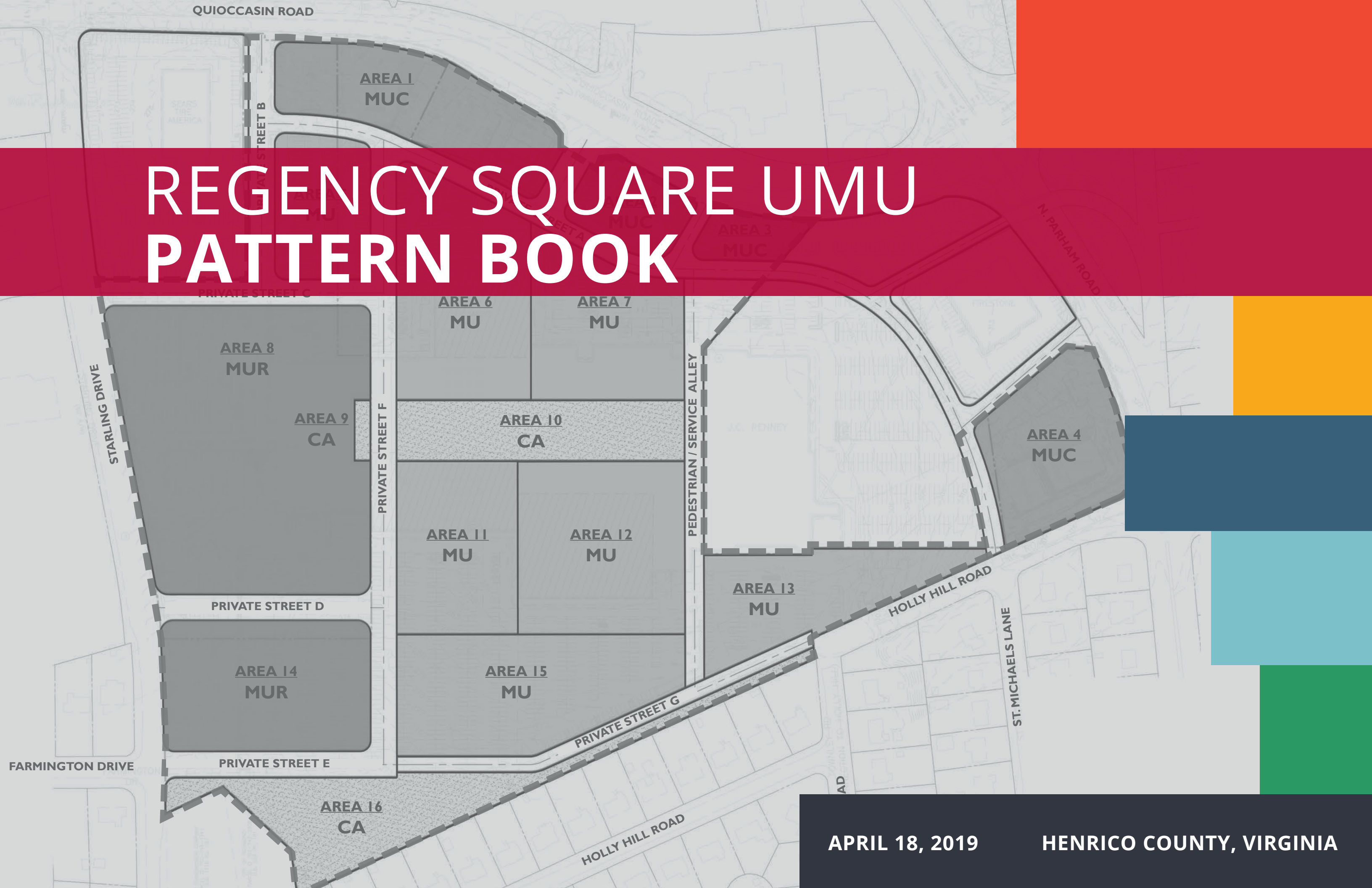


REGENCY SQUARE UMU PATTERN BOOK



APRIL 18, 2019

HENRICO COUNTY, VIRGINIA

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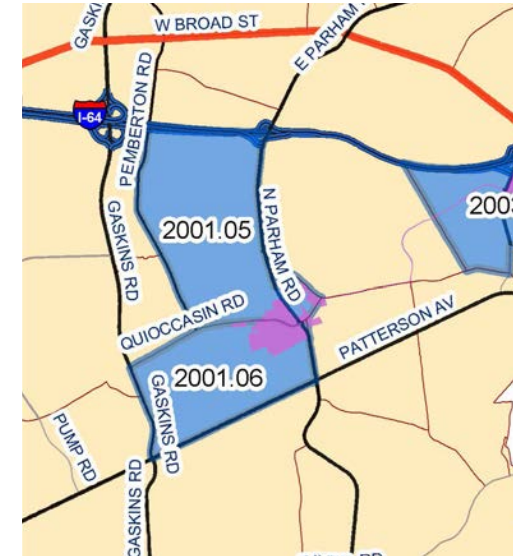
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PROJECT VISION

At its inception in 1975, Regency Square Mall, a 900,000 SF indoor mall, was the dominant Class A retail venue in the Richmond suburbs, and by the early 90's had taken that position for the entire Richmond region. As Henrico County spread to its western edges, the emergence of Innsbrook Corporate Center and Short Pump retail to form an Edge City for the Richmond Region solidified that area as the Regions next dominant market area and population center. Consequently, in 2004, Forrest City and the Pruitt family completed the development of Richmond's most ambitious retail project to date, Short Pump Town Center. SPTC's outside orientation, massive scale, and introduction to the market of major new retailers eclipsed Regency Square's market position. As a counter move to SPTC, Regency Square's owner developed another outdoor lifestyle center, Stony Point Shopping Center, five miles south of Regency Square in the City of Richmond. Regency's owner relocated most of Regency Square's major tenants to SP, leaving Regency Square to struggle with vacancy and a limited tenant mix.



Over the past twenty years, outdoor lifestyle centers and a growing consumer appetite for on line sales has dramatically affected the viability of the interior mall, a retail concept first implemented in the mid 1950's to counter to the then suburban sprawl. Indoor Malls provided a centrally located dominant shopping experience for the suburbs as the suburbs growth and financial power began to eclipse that of the central city districts. Such Malls are typically well located and formed the base for upper end suburban residential development.

Fast forwarding to 2019 in Richmond, we see the demographic economic power of the Millennial generation and the emerging growth of the empty-nester Baby Boomers being drawn towards the urban residential lifestyle of walkable urban communities. This trend is a powerful force throughout the U.S. and is giving rise to the growth of America's urban areas after decades of outward migration.

Consequently, throughout the U.S., the suburban communities are finding themselves drawn to creating their own form of walkable mix-use communities to attract their share of both commercial and residential growth. Developers have responded to the demand for creating such suburban communities by implementing new design techniques known as "New Suburbanism", to create more urban feeling commercial/residential districts.

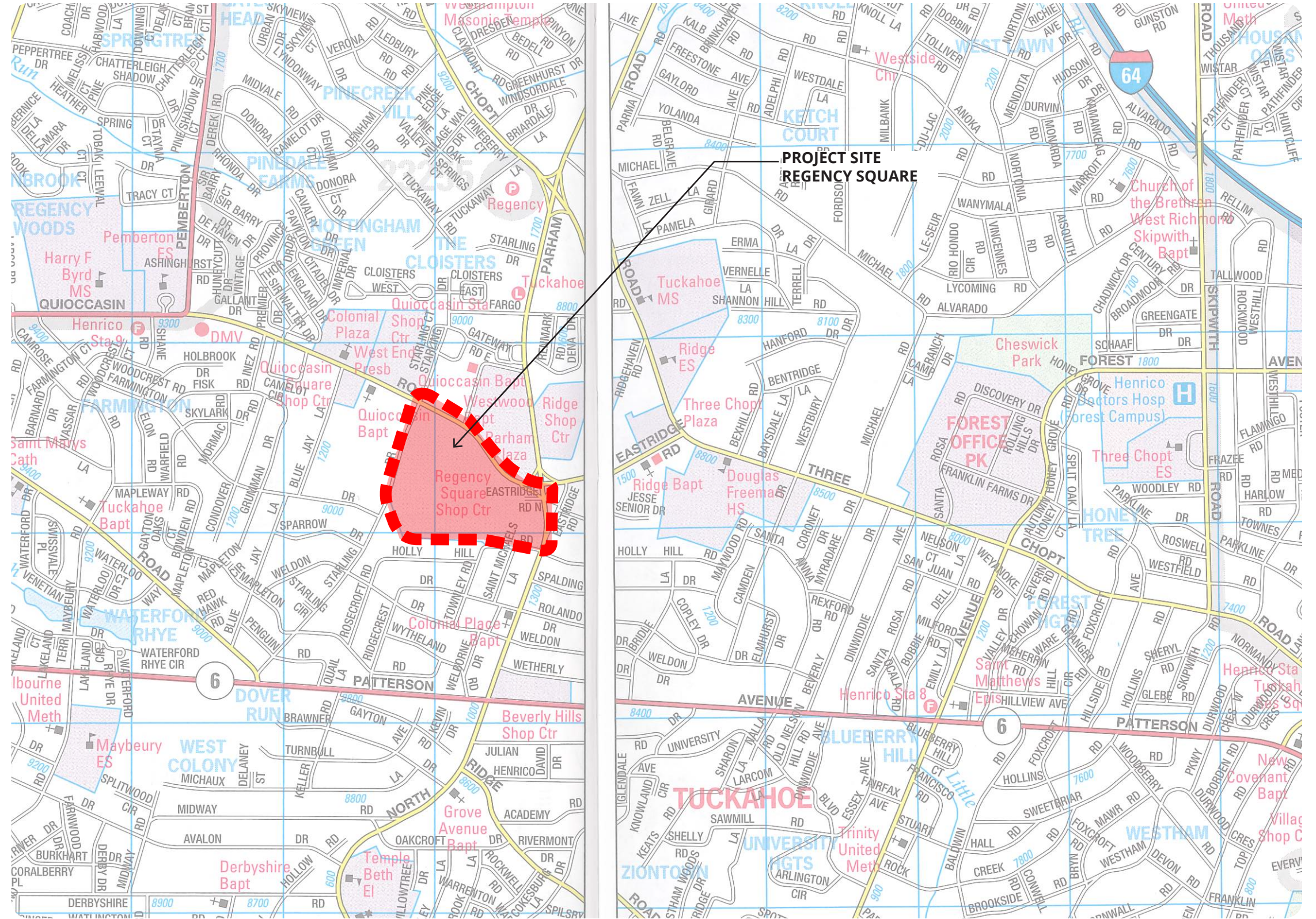
New Suburbanism succeeds with well-located, interior Mall locations, where the large contiguous land area, surrounding demographics, and public and private infrastructures are already in place and at a scale that supports the high density residential and commercial redevelopment that is the key to an activated, thriving walkable mixed use community. These national trends are also among the reasons why Henrico County created the Urban Mixed Use zoning district.

The Owner of the Regency Square property (1420 N Parham Road, LC herein referred to as "1420") currently owns 36 acres of land and is in negotiations for an additional 3 acres for a total of 39 acres. Acquiring Regency in 2015, 1420 has undertaken dramatic redevelopment of the Mall property such that by 2019 it will have increased the value of the property by 120% and increased the sales from the property by 91% versus what the sales are for 2018. 1420 acquired most of the Sears property in March 2018, giving it the necessary land to implement an urban mixed use development at Regency.

Approximately 18 months ago, 1420 began the planning process to re-imagine Regency as the UMU community it could be to reverse its downward spiral and regain its regional prominence as a first-class commercial location. The plan is to preserve some of the Regency DNA that makes it such a special place while still allowing for new development that meets the modern needs of consumers and residents. 1420's envisions a family friendly, walkable, residential, shopping, entertainment, hospitality, and active lifestyle community for all ages.

SITE LOCATION

Regency Square is strategically located at the intersection of Quioccasin Road and N. Parham Road with additional frontage on Starling Drive. Existing site access from public streets will be maintained and redevelopment will benefit from the existing infrastructure serving the existing mall and out-parcels. The property is within walking distance to established residential neighborhoods, retail, and local schools.



MASTER PLAN | URBAN MIXED-USE

The current zoning for Regency is B-3, which provides for all the retail and commercial uses. UMU zoning will enable Regency to add a vital residential element to activate Regency as a community activity center and be a driver for its retail and entertainment transformation as a regional destination and one of Henrico's most valuable tax generators.

