HENRICO COUNTY
VIRGINIA CENTER
COMMONS (VCC)

CHARRETTE

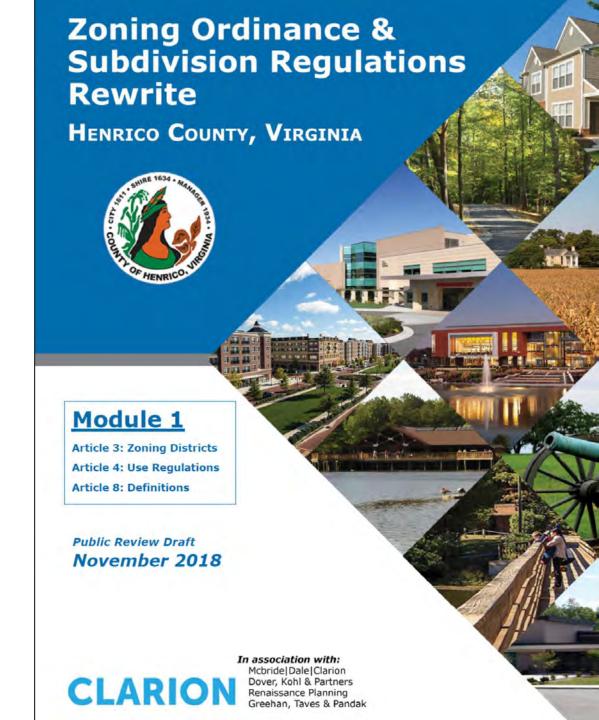
Welcome!

Henrico County
Clarion Associates
Dover, Kohl & Partners
Renaissance Planning
Greehan, Taves & Pandak



#### HENRICO COUNTY CODE UPDATE

A major initiative to update and streamline the County's zoning code.



#### HENRICO COUNTY CODE UPDATE

Zoning Ordinance & Subdivision Regulations Rewrite

#### WORK PROGRAM AND SCHEDULE

Task 1: Project Initiation	Task 2: Refresh Code Assessment	Task 3: Draft Ordinances	Task 4: Testing	Task 5: Public Hearing Draft of Ordinances	Task 6: Procedures Manual & Application Forms
• Review documents • Website • Reconnaissance • Interviews • Five Listening Sessions	<ul> <li>Staff &amp; public review drafts of refreshed Code Assessment</li> </ul>	<ul> <li>Staff &amp; public review drafts of ordinances &amp; map</li> <li>Drafted in three installments</li> <li>Draft Form-based district</li> </ul>	• Test draft ordinances (six case studies)	<ul> <li>Public hearing draft of ordinances &amp; map</li> <li>Executive summary</li> </ul>	<ul><li>Procedures     Manual</li><li>Application     Forms</li></ul>
• Kick-off meetings • Public forums	• Meetings • Public forums	<ul> <li>Charrette for Form-based district</li> <li>Meetings on each installment</li> <li>Public forums on last installment</li> </ul>	• Meetings on testing results	• Four work sessions • Two public hearing presentations	

#### CHARRETTE WEEK SCHEDULE

#### Kick-off & Hands-on Design Session

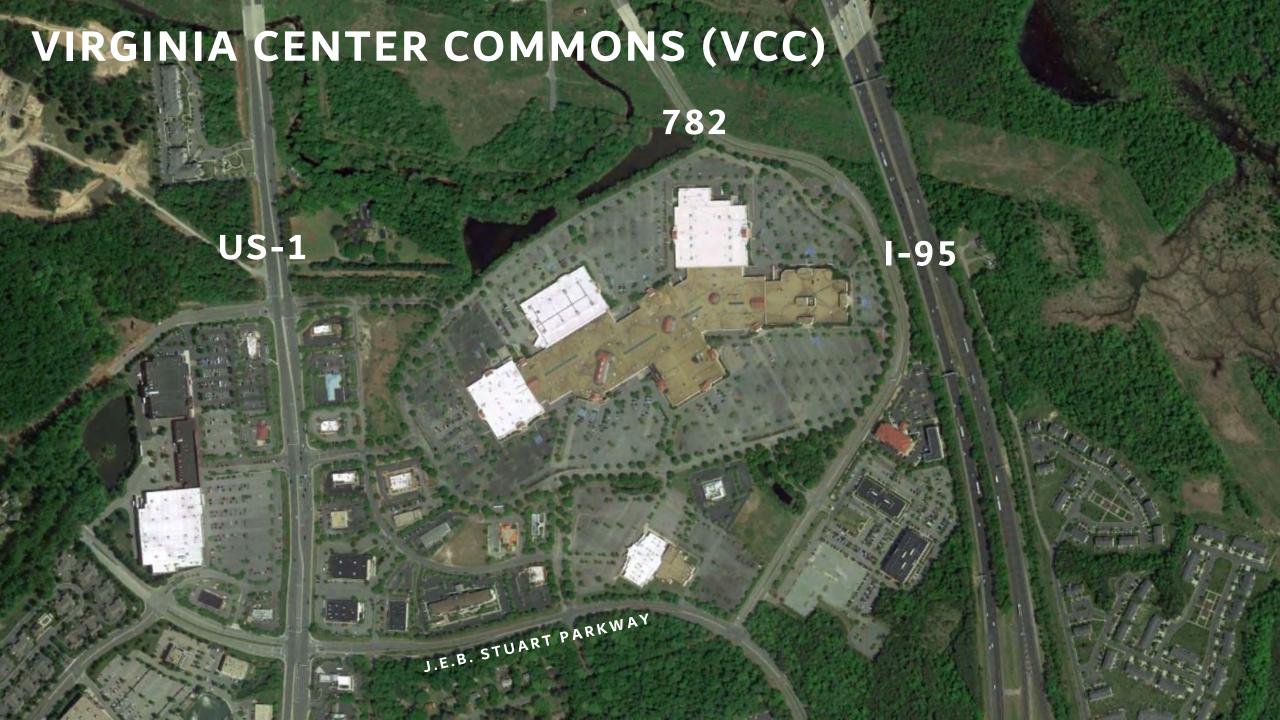
Monday, March 2 | 6 pm HERE!

#### **Open Design Studio**

Tuesday to Thursday, March 3 – 5 | 10 am to 5 pm HERE!

#### **Work-in-Progress Presentation**

Friday, March 6 | 6 pm HERE!



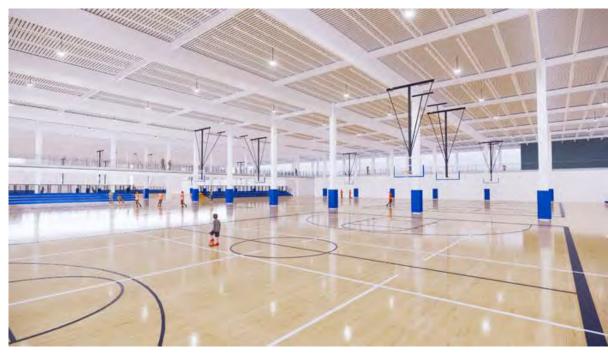


#### **SPORTS COMPLEX**



- \$50m investment of county funds
- 4,500 seat, 220 KSF arena
- High school graduations
- Basketball tournaments (12 courts) and volleyball, wrestling, other...





#### Henrico County Annual Report

#### FISCAL YEAR 2018-19

#### TOURISM IMPACT

\$963.5 million

Jobs 8,707

Payroll \$233.4 million

Sports Tourism

\$54 million

Calendar 2018 data







## Tourism

#### **Tourism Lifts Local Economy**

Henrico during 2018, an increase of 5.2% from 2017, according to the U.S. Travel Association. The county's total remained the fifth highest among Virginia localities. In Henrico, tourism supported 8,707 jobs with a payroll of \$233.4 million and generated \$64.4 million in state and county tax receipts. As part of its tourism initiative, Henrico attracts youth and adult sporting events, which generate customers for local hotels, restaurants and other businesses. In 2018, Henrico's parks and sports complexes hosted more than 170 tournaments, producing an estimated \$54 million in local spending. More than 180 tournaments are expected in 2019. For more information, go to visithenrico.com.

