



PUP-2025-100585

Andrew Elsbury

Staff Report for the Board of Supervisors Public Hearing
Prepared May 29, 2025

This report is prepared by the Henrico County Planning Staff to provide information to the Planning Commission and the Board of Supervisors to assist them in making a decision on this application. It may also be useful to others interested in this zoning matter.

I. PUBLIC HEARINGS:

| | | |
|------------------------------|---------------|--------------------------|
| Planning Commission: | May 15, 2025 | Recommended for Approval |
| Board of Supervisors: | June 10, 2025 | Pending |

II. IDENTIFICATION AND LOCATIONAL INFORMATION:

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|---|---|
| Request: | Provisional Use Permit (PUP) to allow for a vocational or trade school. |
| Existing Zoning: | O-2 Office District |
| Acreage: | Tenant Space = 1,586 square feet Parcel = 2.57 ac. |
| Proposed Use: | Massage School |
| Location of Property: | Southeast intersection of Enterprise Parkway and Prestwick Road |
| Magisterial District: | Tuckahoe |
| Comprehensive Plan Recommendation: | Office |
| Parcel Numbers: | 763-751-4787 |
| Zoning of Surrounding Properties: | North: O-2 Office District South: O-2 Office District, B-3C Business District (Conditional) East: B-3C Business District (Conditional) West: R-3 One-Family Residence District |

III. SUMMARY OF STAFF REPORT COMMENTS:

This is a request for a provisional use permit to allow a massage school in part of the Joyner Building. The site is located at the southeast intersection of Enterprise Parkway and Prestwick Road. The zoning of the parcel is O-2, Office District, which requires a provisional use permit to allow a vocational school, and the 2026 Comprehensive Plan recommends Office.

The proposed use is not anticipated to have negative impacts on the surrounding area and would occupy one tenant space in an existing office building. Although a massage school is not fully consistent with the Office designation, this request, if properly conditioned, could be consistent with the uses in the surrounding area. For these reasons, staff supports this request subject to the recommended conditions outlined in Section IV of this report.

At their meeting on May 15th, 2025, the Planning Commission recommended approval of this request.

IV. LAND USE ANALYSIS AND IMPLICATIONS:

The applicant is proposing a massage school (H&S School of Massage), which would be one tenant within the Joyner Building, a two-story, 33,126-square-foot office building located at 2727 Enterprise Parkway. The subject site is zoned O-2, Office District, which requires a provisional use permit to allow for a vocational or trade school. No alterations, other than signage, will be made to the exterior of the building.

Other uses in the surrounding area include Affinity Funeral Service, zoned O-2, the Enterprise Parkway Office Building and several commercial buildings, zoned B-3 and B-3C, Business District. To the west, across Prestwick Road, is the Williamsburg Park subdivision, zoned R-3 One-Family Residence District.

The H&S School of Massage would be located in an approximately 1,600 square-foot tenant space (Suite 101) as shown in Exhibit A. The school would provide massage education in accordance with the standards of SCHEV (State Council for Higher Education for Virginia). Their program prepares students through a 500-hour program for the Massage and Bodywork Licensing Exam (MBLEx). There would be four students and one instructor per class cycle, with a total of six class cycles per calendar year.

As a massage school differs from traditional office use, staff has proposed conditions with this request. If approved, these conditions would regulate the use in addition to the standards in the Zoning Ordinance such as limiting the hours of operation to be comparable with the other existing tenants.

Additionally, to mitigate potential impacts on adjacent office uses, staff recommends Condition #2, which would require that all in-person training services for members of the public be provided by appointment only. This condition is similar to those accepted with other requests for vocational or trade schools in existing office complexes elsewhere in the county.

The 2026 Comprehensive Plan recommends Office for the subject parcel. Although a massage school is not fully consistent with the Office designation, the recommended conditions with this request would regulate this use similar to other office uses. By limiting hours of operation and requiring all training services be provided by appointment only, impacts should be mitigated on other office users and adjacent properties. For these reasons, staff supports this request subject to the following recommended conditions:

1. The trade school (H&S Massage School) must only be in operation Monday through Friday between the hours of 7:00 am through 9:00 pm and Saturday through Sunday between 9:00 am through 5:00 pm.
2. All training services for members of the public will be provided by appointment only and not available for walk-in clients.
3. Any signage must be regulated by the Office District regulations identified in Section 24-5707 of the Zoning Ordinance. In addition, there shall be no banners or attention-getting devices.
4. Windows shall not be tinted or obscured by advertisements, posted, and/or visual obstructions.
5. There must be no outdoor speakers or sound systems.
6. This permit will only apply to the tenant space identified as Suite 101 in the Joyner Building located at 2727 Enterprise Parkway as shown in Exhibit A.
7. The trade school (H&S School of Massage) must provide a massage education program that is certified or approved by the State Council for Higher Education for Virginia (SCHEV).
8. In the event that evidence (i.e. police calls to the premises, complaints from other businesses or neighbors) indicates that the operation of the massage school use is having an adverse effect (i.e. increased public nuisance, loitering, excessive noise outside the building, etc.) on the surrounding area, the Board of Supervisors may hold a public hearing to considering revoking the provisional use permit.

The Planning Commission recommended approval of this request at their meeting on May 15th, 2025.

V. COMPREHENSIVE PLAN ANALYSIS:

Comprehensive Plan Recommendation:

The 2026 Comprehensive Plan recommends Office for the subject site. Although a massage school is not fully consistent with this designation, if properly regulated, this request could be consistent with other office uses in the surrounding area.

Vision, Goal, Objectives, and Policies:

This request is consistent with the following Goals, Objectives, and Policies of the 2026 Comprehensive Plan:

- Economic Objective 5: Promote reinvestment in older neighborhoods to meet the needs for retail services and employment in local areas.
- Land Use and Community Character Objective 30: Minimize disruptions and conflict among established residential, commercial and industrial uses and new uses.
- General Development Policy 6: Encourage compatible infill, redevelopment and development in proximity to existing development and services when appropriate to avoid “leap frog” growth patterns which may result in higher service costs.

VI. PUBLIC SERVICE AND SITE CONSIDERATIONS:

Major Thoroughfare and Transportation:

No comments.

Drainage:

No comments.

Public Utilities:

Property is served by water and sewer.

Department of Community Revitalization:

No comments received on this request.

Schools:

This provisional use permit does not propose any development of residential uses, and thus no educational impacts are projected.

Division of Fire:

No comments.

Division of Police:

No comments.

Recreation and Parks:

No park or recreation facilities, historical, archeological or battlefield impact.

Libraries:

No Comments.

Topography and Land Characteristics Adaptability:

None.

