

WEST BROAD STREET

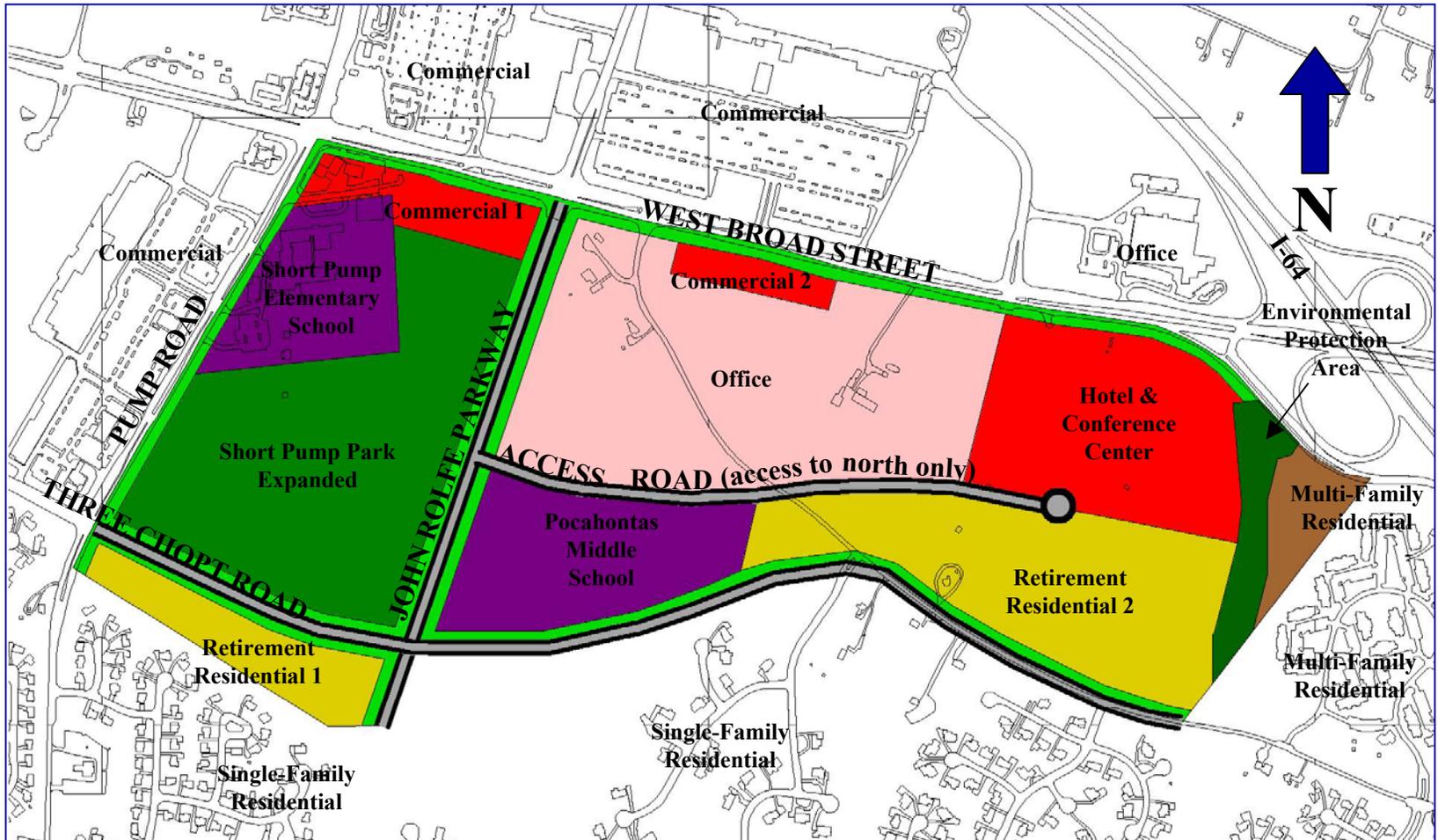
**DEVELOPMENT STANDARDS FOR
THE SHORT PUMP AREA
HENRICO COUNTY, VIRGINIA**

West Broad Street/I-64 Land Use Study Area

**West Broad Street Overlay District Ordinance
and Guidelines**

WEST BROAD STREET/I-64 LAND USE STUDY AREA

**Endorsed by the Henrico County, Virginia Board of Supervisors
February 13, 2001**



Recommended Land Use	Acres*	%
Commercial 1	9.2	3.6%
Commercial 2	4.4	1.7%
Hotel & Conference Center	27.9	11.0%
Office	60.0	23.6%
Environmental Protection Area	5.4	2.1%
Short Pump Park Expanded	53.1	20.8%
Pocahontas Middle School	25.3	9.9%
Short Pump Elementary School	14.7	5.8%
Retirement Residential 1	13.1	5.1%
Retirement Residential 2	36.8	14.4%
Multi-Family Residential	4.8	1.9%
TOTAL	254.7	100.0%

* approximate figures

West Broad Street/I-64 Land Use Study Area Recommended Design and Land Uses

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STUDY AREA - Mostly undeveloped sub-area within a rapidly growing area of the County (Short Pump) containing diverse land uses including commercial, residential, and school facilities. Sub-area is seen as being "ripe" for development. Development goals should encourage appropriate and high quality development that most effectively balances interests of property owners, residents, and surrounding development.

Strategies

1. Limit the intensity and amount of commercial development by offering a mixture of uses.
2. Encourage uses and design techniques that minimize traffic impact on neighborhoods, while maximizing the efficiency of traffic movement on adjacent collector and arterial roads.
3. Establish high quality design standards with future development in the Area.
4. Encourage uses and design techniques that minimize the impact on schools and other public facilities.
5. Provide adequate green space between and within developing sites.

BACKGROUND INFORMATION - The purpose of this study was to compose the optimum land use plan for the study area that would most effectively balance the interests of property owners, residents, and surrounding development. The Recommended Design and Land Uses Plan was prepared by the Planning Staff and the Higgins/Gerstenmaier Associates consulting firm. The Planning Commission recommended approval of the Plan on June 15, 2000. The Board of Supervisors approved amendments to the existing 2010 Plan relating to this study on February 13, 2001.