## 170 YOUTH & ADULT SPORTING TOURNAMENTS PRODUCED \$54M IN LOCAL SPENDING IN 2018

















**BEFORE** THE MALL 1989 MAP B-2C to B-3C 175.3 gc. **1958 PHOTO** 

### MEETINGS

- REBKEE COMPANY
- BUSINESS OWNERS
- RESIDENTS
- LOCAL PROPERTY OWNERS
- UTILITY PROVIDERS

COUNTY PLANNERS

- HEALTH & WELLNESS EXPERTS
- RECREATION & PARKS
- TRAFFIC/ TRANSPORTATION PLANNERS

## 165+

# HANDS-ON PARTICIPANTS, MEETING ATTENDEES, OPEN HOUSE DROP-INS

## WHAT WE HEARD

#### INTRO TO EXERCISES

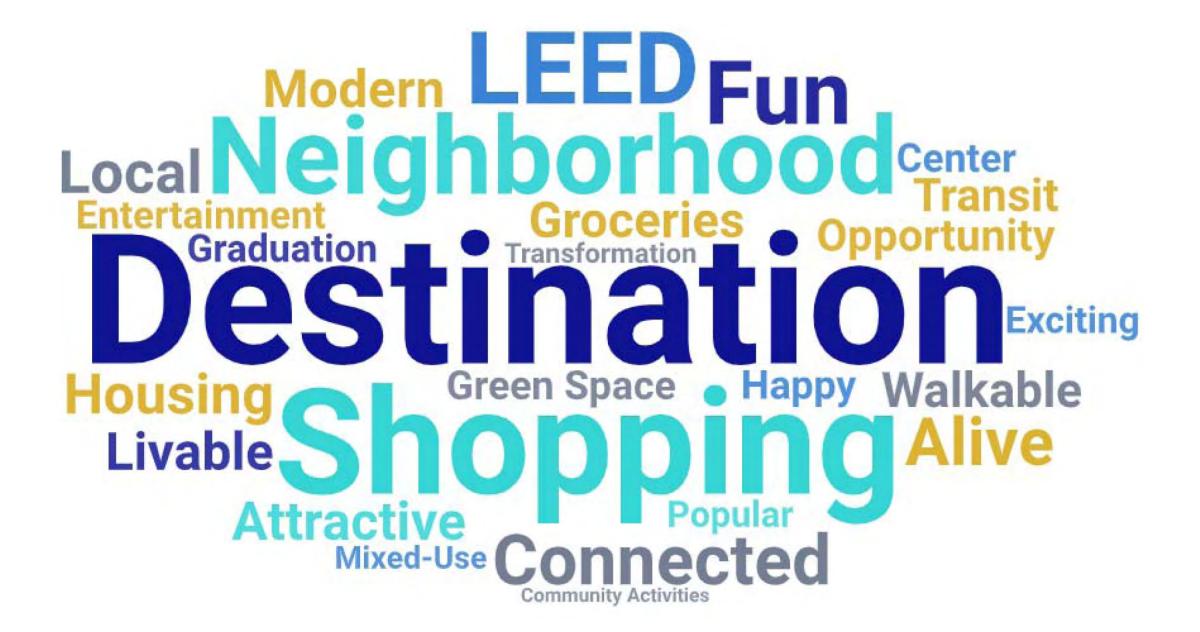
#### one word card

ONE WORD that comes to mind about Virginia Center Commons:				
NOW:				
IN THE FUTURE:				
(in my vision)				

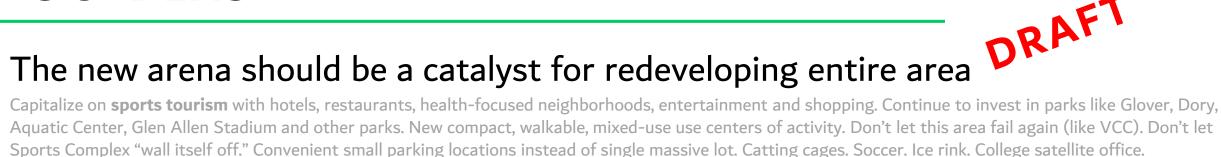
#### ONE WORD ABOUT VCC: NOW



#### ONE WORD ABOUT VCC: IN THE FUTURE



#### **BIG 5 IDEAS**



#### Add destinations and better restaurants

Places locals want to go. Civil War tourism involving Battle of Yellow Tavern and JEB Stuart. Bar-cade. Bowling. KidsZone. Blaze Pizza. Noodle & Co. Better Restaurants but still affordable. Local arts. Bands. Good coffee. Parking garages. . Breweries. Adult night life. Amusement park. Top Golf. Put Put Golf. Waterpark. Amphitheater. Outlet stores. Wegmans's. Specialty hotel.

#### Increase access to nature, create parks, build green

Create a "Wellness District" with a variety of exercise potential. Build trails. Connect to Virginia Crossings homes and houses off Telegraph. Trailheads. Bridge over Chickahominy River. Bridges to River Mill and Magnolia Ridge. Dog parks. Frisbee golf. Amphitheater. Splashpad and parks. Be green: Reuse, reuse, reuse. solar panels installed atop Libbie Mill Library. Short Pump Firehouse earned LEED gold certification.

#### Safe, comfortable, and interesting streets for walking and biking

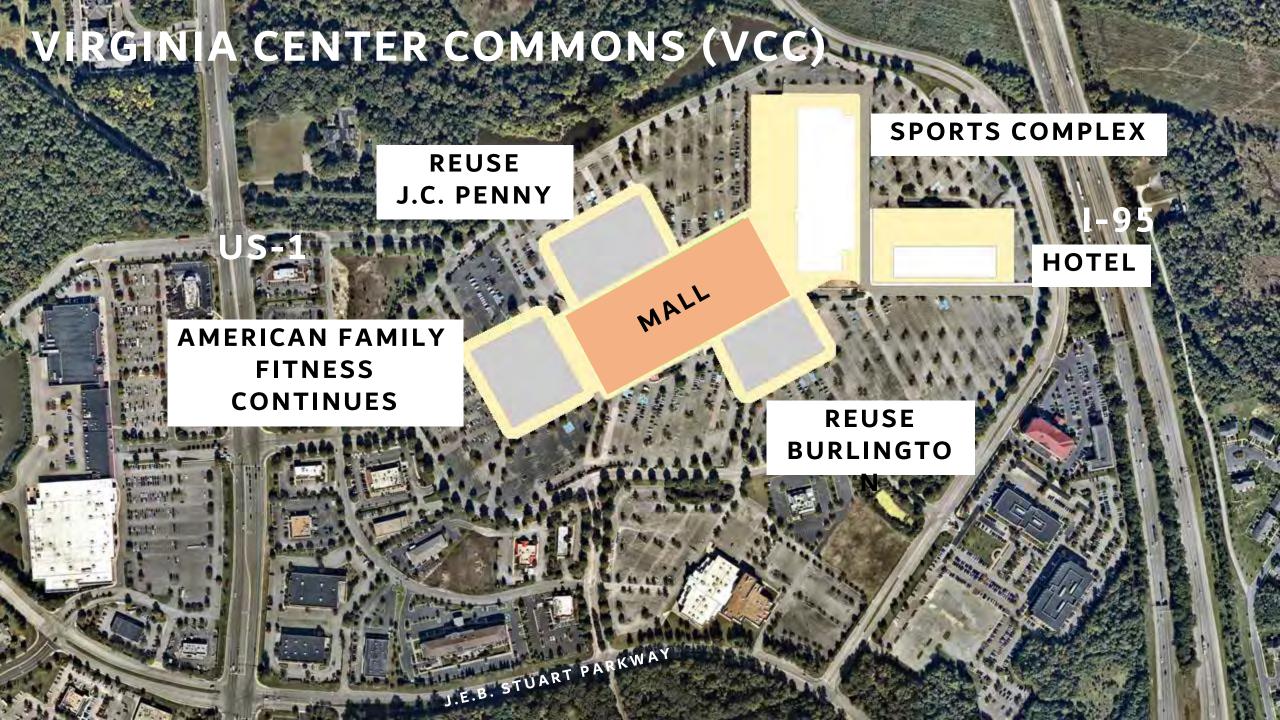
Facilities for pedestrians and cyclists. Bike trails that connect to neighborhoods so everyone can use. Four-way zebra crosswalk stops. Provide bike infrastructure (especially for those who cannot afford to drive). Bike routes for recreation. Safe routes to school. ADA accessibility. Overpasses over US1.

#### Retain valued shops and build small independent business ownership

Spur business attraction, expansion, entrepreneurship AND retention. Keep Regal Theater (and refurbish). Bath & Body Works. Inexpensive Jewelry. Food Court restauranteurs. Virginia items for sports tourism. New Mom & Pop retail. Non-chain stores. Affordable housing.





