









BEST PRODUCTS REIMAGINED & BROOK ROAD CORRIDOR MASTER PLAN

Henrico County
VIRGINIA



able.city EAST

Planning · Community Engagement
Economic Development · Architecture

DAEDALUS

ADVISORY SERVICES

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A. FBA-O UPDATE 68



01. INTRODUCTION



1.1 INTRODUCTION

CONCURRENT DEVELOPMENT







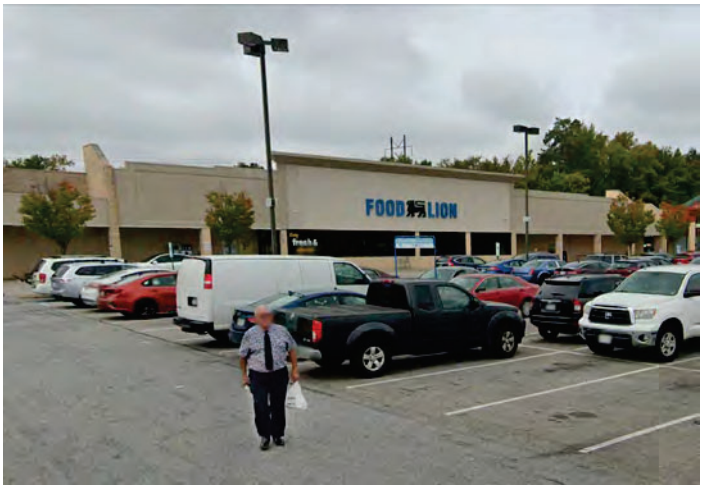

Best Products Reimagined Site

1.2 BACKGROUND & CONTEXT

CATALYST FOR THE REGION



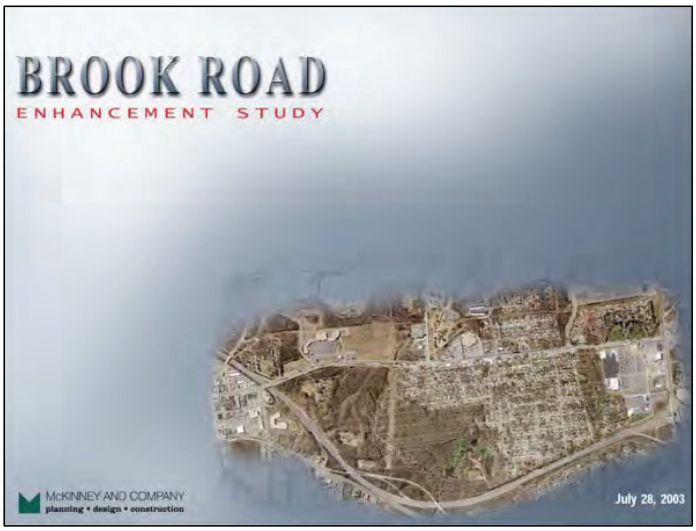




Brook Road Corridor

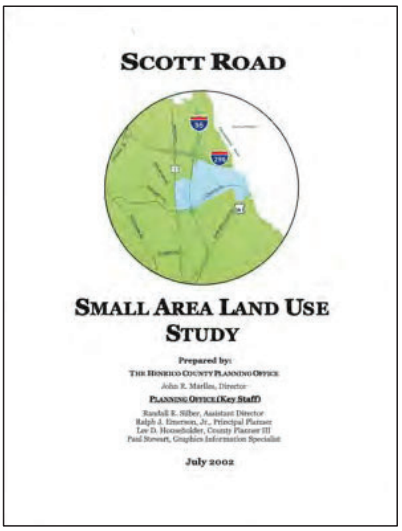
1.3 INITIAL ANALYSIS: BUILT ON PREVIOUS WORK

NEW REGULATIONS AND NEW OPPORTUNITIES



BROOK ROAD ENHANCEMENT STUDY

SCOTT ROAD SMALL AREA LAND USE STUDY



FALL LINE TRAIL AND RELATED TRAIL CONNECTIONS



GREEN CITY PLAN



1.4 PURPOSE OF THIS PLAN

A PLAN GROUNDED IN COMMUNITY VISION

THE FORM-BASED APPROACH

1.5 WHAT THE COMMUNITY ENVISIONS



1.6 FIVE BIG IDEAS

1 New development should create **GREAT WALKABLE PLACES**

2 Create a **UNIQUE GATEWAY EXPERIENCE** into Henrico County

3 **SAFE, COMFORTABLE, INTERESTING** and streets

4 Create a new **ECONOMIC CENTER** for **HENRICO COUNTY**

5 Increase access to **NATURE AND QUALITY PUBLIC SPACES**

The community feels they cannot walk or bike the Brook Road Corridor. They imagine the Brook Road Corridor as a series of compact, walkable, mixed-use centers with buildings close to the street, parking behind them, and mature trees throughout. The public called for additional uses like daycares, art galleries, health and wellness uses, outdoor cafes, and a more diverse retail mix. The Best Products Reimagined site should be a regional destination that people can get to without use of a car and this would require new local roads, bike facilities, and trails.

A unique gateway experience would include a more attractive sense of arrival along Brook Road and trailheads for accessing the Fall Line trail. The members of the public suggested several ideas including: Utilizing the eagle statues located on the Best Products Reimagined Site in a prominent gateway location, adding welcome signs to the new district, and adding landmark buildings at the place of arrival. Additional gateway elements could include enhanced landscaping, public art, decorative lighting, and signature intersections that establish a distinct identity for the district and visually signal arrival into a special place.

Streets throughout the Brook Road Corridor should be designed to be safe, comfortable, and visually engaging for pedestrians of all ages and abilities. Public input emphasized the importance of creating a more walkable environment through wider sidewalks, safer crossings, four-way zebra crosswalk stops, traffic calming measures, street trees, lighting, and active building frontages that contribute to a stronger sense of place. Residents also expressed support for a form of “trail-oriented urbanism” that leverages proximity to the Fall Line Trail by integrating trailheads, public spaces, bicycle infrastructure, and mixed-use development into a cohesive pedestrian-oriented district. Community members also emphasized the need for better connectivity between residential neighborhoods, commercial destinations, and public amenities through expanded pedestrian, bicycle, and transit networks.

The Brook Road Corridor is an aging strip commercial corridor characterized by older retail and service uses, fragmented development patterns, and limited recent investment. However, it possesses significant untapped redevelopment potential. Adjacent to the corridor, the Best Products site represents a rare opportunity: a large, contiguous, and largely undeveloped tract with direct access to Interstate 95. As Henrico County continues to experience strong growth in industries such as finance, aerospace, and life sciences, the site is uniquely positioned to attract a major corporate campus and related mixed-use development. Together, the Brook Road Corridor and the Best Products Reimagined site present a once-in-a-generation opportunity to catalyze economic revitalization, expand employment opportunities, strengthen the tax base, and substantially improve quality of life for surrounding neighborhoods and the broader community.

Public input emphasized the importance of increasing access to nature and high-quality public spaces throughout the Brook Road Corridor and the Best Products Reimagined redevelopment site. Residents expressed strong support for additional walking and biking paths, expanded greenways, and enhanced connections to the Fall Line Trail in order to create a healthier and more active community environment. Participants also emphasized the need to protect environmental resources and water quality through sustainable development practices, preservation of mature trees, and the incorporation of landscaped open spaces within new development. More green spaces, civic plazas, gardens, and gathering areas within commercial districts were viewed as essential elements for creating attractive and livable places, while new development was also expected to contribute positively to the County’s long-term tax base and economic vitality.



02. PUBLIC PROCESS



2.1 PUBLIC PROCESS





2.2 WORKSHOP OVERVIEW

"The community was clear: they don't want another strip mall. They want a place where people can gather, walk, and thrive."
— Henrico County Planning Department

