

# ROUTE 5 CORRIDOR / MARION HILL STUDY

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Community Workshop #2

October 19, 2017





**Eric S. Leabough, C.P.C. - Planning Commissioner - Varina**

# Agenda

- Part 1: Introduction
- Part 2: Results of Public Input
- Part 3: Overview of Goals and Objectives
- Part 4: Key Pad Polling Exercise
  - Part A – Review Goals and Objectives
  - Part B – Preference Survey
- Part 5: Discussion/Next Steps

# INTRODUCTION

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# Project Overview and Purpose

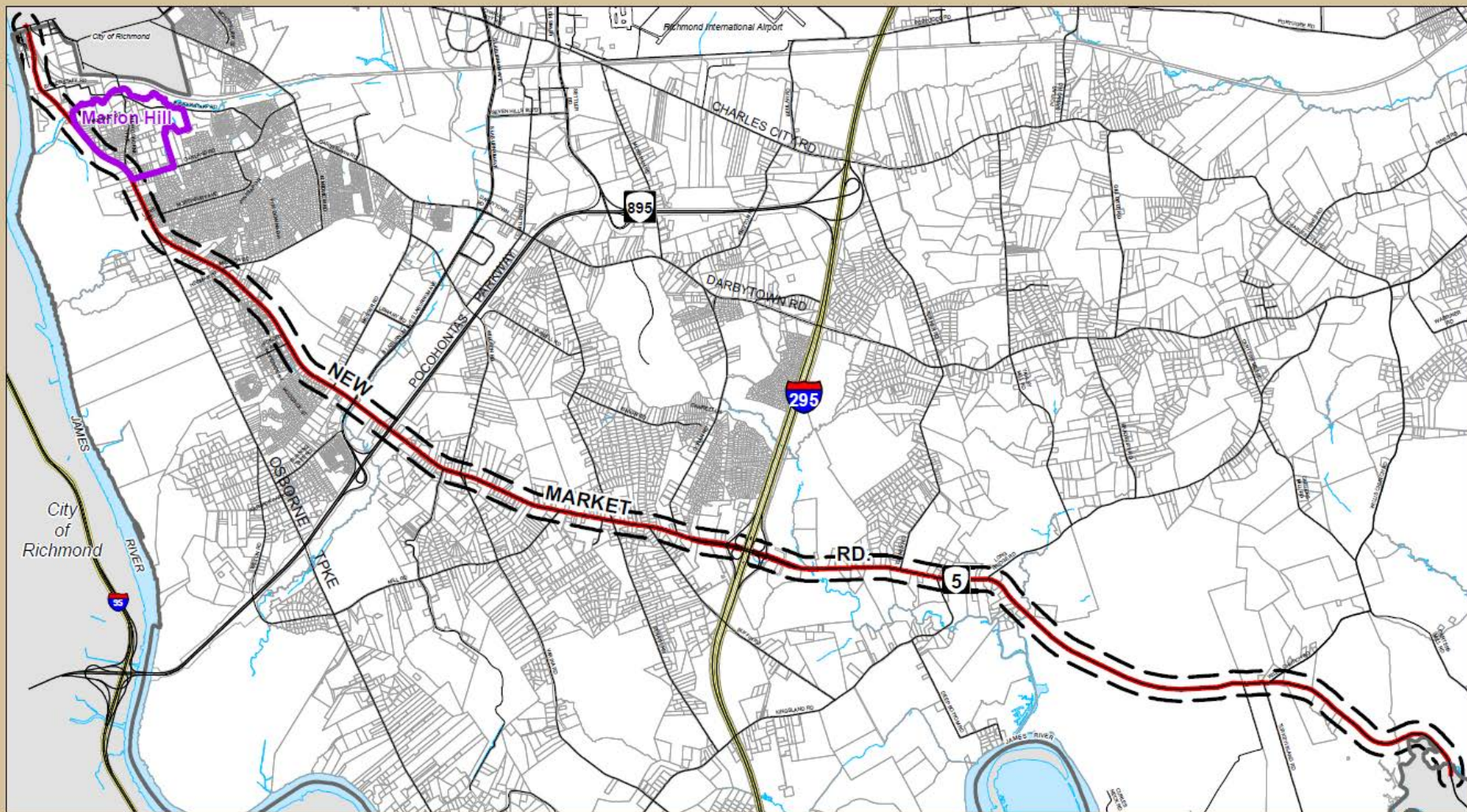
- Board of Supervisors direction: March 14, 2017
- Prompted by....
  - Development activity
  - Concerns about preservation of the corridor
- In line with comprehensive plan implementation
- Timely zoning ordinance update process
- **Purpose of Study:** Explore policies and tools to manage change within the framework of the comprehensive plan



## Route 5 Corridor Study







County of Henrico  
Virginia



Marion Hill



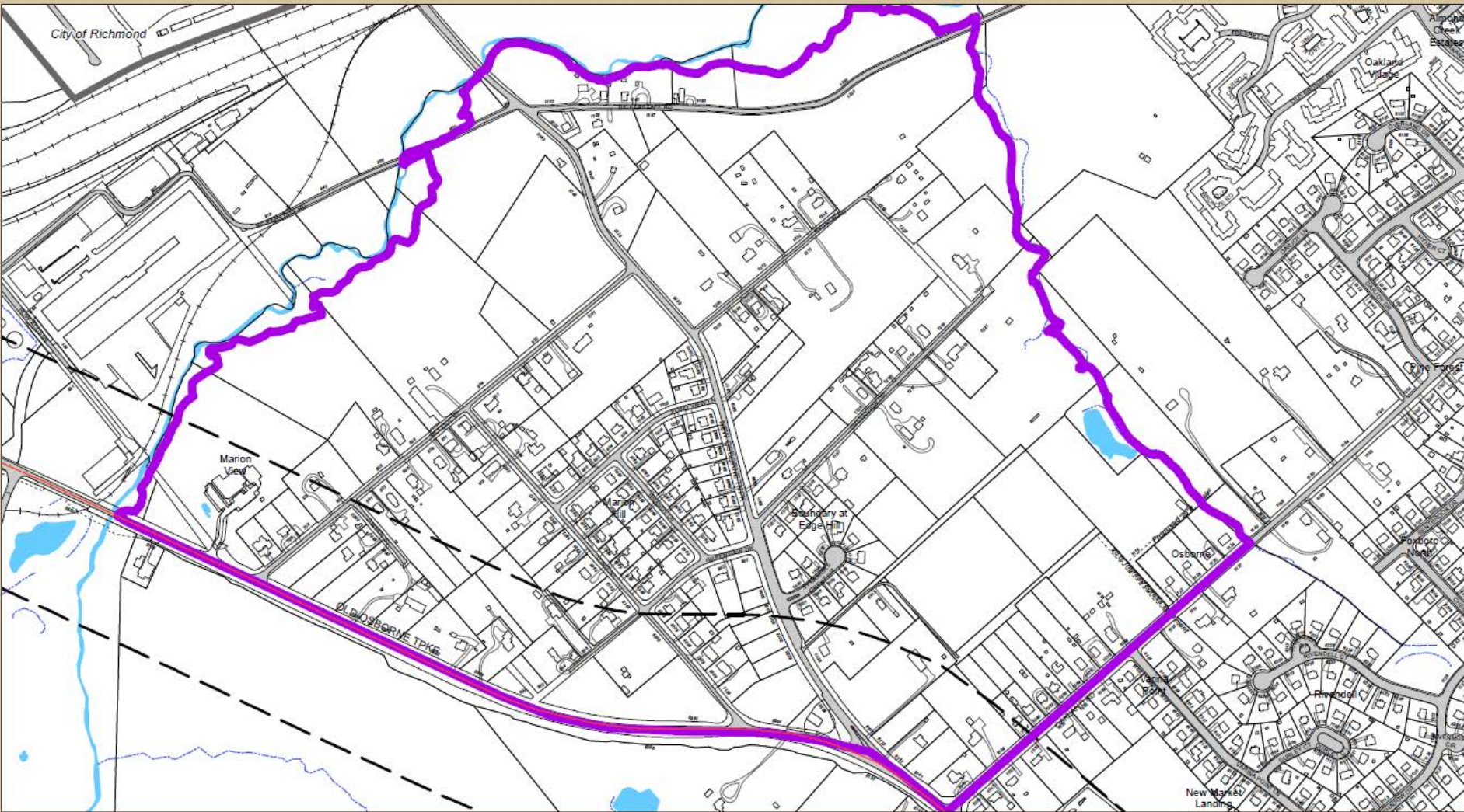
Route 5 Centerline



500 ft. Parcel Boundary

**Study Area**  
Route 5 Corridor





County of Henrico  
Virginia



Prepared by the Henrico County Planning Department  
3/14/17



Marion Hill Study Area



Route 5 Centerline



500 ft. Parcel Boundary

**Marion Hill  
Study Area**  
Route 5 Corridor

# RESULTS OF PUBLIC INPUT

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# Website Survey/Public Input Map

## Route 5 Corridor/Marion Hill Study

Project Status: Underway

Magisterial District: Varina



### Project Description

Henrico County's 2026 Comprehensive Plan identified both Route 5 (New Market Road) and Marion Hill as Special Focus Areas that warrant further study because of certain characteristics, challenges or opportunities.

In Henrico, Route 5 is a state-maintained road approximately 14 miles in length that runs from the eastern boundary of the City of Richmond through the Varina Magisterial District to Charles City County. The Marion Hill neighborhood shares a boundary with Route 5 and, due to its close proximity, will be studied in conjunction with the Route 5 corridor. Development adjacent to Route 5 has historically been rural in nature but has evolved in large part to more suburban style single-family developments amidst small farms and large acreage homes. On March 14, 2017, the Board of Supervisors directed the Planning Department to initiate a study for the Planning Commission's review and recommendation to the Board regarding possible Comprehensive Plan amendments.

The corridor study area extends 500 feet on either side of the centerline of Route 5. This includes 878 parcels and 1,409 acres. It will be the longest corridor plan undertaken in Henrico County.

## Contact Us

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### Planning

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(804) 301-4379

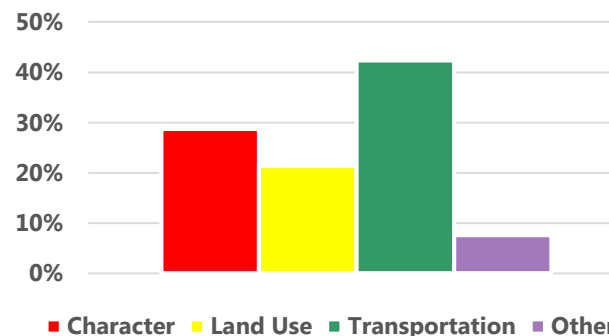
**Mailing Address**  
P. O. Box 90775  
Henrico, VA 23273-0775

[Additional Contact Info](#)

## Category

[Study](#)

## Survey Topics



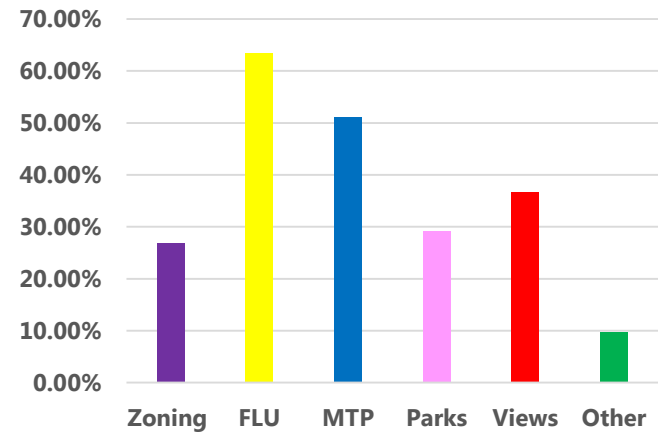
- Over 2,400 Hits
- 5:32 Average Time
- 58% Enter Site Directly



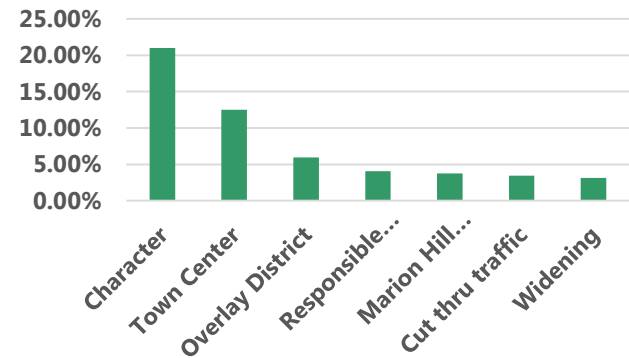
# June Open House



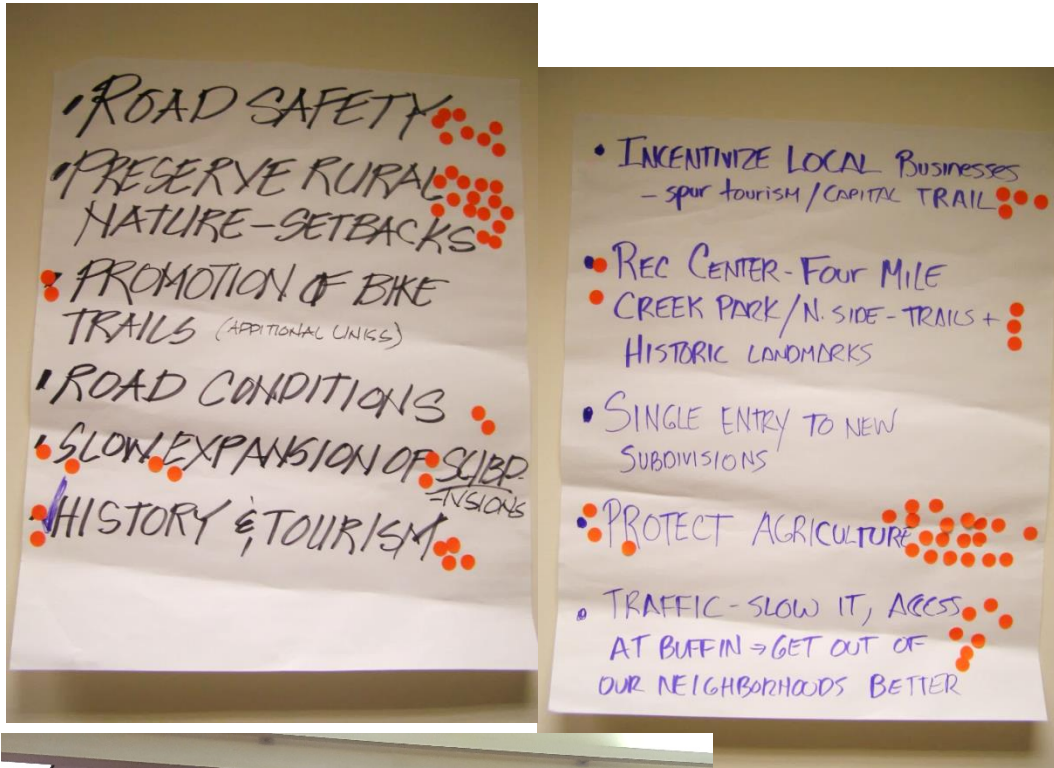
## Exit Survey Interest



## Top Issues/Concerns



# August Community Workshop



## Ideas

- Town center
- Protect agriculture
- Preserve nature
- Responsible growth
- Don't be Short Pump
- Don't widen Route 5
- Improve and protect Marion Hill
- Heritage tourism
- Create an overlay zone





# OVERVIEW OF GOALS AND OBJECTIVES

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# Policy Framework

Goals

Objectives

Strategies

# Goal

A goal describes a simple statement of desired community outcome.

# Objective

An objective describes a more specific indication of the outcome (goal) and is used to organize more detailed recommendations (strategies).

# Strategy

A plan of action or policy designed to achieve a major or overall goal (guidelines, programs, initiatives, projects, investments, etc.)

# PREFERENCE SURVEY

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# Key Pad Polling

- Use your key pad to signal your preferred answer
- Key pad sends answer to the computers for tabulation
- Results are shown during the survey



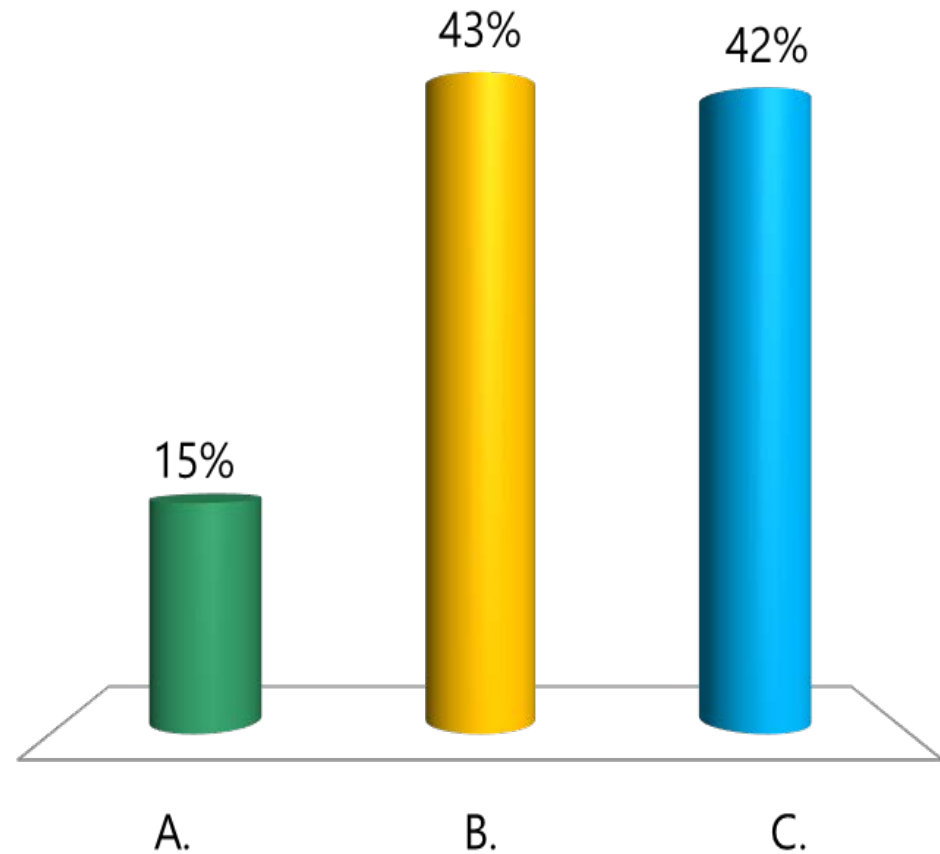
# Preference Survey

- Part A – Review Goals and Objectives
  - Each goal has a unique set of objectives to implement the goal
- Part B – Preference Survey
  - Series of pictures that address a range of topics such as building location, streetscape design, and parking lot locations

# Test Question 1:

Have you ever lied to your mother?

- A. Of course not!
- B. Yes
- C. I'm not saying

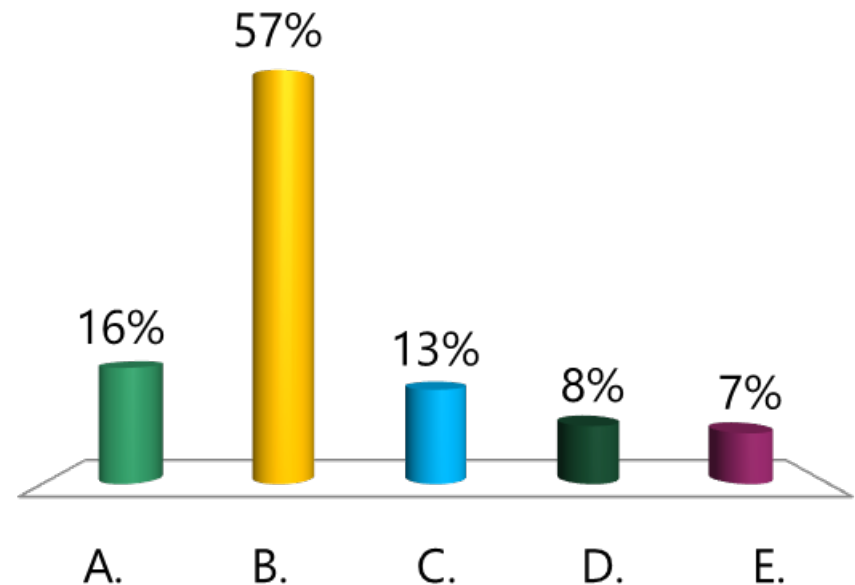


# Test Question 2:

Where in the study area do you live?