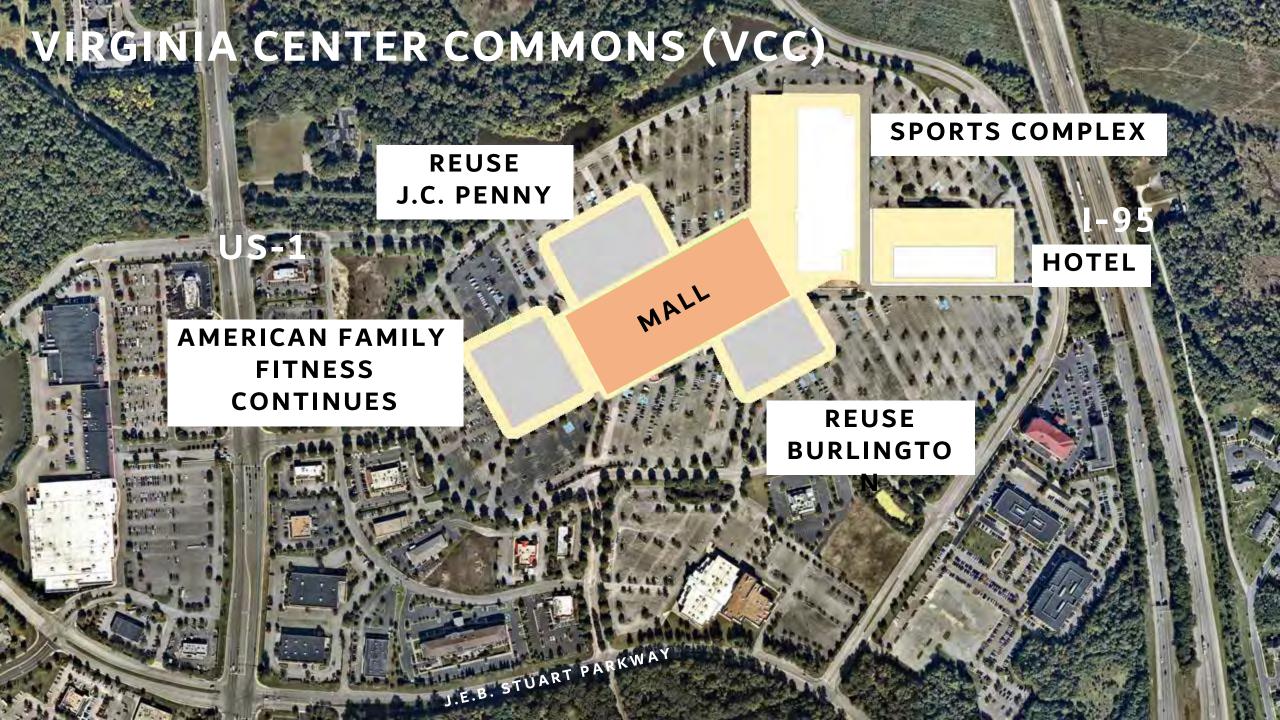


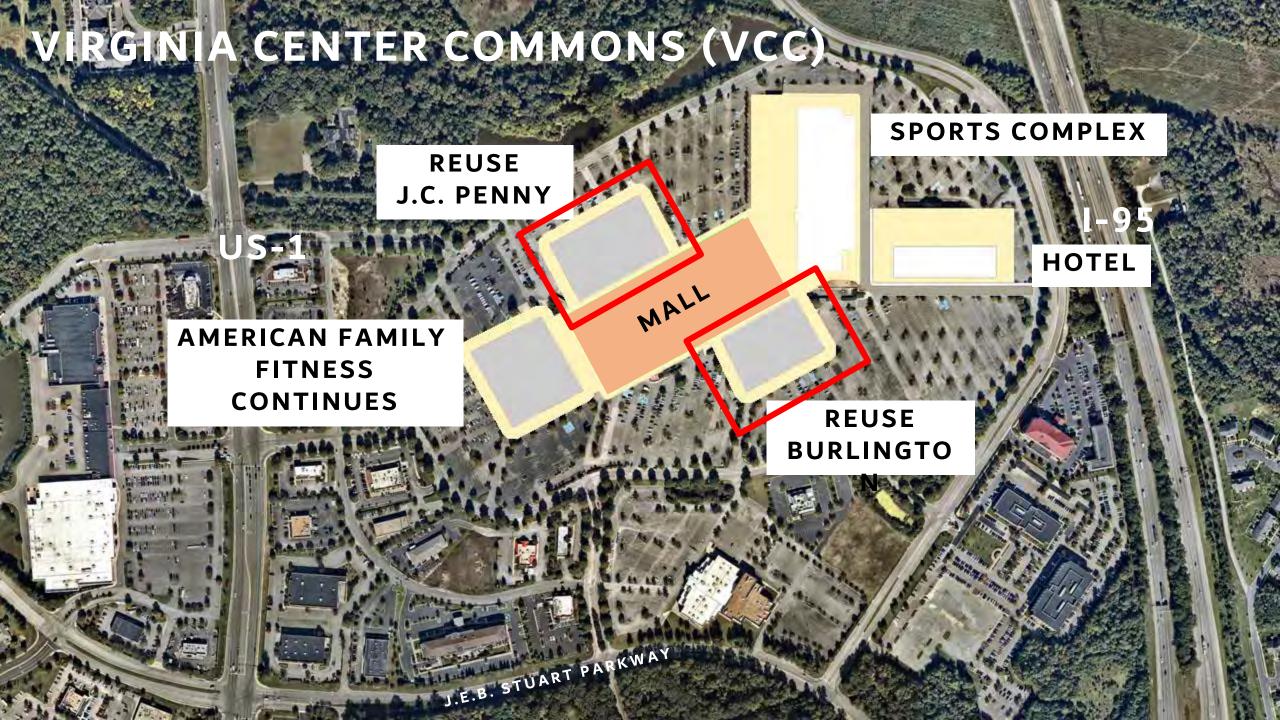


# **TEMPORARY OUTDOOR FIELDS** 2,020 FT









\$1.2M TO \$1.4M TO BUILD A 120KSF @ \$10- \$14 PER SF TOTAL COST (MATERIALS, LABOR) THE J.C. PENNY CONSISTS OF \$350K TO \$400K OF MATERIALS



#### -STEEL COLUMN BEAMS \$104K

(80 BEAMS @ \$1,300)

## STEEL FRAME RAFTERS \$168K

(210 RAFTERS @ \$800)

#### **CONCRETE BLOCK** \$85K

(1,400 LINEAR FEET OF BLOCKS @ \$61 PER FOOT)

NOT FOR RETAIL, BUT FOR OFFICE AND CO-WORKING



- Mission CEED (Center for Education and Economic Development) in Mission, Texas
- Located in a former Sears (120,000 SF)
- Flexible office and co-working facility managed by Mission EDC (Economic Development Cooperation)



- The MileOne International Business Assistance Center
- Located in a former Mechanic shop (30,000 SF)
- Co-working space and business incubator and accelerator to start or grow their businesses

NOT FOR RETAIL, BUT FOR A COLLEGE CAMPUS
MAYBE A NEW CAMPUS FOR J. SERGEANT REYNOLDS COMMUNITY COLLEGE



- ACC (Austin Community College) Highland Campus
- Located in a former Sears (120,000 SF)
- Flexible office and co-working facility managed by Mission EDC (Economic Development Cooperation)



MAKERSPACES LIKE LAS CRUCES CREATIVE MAKERSPACE (FORMER SHOPPING CENTER)