PREDOMINANTLY GREEN DOTS



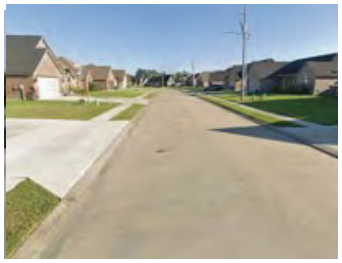





PREDOMINANTLY RED DOTS



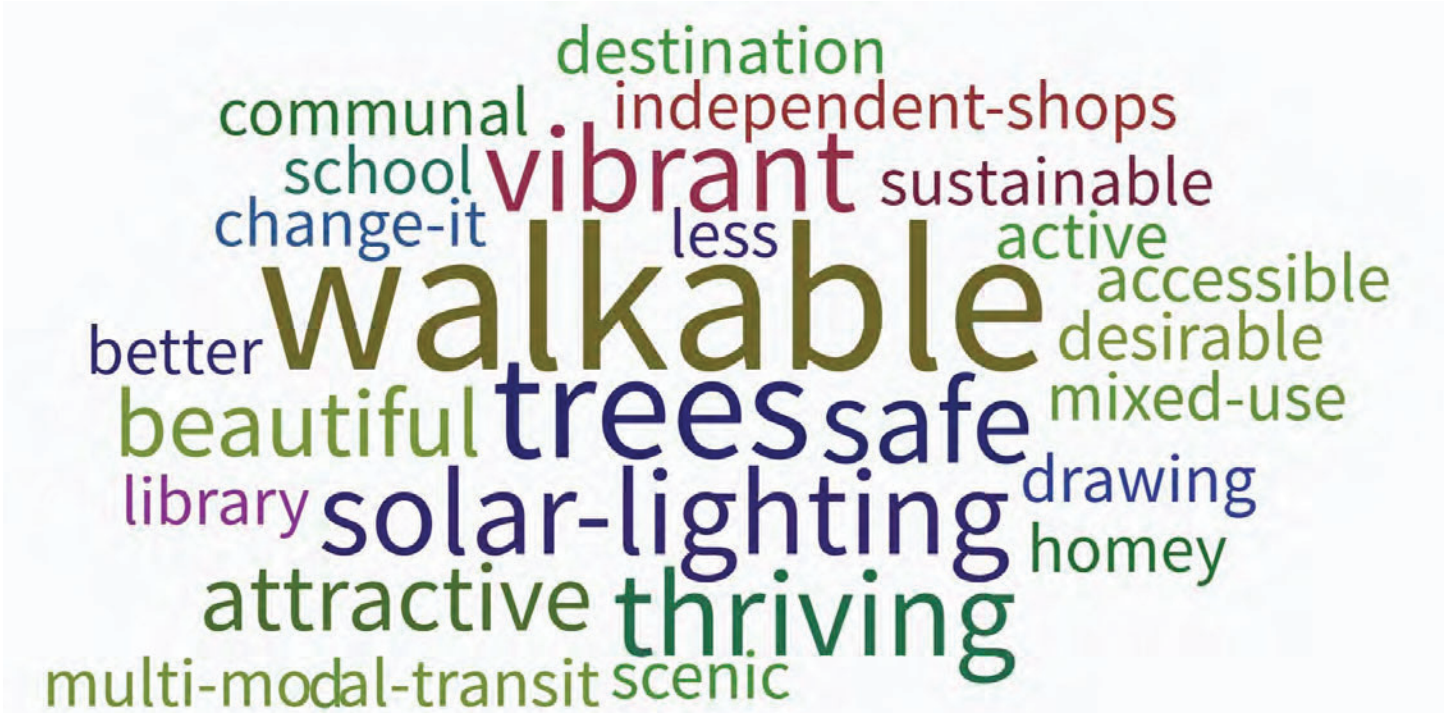







ONE WORD CARDS



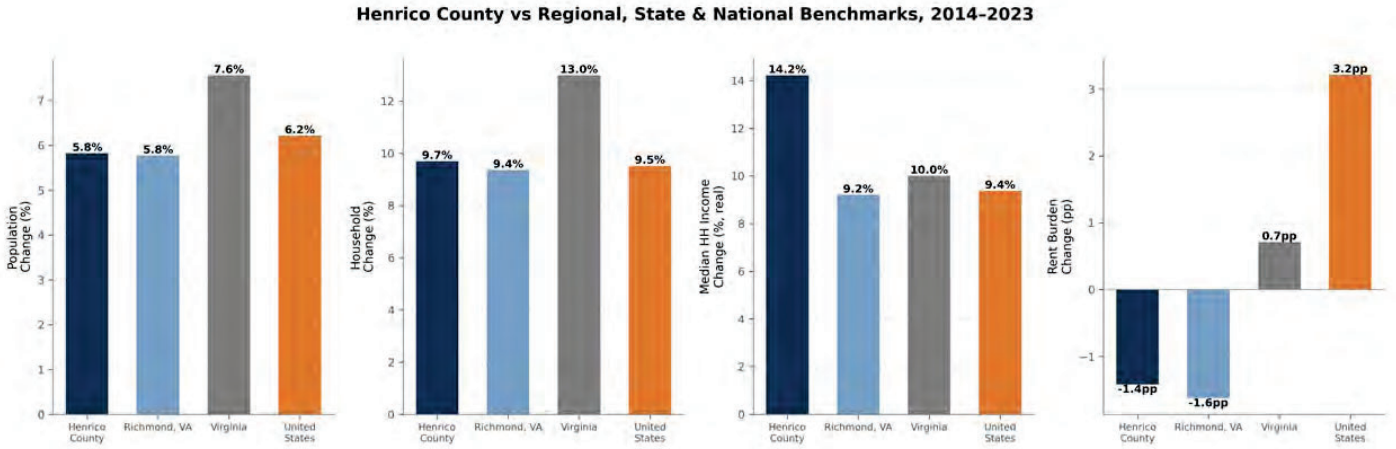


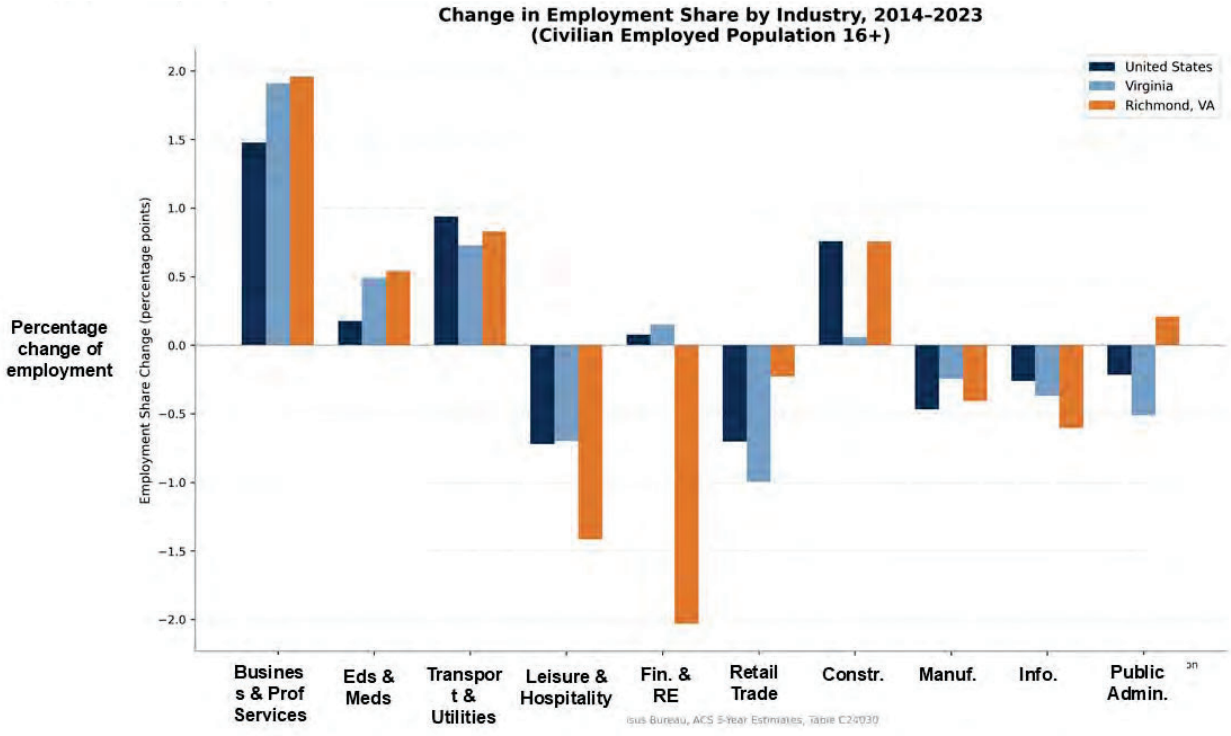

park-unseen
historic-architecture
county
vast
cars
rural
wildlife
empty
heart
sparse
desolate
old
unused
obsolete
sterile
needed
ugly
progress
cold
spacious
farm/forest
nothing
ghost-town
energy-efficient-stations
abandoned
under-development


open-space
different-name
nature-reserve
entertaining
business
lovely
residential
mixed-use
vibrant
walkable
multi-use
revitalized
great
greenspace
parkshops
boom
school
community
restaurants
inclusive
shops
arena
space
not-a-1990's-mall
entertainment

2.3 RECENT ECONOMIC CONTEXT




Henrico County vs Regional, State & National Benchmarks, 2014–2023
Population Change (%)
5.8%
5.8%
7.6%
6.2%
Household Change (%)
9.7%
9.4%
13.0%
9.5%
Median HH Income Change (%, real)
14.2%
9.2%
10.0%
9.4%
Rent Burden Change (pp)
-1.4pp
-1.6pp
0.7pp
3.2pp
Henrico County
Richmond, VA
Virginia
United States


Change in Employment Share by Industry, 2014–2023
(Civilian Employed Population 16+)
United States
Virginia
Richmond, VA
Percentage change of employment
Employment Share Change (percentage points)
Business & Prof Services
Eds & Meds
Transport & Utilities
Leisure & Hospitality
Fin. & RE
Retail Trade
Constr.
Manuf.
Info.
Public Admin.
Census Bureau, ACS 5-Year Estimates, Table C24030