The purpose of the Urban Mixed Use District (the UMU District) is to allow the development of mixed-use, pedestrian-oriented, activity centers containing a variety of uses, including business, retail, residential, cultural, educational, and other public and private uses. The UMU District is intended to encourage redevelopment and reinvestment in commercial and industrial areas. The UMU District incorporates publicly accessible community open space areas and encourage high-quality development and redevelopment that stimulates investment, generates jobs, increases available housing options, and expands the County's tax base. The UMU District also permits a compatible mix of uses in a single structure or a group of structures on a parcel or group of parcels and is intended to discourage piecemeal development. The UMU District will facilitate investment by increasing the number of permitted principal and accessory uses in a single district and will encourage high quality redevelopment by permitting greater regulatory flexibility and innovative and creative design (Section 24-31 of the Henrico County Ordinance).

The adjacent plan illustrates the arrangement of land uses and layout of streets and blocks for the new Regency Square. The intent of the land use plan is to create a vibrant, economically viable plan with flexibility to adjust to market conditions while maintaining the urban form and character of the public realm. While not required, all blocks are intended to support a mixed-use development form and pattern.

Mixed-use is defined as follows:

- Intended to provide a variety of multi-use buildings including a mix of residential building types and housing options along with a variety of retail, service, office, and commercial uses.
- Mixed-use buildings are intended to activate the street level pedestrian zones and may incorporate structured parking.

Mixed-use Residential is defined as follows:

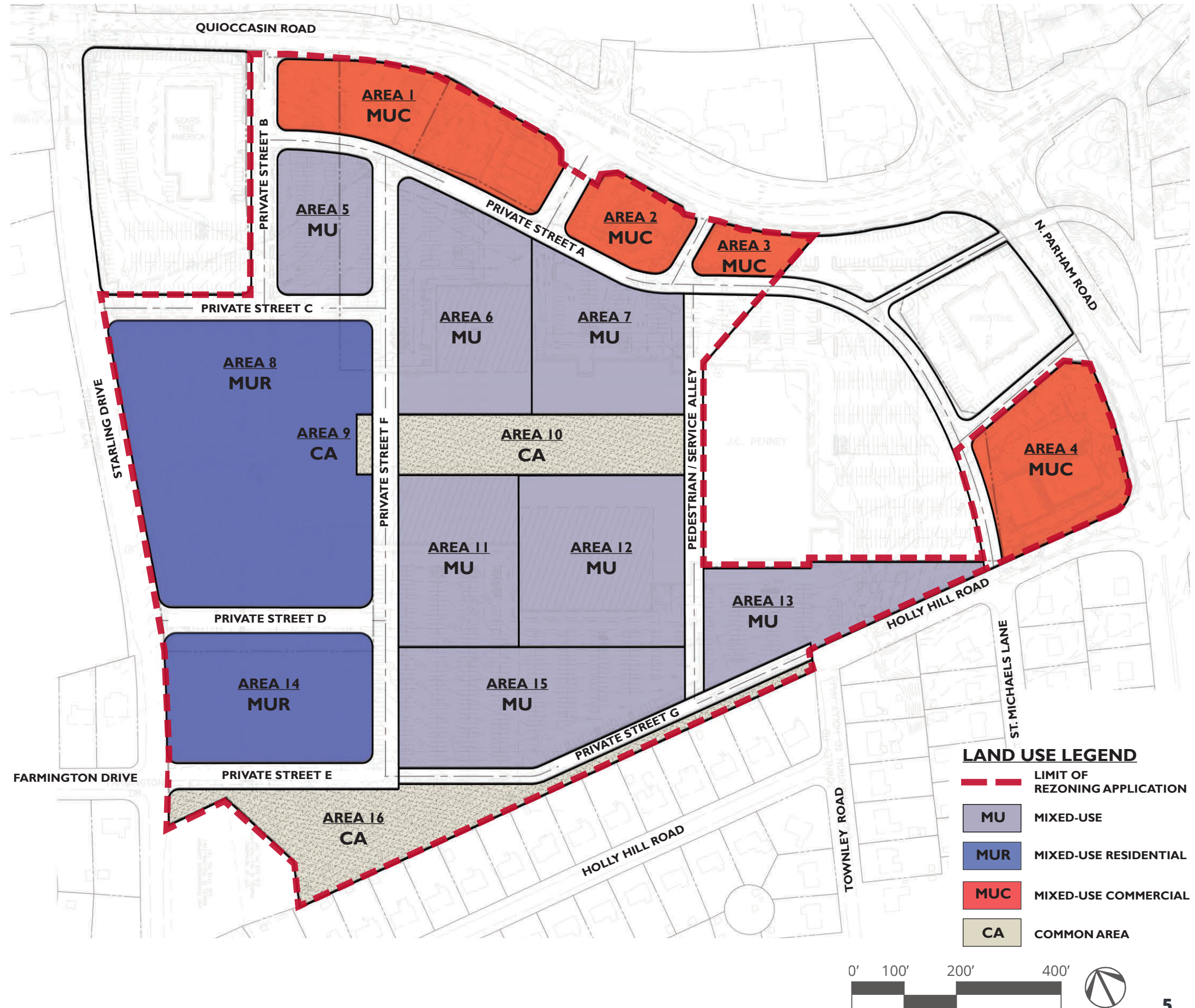
- Residential is the primary use within the block
- Intended to provide a variety of residential building types and housing options
- Provides for limited non-residential uses as a secondary use intended to activate street level uses.

Mixed-use Commercial is defined as follows:

- Non-residential uses are the primary use within the block
- Intended to provide a variety of retail, service, office, and commercial uses
- Residential uses encouraged to promote live-work and mixed-use development patterns

Common Area is defined as follows:

- A series of interconnected public and private open spaces of varying scale and character will be incorporated into the overall master plan.



RETAIL / COMMERCIAL ARCHITECTURAL STYLE SELECTIONS

The variety of architectural styles derived from the City of Richmond and interpreted to create a style unique to Regency will be the essential ingredient in forming the style, character and the overall retail experience at Regency Square.

Thoughtful development of retail design components shall reinforce the identity of the commercial and neighborhood character by activating and enhancing pedestrian street presence along new commercial corridors, establishing height and massing transitions between residential and commercial uses, creating visual relationships with adjacent buildings as well as public spaces, and forming potential retail opportunities for adaptive re-use of the existing mall.

Storefronts should clearly convey the nature of the retailer and unique expression of the tenant's brand to the streetscape and to the passerby while adhering to Regency's architectural themes, scale, and pattern of adjacent properties in order to create a unique character.

Storefronts are composed of series of essential components that perform in unison. These components are:

Entrances:

- Focal point of most storefronts and should be designed and marked accordingly.
- Provide high visibility within as to attract customers.
- Entries should be in proportion with the overall size and scale of the storefront.
- Provide cover from the elements.
- Must accommodate persons of all mobility levels.

Windows (Display):

- Position for the best retail marketing opportunity to attract attention from the street.
- Provide visual connection between the interior and exterior.
- Use of large, clear and transparent glass that provide potential customers to view internal activities and what is being offered.
- Use of window displays and signage graphics that do not significantly obscure interior views.
- Operable windows and store fronts may be used to allow indoor/outdoor activity when applicable.



Signage:

- Signs should creatively communicate the identity and brand of the retail entity as well as compliment the common styles of signage in the area.
- They may provide tenant's name, logo and brand graphics.
- Due to the permanent nature of their function, high quality all-weather materials must be used.
- Applied signage/graphic form, size and applicable lighting systems must adhere to zoning requirements.
- For types and applications, please refer to 'Retail Identity Signage' segment of this document.

Canopy/Awnings:

- Provide shelter for the customers and window merchandise and emphasize points of entry.
- They are made of high quality all-weather materials that do not require high maintenance or frequent replacement.
- They may provide space for retail tenant identity and purpose.
- Fixed canopies shall be equipped with water drainage systems.
- Awnings should be complimentary in design, material and color with its adjoining surroundings.
- The applied size, applicable lighting and usage of signage must adhere to zoning requirements.

Lighting:

- Provide visibility for the storefronts at all hours.
- Use of creative lighting for signage, display windows, architectural features and highlight events.
- Creative use of lighting to enhance customer and pedestrian experience per external commercial functions.
- Provide greater sense of security.

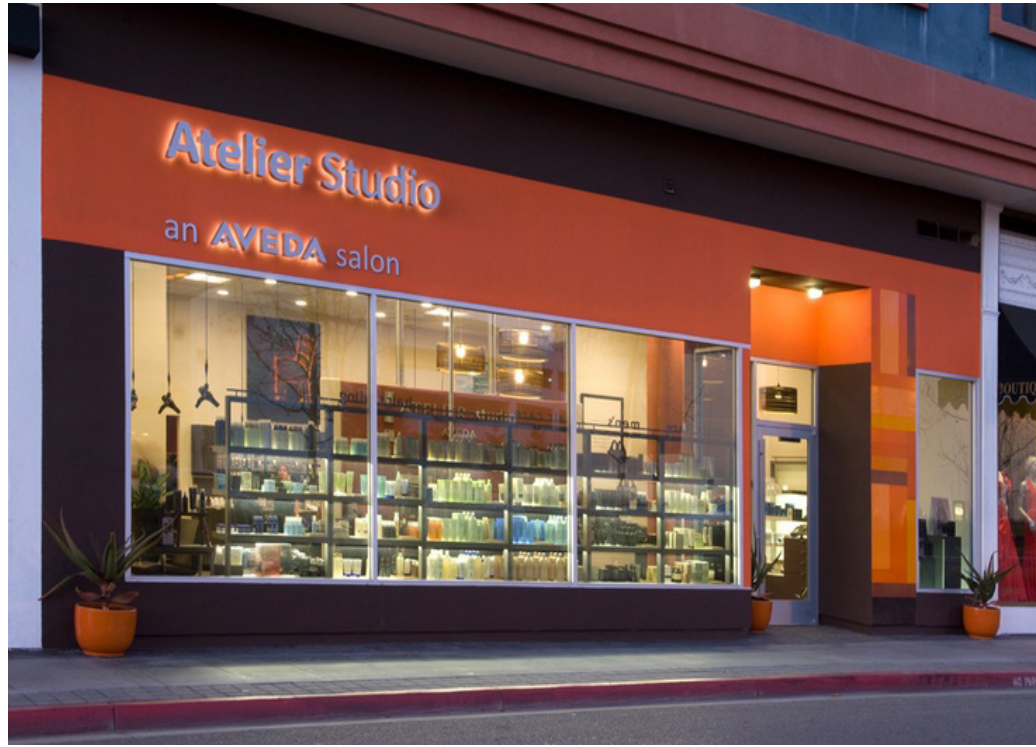
Materials and Colors:

- Choice of materials and colors must convey a sense of permanence.
- The choice of architectural materials and detailing must be consistent with proportions of the storefront and building.
- Materials and colors must be of high quality as to require minimum maintenance and withstand external elements.
- Selection of colors may be creative and complement the overall character of the building and surroundings.

Security and Maintenance:

- Providing service access with minimal intrusion and visibility to commercial corridors.
- Keep all retail based streetscape fixtures, signage and exterior surfaces clean and well maintained.
- Providing appropriate security and lighting for potential customers and tenants to feel that they and their investments are protected.

IN-LINE RETAIL ARCHITECTURAL STYLES



COMMERCIAL / RETAIL / RESTAURANT OUTPARCEL



FOOD MARKET / FOOD HALL



FITNESS CENTER



STAND ALONE FITNESS CENTER



STAND ALONE FITNESS CENTER



MIX-USE INLINE FITNESS CENTER



STAND ALONE FITNESS CENTER



STAND ALONE FITNESS CENTER



MIX-USE INLINE FITNESS CENTER

ENTERTAINMENT VENUE



ARCHITECTURAL DESIGN SELECTIONS

The architectural design selections of the Regency Square will be inspired by variety of rich architectural styles present in Henrico county and neighboring vicinities. The architectural styles are to be present interpretations of traditional (main street/Georgian/Federal revival), industrial and contemporary styles. These styles are described here and on the following pages.

CONTEMPORARY RESIDENTIAL STYLES

- Flexible application of new manufactured and sustainable materials with energy and environmental considerations along with traditional combinations such as metal, concrete, wood, stone and brick.
- The aesthetic is expressed through structural detailing, creative use of surface pattern, color, form and signage.
- Ideal style for any scale building height and footprint.
- Bright open interiors with possible high ceilings are common features.
- Combination of fixed and operable low profile Windows boast abundance of natural light.
- Projecting fixed awnings and balconies.
- High profile exterior building corners with distinctive shapes, colors, lighting and material selections.
- Flat overhanging roofs with distinctive design elements are well adapted for amenity functions and provide opportunity for plant/ green roof system placements.

Animated sloped roofs are applied in low to mid-level buildings as homage to traditional profiles.