EXPERIENCES: DAVE & BUSTERS, GAMETIME, JUST FOR FUN, BOWLING & LASER TAG, BARCADE, FUNDIMENSION, VIRTUAL GOLF



**HOBBY RECREATION** 













**INDOOR MINIATURE GOLF** 

**PAINTBALL** 

**GO CARTS** 

**SPORT** 









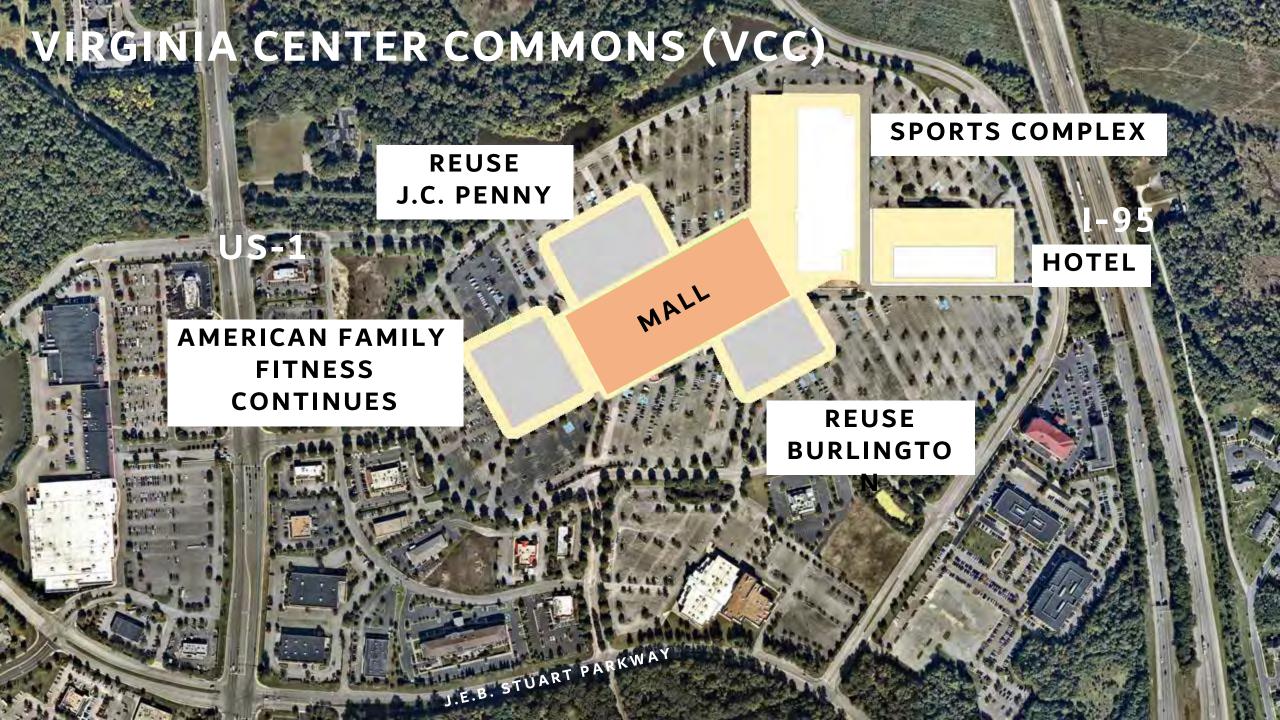


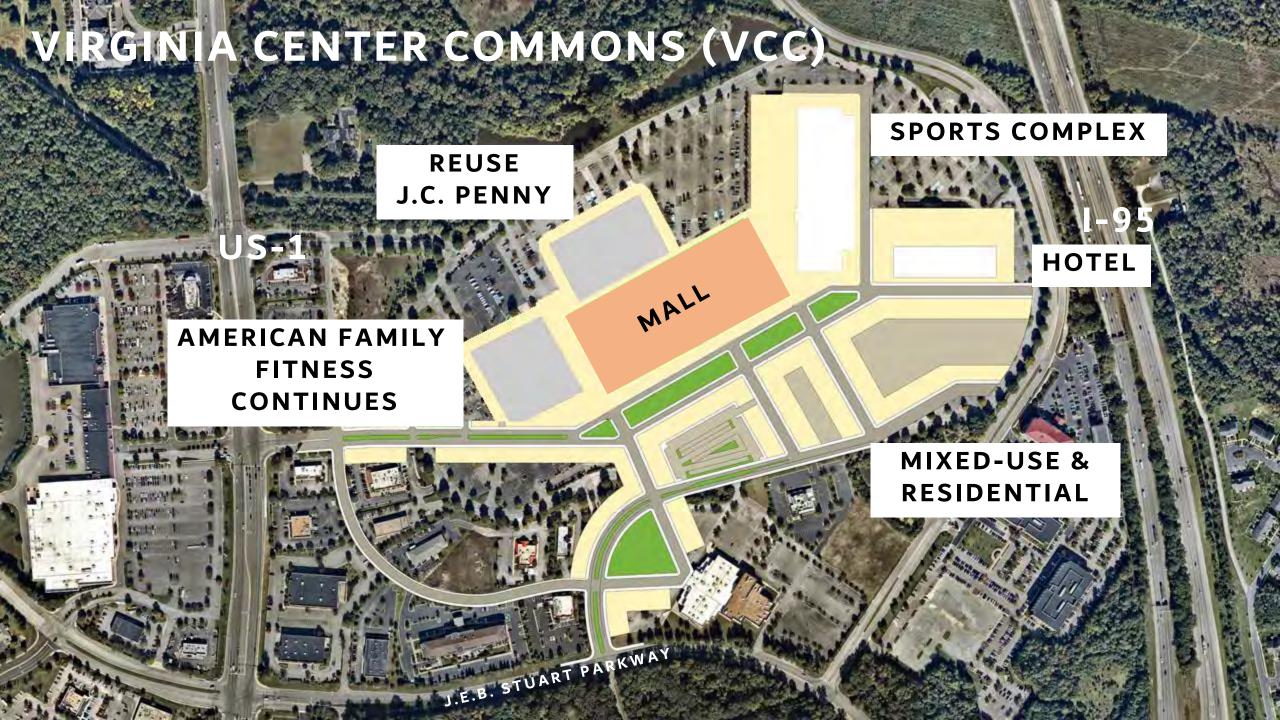


LACROSSE

**SOCCER** 

**TENNIS** 

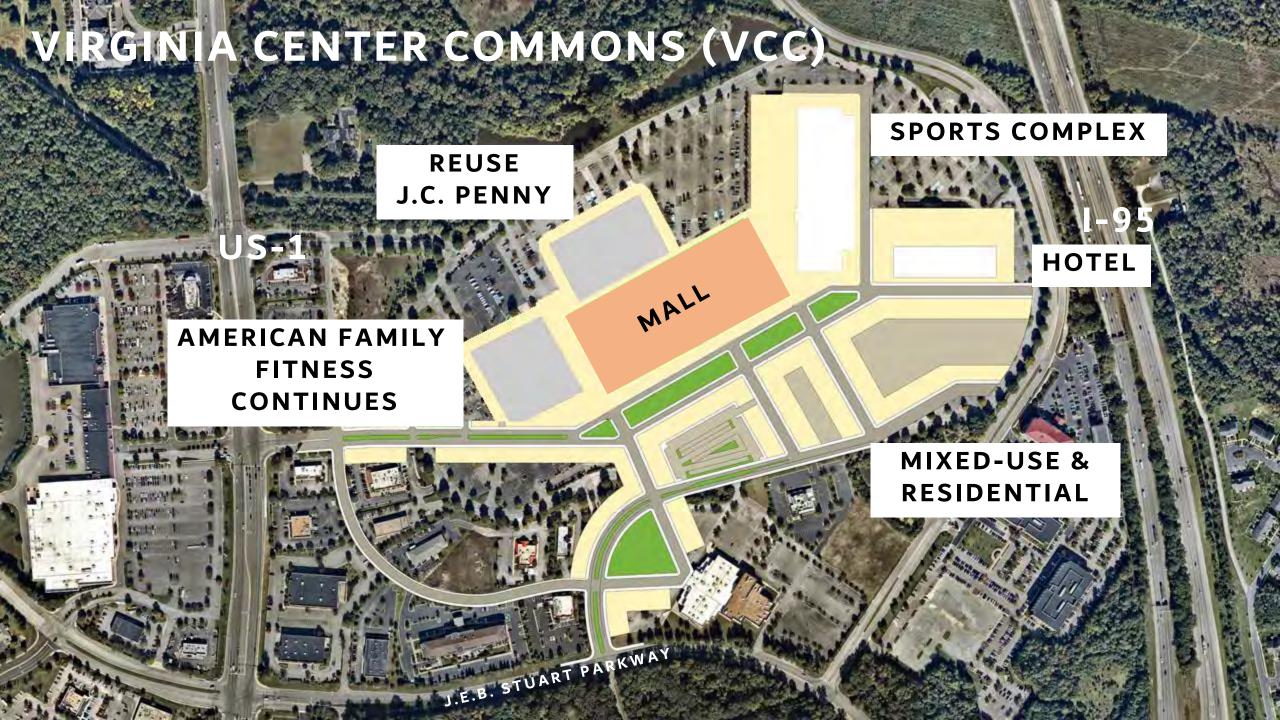


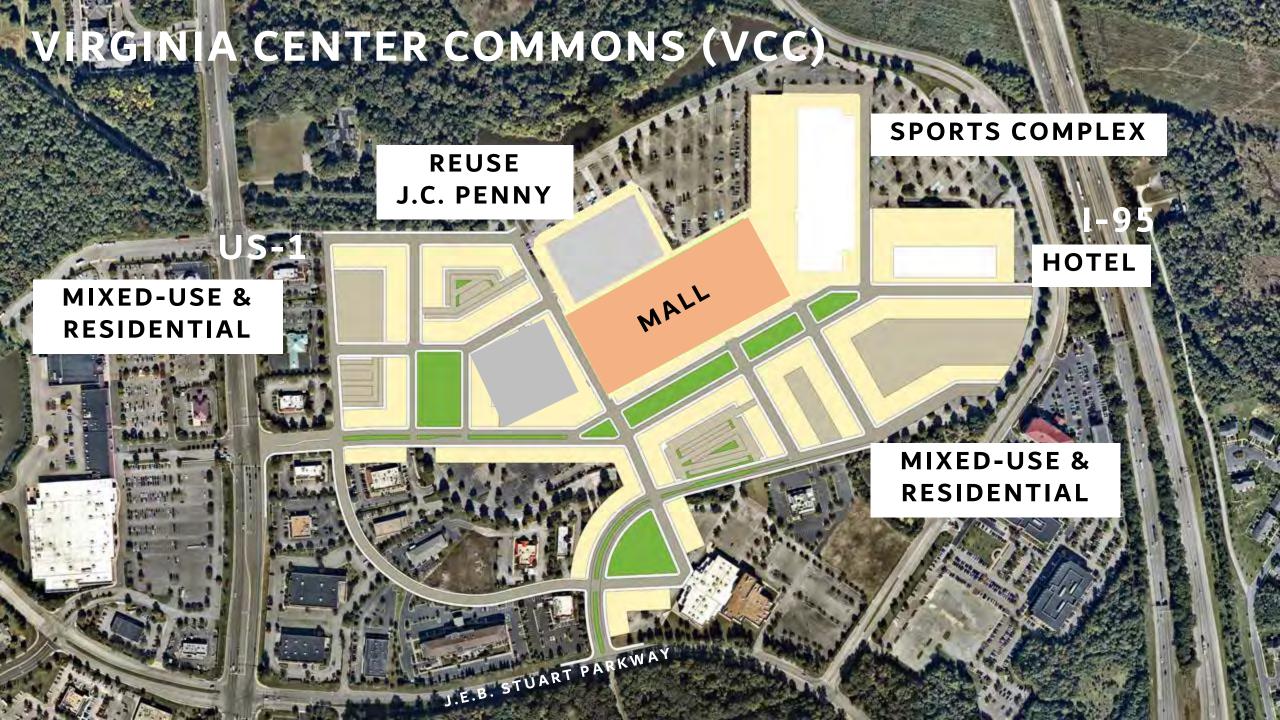


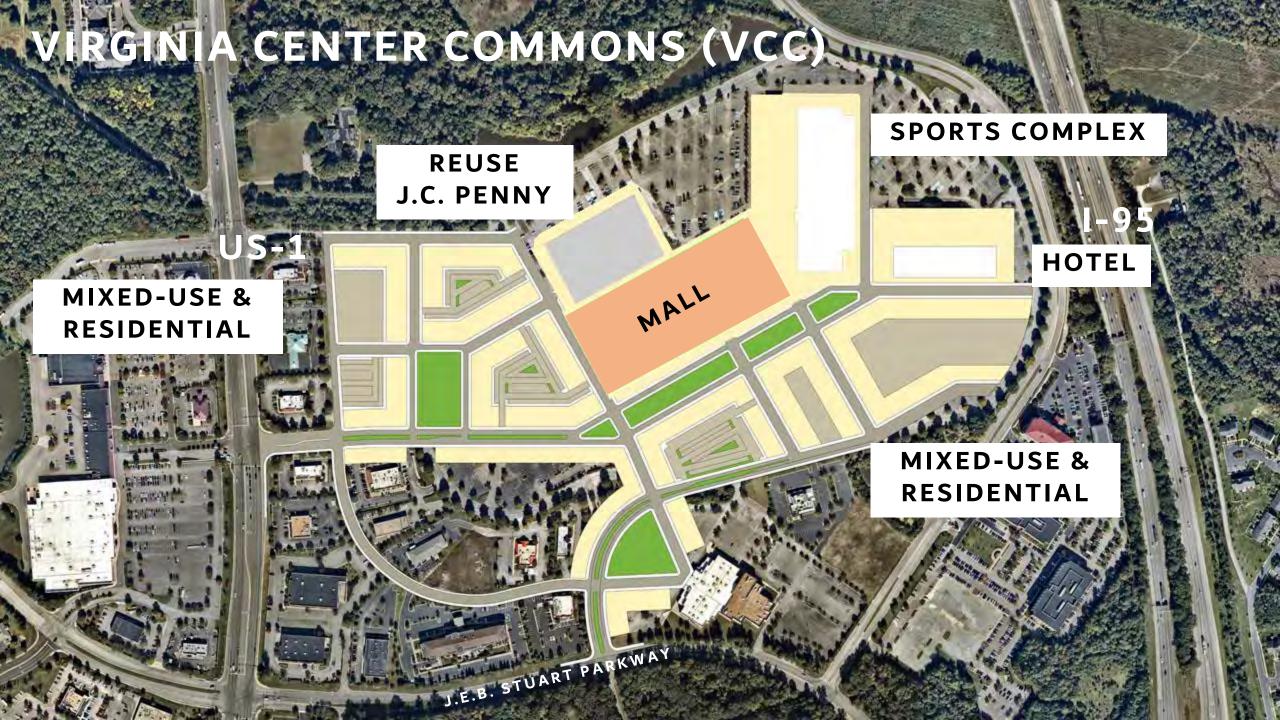


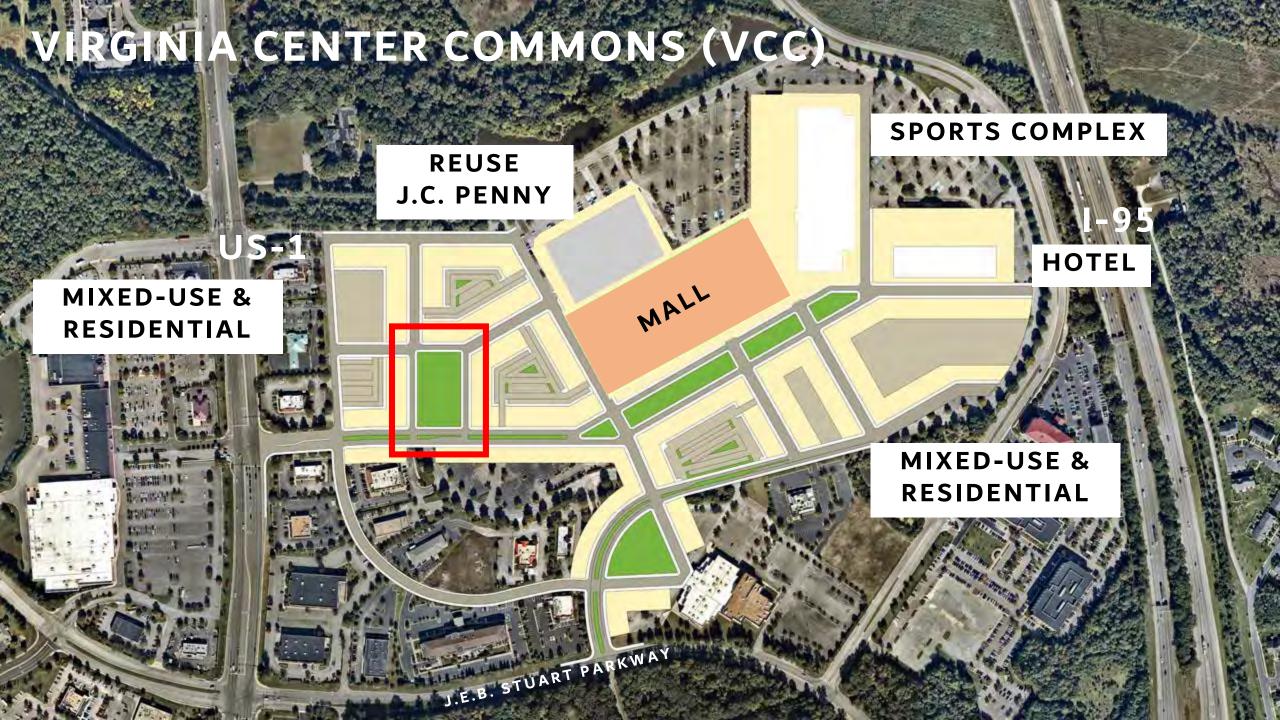