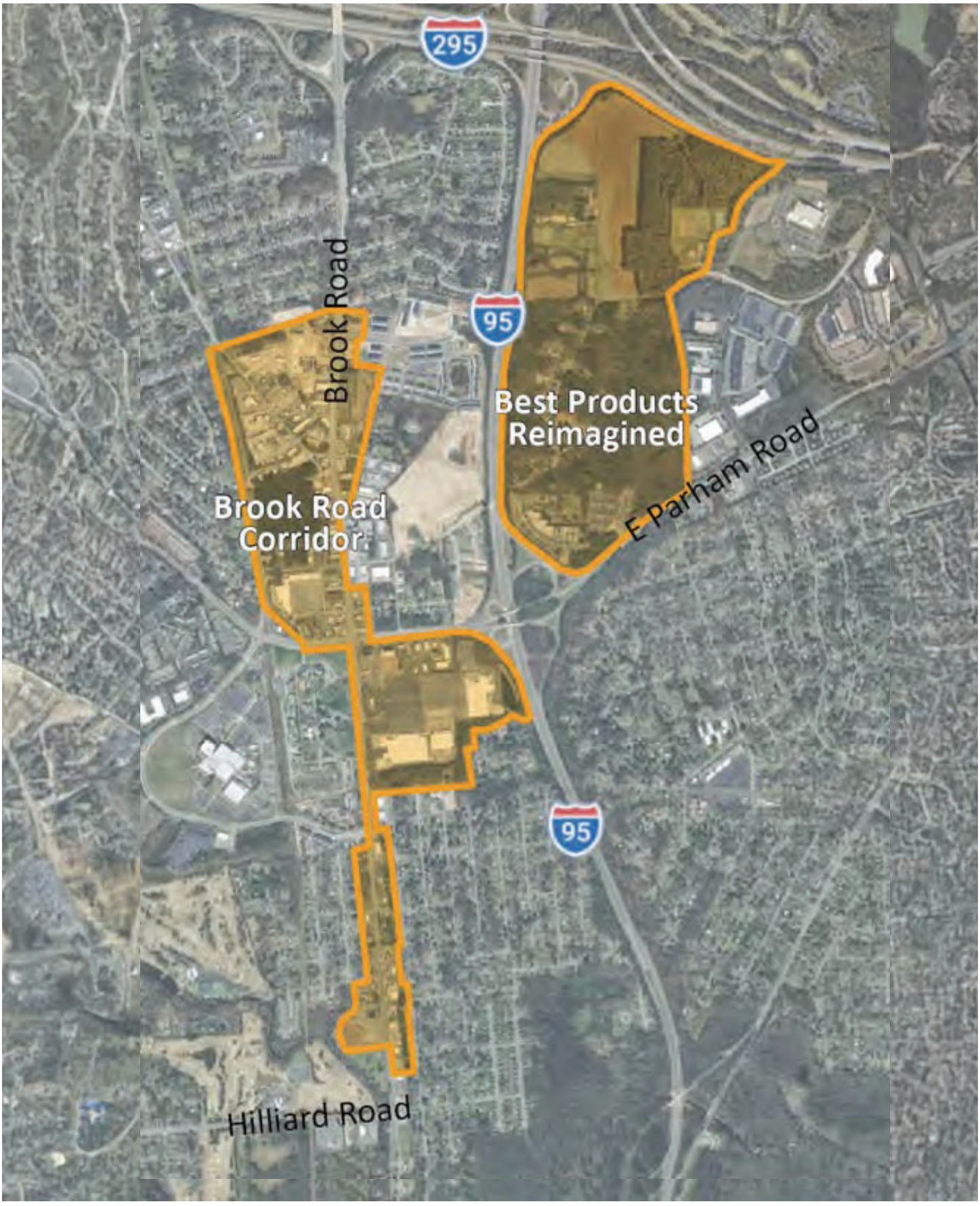
2.4 EXISTING CONDITIONS: BROOK ROAD CORRIDOR

THE NEXT GENERATION OF DEVELOPMENT









Study Area Location Map

2.5 EXISTING CONDITIONS: BEST PRODUCTS IMAGINED




Virginia Center Pkwy
95
1
Brook Rd
Telegraph Rd
Magnolia Farm Rd
Magellan Pkwy
Park Central Dr
E Parham Rd
St Charles Rd
Diane Ln
Villa Park Dr
Brook Rd
Wilkinson Rd
Future Fall Line Trail
Future Fall Line Extension Across Scott Road
Future Magellan Parkway
Water Main Extensions
Off-site Sanitary Sewer Pipe Extensions
Roadway Projects



03. BROOK ROAD CORRIDOR

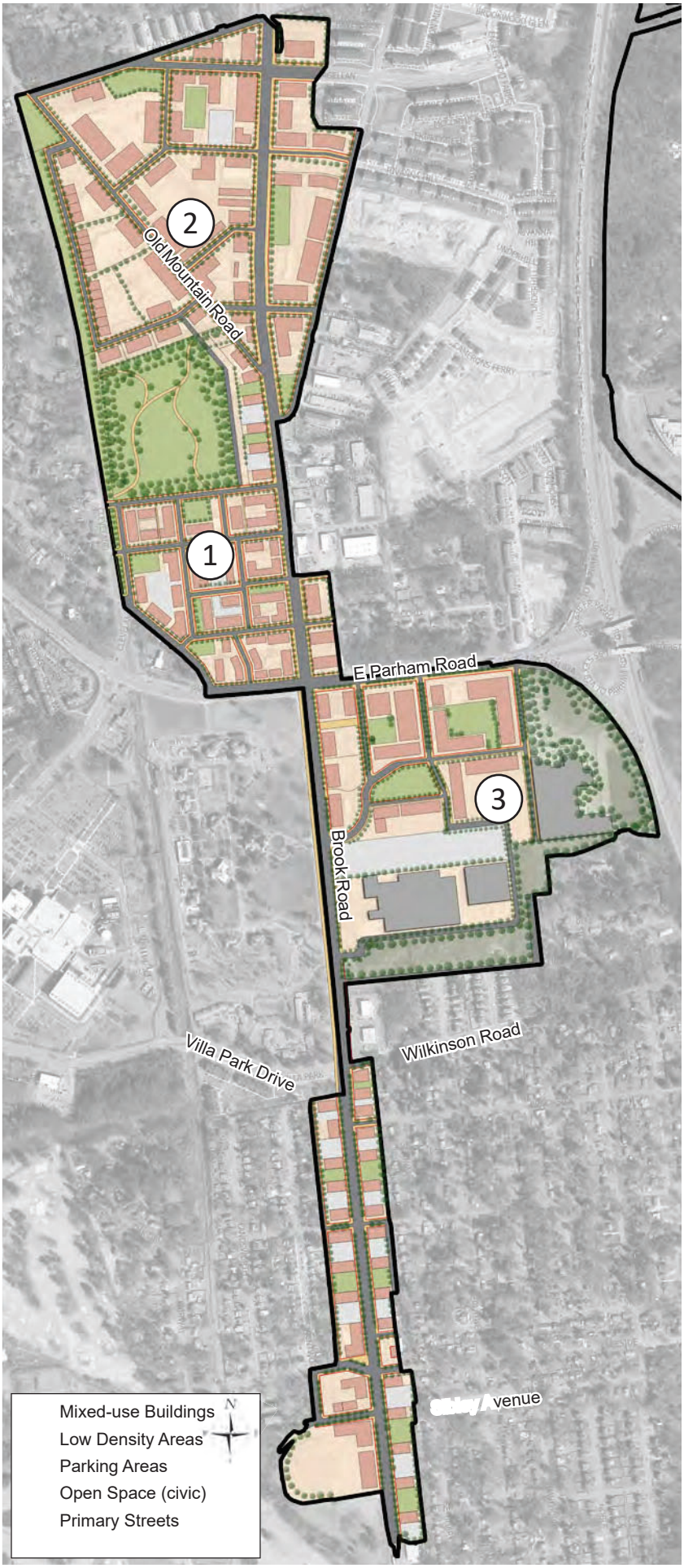


3.1 INTENT

KEY REDEVELOPMENT STRATEGIES INCLUDE:

3.2 BROOK ROAD CORRIDOR ILLUSTRATIVE PLAN

ELEMENTS OF REDEVELOPMENT



3.3 OPPORTUNITY SITES

THE AUTOMOTIVE STRIP





UNLOCKING DEVELOPMENT POTENTIAL





SAMPLE DEVELOPMENT



KEY GOALS FOR REDEVELOPMENT



PHASE 1



PHASE 2



PHASE 3



PHASE 1

PHASE 2

PHASE 3

CENTRAL GREEN





BUS RAPID TRANSIT STATION





STREET-ORIENTED APARTMENTS





TRAIL-ORIENTED TOWNHOMES





TRAIL-ORIENTED URBANISM






Trail Parking
Fall Line Trail
Cleveland Street

BROOK ROAD CORRIDOR ILLUSTRATIVE PLAN



BROOK ROAD CORRIDOR REGULATING PLAN



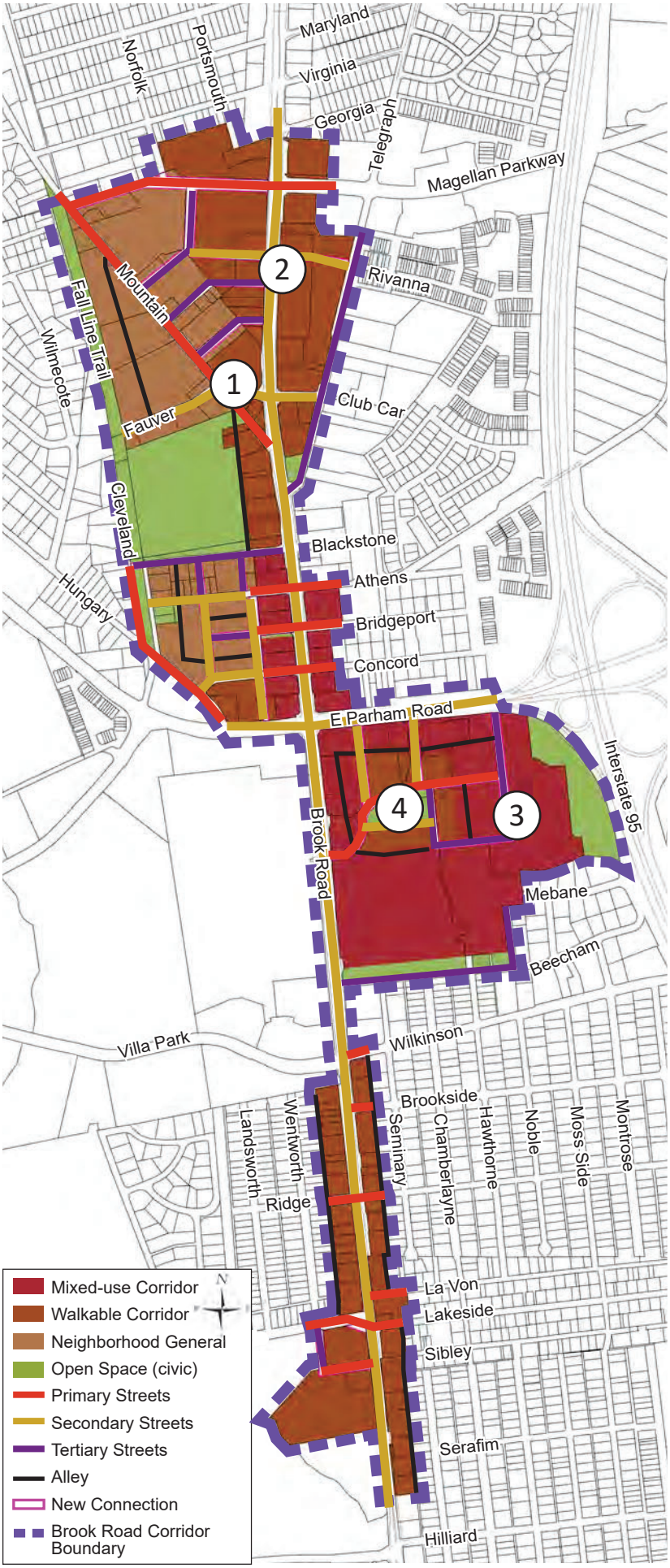
3.4 IMPLEMENTING REDEVELOPMENT VISIONS THROUGH REGULATING PLANS

ILLUSTRATIVE MASTER PLANS GUIDE LONG-TERM DEVELOPMENT

REGULATING PLANS IMPLEMENT THE VISION REPRESENTED BY THE ILLUSTRATIVE MASTER PLAN

3.5 BROOK ROAD CORRIDOR REGULATING PLAN

ELEMENTS OF REDEVELOPMENT



3.6 LINKED FUTURES: THE BEST PRODUCTS REIMAGINED SITE AND SURROUNDING CORRIDORS

THE EVOLUTION OF THE BROOK ROAD CORRIDOR INTO A CONNECTED MIXED-USE CENTER

THE FUTURE OF THE BEST PRODUCTS REIMAGINED SITE AND THE SURROUNDING COMMERCIAL CORRIDORS ARE LINKED



04. BEST PRODUCTS REIMAGINED


HAYMAKER
RESTAURANT

4.1 INTENT

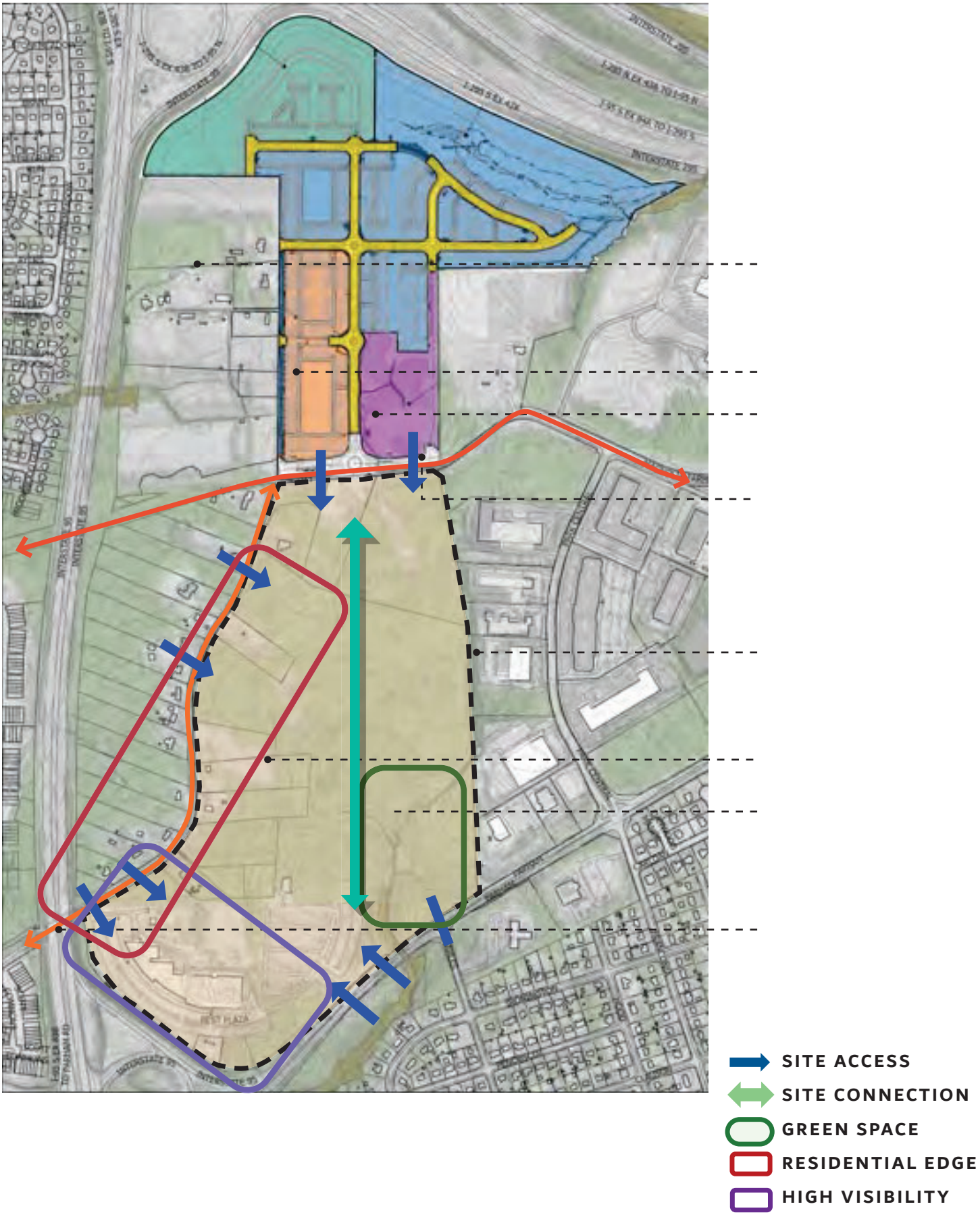
4.2 SITE FRAMEWORK

ACCESS AND CONNECTIVITY

GREEN SPACE AND STREAMS

RESIDENTIAL EDGE

HIGHWAY VISIBILITY


SITE ACCESS
SITE CONNECTION
GREEN SPACE
RESIDENTIAL EDGE
HIGH VISIBILITY

4.3 BEST PRODUCTS REIMAGINED ILLUSTRATIVE PLAN

ELEMENTS OF REDEVELOPMENT


INTERSTATE 295
I-295 N EX 43A TO I-95 N
I-295 S EX 43X
I-95 S EX 84A TO I-295 S
INTERSTATE 295
I-295 S EX 43B TO I-95 N
INTERSTATE 95
MAGNOLIA FARM
PARK CENTRAL
E Parham
Parham
Franconia
St Charles
Ironington
Penobscot
INTERSTATE 95
INTERSTATE 95
I-95 S EX 83B TO PARHAM RD
STONEMEADOW
BRANT
TELEGRAPH
RUN
AYERS
TAVERN
GREEN
TELEGRAPH WOODS
BROOKWOOD
SCOTT COMMONS
1
2
3
4
5

