

PUP-2026-100750

Whitehead & Chiocca Properties, LLC



Report Drafted August 27, 2026

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 land use matter.

Upcoming Public Hearing:

Board of Supervisors (September 8, 2026)

Planning Staff Position:

Support

Planning Commission Recommendation:

Approval (July 9, 2026)

Magisterial District: Varina

Site Acreage & Location:

Acreage = 3.697 acres

Tenant Space = Approximately 6,000 square feet

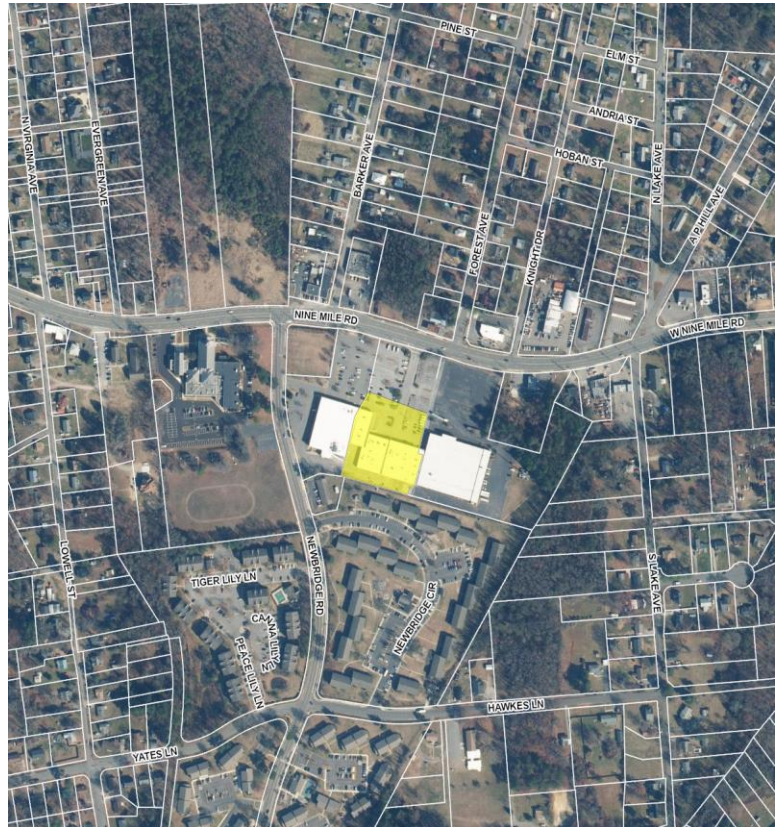
South line of Nine Mile Road approximately 400' east of its intersection with Newbridge Road (Newbridge Square Shopping Center)

Parcel GPIN(s):

Part of 818-725-7584

Applicant (Representative):

Whitehead & Chiocca Properties, LLC (Lois Lewis-Jolley)



Proposed Use/Request:

PUP to allow indoor recreation

Existing Zoning:

- B-1, Business District

2026 Future Land Use Designation(s):

- Commercial Concentration

I. Executive Summary

This is a request for a provisional use permit to allow indoor recreation as part of an existing business, Occasions Too!. The site is in an approximately 6,000 square foot tenant space in the Newbridge Shopping Center on the south line of Nine Mile Road east of its intersection with Newbridge Road. The portion of the parcel subject to this request is zoned B-1, Business District, which requires a provisional use permit for indoor recreation. The site is located in the Enterprise Zone.

The 2026 Comprehensive Plan recommends Commercial Concentration for the subject site. Although this request would be generally consistent with the uses in the surrounding area and the Commercial Concentration designation, Henrico Police has notified staff of recent incidents that occurred at the subject property. To address this staff has included several conditions including a reduction in hours of operation, limiting the provisional use permit to one year, and requiring either an off-duty police officer or approved security guard during hours of operation. Additionally, the applicant has been encouraged to continue working with Henrico Police regarding security improvements at the site and the required CPTED Plan. As a result, staff is supportive of this request subject to the conditions outlined in Section V of this report.

At their meeting on July 9th, the Planning Commission recommended approval of this request. At this meeting, the applicant expressed concerns regarding two of the recommended conditions pertaining to reduced hours of operation and requirement for unobstructed windows. The Board of Supervisors granted a deferral of this request until their September 8th meeting. At this time, no new information has been provided.