The study area is bordered by West Broad Street to the north, Three Chopt Road to the south, the Braeton Bay Apartments to the east, and Pump Road to the west. The West Broad Street/I-64 Interchange is adjacent to the study area's northeast corner.

The study was undertaken because of the intense and rapid development on surrounding properties. This is a growing area of the County with diverse land uses including commercial, residential, and school facilities. In short, the study area is seen as being "ripe" for development, and the County wants to do all it can to encourage appropriate and high quality development.

The study area is approximately 255 acres in size and is mostly undeveloped. Commercial development is north and west of the site. Residential development is south and east. The Short Pump Elementary School and Park are along the western edge of the study area on Pump Road. The new Pocahontas Middle School is along the southern edge at the northeast corner of Three Chopt Road and John Rolfe Parkway. The study area is also part of the West Broad Street Overlay District. (see attached Ordinance and Design Guidelines)

The study process involved four Community Workshops (public meetings) held at Short Pump Elementary School during the Summer and Fall of 1999. These were attended mainly by residents of the community and property owners from within the study area. There were five (5) major issues which the participants asked that the study address. These issues have been adopted as Strategies for this Special Strategy Area (see previous page).

Individual meetings were also held with the landowners of property within the study area. The landowners' main focus seemed to be achieving the highest and best use of their property. They expressed their reasonable expectation to develop according to the previous designations on the 2010 Land Use Plan which had a significant amount of commercially-designated property. They also expressed their desire to increase the amount of commercially-designated property in the study area.

