

Route 5 Corridor Study

**Planning Commission
Public Hearing**

October 18, 2018



Agenda

- I. Overview
- II. Public Participation
- III. Draft Goals, Objectives and Strategies
- IV. Draft Design Guidelines
- V. Public Input

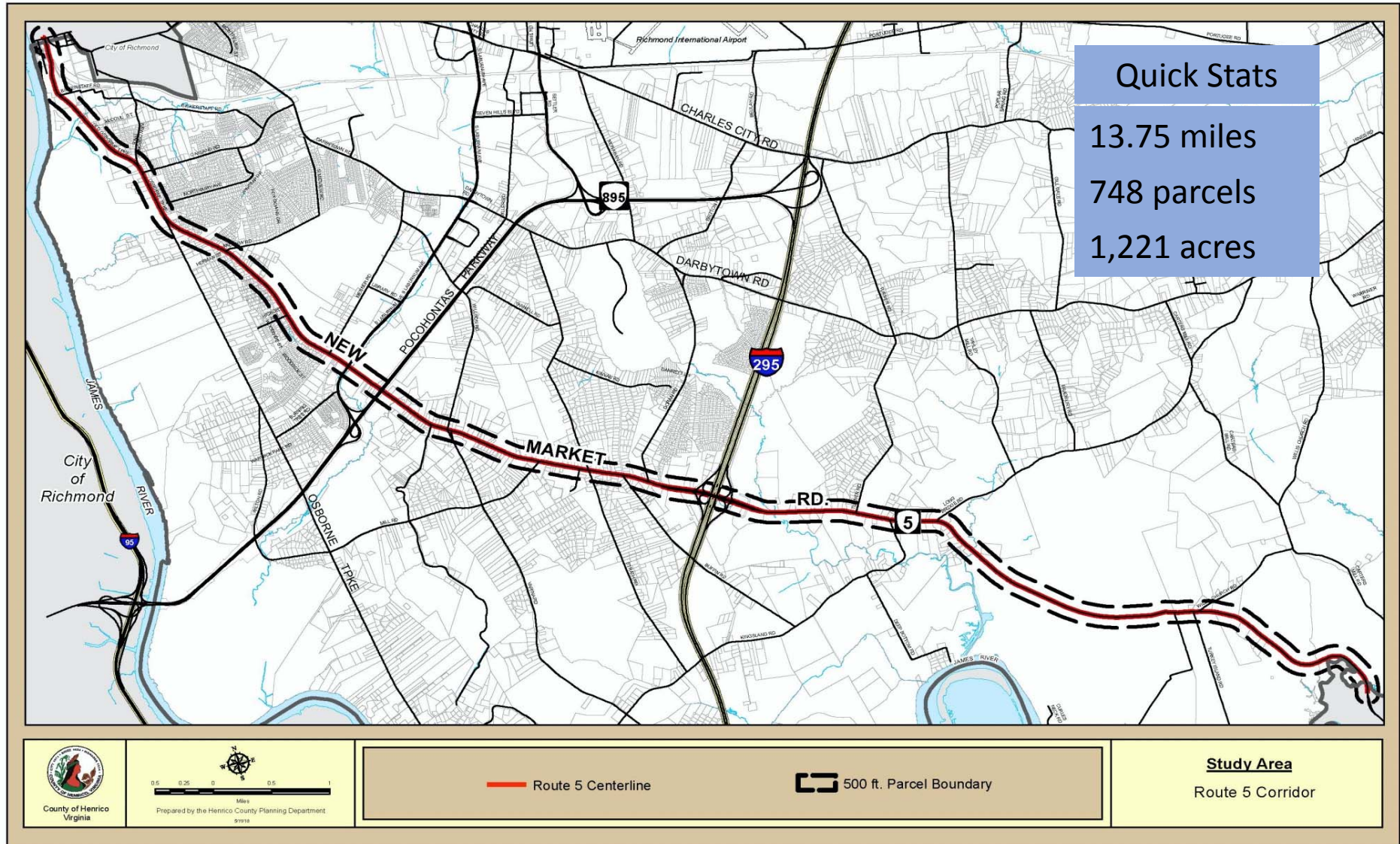


Overview – Work to Date

- Initiated by the Board of Supervisors – 3/14/2017
- Planning Commission – Work Session – 3/22/2017
- Planning Commission – Kick Off meeting – 5/11/2017
- Launch of Webpage and Public Participation Portal – 5/11/2017
- Community Open House and Workshops – 6/17 to 6/18
 - Open House – June 8, 2017
 - Community Meeting – August 3, 2017
 - Community Meeting – October 19, 2017
 - Open House – June 4, 2018
- Planning Commission Work Sessions – 7/12/2018 and 8/9/2018