ENTRY



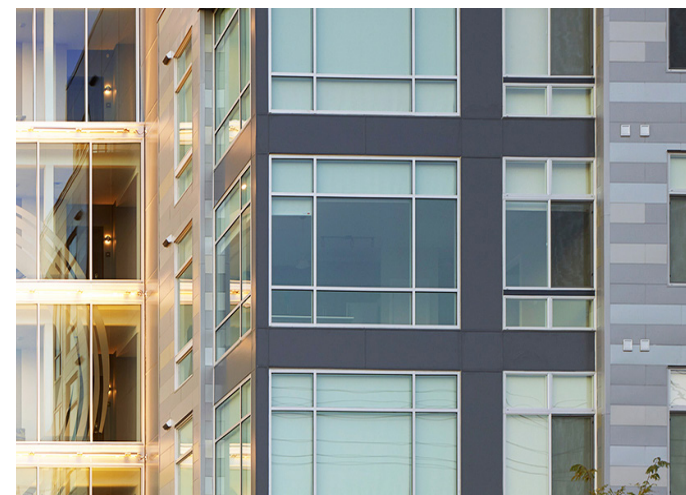
DISTINCTIVE CORNER



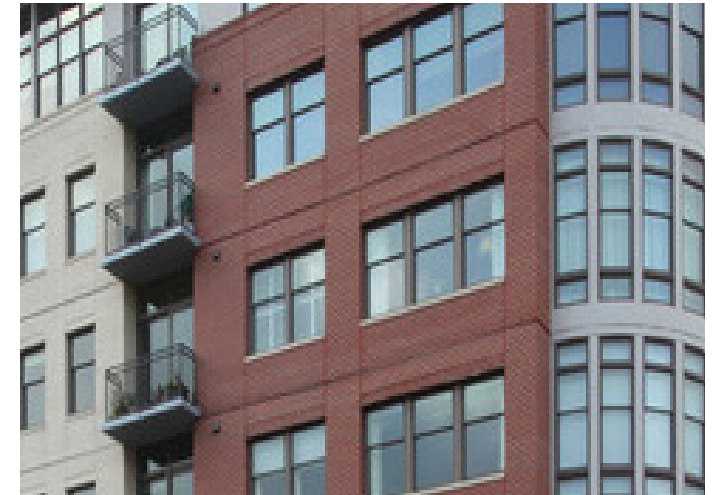
ROOFTOP AMENITIES



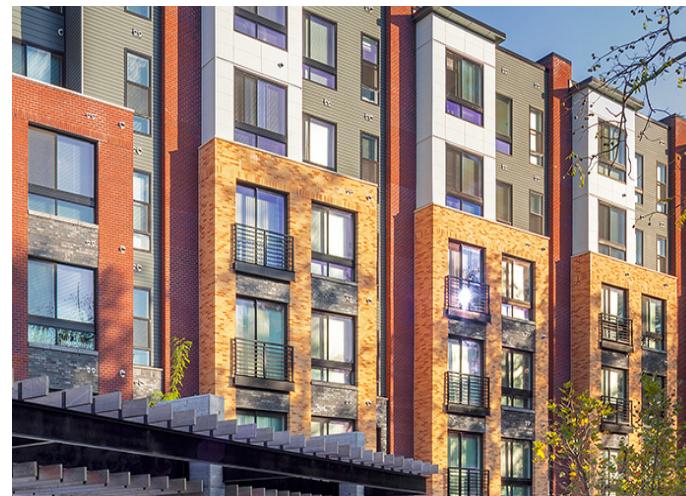
WINDOW, FORM AND MATERIAL VARIETY



WINDOW, FORM AND MATERIAL VARIETY



WINDOW, FORM AND MATERIAL VARIETY



COLOR



ART



BUILDING IDENTITY

CONTEMPORARY RESIDENTIAL STYLES



CONTEMPORARY RESIDENTIAL STYLES



CONTEMPORARY RESIDENTIAL STYLES



CONTEMPORARY RESIDENTIAL STYLES



INDUSTRIAL RESIDENTIAL STYLES

- Façade material combinations such as brick, stone, concrete, metal clad and metal forms for detailing.
- The aesthetic is expressed through structural detailing and natural pattern, color and form of exposed materials.
- Creative use of surface and projecting signage.
- Ideal style for large rectilinear or square footprint.
- Generally mid to high-rise buildings.
- Interiors generally have high ceilings and open plan features.
- Projecting fixed awnings and balconies.
- High profile Windows are large and are combination of fixed and operable.
- Projecting fixed awnings and balconies.
- Roofs are generally flat with distinctive parapet profiles which can be adapted for amenity functions.



ENTRY



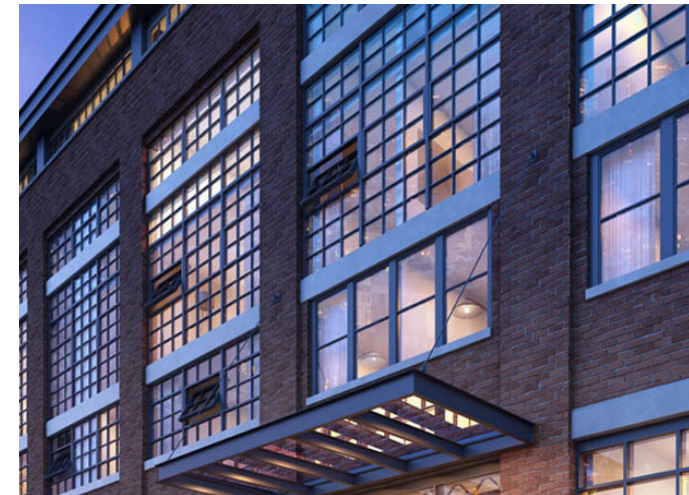
STRUCTURAL AESTHETIC



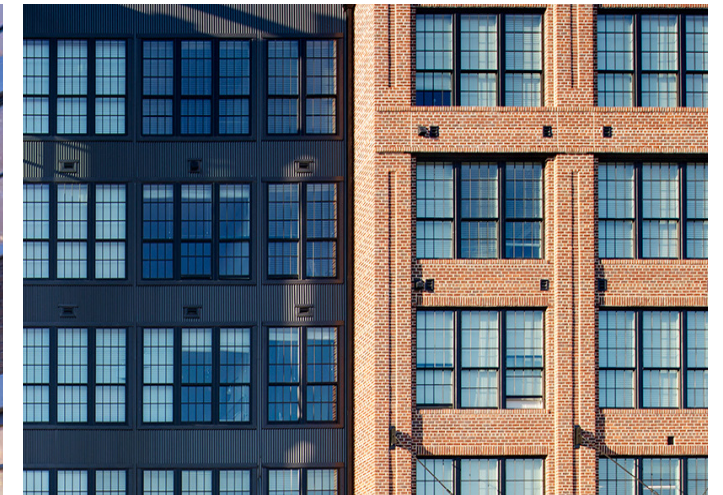
ROOFTOP AMENITIES



WINDOW, FORM AND MATERIAL VARIETY



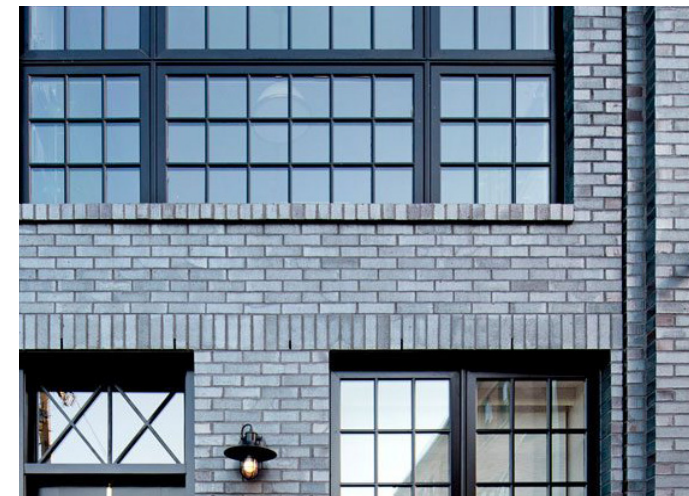
WINDOW, FORM AND MATERIAL VARIETY



WINDOW, FORM AND MATERIAL VARIETY



INTEGRATED STRUCTURAL AESTHETIC



SURFACE TEXTURE AND PATTERN



BUILDING IDENTITY

INDUSTRIAL RESIDENTIAL STYLES



INDUSTRIAL RESIDENTIAL STYLES



NEO CLASSIC (NEO-GEORGIAN/FEDERAL REVIVAL) RESIDENTIAL STYLES

- Balanced and symmetrical façade combinations composed of brick, stone, stone wood and stucco. Metal work may be applied for detailing.
- Traditional use of surface and projecting signage.
- Symmetrical facades and/or with rhythmic balance of secondary attached façades.
- Generally mid to high-rise buildings.
- Windows vary in size with solid stone lintels, sliding sash, with or without muntins. For commercial usage, large windows may be applied.
- Projecting masonry detailing at entrance with possible flanking columns.
- Shallow or false projecting balconies.
- Roofs are hipped or flat with distinctive traditional parapet or cornice line profiles.



ENTRY



BALANCED AESTHETIC



ROOFTOP AMENITIES



WINDOW, FORM AND MATERIAL VARIETY



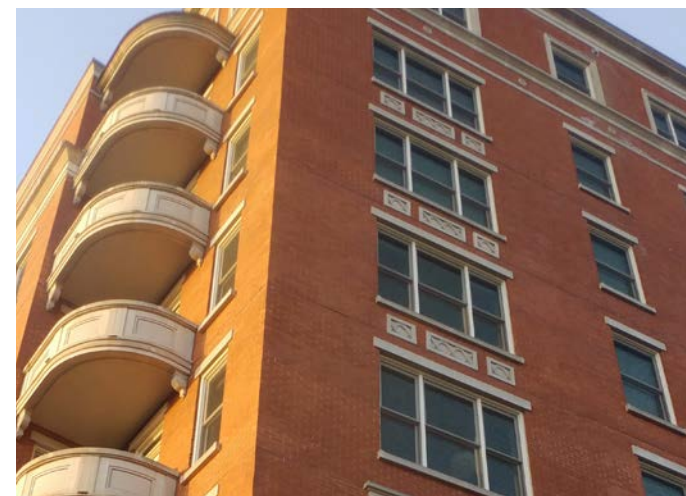
WINDOW, FORM AND MATERIAL VARIETY



WINDOW, FORM AND MATERIAL VARIETY



SURFACE COLOR AND PATTERN VARIETY

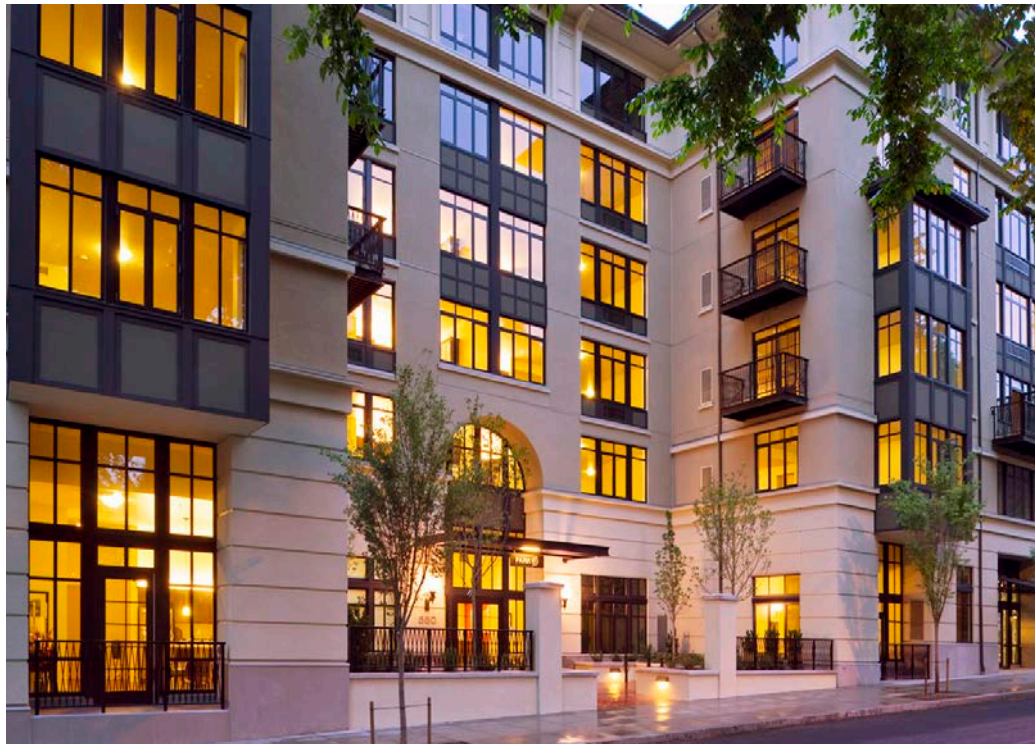


SURFACE TEXTURE AND PATTERN



BUILDING IDENTITY

NEO CLASSIC RESIDENTIAL STYLES



NEO CLASSIC RESIDENTIAL STYLES



NEO CLASSIC TOWNHOME STYLES



NEO CLASSIC TOWNHOME STYLES



MID-LEVEL HOTEL ARCHITECTURAL STYLES



MID-LEVEL OFFICE ARCHITECTURAL STYLES



MASTER SIGN PROGRAM

Signage is one of the most important components of visual information. The purpose of these guidelines is intended to encourage creative and imaginative signage and insure consistency in the placement and arrangement of various types of signage as to avoid visual confusion and disruption. Each component of signage contributes to the overall look and function of the buildings, storefronts and streetscapes which in turn contribute to the overall feel of Regency Square.