- A. Marion Hill
- B. Along Route 5 between the City and I-295
- C. Along Route 5 between I-295 and Charles City County
- D. Elsewhere in the County
- E. I do not live in the County

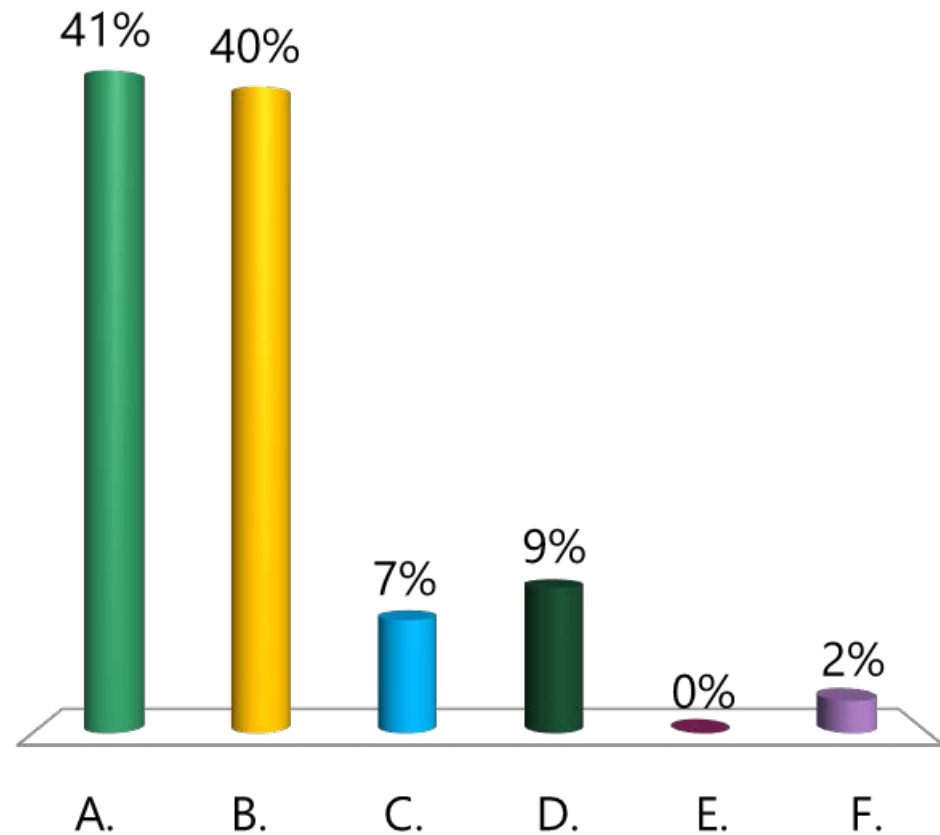




# Test Question 3:

How large is your property? If you own land, how many acres do you own?

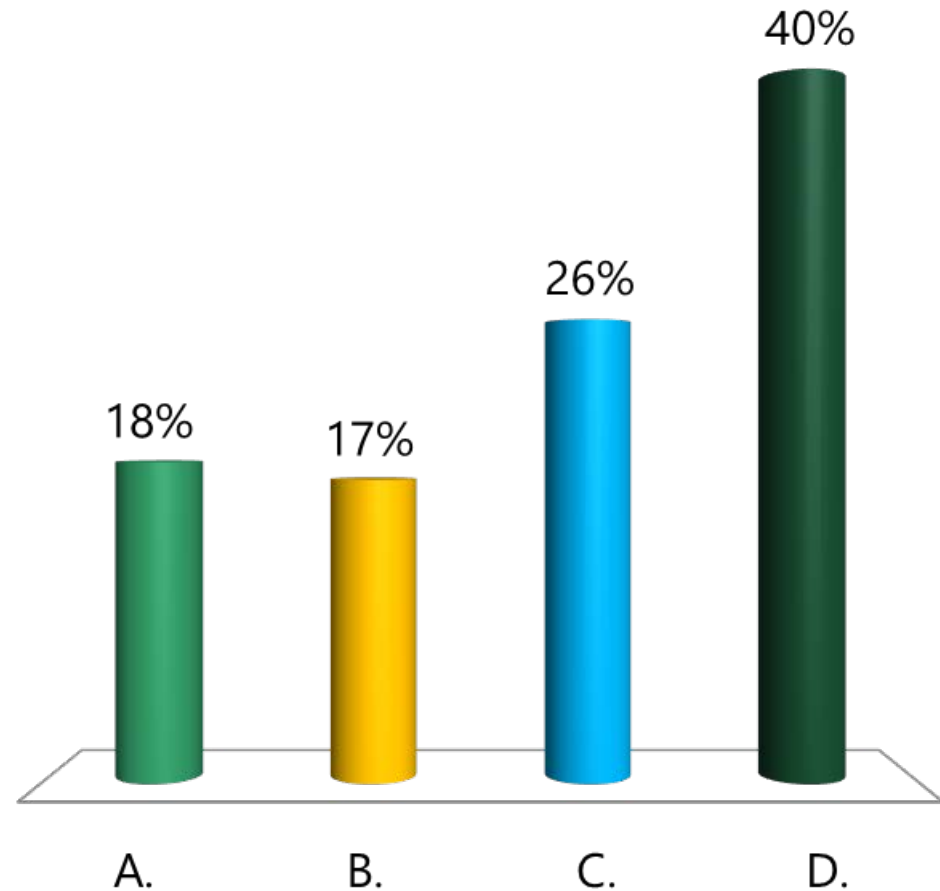
- A. Less than 1
- B. 1-5
- C. 6-10
- D. 11-50
- E. 51-200
- F. Over 200



## Test Question 4:

How long have you lived at your current residence?

- A. 0-5 years
- B. 6-10
- C. 11-20
- D. 20+ years

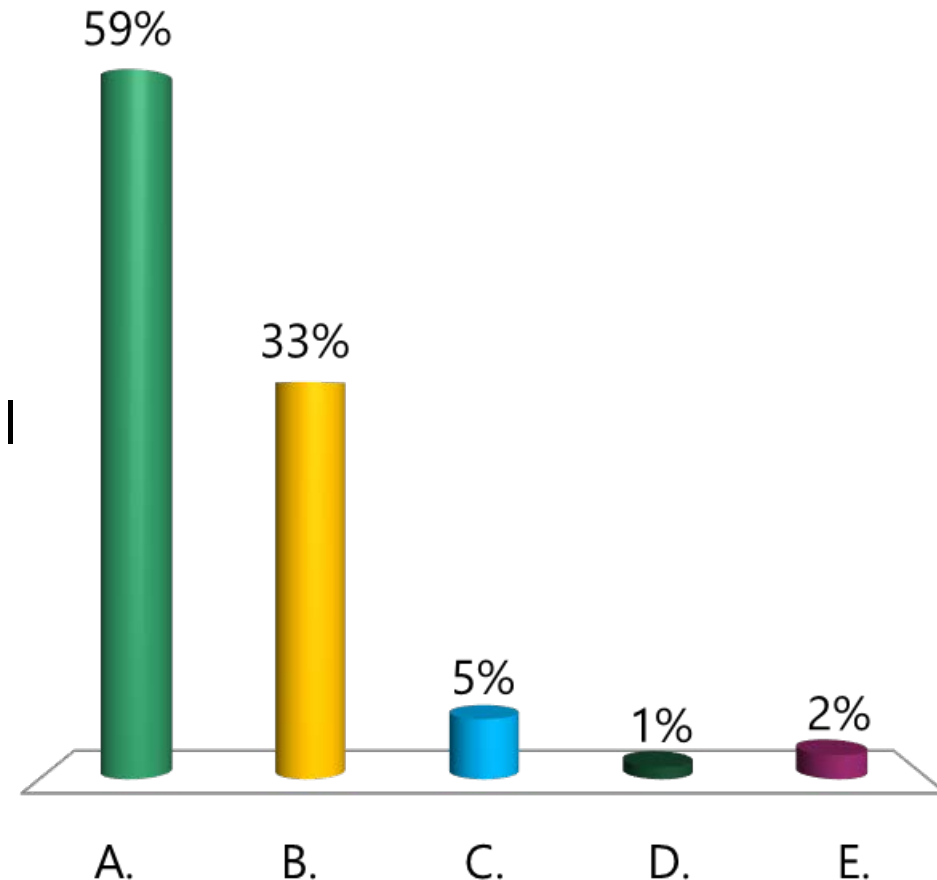


# PART A: REVIEW GOALS AND OBJECTIVES

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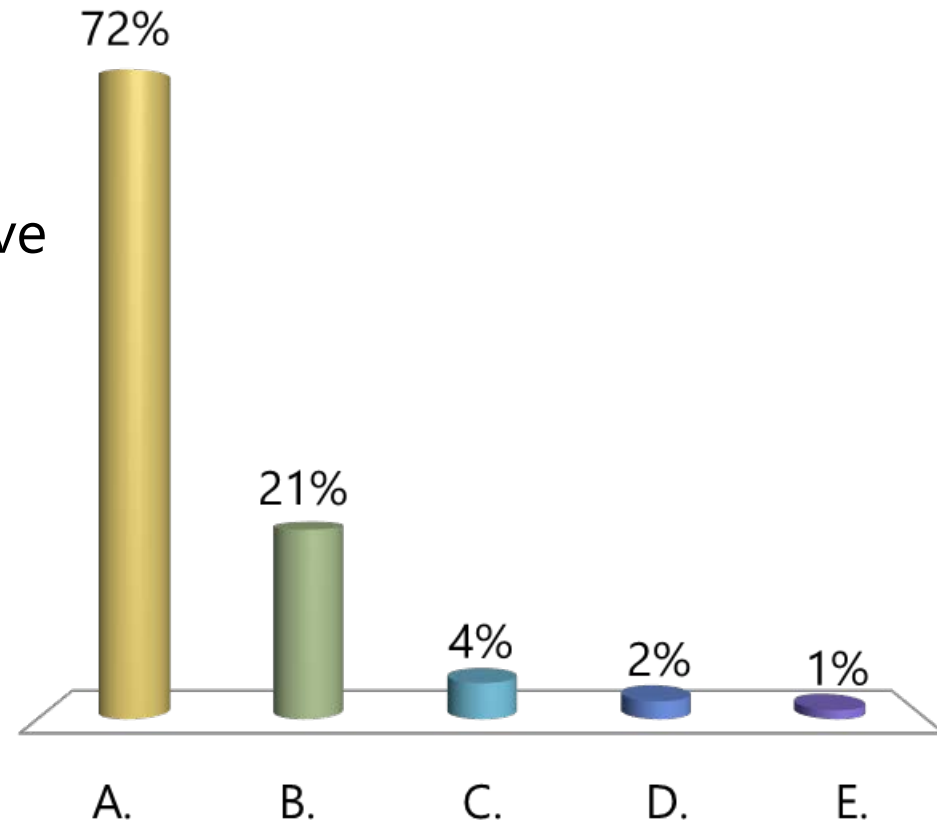
# Land Use & Character Goal #1: Be a unique community that retains rural characteristics of the corridor.

- A. I strongly agree with this goal
- B. I mostly agree with this goal
- C. I am neutral
- D. I mostly disagree with this goal
- E. I strongly disagree with this goal



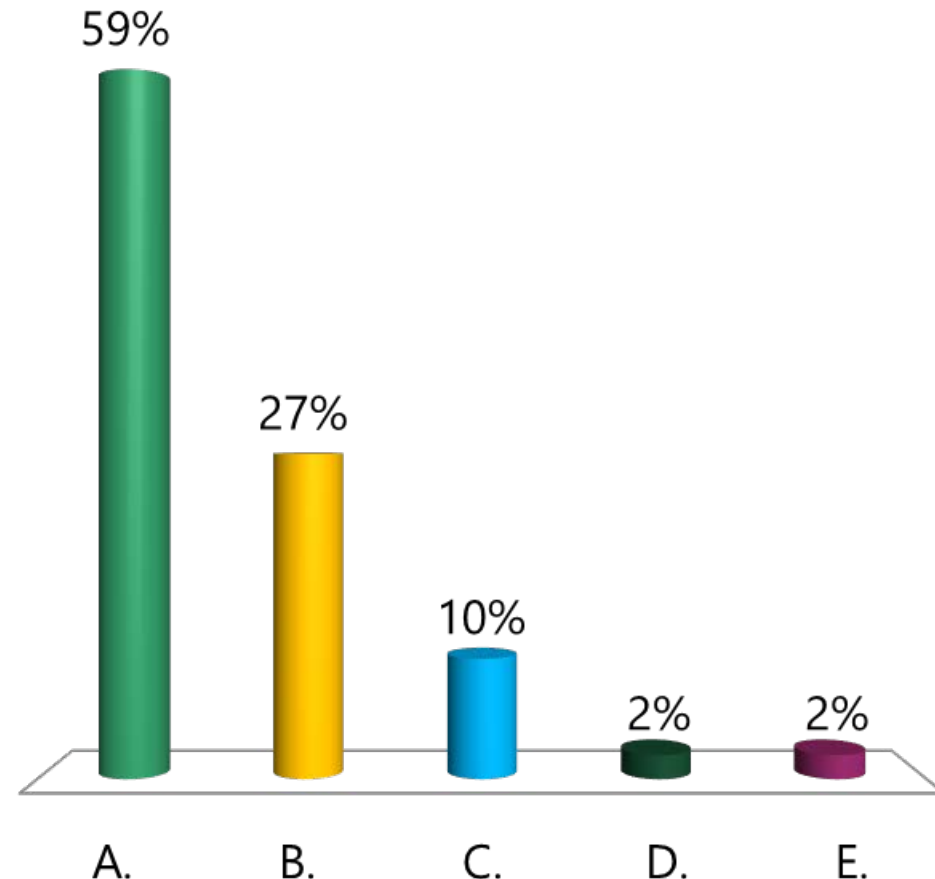
## **Objective #1a:** Minimize adverse visual impacts of future development on the rural character and significant views along the corridor.

- A. I strongly agree with this objective
- B. I mostly agree with this objective
- C. I am neutral
- D. I mostly disagree with this objective
- E. I strongly disagree with this objective



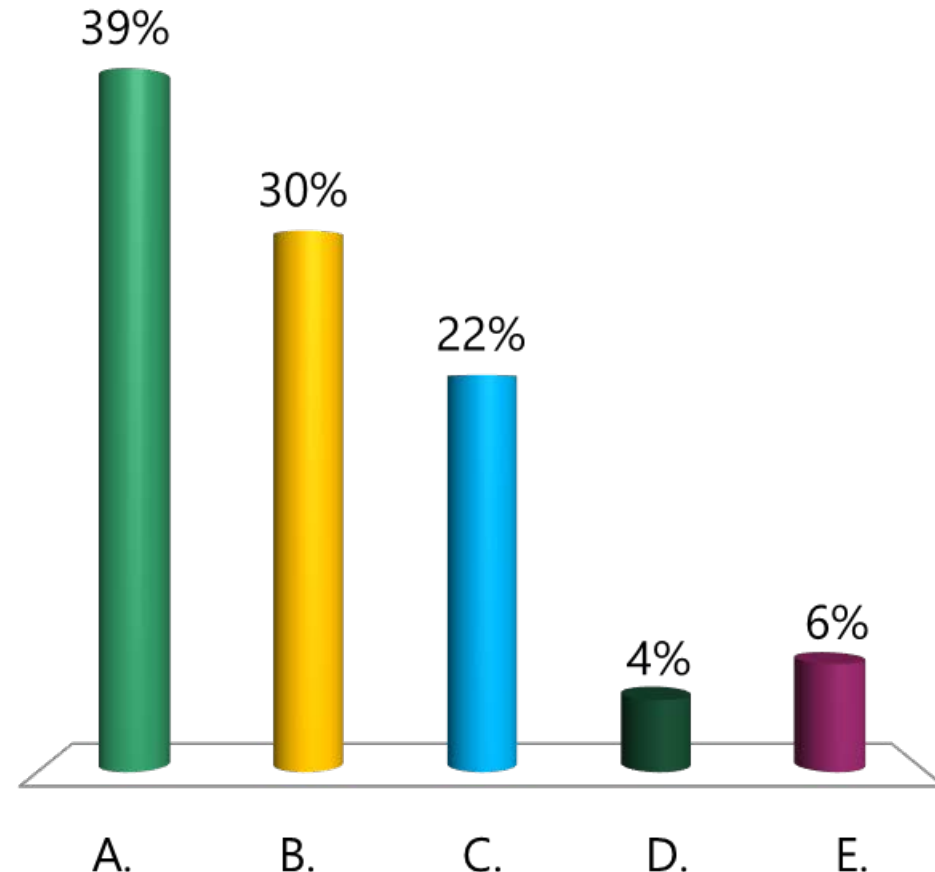
## Objective #1b: Encourage cohesive architectural design of non-residential structures consistent with state and local regulations.

- A. I strongly agree with this objective
- B. I mostly agree with this objective
- C. I am neutral
- D. I mostly disagree with this objective
- E. I strongly disagree with this objective



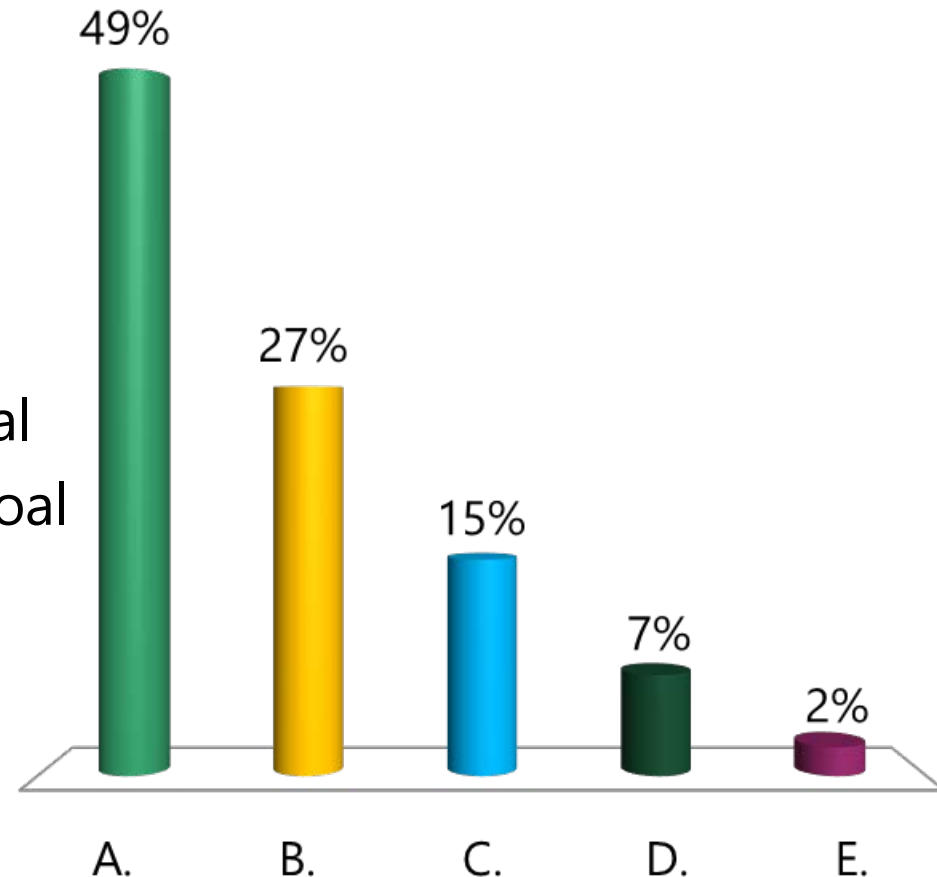
## Objective #1c: Guide commercial growth and services to create a Town Center.