#### MAKING COMPLETE STREETS

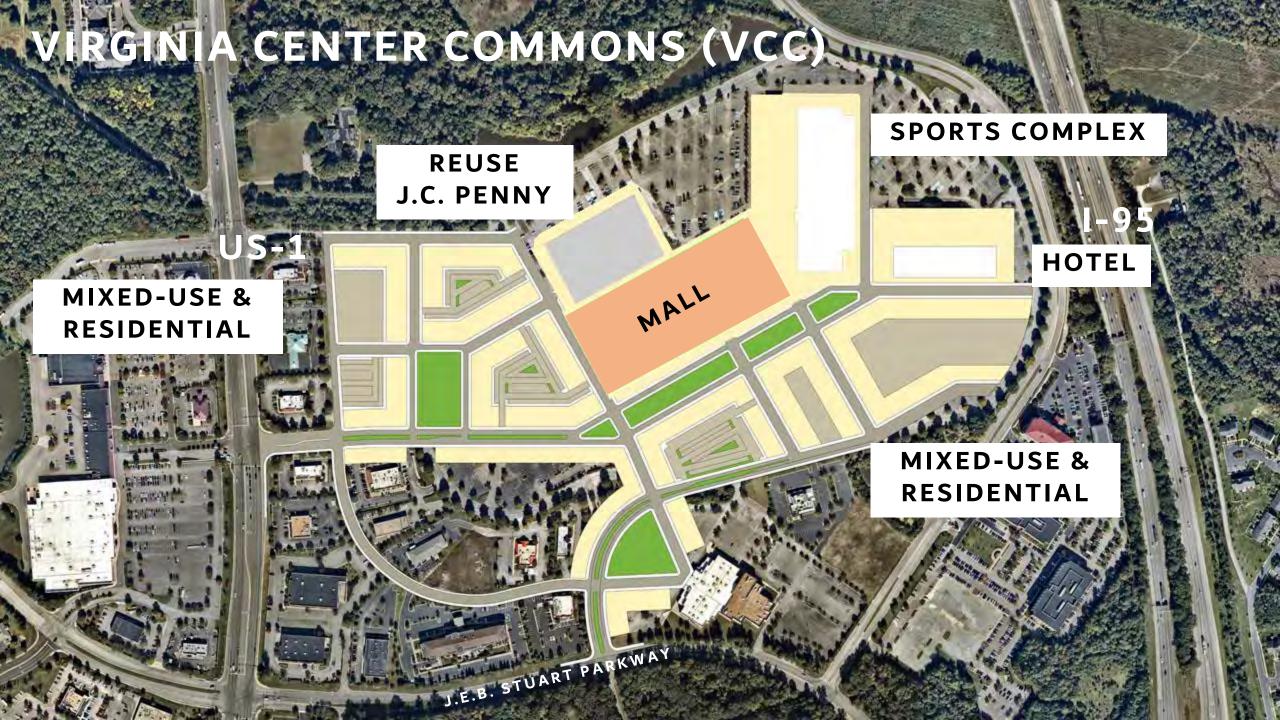


Public At Breef Purricips Payfriding Signaps Jerophia Assurings Hoogstackin Banchina

Building or Setback

Lights Special Faces Suprage Rate Gardens Plantes Special Faces Special Faces GREEN
INFRASTRUCTURE:
BECAUSE ALL
WATER FLOWS TO
THE JAMES RIVER



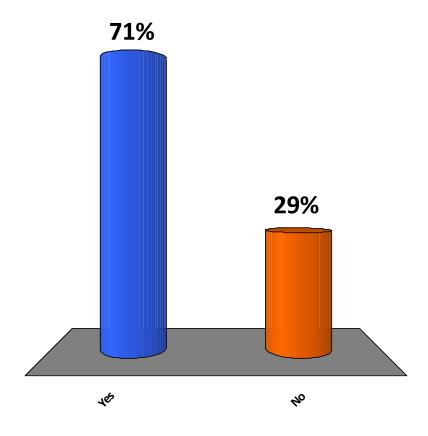


## KEYPAD POLLING

# DID YOU ATTEND THE MONDAY NIGHT EVENT, OR VISIT THE STUDIO?

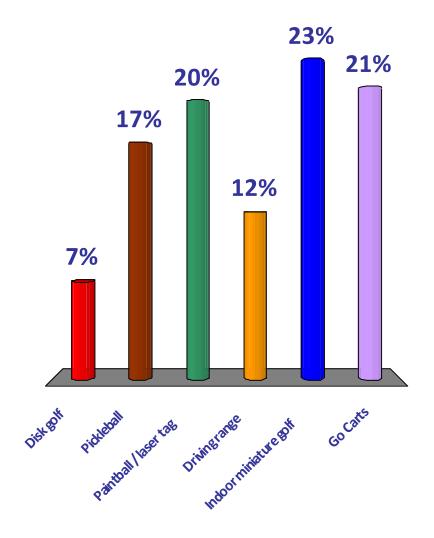
1. Yes