All signs are to be developed within the overall context of appropriate size and proportion to its designated site location and individual building.

SITE PRIMARY MONUMENT SIGNAGE

Prominently placed Primary Monument signs mark the main entrances to the project. They are an icon for the project that conveys a place of unique character and should be designed as such. Such signs should set the site brand identity for the rest of the signage. The Primary Monument signage clearly conveys the project name as well as being sculpturally appealing.

SITE SECONDARY MONUMENT SIGNAGE

Secondary Monument signs may mark the alternative entrances to the site and should be an extension of the design family and brand established with the primary monument. These signs are primarily functional in nature and their messaging should be clear and may incorporate tenant presence.

LIGHTING NOTES

- Signs may be illuminated with internal lighting, external lighting, or combination of both.
- All lighting, whether internal or external to the sign, will be adequately screened to avoid glares and will not project onto surrounding roads and buildings or otherwise impair vision.



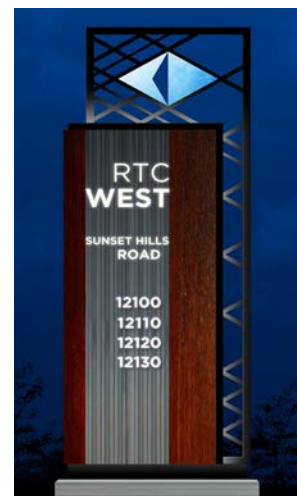
PRIMARY MONUMENT SIGN



PRIMARY MONUMENT SIGN



PRIMARY MONUMENT SIGN



SECONDARY MONUMENT SIGN



PRIMARY MONUMENT SIGN

SITE WAYFINDING SIGNAGE

VEHICULAR DIRECTIONAL SIGNS

Vehicular directional freestanding signs and blades on poles with clear letters and pointers are located at major decision points on arterials and collector roads within and around Regency Square. They provide direction to tenant buildings/leasing, primary retailers, amenities and parking locations.

PEDESTRIAN DIRECTIONAL SIGNS

Pedestrian directional signs are located at major active sidewalk decision points.

They may be in the form of:

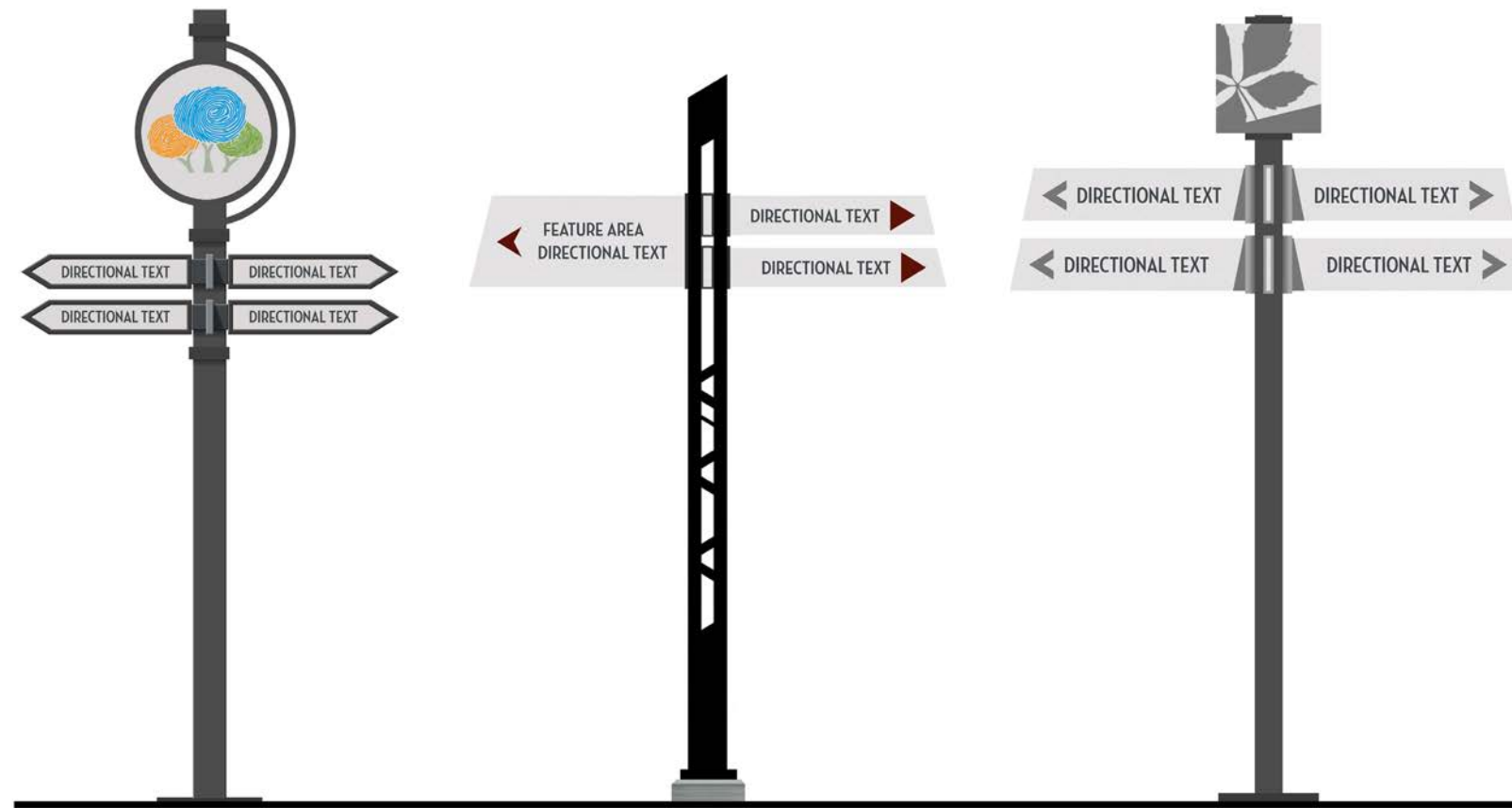
- Blades on poles with clear letters and pointers directing visitors to general places of interest.
- Freestanding and/or wall mounted information cabinets that may be internally lit with an overall site map, tenant/amenity directory and graphic event based information.

All pedestrian size are positioned at heights that are visible at pedestrian level and scaled accordingly.

Both Vehicular and Pedestrian signs should complement the overall aesthetic of the Regency Square brand.

LIGHT POLE MOUNTED BLADE SIGNS

- Removable graphic blade signs that may illustrate site identity and public space seasonal events.



VEHICULAR DIRECTIONAL BLADE SIGNS



FREESANDING VEHICULAR SIGNS



PEDESTRIAN DIRECTIONAL BLADE SIGN



PEDESTRIAN DIRECTIONAL CABINET SIGN



LIGHT POLE BLADE SIGNS

BUILDING IDENTITY SIGNAGE

PRIMARY BUILDING IDENTITY SIGNAGE

Elevated and prominent signs may consist of individual letters or a panels with graphic and letters that clearly convey the primary identification of the building. Their design should be easily seen and read from a distance.

SECONDARY BUILDING IDENTITY SIGNAGE

These signs are typically a secondary form of building identification but in some cases may serve as primary identity sign. They are positioned at heights that are visible at pedestrian level and scaled accordingly. They may consist of wall mounted or free standing letters or panels with graphic letters, blade signs, window signs, applied fascia/canopy/awning signs and graphic wall signs.

LIGHTING NOTES

- Signs may be illuminated with internal lighting, external lighting, or combination of both.
- All lighting, whether internal or external to the sign, will be adequately Screened to avoid glares and will not project onto surrounding roads and buildings or otherwise impair vision.



PRIMARY BUILDING IDENTITY SIGN



PRIMARY BUILDING IDENTITY SIGN



PRIMARY BUILDING IDENTITY SIGN



SECONDARY BUILDING IDENTITY SIGN



SECONDARY BUILDING IDENTITY SIGN



SECONDARY BUILDING IDENTITY SIGN

RETAIL IDENTITY SIGNAGE

Each component of storefront signage contributes to the look, brand and character of the tenant as well as the overall feel of Regency Square. All signs should be easily read, of appropriate size, and can be text, graphic and/or sculptural. All signs should be made of high-quality materials that can withstand all weather conditions.

Signage colors should be used to tie all parts of the storefront's architecture together. The color scheme of the storefront should consider and complement the building's architectural style and adjacent storefronts.

PRIMARY TENANT IDENTITY SIGNS

These tenant identity signs may consist of individual letters or a panel with graphics and letters. These signs will typically be the primary identification for retail tenants and should be mounted on the upper portion of the storefront vehicular and pedestrian visibility.

SECONDARY TENANT IDENTITY SIGNS

These tenant identity signs are typically a secondary form of identification for a retail tenant, but in some cases they may be the primary identity sign. Secondary identity signage should be placed at heights and scale that are clearly visible at pedestrian paths and do not hinder traffic flow.

FORMS OF SECONDARY TENANT IDENTITY SIGNS (MAY ALSO SERVE AS PRIMARY TENANT IDENTITY SIGNS):

- **Awning and Canopy Signs** – These signs must be permanently affixed to the canopy and be architecturally designed and fastened. Text must be of a size and color that provides sufficient contrast with other storefront design elements to ensure readability. All methods of attachment must be concealed from view or designed as an integrated detail to the signs. Signage can be hung from the canopy, but sidewalk clearance must still be maintained.
- **Blade Signs** – Double sided fixed projecting blade signs are mounted perpendicular to the normal flow of traffic. The body of the Projecting Blade Sign may be a custom shape or combination of three-dimensional objects and forms. It should display the unique character of each individual Tenant.



PRIMARY TENANT IDENTITY SIGN



PRIMARY TENANT IDENTITY SIGN



PRIMARY TENANT IDENTITY SIGN



SECONDARY TENANT IDENTITY BLADE SIGN



SECONDARY TENANT IDENTITY AWNING SIGN



SECONDARY TENANT ILLUMINATED ON RACEWAY SIGN



SECONDARY ILLUMINATED TENANT CANOPY SIGN



SECONDARY TENANT IDENTITY BLADE SIGN



SECONDARY TENANT IDENTITY CANOPY SIGN

RETAIL IDENTITY SIGNAGE

SECONDARY TENANT IDENTITY SIGNS (CONT.)

FORMS OF SECONDARY TENANT IDENTITY SIGNS

(MAY ALSO SERVE AS PRIMARY TENANT IDENTITY SIGNS):

- Window signs** – Graphics that are painted or professionally adhered directly to the interior of the storefront glazing. The use of these creatively convey tenant brand and identity as well as basic information about the store’s operation. Storefront graphics should complement the overall storefront design and not overtake it. Window signage may include signs hung behind the window within the store. Suggested fabrication materials include vinyl cut by computer, silk screening, painted graphics, and gold or silver leaf.
- Wall signs** – Wall graphics are a way to create further visual interest in a retail storefront and reinforce a retailer’s brand. They are intended to supplement but not replace retail signage. Tenant storefront graphics are intended to be a permanent component of the storefront and should be applied with paint or another high-quality all-weather material. Hand-painted graphics should be professionally applied. They may consist of graphic and information images, words, or a combination thereof and should be representative of the type of goods offered or experience provided by the retailer.

Wall mounted cabinet/menu boards provide signs that incorporate a menu containing a listing of products offered by the business. Such signs facilitate the customer in locating a restaurant in which to patronize. Menu boards must look coordinated or integrated in the overall storefront design.



