be of a consistent density with existing residential development in the area. Historic properties, such as the Clarke-Palmore House, should be preserved in a manner consistent with their historical significance.*

**Action Recommendations**

A detailed study of the Marion Hill Area, including a visual inventory of features to be preserved, could be conducted. Current zoning regulations and districts could be evaluated for their ability to support the existing character in the area by requiring development design standards. If any potential study reveals the area's special character cannot be preserved and enhanced under existing zoning regulations, a zoning overlay district could be considered. The overlay district could include standards to regulate the development quality of the area through building setbacks, lot dimensions, landscaping, design, use restrictions and architectural elements. Any study conducted should also pay special attention to potential historic sites within the area, including, but not limited to the Clarke-Palmore House, and should outline any additional steps which could help facilitate the preservation of such sites.

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**3: The James River Corridor-East**

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The county's border with the James River offers access to natural and cultural resources, and the James River, with its related vegetation and topography, which contribute to the semi-rural character of the areas along the river. The enhancement of these resources must be balanced with potential local growth in order to promote access opportunities, and maintain the established character of this corridor. The James River Corridor-East generally includes the land within 1,000 feet of the river's edge south from the City of Richmond and continuing toward the county's border with Charles City County just north of Turkey Island.

**The Vision**

*The James River Corridor-East should remain a scenic corridor in Henrico County. The corridor should include public and private access to the river and development of river-based businesses, while maintaining existing trees, slopes, and other natural and cultural/historic features essential to the general welfare of the river and Chesapeake Bay Preservation Area ecosystems.*

**Action Recommendations**

Any new development should be completed in a manner that respects the environmentally sensitive and historic aspects of the area. A small area land use study of the river's eastern corridor could be conducted. The exact boundaries of any study should be determined during the



preliminary research phase of the project. This study should examine feasible locations for access to the James River, as well as the potential for a river park connecting developments in the eastern portion of the corridor. Any future study should also identify potential types of river-based businesses, which could enhance the river's recreation and economic contributions to the community. Additionally, the compatibility of the current zoning regulations and districts could be evaluated for their ability to achieve the defined vision for the James River Corridor-East.

### 4: Osborne Turnpike Corridor

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Osborne Turnpike is a county-maintained, two-lane road with limited development and a rural character. Most of the land in the corridor is currently dedicated to single-family, detached homes on larger lots and agricultural uses. The large setbacks of the majority of these homes contribute to this rural character. A key feature of the corridor is the stand of cedar trees located in the median of Osborne Turnpike beginning at its intersection with Battery Hill Drive and southward approximately 2,644 feet. The Osborne Turnpike Corridor includes the land on both sides of the road, within seven-hundred (700) feet of the right-of-way. The corridor extends from the intersection of Osborne Turnpike and New Market Road (State Route 5) east to its terminus at Kingsland Road.

#### **The Vision**

*The rural, large-lot, residential character of this corridor should be preserved and maintained. The roadway itself should also support the rural character. The stand of cedar trees in the southern portion of the corridor should be maintained as a key identifying feature of Osborne Turnpike.*

#### **Action Recommendations**

A detailed study of the Osborne Turnpike Corridor, including a visual inventory of features to be preserved, could be conducted. As part of any potential study, the current zoning regulations should be evaluated to determine their ability to support preservation of the character in the corridor by requiring adequate development standards. If a study reveals the corridor's special character cannot be preserved and enhanced under existing zoning regulations, a zoning overlay district for the Osborne Turnpike Corridor could be developed. The overlay district could include standards to regulate the development quality of the corridor through building setbacks, lot dimensions, landscaping, signs, design and architectural elements. Additionally, the potential study should identify any gateways (existing or future) and landmarks along the corridor. Public/private efforts could be made to enhance these areas with improvements, such as decorative walls and signs, enhanced overpasses, and landscaping/streetscaping to support the desired scenic character.

### 5: New Market Road Corridor

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New Market Road (State Route 5) is the earliest roadway connecting the City of Richmond to Williamsburg. The corridor has generally maintained its rural character and contributes to the rural visual identity of the eastern portion of the

county. The roadway itself is currently maintained by the Commonwealth of Virginia.

### ***The Vision***

*As development pressures increase in the eastern portions of the county, the rural character and the views to and from New Market Road should be preserved to the maximum extent feasible. This should be partly accomplished by concentrating commercial development in specific nodal areas. The corridor should support the development of a bicycle and pedestrian trail that may eventually connect the City of Richmond to Williamsburg.*

### ***Action Recommendations***

A detailed study of the New Market Road Corridor, including a visual inventory of features to be preserved, could be conducted. As part of any potential study, the current zoning regulations should be evaluated to assess their ability to support preservation of the character in the corridor by requiring quality development standards. If a study reveals the corridor's special character cannot be preserved and enhanced under existing zoning regulations, a zoning overlay district for the New Market Road Corridor could be considered. Any potential overlay district should include standards to regulate the development quality of the corridor through building setbacks, lot dimensions, landscaping, signs, design and architectural elements.

Additionally, any gateways (existing or future) and landmarks along the corridor, including the potential location/alignment of the trail connecting the City of Richmond to Williamsburg as planned by the State, should be identified and factored into any plan developed for this area. Public/private efforts should be made to enhance these areas with improvements, such as decorative walls and signs, enhanced overpasses and landscaping/streetscaping.

## **MIXED-USE/VILLAGE AREAS**

The Mixed-Use/Village Areas represent locations in the county where there are significant parcels of undeveloped land that have been designated for Mixed-Use development with different ranges of density, such as a Traditional Neighborhood Development (TND), Urban Mixed-Use (UMU) or Suburban Mixed-Use (SMX). In most cases, these areas do not yet have adequate sewer/water access or local road networks to support the recommended land use densities. For this reason, they are identified as Special Focus Areas requiring focused planning attention prior to their development with the mix of uses as identified in this Comprehensive Plan.

Not all of the areas designated for Mixed-Use on the Future Land Use Map in Chapter 5 are included as Special Focus Areas. For many of those areas, this Plan presents adequate guidance through the applicable Keystone Policies and the *Design Guidelines Manual*; however, development sites that have particularly distinct planning issues are included here with additional strategies.

The Mixed-Use Keystone Policies recommend developments be constructed pursuant to a county-approved master plan. The policies and recommendations for the Mixed-Use/Village Areas in this chapter are intended to help guide the county's evaluation of the submitted plans.

Each of these Mixed-Use/Village Areas identified as Special Focus Areas are described below.

### **6: W. Broad Street – West Area**

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The W. Broad Street-West Area is located on the western border of the county along W. Broad Street (U.S. Route 250). The area is currently experiencing development pressures to convert from rural and agricultural uses to commercial development. The Future Land Use Map in Chapter 5: Land Use recommends this area for a combination of Urban Mixed-Use (UMU) and Traditional Neighborhood Development (TND).