4.4 DEVELOPMENT SCENARIOS EXPLORED

SCENARIO 1: ARENA AT THE NORTHERN GATEWAY



SCENARIO 2: ARENA ADJACENT TO THE OFFICE CAMPUS



SCENARIO 3: ARENA AT THE CENTER



ASSESSMENT

4.5 MIXED-USE DEVELOPMENT

ARENA AND EVENT DISTRICT





PEDESTRIAN STREET



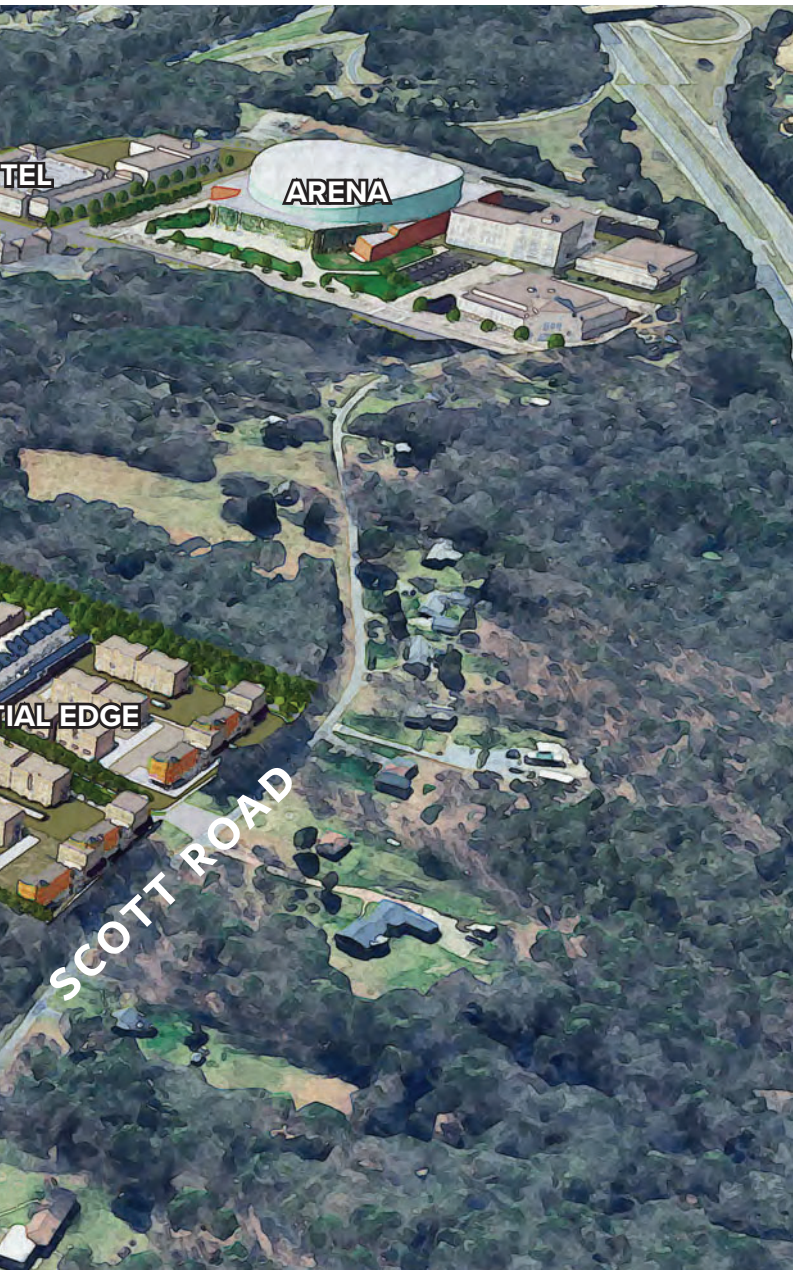
NEIGHBORHOOD-SERVING MIXED-USE FRONTAGE

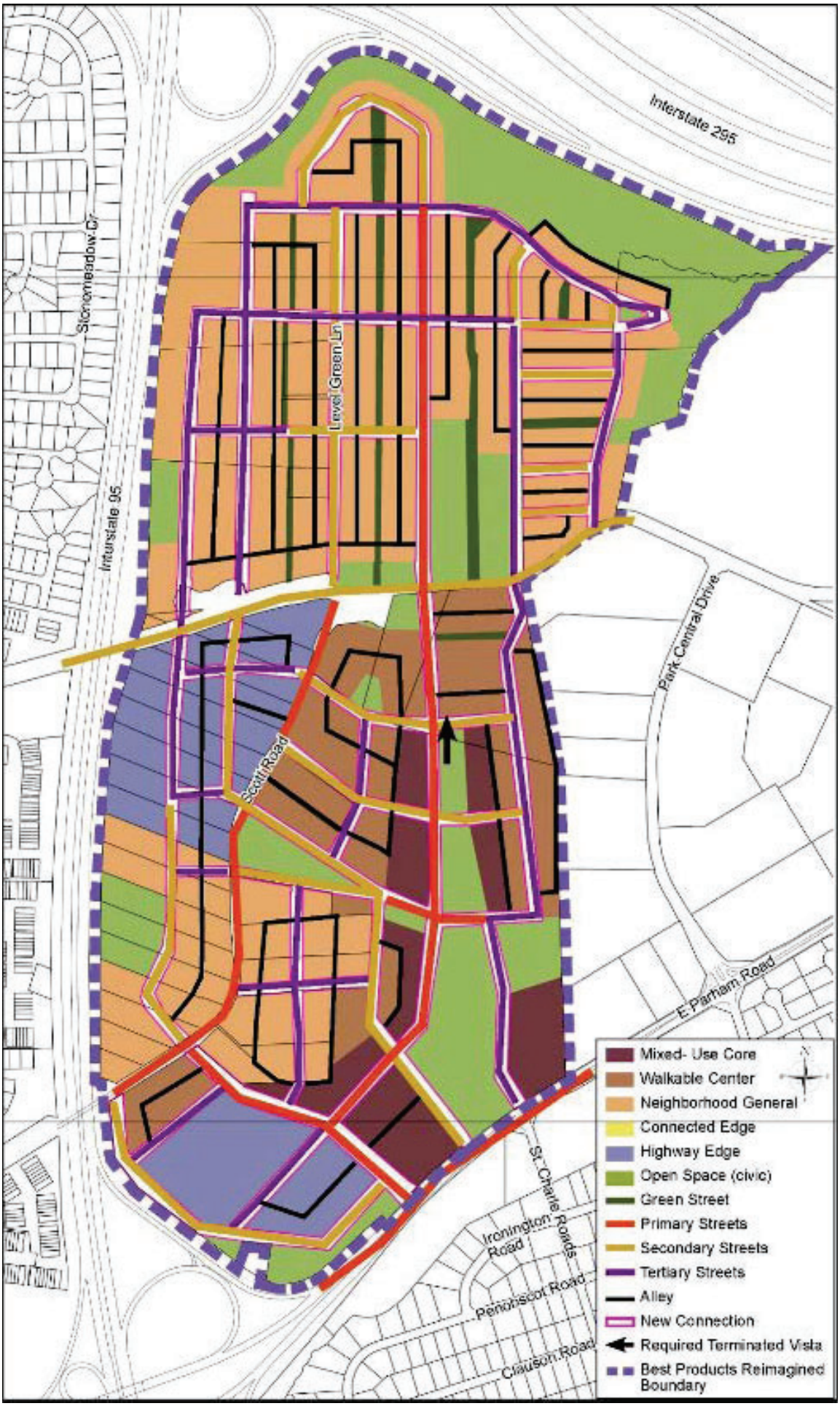


4.6 BEST PRODUCTS SITE






TEL
ARENA
IAL EDGE
SCOTT ROAD


Interstate 295
Stonemeadow Cr
Interstate 95
Level Green Ln
Park Central Drive
Scott Road
E Parham Road
St. Charles Roads
Ironington Road
Penobscot Road
Clauson Road
Mixed- Use Core
Walkable Center
Neighborhood General
Connected Edge
Highway Edge
Open Space (civic)
Green Street
Primary Streets
Secondary Streets
Tertiary Streets
Alley
New Connection
Required Terminated Vista
Best Products Reimagined Boundary