Staff and the consultant attempted to compose a land use plan that most effectively balanced the interests raised by all parties by recognizing the property values of West Broad Street frontage and the valued residential communities to the south. The West Broad Street frontage is now principally designated for Office use with supporting Commercial Concentration. This is consistent with the established development pattern on the south side of West Broad Street in this area of the County. The Recommended Design and Land Uses Plan further recommends that a hotel and conference center be developed because no such facility exists in the area. The main goal is to establish a transition in land use between commercial to the north and single-family residential to the south.

Other prominent features of the Recommended Design and Land Uses Plan include the following:

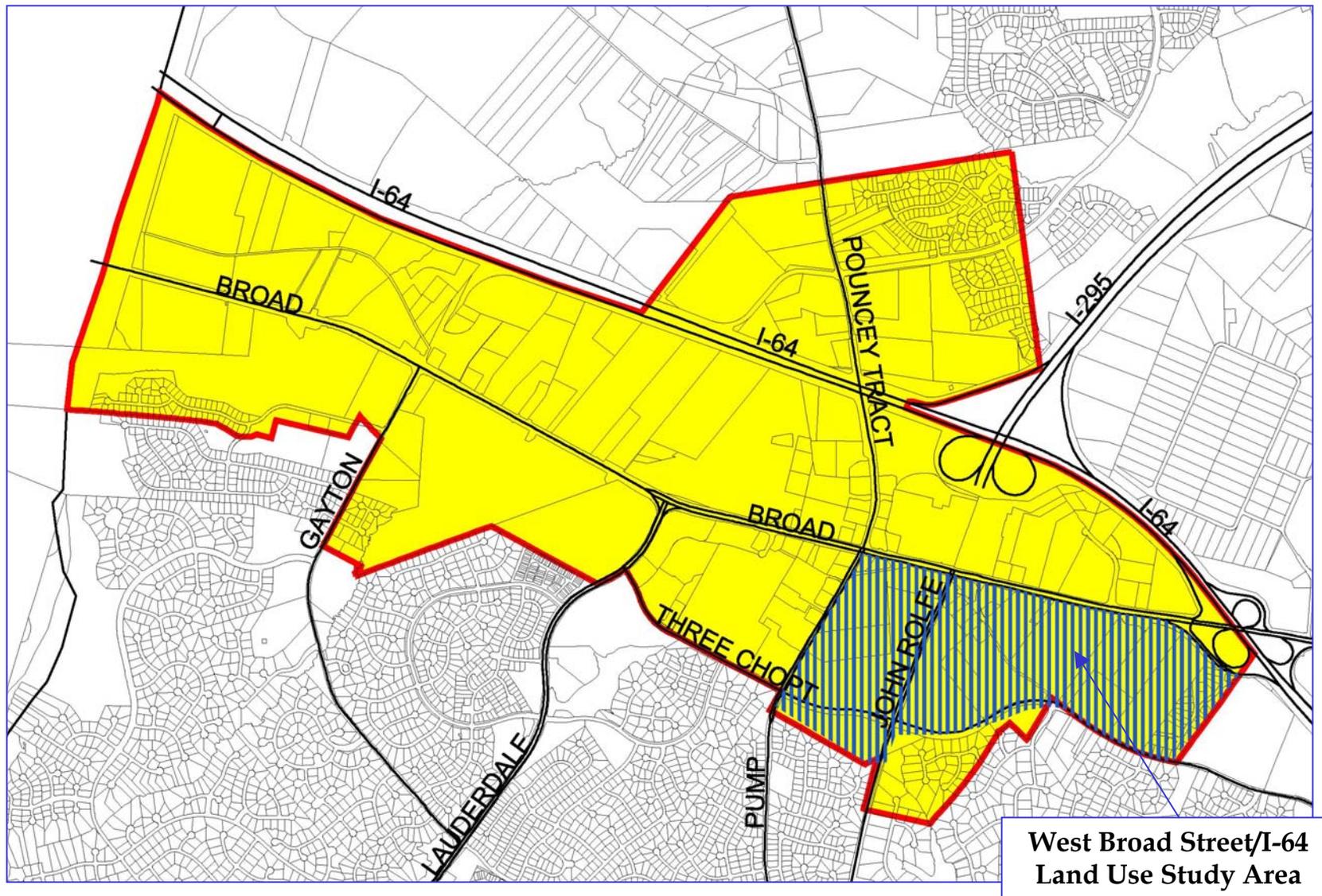
- An expansion of Short Pump Park onto property recently acquired by the County;
- Other than John Rolfe Parkway, no direct access between West Broad Street and Three Chopt Road;
- A relocation of the planned athletic fields and facilities for Pocahontas Middle School from John Rolfe Parkway to Three Chopt Road; and,
- The designation of Retirement Residential which could include senior living residences, assisted living facilities, or convalescent homes.