#### ***The Vision***

*This area is envisioned for high-quality development with an economically beneficial regional draw incorporating retail, residential, office, and recreation opportunities. The pattern of development should primarily consist of vertically Mixed-Use structures in a compact and walkable environment supported by structured parking, entertainment venues, and public spaces. This pattern of development should adhere to the existing W. Broad Street Overlay District and respect the existing residential neighborhoods to the south.*

#### ***Action Recommendations***

The development of this area should be encouraged under master plans following the guidelines as detailed in the *Design Guidelines Manual* and the W. Broad Street Overlay District. Master plans approved with new development should incorporate connectivity within the area as well as to areas outside this focus area. The *Zoning Ordinance* and the W. Broad Street Overlay District should be reviewed to ensure consistency with the envisioned pattern of development.

### **7: Varina Village**

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The Varina Village Area currently has a small commercial node and several rural subdivisions generally surrounding the intersection of New Market Road and Strath Road. This existing mixture of uses creates a basis for the development of a semi-rural village and supports the vision of creating specific nodal areas along New Market Road (State Route 5).

#### ***The Vision***

*A village concept should be developed for this Special Focus Area, and should include a common architectural theme, uniform lighting and signage, and enhanced landscaping. The design of the village should provide appropriate transitions that are sensitive to existing homes and businesses. The village study area should incorporate features to provide a walkable, pedestrian-friendly community. This could be achieved through the use of sidewalks, enhanced*

*pedestrian crossings, and attractive landscaping. The historic significance of New Market Road should be respected through the limitation of vehicular access and the preservation of open spaces where appropriate.*

### **Action Recommendations**

A small area plan will be conducted for this area to ease the transitions between existing and future development. This study should re-examine the boundaries of the area and adjust them as needed. The development activity in this area should be monitored, and when development plans are submitted, the county should use the keystone policies and *Design Guidelines Manual* to evaluate the appropriateness of the proposed development. The *Zoning and Subdivision Ordinances* should be studied to ensure their consistency with the type of development envisioned for this area. The Virginia Department of Transportation (VDOT) should be consulted regarding any new development along New Market Road or any small area plan to ensure it is compatible with VDOT's planned bicycle/pedestrian trail connecting the City of Richmond to Williamsburg. In conducting the study, the following strategies should be considered:

1. Establish strong physical gateways for Varina Village, linked by a coherent streetscape design, plant materials, pedestrian-scaled light fixtures and signage, and architectural controls.
2. Establish sensitive building infill and renovation guidelines that recognize the importance of retaining and enhancing Varina's pedestrian scale, while expanding its mixture of land uses to better support a vibrant commercial area.
3. Protect the rural character of existing developments. Development adjacent to existing larger lot residences should provide for appropriate transitions in lot size, density and building scale.
4. New developments should be pedestrian in scale and reflect the existing character of Varina. National corporate designs are discouraged.
5. Promote cohesive commercial development within existing commercial nodes, interior streets and adaptive reuse of existing properties. Discourage linear commercial "strip" development along arterial roads and major collectors.

### **NEIGHBORHOOD ENHANCEMENT STUDY AREAS**

The Neighborhood Enhancement Study Areas include seven (7) areas that are primarily residential neighborhoods in established areas of the county experiencing a transition in their built conditions. Potential topics of concern in these areas include, but are not limited to, encroachment from nonresidential development, an aging housing stock, and a need for reinvestment. It should be noted, these areas have not been studied to the level of detail necessary to fully identify all of the relevant factors and forces impacting them. These circumstances cause significant concern for the quality of life and the

general welfare of residents in these neighborhoods. These neighborhoods have been identified in this Plan as Special Focus Areas to encourage monitoring and, when necessary, reinvestment and other activities that may help improve the conditions in these areas.

### **8: & 9: The Beverly Hills and Regency Park/Farmington Neighborhoods**

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These are older, detached, single-family residential areas near Regency Square Mall. Beverly Hills is located between Three Chopt Road and Patterson Avenue, and Regency Park/Farmington is between Quioccasin Road and Patterson Avenue west of Regency Square Mall. These neighborhoods are not in decline, but the potential for decline exists due to the age and functionality of the housing stock and potential encroachment of nonresidential uses.

#### **Vision**

*These areas should be maintained as residential communities of single-family, detached homes. The perimeter areas should be well-buffered from incompatible uses. Any future redevelopment plans for the Regency Square area should be designed to integrate and respect the current neighborhoods.*

#### **Action Recommendations**

A plan of action including a potential neighborhood study and self-help efforts initiated by the county and operated by the neighborhood should be completed for this area. These neighborhoods should be monitored to assist the county in determining the prioritization of action for improvements. When development plans are submitted to the county for land adjacent to these areas, the Keystone Policies and *Design Guidelines Manual* should be used to evaluate the appropriateness of the proposed development and its ability to provide adequate transitions to the existing residential neighborhood.

### **10: The Ridgehaven Neighborhood**

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This is an older, detached, single-family residential neighborhood between Three Chopt and Parham Roads, just south of Fargo Road. It is comprised of fewer than fifty (50) homes and is surrounded on all sides by nonresidential uses and busy roads.

#### **Vision**

*The vision for this neighborhood is unclear at this time. Additional study of this area is encouraged to evaluate prospective impacts on the neighborhood and potential solutions to improve the residential conditions in the face of pressure to change to office uses.*

#### **Action Recommendations**

This area should be monitored to assist the county in determining the prioritization of action for this area. A detailed study of this area could be conducted to determine the appropriate action. Any study conducted

should review options for buffering the homes from the heavily trafficked roads at the perimeter of the neighborhood.

### **11: The Fort Hill Neighborhood**

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The Fort Hill Neighborhood is located south of I-64 between Skipwith Road and Glenside Drive. The majority of the properties lie within four (4) subdivisions: Berkeley Park, Berkshire Park, Buckingham Park, and Fort Hill. Three Chopt Road is the southern boundary of this neighborhood. The neighborhood consists primarily of detached, single-family homes. This portion of the county has had to contend with increased pressure from newer surrounding nonresidential developments.

#### **Vision**

*This area should be maintained as a residential community of single-family, detached homes. The perimeter areas should be well buffered from incompatible uses, and the roadways should be maintained in a safe condition to accommodate local residents as well as increased traffic from adjacent businesses.*

#### **Action Recommendations**

A plan of action including a potential neighborhood study and self-help efforts initiated by the county and operated by the neighborhood should be completed for this area. This area should be monitored and when development plans are submitted to the county for land adjacent to this area, any strategies identified in the plan of action should be used in combination with the Keystone Policies to evaluate the appropriateness of the proposed development and its ability to provide adequate transitions to the existing residential neighborhood.