Overview – Study Area Boundaries



Overview – Past Studies & Documents

- “Conserving Richmond Battlefields” – NPS; 1990; *Study – No Action*.
- “Protection Techniques for Scenic Byways” – NTHP; 1990; *Study – No Action*.
- “Route 5: A Virginia Byway” – LJRA; 1990; *Study – No Action*.
- “Route 5 Corridor Study” – VDOT; 1991 *Study – No Action*.
- “Historic Resources Along the Route 5 Byway Corridor and Strategies to Protect Them” – Henrico County HPAC; 1992; *Study – No Action*.
- “Virginia Route 5 Byway Corridor Study” – VDHR; 1992; *Study – No Action*.
- “Route 5 Capital to Capital Bikeway Feasibility Study” – VDOT; 1999; *Adopted and Implemented*
- “Route 5 Corridor Study” – KHA; 2011; *Study Accepted – No Action*
- “Route 5 Corridor Study” – Henrico County Planning Dept; 2017; *Pending*



Overview - Existing Conditions



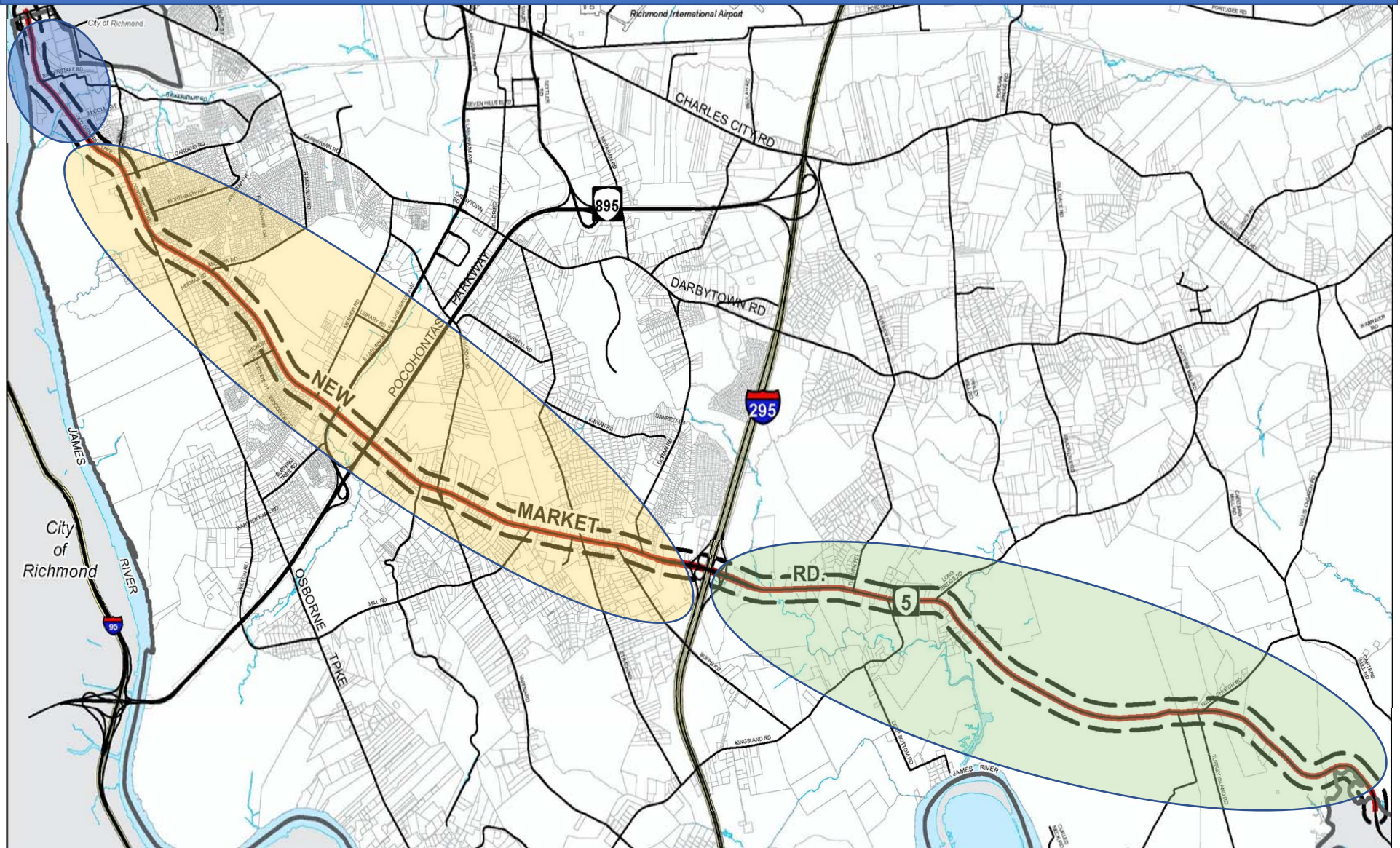
Overview - Existing Conditions



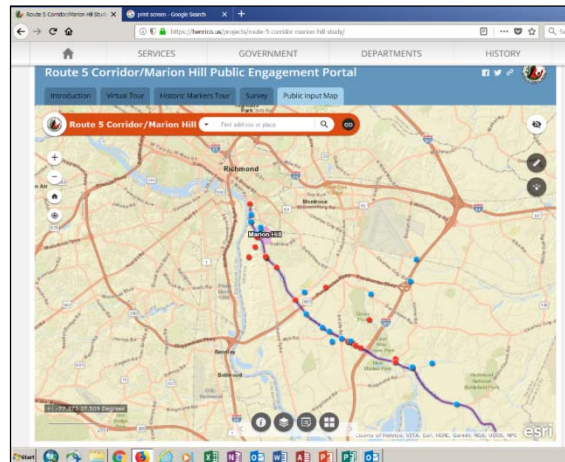
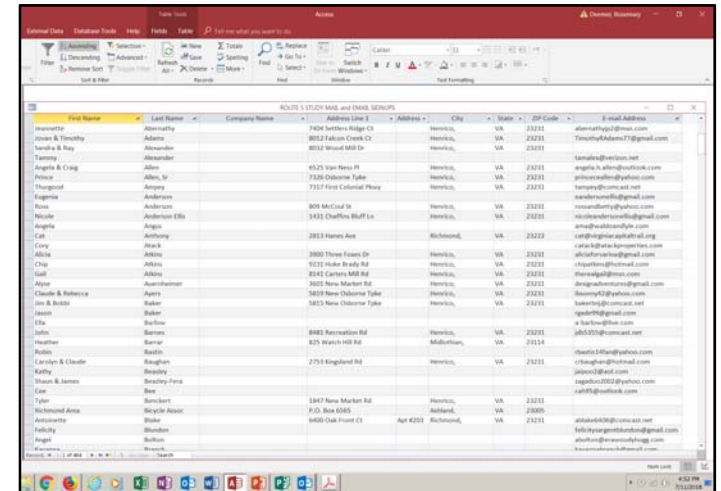
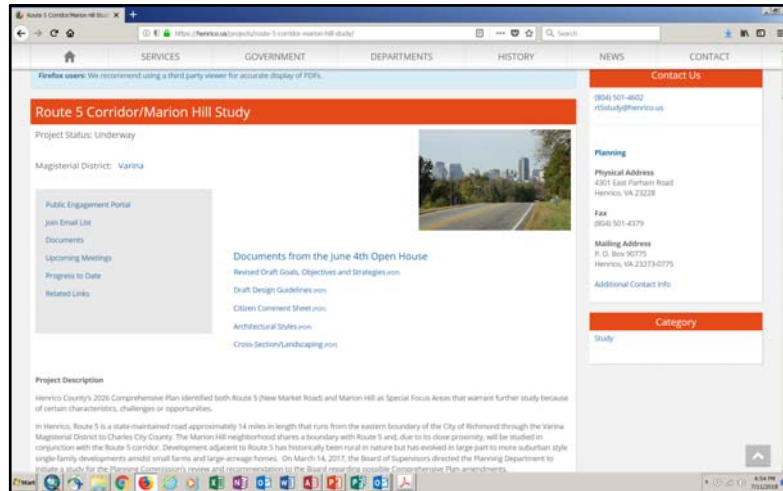
Overview - Existing Conditions



Overview - Existing Conditions



Public Participation



Henrico County Government shared an event.

June 4

Today's open house on the Route 5 Corridor Study starts at 4:30, but feel free to come at your convenience. The revised draft goals, objectives and strategies and the draft design guidelines are available at henrico.us/projects/route-5-corridor-marion-hill-study.