For information purposes, the following table has been included showing approximate acreage comparisons between land use designations for the study area on the previous 2010 Plan and the Recommended Design and Land Uses Plan:

<u>Land Use</u>	<u>2010 Plan (previous)</u>	<u>Recommended Plan</u>
Commercial	67.5	41.5
Office	114.3	60.0
Suburban Residential 2	13.1	0.0
Urban Residential	24.8	0.0
Multi-Family Residential	4.8	4.8
Retirement Residential	0.0	49.9
Government (Schools)	14.7	40.0
Open Space/EPA	<u>15.5</u>	<u>58.5</u>
TOTAL	254.7	254.7

WEST BROAD STREET OVERLAY DISTRICT ORDINANCE AND GUIDELINES

**Adopted by the Henrico County, Virginia Board of Supervisors
November 13, 1996**



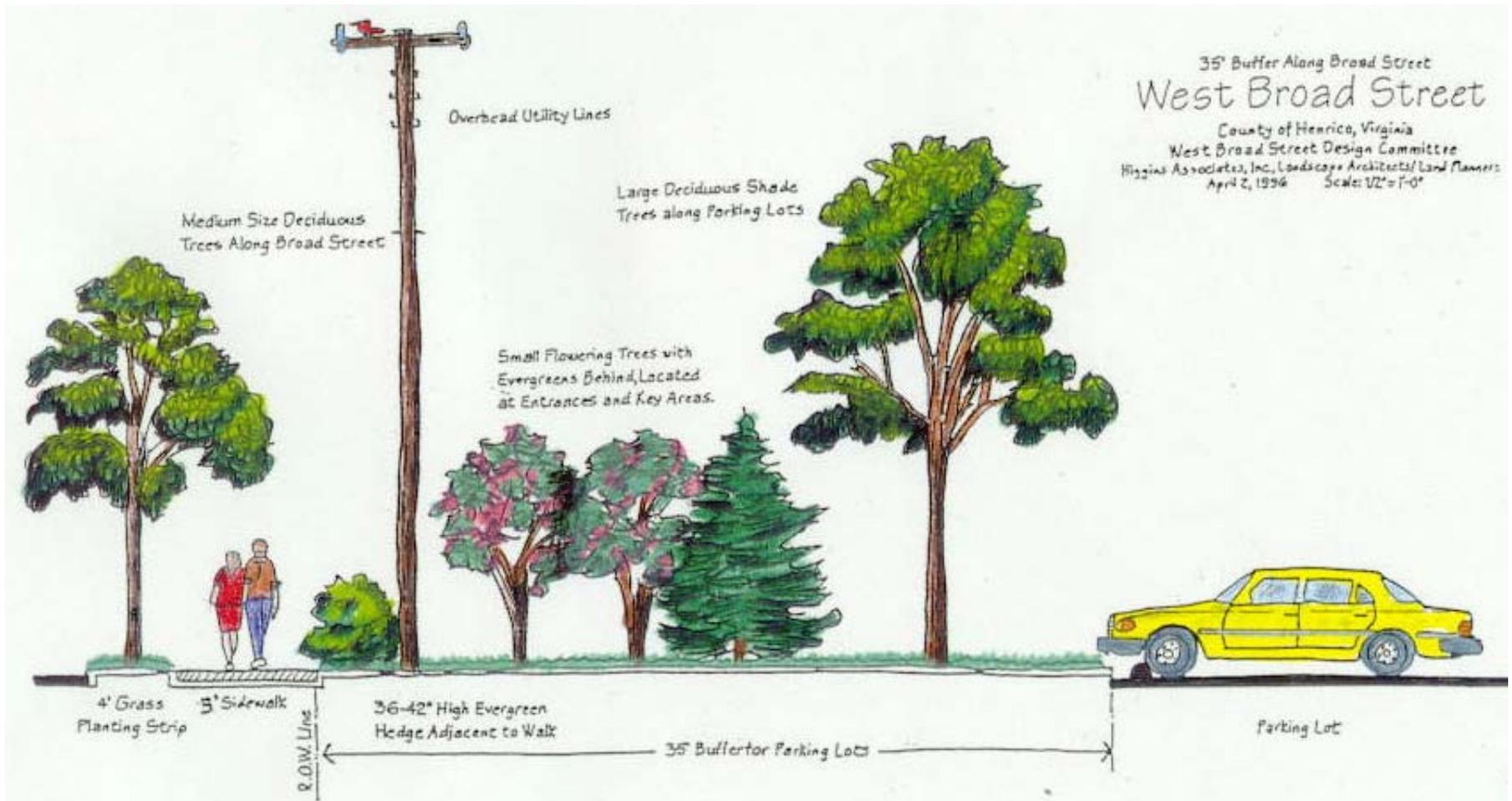
West Broad Street/I-64
Land Use Study Area