### **12: The Bloomingdale/Hermitage Court Neighborhood**

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This is an older, detached, single-family residential neighborhood between the commercial corridor along Lakeside Avenue and Belmont Golf Course. In recent years, improvements have been made to the Lakeside Road Corridor (see Special Focus Area 21), but they have not necessarily translated into improvements in the nearby Residential areas.

#### **Vision**

*The vision for this neighborhood is undetermined at this time. With pressure to convert homes to nonresidential uses it is unclear if the existing detached, single-family residential character is still compatible with the conditions of the neighborhood. Additional study of this area is encouraged to evaluate the impact on the neighborhood and potential solutions to improve the conditions as the Lakeside Avenue Corridor continues to change.*

#### **Action Recommendations**

This area should be monitored to assist the county in determining the prioritization of action for this area. A detailed study of this area could be conducted to determine the appropriate action for this neighborhood. If conducted, this study should include a thorough examination of the future

land use recommendations of the area and a potential extension of streetscape improvements recently made to Lakeside Avenue into the neighborhood. The feasibility of self-help efforts initiated by the county and run by the neighborhood could also be examined.

### **13: Laburnum Avenue-West District**

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The Laburnum Avenue-West District includes detached, single-family homes, apartments and commercial development along Laburnum Avenue just south and west of the Richmond International Raceway. The area shows signs of disinvestment. The Future Land Use Map in Chapter 5: Land Use recommends the area be maintained as a primarily residential district with a combination of Urban Residential and Multi-Family designations and maintenance of the retail/commercial areas that are already established. A portion of this area is included in the county's Enterprise Zone, and has potential for revitalization or reinvestment.

#### **Vision**

*The appropriate land use and development patterns should be identified for this area through future planning studies. The Laburnum Avenue-West District should provide an attractive and exciting gateway to the county by capitalizing on the location of the raceway. Any new development or redevelopment should respect the existing residential nature of the neighborhood.*

#### **Action Recommendations**

A detailed study, as outlined in the Special Focus Areas Study Tool Box in this Chapter, could be completed for this area to determine the best mix of land uses and the proper way to encourage revitalization and reinvestment. Any future plan should closely examine the impacts of the Richmond International Raceway on the residential nature of this neighborhood, and the amount of traffic generated on Laburnum Avenue. The potential for self-help efforts initiated by the county and run by the neighborhood could be examined. The State and local incentives provided under the Enterprise Zone Program should be utilized to assist revitalization of existing businesses along the corridor.

### **14: Sandston/Seven Pines Neighborhood**

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The Sandston/Seven Pines Neighborhood is located to the northeast of Richmond International Airport on both sides of Williamsburg Road. Sandston/Seven Pines is an area of established residential communities with a small, local commercial corridor catering mainly to local residents. The Future Land Use Map in Chapter 5: Land Use recommends these uses be maintained.

#### **Vision**

*The Sandston/Seven Pines Neighborhood should be maintained as a residential neighborhood that is pedestrian friendly and accessible from the commercial district. The traditional "village" character and historic aspects of this neighborhood are important and should be preserved and enhanced.*

**Action Recommendation**

This area should be monitored for redevelopment activity or potential threats from off-site activity. If necessary, additional studies could be completed to determine the best course of action for preservation of this neighborhood. Any new development in this area should be complementary to the Sandston Commercial Area (see Special Focus Area 27). The potential for self-help efforts initiated by the county and operated by the neighborhood could be examined.

**REVITALIZATION/REINVESTMENT OPPORTUNITY AREAS**

The Revitalization/Reinvestment Opportunity Areas identified in this chapter are a combination of primarily nonresidential corridors and districts throughout the county. For various reasons, these locations have begun to change either through the conversion of uses or deterioration in the quality of the built environment, which can have potential adverse impacts on the quality of life for residents and the viability of businesses. The county has identified fifteen (15) districts and corridors under this category based on a general visual evaluation. The purpose of including these Revitalization/Reinvestment Opportunity Areas in the Comprehensive Plan as Special Focus Areas is to facilitate future identification of influences on the area and the appropriate methods and funding sources, such as grants, to aid revitalization/reinvestment efforts in these areas.

A brief description of each area is accompanied by a vision and recommended actions, including potential studies consistent with the Special Focus Area Study Tool Box in this chapter. Specific visions are not identified for all areas because many factors in those areas are still unknown. This Comprehensive Plan recognizes additional issues could be identified in future planning efforts. The recommendations of this section also indicate the county should monitor the identified areas for changes to help prioritize the county's actions in these locations.

**15: Regency Square Area**

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The Regency Square Area is located in western Henrico County around the intersection of Quioccasin and Parham Roads. The area is currently a mix of retail, hotel, Semi-Public, office and multi-family residential uses. In 2003, two (2) new regional malls were opened in the Richmond Region, potentially affecting the retail market in this area. A portion of this area is included in the county's Enterprise Zone, and has potential for revitalization and reinvestment.

**Vision**

*The Regency Square Area should continue to be revitalized to contribute to the high quality of life in the county with a variety of uses. The appropriate uses and character for this area should be determined through further planning studies. Any future development/redevelopment in the area should mitigate its traffic impact on the surrounding residential neighborhoods to the greatest extent possible. Additionally, any new development/redevelopment should be master-planned and be done in a manner to create a cohesive, walkable neighborhood with pedestrian connections to the surrounding Residential areas.*



**Action Recommendations**

A detailed study, as outlined in the Special Focus Areas Study Tool Box in this chapter, could be completed for this area to determine the best mix of land uses and the proper way to encourage revitalization and reinvestment. Any plan should closely examine future land uses, transportation, and methods to integrate future development/redevelopment with the surrounding residential neighborhoods. Additionally, it could be beneficial to conduct an economic analysis for this area to help determine viable commercial uses. State and local incentives provided under the Enterprise Zone Program should be aggressively marketed to help foster redevelopment and improvement of existing businesses that qualify in this area.

**16: Three Chopt Road and Forest Avenue**

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The Three Chopt Road and Forest Avenue Area is characterized by an aging office complex and multi-family residential neighborhoods. The Future Land Use Map in Chapter 5: Land Use recommends these uses be maintained. Because many of the structures in this area are now more than twenty-five (25) years old, the county feels it is important to study this area further to ensure it does not become deteriorated as competition for these types of uses in the region continues to grow.

**Vision**

*The Three Chopt Road and Forest Avenue Area should be maintained as an office/employment district. Buildings and infrastructure should be kept up-to-date to ensure this area remains vital and responsive to market demands. Future redevelopment in this area should build on the proximity of the Henrico Doctors' Hospital, as well as respect the adjacent residential neighborhoods and county park.*

**Action Recommendations**

A detailed study, as outlined in the Special Focus Areas Study Tool Box in this chapter, could be completed for this area to determine the best mix of land uses and the proper way to encourage revitalization and reinvestment. Any study conducted should closely examine the potential for the expansion of Henrico Doctors' Hospital and how future redevelopment could be integrated with the surrounding residential uses. Additionally, any study should examine the potential for the addition of any surrounding areas to this Special Focus Area.