SECONDARY TENANT IDENTITY GRAPHIC WALL SIGN



SECONDARY TENANT IDENTITY GRAPHIC WALL SIGN



SECONDARY TENANT IDENTITY WINDOW SIGN



SECONDARY TENANT MENU SIGN



SECONDARY TENANT IDENTITY GRAPHIC WALL SIGN



SECONDARY TENANT IDENTITY WINDOW SIGN



SECONDARY TENANT IDENTITY GRAPHIC WALL SIGN



SECONDARY TENANT IDENTITY WINDOW SIGN

PARKING SIGNAGE

Parking blades, Freestanding signs, and Poles identify parking opportunities and entry points and should establish a tone and hierarchy for signs at surface and enclosed parking areas. Their design should be easily seen and read from a distance.



PARKING SURFACE MOUNTED SIGN



PARKING BLADE SIGN



PARKING POLE SIGN



PARKING FREESTANDING SIGN



PARKING POLE SIGN



PARKING BLADE AND SURFACE SIGN

SITE LIGHTING AND FURNITURE

Site Lighting

Pedestrian scaled outdoor lighting will be provided along the private streets, within plazas, and along pedestrian access routes within the open spaces.

Street Furnishings

Coordinated street furnishings will include trash receptacles, street lighting, planters, and benches. Furnishings will be limited to the curbside or building amenity zones and will not encroach into pedestrian clear zones.

- Plantings, lighting, and benches will be used to promote a pedestrian friendly streetscape.
- Street furniture to be integrated with usable public gathering spaces and along sidewalks support pedestrian life along streets and elevates the quality of the streetscape by providing places for people to sit and gather, deposit litter and store bicycles.
- Site furnishings should be similar style and quality and used to create a cohesive streetscape within the neighborhood.
- Color of the selected furnishings should be compatible to the overall color palette of the neighborhood.
- Pedestrian level lighting will be used to complement the roadway and streetscape lighting and to emphasize safe sidewalks and open space areas.
- All pedestrian walkways and parking areas will be illuminated.



STREETS AND ACCESS

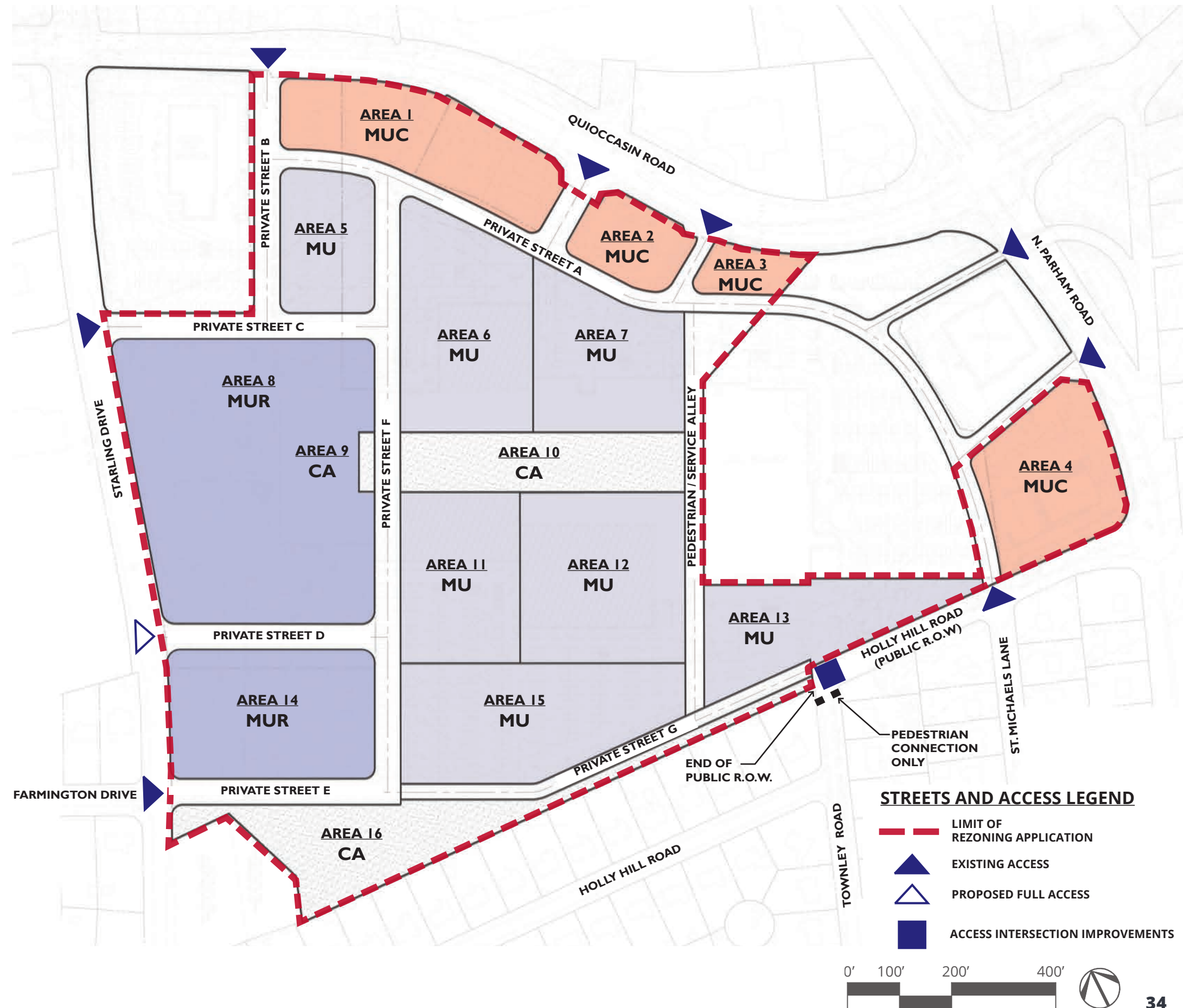
General Layout: Streets and Blocks

The streets and blocks of the Regency Urban Mixed Use District form an efficient, comprehensible network for the organization of public life and provides for its future growth in an organized manner. Smaller, more walkable block structure created by a new grid street pattern offer the public numerous options and alternative routes through the site, creating the basis for efficient, multi-modal navigation throughout the district, connectivity to the surrounding neighborhoods, and an inviting porosity that will be a catalyst for growth for the entire Tuckahoe commercial district. The streets are narrower, slowing vehicular traffic and, consequently, more pedestrian-friendly. While designed to accommodate vehicular movement, they are detailed to encourage pedestrian, bicycle, and other vehicle usage. Our transportation planning anticipates the further growth in UBER, Lyft and other ride sharing options, connection of Regency into the regional mass transit system of buses and other public transportation.

The reorganization of streets and access at Regency Square will continue the enhancements the recently implemented improvements to Quioccasin Road, to improve visibility and access from that major arterial road. The existing points of access into the project site will remain largely unchanged. One additional full access driveway on Starling Drive is proposed to support access into proposed mixed-use residential blocks fronting that road. Modifications to entry widths and lane configurations will be determined by future traffic analysis accompanying individual site plan applications.

The project entrance at Holly Hill Road at the southeast corner of the site will be reconfigured and enhanced to improve access at that location. That intersection will initially be set up to accommodate pedestrian connectivity to the existing residential neighborhoods south of the project site. The configuration will accommodate future vehicular connectivity to Holly Hill Road as well should the County and community desire that in the future.

The Master Plan will take advantage of existing access from the local public street network and establish new internal streets and pedestrian networks to enhance mobility through the site and improve connectivity to surrounding properties through the creation of a more structured urban block pattern.



STREETSCAPE DESIGN

Sidewalks and community open spaces constitute the basic armature for successful urban areas; they are the lifeblood of community. They are to be provided with street trees and, potentially, lighting, seating, and other street furniture in commercial areas. These elements both buffer the pedestrian from vehicular traffic and enrich the public realm. The sidewalks will be highly activated with pedestrians as they traverse to places of business, shops, restaurants, and entertainment venues in the course of their daily lives. Sidewalk cafes can further enliven the pedestrian experience.

Existing Streets

The redevelopment of Regency Square is a textbook example of taking advantage of existing public infrastructure to reinvigorate a community asset. The primary arterial and collector streets fronting the project site will remain unchanged and provide adequate access for the new development program. Proposed enhancements to pedestrian facilities along those street frontages and orienting new buildings toward these existing streets will enhance the overall character of the area and improve walkability.

New Streets

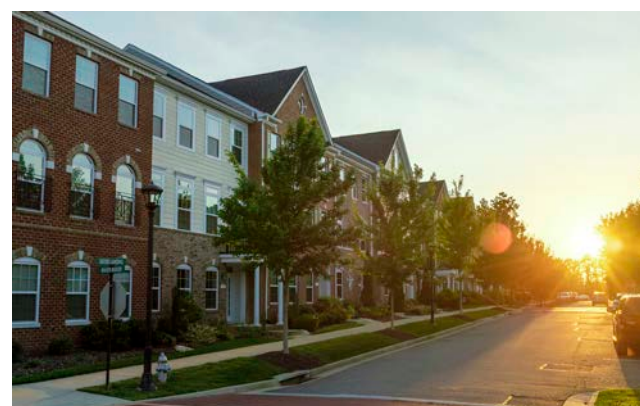
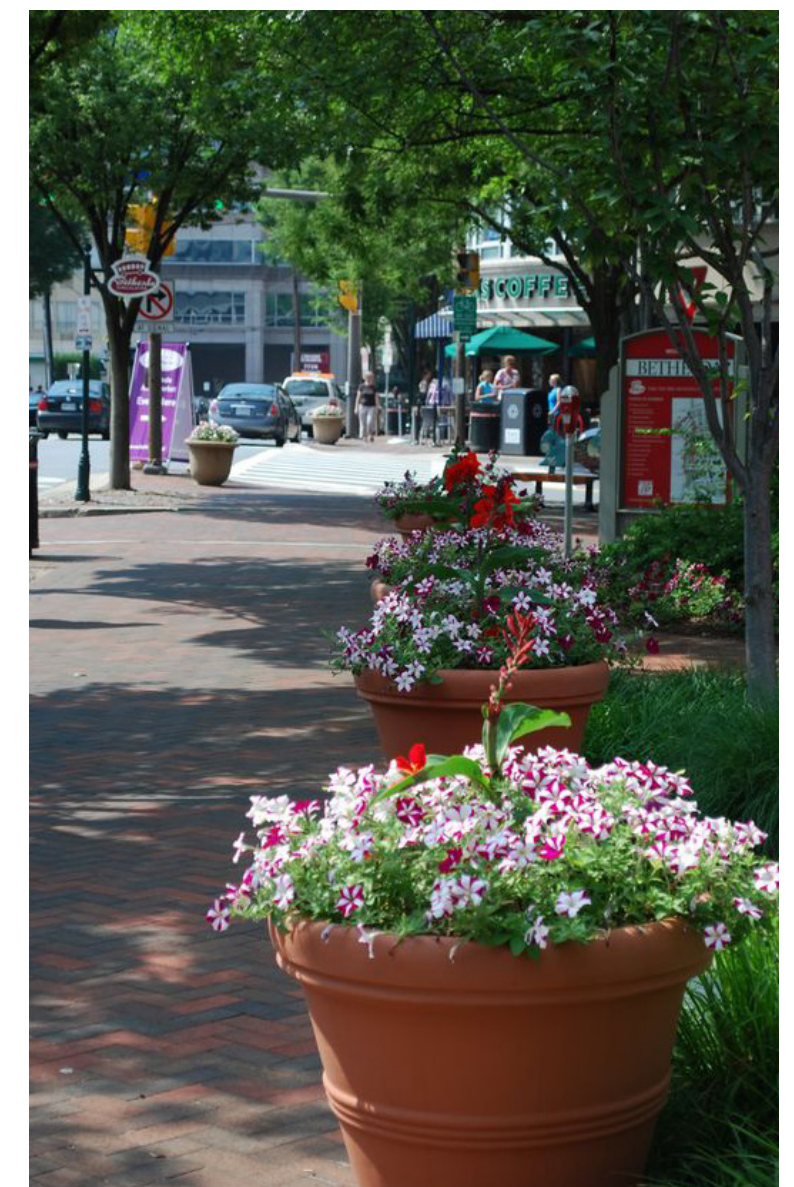
The new internal street pattern is focused on creating improved vehicular and pedestrian circulation patterns within the site and better overall block structure. New north-south streets (Private Streets B & F) will penetrate the core of the site and create walkable pedestrian zones along commercial and residential frontages. Private Street A follows the existing perimeter driveway serving existing outparcel development and will remain in place with some added pedestrian facilities.

Private street G are set up as walkable streets, similar to European Woonerf streets with narrow travel lanes and wide pedestrian zones that calm traffic and create a human-scale street environment. Pavement treatments, site furnishings, and landscaping will help create public environments that are uniquely Regency.