II. Proposal Details

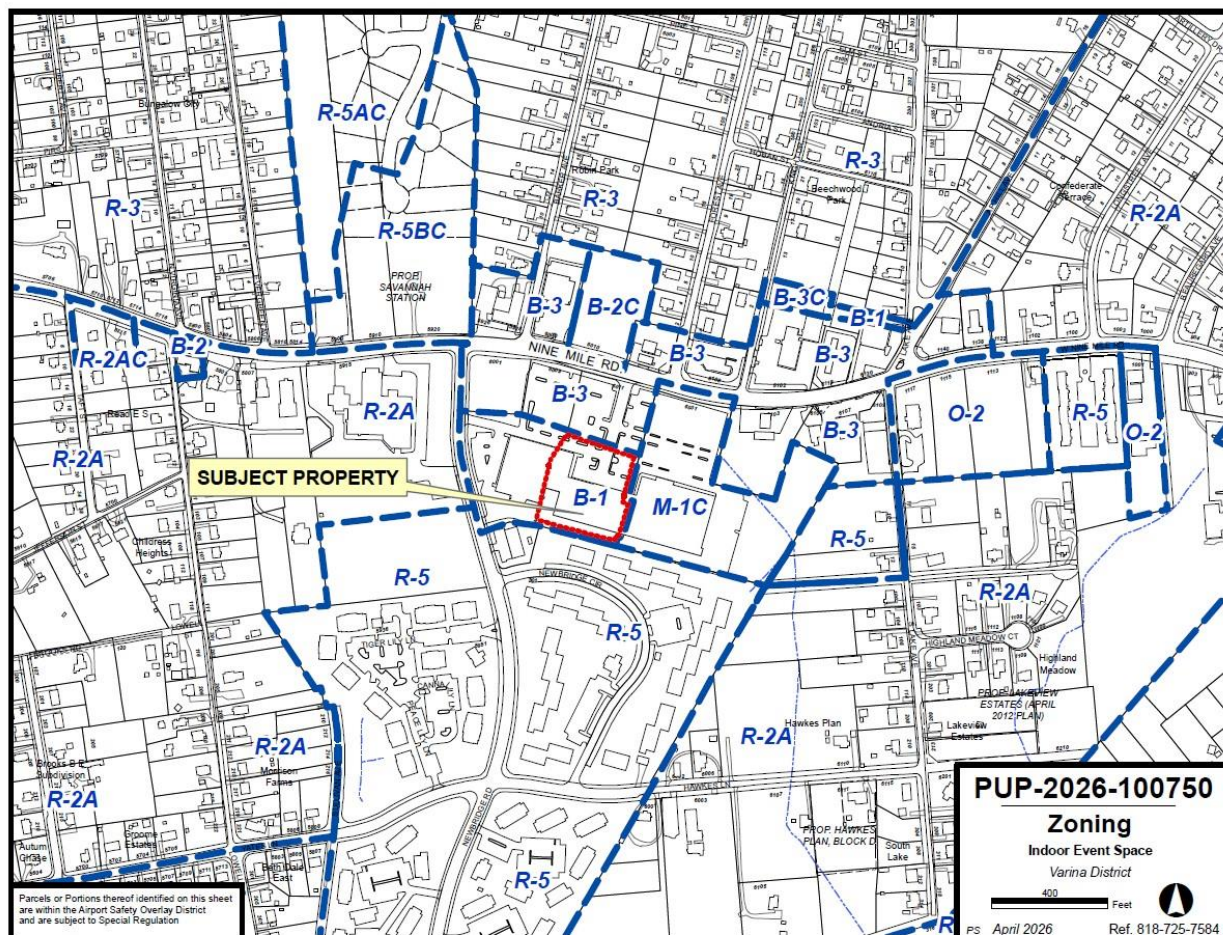
The applicant is requesting a provisional use permit to allow indoor recreation in an approximately 6,000 square foot tenant space of the Newbridge Square Shopping Center located on the south line of Nine Mile Road east of its intersection with Newbridge Road. The portion of the parcel subject to this request is zoned B-1, Business District, which requires a provisional use permit for indoor recreation. The site is in the Enterprise Zone. No exterior modifications are proposed with this request.