**17: Hungary Spring Road Corridor**

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The Hungary Spring Road Corridor consists of properties on both sides of Hungary Spring Road between E. Parham Road and W. Broad Street.

**The Vision**

*The area should continue to have development that is balanced with the ability of the road to handle the increased traffic generated by higher intensity uses. The continued transition of residential uses along the corridor to nonresidential uses*

*should respect the adjacent neighborhoods. Future redevelopment of this area should consolidate and minimize the number of access points onto Hungary Spring Road to allow for improved flow of traffic.*

### **Action Recommendations**

A detailed study to examine the land uses along the corridor and recommend appropriate uses for conversion of residential properties could be conducted. Any future land use study should be accompanied by a detailed access management plan for the corridor. A combined effort should be undertaken to ensure redevelopment along the corridor does not have a negative impact on the adjacent residential properties or on the level-of-service along the improved roadway. Special attention should be paid to the linkage between land use and roadway capacity and access.

### **18: W. Broad Street Corridor - Central**

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This corridor includes the commercial and industrial zoned land generally fronting on both sides of W. Broad Street between its intersections with Interstate 64 and E. and N. Parham Roads. A majority of the land uses in this area are of a commercial nature, including hotels, convenience stores, restaurants, and retail establishments. The Future Land Use Map in Chapter 5: Land Use recommends these uses be maintained. This area has aging structures built as individual developments in a strip style pattern along the corridor.

### **Vision**

*This area should continue to be revitalized and promoted for employment-generating uses and to strengthen adjacent neighborhoods. The infrastructure, buildings and overall development pattern should be modernized and redeveloped in a way to retain and respond to the current demands of businesses. Any redevelopment and infill occurring in this corridor should respect the function of the roadway in the county's overall transportation system. Additionally, the uses of the surrounding area should be respected; however, integration of new development into these areas could occur where appropriate.*

### **Action Recommendations**

A detailed study, as outlined in this chapter in the Special Focus Areas Study Tool Box, could be completed for this area to determine the best mix of land uses and the proper way to encourage revitalization and reinvestment. Any future land use study should be accompanied by a detailed access management plan for the corridor.

### **19: Horsepen Road/W. Broad Street Corridor-East**

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This area includes the land along a portion of Horsepen Road that lies west of W. Broad Street and the former residential neighborhood just to the north, which has transitioned from a primarily residential area to a mix of office and commercial uses. A majority of the land use conversions have reused the existing smaller homes. The roads and water/sewer service in this area have not been updated to accommodate the intensification of uses. From the section along Horsepen Road it then continues east along W. Broad Street (U.S. Route 250), to include

the commercial, industrial and office uses between the intersection of Staples Mill and Dickens Roads. The Future Land Use Map in Chapter 5: Land Use recommends these uses be maintained. This area has aging structures built as individual developments in an irregular pattern along the corridor. A portion of this area is included in the county's Enterprise Zone, and has potential for revitalization or reinvestment.

**Vision**

*This area should continue to be revitalized and promoted for employment generating uses. The infrastructure, buildings and overall development pattern should be modernized and redeveloped in a way that addresses the current demands of businesses. Any redevelopment occurring along W. Broad Street should respect the function of the roadway in the county's overall transportation system. Additionally, the residential uses of the surrounding area should be respected; however, integration of new development into the Residential areas could occur where appropriate.*

**Action Recommendations**

A detailed study, as outlined in this chapter in the Special Focus Areas Study Tool Box, could be completed for this area to determine the best mix of land uses and the proper way to encourage revitalization and reinvestment. Special attention should be paid to the former residential area along Horsepen Road. Any future redevelopment should occur as infill or as a larger master-planned development. The State and local incentives provided under the Enterprise Zone Program should be utilized to assist redevelopment and improvement of existing businesses along the corridor.

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**20: Staples Mill Road Corridor**

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The Staples Mill Road Corridor generally includes the industrial and commercial land adjacent to Staples Mill Road (U.S. Route 33) from its intersection with Dumbarton Road north to Sprenkle Lane. The Future Land Use Map in Chapter 5: Land Use recommends these uses be maintained. The structures in the area are aging, and there is some indication opportunities exist for revitalization or reinvestment within this corridor. The corridor is included in the county's Enterprise Zone.

**Vision**

*The Staples Mill Road Corridor could be revitalized to capitalize on the location of the railroad and the Amtrak station and include a mixture of structures and uses that generate a vibrant community of residences and businesses. Any redevelopment occurring along this corridor should respect the function of the roadway in the county's overall traffic system and should be designed to be sensitive to the surrounding residential neighborhoods.*

**Action Recommendations**

A detailed study, as outlined in this chapter in the Special Focus Areas Study Tool Box, could be completed for this area to determine the best mix of land uses and the proper way to encourage revitalization and

reinvestment where appropriate. Any future study should closely examine the recommended future land uses, transportation, the railroad, and the potential for the use of the Amtrak station as a focal point for redevelopment. State and local incentives provided under the Enterprise Zone Program should be aggressively marketed to help foster redevelopment and improvement of existing businesses along the corridor.

### 21: Lakeside Avenue Corridor

The Lakeside Avenue Corridor includes the parcels with frontage along Lakeside Avenue from the County/City line north to the intersection with Hilliard Road. The corridor is primarily Retail/Commercial in character interspersed with office and office/service uses. The Future Land Use Map in Chapter 5: Land Use recommends these uses be maintained. Some residential uses still exist along the corridor; however, many of them are converting to other uses. In recent years a corridor enhancement project has been completed and the surrounding residential neighborhoods have begun to stabilize. As a result, the corridor has begun to experience moderate reinvestment. Lakeside Avenue is included in the county's Enterprise Zone.

#### ***Vision***

*The Lakeside Avenue Corridor should provide important local retail and service uses to the residents in the surrounding neighborhoods and contribute to a thriving community. The corridor should provide a pleasing pedestrian environment with streetscaping and street furniture to promote pedestrian activity. Special attention should be paid to the relationship between the commercial corridor and the adjacent residential neighborhoods.*

#### ***Action Recommendations***

A detailed study, as outlined in this chapter in the Special Focus Areas Study Tool Box, could be completed for this area to determine the best mix of land uses and the proper way to encourage revitalization and reinvestment. Any potential study completed for this area should pay special attention to the relationship between the existing residential neighborhoods and the commercial uses along the corridor. State and local incentives provided under the Enterprise Zone Program should be utilized to help assist redevelopment and improvement of existing businesses along the corridor.