The resulting block structure will create very walkable land bays defined by pedestrian-oriented streetscapes, activated ground floor uses, and on-street parking where appropriate. The new block pattern will also promote better distribution of traffic entering and leaving the development as internal circulation patterns will be better defined by the new block pattern and large surface parking areas reduced significantly.

Street Design

All streets within Regency Square will be Private. There will be four typical street sections within the new Regency Square, with an emphasis on pedestrian-oriented streets that will help establish the overall character of place.



STREETSCAPE DESIGN



TYPICAL STREET SECTIONS

**Section 1 - Perimeter Collection
(Private Street A)**

This section reflects the different character between the urban blocks and out-parcel blocks fronting Quiocassin and N. Parham roads. The urban, or interior, street frontages will be characterized by the same street tree plantings and sidewalks common to the other internal street types. The exterior frontages adjacent to outparcels will establish new street tree plantings but sidewalks and landscaping will vary depending upon the out-parcel site plan development. The intent is to establish the street tree pattern and encourage pedestrian movement on the interior of the site adjacent to the urban blocks.

**Section 2 - Primary Entrance Drive
(Private Street B,C, D, E)**

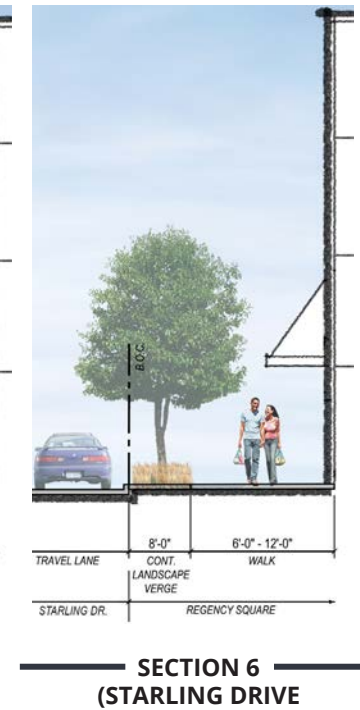
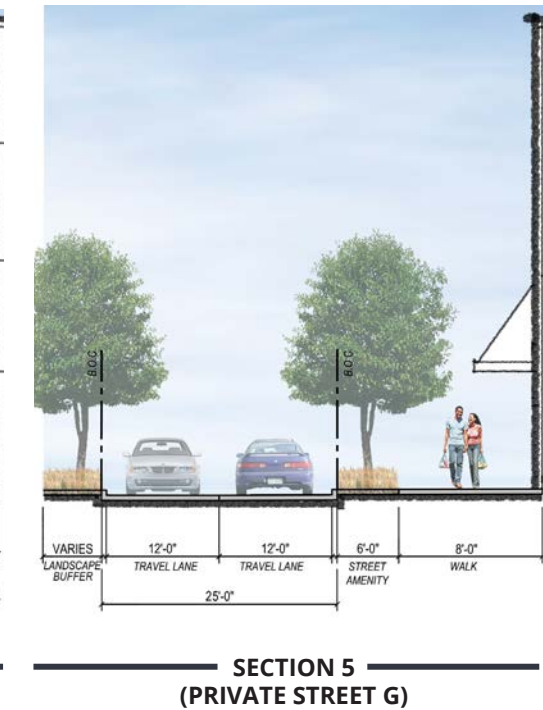
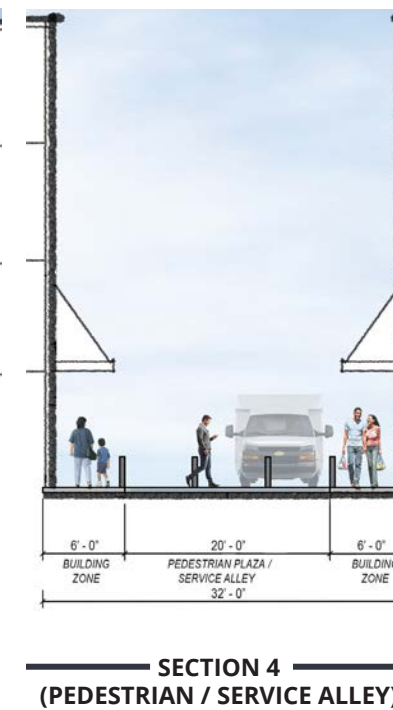
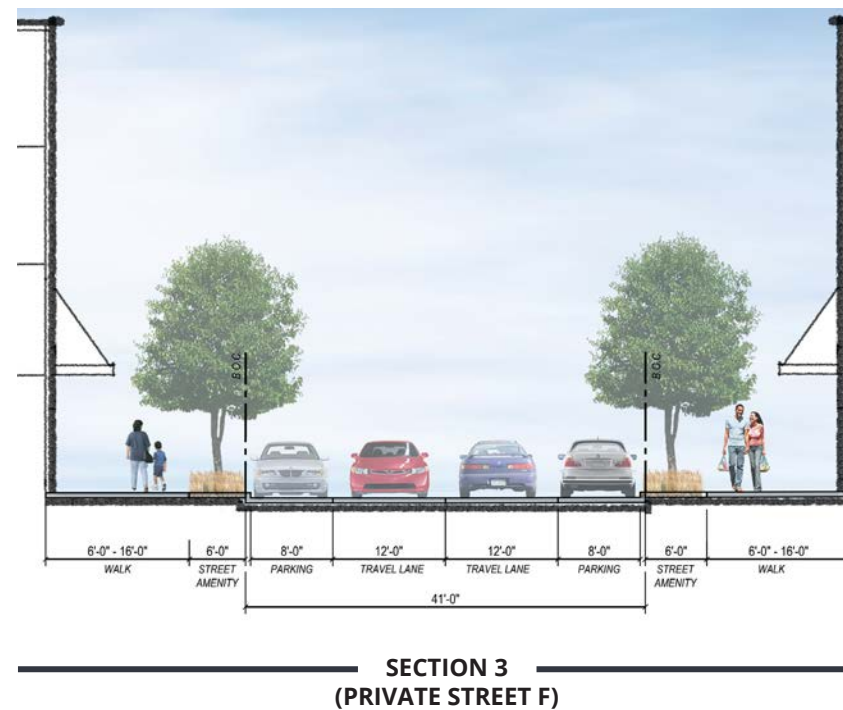
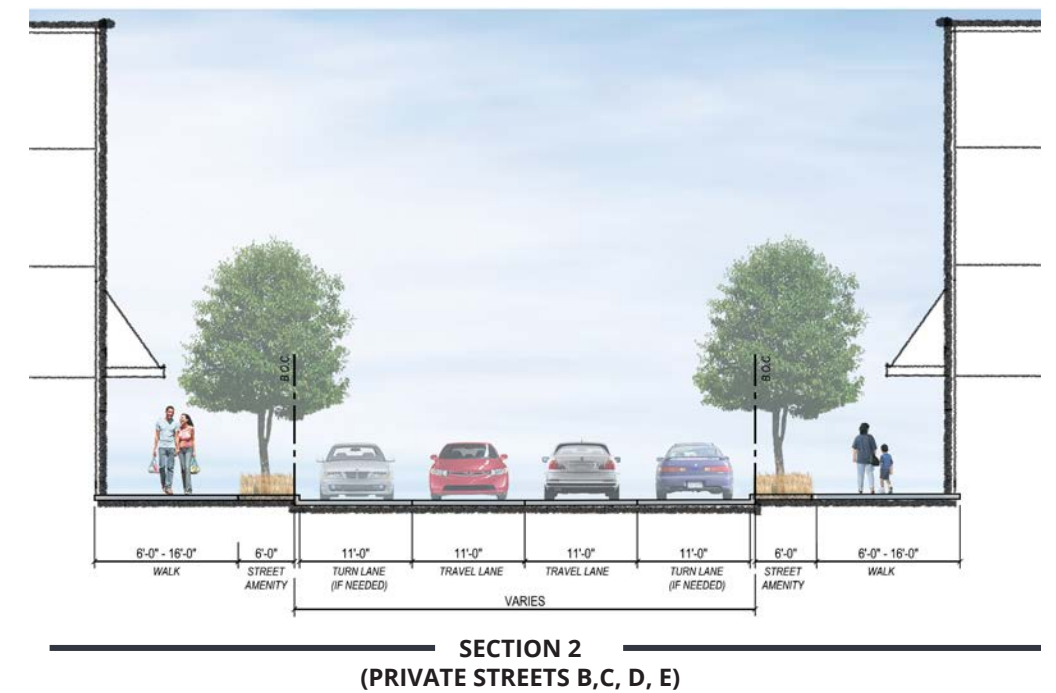
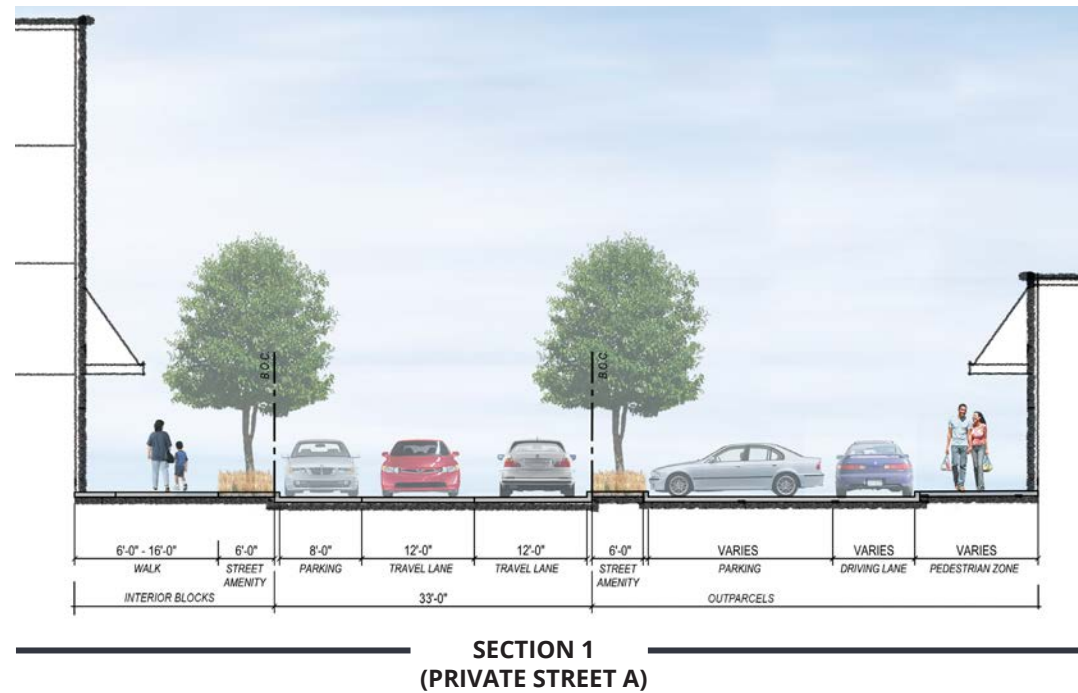
Regency entry drives will be characterized by tree-lined streets, sidewalks on both sides, two primary travel lanes, and turn lanes where necessary to provide for adequate traffic operations at the intersection with primary public streets. The typical width (back-of-curb to back-of-curb) will be 50 feet but wider near the intersections with the primary public street network to accommodate turn lanes and stacking.

**Section 3 - Urban Street with Parking
(Private Street F)**

This section is intended for blocks with multi-use buildings fronting streets with wide pedestrian zones for promoting walkability and an activated public realm. This section provides two travel lanes with on-street parallel parking on both sides. Sidewalk widths will range from 12 to 22 feet depending upon the adjacent street-level uses. Commercial and retail block frontages are intended to support wider sidewalks to accommodate street trees, curbside amenities, and café seating areas. Residential street-level frontage will have slightly narrower sidewalks to reflect lower levels of activity.

**Section 5- Pedestrian Plaza
(Pedestrian / Service Alley)**

This pedestrian plaza will be utilized primarily for pedestrian traffic, but will be accessible for vehicular access for service and emergency vehicles. Use of bollards instead of curbs, overhead catenary lighting, and special pavement materials may be options used to create unique character along this pedestrian corridor. This pedestrian / service alley will be primarily closed off to vehicles at the ends to support programmed community events and pedestrian movement on the interior of the site, adjacent to the urban blocks.



**Section 5- Internal Collection
(Private Street G)**

This section depicts an internal road that will continue to provide internal connections within the site, and serve as an access route from Holly Hill Road entry. The urban, or interior, street frontages will be characterized by the same street tree plantings and sidewalks common to the other internal street types. The southern edge will serve as a landscape buffer between the site and adjacent residential properties to the south.

**Section 6- Existing Public Street
(Starling Drive Frontage)**

This section depicts an example of development adjacent to Starling Drive (Public R.O.W.) that will provide an 8' wide continuous landscape verge and minimum 6' wide sidewalks.