Route 5 Corridor Study

Open House for Route 5 Corridor Study

Varina Library · Henrico, VA

16 people interested

Like Comment

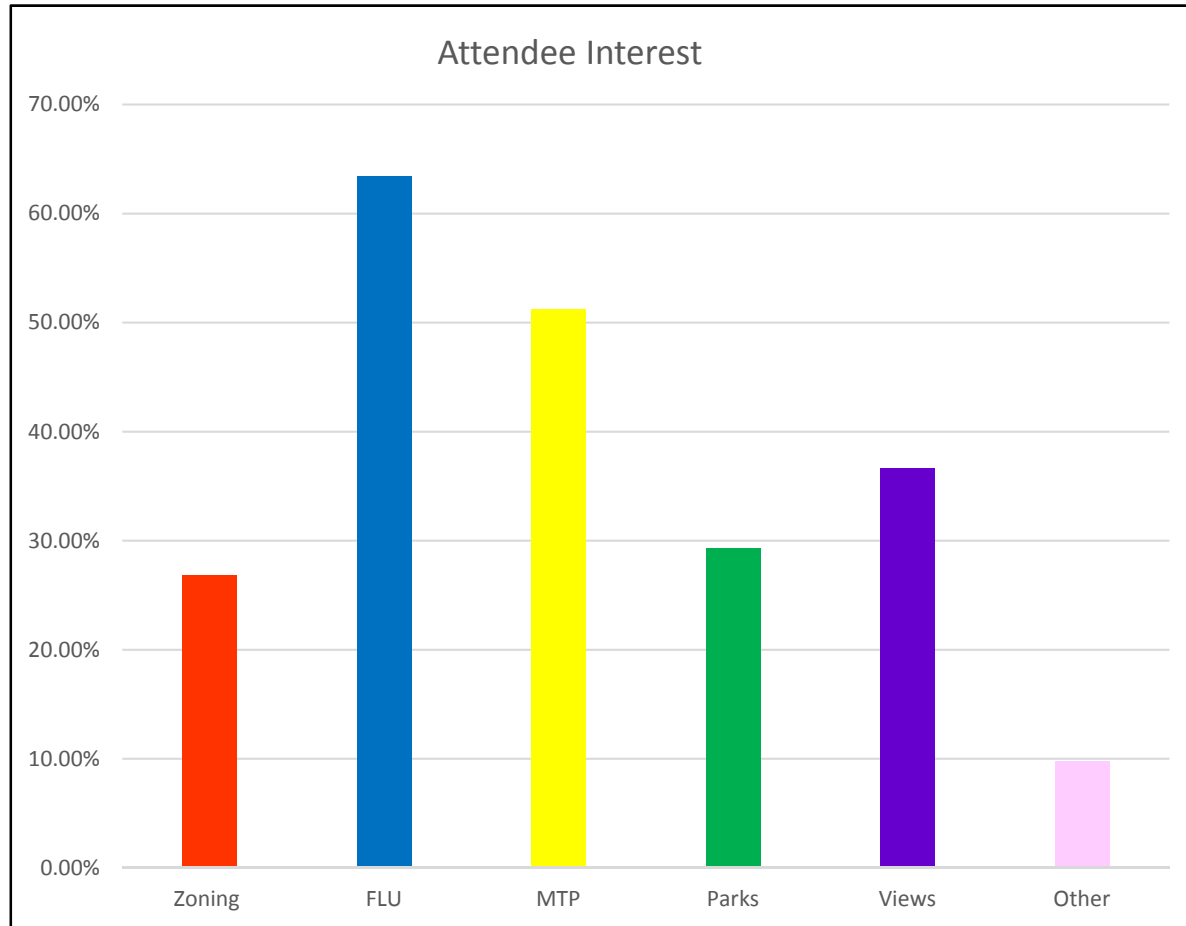


Public Participation – Open House

- **Open House ~ June 8, 2017**
 - 112 Attendees
- Study Boundaries/ Parameters
- Existing Conditions
- Subareas
- Views/Vistas



Feedback



Top Issues

- Future land use
- Major thoroughfares
- Rural views

Written Comments:

- Slow growth
- Traffic
- Bike safety
- Protect/encourage agriculture



Public Participation – Community Workshop

- **Community Workshop ~ August 3, 2017**

- 102 Attendees
- Presentation
- Goals vs Objectives vs Strategies
- Group Exercise
- What are the top 5 issues facing Route 5?
- What would you do about them?
- Report Back
- Dot Voting

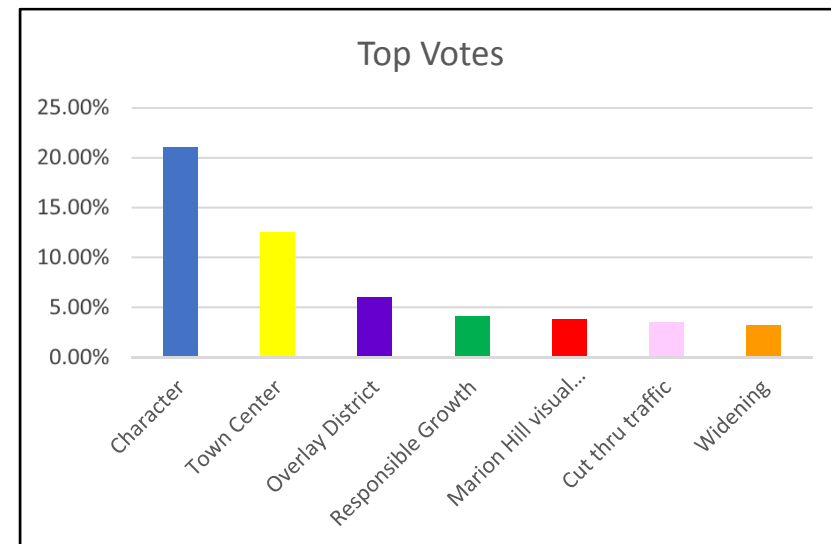


Results/Feedback

- Preserving the character
- Build a town center
- Create an overlay district
- Encourage responsible growth
- Promote tourism
- Restrict commercial to existing nodes
- Cut-through traffic
- Prohibit road widening
- Undertake a visual inventory of Marion Hill

"OVERLAY DISTRICT"
 • CLUSTER DEVELOPMENT /
 • WITH NEARBY AMENITIES
 • INTRUSION - "OUR GREEN SPACE"
 - WE WANT RURAL/DEVELOP / NOT SHORT PUMP!
 - ANTI OCH
 - ACCESS TO RIVERFRONT
 - FARMERS MARKET
 - INCENTIVISING AGRICULTURE
 - HOW TO KEEP INFORMED -
 - VIA WEBSITE
 - STATUS OF LAND OWNED BY STATE
 - 1