### 22: Brook Road Corridor

The Brook Road Corridor includes the existing development along Brook Road (U.S. Route 1) south of I-295 to the intersection of Brook Road with I-95. This area is characterized by aging commercial buildings and residential neighborhoods that are showing potential signs of disinvestment. The corridor is located in the county's Enterprise Zone.

**Vision**

*Appropriate land use and development patterns should be identified for this area through future planning studies. Historic properties in the corridor should be preserved. The commercial uses in this corridor should continue to provide services to the surrounding residential neighborhoods, as well as where appropriate, provide opportunities for commercial establishments to serve the regional population. The use of this corridor as a major transportation corridor should be respected, and any new development should contain limited points of access. The 2003 Brook Road Enhancement Study completed by the Department of Community Revitalization should be implemented within the boundaries designated by the study.*

**Action Recommendations**

A detailed study, as outlined in this chapter in the Special Focus Areas Study Tool Box, could be completed for this area to determine the best mix of land uses and the proper way to encourage revitalization and reinvestment. Any potential study should build on the *2003 Brook Road Enhancement Study* previously conducted for a portion of the corridor and pay special attention to the establishment of a network of sidewalks and pedestrian paths, gateway signage and the preservation of historic properties. State and local incentives provided under the Enterprise Zone Program should be aggressively marketed to help foster redevelopment and improvement of existing businesses along the corridor. Additionally, the county should continue to work with the Brook Road Business Association and the North Chamberlayne Civic Association to promote the Brook Road area in order to attract new businesses and residents.

**23: Azalea Mall Area**

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The Azalea Mall Area is located on Azalea Avenue southeast of I-95 at the County/City line. Azalea Mall was the Richmond area's first indoor mall; however, as newer malls were built in the region, Azalea Mall eventually closed and was demolished. The Future Land Use Map in Chapter 5: Land Use, designates the area for Urban Mixed-Use and Commercial Concentration land uses. A portion of this area is included in the county's Enterprise Zone.

**Vision**

*The Azalea Mall Area should be redeveloped with a variety of uses to contribute to the high quality of life in the county. The appropriate uses and character for this area should be determined in further planning studies. Redevelopment occurring on the former site of the mall should respect the adjacent senior living development. The portion of the 2003 Brook Road Enhancement Study completed by the Department of Community Revitalization within this area should be implemented within the boundaries designated by the study.*

**Action Recommendations**

A detailed study as outlined earlier in this chapter in the Special Focus Areas Study Tool Box could be completed for this area to determine the best mix of land uses and the proper way to encourage reinvestment and

redevelopment. Any future study conducted for this area should concentrate on land use and economic suitability criteria for potential uses of the vacant property. Where appropriate, it should also build on the *2003 Brook Road Enhancement Study* previously conducted for the corridor along Brook Road and pay special attention to the establishment of a network of sidewalks and pedestrian paths, gateway signage, and the preservation of historic properties. State and local incentives provided under the Enterprise Zone Program should be utilized to help assist redevelopment and improvement of existing businesses along the corridor.

### **24: Mechanicsville Turnpike Corridor**

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The Mechanicsville Turnpike Corridor is an aging commercial corridor, which includes parcels along Mechanicsville Turnpike (U.S. Route 360) from the Henrico Plaza and Glen Lea Shopping Centers, located just north of Laburnum Avenue, to the I-64 interchange. The roadway is the main connection between the City of Richmond and the Mechanicsville area of Hanover County. Recent growth in Henrico County and the region has moved the focus for large scale Retail/Commercial development away from this corridor toward higher growth areas of the county. This corridor is included in Henrico County's Enterprise Zone.

#### ***Vision***

*The corridor will continue to be a major connector between Henrico and Hanover Counties; however, the appropriate revitalization pattern for this corridor should be determined in future planning studies.*

#### ***Action Recommendations***

A detailed study as outlined earlier in this chapter in the Special Focus Areas Study Tool Box could be completed for this area to determine the best mix of land uses and the proper way to encourage revitalization and reinvestment. Any potential future study should concentrate on the selection of proper land uses for the revitalization of this corridor. State and local incentives provided under the Enterprise Zone Program should be utilized to help assist redevelopment and improvement of existing businesses along the corridor.

### **25: Nine Mile Road Corridor**

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The Nine Mile Road Corridor includes the parcels fronting on Nine Mile Road from the County/City line to the Sandston/Seven Pines Area just north of Richmond International Airport. The corridor includes a wide range of uses including Retail/Commercial shopping centers, single-family homes, assisted living facilities, the Henrico County Eastern Government Center, Fairfield Middle School, and the Highland Springs High School and Technical Center. Much of the corridor is residential in character aside from these separated commercial and civic uses. The corridor is included in the county's Enterprise Zone.

**Vision**

*The Nine Mile Road Corridor is one of the areas designated as an Enterprise Zone in the county and should be a focus for revitalization and reinvestment efforts. Where appropriate, the recommendations made in the 1998 Nine Mile Road Economic Analysis and Revitalization Plan and the 1994 Highland Springs Revitalization Plan should be followed. The Fairfield Commons Mall and the surrounding area should be the focus of commercial revitalization efforts in this area. The existing character of Highland Springs should be preserved. Historic resources within the corridor should be preserved and, where possible, improved by public or private entities.*

**Action Recommendations**

Detailed studies as outlined earlier in this chapter in the Special Focus Areas Study Tool Box could be completed for this area to determine the best mix of land uses and the proper way to encourage revitalization and reinvestment. Due to the varying character of the corridor, there is the potential for multiple studies concentrating on different portions of the area. Additionally, these studies may identify additional areas to be included within this Special Focus Area. Any future studies conducted in this area should examine, and where appropriate, build on the recommendations of the *1998 Nine Mile Road Economic Analysis and Revitalization Plan* and the *1994 Highland Springs Revitalization Plan*. State and local incentives provided under the Enterprise Zone Program should be utilized to help assist redevelopment and improvement of existing businesses along the corridor.

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**26: Williamsburg Road Corridor**

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The Williamsburg Road Corridor generally includes the commercial land adjacent to Williamsburg Road (U.S. Route 60) between the County/City line and Airport Drive. The corridor is characterized by aging commercial structures developed in a non-cohesive manner with individual access for each use and non-uniform site configurations. In recent years, some revitalization activities have occurred along the corridor, but additional opportunities for revitalization or reinvestment should be pursued. The corridor is included in the county's Enterprise Zone.

