

HENRICO 2010 LAND USE PLAN AMENDMENT



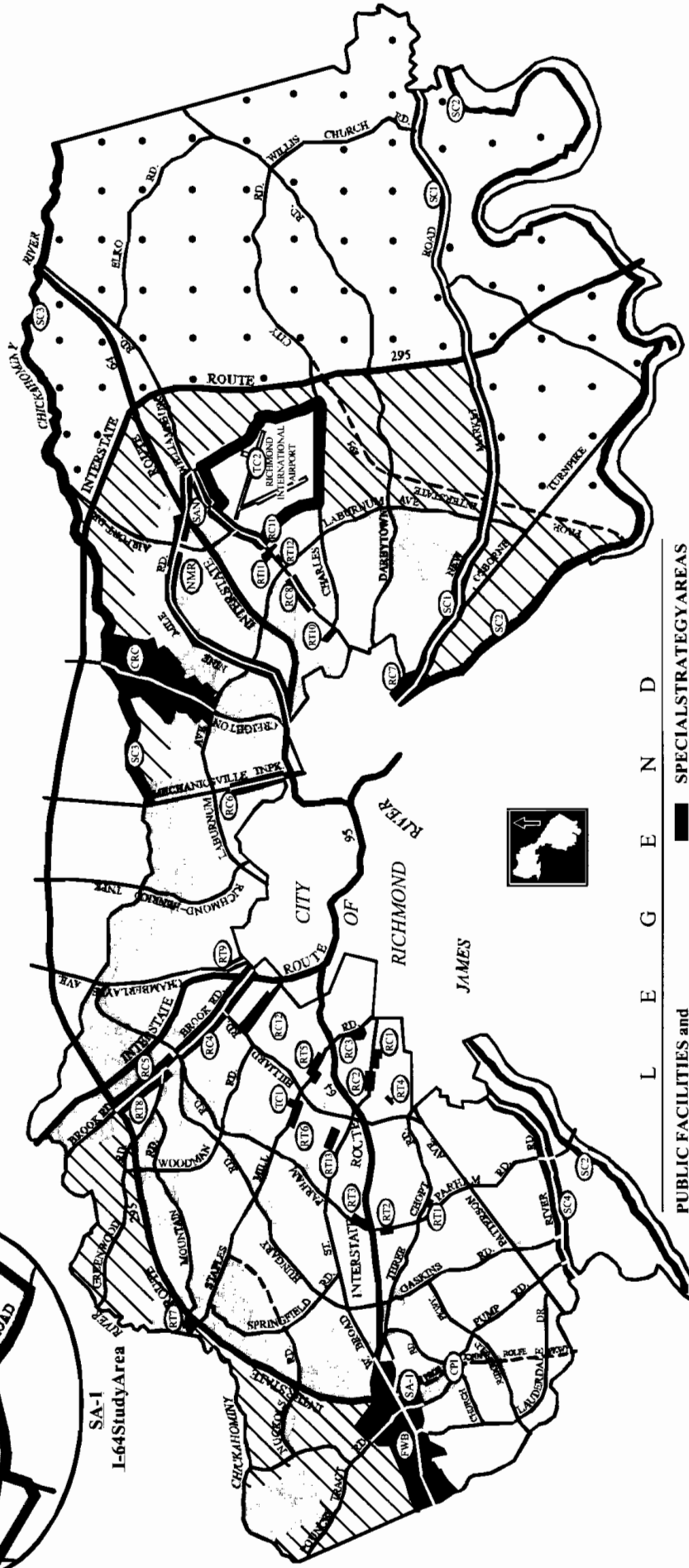
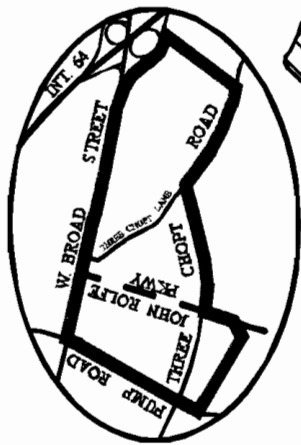
BROOK ROAD SPECIAL STRATEGY AREA ADMENDMENT INFORMATION

**Adopted by the Board of Supervisors
February 22, 2005**

This portion of the 2010 Land Use Plan presents the proposed amendments to the Plan adopted relative to the Brook Road Special Strategy Area. Sections of the text and a map have been amended as follows:

1. Henrico 2010 Land Development Guide – Map A (p.33).
2. Brook Road Special Strategy Area – Strategies & Design Guidelines (p.38).
3. Index of Special Strategy Areas by Type – Brook Road Area (pp. 42 & 43).

The numbers in parenthesis are the corresponding page numbers for those sections in the 2010 Plan. The Land Development Guide map and Special Strategy Area text are contained on the following pages.



HENRICO 2010
LAND DEVELOPMENT GUIDE

MAP A

County of Henrico
 Virginia

Prepared by the Henrico County Planning Office
 January, 1996.
 Last Revised: February 22, 2005

L E G E N D

PUBLIC FACILITIES and SERVICES PHASING PLAN

- EXISTING AREA
- DEVELOPING AREA
- EXPANSION AREA
(Within Current or Projected Service Area)
- OUTLYING AREA
(Requires New Pumping Stations)

SPECIAL STRATEGY AREAS
 (See Index For Specific Areas)

- CITY
- RESIDENTIAL TRANSITION
- REDEVELOPMENT CORRIDOR
- TRANSPORTATION CENTER
- SCENIC CORRIDOR
- FAR W. BROAD STREET
- SUB-AREA 1 (I-64 STUDY AREA)
- CREIGHTON ROAD CORRIDOR
- NINE MILE ROAD
- SANDSTON COMMERCIAL AREA
- CHURCH ROAD / PUMPROAD INTERSECTION



BROOK ROAD SPECIAL STRATEGY AREA

Strategies & Design Guidelines

The Brook Road corridor was once a major thoroughfare for north/south travel prior to the construction of the interstate system. Portions of Brook Road still contain remnants of the past. The proposed strategies and design guidelines for the Brook Road corridor will help in keeping with the historical identity of the Brook Road area while fostering new development and redevelopment that will be consistent in design and architectural influence and help to revitalize the area.

