

Economic Development Geographies

Each of the nine localities in the Richmond Region has planned for economic growth areas through Comprehensive Plans and other land use and economic development planning documents. The areas identified in locality plans are all important to regional economic growth. This plan maps some areas as regional economic development “focal areas” based on the process detailed below. In addition to these areas, this plan maps additional important areas for economic growth and courthouse (County seat) areas.

To build a picture of employment and mixed-use concentrations within the region, Existing and Emerging Activity Centers were identified using land use information and socioeconomic data. Land use information consisted of locality-sourced existing land use data and future land use map information from Comprehensive Plans. The existing land use categories and planned future land use categories (Comprehensive Plan designations) used by each locality were each grouped into a set of general categories for regional consistency. The existing and projected socioeconomic data – population and employment numbers - used in the analysis were consistent with the base year (2017) and future year (2050) projections used in the region’s Long Range Transportation Plan. The methodology to determine the Activity Centers calculates densities of jobs (for employment centers) and densities and proportions of jobs and population (for mixed use centers). It also considers the size (number of acres) at these densities, specifying a minimum amount of contiguous area. The thresholds for density and amount of contiguous area varied for different portions of the region - within the urban core, suburban area, and rural area.

- The existing land use information and Existing Activity Centers are shown below on *Exhibit 15*. Exhibit 13 also includes sites listed in the Virginia Economic Development Partnership (VEDP) Site Locator Tool.
- The future land use information from local Comprehensive Plans and the Emerging Activity Centers are shown below on *Exhibit 16*.

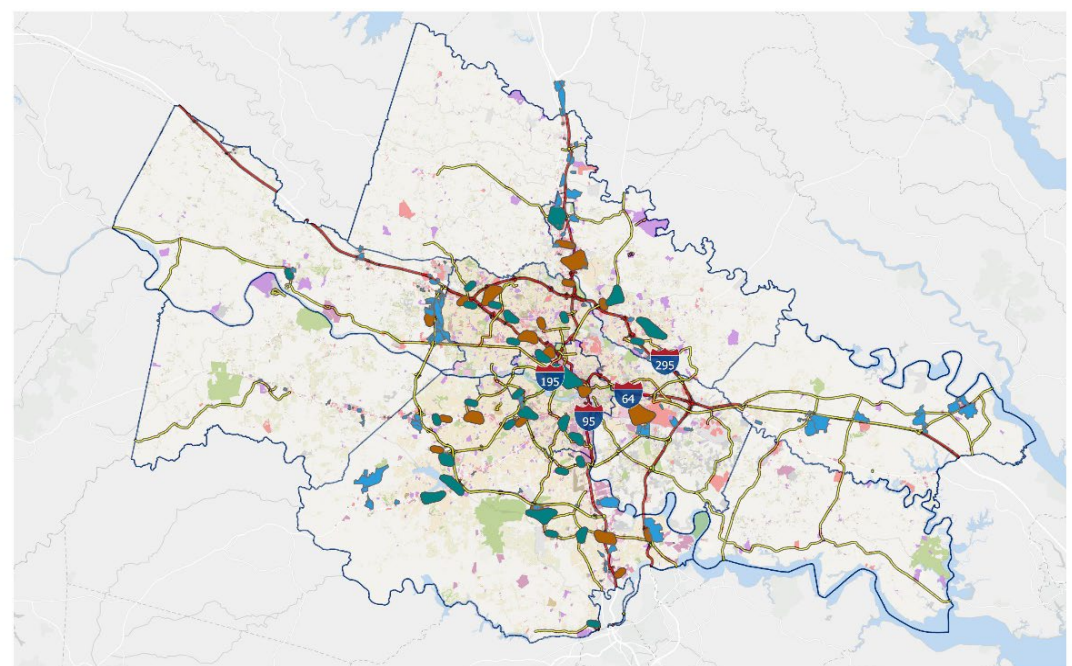
This land use and Activity Center analysis, together with locality input, were used to update the regional Focal Areas depicted by the 2014 CEDS. The updated Focal Areas are shown in *Exhibit 17*, and a high-level characterization of each Focal Area is provided on page 12. In addition, Exhibit 17 shows additional important economic development areas noted as current or likely nearer-term growth areas by locality staff (yellow dots – see page 12 for location list), and the courthouse areas within Charles City, New Kent, Hanover, Goochland and Powhatan counties (stars).

All areas (Focal Areas, additional important economic development areas, courthouse areas) depicted in Exhibit 17 represent opportunity areas for continued planning, investment, and where applicable and feasible, regionally coordinated efforts (e.g., regional transportation planning). The areas shown on these exhibits may change over time as land use plans, socioeconomic data, and VEDP Site Locator tool data are updated.

The Focal Area numbers in Exhibit 17 match the descriptions on page 12; they are not a ranking of priority.