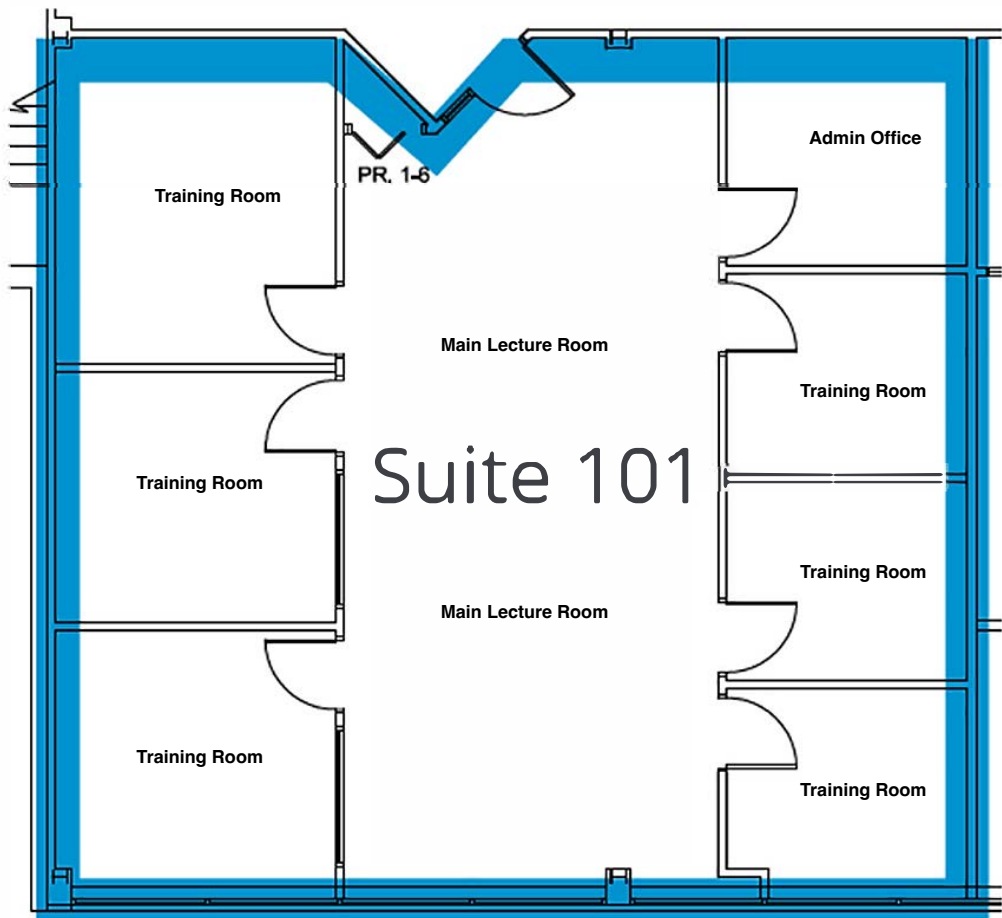
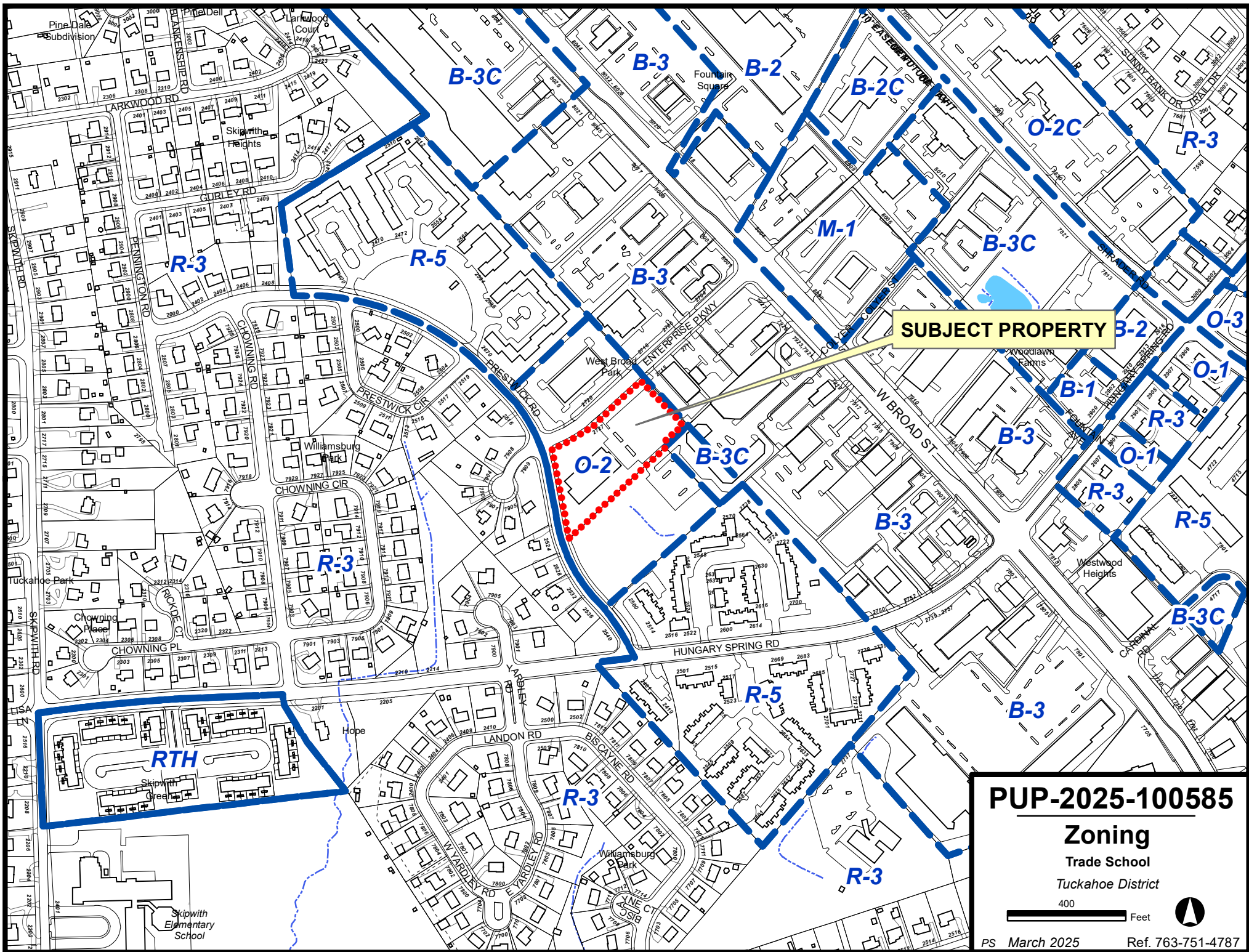