2. No



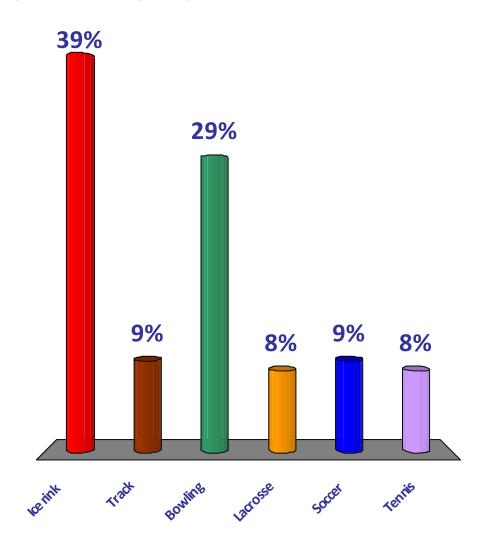
### WHAT 2 TYPES OF HOBBY RECREATION WOULD BE ATTRACTIVE TO YOU IN A REUSED OUTLET STORE?

- 1. Disk golf
- 2. Pickleball
- 3. Paintball / laser tag
- 4. Driving range
- 5. Indoor miniature golf
- 6. Go Carts



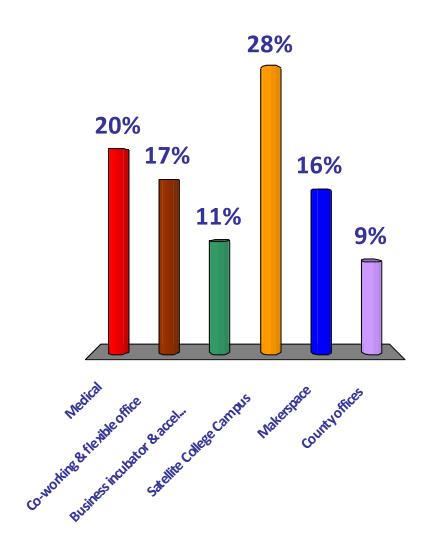
### WHAT 2 TYPES OF SPORT RECREATION WOULD BE ATTRACTIVE TO YOU IN A REUSED OUTLET STORE?

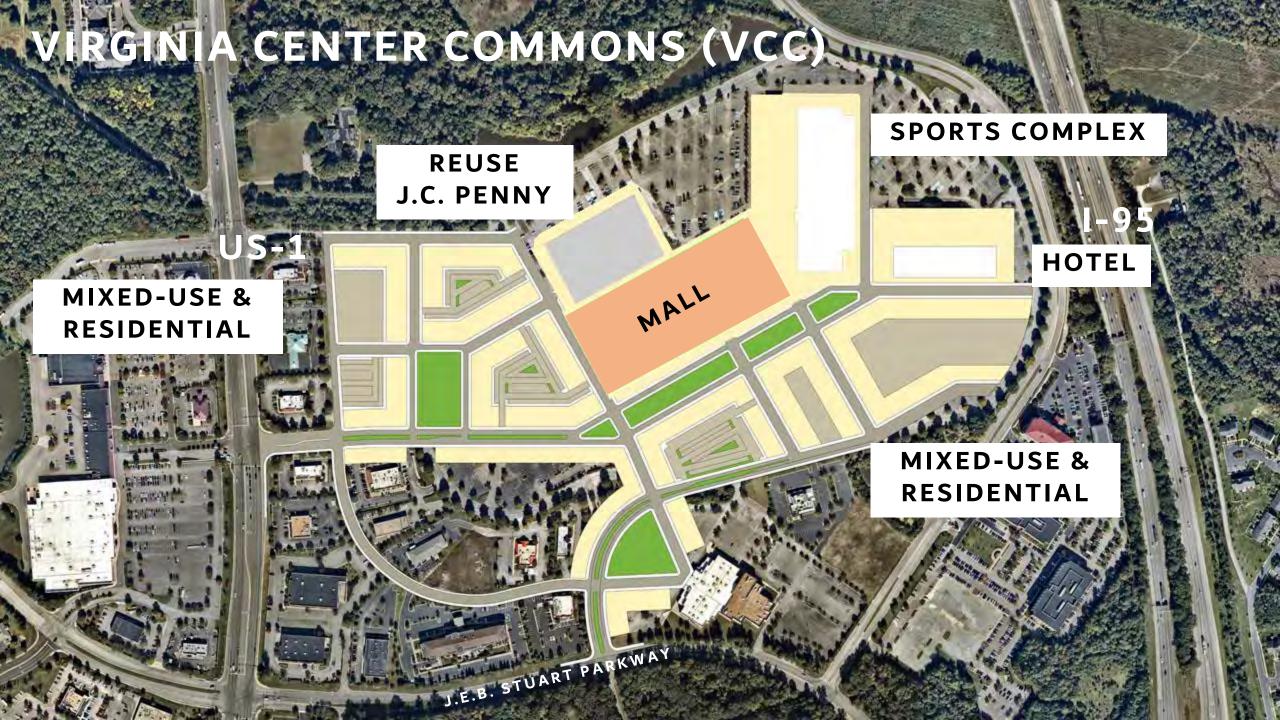
- 1. Ice rink
- 2. Track
- 3. Bowling
- 4. Lacrosse
- 5. Soccer
- 6. Tennis