Brook Road contains four separate geographic areas, each unique in its character, which should be taken into consideration during any new development or redevelopment. The areas include the Azalea Commercial Area, Southern Gateway, Auto-Oriented Commercial Zone, and the Northern Gateway. The four areas are described below:

Azalea Commercial Area

This area is located from Azalea Avenue to the Interstate 95 interchange. The Azalea Commercial Area is a classic urban environment with a mixture of fast food services and filling stations. It is important to emphasize consistent development standards for re-development and new developments in the Azalea Commercial Area.

Southern Gateway

This area is located from the Interstate 95 interchange to Hilliard Road. The Southern Gateway is defined by rolling landscaped medians lined with trees between north and south travel lanes and provides a much more pastoral environment compared to the neighboring areas. All new developments should be cognizant of the areas' historical significance as reflected in the Toll Keepers House and Civil War fortifications located along this portion of the corridor.

Auto-Oriented Commercial Zone

This Auto-Oriented Commercial Zone is located from Hilliard Road to north of Lakeside Avenue. This area reflects the period of commercial development along Route 1 before the interstate system was constructed. A number of small motor courts, service stations and automobile oriented businesses dominate this zone. The installation of sidewalks and landscaping, as redevelopment occurs, will help to create a more cohesive and pedestrian friendly atmosphere along this portion of the corridor.

Northern Gateway

This area is located from Lakeside Avenue to Parham Road. This area is dominated by the classic architecture and design of St. Joseph's Villa, which was constructed in 1931. The future development of the properties of St. Joseph's Villa should be in keeping with the tradition of service to the community and in keeping with the tradition of the history and the architectural significance to the environment.

Strategies for Brook Road

1. Continue to work with the newly established Brook Road Business Association and the North Chamberlayne Civic Association to promote the Brook Road area in order to attract new businesses and residents.
2. Establish a pedestrian friendly network of sidewalks or pedestrian paths along Brook Road as redevelopment occurs along with installation of new electronic crosswalk units at selected intersections.
3. Encourage the installation of new gateway features in the Southern and Northern Gateway Area including signage and accent landscaping to welcome residents and visitors to the community.
4. Aggressively market the State and local incentives provided under the new Enterprise Zone program to help foster redevelopment along the corridor.
5. Encourage existing businesses to improve the maintenance of their property for the betterment of the area.
6. Encourage new businesses and other uses to locate in the Brook Road corridor that will improve the economic vitality of the area and provide goods and services to the surrounding residential neighborhoods.

Design Guidelines

1. New developments should have a uniform design theme using similar color schemes, common architecture, and building materials.
2. Owners of older commercial structures interested in expanding or improving their buildings should be encouraged to participate in the County's Façade Improvement program provided under the Enterprise Zone program.
3. Sidewalks or pedestrian paths should be required, where feasible, for all new development or redevelopment along Brook Road.

4. Appropriate buffers, preferably masonry walls, should be provided where possible for all new development or redevelopment that abuts residential properties.
5. Encourage the replacement of outdated signage with the installation of new attractive signage.
6. Develop voluntary sign guidelines to help improve the quality and design of new signage along the corridor.
7. Require a consistent landscaping and lighting theme for all new development and redevelopment along Brook Road.
8. Encourage the Virginia Department of Transportation to incorporate planted medians, where appropriate, as part of future highway construction projects.
9. All dumpster loading areas and HVAC areas should be screened so they are not visible from Brook Road.
10. Emphasize the historical and architectural importance of areas such as St. Joseph's Villa and the Toll Keepers House in all future developments.
11. Encourage common building setback requirements for all new developments.

INDEX OF SPECIAL STRATEGY AREAS BY TYPE

The following is to be **deleted** from the Index of Special Strategy Areas by Type:

REDEVELOPMENT CORRIDOR	AREA DESCRIPTION	RATIONALE
RC4	<p>Brook Road Area, Between Wilkinson and Hilliard Roads.</p> <p>Districts: Brookland and Fairfield. Map: 104 and 105.</p> <p>Zoning: B-1, R-3, O-1, B-2 and B-3.</p> <p>2010 LUP Designation: OF, CA, UR</p>	<p>Focus needed to improve the appearance of corridor and buffer new development from adjacent residential development.</p>

The following is to be **added** to the Index of Special Strategy Areas by Type:

REDEVELOPMENT CORRIDOR	AREA DESCRIPTION	RATIONALE
RC4	<p>Brook Road Area, Between Parham Road and Azalea Avenue.</p> <p>District: Fairfield. Maps: 104 and 105.</p> <p>Zoning: B-1, R-3, O-1, B-2 and B-3.</p> <p>2010 LUP Designation: OF, CA, UR</p>	<p>Focus needed to improve the appearance of corridor, buffer new development from adjacent residential areas and encourage new economic development.</p>