- A. I strongly agree with this objective
- B. I mostly agree with this objective
- C. I am neutral
- D. I mostly disagree with this objective
- E. I strongly disagree with this objective



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

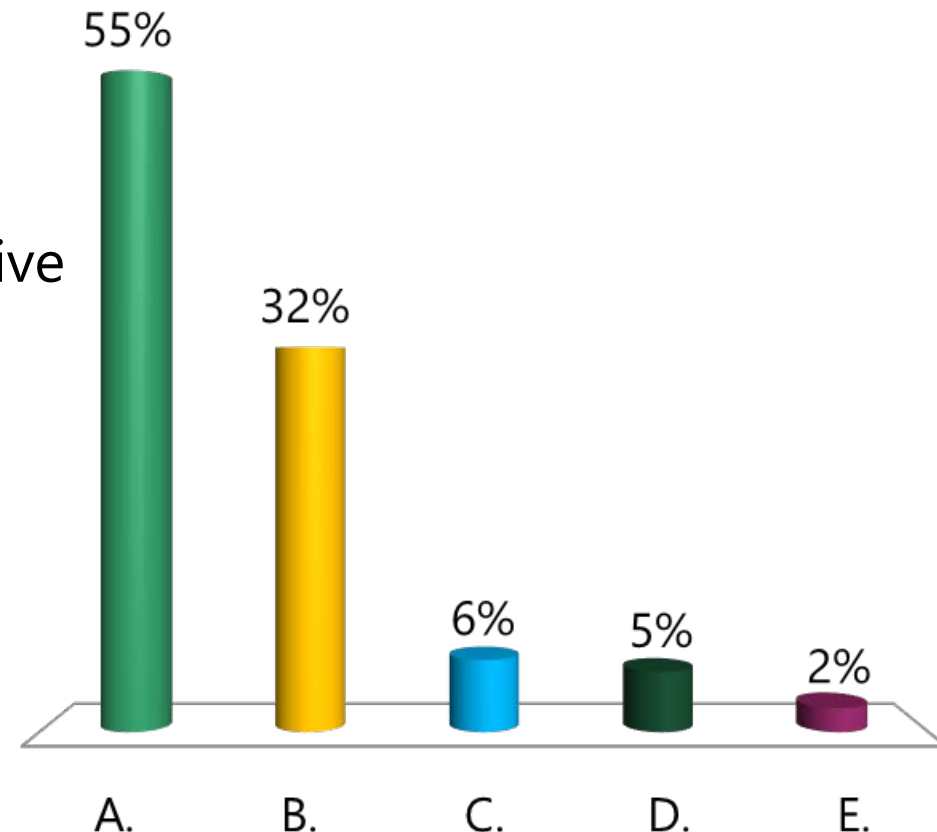
- A. I strongly agree with this goal
- B. I mostly agree with this goal
- C. I am neutral
- D. I mostly disagree with this goal
- E. I strongly disagree with this goal





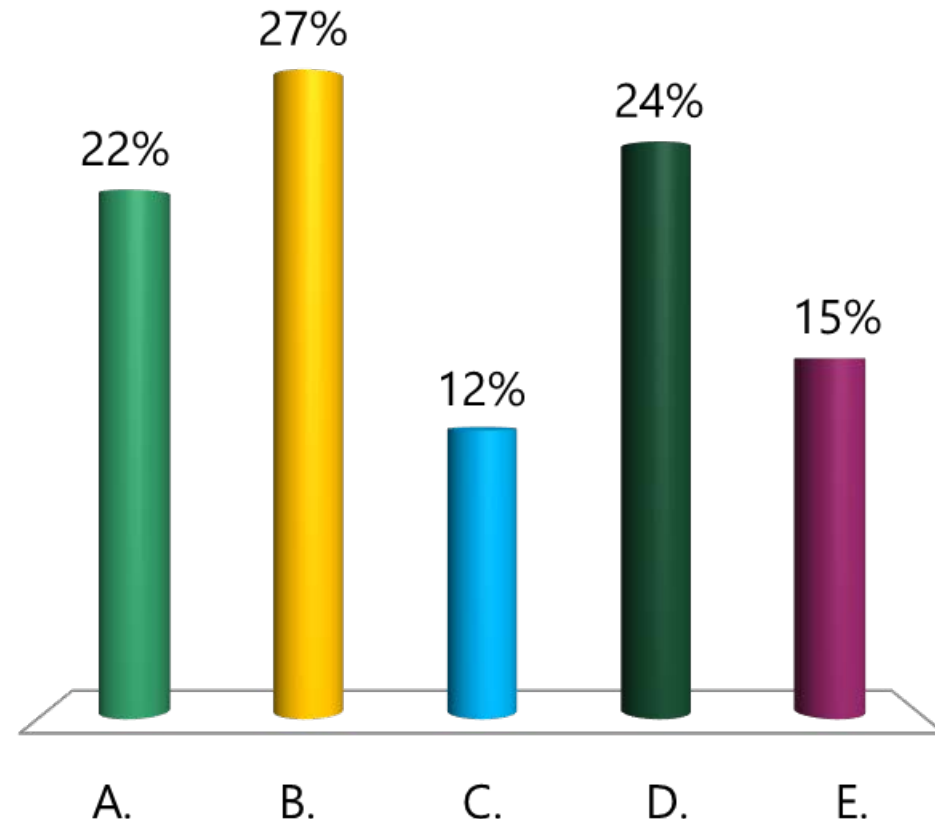
## **Objective #2a:** Establish guidelines that guide growth in context with the urban, suburban, and rural characteristics of the corridor.

- A. I strongly agree with this objective
- B. I mostly agree with this objective
- C. I am neutral
- D. I mostly disagree with this objective
- E. I strongly disagree with this objective



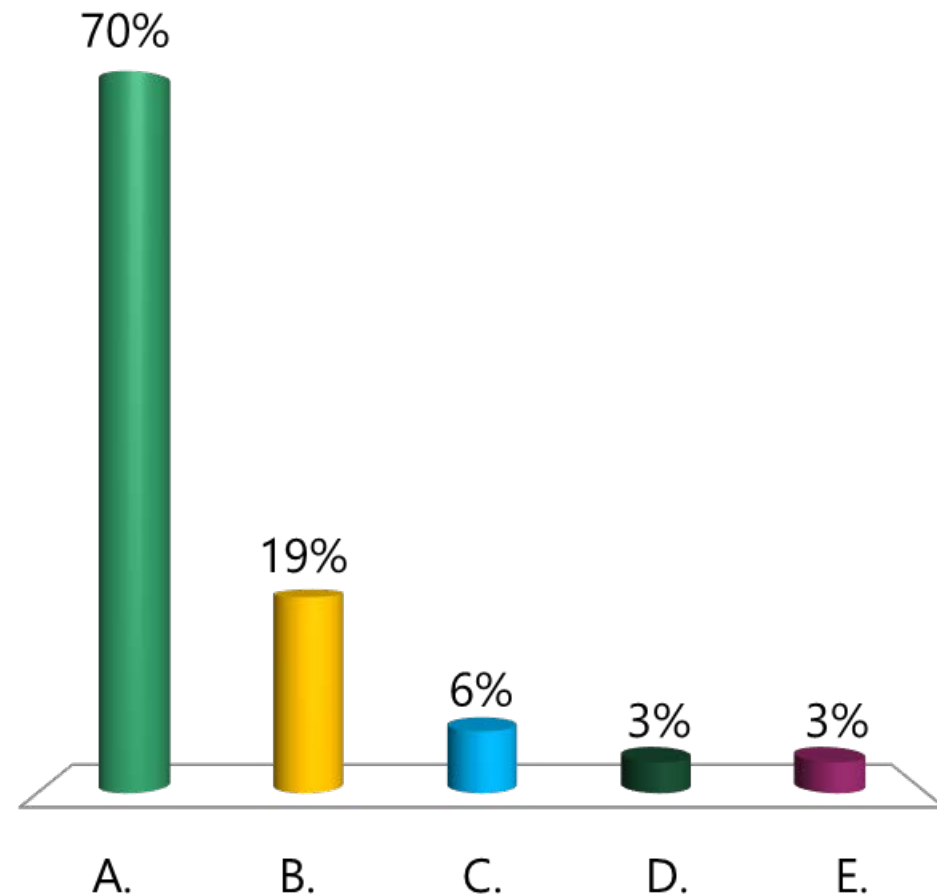
## Objective #2b: Cluster homes to maintain open space and scenic vistas along the corridor.

- A. I strongly agree with this objective
- B. I mostly agree with this objective
- C. I am neutral
- D. I mostly disagree with this objective
- E. I strongly disagree with this objective



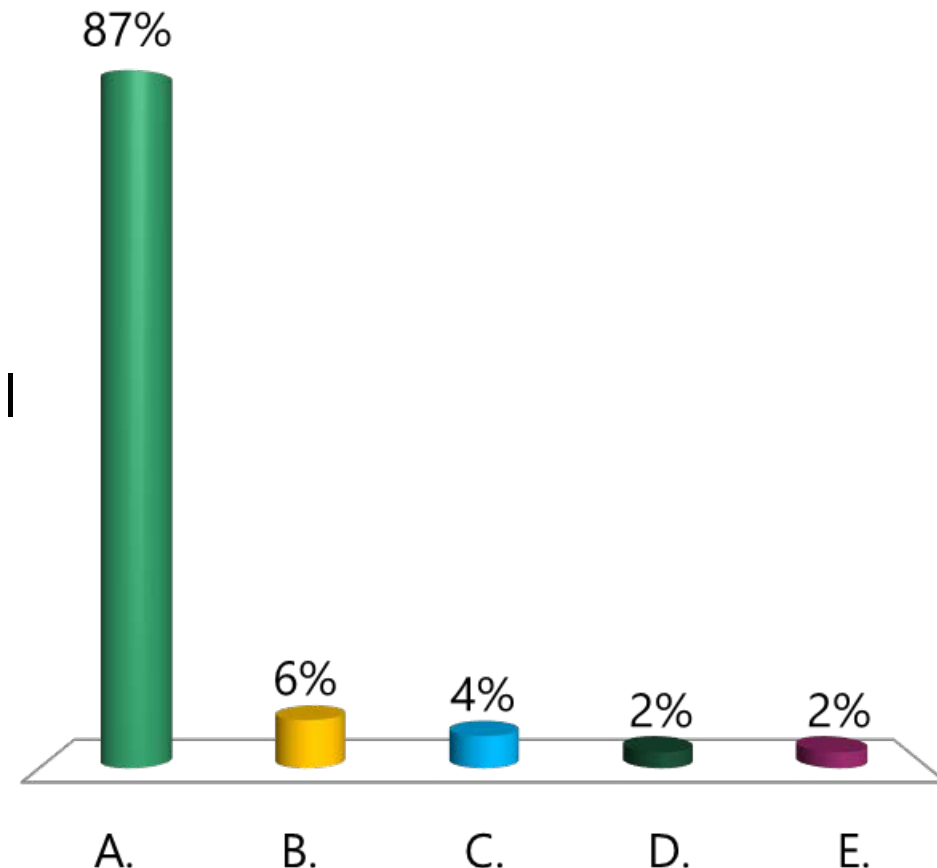
**Objective #2c:** Avoid strip development along the corridor and discourage rezoning of commercial uses outside of nodes.

- A. I strongly agree with this objective
- B. I mostly agree with this objective
- C. I am neutral
- D. I mostly disagree with this objective
- E. I strongly disagree with this objective



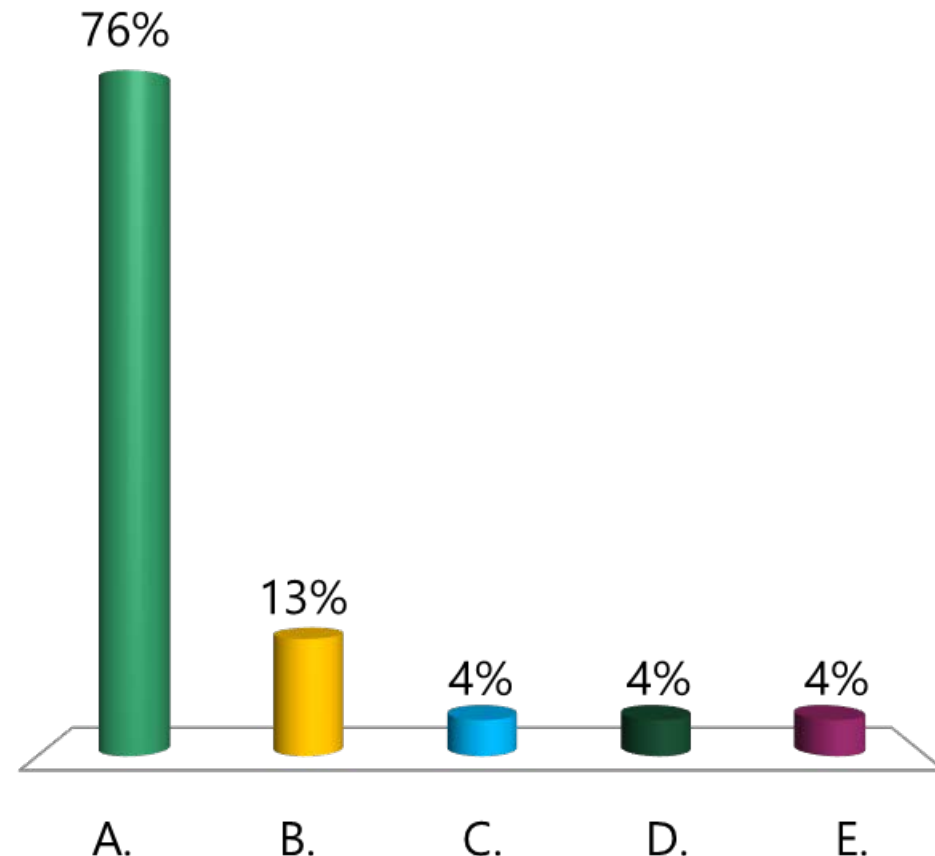
## Land Use & Character Goal #3: Plan for growth that does not exceed infrastructure capacity.

- A. I strongly agree with this goal
- B. I mostly agree with this goal
- C. I am neutral
- D. I mostly disagree with this goal
- E. I strongly disagree with this goal



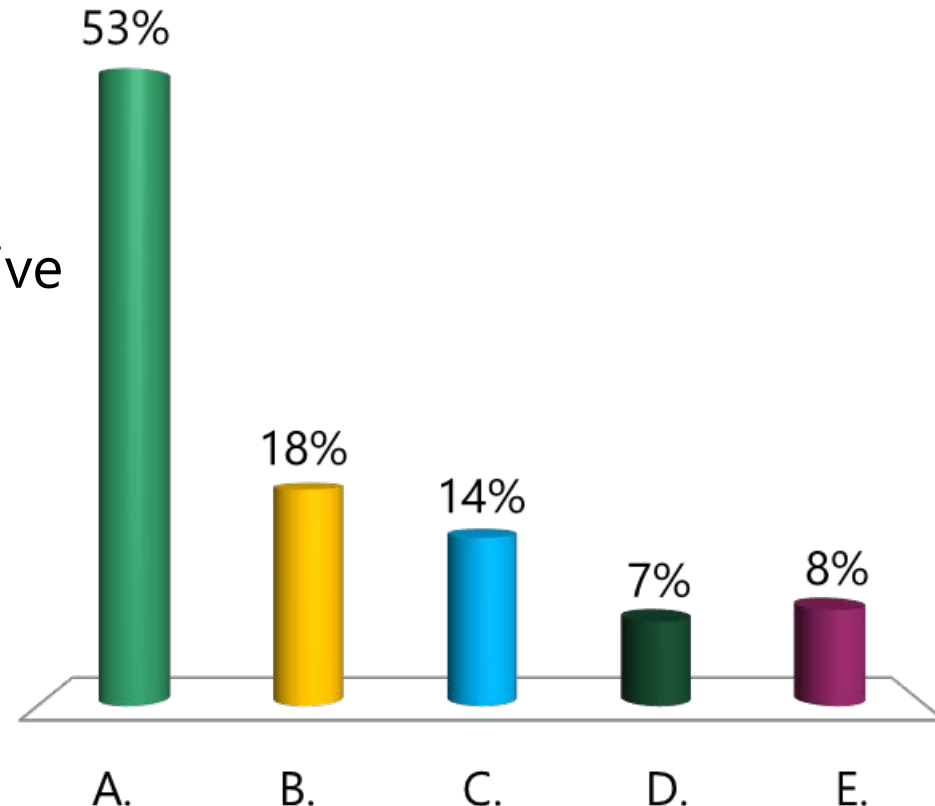
## Objective #3a: Review and recommend land use patterns that are consistent with the capacity of Route 5.

- A. I strongly agree with this objective
- B. I mostly agree with this objective
- C. I am neutral
- D. I mostly disagree with this objective
- E. I strongly disagree with this objective



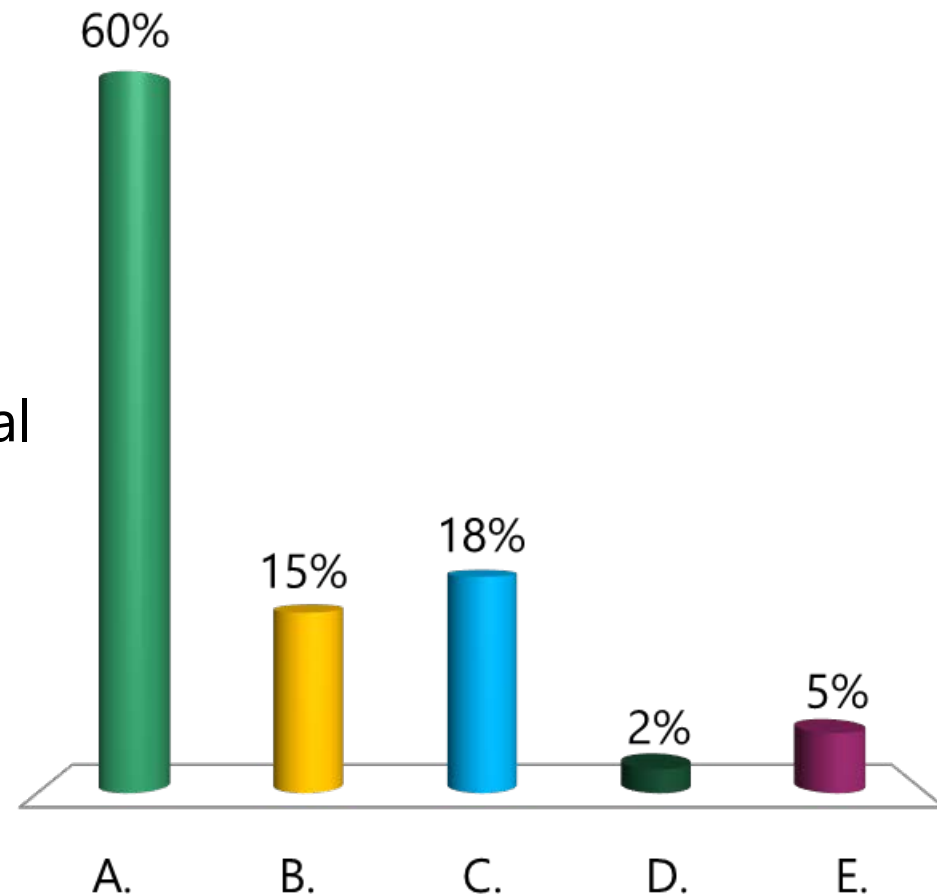
## Objective #3b: Review the 2026 Comprehensive Plan and its future land use designations to adjust and plan for adequate infrastructure.

- A. I strongly agree with this objective
- B. I mostly agree with this objective
- C. I am neutral
- D. I mostly disagree with this objective
- E. I strongly disagree with this objective



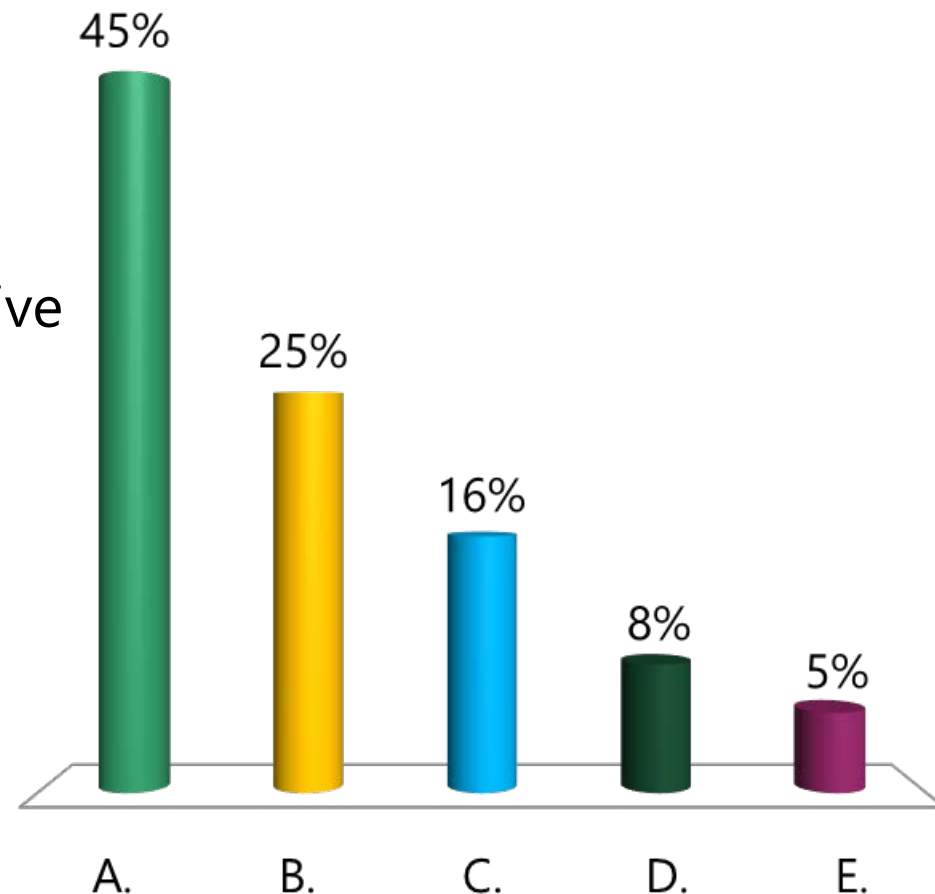
# Tourism & Recreation Goal #1: Promote cultural and rural heritage along the Route 5 Corridor.