• PROMOTE CONTROL OF GROWTH
 TO KEEP UP WITH INFRASTRUCTURE
 • COMMUNITY - SAFE & PROUD OF
 • BUILD A TOWN CENTER
 (FARMERS MARKETS..) VARIAN VILLAGE
 • TREES ALONG CORRIDOR
 • REDUCE LAND USE TAX TO
 HELP KEEP AGRICULTURAL USE
 • TRAFFIC



Public Participation – Community Workshop #2

- **October 19, 2017**
 - 114 Attendees
- Keypad Polling Exercise
- Goals/Objectives
- Preference Survey
- Four Mile Creek Restroom

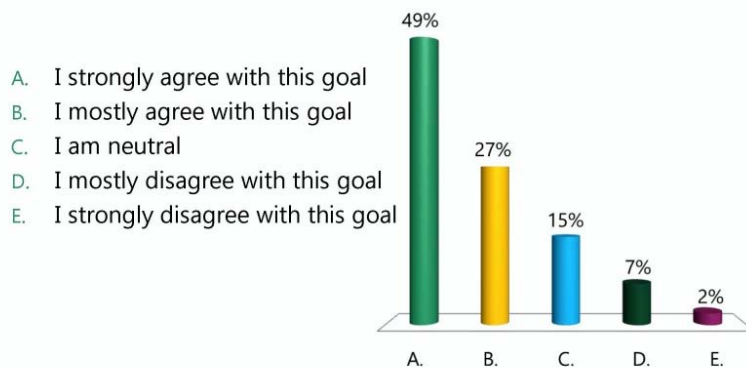


Public Participation – Community Workshop #2

Keypad Polling Exercise

- Goals/Objectives
- Preference Survey
- Four Mile Creek Restroom
- Town Center Voting

Land Use & Character Goal #2: Provide opportunities for growth while retaining the rural character of the corridor.



5. Which style of landscaping do you prefer?

- A. Image 1
- B. Image 2
- C. Either Type – No Preference
- D. Neither

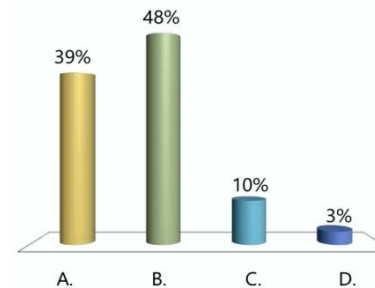


Image 1: Manicured parking lot landscaping



Image 2: Natural parking lot landscaping

16. How do you feel about this style of sign?

- A. Like
- B. Neutral – No Preference
- C. Dislike

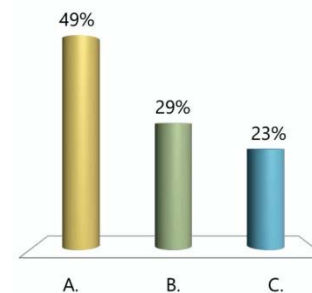


Image: Rural-style wood sign



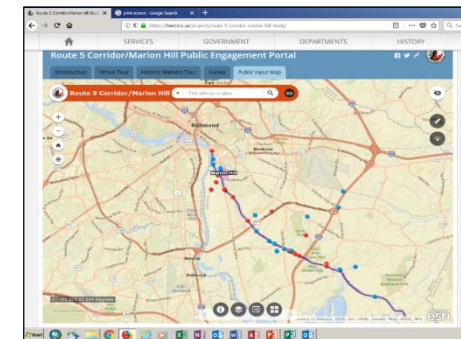
Results/Feedback

- Identified most common issues
 - Character
 - Transportation
 - Land Use
 - Recreation
 - Tourism
- Revised the goals/objectives
- Identified corresponding strategies

EXERCISE WORKSHEET
Route 5 Corridor/Marion Hill Study
August 3, 2017

Key Issue	What Would You Do?
I. Safety of Bike Trail e.g. Overhead and no right turn on left-turn	A. Signage B. Flashing lights
II. Left turn safety into Route 5 along highway e.g. Overhead, many, many	A. Traffic Light B. Continue to lower speed limit
III. Development of large scale retail stores	A. Address zoning and land use B. protect green space
IV. Aging / Inadequate Infrastructure to handle traffic increase	A. install / upgrade public sewage and water, etc.
V. Future development plans for residential areas	A. provide information on status of park that was prepared for Marion Hill B. Open community discussions with developer C. Provide information on how the community can control development.
VI. Keeping the community informed about Bikes coming before the planning commission	A. create a link off the Route 5 corridor website with upcoming dates that affect the corridor area.

III. Questions: ① What is the status of the land owned by
the State near Gooch Landing at the base of the
bike trail.
② What is the status of the land currently near Gooch Landing



Route 5 Corridor Study
Open House - June 4, 2016
Citizens' Comment Form
Henrico County Planning Department
P.O. Box 80775 Henrico, Virginia 23273-0775
(804) 501-4602 (Phone) (804) 501-4379 (Fax)
http://henrico.gov/projects/route-5-corridor-study/

Thank you for your interest in the Route 5 Corridor Study. This form is provided for you to leave your feedback with the County. Please take some time to fill this out and drop it in the identified box before you leave or you may return it to the Planning Department using the fax number or mailing address provided. If you need additional space you may use the back of this form.