**Vision**

*The Williamsburg Road Corridor should provide a mixture of retail, office and service uses to serve both local residents and the nearby airport. This area serves as a point of entry into the county and should portray a positive image. Due to the proximity of the airport, new development or redevelopment of existing properties should strive to mitigate the potential noise impacts of the airport, as well as respect the height limitations put in place for the safety of the airport uses.*

**Action Recommendations**

A detailed study as outlined earlier in this chapter in the Special Focus Areas Study Tool Box could be completed for this area to determine the best mix of land uses and the proper way to encourage revitalization and reinvestment. Any future study should also consider potential uses for the

vacant property adjacent to the intersection of North Airport Drive and Williamsburg Road. State and local incentives provided under the Enterprise Zone Program should be utilized to help assist redevelopment and improvement of existing businesses along the corridor.

### 27: Sandston Commercial Area

The Sandston Commercial Area is located to the northeast of Richmond International Airport on both sides of Williamsburg Road. The Sandston Commercial Area is a small, local, commercial corridor that mainly caters to the local residents. (See Special Focus Area 14.) The Future Land Use Map in Chapter 5: Land Use recommends these uses be maintained. Portions of the area are included in the county's Enterprise Zone. In 2002, the county adopted strategies, design guidelines, and recommended actions for the commercial corridor.

#### **Vision**

*Future development and redevelopment in this area should take into account the character of the existing community; this integrity must be maintained, while physical and economic characteristics are enhanced. In accordance with the previously adopted study, improvements to the area should include pedestrian-scale lights, ornamental street trees, benches, decorative trash receptacle, and landscaping. The "main street" character of the area should be respected and preserved to the greatest extent possible. Where appropriate, infill development should occur and be architecturally consistent with other structures in the corridor.*

#### **Action Recommendations**

Due to the previously completed small area plan adopted in 2002, a new plan is not recommended for this area. Instead, the activity in this area should be monitored. When development plans are submitted to the county for this area the strategies outlined in the *2002 Sandston Commercial Area Study*, the applicable Keystone Policies in Chapter 5: Land Use, and the *Design Guidelines Manual* should be used to evaluate the appropriateness of the proposed development. State and local incentives provided under the Enterprise Zone Program should be utilized to help assist redevelopment and improvement of existing businesses along the corridor. As described in the *2002 Sandston Commercial Area Study*, the following actions should be taken to implement revitalization and reinvestment in the Sandston Commercial Area:

1. Organize and establish a non-profit, community-based group to oversee the implementation of the recommended policies through joint efforts, advertising, and operation schedules.
2. Establish strong physical gateways to Sandston linked by a coherent streetscape design incorporating plant materials, pedestrian light fixtures, street furniture and special paving materials.



3. Improve Sandston's public infrastructure including vehicular and pedestrian circulation, parking, and drainage.
4. Reinforce Sandston's small town character through a pedestrian-focused core and sensitive building infill and renovation.
5. Retain existing and recruit appropriate businesses, supporting and promoting those that generate economic activity, while maintaining the integrity of the existing community.
6. Recruit complementary uses for infill parcel development. Convenience stores, restaurants, specialty shops and services should be encouraged.
7. Uses should be encouraged that serve neighborhood residents or attract commuters, area employees and others residing in nearby areas.
8. Establish sensitive building infill and renovation guidelines that recognize the importance of retaining and enhancing Sandston's pedestrian character, while expanding its mixture of land uses to better support a vibrant pedestrian-oriented commercial area.

### 28: Rocketts Landing

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Rocketts Landing was a primarily industrial district adjacent to the City of Richmond and the James River. This has begun to change with the redevelopment of the area closest to the river into a Mixed-Use community and activity center. The area is classified as Urban Mixed-Use and Heavy Industrial on the Future Land Use Map in Chapter 5: Land Use.

#### **Vision**

*A true vision for this entire area has not been developed; however, it may further redevelop into a Mixed-Use community to capitalize on the activity in the surrounding area. A more developed vision should be created through further planning studies. Special attention should be paid to potential changes in the environmental quality of the river resulting from any redevelopment occurring in this area. Provision of continuous public access along the river through any future redevelopment should be encouraged.*

#### **Action Recommendations**

A detailed study as outlined earlier in this chapter in the Special Focus Areas Study Tool Box could be completed to determine the best mix of land uses and the proper way to encourage reinvestment and redevelopment. Any study conducted for this area should pay special attention to potential sites of historical significance, the existing and future transportation network, and public access to the river.

### **29: S. Laburnum Avenue Corridor**

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The S. Laburnum Avenue Corridor includes parcels along both sides of the roadway between its intersections with Interstate 64 and New Market Road (State Route 5). S. Laburnum Avenue acts as the main north-south transportation corridor for this portion of the county. A majority of land uses north of Charles City Road are commercial in nature, including the new White Oak Village Shopping Center. The corridor transitions to uses of a more industrial nature between Charles City Road and Willson Road. South of Willson Road the majority of the land is undeveloped, but is classified as Office, Commercial Concentration and Traditional Neighborhood Development on the Future Land Use Map in Chapter 5: Land Use.

#### **Vision**

*The corridor exhibits several different development patterns including commercial, industrial, and rural. Future development and redevelopment efforts in this area should respect the existing character for its portion of the corridor. These efforts should also accommodate the importance of S. Laburnum Avenue to the overall transportation network of the county and discourage strip commercial development.*

#### **Action Recommendations**

A detailed study as outlined earlier in this chapter in the Special Focus Areas Study Tool Box could be completed to help ensure the corridor is assisted in reinvestment and redevelopment efforts where needed and new development respects the rural character existing in the undeveloped portions of the area. Future development should be done in a way that minimizes access to S. Laburnum Avenue. Any study conducted for this area should pay special attention to the existing and future transportation network, the existing character of each section of the corridor and any potential environmental features.

## **PRIME ECONOMIC DEVELOPMENT SITES**

The relationship between land use and economic development is extremely important to the future financial stability of Henrico County. Identifying Prime Economic Development Sites throughout the county provides valuable insight for physical and financial aspects of comprehensive planning. Preservation of Prime Economic Development Sites is critical to preserving balanced growth in Henrico County.

### **IDENTIFICATION CRITERIA**

Prime Economic Development Sites were identified using several criteria. These include:

- Sites must have good access to the county's transportation network. This could include major roads, the airport, the rail network, or a combination of one (1) or more of these.
- A majority of the site must have a future land use designation of Office, Office/Service, or Industrial.

- Parcels must be vacant of any use as proposed in Chapter 5: Land Use.
- Sites must have a minimum of twenty (20) contiguous acres.

A total of twenty-eight (28) Prime Economic Development Sites have been identified. The sites range in size from just over twenty (20) acres to over 1,000 acres. Specific statistics and information on the individual sites can be found in **Table PE-2: Prime Economic Development Sites**. All sites have been designated for a proposed use based on the future land use recommendations. These proposed uses include Office, Office/Service, and Industrial, or a mixture of multiple uses complementary to one another. The Prime Economic Development Sites Map following the table shows the location of all the selected sites in the county.

