

STUDY AREA INFO

2008 Aerial Photo of the Study Area



Label	Site Name	Label	Site Name
1	LandAmerica	10	Wachovia Service Center
2	Snag-A-Job Pavilion	11	The Park Office Complex
3	Highwoods One	12	Carmax
4	Capital One	13	Innsbrook Shoppes
5	Wachovia Securities (former)	14	WestMark Office Complex
6	Glen Allen Post Office	15	Fire Station #22
7	Four Seasons Residential Condos	16	Westerre Office Complex
8	Markel	17	Circuit City Headquarters (former)
9	Dominion Virginia Power	18	Park & Ride

Study Area Statistics (approximations)

- Total Study Area 1,185 acres
(30% surface parking and internal drives)
- Office Floor Space 7.0 million sq. ft.
- Commercial Floor Space 1.7 million sq. ft.
- 225 Total Buildings
 - 126 Office/Other (42% 20+ yrs. old, 62% 1-2 stories)
 - 66 Commercial (29% 20+ yrs. old, 82% 1-2 stories)
 - 33 Residential (85% 20+ yrs. old)

ONLINE RESOURCES

Study Draft & Related Information

The "Innsbrook Area Study" link on the home page of the Henrico County Planning Department website provides much additional information including:

- initial draft of the entire Innsbrook Area Study document which includes the following information:
 - detailed study area maps and statistics,
 - zoning and land use summary of the area,
 - development challenges and opportunities,
 - possible future development scenarios,
 - vision, goals, and objectives to help guide future development proposals;
- resources explaining new urbanism concepts;
- examples of other mixed-use developments approved in the County.

www.co.henrico.va.us/departments/planning/

Questions, Feedback, & Notification

Study questions or comments may be directed to the Planning Department via the project e-mail address listed below. All parties receiving this open house meeting notification will also receive notice of Planning Commission and Board of Supervisors public hearings for the study. If you wish to add or change a postal address related to this notice list, please notify staff via the project e-mail address below.

InnsbrookAreaStudy@co.henrico.va.us

HENRICO COUNTY PLANNING DEPARTMENT

Contact

Phone: (804) 501-4602
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Location / Mail

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 Henrico, Virginia 23273-0775



Community Meeting Notice

Innsbrook Area Study



When:

Tuesday, May 4, 2010
 5:00 p.m. - 7:00 p.m.

Where:

Highwoods One office building atrium
 (10900 Nuckols Road, see location #3 on the inside panel map of this brochure)

What:

Open-house style community meeting to learn about and provide individual input on the Innsbrook Area Study

Hosted by: Henrico County Planning Department

BACKGROUND

What is an Area Study?

With a variety of different development types and patterns in Henrico County, certain areas have characteristics or face unique challenges or opportunities requiring special consideration and future land use evaluation beyond what is presently addressed in the Comprehensive Plan. These areas can be business districts, residential neighborhoods, sites of cultural/historical significance, or other unique locations. The Board of Supervisors must initiate any such review by formally requesting a study from the Planning Department. This study was requested by the Board in September 2009.

Why Study the Innsbrook Area?

Since its inception in the early 1980s, the development of Innsbrook has been guided by the idea of creating a well-known destination with a unique sense of place. This principle has led to many years of success attracting new businesses and residents, resulting in significant contributions to Henrico County's economic and social vitality. In fact, the Glen Allen area, which includes Innsbrook, has recently been recognized by *Money Magazine* as one of the nation's Best Places To Live.

The Innsbrook Area Study is meant to build upon this success by considering a more flexible land use framework and providing planning guidance to support the area's continued adaptation to changing development trends and economic conditions. This study involves potential mixed land use designations, new urbanism design concepts, and infill/redevelopment of underutilized properties. These and other ideas together with a new long-term development vision will help the Innsbrook Area maintain its status as a top place to live, work, and play for decades to come.



OPEN HOUSE DETAILS

Information & Input

Your input and ideas are important! This open house meeting notice has been mailed to over 2,400 property owners, residents, businesses, and other stakeholders in and around the study area. The goal is to provide attendees with information about the study efforts to date, answer any questions, and gather detailed input regarding what is important to the community as it relates to the future of the study area and its surroundings.

Open House Format

The open house meeting is designed to be flexible. A series of stations will be set up to highlight specific topical areas related to the study such as land use, transportation, utilities, demographics, and other information. Staff will be available at each station to discuss the data presented, answer questions, and take comments. This format provides opportunities for one-on-one interaction between attendees and staff while also accommodating those who wish to quickly drop by to gather information.

Written Feedback

All attendees are encouraged to complete a citizen comment form to be made available for written feedback at the meeting. This provides another opportunity for gathering detailed comments to identify common themes, priorities, and issues to be addressed as the study progresses. This feedback will be organized and presented in summary form for review on the study website and in hard copy at County libraries.

In Preparation

The initial draft study report is available on the Planning Department website (details on back panel of brochure). This will allow open house attendees to arrive with specific questions/comments regarding the study.



STUDY REPORT CONTENT

In General

The draft study report will be organized to provide an overview of the study area, its history, existing features, and potential development challenges and opportunities. To begin the public process of determining how to best approach these challenges and opportunities, the report will present different development scenarios and goals/policies/recommendations to help guide future rezoning and development requests. These recommendations will relate to a variety of important topical areas including: land use and site design, public infrastructure and services, protection of surrounding residential communities, and architectural quality.

Infill & Mixed-Use Development

Several traits of the study area indicate strong potential for "infill" and mixed-use development / redevelopment opportunities. Site design in the area has typically separated office, commercial, and residential uses from one another, often spreading them out in low-rise buildings. This development pattern results in underutilization of land; however, this situation also presents a unique opportunity to "fill in" some of the underused areas by replacing aging buildings and parking lots with more efficient development rather than using vacant raw land.

New urbanism concepts are being considered with this study as a way to encourage more efficient modern forms of development and enhance the area's already unique sense of place. This involves ideas such as structured parking, increased density, taller mixed-use buildings, pedestrian-friendly design, and inter-parcel connectivity. The Planning Department website provides more information about new urbanism / mixed-use development and how it is being implemented in the County (see back panel of brochure for details).