This request would bring an existing business, Occasions Too!, into compliance with the county's Zoning Ordinance. This business opened in 2017 and currently hosts private events such as weddings, funerals, and baby showers and can be reserved from 8am – midnight every day of the week. The applicant operates another similar business, Occasions Event Hall, also located on Nine Mile Road. Some events utilize equipment which causes the use to be classified as indoor recreation.

The business hosts an average of 12 private events per month. The interior of the event space includes three event rooms and a kitchenette. No food preparation would be done on-site and would be handled by outside catering services. Occasions Too! does not provide an ABC license, and this must be obtained from the Virginia Department of Alcohol Beverage Consumption prior to a client utilizing the space for an event. If this is not obtained and provided to the event hall at least 7 days in advance of the event, no alcohol beverages are permitted during the event.

III. Surrounding Properties & Comprehensive Plan

Surrounding Properties		
	Existing Land Use	Zoning
North	Parking lot of Newbridge Square Shopping Center,	B-3
	East End Tire	B-3
	Vacant parcel	B-2C
South	Coventry Gardens Apartments	R-5
	Newbridge Square Apartments	R-5
East	Part of Newbridge Square Shopping Center	M-1C
	Hawkes Plan subdivision	R-5
West	Part of Newbridge Square Shopping Center	B-1
	New Bridge Learning Center (HCPS)	R-2A