- A. I strongly agree with this goal
- B. I mostly agree with this goal
- C. I am neutral
- D. I mostly disagree with this goal
- E. I strongly disagree with this goal



## Objective #1a: Enhance community identity through coordinated landscaping and signage along the corridor.

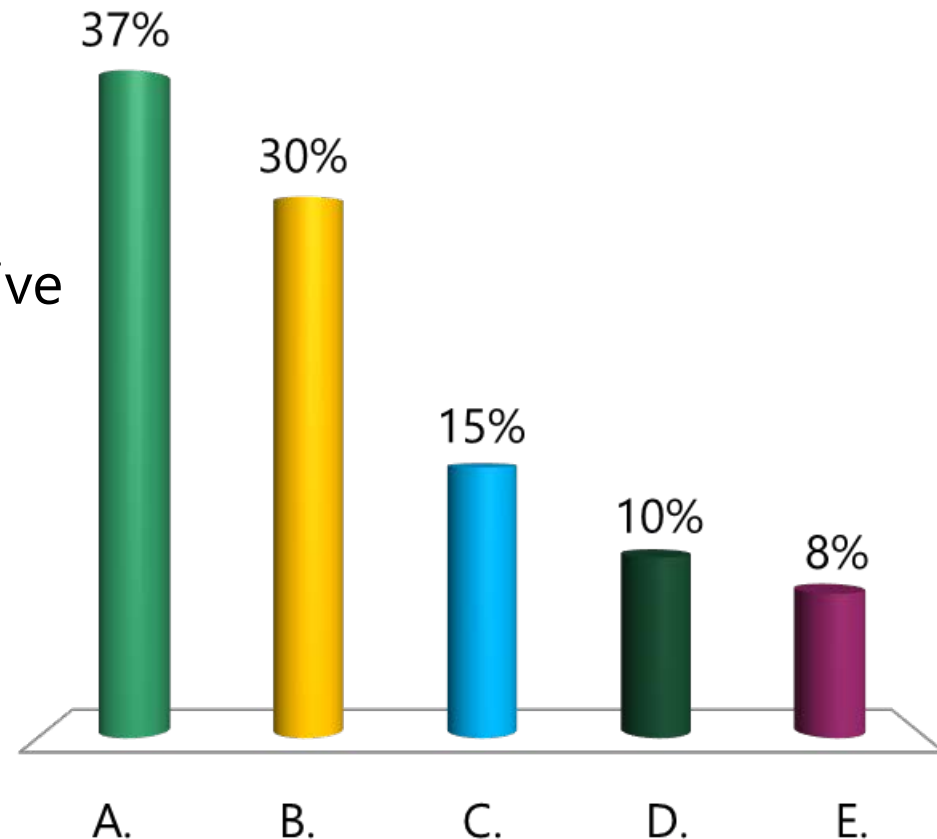
- A. I strongly agree with this objective
- B. I mostly agree with this objective
- C. I am neutral
- D. I mostly disagree with this objective
- E. I strongly disagree with this objective





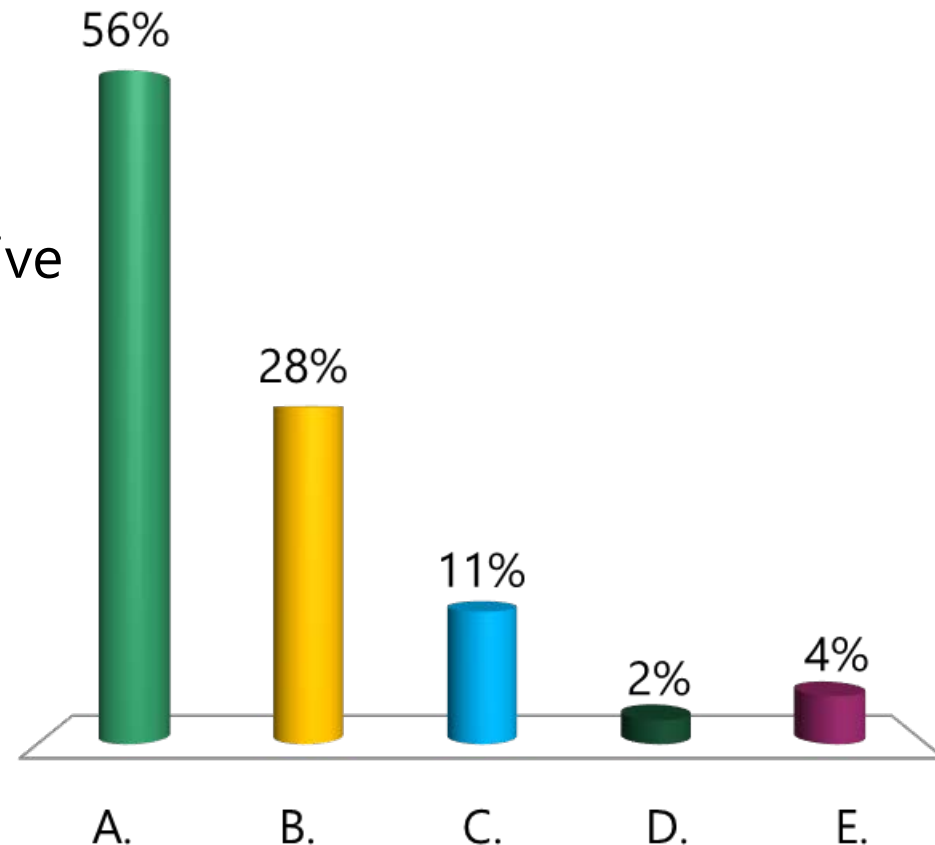
## Objective #1b: Encourage businesses that enhance the experience on the Capital Trail.

- A. I strongly agree with this objective
- B. I mostly agree with this objective
- C. I am neutral
- D. I mostly disagree with this objective
- E. I strongly disagree with this objective



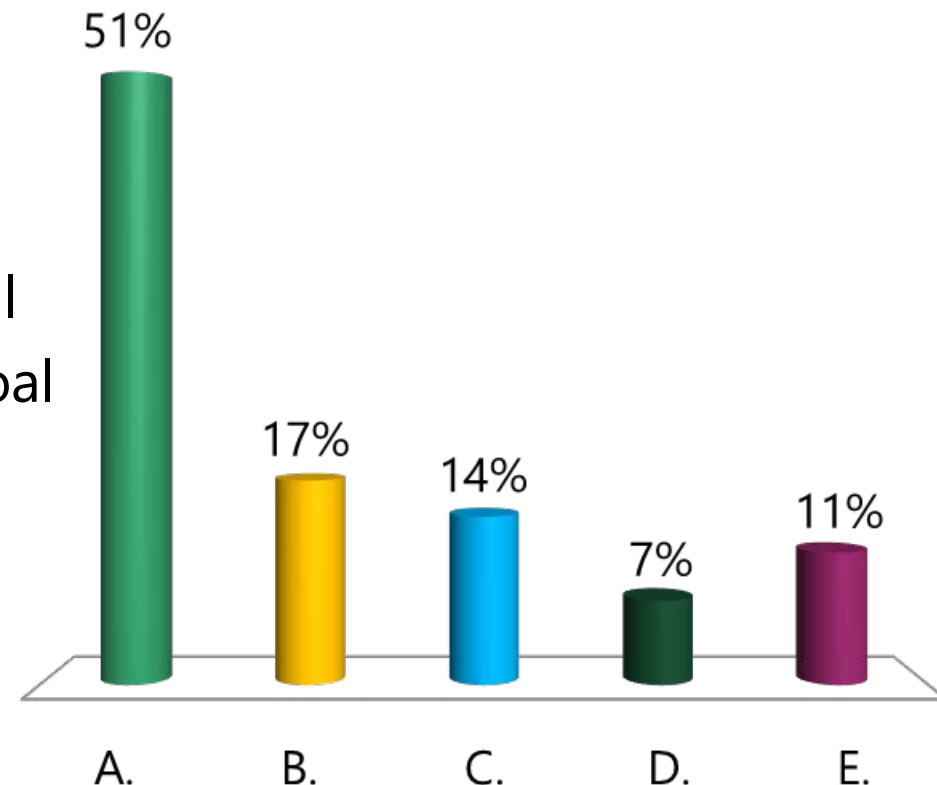
## Objective #1c: Encourage uses that support agritourism.

- A. I strongly agree with this objective
- B. I mostly agree with this objective
- C. I am neutral
- D. I mostly disagree with this objective
- E. I strongly disagree with this objective



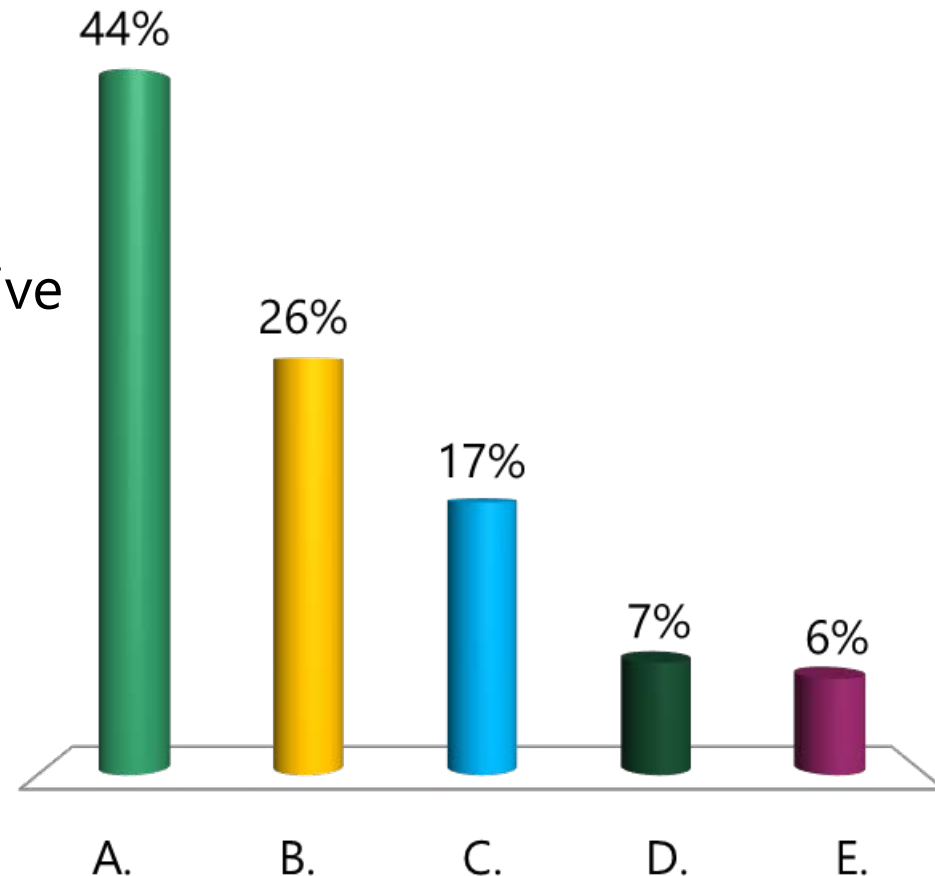
## Tourism & Recreation Goal #2: Create pedestrian and bicycle connections linking neighborhoods, parks, and commercial nodes to the Capital Trail.

- A. I strongly agree with this goal
- B. I mostly agree with this goal
- C. I am neutral
- D. I mostly disagree with this goal
- E. I strongly disagree with this goal



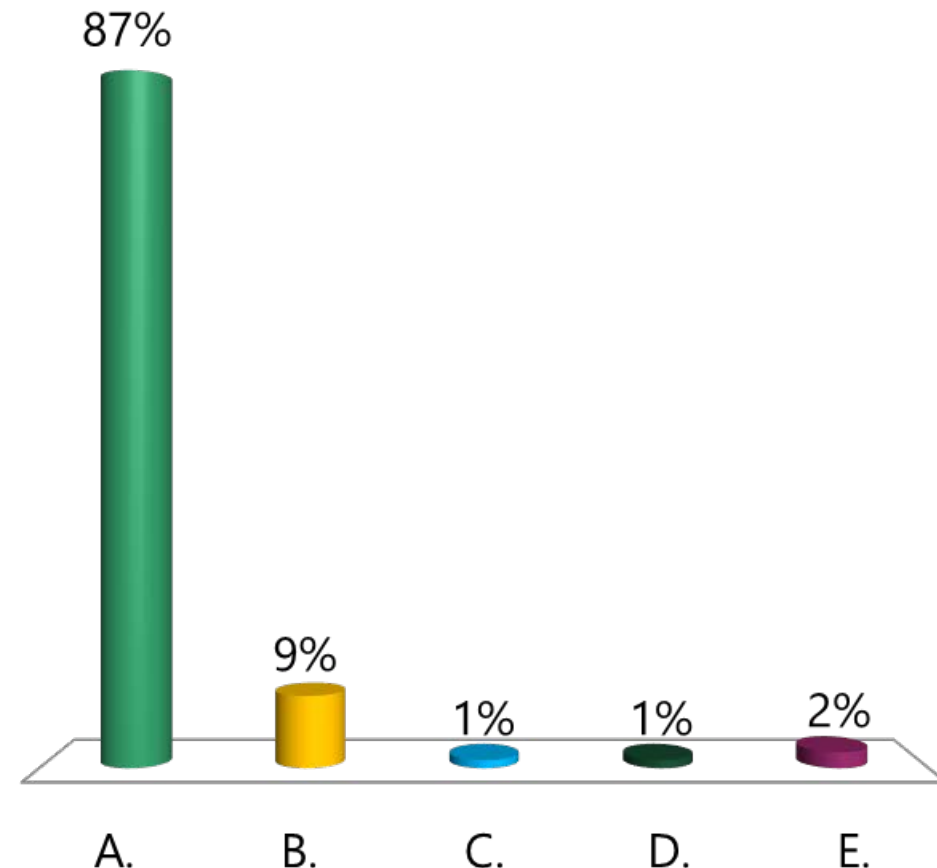
## Objective #2a: Expand connections to the Capital Trail in targeted areas of the corridor.

- A. I strongly agree with this objective
- B. I mostly agree with this objective
- C. I am neutral
- D. I mostly disagree with this objective
- E. I strongly disagree with this objective



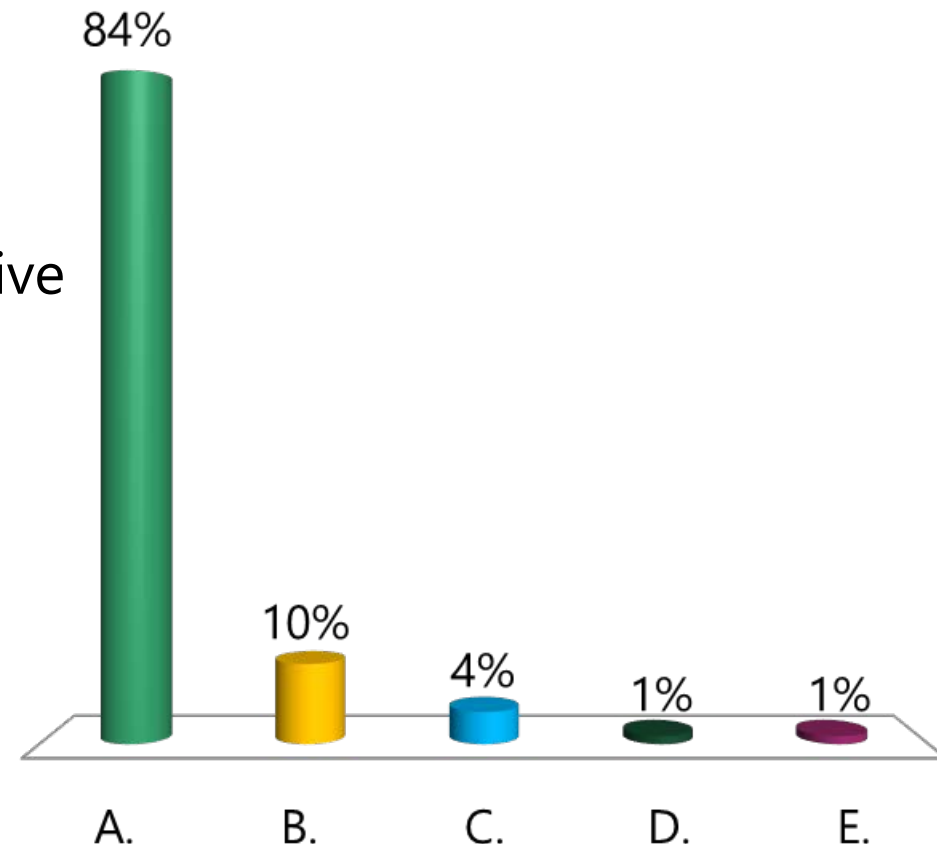
**Environmental Goal #1:** Guide new development in a manner that conserves trees, natural features, and environmentally sensitive areas.

- A. I strongly agree with this goal
- B. I mostly agree with this goal
- C. I am neutral
- D. I mostly disagree with this goal
- E. I strongly disagree with this goal



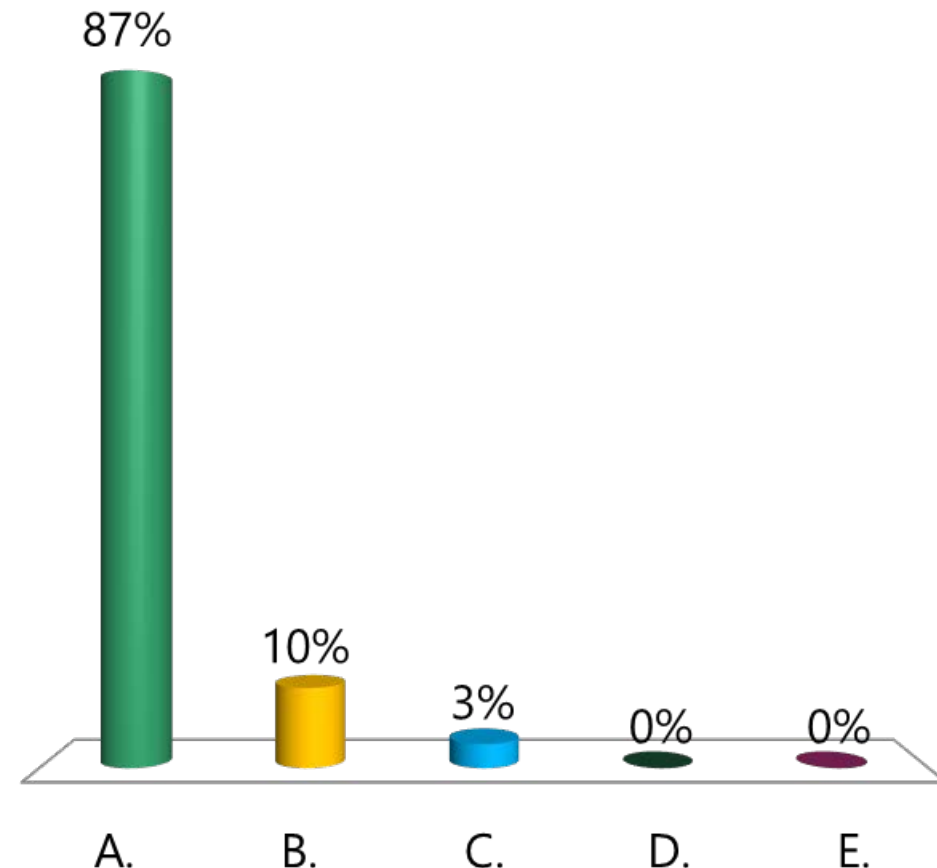
**Objective #1a:** Retain agricultural and forestal lands through tools such as conservation easements and zoning incentives.

- A. I strongly agree with this objective
- B. I mostly agree with this objective
- C. I am neutral
- D. I mostly disagree with this objective
- E. I strongly disagree with this objective



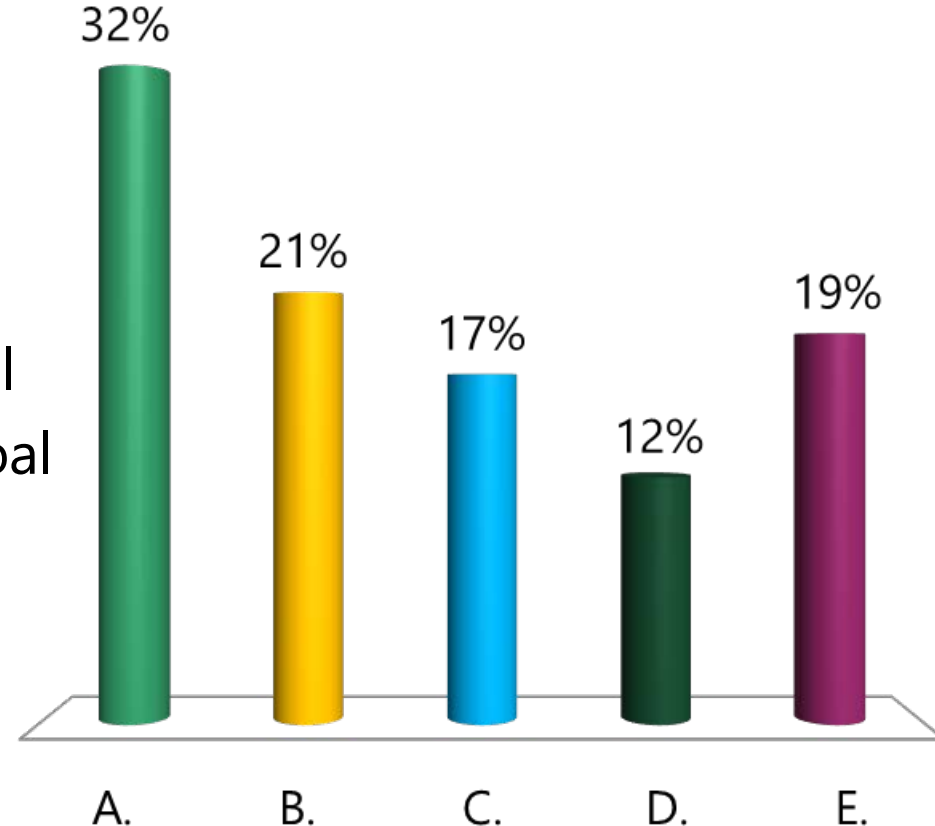
**Objective #1b:** Encourage the use of native plant species and naturalized landscape designs, where appropriate, to maintain rural character.

- A. I strongly agree with this objective
- B. I mostly agree with this objective
- C. I am neutral
- D. I mostly disagree with this objective
- E. I strongly disagree with this objective



# Transportation Goal #1: Promote an efficient transportation network and infrastructure to connect people to places within the corridor and the community.