West Broad Street Overlay District

*Adopted by the Henrico County, Virginia Board of Supervisors
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EXECUTIVE SUMMARY ORDINANCE

1. Streetscape buffer:
 - a. Along West Broad Street, North Gayton Road, future John Rolfe Parkway, Lauderdale Drive, Pouncey Tract Road, Pump Road, and Three Chopt Road
 - b. 35' wide
 - c. 4 trees per 100' of road frontage within 10' of pavement
 - d. 2'-3.5' high continuous line of evergreen shrubbery 10' behind trees
 - e. Irrigation required in buffer
2. Use restrictions (i.e., no attention getting devices and no outside speakers)
3. No direct outparcel access to adjacent public roadways
4. Consistent sign styles throughout development sites; streetscape buffer signs groundmounted and < 10' in height
5. Consistent architecture throughout development sites
6. 15' enhanced transitional buffers



Streetscape Buffer Example

EXECUTIVE SUMMARY

DESIGN GUIDELINES

1. Public open space for retail sites
2. Underground utilities
3. Sidewalks along all major roads and pedestrian access between and within developments
4. Building materials such as brick, natural stone, dryvit, stucco, split face block, wood, & glass
5. Screening of HVAC equipment, loading docks, trash containers, etc.
6. Concealed source lighting

APPROVED ORDINANCE

Section 24-3. Definitions.

Enhanced transitional buffer. A buffer that must be provided within an overlay district in addition to the transitional buffer required by the underlying zoning district.

Streetscape buffer. A buffer that is located within an overlay district and adjacent to an ultimate right-of-way as determined by the Department of Public Works or the Virginia Department of Transportation.

Section 24-92.3. West Broad Street Overlay District.

(a) *Purpose.* The West Broad Street Overlay District is hereby created to provide additional requirements for development in the West Broad Street corridor of the West End of the County in order to reduce traffic congestion, avoid distracting visual clutter, and preserve the aesthetic values of the district by:

- (1) Encouraging a mixture of land uses with adequate buffering, screening and landscaping to help reduce the visual impacts of development.
- (2) Encouraging well planned development sites.
- (3) Protecting landowners from possible adverse impacts of adjoining development.
- (4) Enhancing the appearance and environment of western Henrico County.
- (5) Encouraging the timing and location of development consistent with available public facilities.