How satisfied are you with the information provided about the Route 5 Corridor? (Please circle)

0 1 2 3 4 5 6 7 8 9 10

Do you have any comments on the Revised Draft Goals, Objectives and Strategies?

I appreciate the fact that the service goals/objectives and strategies
provided in the draft of the study. The Route 5 Corridor study
is important but it would be helpful to know what any DOT studies
sampled at earlier with the County streets.

Do you have any comments on the Draft Design Guidelines?

While I have no objections to the draft design guidelines, generally
I am concerned that the language used in the draft is not clear
enough on certain issues. I am not sure what the intent is on
the exceptions who will decide if something is feasible and on certain
issues. I am not sure if the language is clear enough.

It may be critical to know how the Capital Goals/objectives
strategies affect existing future development, to ensure that the
planning and design are not in conflict with the same.

Your input is important. If you would like to join our mailing list to be notified of future meetings, please provide your
name and an email or mailing address.

Name: Reshawn Key-Jiller
Email: Reshawnkey@gmail.com
Address: 1400 Highland Place 23231

PLEASE USE THE BACK FOR ADDITIONAL COMMENTS



Public Participation – Open House #2

- **Open House ~ June 4, 2018**
 - 146 Attendees
- Revised draft goals/objectives
- Draft strategies
- Draft design guidelines



Goals/Objectives/Strategies

Goal 1: Preserve the rural, historic and agricultural character.

Objectives:

Objective 1.1: Minimize adverse visual impacts of development.

Objective 1.2: Protect stands of mature trees along the corridor.

Objective 1.3: Encourage agricultural enterprises along the corridor.

Objective 1.4: Protect significant agricultural or historic land from development.

Objective 1.5: Preserve open space.



Goals/Objectives/Strategies – Continued

Goal 1: Preserve the rural, historic and agricultural character.

Strategies:

Strategy 1.1: Create and adopt an overlay district requiring the establishment of buffers and setbacks that protect the character of the corridor.

Strategy 1.2: Create design guidelines to encourage building placement that will respect significant views and vistas on and around a property.

Strategy 1.3: Require low-intensity outdoor lighting to prevent light pollution.

Strategy 1.4: Revise the Zoning Ordinance to support agritourism efforts.

Strategy 1.5: Support conservation easements along the corridor.

Strategy 1.6: Revise the Zoning Ordinance to provide incentives for cluster development on residential property.



Goals/Objectives/Strategies – Continued

Goal 1: Preserve the rural, historic and agricultural character

Strategies Continued:

Strategy 1.7: Review the 2026 Future Land Use Map to change land use designations.

Strategy 1.8: Partner with local and state efforts such as the Virginia Tech “Virginia Beginning Farmer and Rancher Coalition” program, Virginia Department of Agriculture and Consumer Services (VDACS), and the Virginia Cooperative Extension to facilitate the exchange of knowledge and skills between experienced farmers and beginners.

Strategy 1.9: Partner with Virginia Tourism Corporation to market agritourism opportunities along the corridor.

Strategy 1.10: Study land along the corridor, timed with county’s next soil survey.



Goals/Objectives/Strategies – Continued

Goal 2: Deter strip development and big box stores.

Objectives:

Objective 2.1: Encourage small-scale retail development at appropriate locations along the corridor, **as identified in the 2026 Comprehensive Plan**

Strategies:

Strategy 2.1: Limit non-residential development to appropriate commercial nodes **as identified in the 2026 Comprehensive Plan.**

Strategy 2.2: Identify locations through the overlay district where limited expansion of retail/commercial uses could capitalize on the area's character.



Goals/Objectives/Strategies – Continued

Goal 3: Enhance and increase recreational opportunities.

Objectives:

Objective 3.1: Encourage **public** access to the James River **and all significant tributaries**.

Objective 3.2: Identify opportunities to link the Virginia Capital Trail to neighborhoods, parks and other point of interest.

Objective 3.3: Support the provision of additional amenities along the Virginia Capital Trail.



Goals/Objectives/Strategies – Continued

Goal 3: Enhance and increase recreational opportunities.

Strategies:

Strategy 3.1: Require public access to the river through the rezoning or plan of development process.

Strategy 3.2: Identify county rights-of-way that could accommodate shared use trails.

Strategy 3.3: Add more parking opportunities in proximity to the Trail.

Strategy 3.4: Provide rest areas, to include restrooms and bicycle repair stations.



Goals/Objectives/Strategies – Continued

Goal 4: Encourage a transportation network that promotes safety and connectivity for motorists, pedestrians and cyclists.

Objectives:

Objective 4.1: Minimize the number of entrances along the corridor.