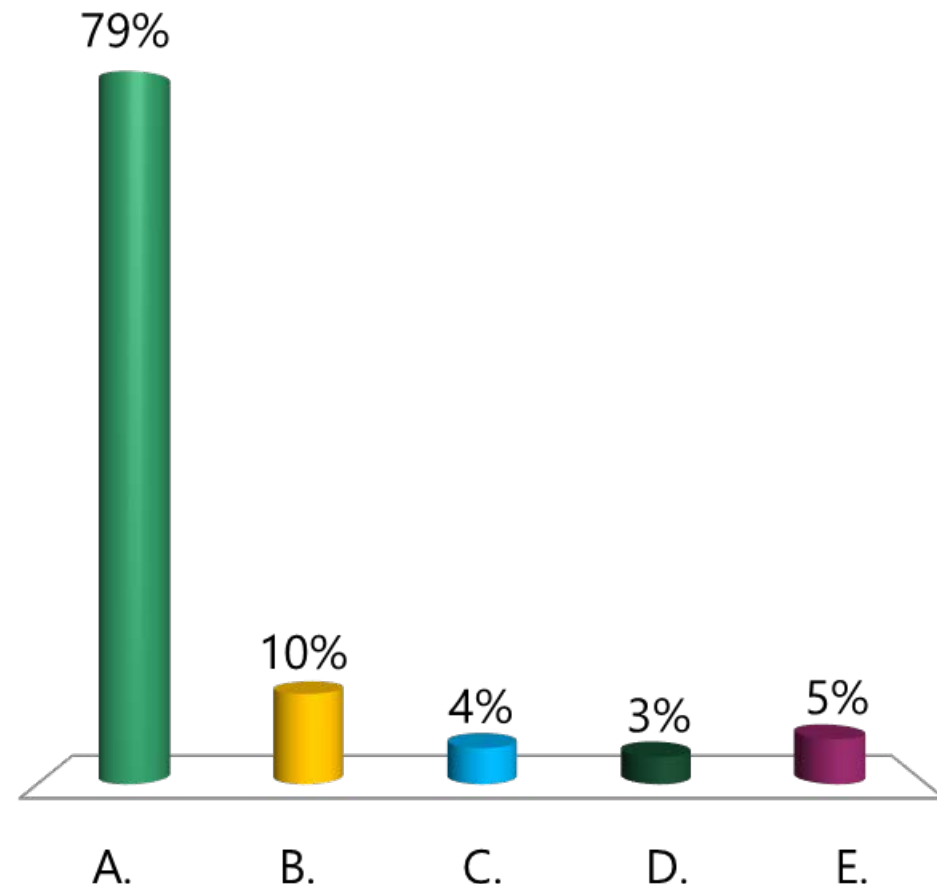
- A. I strongly agree with this goal
- B. I mostly agree with this goal
- C. I am neutral
- D. I mostly disagree with this goal
- E. I strongly disagree with this goal





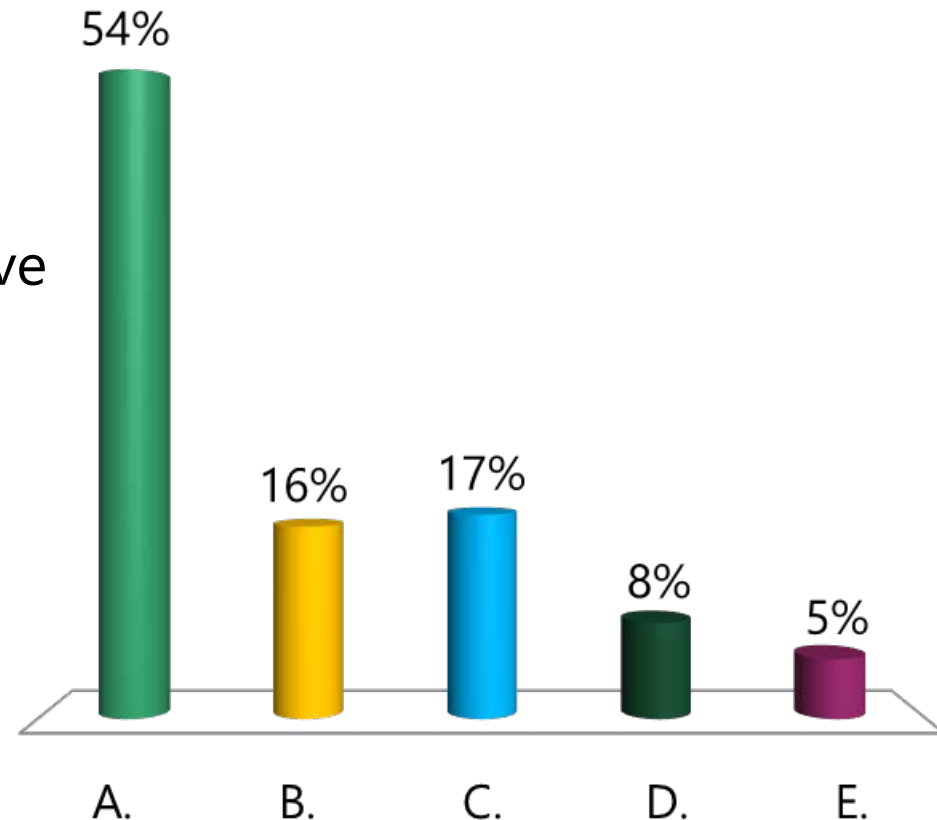
**Objective #1a:** Collaborate with the Virginia Department of Transportation to promote and install safety features to protect bike trail users and avoid potential conflicts with motor vehicle use.

- A. I strongly agree with this objective
- B. I mostly agree with this objective
- C. I am neutral
- D. I mostly disagree with this objective
- E. I strongly disagree with this objective



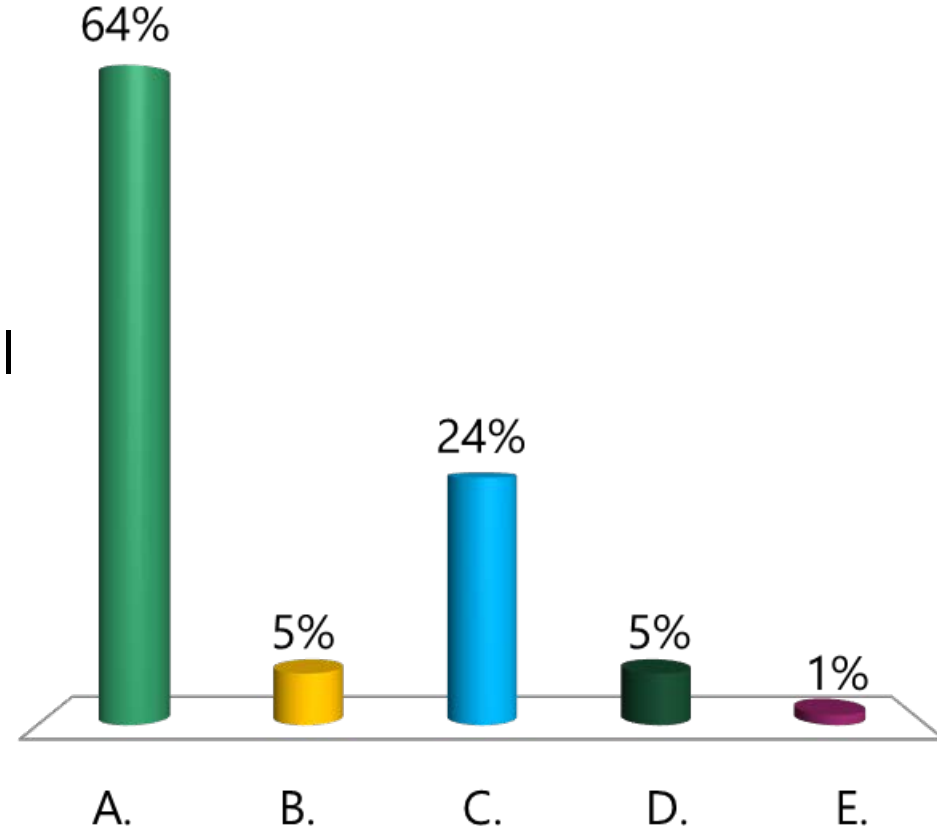
## Objective #1b: Minimize number of entrances along the corridor.

- A. I strongly agree with this objective
- B. I mostly agree with this objective
- C. I am neutral
- D. I mostly disagree with this objective
- E. I strongly disagree with this objective



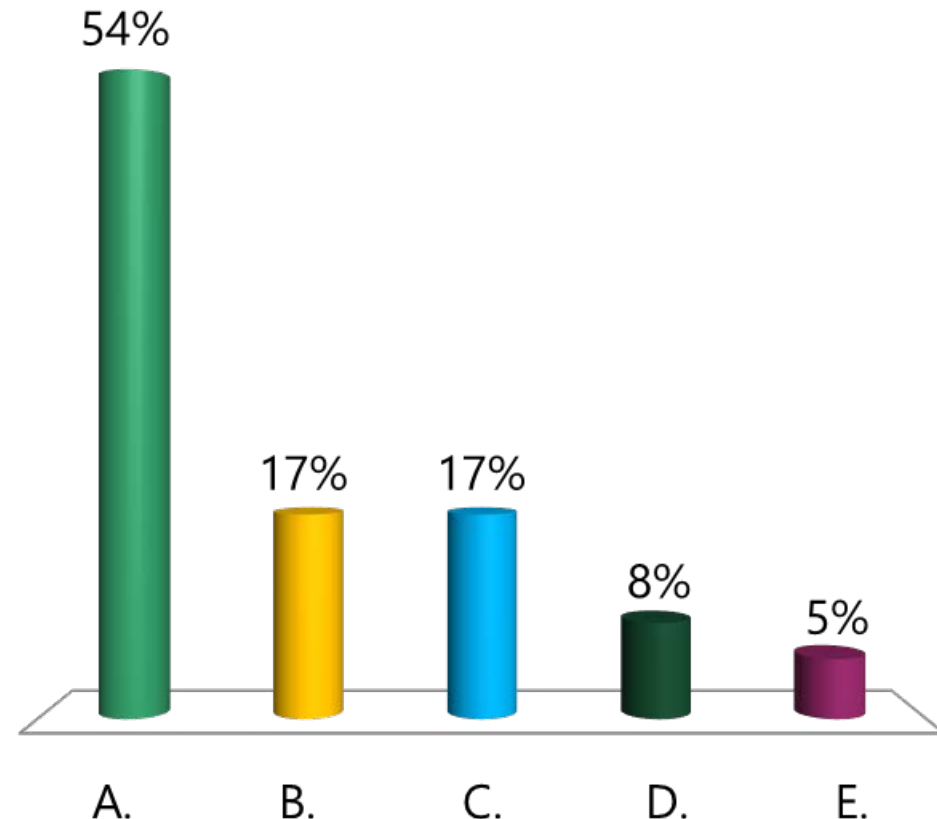
# Marion Hill Goal #1: Provide a strong sense of place that protects the neighborhood pattern.

- A. I strongly agree with this goal
- B. I mostly agree with this goal
- C. I am neutral
- D. I mostly disagree with this goal
- E. I strongly disagree with this goal



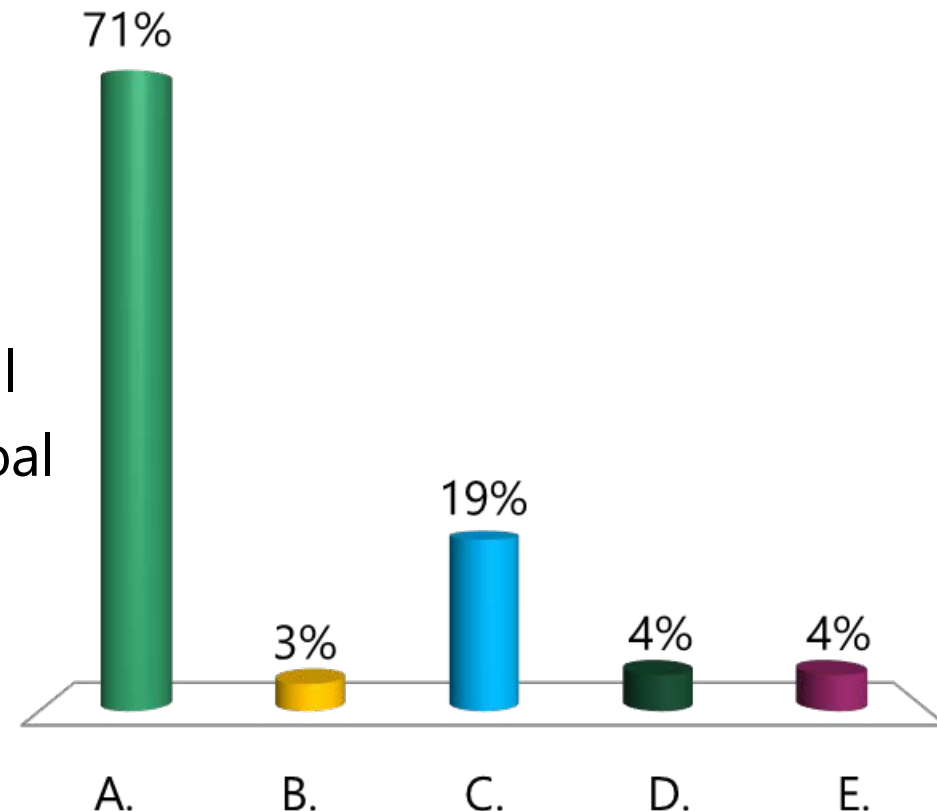
**Objective #1a:** Consider guidelines for residential development that respect the traditional neighborhood development pattern and discourage development on culs-de-sac.

- A. I strongly agree with this objective
- B. I mostly agree with this objective
- C. I am neutral
- D. I mostly disagree with this objective
- E. I strongly disagree with this objective



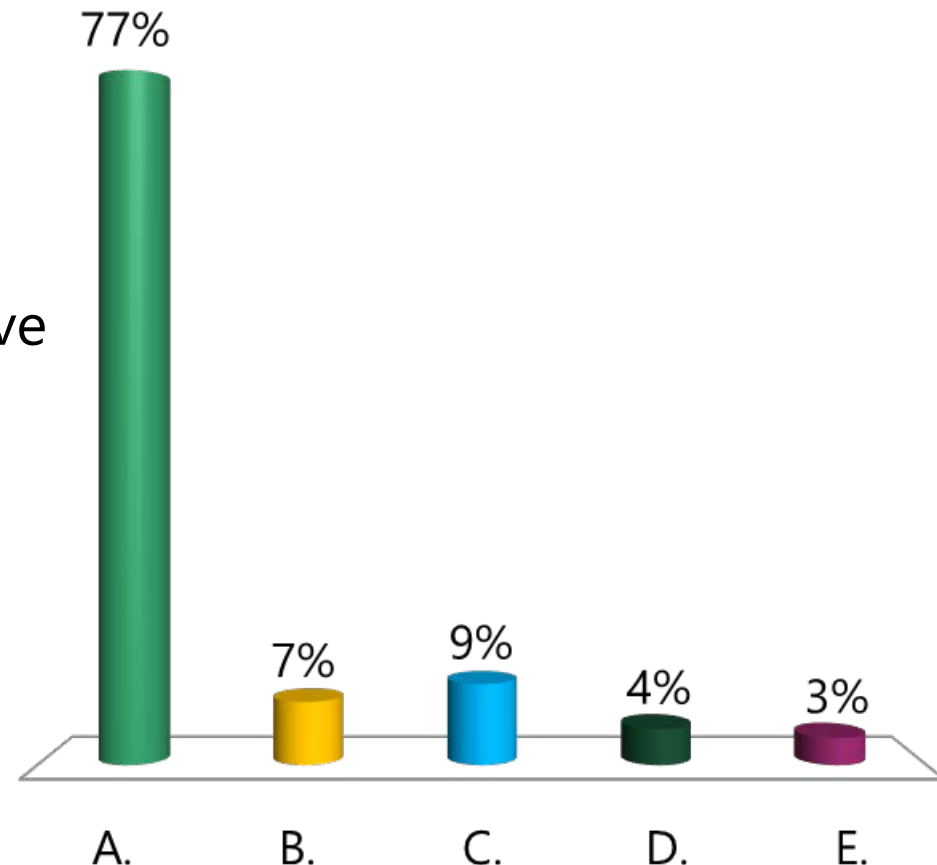
## Marion Hill Goal #2: Celebrate the historic and cultural resources within Marion Hill.

- A. I strongly agree with this goal
- B. I mostly agree with this goal
- C. I am neutral
- D. I mostly disagree with this goal
- E. I strongly disagree with this goal



**Objective #2a:** Conduct an architectural inventory of structures and properties within Marion Hill to evaluate and recommend applicable guidelines to enhance and protect cultural resources.

- A. I strongly agree with this objective
- B. I mostly agree with this objective
- C. I am neutral
- D. I mostly disagree with this objective
- E. I strongly disagree with this objective



# PART B: PREFERENCE SURVEY

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# The survey explores different aspects of development:

1. Building Location on a Site
2. Site Layout
3. Building Design
4. Landscape
5. Streetscape
6. Signage
7. Lighting
8. Park/Open Space
9. Civic Space



# 1. Where do you prefer the location of parking?

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

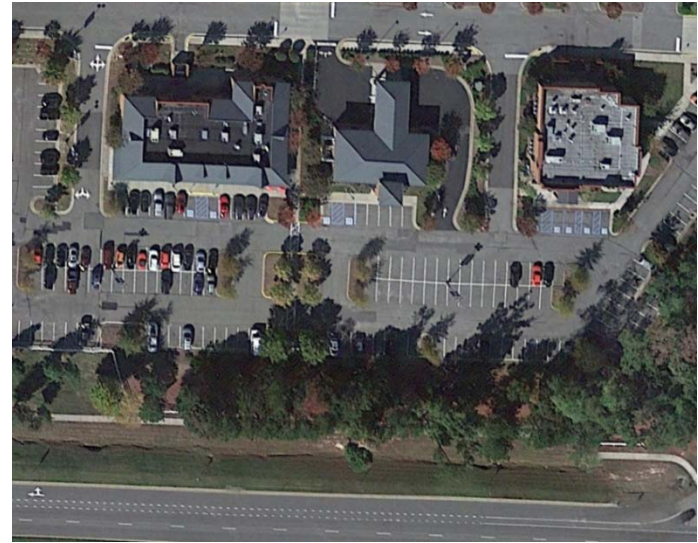
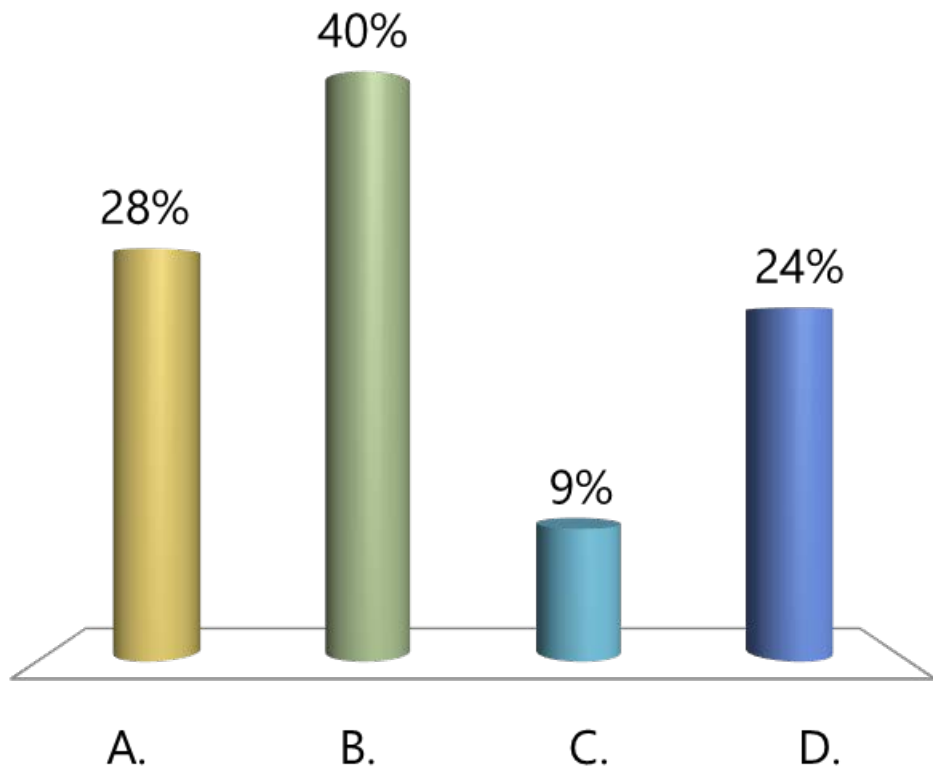