(b) *Boundaries.* The boundaries of the district shall be those of the "West Broad Street Special Strategy Area" in the 2010 Land Use Plan adopted by the Henrico County Board of Supervisors on December 13, 1995. The district is generally comprised of the area on either side of the West Broad Street corridor west of the West Broad Street/Interstate 64 interchange to the Goochland County line. This area shall be superimposed over the County of Henrico Zoning Maps to delineate the district.

(c) *Prohibited uses.* The following uses are expressly prohibited within the district:

- (1) Attention getting devices.
- (2) Outside speakers which are audible beyond the property lines of the development.

(d) *Applicability of design standards.* All applications for development or redevelopment in the district filed after the establishment of the district must satisfy the design standards contained in Sections 24-92.3(e) through 24-92.3(i).

(e) *Design standards - Streetscape buffers.*

- (1) Streetscape buffers with a minimum width of 35 feet shall be required for all new development and redevelopment on the portions of West Broad Street, North Gayton Road, future John Rolfe Parkway, Lauderdale Drive, Pouncey Tract Road, Pump Road and Three Chopt Road within the district. However, this requirement does not apply to single family residential developments.
- (2) Streetscape buffers shall contain the landscaping materials required in the underlying zoning district as well as both of the following:
 - a. An average of four (4) trees for each 100 feet of road frontage, with the exception of driveways. Such trees shall be evenly spaced along the right-of-way frontage, located within ten (10) feet of the edge of roadway pavement, and placed between the edge of roadway pavement and sidewalk if sidewalks are constructed parallel to the roadway. This requirement may be satisfied if such trees are located within the right-of-way instead of the streetscape buffer. Such trees shall be regularly trimmed so that the bottom six to eight (6 to 8) feet of the tree trunk remains clear of branches and vegetation.
 - b. A continuous line of evergreen shrubbery planted along the entire length of the streetscape buffer not more than ten (10) feet behind the trees along the right-of-way frontage. The shrubbery must be at least two (2) feet high when planted and shall be regularly trimmed for appearance and height not to exceed three and one-half (3.5) feet.
- (3) Vegetation planted in the streetscape buffer shall be of a type and/or positioned so as to not interfere with overhead or underground utility lines when fully grown.

- (4) Streetscape buffers may also contain a sidewalk or trail, utility easements and signs.
- (5) Streetscape buffers must be irrigated and properly maintained.
- (6) Streetscape buffers shall adhere to all sight distance requirements as determined by the Department of Public Works or the Virginia Department of Transportation.

(f) *Design standards - outparcel access.* There shall be no direct access onto adjacent public roadways from those outparcels which are part of a larger development site or shopping center.

(g) *Design standards - signage.*

- (1) Each parcel shall have an overall sign plan which requires a consistent sign style and specifies the size and color scheme for proposed signage.
- (2) Identification signage located within the streetscape buffer shall be ground mounted, monument-style and shall not exceed ten (10) feet in height.
- (3) All signs within the West Broad Street Overlay District must also satisfy this chapter's requirements for signs in the underlying zoning district.

(h) *Design standards - architecture.*

- (1) Consistent architectural style is required within individual shopping center sites, including outparcels.
- (2) On properties zoned or used for office, commercial, industrial or multi-family residential use, heating and air conditioning units, ventilation units, loading docks, trash containers and mechanical equipment shall be screened from view at the property line.

(i) *Design standards - Enhanced transitional buffers.*

- (1) Parcels zoned for business or industrial use which abut properties with R-district zoning must provide an enhanced transitional buffer at least 15 feet wide in addition to the transitional buffer required under Section 24-106.2.(3).
- (2) Enhanced transitional buffers shall contain plantings which meet the planting requirements in Section 24-106.2.(3).