Exhibit 15: Existing Land Use and Activity Centers

- This map shows existing land uses generalized for the region, and employment (brown) and mixed-use (teal) Existing Activity Centers. The map also depicts the location of properties captured in the Virginia Economic Development Partnership (VEDP) Site Locator Tool as of fall 2024.

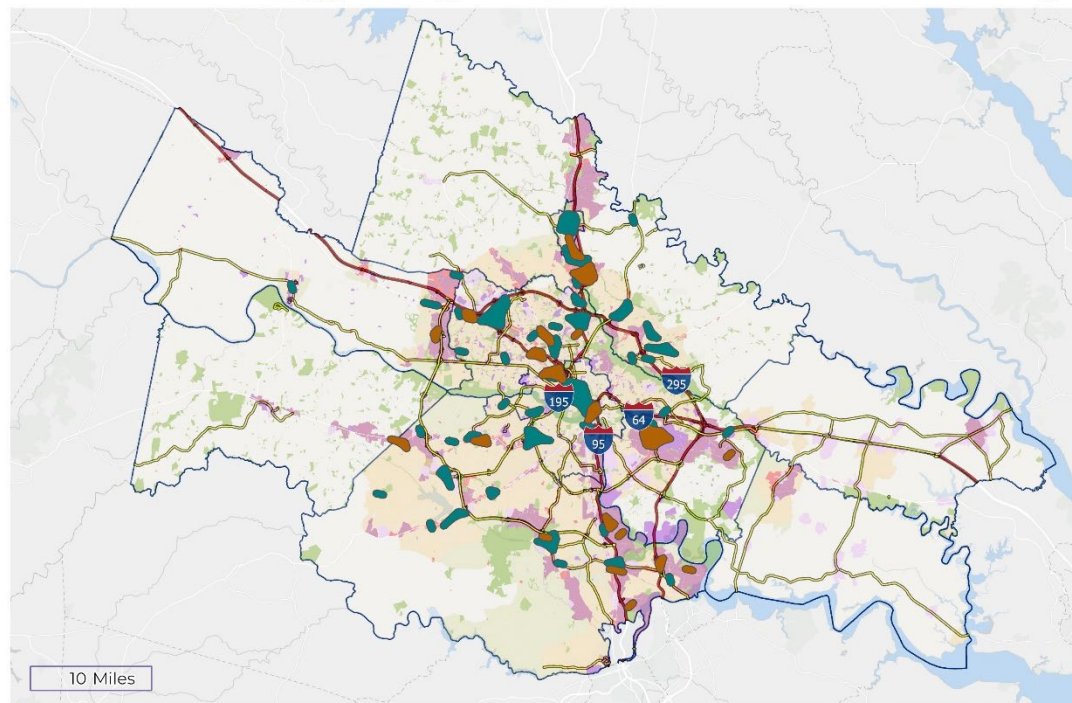


EXISTING ACTIVITY CENTERS



Exhibit 16: Future Land Use and Emerging Activity Centers

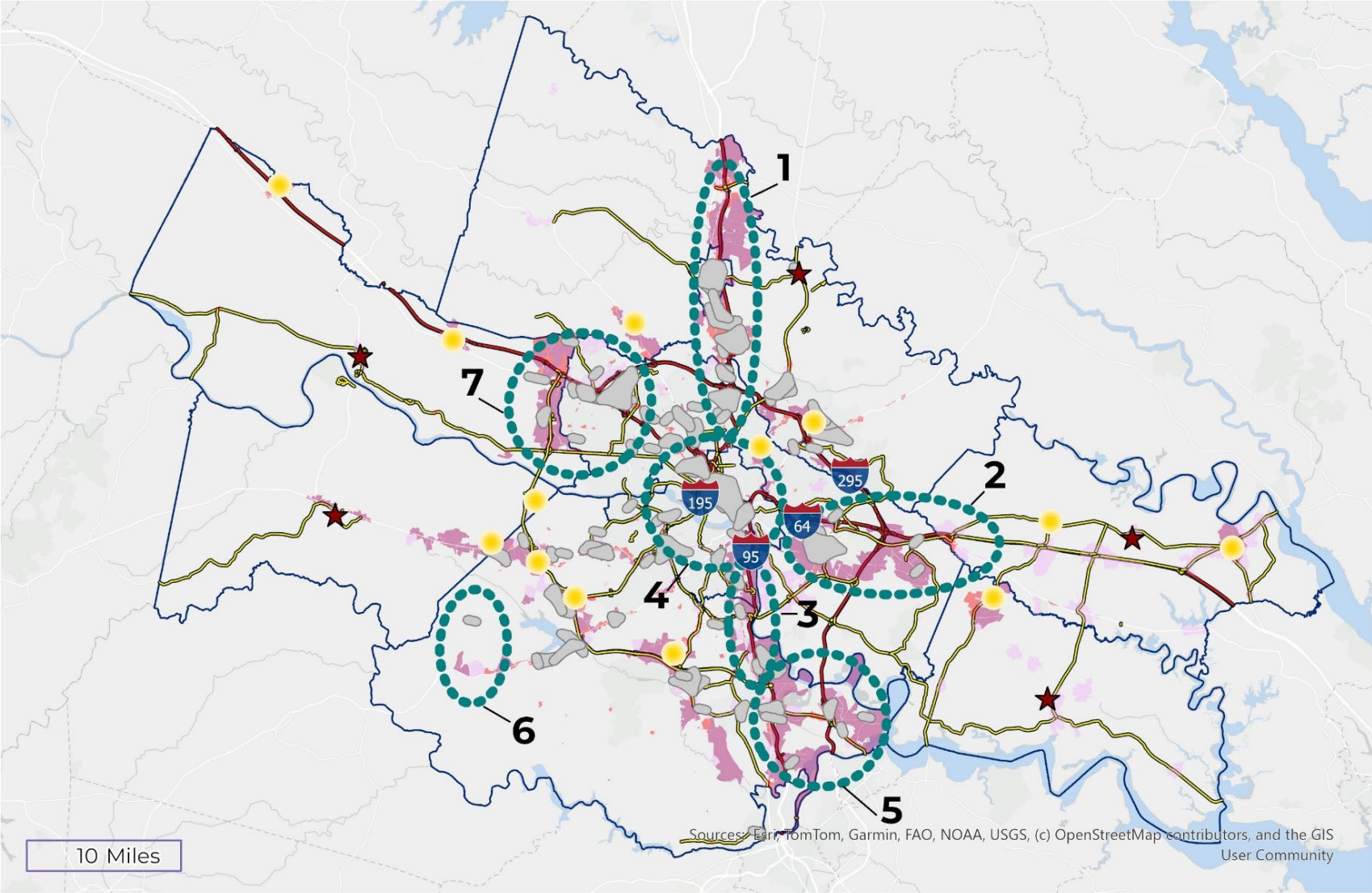
- This map shows planned land uses from locality Comprehensive Plans, generalized for the region. The map also shows the projected employment (brown) and mixed-use (teal) Emerging Activity Centers.