4.7 BEST PRODUCTS REIMAGINED REGULATING PLAN

KEY GOALS FOR REDEVELOPMENT

ARENA-BASED MIXED-USE DEVELOPMENT AS A CATALYST FOR URBAN TRANSFORMATION

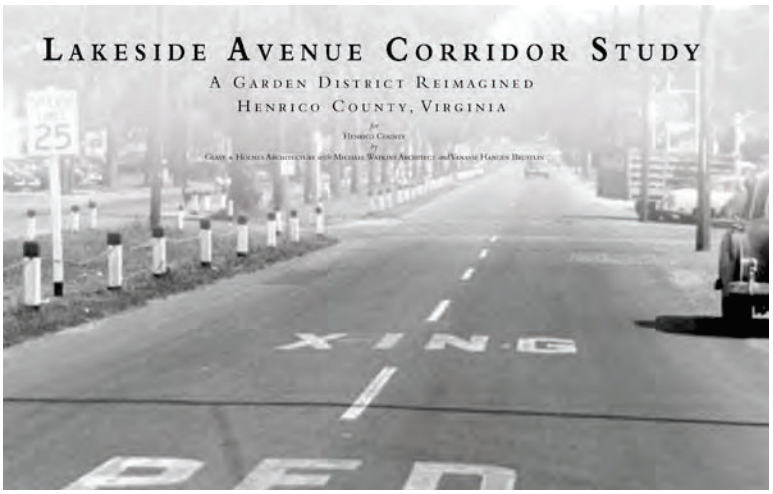


05. LAKESIDE AVENUE

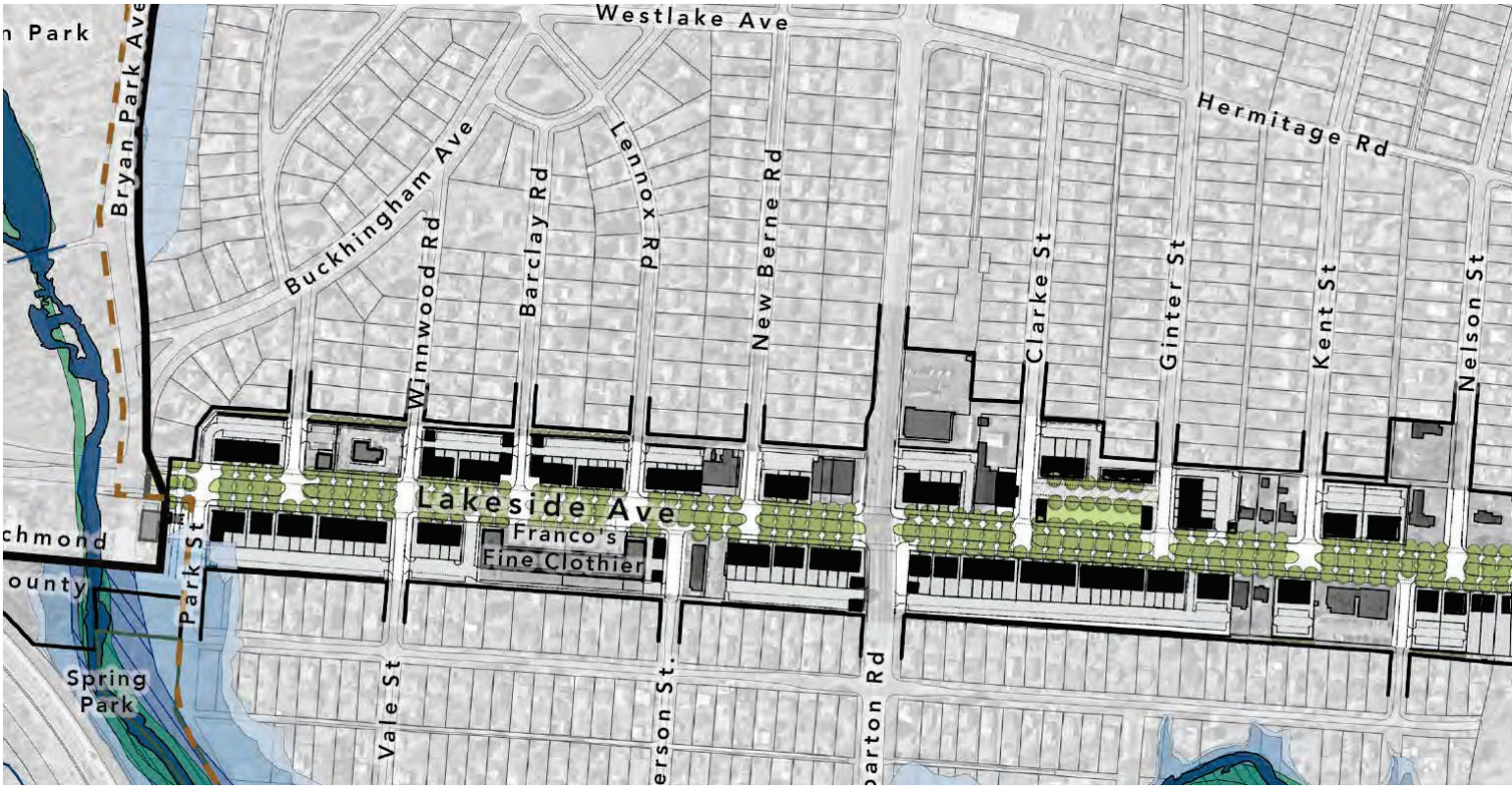

DILLA DILLAS
TOWNE SHOPS
SWING

5.1 LAKESIDE AVENUE CORRIDOR STUDY

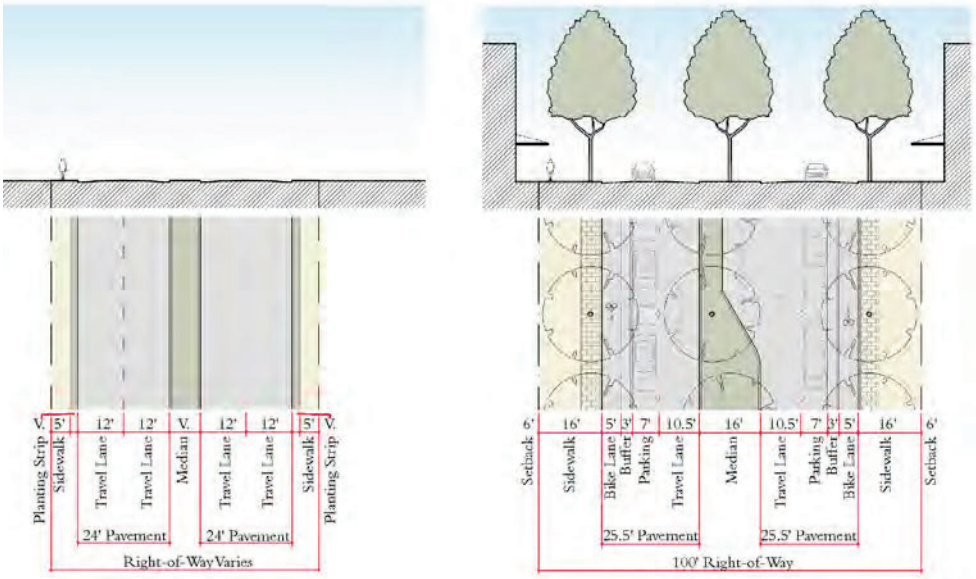
THE BASIS FOR NEW REGULATIONS

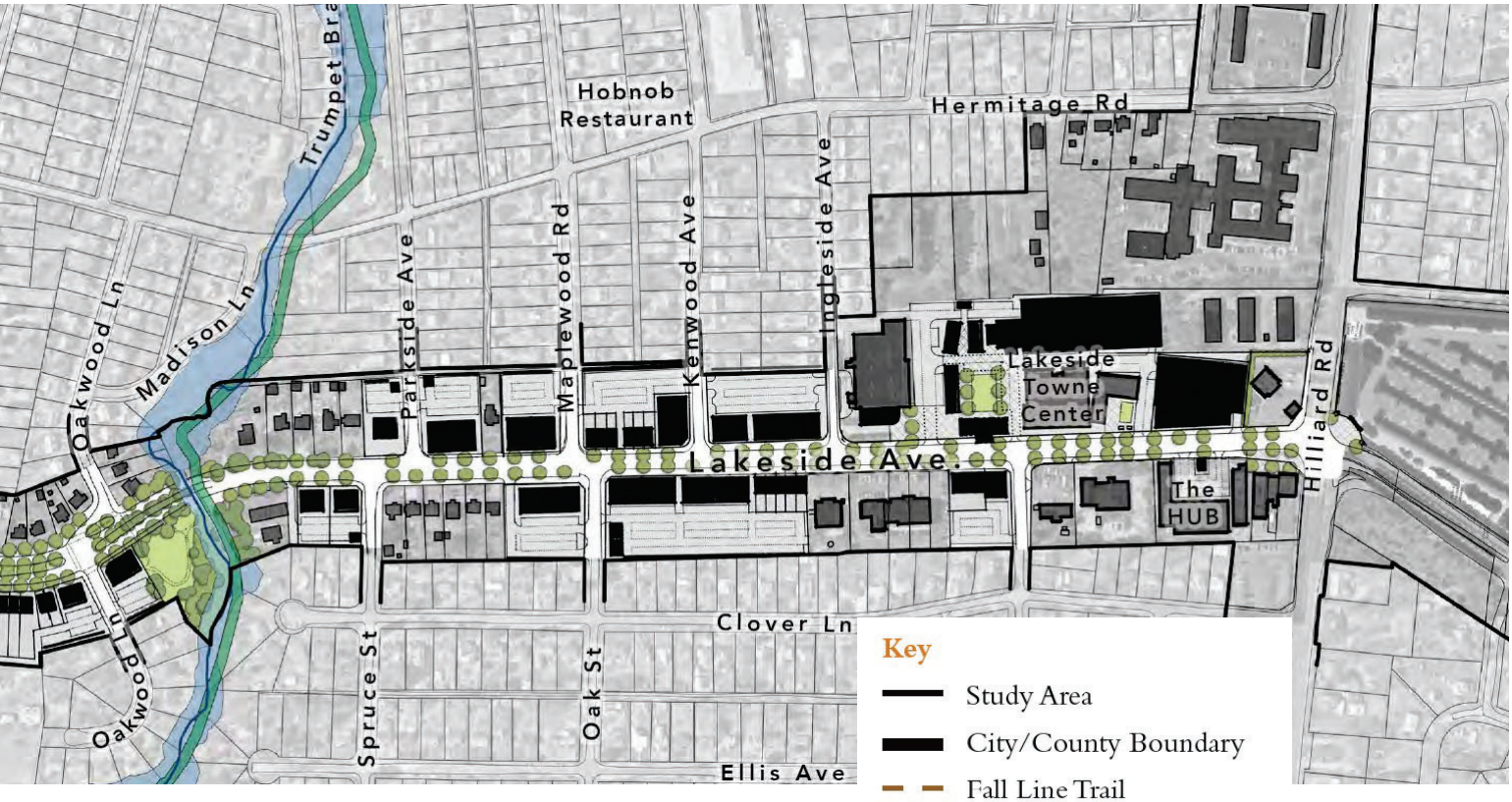


ILLUSTRATIVE MASTER PLAN FOR LAKESIDE AVENUE



REDESIGN OF LAKESIDE AVE.







5.2 LAKESIDE AVENUE AREA REGULATING PLAN

KEY GOALS FOR REDEVELOPMENT

5.3 MIXED-USE CENTERS HELP MANAGE RURAL GROWTH, BUT CORRIDOR REDEVELOPMENT TAKES TIME

REDEVELOPMENT ALONG CORRIDORS REQUIRES REALISTIC EXPECTATIONS REGARDING REDEVELOPMENT TIME LINES.

PLANS FOR DENSE NEW CENTERS OF ACTIVITY HELP MANAGE GROWTH IN THE MORE RURAL AREAS OF THE COUNTY



A. FBA-O UPDATE



Sec. 24-3860. FBA-O Subdistricts

The FBA-O District consists of the subdistricts identified in Table 3860: FBA-O Subdistricts. The following sections set out the intent of each subdistrict and establish standards required in each subdistrict that apply in addition to the other FBA-O District standards.

Table 3860: FBA-O Subdistricts
Brookfield Area Subdistrict
Parham/Broad Area Subdistrict
Williamsburg Road Area Subdistrict
Virginia Center Commons Subdistrict
Short Pump Town Center Subdistrict
Best Products Reimaged Subdistrict
Brook Road Area Subdistrict
Lakeside Avenue Subdistrict

Sec. 24-3880. Best Products Reimagined Subdistrict: Boundary

The boundary of the Best Products Site Reimagined Subdistrict is identified on the Zoning Districts Map.

Sec. 24-3881. Best Products Reimagined Subdistrict: Intent