(j) *Exceptions.* The Director of Planning may approve development plans which deviate from the streetscape buffer or enhanced transitional buffer requirements if the site's topography, configuration, or other unique circumstances prevent full compliance with the requirements. In all such cases, the Director of Planning may impose conditions which will accomplish the purposes of the requirements to the maximum extent practicable.

APPROVED DESIGN GUIDELINES

The West Broad Street Overlay District Guidelines are applicable in the "West Broad Street Special Strategy Area" as shown on the 2010 Land Use Plan adopted by the Henrico County Board of Supervisors on December 13, 1995.

These guidelines represent stated development preferences for the West Broad Street area and are intended to be utilized during the development or redevelopment process. It will be the County's policy to support development which implements these guidelines in this area. However, these guidelines are not regulations and are not required by ordinance.

Site Design Guidelines

- Mitigate the visual and traffic impacts of development.
- Encourage the timing and location of development consistent with available public facilities.
- Concentrate development in nodes adjacent to appropriate access points.
- Encourage well-planned and coordinated large tract development.
- Provide public open spaces for retail development areas.
- Promote underground utilities.
- Encourage landscaping materials which exceed Zoning Ordinance requirements in quality and quantity.
- Encourage irrigation in landscaped areas.
- Encourage the planting of landscape materials for the perimeter of the entire site with the initial development of any portion of the site.
- Encourage the implementation of the West Broad Street Overlay District regulations for improvements to existing development.
- Promote safety issues through environmental design and enhanced public awareness of crime and crime prevention techniques.

Landscaping and Streetscape Guidelines

- Provide buffers of greater than 35 feet if needed to soften the visual impact of development and enhance the appearance of the area.
- Retain mature trees where feasible.
- For trees along the right-of-way frontage, commonly referred to as "street trees", encourage the planting of large self-supporting woody plants of a species normally growing to a mature height of not less than 20 feet and having a mature crown

spread of not less than 15 feet and particularly suited by habit of growth to be grown in proximity of streets.

- Maintain the appearance of all trees and shrubbery.
- Attempt to use existing topography to add variety and interest to individual sites, where practical.
- Avoid using gravel as a primary landscaping material.
- Avoid placing Best Management Practice structures within the Streetscape Buffer area.
- Avoid, whenever practical, placing utility, drainage and other easements within landscaped areas.
- Encourage signs within the Streetscape Buffer to contain visible street addresses.
- Strongly support the creation of a property owners association to insure the uniform maintenance of Streetscape Buffer areas.

Access Guidelines

- Share access within and between sites.
- Provide pedestrian access between and within sites.
- Provide pedestrian connections from the sidewalk on West Broad Street into individual project areas.
- Encourage the provision of sidewalks along all roads requiring streetscape buffers.

Architecture Guidelines

- Visually separate building face appearance for larger buildings by including variations in roof lines, building angles and dimensional relief.
- Use building materials such as brick, natural stone, dryvit, stucco, split face block, wood or glass materials; and roofing materials of wood, tin, slate, terra cotta, standing seam metal or dimensional fiberglass shingles.
- Coordinate materials, colors and general style of buildings within a development.
- Discourage chain link fencing in general and strongly discourage chain link fencing visible from West Broad Street, North Gayton Road, future John Rolfe Parkway, Lauderdale Drive, Pouncey Tract Road, Pump Road and Three Chopt Road.
- Screen heating, ventilation and air-conditioning units, loading docks, trash containers and mechanical equipment.
- Use signage color and design which is complementary to the building's architecture.

Lighting Guidelines

- Encourage the use of concealed source lighting and lighting of uniform style on a particular site.
- Minimize lighting from non-residential developments when adjacent to residential uses.
- Balance the amount of lighting so as to discourage crime on site, yet minimize overall ambient light.
- Minimize spillover lighting onto adjacent property.
- Employ varied lighting techniques, such as up-lighting of trees and walkway lighting, to enhance the appearance of the site.
- Coordinate lighting and landscape island location at the time of plan of development review.
- Locate trees a proper distance from light poles to minimize obstruction of site lighting.