## WHAT 2 TYPES OF PROFESSIONAL OR EDUCATIONAL SERVICES WOULD BE ATTRACTIVE TO YOU IN A REUSED OUTLET STORE?

- 1. Medical
- 2. Co-working & flexible office
- 3. Business incubator & accelerator
- 4. Satellite College Campus
- 5. Makerspace
- 6. County offices













































#### **TRAILS**





### **BRADFORD PEAR IN BLOOM**







- CONSTRUCTED CA 1750
- **OLDER THAN THE OLDEST BUILDING** IN 31 STATES (NOT VIRGINIA)
- NAMED FOR THE **HAY SEED SENT** FROM FRANCE BY **LAFAYETTE**
- **MOVED FROM HOME** DEPOT SITE, **VISIBLE FROM 782**
- WORTH PRESERVING, INTERPRETING, AND **USING AS A TRAILHEAD**



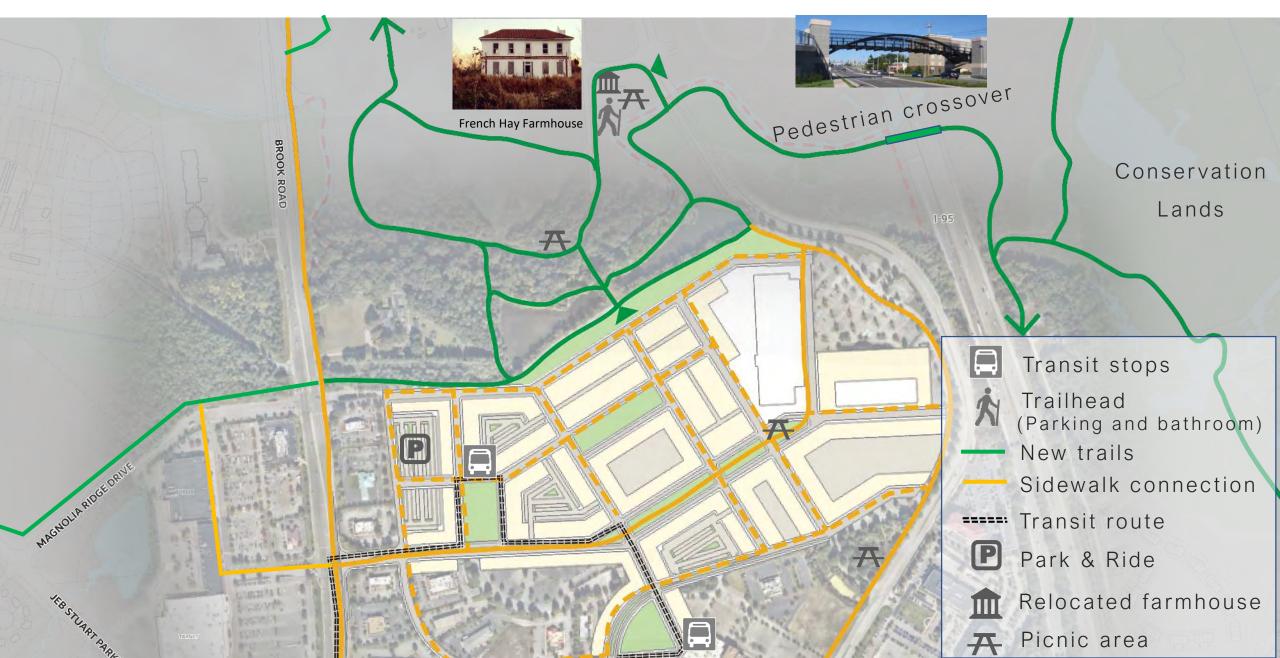
# THE OLDEST BUILDING IN RHODE ISLAND IS A

CONSTRUCTED CA 1673

WHITE HORSE **TAVERN** 



### **NEW TRAIL NETWORK FOR PEDESTRIANS & CYCLISTS**

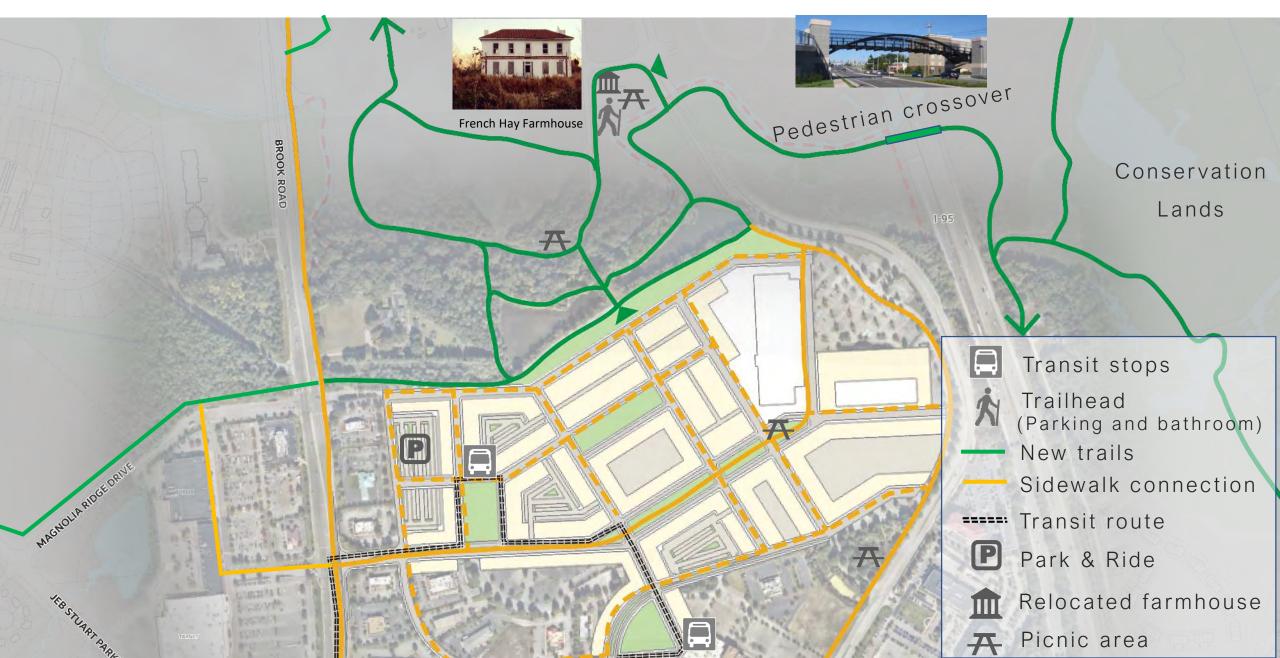


# PROVIDE A SPUR FROM THE ASHLAND-TO-PETERSBURG TRAIL





### **NEW TRAIL NETWORK FOR PEDESTRIANS & CYCLISTS**













## **NATURE PLAY PARKS**









# PLAN DETAIL





















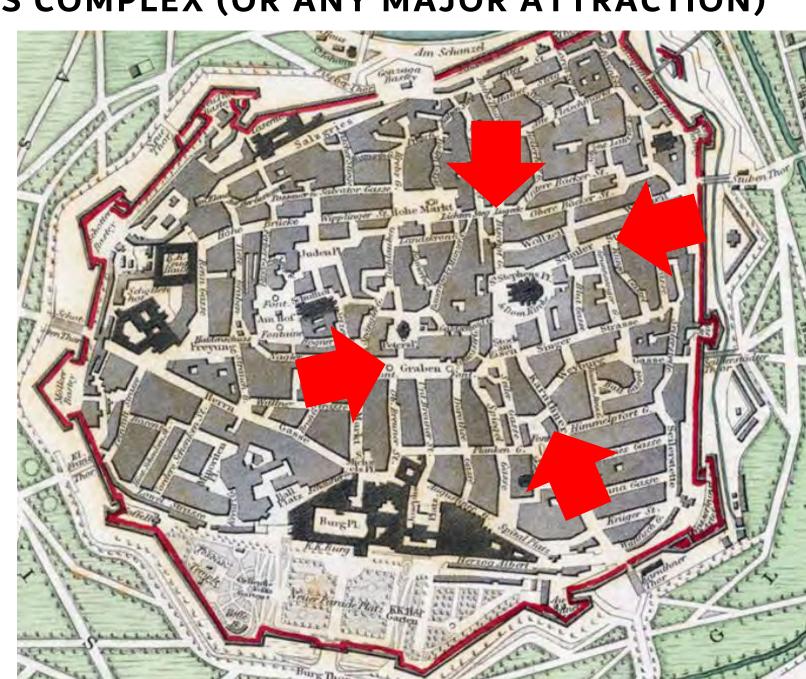


# IS THE SPORTS COMPLEX IN THE OPTIMAL LOCATION?

### PLACEMENT OF A SPORTS COMPLEX (OR ANY MAJOR ATTRACTION)

- PLACE THE
   CENTRAL ACTIVITY
   AT THE CENTER OF
   THE SITE
- PEOPLE WILL MOVE TO IT FROM ALL DIRECTIONS
- CATHEDRALS LIKE
  ST. STEPHENS IN
  VIENNA HELPED
  EMPLOY MAN BY
  PROXIMITY