BUILDING SETBACKS (BUILD-TO-LINE)

Residential Frontage

Block standards for residential frontages are intended to provide a pleasant pedestrian experience with a scale reminiscent of traditional, urban neighborhoods. Building setbacks are set between fourteen to twenty feet to back of curb.

Retail Frontage

Building setbacks for retail frontages are intended to provide for wide sidewalks and ample street amenity zones for street furnishings and café seating areas. Building setbacks are set between fourteen to twenty-two feet from back of curb and accommodate a six foot curbside amenity zone (trees and site furnishings), an eight to sixteen foot building amenity zone (café seating and door swings) and a minimum six foot clear pedestrian zone.

Office Frontage

Building setbacks for office frontages are intended to provide for wide sidewalks, street amenity zones, and potential plaza areas. Building setbacks are set to a minimum fourteen to twenty feet from the back of curb and accommodate a six foot curbside amenity zone (trees and site furnishings), an eight to fourteen foot building amenity zone (café seating and door swings) and a minimum six foot clear pedestrian zone with flexibility for larger building setbacks for creation of small urban plazas, amenity areas, or public art space.



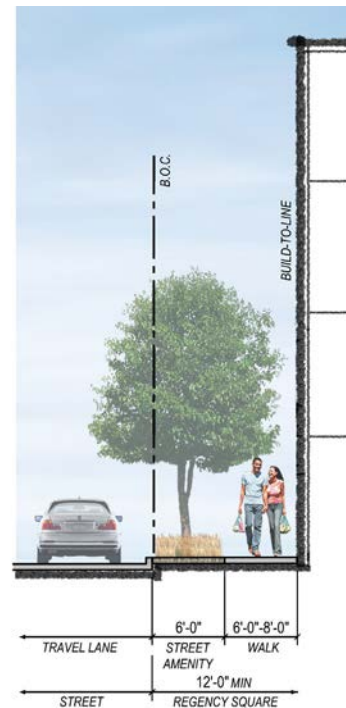
RESIDENTIAL BUILD-TO-LINE PLAN



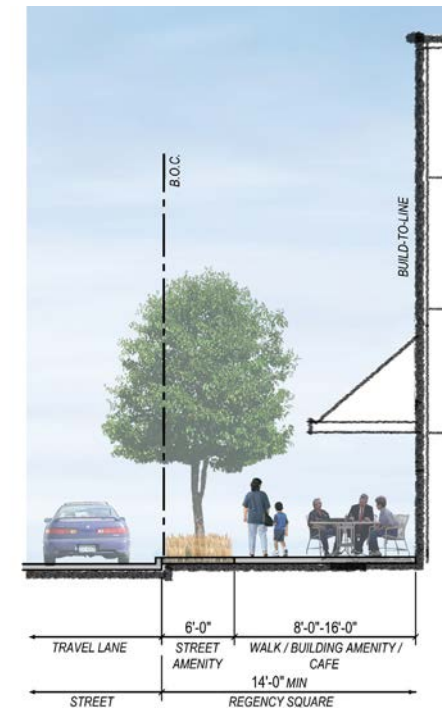
RETAIL BUILD-TO-LINE PLAN



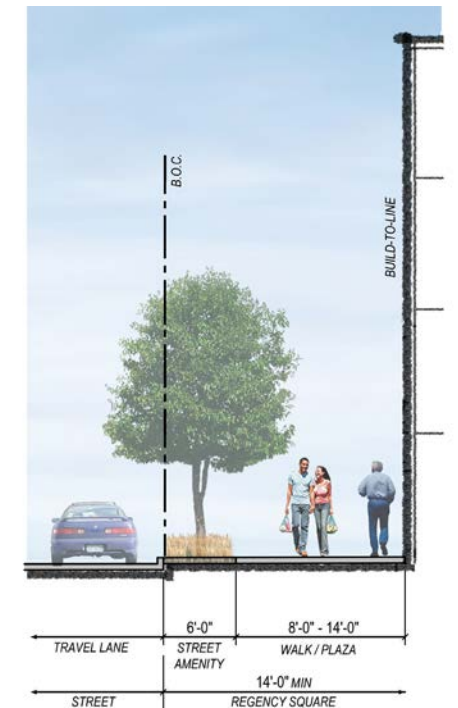
OFFICE BUILD-TO-LINE PLAN



RESIDENTIAL BUILD-TO-LINE SECTION



RETAIL BUILD-TO-LINE SECTION



OFFICE BUILD-TO-LINE SECTION

PEDESTRIAN PLAN

Pedestrian Facilities

Internal: wide sidewalks along all internal streets will create an attractive public realm and promote walking. ADA accessible routes will be provided to the maximum extent possible and Woonerf streets will provide a unique experience for pedestrians and opportunities to close selected streets to traffic to accommodate programmed community events. Crosswalks at key locations will be clearly signed and marked for safe navigation across internal streets. Crosswalks will be made highly visible with a combination of contrasting paving patterns and textures including alternative paving materials, high-visibility traffic paint, and signage.

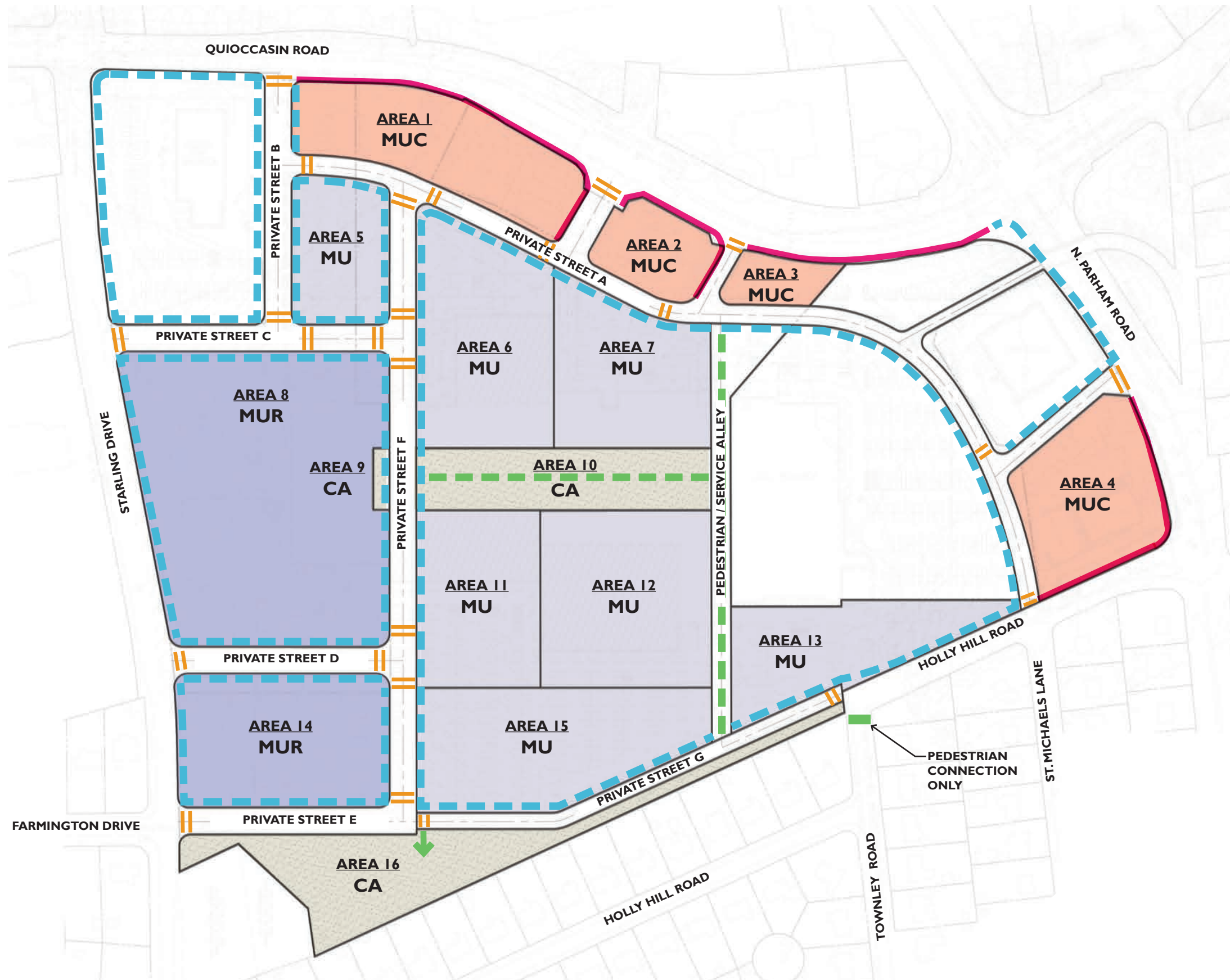
Perimeter Public Streets

Pedestrian facilities along Starling Road and Holly Hill will be enhanced including new sidewalks and street tree plantings to provide better connectivity to surrounding shopping and residential neighborhoods and to enhance the streetscape environment.

Pedestrian connectivity to the legacy residential neighborhoods south of Regency Square will be provided with the intersection improvements at Holly Hill Road. Bollards or similar physical barriers will prohibit vehicular traffic from moving between the development and residential streets at that location unless, or until, the County and community decide to open that connection to traffic.

PEDESTRIAN CIRCULATION LEGEND

-  PEDESTRIAN PATH- PROPOSED
-  SIDEWALK - PROPOSED
-  SIDEWALK - EXISTING
-  PEDESTRIAN CROSSING

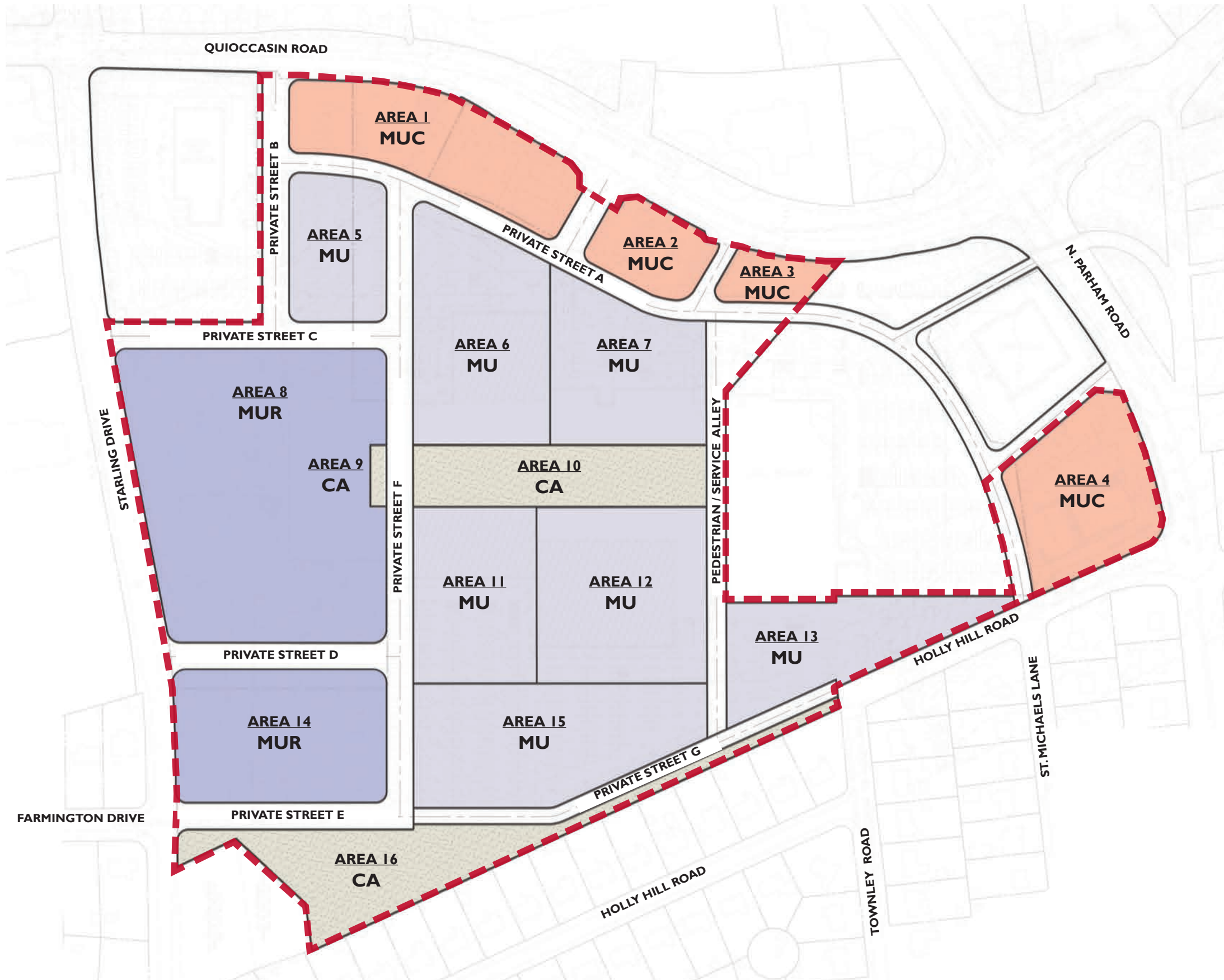


COMMON AREA

A series of interconnected public and private open spaces of varying scale and character will be incorporated into the overall master plan. A minimum 15 percent of the total project area will be committed to qualified common area. This total will be comprised of both public space and private amenity areas within selected blocks.