EXHIBIT A

PUP-2025-100585



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Zoning

Trade School

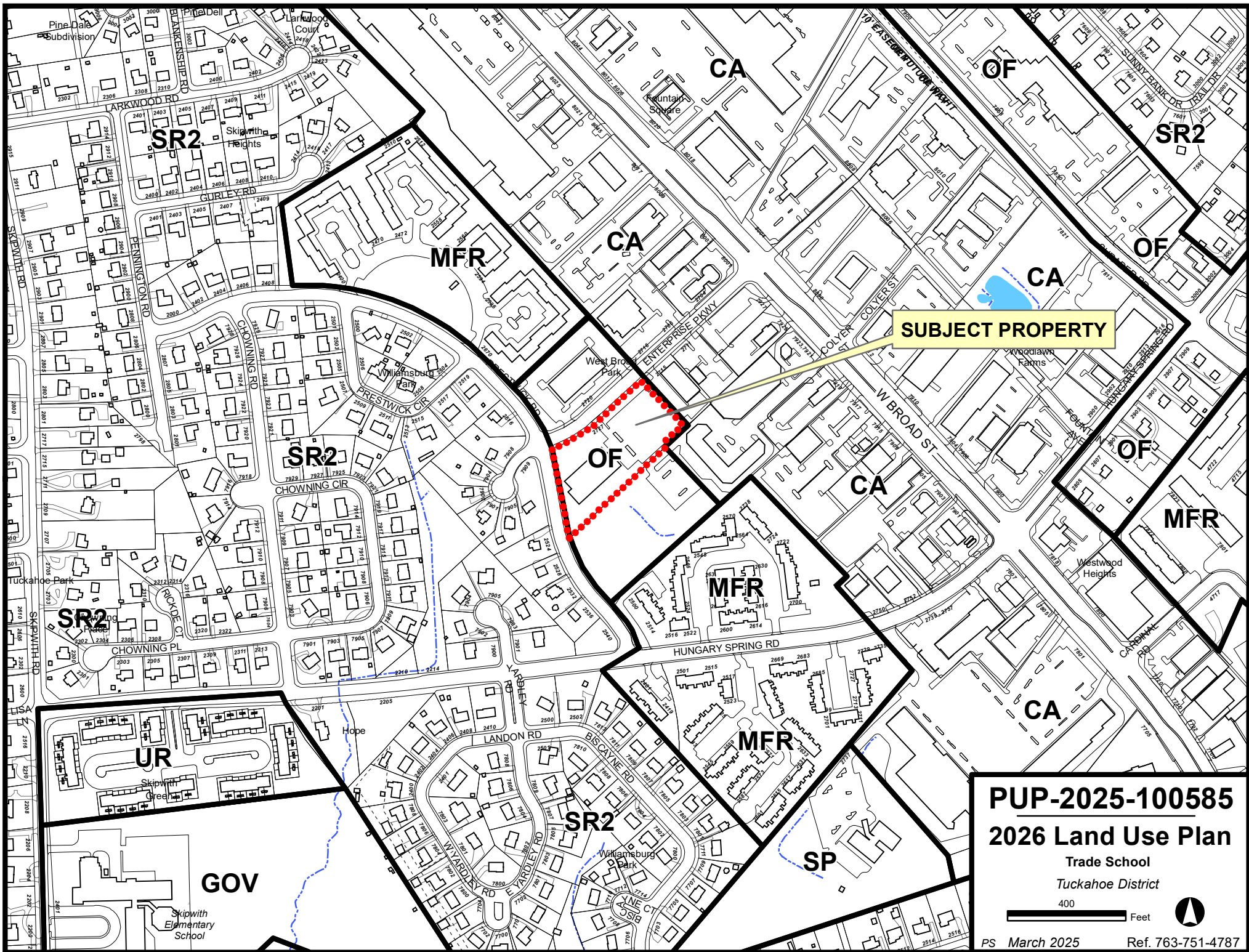
Tuckahoe District

400 Feet



PS March 2025

Ref. 763-751-4787



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2026 Land Use Plan

Trade School

Tuckahoe District

400

Feet



PS March 2025

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