

HENRICO 2010 LAND USE PLAN AMENDMENT



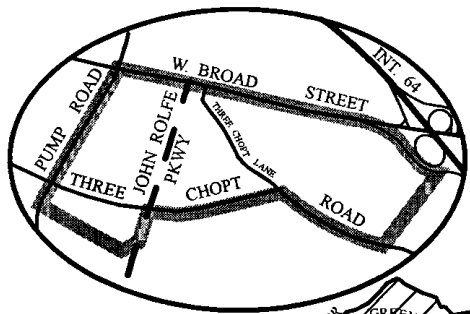
NINE MILE ROAD CORRIDOR SPECIAL STRATEGY AREA AMENDMENT INFORMATION

Adopted by the Board of Supervisors
April 24, 2001

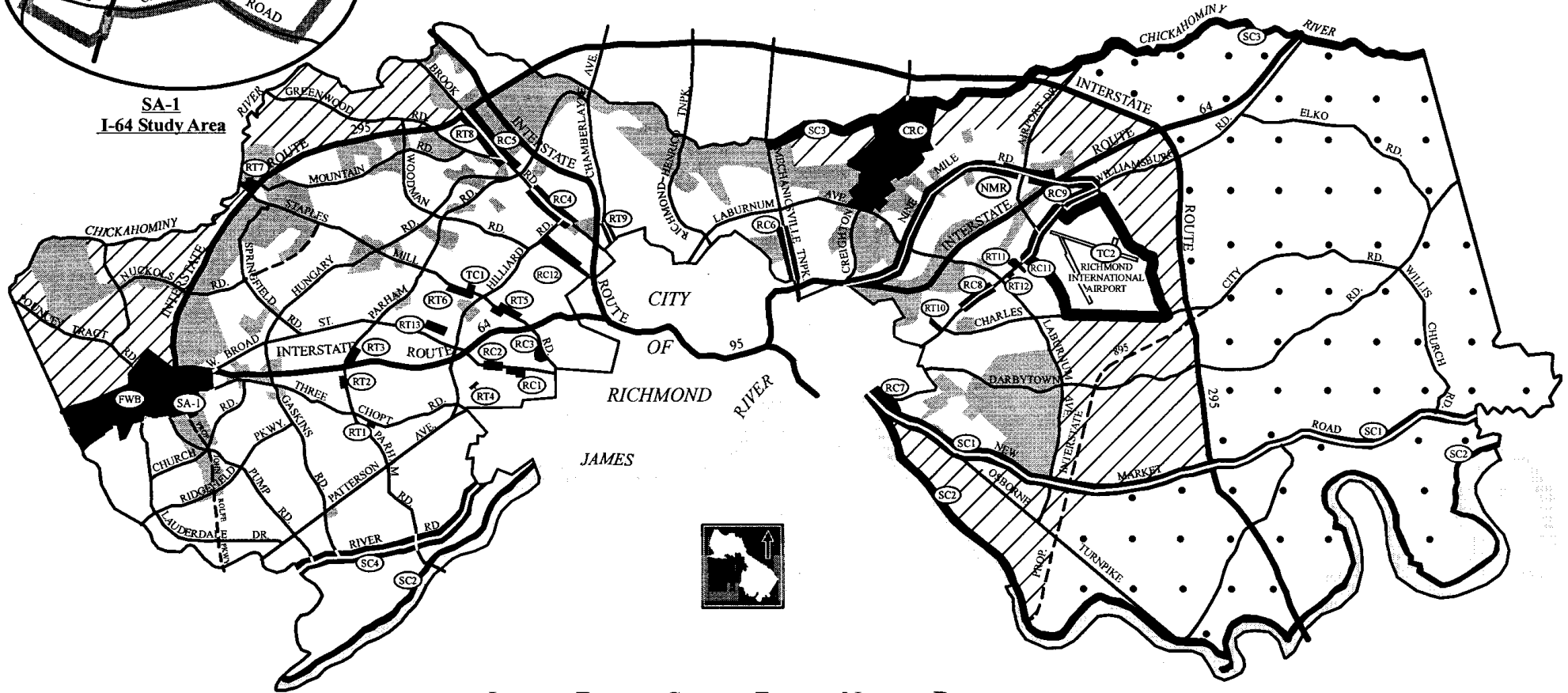
This portion of the 2010 Land Use Plan presents the amendment to the Plan adopted relative to the Nine Mile Road Corridor Special Strategy Area. This amendment was approved by the Board of Supervisors on April 24, 2001. The portions of the 2010 Plan affected are as follows:

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

The numbers in parentheses 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.