Objective 4.2: Support recommended enhancements to the Virginia Capital Trail.

Objective 4.3: Coordinate with VDOT to enhance pedestrian, bicycle and motorist safety.



Goals/Objectives/Strategies – Continued

Goal 4: Encourage a transportation network that promotes safety and connectivity for motorists, pedestrians and cyclists.

Strategies:

Strategy 4.1: Encourage shared access for new development.

Strategy 4.2: Prohibit individual access for out-parcels.

Strategy 4.3: Encourage new development to design roads with narrow cross-section widths.

Strategy 4.4: Collaborate with VDOT to promote and install safety features to protect trail users and avoid potential conflicts with motorists.



Goals/Objectives/Strategies - Continued

Goal 4: Encourage a transportation network that promotes safety and connectivity for motorists, pedestrians and cyclists.

Strategies:

Strategy 4.5: Coordinate with the Virginia Capital Trail Foundation and VDOT on additional landscaping, street furniture and “Adopt A Trail” efforts.

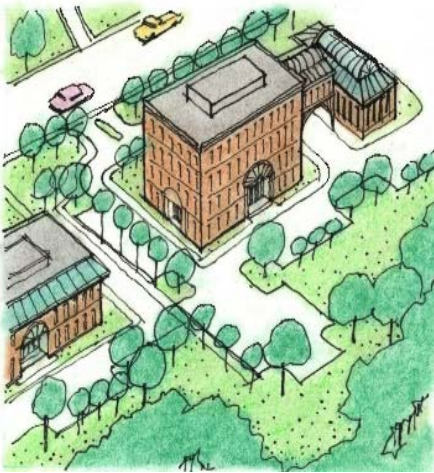
Strategy 4.6: Request reviews of VDOT accident data to determine appropriate improvements at identified intersections.

Strategy 4.7: Request periodic updates to VDOT’s speed studies to determine the appropriate speed limits along the corridor.

Strategy 4.8: Identify bicycle and pedestrian linkages to facilities in the vicinity of the Capital Trail.



Design Guidelines



Sub Area 1



Sub Area 2



Sub Area 3

← Route 5 Corridor →

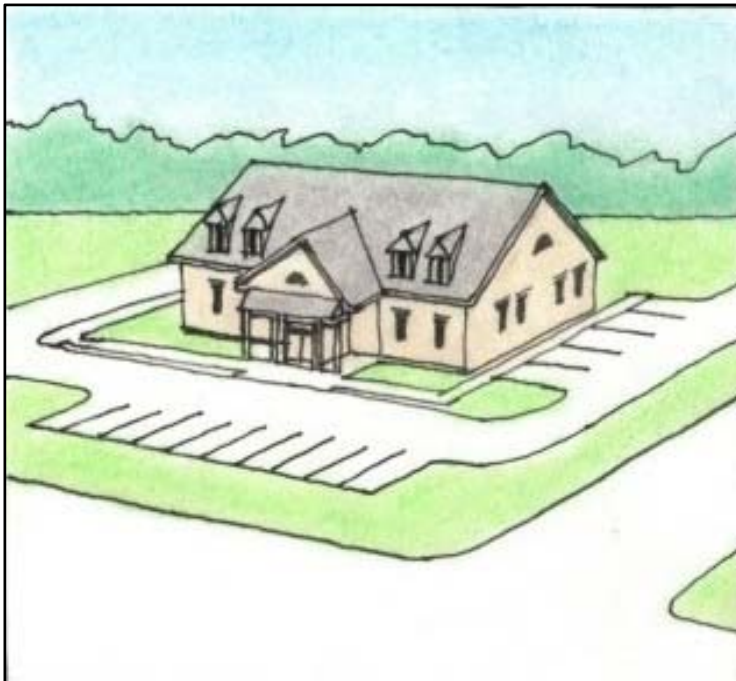
Site Design
Streets and Access
Landscaping
Signage and Lighting



Site Design

Example: *“Parking may be placed in front of a building only if architectural treatment and the main entrance faces Route 5, and landscape screening measures for parking are used.”*

Discouraged



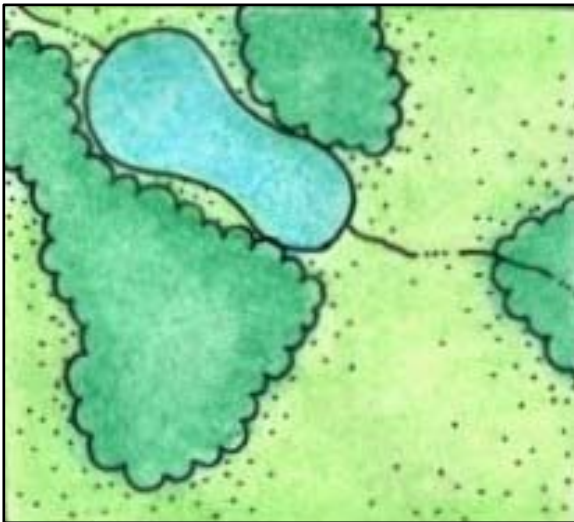
Preferred



Streets and Access

Example: *“New residential streets should be configured to avoid natural resources and open areas. Single-loaded streets with lots on one side and common open space on the other are strongly encouraged.”*