The Best Products Reimagined Subdistrict is centered on the former Best Products office campus, a long-vacant site with significant redevelopment potential due to its location near Interstate 95 and Parham Road. The intent of this subdistrict is to support the transformation of the area into a vibrant mixed-use destination anchored by a regional entertainment venue, supported by residential, commercial, hospitality, restaurant, and entertainment uses that create an active environment throughout the day and evening. Attached residential development is envisioned in the northern portion of the district, while opportunities for corporate office, research, or light industrial uses are encouraged to support employment growth. The extension of Magellan Parkway across Interstate 95 and the planned pedestrian bridge connection to the Fall Line Trail at Scott Road are intended to improve connectivity and establish the district as a regional destination.

Sec. 24-3882. Best Products Reimagined Subdistrict: Regulating and Street Hierarchy Plan

The regulating and street hierarchy plan for the Best Products Site Reimagined Subdistrict is set out in Figure 3882: Best Products Site Reimagined Regulating and Street Hierarchy Plan.

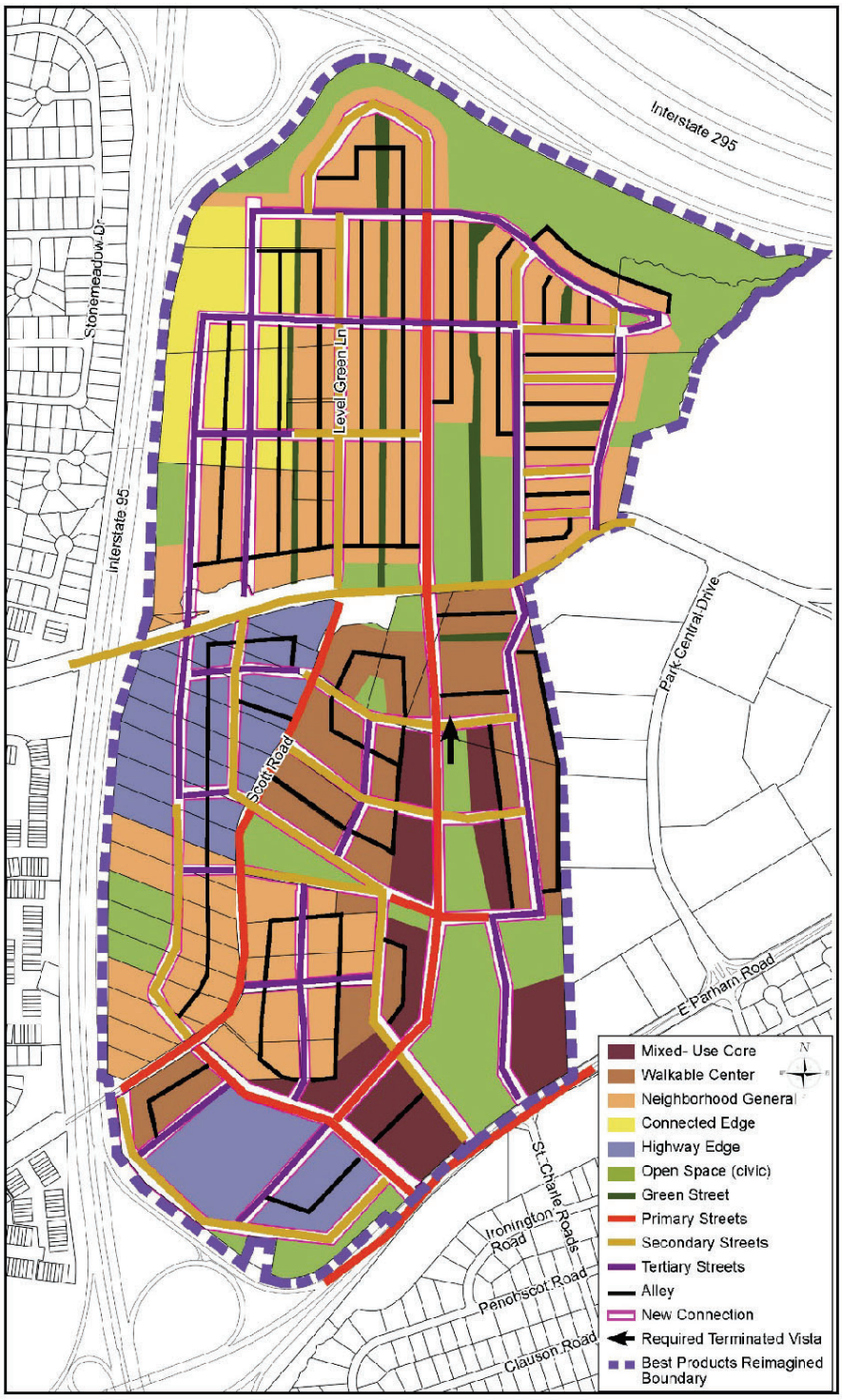


Figure 3882: Best Products Reimagined Regulating and Street Hierarchy Plan

Sec. 24-3883. Best Products Reimagined Subdistrict: Additional Best Products Reimagined Standards

A. Monument Signs

Monument Signs are permitted along Interstate 95, and E Parham Road.

B. Mixed Use Requirement

1. In the Mixed-Use Core Development Area of the Best Products Reimagined Subdistrict, a minimum of 25 percent of the building floor area must be developed or reserved for nonresidential uses.
2. In the Best Products Reimagined Subdistrict overall, a minimum of 10 percent of the building floor area must be developed or reserved for nonresidential uses.
3. The Board of Supervisors may reduce or waive the requirements of this subsection through approval of a provisional use permit in accordance with Sec. 24-2306, Provisional Use Permit.

C. Additional Uses

In addition to the uses permitted in Article 4: Use Regulations, arenas, entertainment venues, and similar assembly uses are permitted.