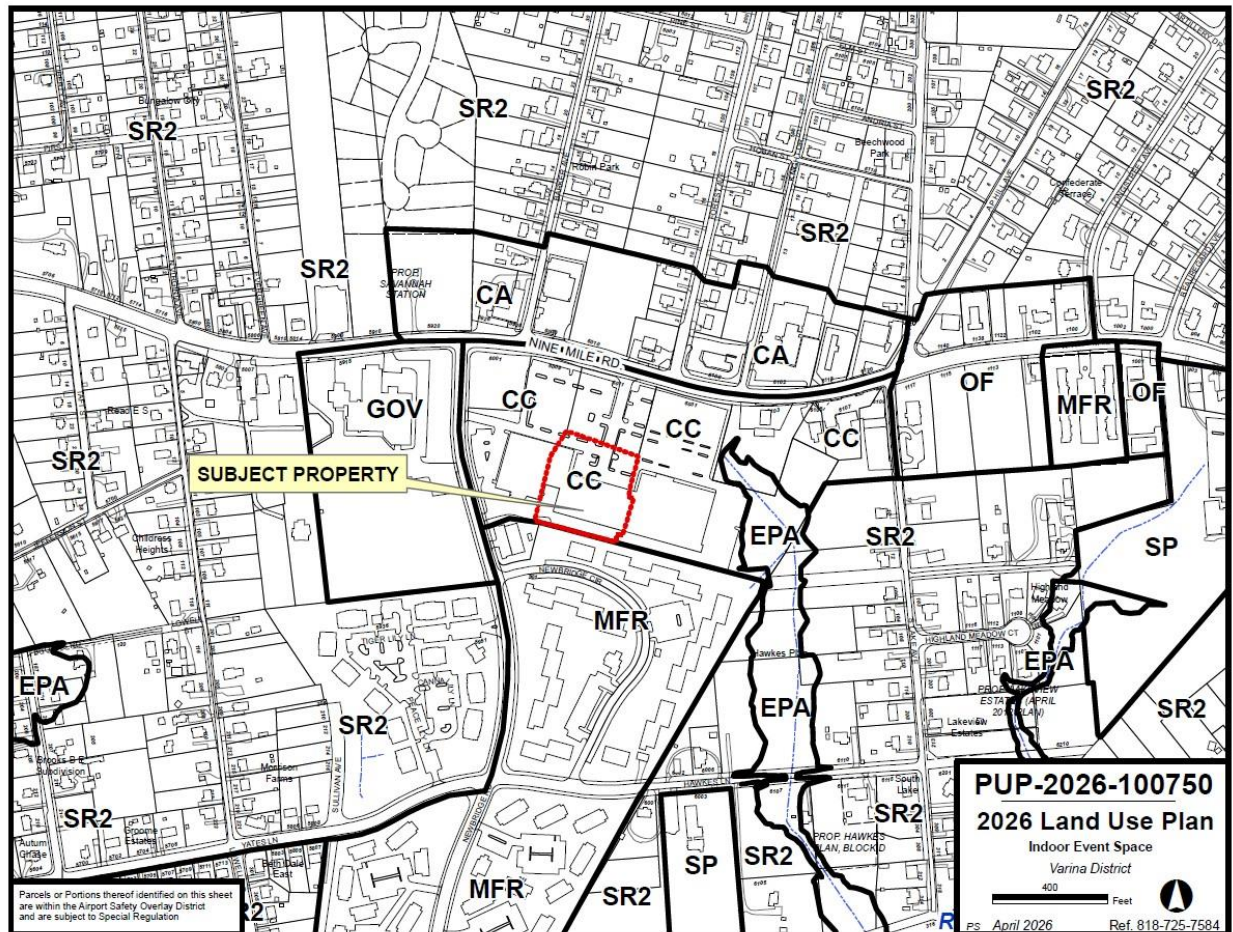


Existing Zoning Districts of the Subject Site and Surrounding Areas

Recommended Future Land Use(s) of Subject Site

Commercial Concentration (CC)

Commercial Concentration is applied to land intended for retail and/or wholesale sales and service establishments with coordinated design for shared parking areas and shared points of access to a roadway.



Future Land Use Designations of of the Subject Site and Surrounding Areas

IV. Consistency with Comprehensive Plan & Evaluation of the Request

Topic	Open Issue(s)
Consistency with Comprehensive Plan	No
Site Design & Compatibility	No
Transportation Infrastructure	No
Schools	No
Natural Resources & Environment (Water, Soil, Vegetation, Wildlife, Sustainability)	No
Recreation & Cultural / Historic Resources	No
Public Safety (Police & Fire)	Yes No but the applicant is encouraged to continue working with Henrico Police regarding security improvements at the subject site.
Public Utilities (Water & Sewer)	No
Community Revitalization	No
Libraries	No

Consistency with Comprehensive Plan

The Comprehensive Plan recommends Commercial Concentration. Although this request is generally consistent with this designation and the site's location within the Enterprise Zone, Henrico Police has indicated that there are ongoing security concerns at the site.

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

- 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.
- 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 Goal 6: Portions of the county which are currently developed that offer opportunities for redevelopment, infill and intensification to take advantage of existing infrastructure, services and utilities.

Without approval of the recommended conditions, this request would not be consistent with the following Goals, Objectives, Policies of the 2026 Comprehensive Plan:

- Land Use and Community Character Objective 41: Promote public safety through the use of Crime Prevention Through Environmental Design (CPTED) methods.

Site Design & Compatibility

The requested PUP is for one tenant space in an existing shopping center (Newbridge Square Shopping Center). No exterior modifications are proposed with this request.

Transportation Infrastructure (Car / Pedestrian / Bicycle)

Traffic Engineering has no comments on this request.

Schools

Henrico County Public Schools had no comments as this provisional use permit since this case does not propose any residential impacts.

Natural Resources & Environment

Water & Soil

Public Works (Design Division) has no comments on this provisional use permit request.

Vegetation & Wildlife

The site is currently developed with limited landscaping. While this proposal does not impact these features the following suggestions may benefit the site as a whole.

Other Recommendations:

- Refresh parking lot plantings with native, low-maintenance species (evergreen or seasonal pollinators) to support urban pollinators without increasing the maintenance burden.
- Redesign parking islands with soil volumes sized for long-term tree health; prioritize species tolerant of urban conditions.
- Expand tree canopy coverage to increase shade, reduce cooling load, and improve biodiversity.

Sustainability & Resilience

To better address environmental changes and support long-term ecological health, the current design may benefit from additional sustainability and resilience measures such as:

- Install EV charging and reserve stalls for hybrid/EV/low-energy vehicles near the primary entrance.
- Provide an excess of bicycle parking in visible, well-lit locations proximate to the tenant's entrance.

Recreation & Cultural / Historic Resources

Recreation and Parks stated no park or recreation facilities, historical, archeological or battlefield impact.