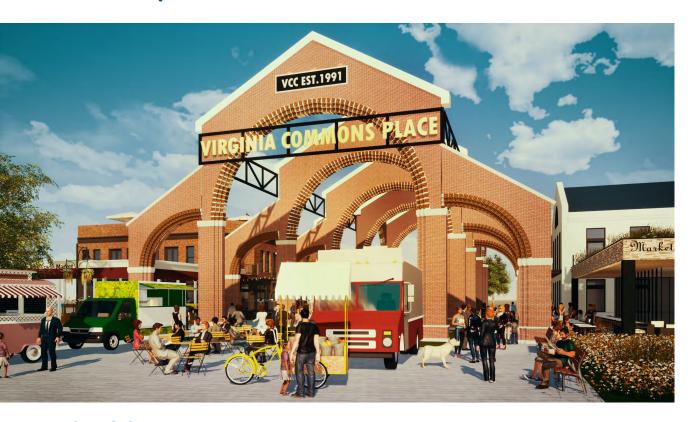






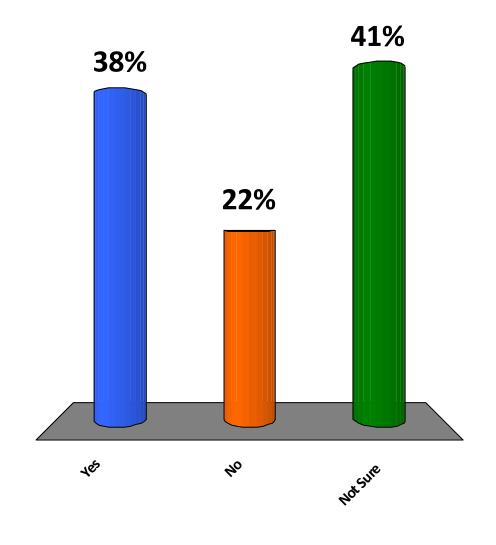
# KEYPAD POLLING

# DO YOU LIKE THIS IDEA?



- 1. Yes
- 2. No

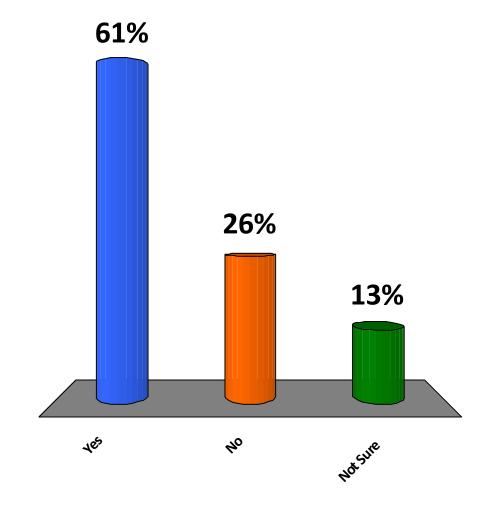




# DO YOU LIKE THIS IDEA?



- 1. Yes
- 2. No
- 3. Not Sure

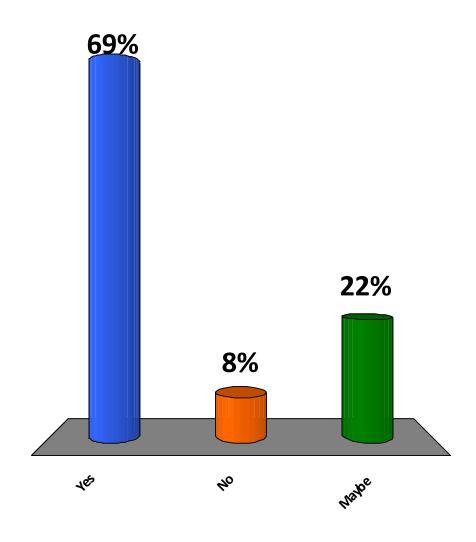


# FROM WHAT YOU'VE HEARD TONIGHT, IS THE PLAN GENERALLY ON THE RIGHT TRACK?

1. Yes

2. No

3. Maybe



#### METRO BUSINESS LIVE DISCUSSION

# WHEN: TUESDAY, MARCH 24 | 7:15 AM TO 9 AM WHERE: RICHMOND TIMES-DISPATCH | 300 E. FRANKLIN ST.

#### MODERATOR



Gregory J. Gilligan

Moderated by Gregory J. Gilligan, Business Editor at the
Richmond Times-Dispatch



Neil Luther, who has served as the director of Henrico's division of recreation and parks since 2011 and is overseeing the new sports arena.



E. Linwood Thomas IV
E. Linwood Thomas IV, Hanover's economic development director since April 2017 and the economic development director in King George County for four years before that.



Rob Hargett

Rob Hargett, a co-founder and principal of The Rebkee Co., a

Richmond-based development company that is part owner in

Virginia Center Commons as well as Regency mall.



Neil Amin

Neil Amin, chief executive officer of Shamin Hotels, the largest hotel operator in Virginia and in the Richmond region.



Adam Bonosky, an architect and planner with Dover, Kohl & Partners, the Florida-based firm that is conducting a charrette session with neighbors and others in early March on ideas for the future of Virginia Center Commons

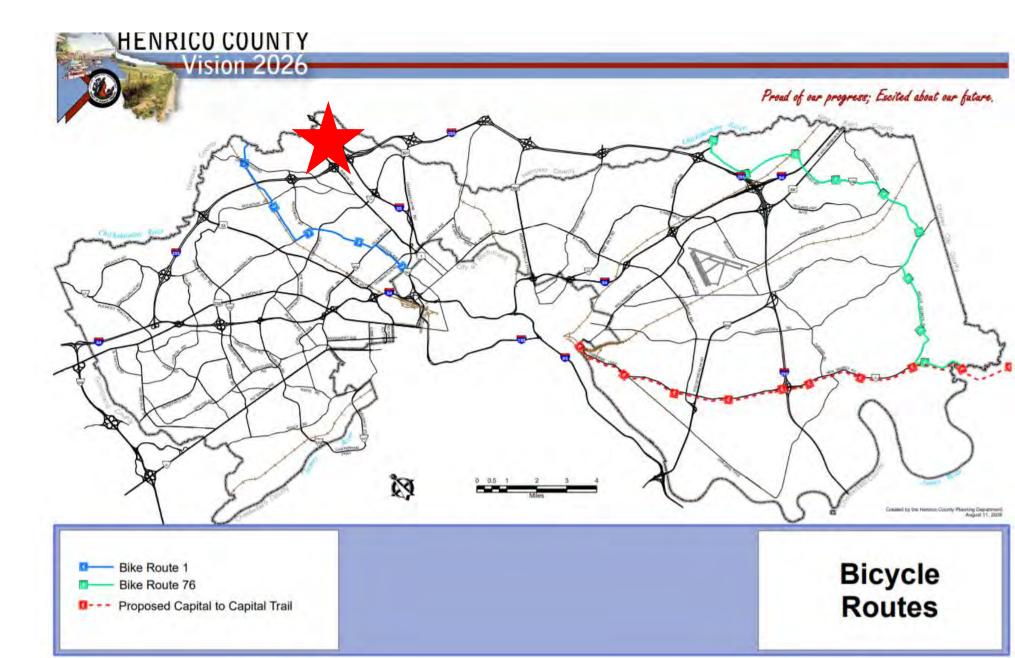


## EXTRA SLIDES

## **GROWING A CAR-OPTIONAL NEIGHBORHOOD**

- 1. Bring things closer together: Achieve **livable density** and practical mixed-use, in an intown location.
- 2. Design slow, safe, highly-walkable, bikable streets.
- 3. Lay out **small blocks** in an interconnected web pattern.
- 4. Require street-oriented, **street-shaping architecture** & green, comfortable **public spaces**.
- 5. Plant **street trees**. Then plant more.
- 6. Connect to surroundings via high-quality bike infrastructure.
- 7. Optimize for **new mobility**: ride-hailing, bikeshare, scooters, car-share, EVs, ACVs, delivery bots, UEVs, and whatever's next.
- 8. Right-size parking: Have just enough, not too much.
- 9. Plan for showers (& covered bike parking) at many workplaces.
- 10. Develop around a transit-connected mobility hub, linking region and neighborhood.

## **BIKE ROUTES**



## PLAN SEQUENCE