D. Arena and Entertainment Operations

1. Arena, entertainment, and large assembly uses shall be designed to support pedestrian-oriented development while accommodating operational needs including loading and service access, rideshare and transit staging, event traffic management, structured parking access, pedestrian crowd management, temporary street closures, and security measures. Such operational elements shall be located and designed to minimize impacts on Green Streets, civic spaces, trail-oriented frontages, and adjacent residential uses to the maximum extent practicable, as determined by the Planning Director and County Engineer.
2. Loading docks, service areas, refuse facilities, and event operations areas associated with arena or entertainment uses shall not front Green Streets, civic spaces, trail-oriented frontages, or residential frontages.

E. Arena Frontage / Active Ground Floor Requirement

Buildings in the Mixed-Use Core and Highway Edge fronting civic open spaces, the arena, or primary streets must include active ground-floor uses such as restaurants, retail, entertainment, lodging, or similar publicly accessible commercial uses.

F. Structured Parking / Liner Building Requirement

Parking structures fronting primary streets or civic open spaces must include liner buildings or occupied space along ground-floor frontages.

G. Transitional Buffering Adjacent to Existing Residential Uses

Where development within the Best Products Reimagined Subdistrict abuts existing residential uses located outside the subdistrict that are not planned for redevelopment, development shall incorporate transitional design elements intended to minimize impacts

related to noise, lighting, loading, traffic, and visual intensity. Such measures may include landscaped buffers, berms, decorative sound walls, increased setbacks, building orientation, or similar site design techniques, as determined by the Planning Director.

H. Green Street Frontage

Green Streets identified on the regulating and street hierarchy plan are intended to function as landscaped residential-oriented streets with enhanced pedestrian amenities. Buildings fronting Green Streets shall orient primary entrances, porches, stoops, or similar frontage elements toward the Green Street. Surface parking lots, loading areas, and service functions shall not front Green Streets.

I. Modifications to New Street Connections

In areas designated as Highway Edge on the regulating and street hierarchy plan, the Planning Director and County Engineer may approve adjustments to or reductions in the number of new street connections shown on the regulating plan when necessitated by site constraints, interstate access requirements, structured parking, arena operations, stormwater facilities, or similar large-scale development considerations, provided the overall connectivity of the subdistrict is maintained to the maximum extent practicable.

Sec. 24-3884. Brook Road Area Subdistrict: Boundary

The boundary of the Brook Road Area Subdistrict is identified on the Zoning Districts Map.

Sec. 24-3885. Brook Road Area Subdistrict: Intent

The Brook Road Subdistrict is a commercial corridor characterized by auto-oriented development patterns, large retail sites, and disconnected properties that present opportunities for coordinated reinvestment and redevelopment. The intent of this subdistrict creates walkable mixed-use nodes along the corridor while enhancing connectivity between existing neighborhoods, commercial areas, and emerging regional infrastructure improvements. The planned Fall Line Trail presents a significant opportunity to encourage residential trail-oriented development and public gathering spaces that activate the corridor and support alternative transportation options.

Sec. 24-3886. Brook Road Area Subdistrict: Regulating and Street Hierarchy Plan

The regulating and street hierarchy plan for the Brook Road Area Subdistrict is set out in Figure 3885: Brook Road Area Regulating and Street Hierarchy Plan.



Figure 3886: Brook Road Area Regulating and Street Hierarchy Plan

Sec. 24-3887. Brook Road Area Subdistrict: Additional Best Products Reimagined Standards

A. Monument Signs

Monument Signs are permitted along Brook Road and E Parham Road.

B. Mixed Use Requirement

1. In the Mixed-Use Core Development Area of the Brook Road Subdistrict, a minimum of 25 percent of the building floor area must be developed or reserved for nonresidential uses.
2. In the Brook Road Subdistrict overall, a minimum of 10 percent of the building floor area must be developed or reserved for nonresidential uses.
3. The Board of Supervisors may reduce or waive the requirements of this subsection through approval of a provisional use permit in accordance with Sec. 24-2306, Provisional Use Permit.

C. Trail-Oriented Development Standard

Development adjacent to the Fall Line Trail shall provide trail-oriented frontage and incorporate direct trail access, bicycle parking, public gathering areas, and trail-supportive commercial uses. Buildings adjacent to the trail shall orient entrances, windows, plazas, outdoor dining, or similar active frontage elements toward the trail. Surface parking lots, loading areas, and blank walls shall not front the trail.

D. Brook Road Frontage

Buildings fronting Brook Road shall provide pedestrian entrances, façade transparency, and architectural articulation oriented toward Brook Road, even where Brook Road is designated as a Secondary Street.

Sec. 24-3888. Lakeside Avenue Subdistrict: Boundary

The boundary of the Lakeside Avenue Subdistrict is identified on the Zoning Districts Map.

Sec. 24-3889. Lakeside Avenue Subdistrict: Intent

The Lakeside Avenue Subdistrict serves as an important connection between Lewis Ginter Botanical Garden and Bryan Park and contains a mix of commercial uses, residential neighborhoods, and community-serving destinations. The intent of this subdistrict is creating a more walkable, connected, and neighborhood-oriented corridor while reinforcing the area's unique identity and relationship to surrounding civic and recreational assets. Redevelopment and infill within the district should encourage a compatible mix of residential, commercial, and neighborhood-serving uses oriented toward the street with improved pedestrian access, streetscape enhancements, and opportunities for public gathering spaces.

Sec. 24-3890. Lakeside Avenue Subdistrict: Regulating and Street Hierarchy Plan

The regulating and street hierarchy plan for the Lakeside Avenue Subdistrict is set out in Figure 3890: Lakeside Avenue Regulating and Street Hierarchy Plan.



Figure 3890: Lakeside Avenue Regulating and Street Hierarchy Plan

Sec. 24-3891. Lakeside Avenue Subdistrict: Additional Best Products Reimagined Standards

A. RESERVED

Sec. 24-XXXX. Green Street Standards

A. PURPOSE

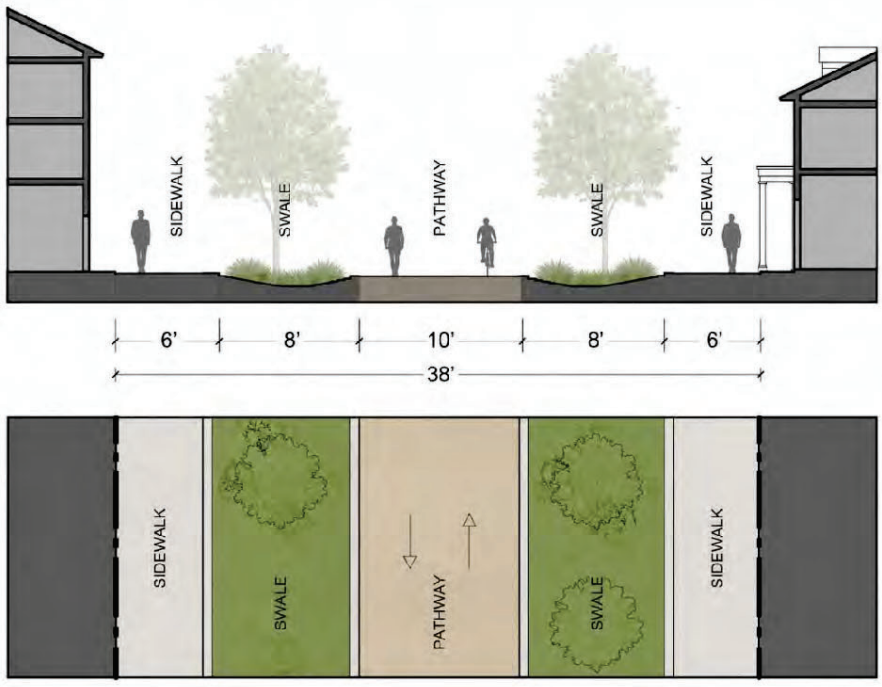
Green Streets are pedestrian-priority public spaces incorporated into the FBA-O street hierarchy. Green Streets function as streets for determining frontage designation, frontage standards, building orientation, and build-to requirements, despite the absence of general vehicular travel lanes. Green Streets are intended to function as linear parks and neighborhood gathering spaces that provide enhanced landscaping, stormwater management, pedestrian circulation, and public realm amenities while supporting adjacent residential and mixed-use development.

B. STANDARDS

1. Green Streets shall not contain general vehicular travel lanes or on-street parking.
2. Emergency and maintenance vehicle access may be accommodated through reinforced paving integrated into the pedestrian realm.
3. Buildings fronting Green Streets shall orient primary entrances, porches, stoops, outdoor seating areas, or similar frontage elements toward the Green Street.
4. Surface parking lots, loading areas, drive-through facilities, and service areas shall not front Green Streets.
5. A minimum unobstructed pedestrian clear path of 6 feet shall be maintained.
6. Bioretention facilities, rain gardens, or other green infrastructure shall occupy at least 20 percent of the Green Street width.
7. Street trees shall be planted at an average spacing not exceeding 30 feet on center.
8. Pedestrian-scaled lighting shall be provided throughout the Green Street corridor.

C. SAMPLE GREEN STREET SECTIONS

Green Street Type A



Green Street Type B