The general location of key, committed open space amenities are illustrated in adjacent plan. The location, size, and configuration of these areas is conceptual only. The signature common areas include the following:

- Public greenspace and urban plazas
- Roof-top terraces and gardens
- Private Amenity Areas
- Outdoor public meeting areas
- Landscaping and buffer areas



COMMON AREA LEGEND

LIMIT OF REZONING APPLICATION

COMMON AREA



COMMON AREA

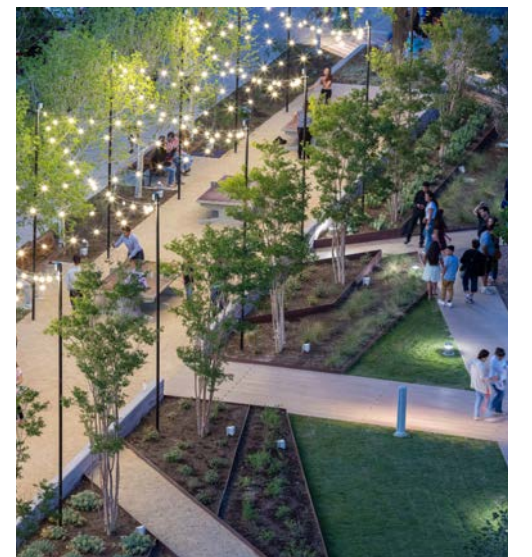
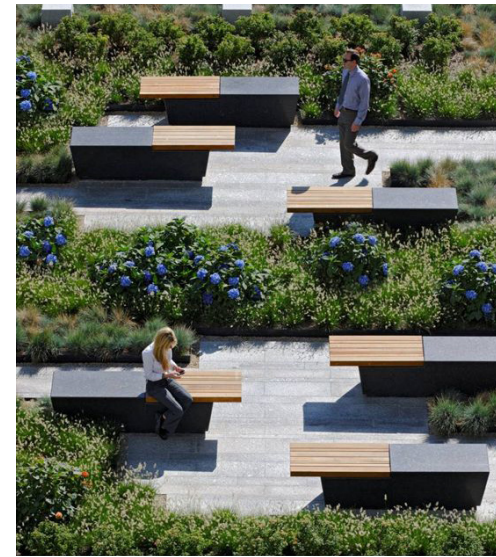
Regency Park (CA-AREA 16)

This common area is envisioned to be passive green space with great access for both the existing neighborhoods and new residents of Regency Square. It will incorporate new landscaping, walking paths, pet-friendly areas, and passive seating areas.



Regency Commons (CA-AREA 9 & 10)

This space occupies the core of the project in the heart of the former mall space and represents a new, contemporary interpretation of that space that has long ties with the community. It is the signature gathering area for unstructured or programmed activities and is the connective tissue for the project between residential, entertainment, and retail uses.



COMMON AREA



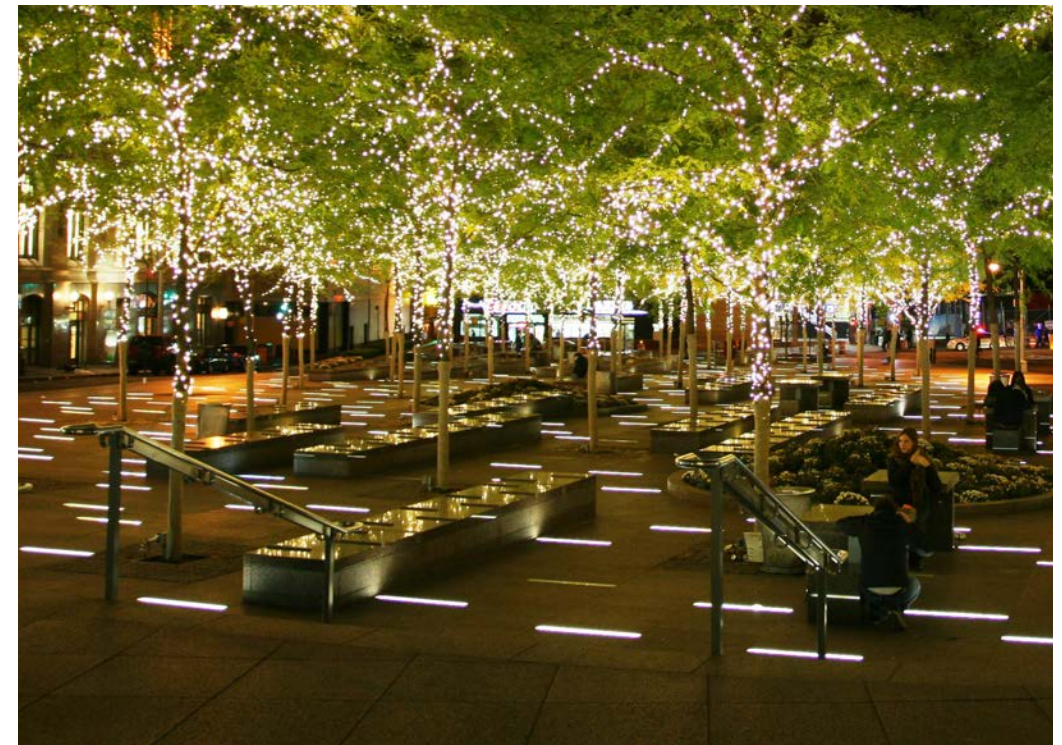
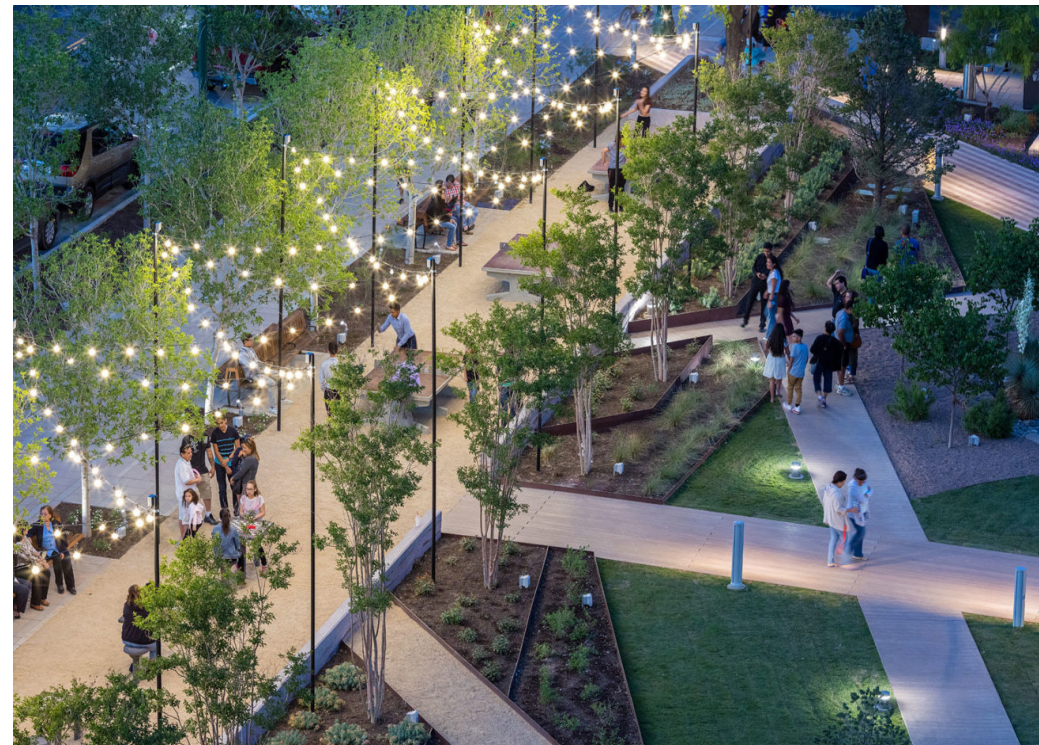
Hard Surface



Green Surface



COMMON AREA



LANDSCAPE STRATEGY




The overall landscape plan strategy is to establish a vegetation framework and character with street trees along the internal streets and along public street frontages. The adjacent plan illustrates proposed street tree plantings and common areas.

Interior landscaping will be determined with each plan of development with a priority on shade tree canopy where appropriate and low-growing plant material as accents to soften building frontages, and maintain sight-lines for public safety.

Water quality features, if needed, may be accommodated within landscape areas as amenities integrated within common areas and open space.

The common areas will include new shade trees and preservation of selected mature trees near Starling Road. The intent of the mixed-use strategy is to create a better integration of uses within the development and with adjacent land uses through a softening of harsh landscape buffers and barriers.

LANDSCAPE LEGEND

-  LIMIT OF REZONING APPLICATION
-  STREET TREE (SPACING VARIES: 35'-50' O.C.) *
-  COMMON AREA

***NOTE:**

Street tree spacing to vary based upon specific block context and in consideration of sight lines, building setbacks, public spaces, utilities, and visibility to retail frontages.



LANDSCAPE PLANT MATERIAL

Tree and Planting Recommendations

Street tree plantings along internal and perimeter streets (spacing varies, 35-50 feet on center)* will provide shade to pedestrian zones and enhance the overall character of place. A palette of trees will be used that are proven hardy in urban landscapes and provide year-round interest. Street plantings shall be laid out in an organized manner. Multiple species of trees will be planted in groups or an alternating pattern along streets to help improve the long-term health and stability of the tree canopy. Obstructive plant materials will not be placed within the pedestrian zone.



***NOTE:**

Street tree spacing to vary based upon specific block context and in consideration of sight lines, building setbacks, public spaces, utilities, and visibility to retail frontages.

Table I: Large Shade + Evergreen Trees












Scientific Name	Common Name	Size at Planting	Type	Preferred Locations
 <i>Acer rubrum</i>	Red Maple	Min. 2" cal., B&B.	Large Shade Tree	Buffers Parks/Amenities Parking/Streetscape
 <i>Ginkgo biloba (Male)</i>	Maidenhair Tree	Min. 2" cal., B&B.	Medium Canopy Tree	Pocket Parks/Amenities Parking/Streetscape
 <i>Platanus x acerifolia</i>	London Planetree	Min. 2" cal., B&B.	Large Shade Tree	Buffers Parks/Amenities Parking/Streetscape
 <i>Quercus phellos</i>	Willow Oak	Min. 2" cal., B&B.	Large Shade Tree	Buffers Parks/Amenities Parking/Streetscape
 <i>Juniperus virginiana</i>	Eastern Redcedar	8-10" Height	Small Evergreen Tree	Buffers Street Buffer

Table II: Understory Trees + Shrubs

Scientific Name	Common Name	Size at Planting	Type	Preferred Locations
 <i>Cornus kousa</i>	Kousa Dogwood	8-10" Height	Understory	Understory Buffers
 <i>Cercis canadensis</i>	Redbud	8-10" Height	Understory / Flowering Tree	Pocket Parks/Amenities Buffers
 <i>Ilex glabra</i>	Inkberry Holly	24" height	Evergreen Shrub	Buffers Parking Lot Landscaping Street Buffer
 <i>Ilex verticillata 'Red Sprite'</i>	Red Sprite Winterberry Holly	24" height	Semi-Evergreen Shrub	Buffers Parking Lot Landscaping Street Buffer
 <i>Rhododendron prinophyllum</i>	Rose Azalea	24" height	Semi-Evergreen Flowering Shrub	Buffers Parks/Amenities
 <i>Spiraea sp.</i>	Spirea	24" height	Deciduous Shrub	Buffers Parking Lot Landscaping Street Buffer

DESIGN TEAM

OWNER/DEVELOPER:

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REBKEE

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ARCHITECTS:



COOPER CARRY
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CIVIL ENGINEERS/ LANDSCAPE ARCHITECTS:

Kimley»Horn

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BUILDING HEIGHTS LEGEND

 LIMIT OF REZONING APPLICATION

 ≤ 120'

 ≤ 100'

 ≤ 60'

**REGENCY UMU
BUILDING HEIGHTS**



PUP2019-00009