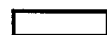





**SA-1
I-64 Study Area**











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)

-  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

**HENRICO 2010
LAND DEVELOPMENT GUIDE**

**MAP A
County of Henrico
Virginia**

Prepared by the Henrico County Planning Office
January, 1996.
Last Revised April 2, 2001.

NINE MILE ROAD CORRIDOR SPECIAL STRATEGY AREA Strategies & Design Guidelines

NINE MILE ROAD CORRIDOR - Area which has evolved from a predominantly agricultural area to a suburban mixed-use corridor made up largely of commercial, residential and institutional uses. Development goals should create a balance of economically viable uses that will increase the employment base, expand the household and income base, and improve the quality of life for households within the corridor through an expansion of shoppers goods, eating and drinking establishments, and entertainment. Development goals should also recognize the unique character of this corridor and its sub-areas and continue certain desirable development trends. Flexibility in development should also be encouraged to foster redevelopment.

Strategies for Entire Corridor

1. Encourage increased job opportunities by expanding employment uses in the corridor.
2. Encourage the revitalization of the corridor's entertainment role for the community.
3. Encourage the expansion of retail sales and service operations in the corridor.
4. Encourage the expansion of customer potential in the corridor through increased residential development.
5. Facilitate revitalization of the Nine Mile Road corridor by providing suitable infrastructure services.
6. Encourage existing development to maintain the appearance of on-site improvements.
7. Encourage the consolidation of multiple parcels for the purpose of sharing parking areas, driveways, and other facilities.

Sub-Area Strategies & Design Guidelines

The Nine Mile Road Corridor contains four distinct sub-areas each representing a different character or development potential. The sub-areas include the Eastern Government Center, Fairfield Commons Mall, Newbridge, and Highland Springs. Unique strategies and design guidelines for each sub-area are listed below.

EASTERN GOVERNMENT CENTER

This sub-area is located generally along Nine Mile Road between Interstate 64 and Watsons Lane. It is mainly characterized by the Eastern Government Center, the Masonic Home of Virginia, scattered office and commercial development, and newer single-family residential development along Dabbs House Road. This area serves as the gateway for travelers on Nine Mile Road because of its proximity to the I-64 interchange.

Strategies

1. Encourage this area to continue functioning as a gateway to the Nine Mile Road corridor because of its high visibility from I-64 and the existence of the Eastern Government Center.
2. Encourage the development of employment and residential uses that continue the current development trend.
3. Encourage the development of office parks with coordinated designs that include such features as extensive landscaping, low-profile signs and lighting, and high quality architectural materials.

Design Guidelines

1. Office buildings or buildings exhibiting office-style features should be located adjacent to Nine Mile Road.
2. Encourage new office and employment development to have coordinated overall designs with features such as common architecture, extensive landscaping, shared entrances, and coordinated signs and lighting.
3. Encourage new freestanding retail uses to be limited to sites already zoned for retail development, areas adjacent to existing retail uses, and to a minor percentage of the floor area of office buildings.
4. Encourage retail uses to exhibit an office-style appearance when viewed from Nine Mile Road.
5. Streetscape landscaping should be provided along the Nine Mile Road frontage of development sites.

6. Parking, dumpster, and HVAC areas should be located or screened so that they are not the prominent feature when viewed from Nine Mile Road.
7. Loading areas should not be visible from Nine Mile Road or from I-64.
8. Encourage monument-style signs no more than 10 feet high.
9. Encourage new residential development on the north side of Nine Mile Road that continues the current residential development trend.
10. Encourage the restriction of individual residential driveway access to Nine Mile Road. Preferred access should be to connecting streets such as Dabbs House Road or new subdivision streets designed with landscaped entrance features at Nine Mile Road.

FAIRFIELD COMMONS MALL

This sub-area is located generally along Nine Mile Road between Watsons Lane and Bayard Road. It is mainly characterized by the Fairfield Commons Mall and additional strip commercial development. This area is a focal point of the corridor because of the Mall and because of its location at the intersection of two major East End roadways - Nine Mile Road and Laburnum Avenue.

Strategies

1. Encourage and support new and existing uses around the intersection of Nine Mile Road and Laburnum Avenue that continue to make the area a focal point of the Nine Mile Road corridor.
2. Encourage the development of high quality entertainment and retail uses that attract customers from beyond the immediate market area, as well as attracting local residents.
3. Encourage employment uses such as small office/service-type uses to locate behind retail uses so that they are not prominent from public streets.

Design Guidelines

1. New retail buildings located on property at the corner of Laburnum Avenue and Nine Mile Road should be oriented close to the street and their building composition and façade design should create a powerful image to identify the corridor.