Public Safety

Division of Police – Henrico Police is continuing to work with the applicant to ensure that safety and security best practices are implemented should the Board of Supervisors approve the Provisional Use Permit.

Division of Fire – After review, the Division of Fire has no comments.

Public Utilities (Water & Sewer)

The Department of Public Utilities stated the property is served with water and sewer.

Community Revitalization

Community Revitalization has no comments.

Libraries

Libraries have no comments.

V. Conditional Zoning Decision Standards

The advisability of a provisional use permit is a matter committed to the legislative discretion of the Board of Supervisors. In determining whether to adopt or disapprove a provisional use permit the Board of Supervisors may consider many factors consistent with the Code of Virginia, including whether and to what extent the proposed amendment:

Factor for Consideration	Proposal Meets
Is consistent with the goals and policies of the comprehensive plan and other applicable County adopted plans and planning documents.	Yes
Fulfills any other appropriate land use or zoning purposes or any other relevant purpose permitted by law.	Yes
Is not in conflict with any provision of this Ordinance, the County Code, and the Code of Virginia.	Yes
Is required by the public necessity, convenience, general welfare, or good zoning practice.	Yes

Staff recommends approval subject to the following conditions:

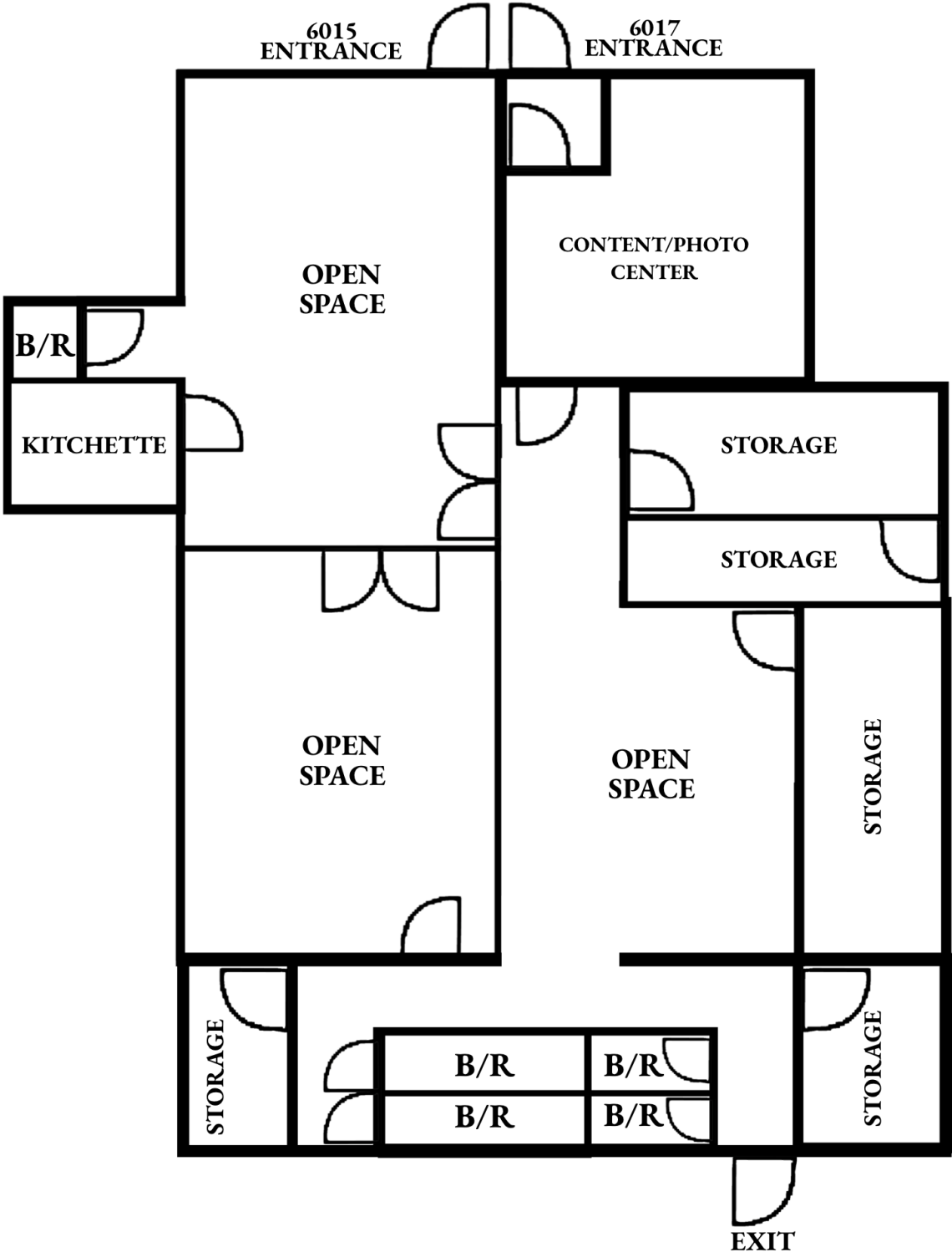
1. This provisional use permit will only allow the following:
 - a. A private reception and event venue
 - i. Operating hours for events and private receptions will be permitted only from 8:00 am to 10:00 pm.
2. The owner or a representative of the owner must be on-site during all hours of operation.
3. Public dance halls, as defined in Section 24-8405 of the county's Zoning Ordinance, are prohibited. No later than 60 days following the approval of this Provisional Use Permit, the applicant must satisfy the requirements of the Chief of Police regarding a dance hall permit (see Section 4-63 of the County Code).
4. This permit only applies to the tenant space currently occupied by Occasions Too! and shall not apply to any other business in the overall shopping center. If additional space within the shopping center is combined with the Occasions Too! business a new provisional use permit would be needed.
5. The installation of pay phones and the installation and operation of skilled video games are prohibited.
6. The applicant/owner/operator must be responsible for the installation, operation, and maintenance of a functioning security camera and video system of professional grade and quality and rated for surveillance of interior and exterior operations. The security cameras must, at minimum, include:
 - a. Exterior surveillance must monitor all entrance(s), parking area(s), and other areas deemed necessary by the Crime Prevention Unit of the Division of Police. Such security cameras must provide clear imagery of the establishment's patrons and their vehicles.
 - b. Recording of all activities under surveillance must be preserved for a period of one (1) month by the applicant or owner/operator. Authorized representatives of the Henrico Police Division must have full and complete access to all recordings upon request.
 - c. Exterior cameras must connect to Henrico County's Real Time Crime Center (Halo).
7. The applicant/owner/operator must provide adequate lighting for the entrances, exits, and parking areas that service the use or location. "Adequate lighting" means lighting sufficient for clear sight, visual identification of individuals, and useful for security camera surveillance