EMERGING ACTIVITY CENTERS



Exhibit 17. Economic Development Geographies



Focal Area Descriptions and Additional Important Economic Development Areas

Focal Area 1: Route 1/I-95 North Corridor

This Focal Area extends along I-95 north from Henrico through Hanover County and includes the Rt. 30 Gateway at King's Dominion, the Hickory Hill complex, the Ashland Rt. 54 interchange, the Town of Ashland Holland tract, and Best Products Reimagined in Henrico County.

Focal Area 2: Richmond Internal Airport/White Oak

This Focal Area in Eastern Henrico area includes the RIC Airport, Laburnum Avenue industrial parcels, the White Oak Technology Park extending to Bottoms Bridge to the east in New Kent County along I-64.

Focal Area 3: I-95 South/Port Activity

This Focal Area encompasses industrial and distribution center parcels south extending out of the city center along I-95 encompassing the Richmond Marine Terminal/Commerce Corridor area and Bells Road.

Focal Area 4: Central Richmond/Manchester

This Focal Area contains the urban heart of the region, as well as rapidly developing/redeveloping areas such as the Diamond District, Scotts Addition into Westwood redevelopment in Henrico, the Springline at District 60 development on Midlothian, the Hull Street corridor south of the James River extending into Chesterfield, and southern areas of Henrico in the vicinity of Rocketts Landing.

Focal Area 5: Meadowville/Route 10

This Focal Area intersects with I-95 south to include the James River Industrial Center, Walthall and Ashton industrial parks, and Meadowville/Route 10 Super Highway extending south into Chesterfield County.

Focal Area 6: Upper Magnolia

This Focal Area is an emerging development center and contains significant land for new industrial and mixed-use development, including the approximately 1,000 acre Upper Magnolia Green property.

Focal Area 7: Innsbrook/North Gayton and West Creek/Ashland Road

This Focal Area encompasses land parcels in both Henrico and Goochland counties, including the existing Innsbrook area spanning North Gayton Road with continued development west along Broad Street, Route 288 and north of Broad along Ashland Road in Goochland. West Creek is planned for both significant employment uses as well as being a mixed-use center.

Additional Important Economic Development Areas

- Richmond Raceway Vicinity (Henrico)
- I-295/Creighton Road Interchange Vicinity (Hanover)
- I-64 Exit 211/Talleysville Vicinity (New Kent)
- Route 33 Corridor (New Kent)
- Roxbury Industrial Center and Vicinity (Charles City)
- Chesterfield County Airport Vicinity (Chesterfield)
- Watkins/288 Corridor (Chesterfield)
- Route 60 Corridor (Powhatan/Chesterfield)
- Route 288/Route 711 Vicinity (Powhatan)
- I-64/Exit 167/Oilville Vicinity (Goochland)
- I-64 Exit 152/Hadensville Vicinity (Goochland)
- Mountain Road Gateway (Hanover)