Image 1: Parking located in the front of the building

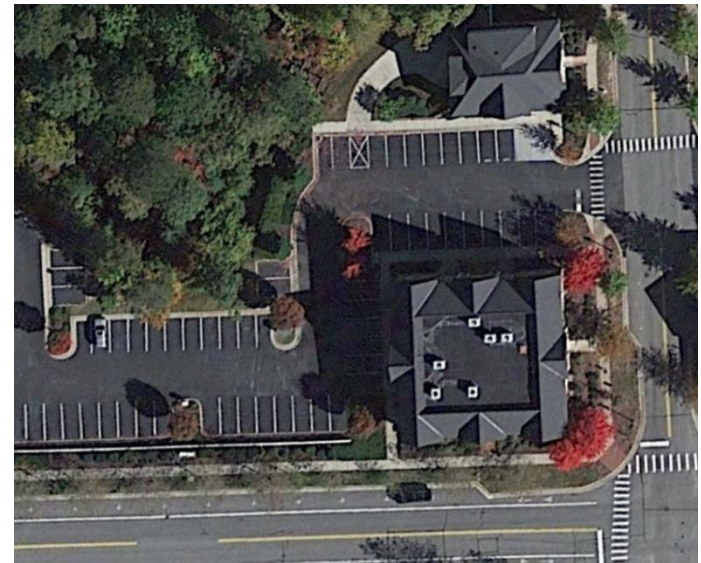


Image 2: Parking located at the side or rear

## 2. Where do you prefer the location of parking?

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

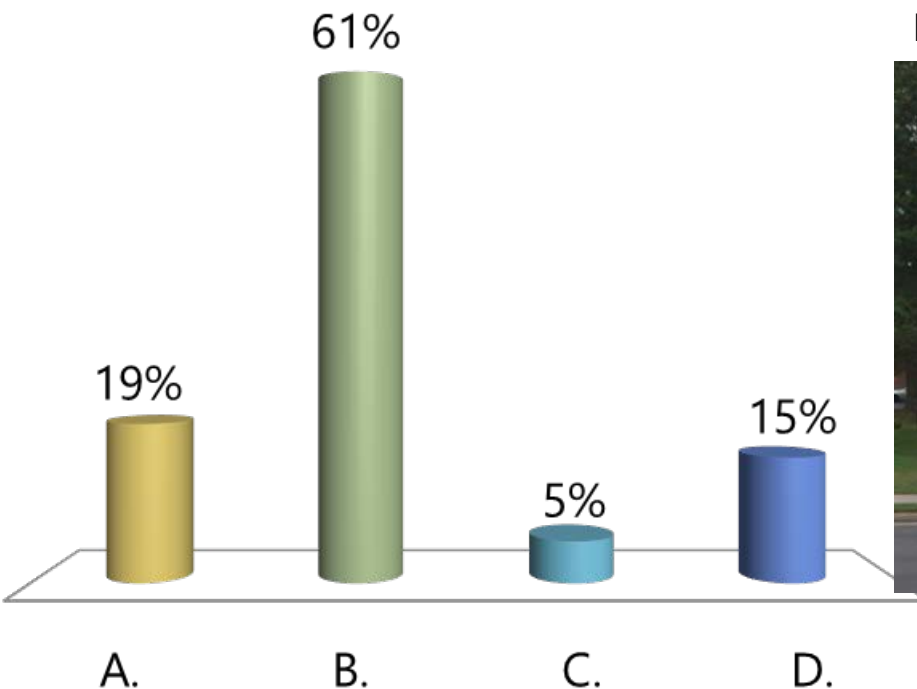


Image 1: Parking located along the front and side of the building



Image 2: Parking located along the side and rear

### 3. Which building location do you prefer for commercial development?

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

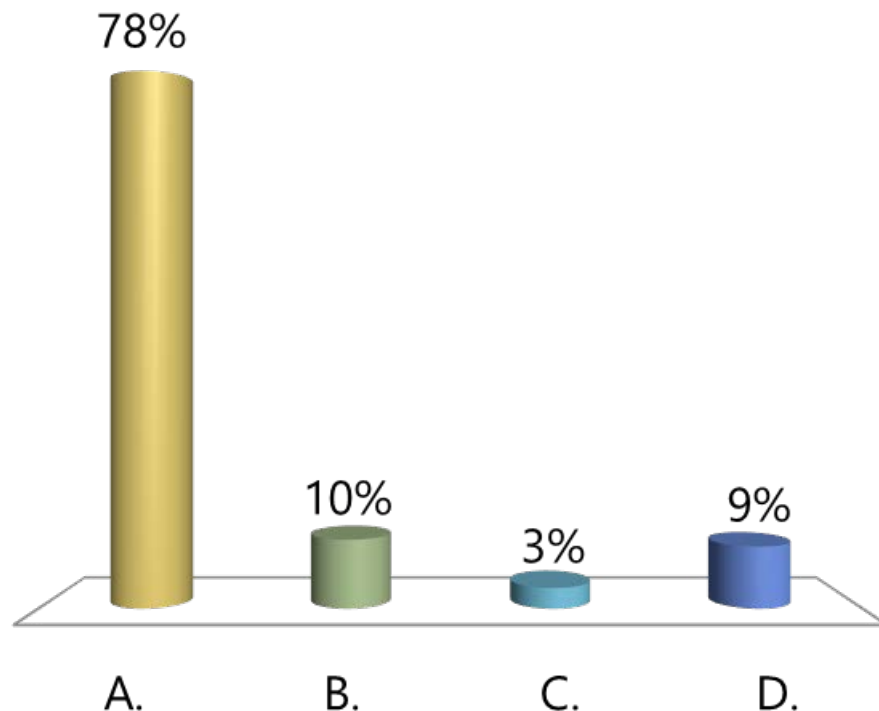


Image 1: Buildings fronting the street with landscaping buffer



Image 2: Buildings front the street with no landscape buffer



## 4. Which style of commercial building do you prefer?

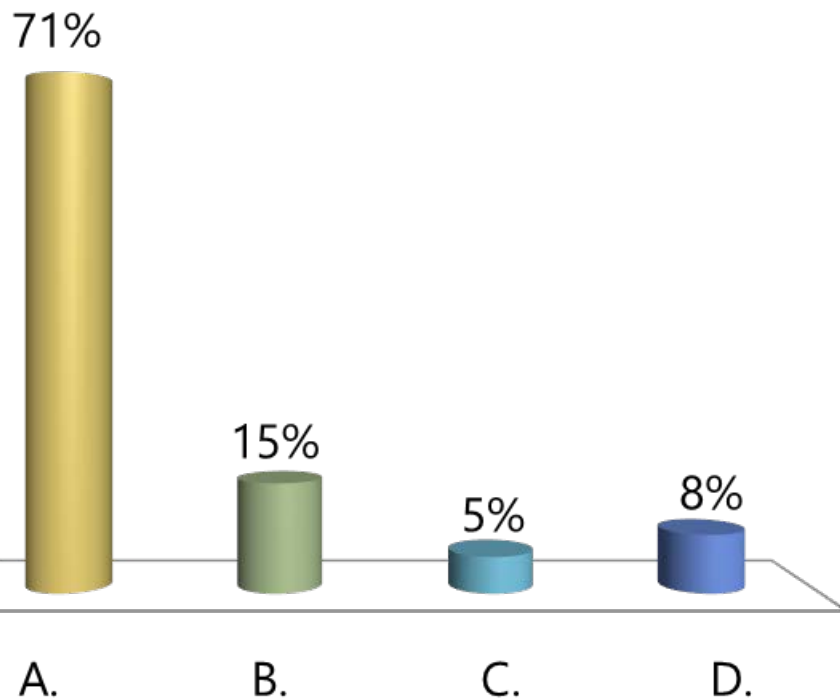
- A. Image 1
- B. Image 2
- C. Either Type – No Preference
- D. Neither



Image 1: Traditional design



Image 2: Modern design



## 5. Which style of landscaping do you prefer?

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

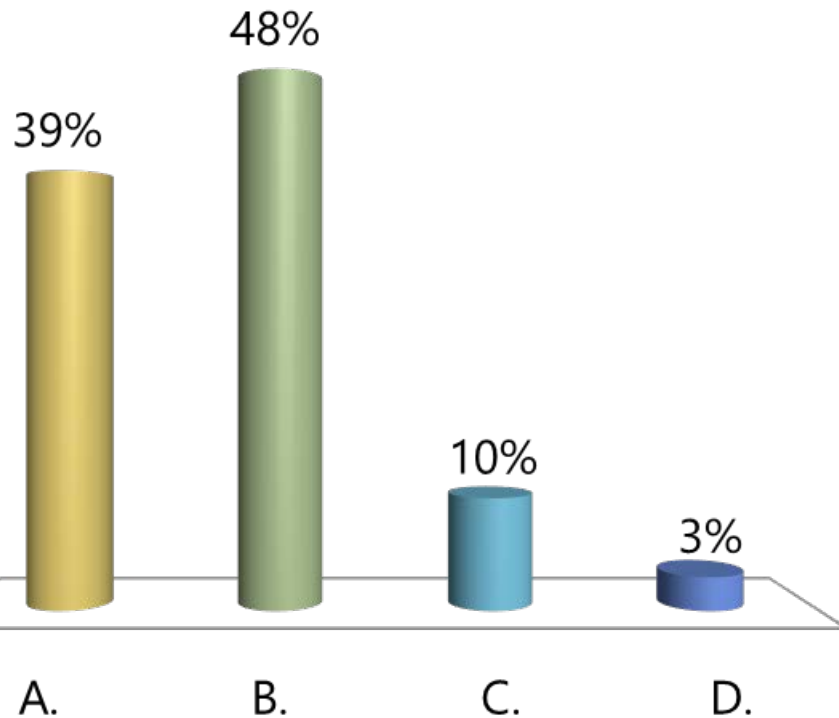


Image 1: Manicured parking lot landscaping



Image 2: Natural parking lot landscaping

## 6. Which style of screening would you prefer?

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

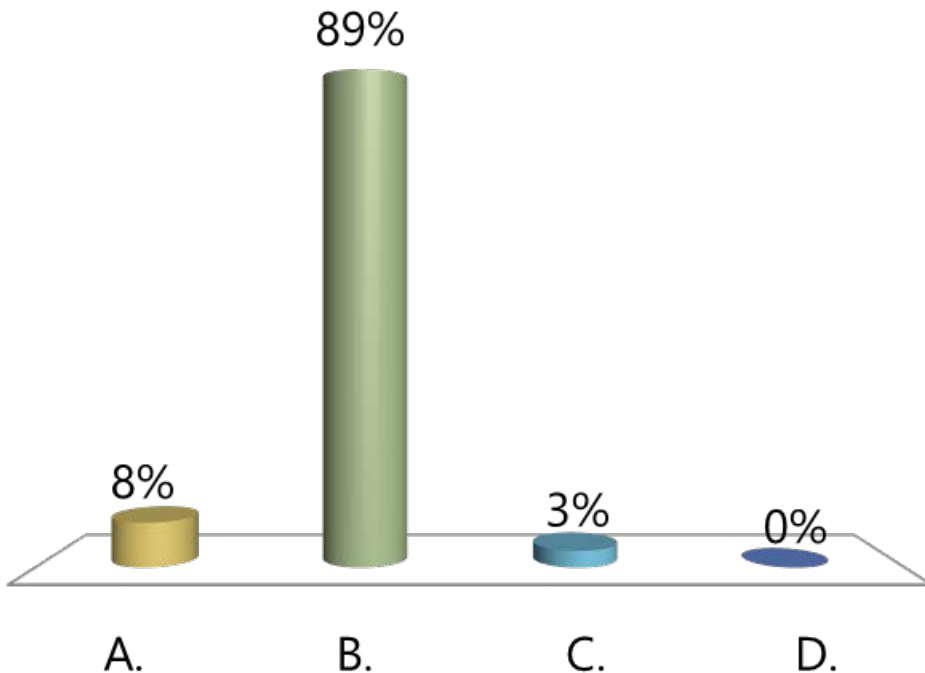


Image 1: Formal landscape along street



Image 2: Natural landscape along street



## 7. Which subdivision style do you prefer (same number of homes on each)?

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

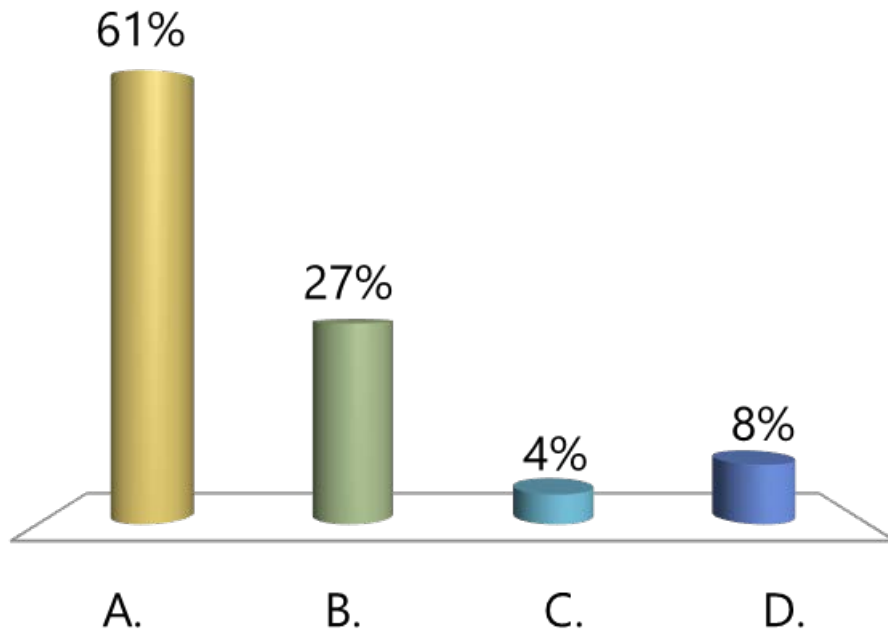


Image 1: Conservation subdivision

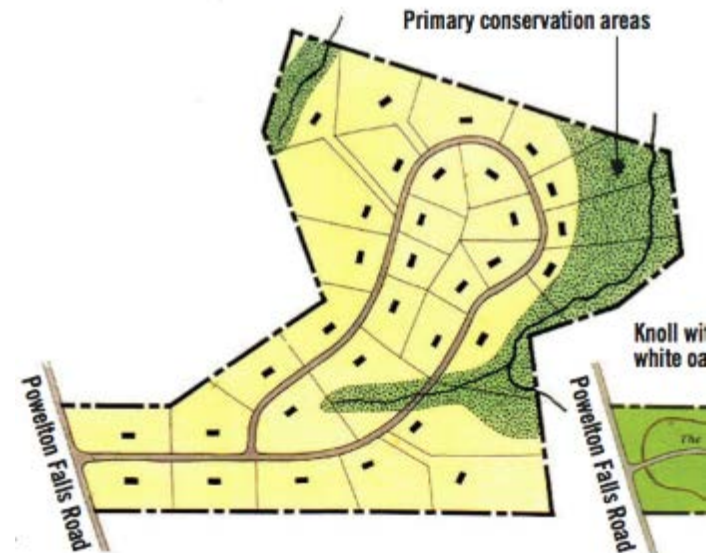
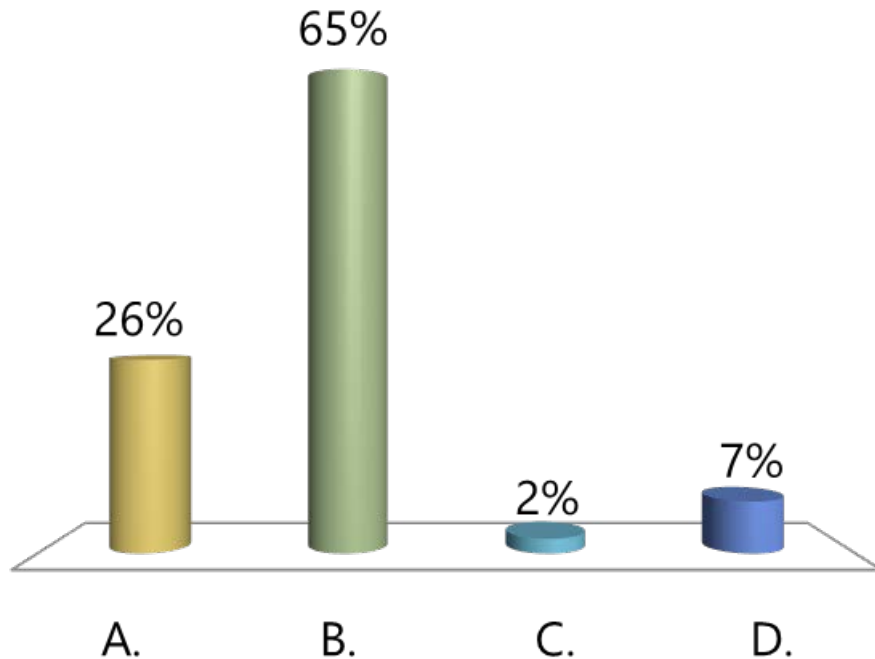


Image 2: Traditional subdivision

## 8. Which subdivision style do you prefer (same number of homes on each)?

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



**Conventional Subdivision**



**Conservation Subdivision**





## 9. Which street design do you prefer?

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

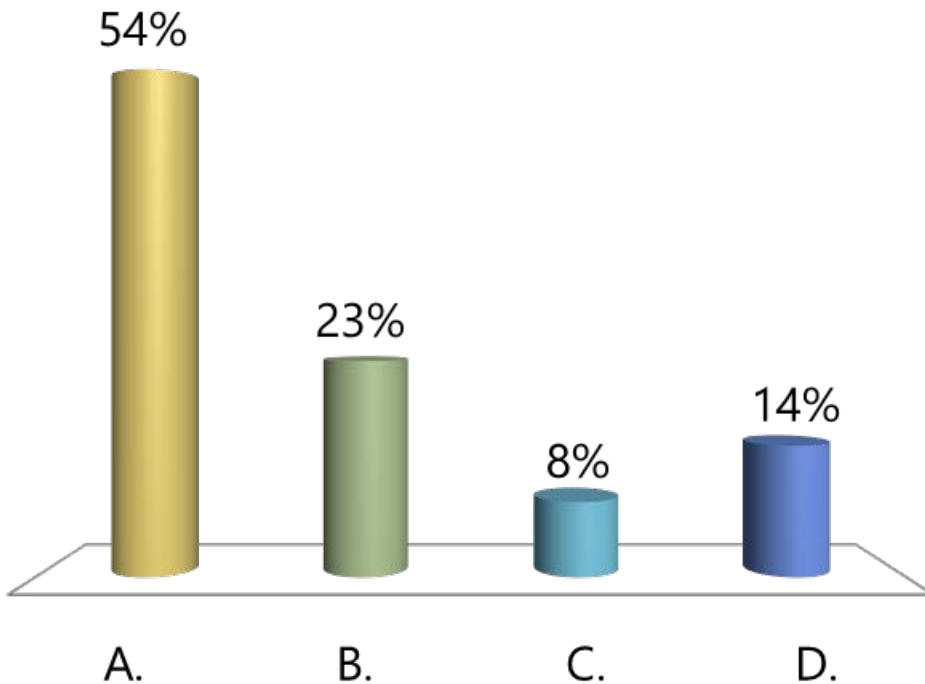


Image 1: Grid street network



Image 2: Cul-de-sac street network

## 10. Which style of residential development do you prefer?

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

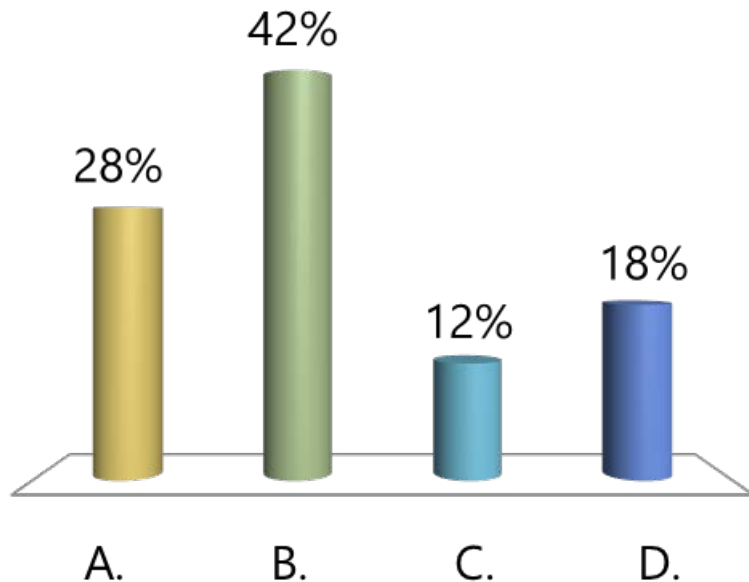


Image 1: Single access point on road with cul-de-sac development



Image 2: Multiple curb cuts on road for individual driveways

# 11. Which type of street design do you prefer?

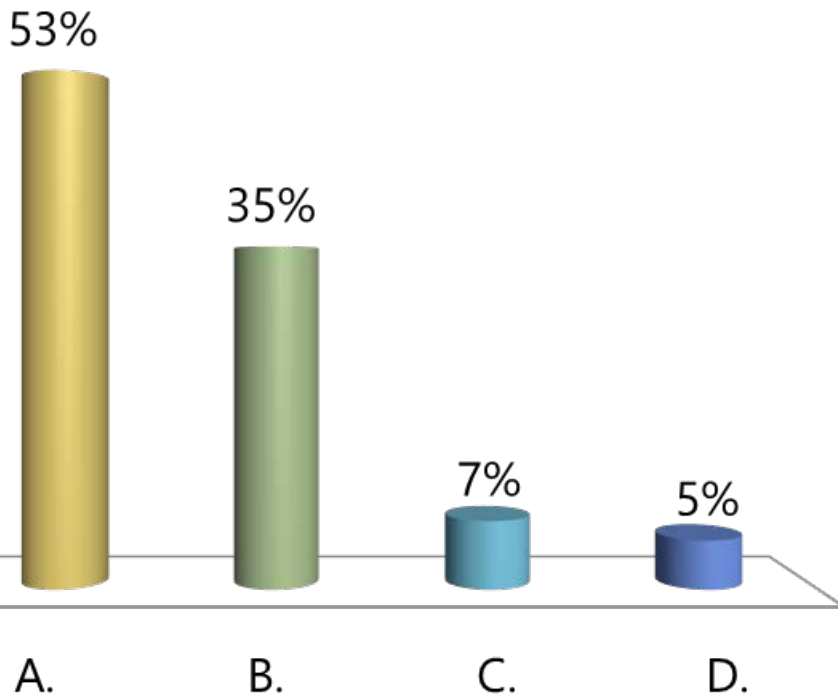
- A. Image 1
- B. Image 2
- C. Either Type – No Preference
- D. Neither