Many of these sites are presently zoned for their proposed use; however, other sites may need to be rezoned in order to be utilized to their full potential. Available sites with the qualities outlined by the selection criteria are critical to attracting new businesses to Henrico County. Given the importance of these prime locations to business development and the county's need to sustain business growth, identifying Prime Economic Development Sites provides valuable information for future land use decisions. These prime sites should be preserved and prevented from use by types of development other than those recommended.

## CHAPTER 7: PLANNING & ECONOMIC FOCUS AREAS

**TABLE PE-2: PRIME ECONOMIC DEVELOPMENT SITES**

Site	Zoning	Acreage	Proposed Use	Parcels
1	A-1	162.35	Office	730-765-7288, 730-766-8989, 731-765-8473, 731-766-6068, 731-766-8757, 732-765-3978, 732-765-6671, 732-766-4043, 732-766-7723, 732-766-9300, 733-764-9576, 733-765-4819, 733-765-8245, 733-765-9428, 733-766-1630, 733-766-6208, 734-765-0271, 734-765-1094, 734-765-1326, 734-765-1456, 734-765-1504, 734-765-3041
2	O-3C, A-1	68.99	Office	746-768-7550, 746-769-6058, 746-769-7196, 746-769-7205, 746-769-8993, 746-770-6960, 746-770-9777, 747-769-1255, 747-770-3395, 747-770-4264, 747-770-5210
3	A-1	201.00	Office/Service	748-770-6143, 748-770-7371, 748-770-8794, 749-770-4281, 749-770-9874, 749-771-5605, 749-771-6494, 751-773-4286(pt)
4	M-1C, A-1	21.40	Office	750-768-0643, 750-768-4593, 750-768-4929
5	M-2, M-1C, M-1	64.48	Industrial	769-757-8802, 769-757-9710, 770-756-3352, 770-757-1644, 770-757-2519, 771-756-5980, 771-756-7746, 771-757-8224
6	O/SC	37.08	Office/Service	781-753-5583, 781-754-8972(pt), 781-755-0513, 782-753-8267(pt)
7	A-1	83.93	Office	782-772-1447, 783-771-2962
8	M-1C, O-3C, B-3C,	79.38	Office	785-769-6656, 786-768-8517
9	A-1	99.25	Office/Service, and Industrial	784-757-9390, 784-757-9571, 784-757-9581, 784-758-8345, 784-758-9103, 784-758-9251, 784-758-9817, 784-759-5710, 784-759-6923, 784-759-7593, 784-759-7606, 784-759-7649, 784-759-8468, 784-759-9229, 784-760-9147, 784-760-9470, 785-757-0889, 785-757-1793, 785-757-2698, 785-758-0057, 785-758-0968, 785-758-1023, 785-758-1774, 785-758-1828, 785-758-2580, 785-758-2935, 785-758-3304, 785-758-3485, 785-758-4243, 785-758-4511, 785-758-5283, 785-758-5317, 785-758-5551, 785-758-6456, 785-758-6526, 785-758-6583, 785-758-7735, 785-758-8049, 785-758-8854, 785-758-9568, 785-758-9980(pt), 785-759-0085, 785-759-0205, 785-759-2347, 785-759-8052, 785-760-0184, 785-760-2106, 785-760-2751, 785-760-6689, 785-760-8637, 785-761-1615, 786-758-0294, 786-758-0555, 786-758-5887(pt), 786-759-0638, 786-759-6600(pt)
10	M-1C, O/SC, O-3C, O-2C, R-2, A-1, C-1	600.32	Office, and Office/Service	785-758-9980(pt), 786-758-4975, 786-758-5887(pt), 786-759-6600(pt), 786-759-6815, 786-759-6831, 786-759-6946, 786-759-6962, 786-759-7078, 786-759-7392, 786-760-7607, 786-760-7923, 786-760-8338, 786-760-8752, 786-760-9366, 786-760-9881, 787-758-0566, 787-758-2966, 787-758-4866, 787-759-3251, 787-759-3931, 787-759-4313, 787-759-7667, 787-759-9108, 787-760-0897, 787-760-4411, 787-760-6687, 787-760-9582, 787-761-0950, 787-761-3206, 787-761-4675, 787-762-0418, 787-762-1773, 787-762-4514, 787-762-4638, 788-759-4709, 788-760-3976, 788-762-3171, 789-759-0279, 789-759-2105, 789-759-9448, 789-761-0925, 789-762-2116, 790-759-6085, 790-760-3417, 790-762-3014, 791-760-1417, 791-760-4833, 792-760-2349, 792-760-3482, 792-761-0424, 792-761-6534, 793-760-5253
11	M-2	93.84	Industrial	806-719-8851
12	M-1C	27.20	Industrial	819-719-0442(pt)
13	M-1C	59.79	Industrial	817-717-4199

## CHAPTER 7: PLANNING & ECONOMIC FOCUS AREAS

**TABLE PE-2: PRIME ECONOMIC DEVELOPMENT SITES**

Site	Zoning	Acreage	Proposed Use	Parcels
14	M-1C, M-1	26.38	Industrial	818-717-5830(pt), 819-717-7270, 820-718-5307
15	M-1, B-3, A-1	97.38	Office/Service	810-712-6260, 810-712-9488, 811-711-8986, 811-712-1464, 811-712-4375, 811-712-7547, 811-712-9714, 811-713-4294, 811-713-9128, 812-711-0594, 812-711-3575, 812-712-0438, 812-712-2033, 812-712-2603, 812-712-5031, 812-713-2294
16	M-2	87.36	Industrial	814-707-7163, 814-708-6806, 814-708-9914, 814-709-0923, 815-707-1577, 815-707-7170, 815-708-7559(pt), 816-707-2573
17	M-1	41.60	Industrial	818-708-9149, 818-709-1325, 818-709-9610, 819-708-4977, 819-709-3401, 819-709-5032
18	M-2C, M-1C, A-1	574.74	Industrial	816-700-8078, 816-704-5428, 816-705-4345, 816-705-9498, 817-702-3619, 817-703-8751, 817-704-7926, 817-706-0966, 817-706-1931, 818-703-6279, 818-704-3451, 818-704-4435, 818-704-6139, 819-700-9160(pt), 819-702-6318, 819-703-0614, 819-703-7057, 819-703-7516, 819-704-9284, 820-702-5724, 820-702-6699
19	M-1C, B-3, A-1	79.31	Industrial	812-698-8241, 812-699-8604, 813-698-0785, 813-698-1428, 813-698-3447, 813-698-4960, 813-698-6173, 814-699-7796, 815-699-5794, 815-700-0749, 815-700-1434, 815-700-2828, 815-700-4329, 815-700-4617, 815-700-6110, 815-700-6804
20	A-1	231.76	Office	809-695-0423(pt), 809-696-6060, 809-696-9171, 811-696-1854(pt), 811-698-6315, 812-696-3186, 812-696-4299, 812-697-2175, 812-697-2914, 812-697-5848, 812-699-2207
21	A-1, C-1	32.94	Office	824-712-5473(pt)
22	B-3, A-1, C-1	95.64	Industrial	824-712-5473(pt)
23	A-1	63.54	Industrial	824-712-5473(pt)
24	M-2, M-1C	218.74	Industrial	831-705-8890, 832-707-0784
25	M-2, A-1	473.08	Industrial	824-703-8823, 824-704-9102, 825-703-1436, 825-703-8226, 825-704-8947, 826-703-1916, 827-702-0475, 827-702-8810, 827-703-5983, 828-702-3746, 828-702-5895, 829-701-1649(pt), 829-703-8623(pt)
26	A-1	226.93	Office	842-712-1529, 842-712-5063, 841-712-8524(pt)
27	M-2C, M-1C, O-3C, A-1	552.76	Office	841-712-8524(pt), 842-707-9113(pt), 843-705-8879, 843-708-9028, 844-704-6523, 844-706-4747, 844-709-3698(pt), 845-706-5092
28	M-2, A-1	1,882.04	Industrial	848-707-0884, 851-705-6413