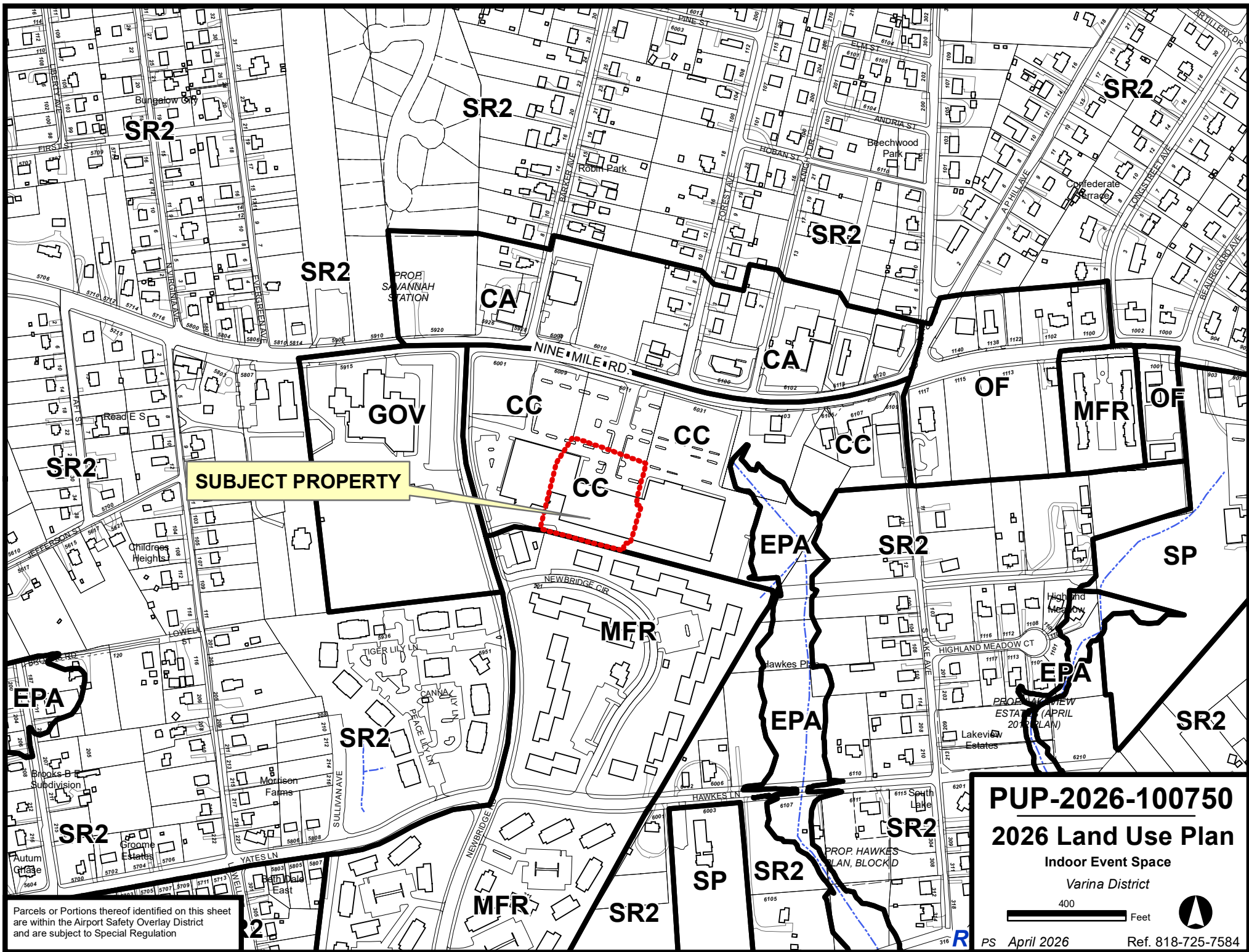
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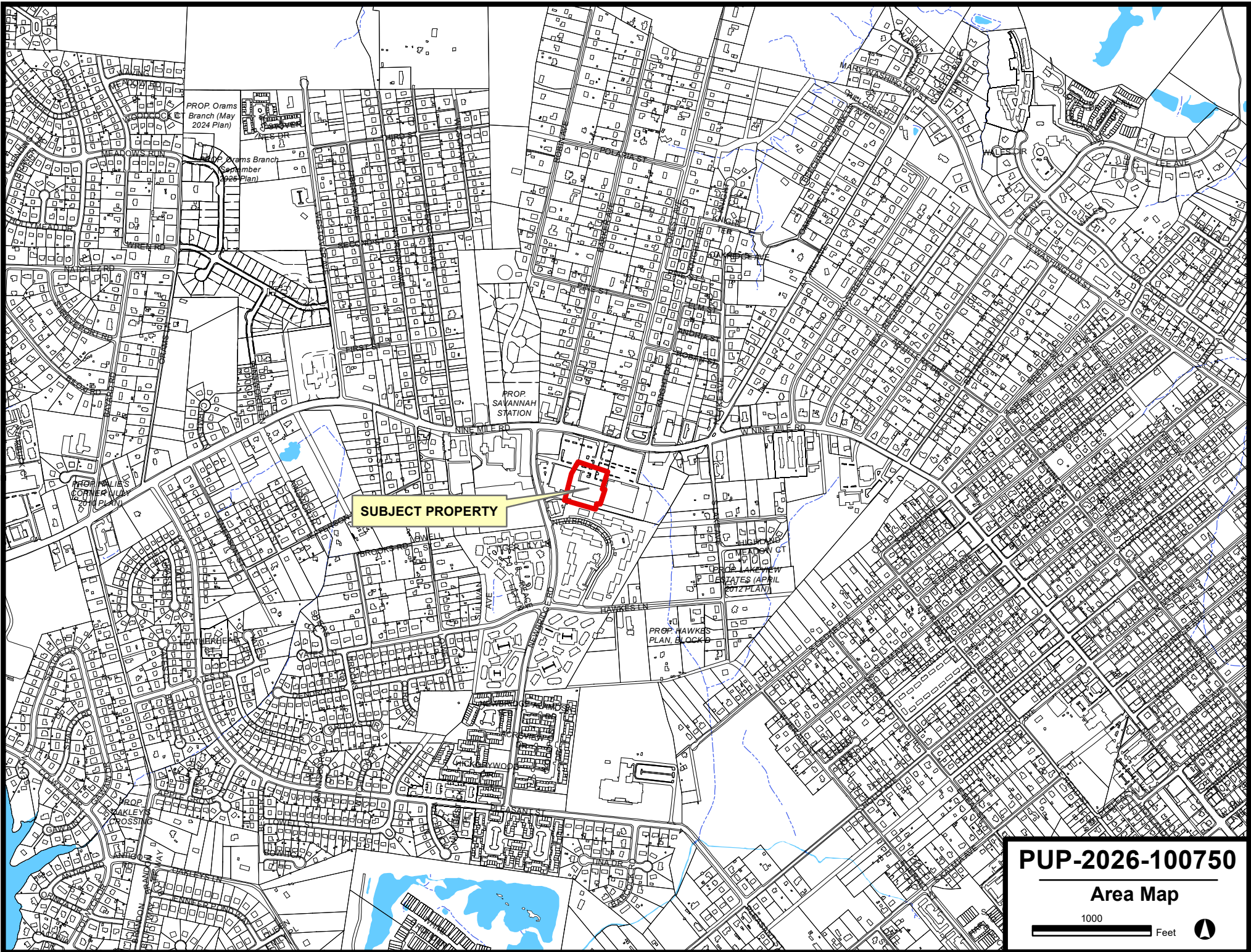
8. The owner or operator must not permit loitering on the premises during hours of operation and all patrons must leave the premises and parking areas immediately after the close of business.
9. Prior to operation, the applicant/owner/operator shall submit a paper and digital copy of a Crime Prevention Through Environmental Design (CPTED) Plan for review and approval by the Chief of Police. The CPTED Plan must contain the information below.
 - a. Standard operating procedures pertaining to employees, facility security, security personnel and all other crime prevention measures (including: a security alarm, placement and views of interior and exterior security cameras, physical security measures (door locks, hinges, access control (ex. keycard access)), landscaping, lighting, etc., and describes how the CPTED Plan is designed to reduce crime from occurring during hours of operation.
 - b. Trespassing enforcement authorization for the Henrico County Police Division, including the placement of "No Trespassing" signage
 - c. Prior to operation, the applicant/owner/operator must meet with the Henrico County Police Division to ensure security measures are installed and operating as described in the approved CPTED plan.
10. Store windows must not be tinted or obscured by advertisements, posters, blinds, and/or visual obstructions that inhibit or hinder exterior surveillance.
11. This Provisional Use Permit shall expire on August 31, 2027. Prior to its expiration, the applicant must apply for a new provisional use permit subject to a review of operations and compliance with these conditions. Should evidence (i.e. phone calls to the premises, complaints from other businesses, criminal assaults, narcotic or firearm violations, etc.) or registered complaints (i.e. increased public nuisance, loitering, excessive noise, etc.) prior to this date indicate operation of the indoor recreation use is having adverse effects on the area, the Board of Supervisors may hold a public hearing to consider revoking the PUP or amending all or some conditions.
12. At least one (1) uniformed security officer who is license by Virginia Department of Criminal Justice Services (DCJS) or Henrico County off-duty police officer shall be on duty during hours of operation. The officer shall periodically monitor the exterior of the premises as well as the interior for possible criminal activity.

VI. Case Chronology

Event	Date	Notes
Planning Commission Hearing	June 11, 2026 July 9, 2026	Deferred at the Commission's Request Recommended for Approval
Board of Supervisors Hearing	August 11, 2026 September 8, 2026	Deferred at the Applicant's Request Pending







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Area Map

1000 Feet