Image 1: Rural design (no curb & gutter)



Image 2: Suburban design (curb & gutter)





## 12. Which type of street design do you prefer?

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

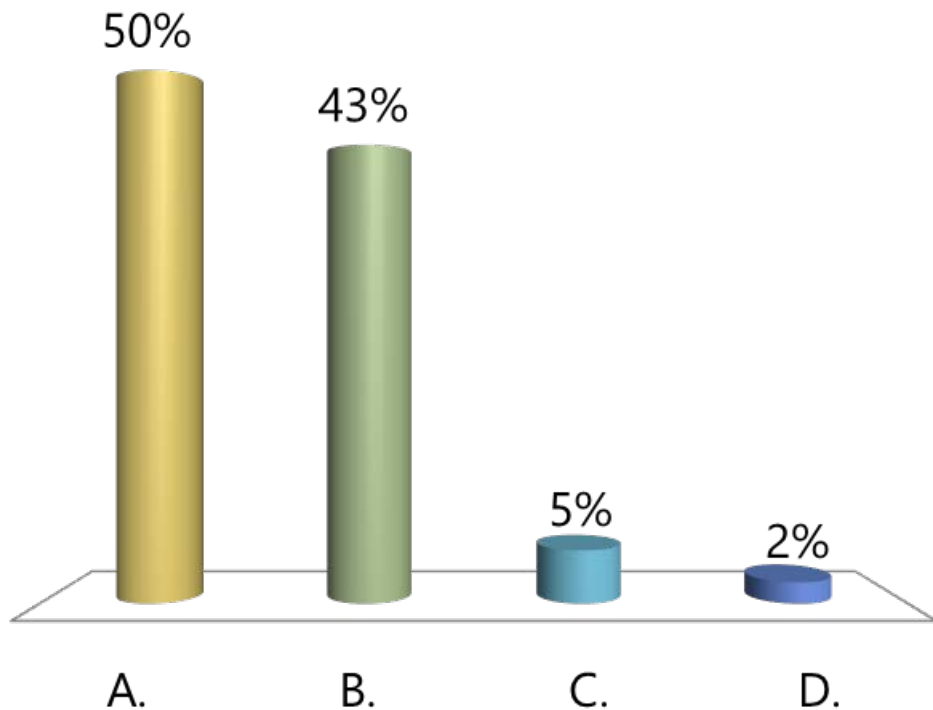


Image 1: Rural design (no curb & gutter)



Image 2: Suburban design (curb & gutter)

### 13. Which type of residential development do you prefer along the corridor?

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

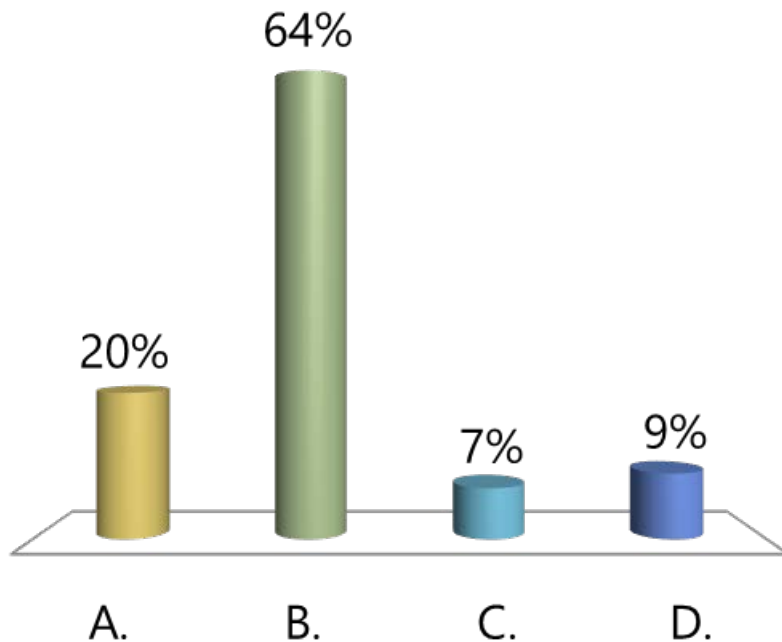


Image 1: Traditional neighborhood development with sidewalks, curb, and gutter



Image 2: Rural neighborhood development with no curb and gutter

# 14. Which type of residential development do you prefer along the corridor?

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

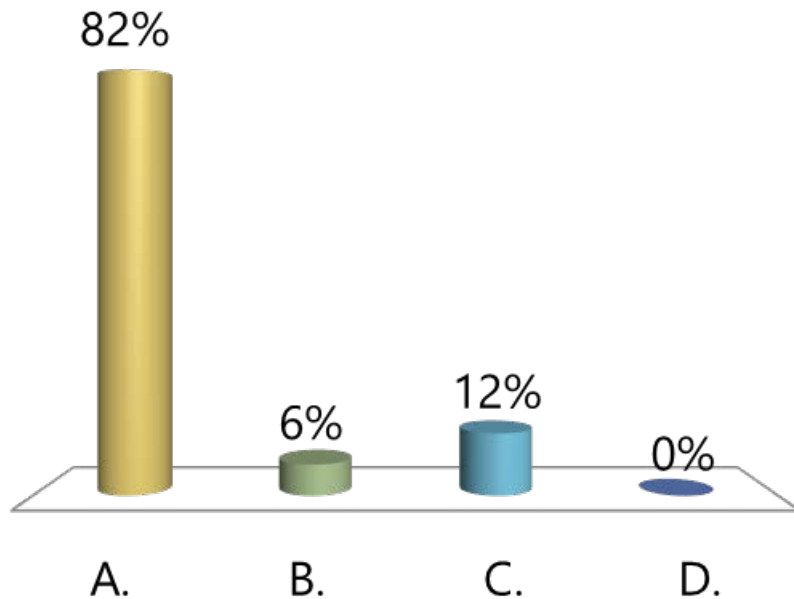


Image 1: Single family homes set back off the road



Image 2: Single family homes set closer to the road



## 15. Which view from the road do you prefer?

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

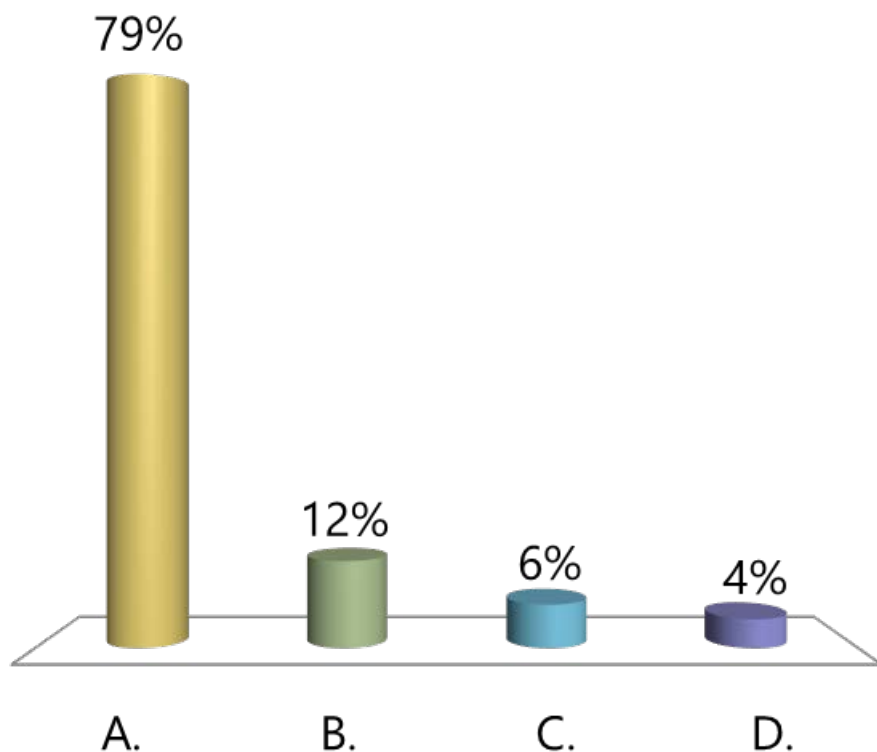


Image 1: Residential development screened from the road



Image 2: Homes visible from the road

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

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

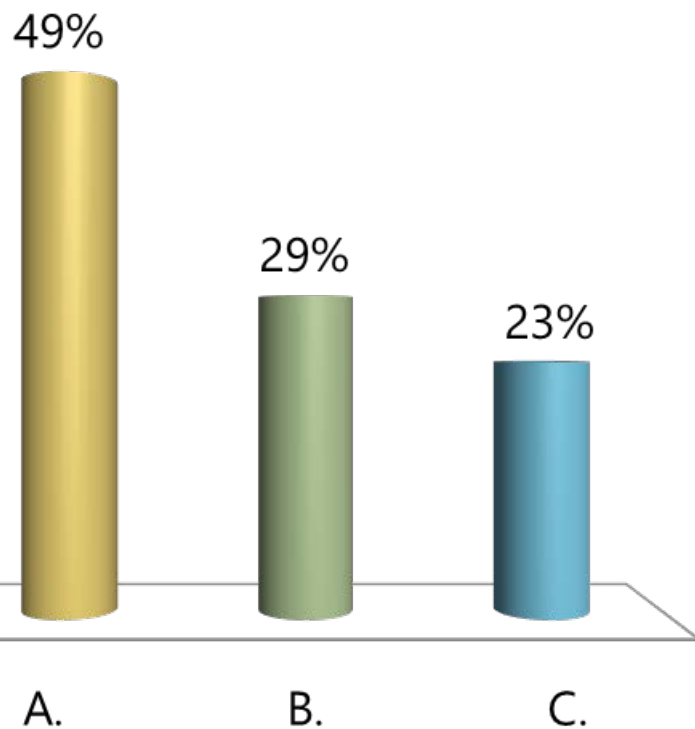


Image: Rural-style wood sign



## 17. How do you feel about this style of sign?

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

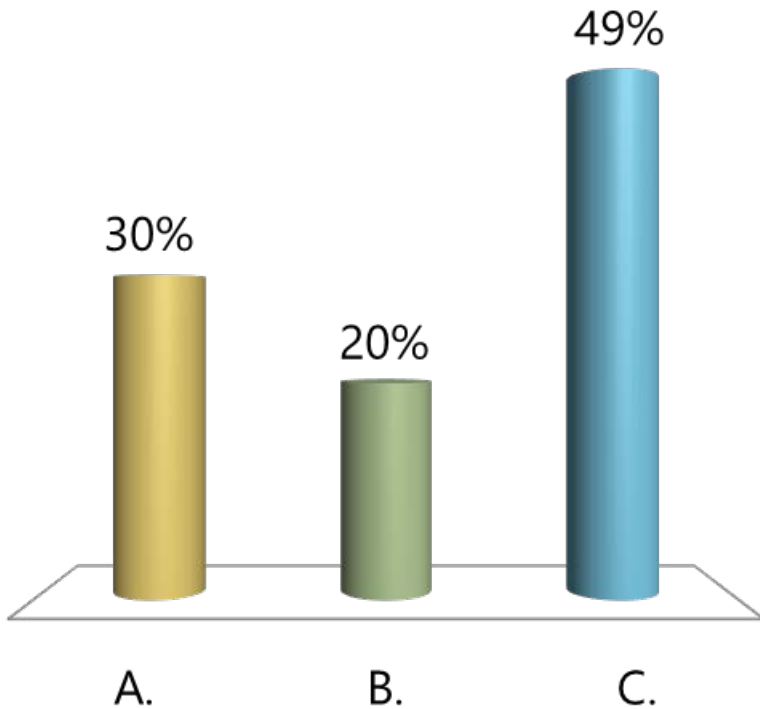


Image: Multi-tenant pole sign

## 18. How do you feel about this style of sign?

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

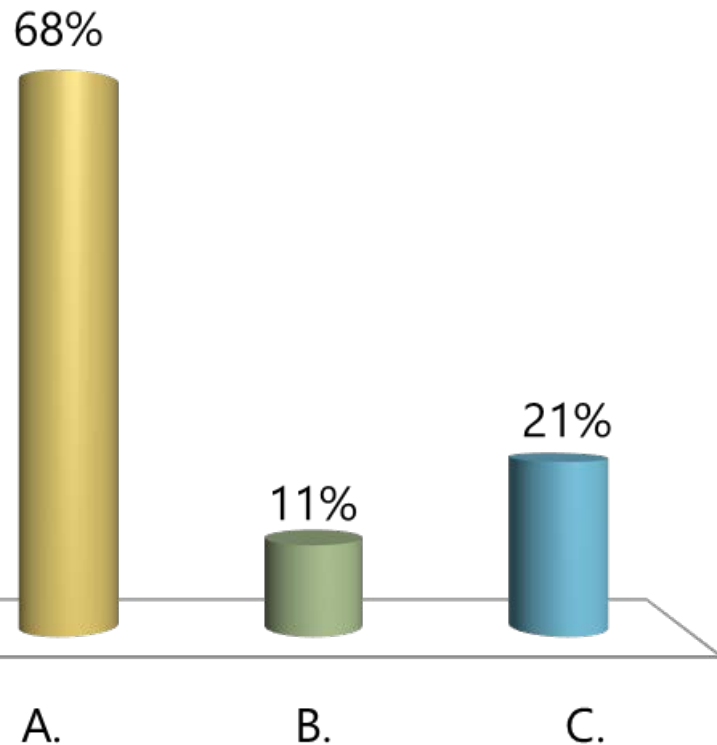


Image: Low-profile monument sign with stone base

## 19. How do you feel about this style of sign?

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

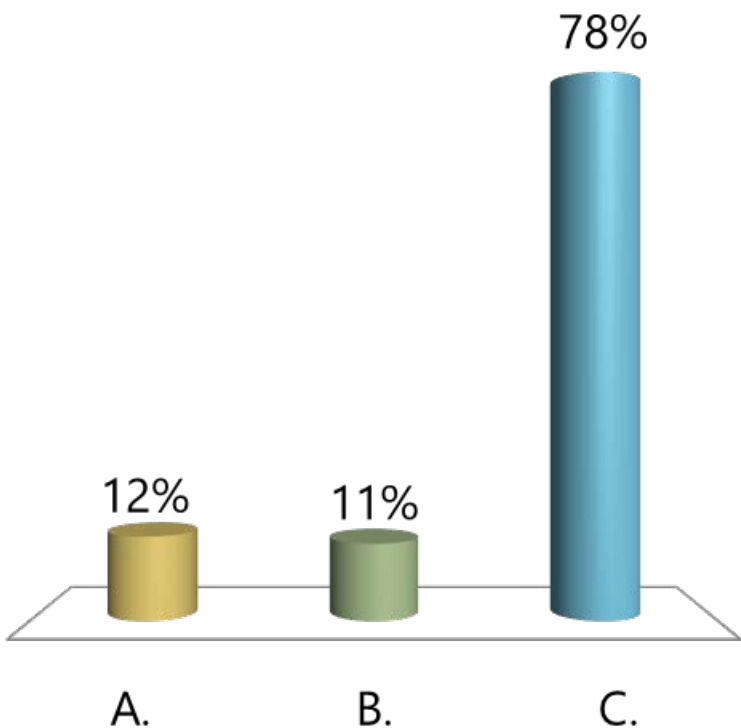


Image: Low-profile monument sign with electronic messaging

## 20. How do you feel about this style of lighting?

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

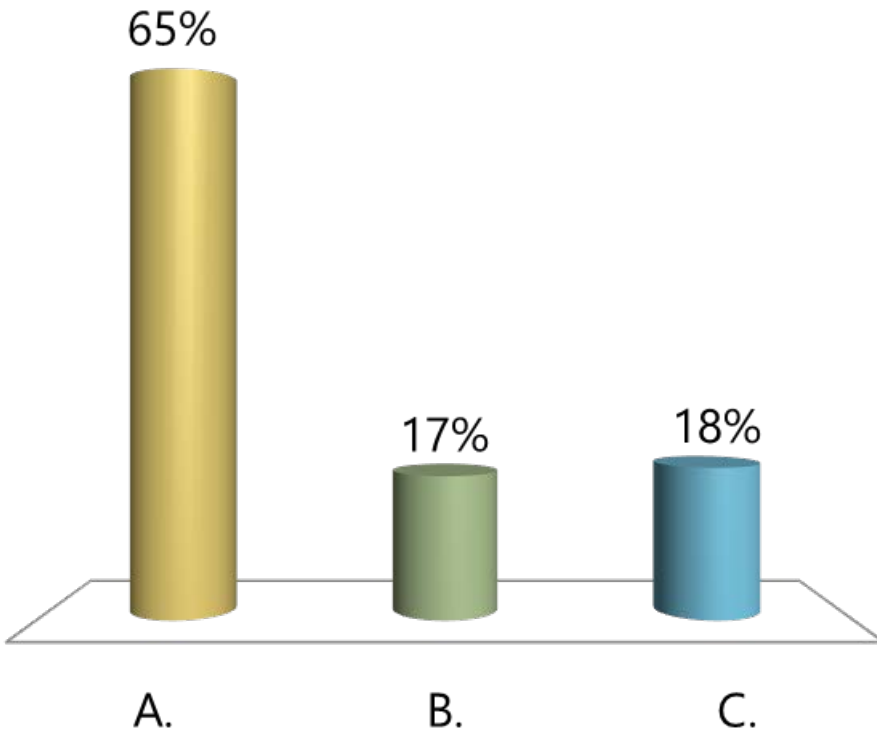


Image: Pedestrian-oriented decorative street lamps



## 21. How do you feel about this style of lighting?

- A. Like
- B. Neutral
- C. Dislike

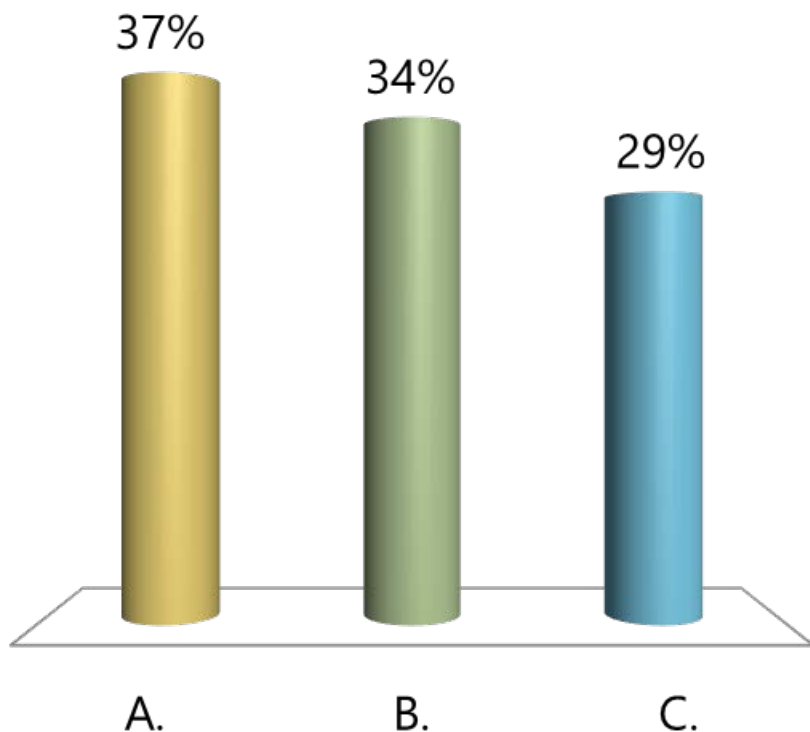


Image: Pedestrian oriented light with banner pole

## 22. How do you feel about this style of lighting?

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

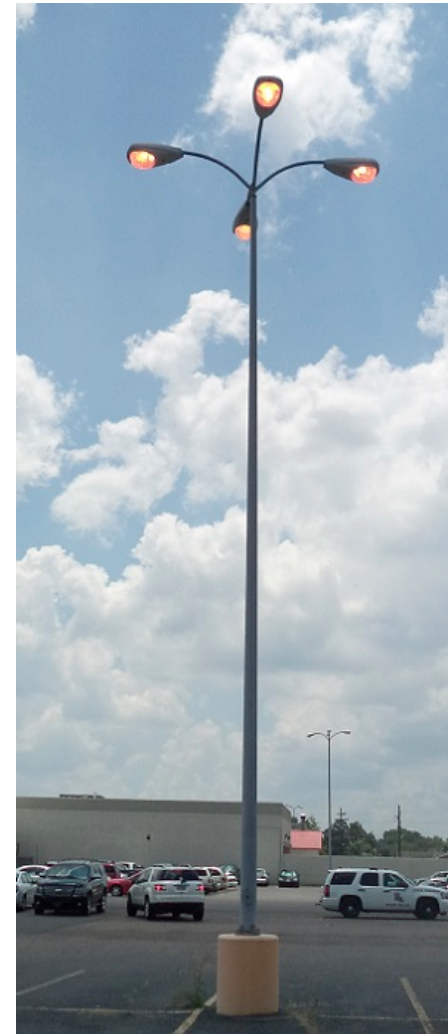
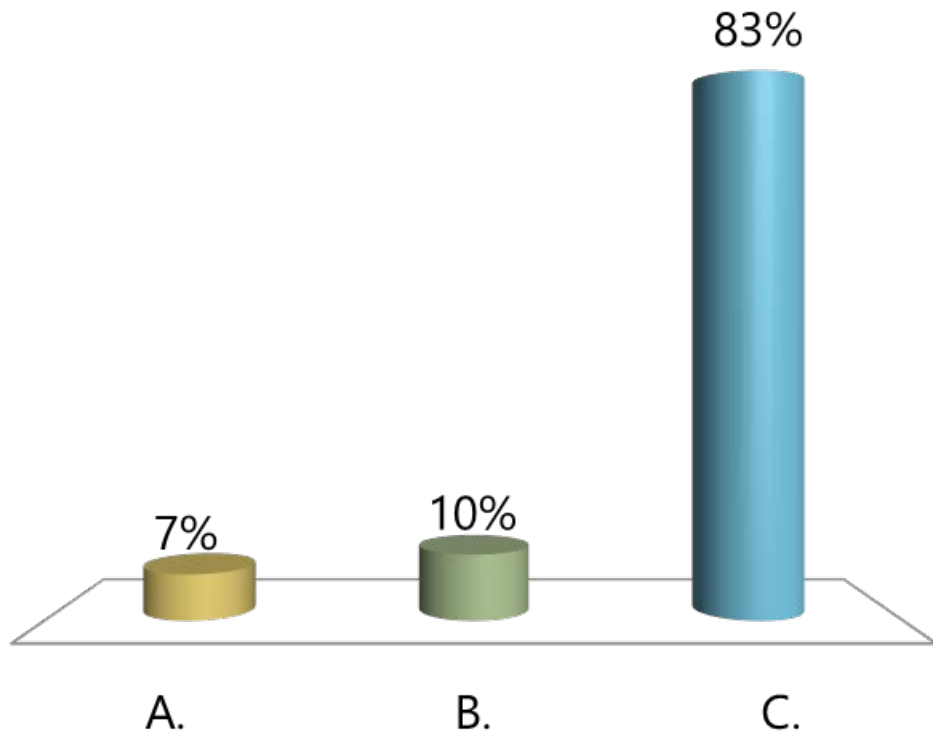