2. New buildings should face Nine Mile Road. Walls facing a public street should be designed with a pattern of offsets, projections or reveals at intervals no greater than 30 feet to avoid the massive aesthetic effect of large blank walls.
3. Different buildings within the same project should offer the appearance of a unified and coordinated design concept using common colors, building materials, architectural features, signs, shared pedestrian and vehicular connections or other means.
4. Encourage signage that diminishes visual clutter along the Nine Mile Road and Laburnum Avenue corridors.
5. Flex space or office/service-type uses should be permitted throughout the sub-area provided they are limited in size or designed to minimize the impact of heavy trucks, noise and other activities that might impact surrounding properties and detract from the retail character of the corridor.
6. Where new offices and office/warehouse uses are visible from Nine Mile Road, Laburnum Avenue or residential streets, they should present an office-style façade and provide an opaque visual screen for loading areas, dumpsters, HVAC, and industrial activities.
7. Buildings should provide customer entrances on each side facing a public street and the space between the street and the building should be minimized and retained as a landscaped, pedestrian area to create an attractive edge to the street and to break up and screen buildings and parking areas.
8. Pedestrian connections should be provided between different buildings on the same site, within parking areas, and along streets where pedestrian traffic is anticipated. Such connections should be well-defined and landscaped for shade and safety.

NEWBRIDGE

This sub-area is located generally along Nine Mile Road between Ainsworth Lane and Forest Avenue. It is mainly residential in character. This area serves as a transition between the commercial areas of Fairfield Commons Mall and Highland Springs.

Strategies

1. Encourage this area to continue functioning as a transition between the Fairfield Commons Mall and Highland Springs commercial areas.

2. Encourage mainly residential development in the area compatible with the current development trend.
3. Limit retail uses to small-scale convenience retail and service businesses, preferably in areas already zoned for such uses.

Design Guidelines

1. Encourage residential development to provide landscaping, increased setbacks, or building fronts along Nine Mile Road.
2. There should be no direct vehicular access from Nine Mile Road to individual residences.
3. Encourage an increase in the percentage of home ownership and owner-occupied homes in the area.
4. New subdivisions should be sensitive to the traditional pattern of development that exemplifies Highland Springs. This traditional pattern encourages pedestrian movement and a less congested traffic network.
5. Sidewalks should be provided along roads that connect the residential development to the Highland Springs shopping areas.
6. New retail and employment development should be discouraged outside the existing shopping center and adjoining B-zoned properties on the south side of Nine Mile Road.
7. Residential areas should be protected from commercial areas through the use of landscaping, increased setbacks, fencing, careful site design or other means.

HIGHLAND SPRINGS

This sub-area is located generally along Nine Mile Road between Battery Avenue and Airport Drive. It contains varied uses including commercial, office, and residential. It is characterized by its pedestrian scale of development with buildings sitting close to one another and to Nine Mile Road. This area serves as a town center where citizens can walk from building to building and conduct multiple activities.

Strategies

1. Encourage this area to continue functioning as the town center for the Nine Mile Road corridor with varied uses including retail, office, semi-public, government and residential uses.

2. Encourage new development and redevelopment to maintain the pedestrian scale and design that currently exists in the area.

Design Guidelines

1. Building facades should immediately front onto Nine Mile Road in keeping with the traditional main street character of this portion of the corridor.
2. Buildings should be separated from Nine Mile Road by sidewalk and landscaping areas.
3. New buildings and redevelopment should be in keeping with the scale, materials and setbacks of existing buildings.
4. Where feasible, parking should be located in central public or shared parking areas to minimize the amount of on-site parking for individual uses.
5. Where parking areas abut the street, a landscape screen should be provided to minimize the view of the parking area.
6. Redevelopment of existing sites or new development along Nine Mile Road should make provisions to minimize potential impacts on nearby residential properties. Possible provisions could include buffering, fencing, and utilizing effective site design, as well as limitations on noise, lighting, and hours of operation.

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
RC 10	Nine Mile Road between Newbridge Road and I 64. District: Varina. Map: 11, 12 and 15. Zoning: R 2A, R-5, O-2, B-1, B-2 and B-3. 2010 LUP Designation: OF, SP.	Focus needed to improve the appearance of corridor.

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

NINE MILE ROAD CORRIDOR	AREA DESCRIPTION	RATIONALE
NMR	<p>Nine Mile Road between I-64 and Williamsburg Road.</p> <p>Districts: Fairfield and Varina. Map: 141, 142, 145, 146, 147, 148, 149, 155, 156 and 164. Zoning: R-2, R-2A, R-3, R-4, R-5, A-1, O-1, O-2, B-1, B-2, B-3, M-1 and M-2. 2010 LUP Designation: SR1, SR2, UR, MF, OF, O/S, CC, CA, LI, HI, G, SP, OS/R and EPA.</p>	<p>Focus needed to improve the appearance and economic condition of corridor.</p>