**PRIME ECONOMIC DEVELOPMENT SITES MAP**

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## **ENTERPRISE ZONE**

The Virginia Department of Housing and Community Development administers the Virginia Enterprise Zone Program. The program operates as a partnership between the State and Virginia localities. The program aims to stimulate overall economic growth and to encourage business development and expansion within the designated Enterprise Zones. The local Enterprise Zone Program in Henrico County is administered by the Department of Community Revitalization.

### **HISTORY**

On April 15, 2003, Henrico County established an Enterprise Zone Program in conjunction with the existing North Enterprise Zone in the City of Richmond. The City of Richmond's North Enterprise Zone was re-designated to include areas of Henrico County along W. Broad Street and to include the Nine Mile Road Sub Zone. The following year, on July 20, 2004, the Enterprise Zone Program in Henrico County was expanded to include portions of Staples Mill Road, Lakeside Avenue, Hilliard Road and Brook Road. The Enterprise Zone was expanded again on June 20, 2006 to include additional areas on Staples Mill Road, and portions of Laburnum Avenue, Mechanicsville Turnpike, Audubon Drive and Williamsburg Road. Most recently, the Enterprise Zone was expanded on March 18, 2008 to include areas near Regency Square, Woodman Road, S. Laburnum Avenue and Azalea Avenue. Once designated, both State and local incentives became available to qualified businesses located in the Zone.

### **CURRENT ZONE**

The Henrico portion of the North Richmond/Henrico Enterprise Zone currently includes the West Zone and the East Zone. The West Zone is comprised of portions of Staples Mill Road, W. Broad Street, Brook Road, Lakeside Avenue, Hilliard Road and the Regency Square Area. The East Zone (previously known as the Nine Mile Road Sub-Zone) includes portions of Laburnum Avenue, Mechanicsville Turnpike, Nine Mile Road, Audubon Drive and Williamsburg Road.

The current zone in Henrico County, depicted on the Enterprise Zone Map on the next page, contains 3,447 acres. The focus of this program in Henrico County is primarily on nonresidential properties. The current State designation of this zone will be discontinued in 2014, unless further legislation is approved by the General Assembly.



**ENTERPRISE ZONE MAP**

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## ENTERPRISE ZONE INCENTIVES

Incentives for the Henrico County Enterprise Zone include both local and State incentives. In July of 2005, new State incentives were implemented eliminating all three (3) of the tax credit incentives and updating the Jobs Grant Incentive. It should be noted the State and local incentives listed below are subject to change. The Department of Community Revitalization should be consulted before attempting to use any Enterprise Zone incentives

### State Incentives

The new State incentives are 1) the Real Property Investment Grant and 2) the Jobs Creation Grant.

1. The Real Property Investment Grant is a reimbursement of up to thirty percent (30%) of hard costs for new construction of at least \$250,000 and up to thirty percent (30%) of hard costs for renovation of at least \$50,000. Investments of \$250,000 to \$2 million have a maximum reimbursement of \$125,000 over five (5) years and projects with an investment in excess of \$2 million have a maximum grant amount of \$250,000 over five (5) years.
2. The Jobs Creation Grant requires a minimum number of hires, as well as a minimum wage in order for a business to be eligible to receive the grant.
  - a. A business only becomes eligible for the Jobs Grant after the business has hired four (4) employees. Therefore, the fifth employee becomes the first employee position eligible for the jobs grant.
  - b. Businesses may receive \$800 per year for a period of five (5) years for each eligible employee paid two-hundred percent (200%) of the Federal minimum wage.
  - c. Businesses may receive \$500 per year for a period of five (5) years for each eligible employee paid between one-hundred seventy-five percent (175%) and two-hundred percent (200%) of Federal minimum wage.
  - d. Any employee making less than one-hundred seventy-five percent (175%) of Federal minimum wage is ineligible for the jobs grant.

### Local Incentives

Local incentives have been very successful in facilitating reinvestment in the Henrico County Enterprise Zone. The most successful have been the Commercial Industrial Rehabilitation Grant in conjunction with the Jobs Agreement and the Architectural Assistance Program. Local incentives include:

1. Accelerated development processing for major development projects within the Enterprise Zone.

2. The seven-year Rehabilitation Real Estate Tax Exemption administered by the Finance Department.
3. The Commercial Industrial Rehabilitation Grant which reimburses the lesser of \$30,000 or thirty-three percent (33%) of hard costs; not to exceed total exterior improvements and code correction costs. An important component of the Commercial Industrial Rehabilitation Grant is the Jobs Agreement. Businesses agree to create one (1) job for every \$10,000 awarded. Fifty-one percent (51%) of the jobs created must be for persons who were previously low income.
4. Employment training and assistance through the county job training program.
5. Plan review/permit fee waivers.
6. The Architectural Assistance Program provides up to \$2,000 in professional design assistance to participating businesses.
7. Fire safety seminars are provided on-site to reduce the threat of fire in older commercial/industrial structures.
8. Crime Prevention Through Environmental Design (CPTED) is administered through the Henrico County Police Department and provides an in-depth analysis of commercial/industrial sites to reduce or eliminate crime.
9. The Department of Community Revitalization employs Commercial Assistance Planners who provide technical assistance to businesses in the Enterprise Zone.
10. Training seminars for businesses include training sessions in marketing, special events, market analysis and design among other topics.
11. Off-site improvements is a new incentive offered for the first time in the 2006-2007 funding year. Off-site improvements provides funding for the construction of new public facilities such as drainage projects and water or sewer lines.