Image: LED full cut-off parking lot light

## 23. How do you feel about this public space?

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

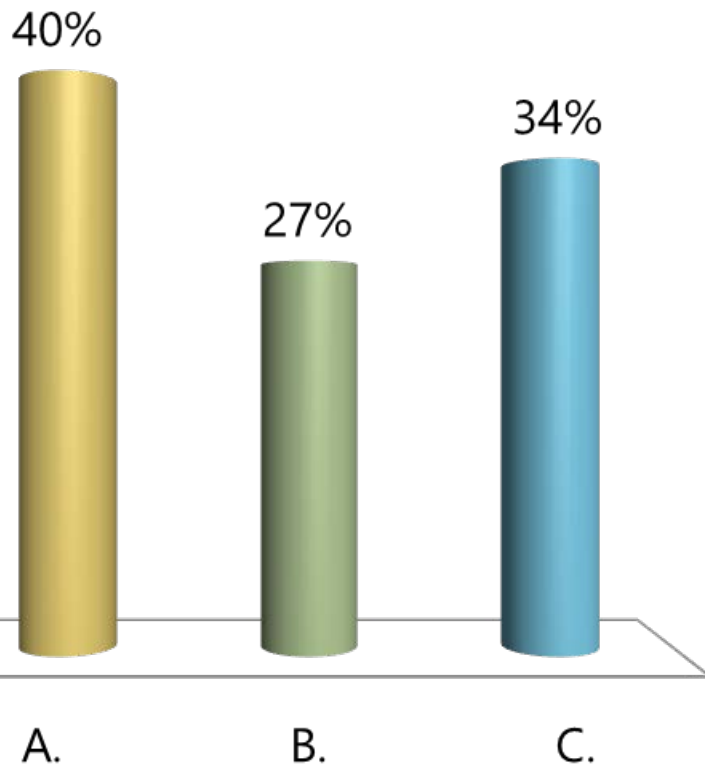


Image: Mixed use town square

## 24. How do you feel about this public space?

- A. Like
- B. Neutral
- C. Dislike

72%



10%



17%



A.

B.

C.



Image: Town square with gazebo and benches



## 25. How do you feel about this public space?

- A. Like
- B. Neutral
- C. Dislike

44%



29%



27%



A.

B.

C.



Image: Farmer's market

## 26. How do you feel about this public space?

- A. Like
- B. Neutral
- C. Dislike

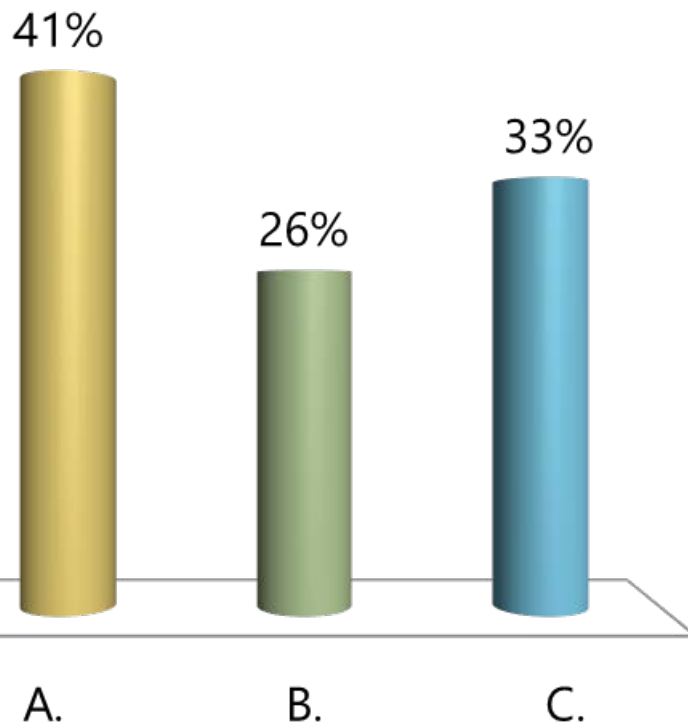


Image: Produce stand

## 27. Which Town Center image do you prefer?

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

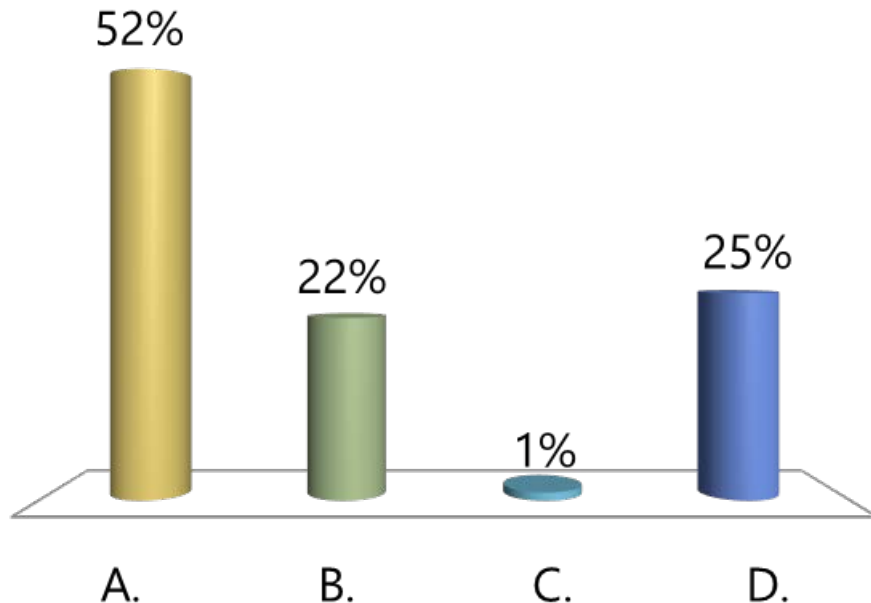


Image 1: Rural town center



Image 2: Newly developed town center



## 28. Which Town Center development pattern do you prefer?

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

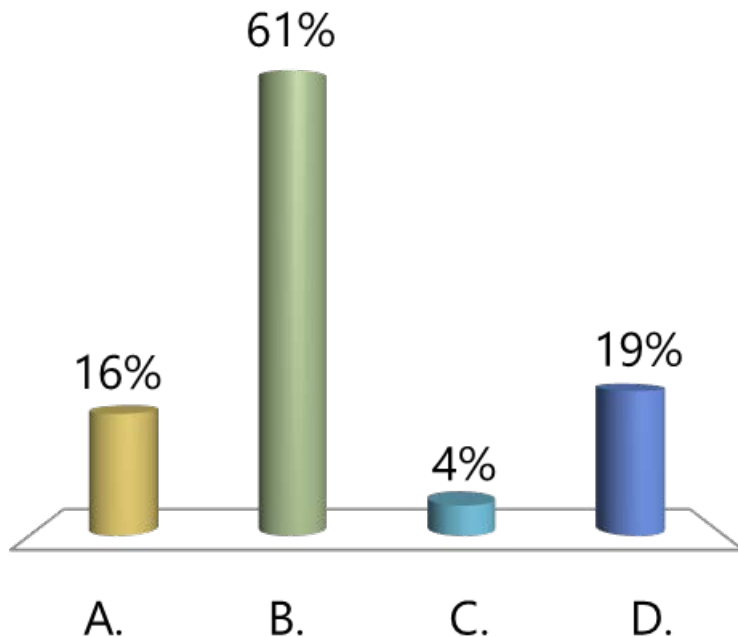


Image 1: Mixed use town center



Image 2: Rural town center

# PARK RESTROOM OPTIONS

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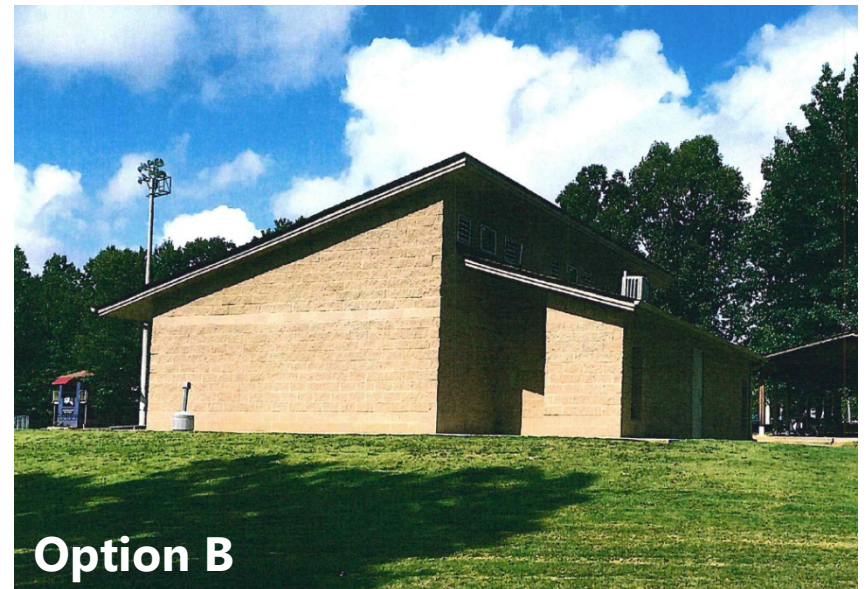
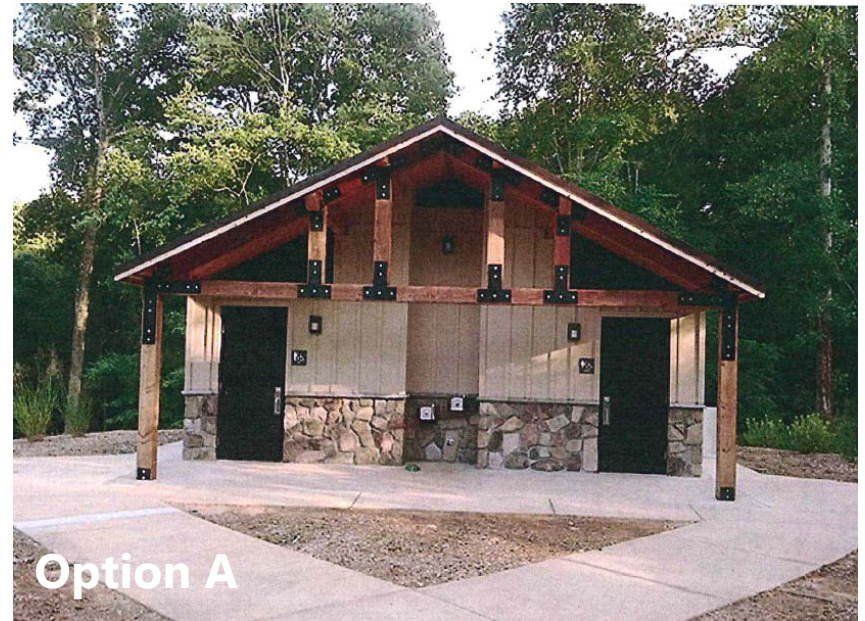
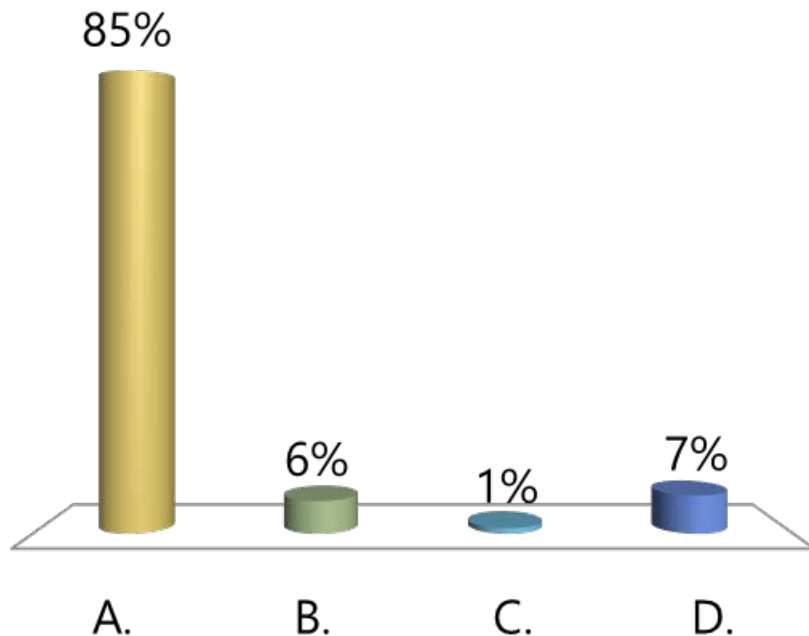






## 29. Which park structure do you prefer?

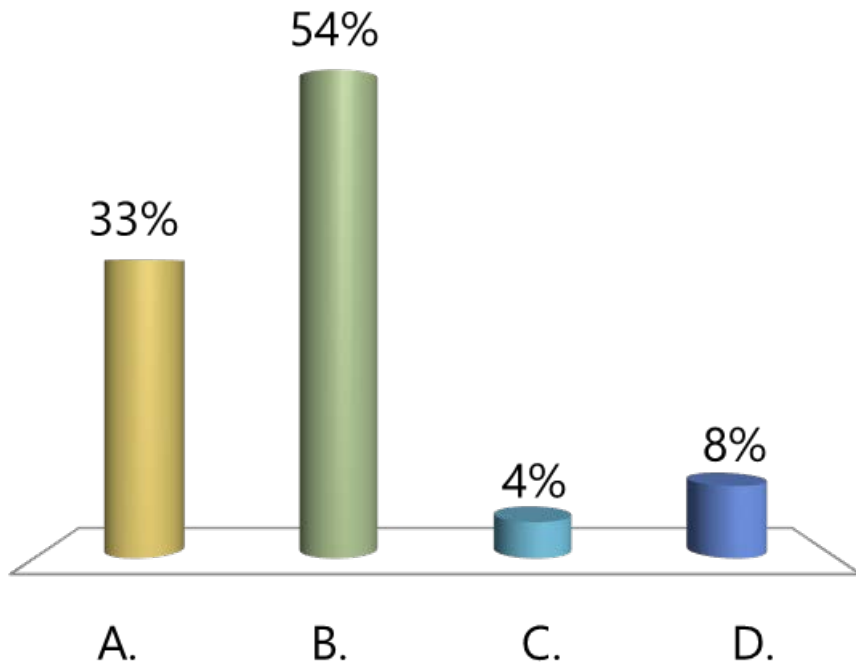
- A. Option A
- B. Option B
- C. Either – No Preference
- D. Neither





### 30. Which park structure do you prefer?

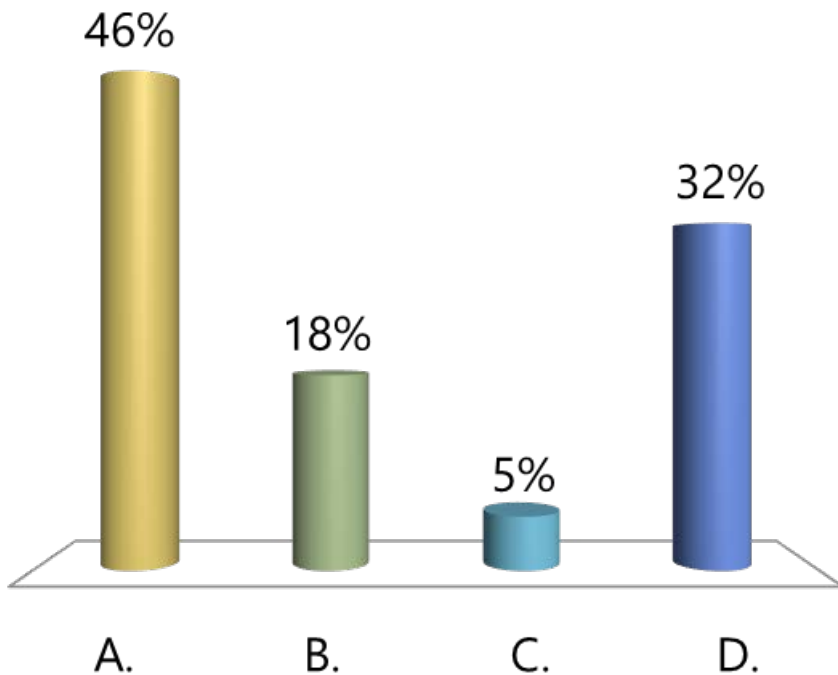
- A. Option A
- B. Option B
- C. Either – No Preference
- D. Neither





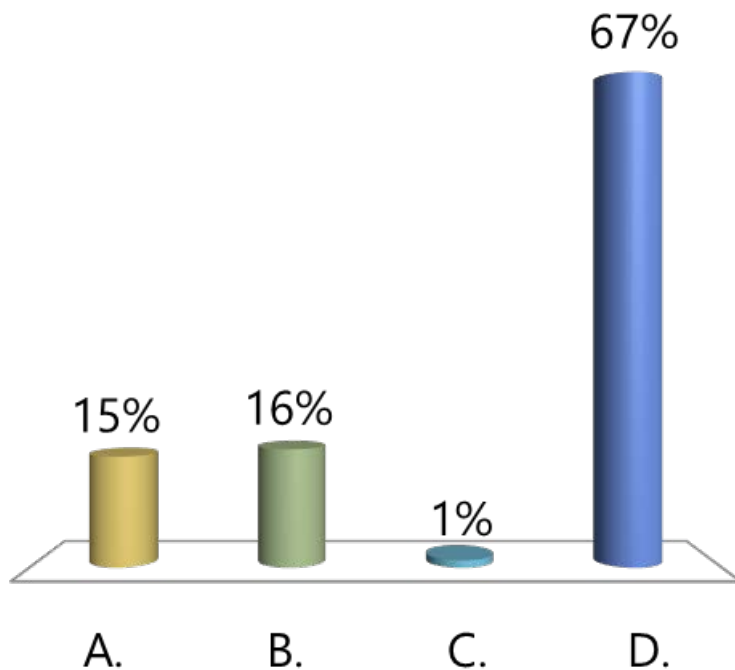
# 31. Which park structure do you prefer?

- A. Option A
- B. Option B
- C. Either – No Preference
- D. Neither



## 32. Which park structure do you prefer?

- A. Option A
- B. Option B
- C. Either – No Preference
- D. Neither



# DISCUSSION & NEXT STEPS

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For more information on the Route 5 Corridor/Marion Hill Study go to:

**<http://henrico.us/projects/>**

Online survey will close on October 31, 2017