Feature



Discouraged



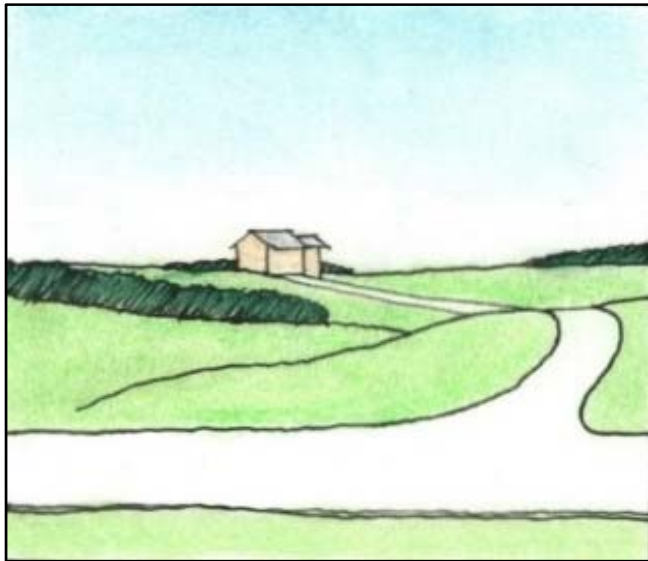
Preferred



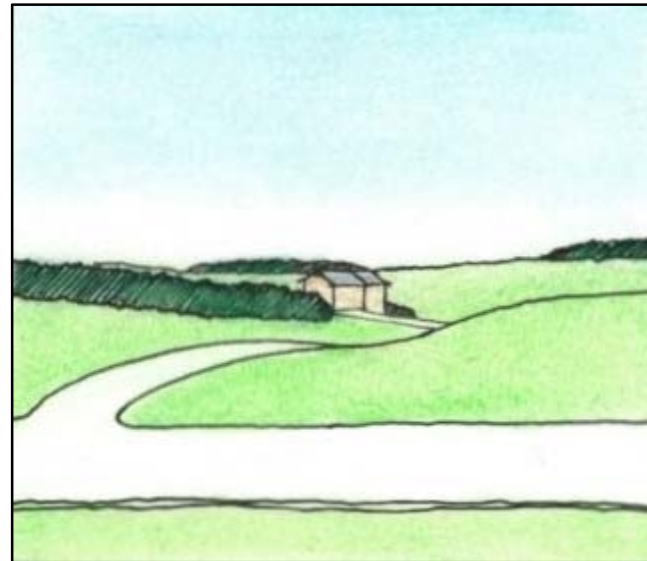
Landscaping

Example: *“Use existing vegetation and landform to integrate new development with the rural landscape. On visually prominent landforms where natural topography or existing vegetation, hedgerows and windbreaks cannot be used as a vegetated backdrop then use naturalized plantings to visually anchor the development.”*

Discouraged



Preferred



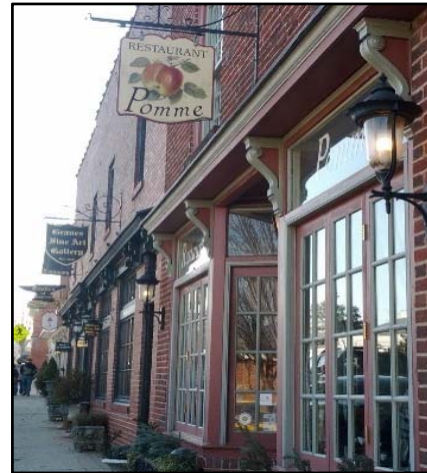
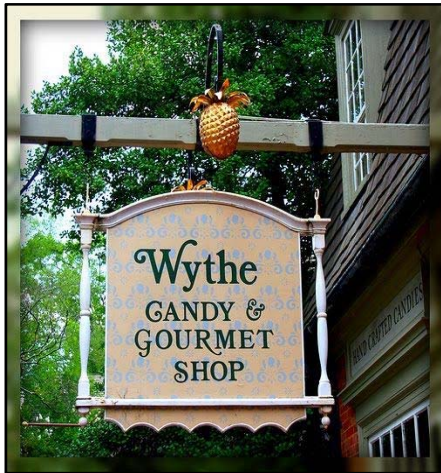
Lighting

Example: *“Consistent ornamental and pedestrian scale lighting is encouraged along the corridor to create a uniform streetscape.”*



Signage

Example: Signage throughout the corridor should be of a scale, size, and materials appropriate for the area. Cabinet signs and the use of attention getting devices or excessive illumination of signs should be prohibited. Sign illumination should avoid objectionable glare and light spill-over on adjacent properties.



Next Steps

- Planning Commission recommendation to the Board of Supervisors
- Board of Supervisors' work session
- Board of Supervisors' public hearing
- Adoption of the study by the Board of Supervisors.

