Transit-Oriented Development for the Village of Ettrick, Virginia

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Spring 2005
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Mr. Greg Allen
Mr. Jonathan Brown

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Transit-Oriented Development for the Village of Ettrick was designed to fulfill the requirements of URSP 762 as a graduation project for the completion of the master programs in the Urban and Regional Planning department at Virginia Commonwealth University.
Executive Summary

The Village of Ettrick is a small community located at the southeast corner of Chesterfield County. It’s history dates back to the 16\textsuperscript{th} century when the village began as a modest milling town. Although Ettrick currently preserves many of its historical resources, the village is not recognized for its cultural and historical heritage on a regional level; rather, Ettrick is much better known for its proximity to Virginia State University.

The community has been, for the past years, showing signs of economic distress. Lack of investments and commercial inactivity are some of the main challenges faced by this community. In addition, Ettrick has a very unique population composition, made up by a majority of young adults (30 percent of V.S.U. students are residents of Ettrick) followed by an older cohort. As a consequence of this gap in generation, many issues ranging from homeownership to what type of services the community needs arises. Surprisingly however, the ties supporting the social fabric of this society is strong bounded, and Ettrick is still seen by many residents as a great place to live.

T.O.D. for the Village of Ettrick is a concept plan that aims to introduce an alternative typology for commercial and residential development for Ettrick. Its main proposal suggests that land use development and transportation systems should be integrated and planned in conjunction for the benefit of the community. The plan lays out strategies and recommendations for the creation of a Transit Oriented Development design in Ettrick, trying to capitalize on the community’s assets and also understanding its limitations.
The plan proposes revitalization of the village core by means of design, in other words, by strategically suggesting the placement of urban structures (commercial buildings, residencies, offices) in cohesion with its environment and with other structure. Some of the main concepts that the plan will propose as means to achieve urban revitalization will be through land mixed use, higher housing density, and the creation of an urban environment that is pedestrian friendly and conducive to other means of transportation such as transit.
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Part I

Introduction
The Plan Overview

This plan, based on Transit Oriented Development concepts, aims to develop strategies for the revitalization of Ettrick’s urban core currently located along Chesterfield Avenue and around Ettrick’s train station. The plan is divided into four sections. Section one introduces the concept of T.O.D, brief history and guidelines along with the history of the Village of Ettrick and its surrounding influences.

Section two discusses the community’s existing conditions such as demographic, economic, and land use information.

Section three describes the plan in detail, displaying goals and objectives for the community and offering suggestions for their implementation.

Section four described the design guidelines for the village core.
**What is T.O.D?**

Transit-Oriented Development, or simply T.O.D, is an important design tool that can be used to greatly improve the quality of life in urban areas. T.O.D design refers less to the architectural and aesthetic elements of the urban setting and more to the careful and thoughtful lay out of urban structures within a physical space.

The concept underlining T.O.Ds brings back the notion that the development of transit systems should be integrated with the development of the urban land; moreover, transit systems should conduct the development of commercial activities and residential settlements in the urban area. In the past, particularly during the streetcar era in the 1920s and 1930s, American cities were growing accordingly to the development and expansion of the streetcar system. After World War II, the availability and affordability of the automobile made transit system obsolete for the majority of Americans. The link between transit systems and land development was eventually lost.

T.O.D aims to reconnect this relationship by promoting a pattern for urban development whereby land use policies and transportation systems planning are considered integrally and not separately and regionally as opposed to locally. American urban areas have been struggling for the past decades with the consequences of urban development patterns that gave incentive to the suburban lifestyle prioritizing the automobile as the main mode of urban transportation. As a result, communities across the country are now facing issues such as traffic congestion, urban sprawling, air pollution, disenfranchisement of communities and neighborhoods.
T.O.D seeks to ameliorate this situation by promoting the development of modern urban communities that are designed much in the same way that they were during the streetcar era: compact, pedestrian friendly, and transit supportive. In his book, The Next American Metropolis, author Peter Calthorpe describes T.O.D as “moderate and high density housing, along with complementary public uses, jobs, retail and services concentrated in mixed-use developments at strategic points along transit systems.” Figure 1.0 below illustrates a blueprint for T.O.D.

This pattern of urban land development makes sense if one considers the benefits of city centers that are compact, pedestrian friendly, and transit supportive. European cities have been developed much in the same way, with downtowns that are “alive” with public activity, streets that invite people to walk, shops located nearby or mixed with residential units, and an accessible transit system connecting different parts of the city.

T.O.D must not be viewed as a planning tool that is aimed to design urban areas that exclude the automobile form the urban fabric. At the core of T.O.D principles is the belief that communities must have more options when it comes to mobility, therefore access to public transit, private automobile, and other means of transportations such as foot travel and bikes must be equalized.
Also relevant to this discussion is the belief that T.O.Ds contribute to the revitalization of urban areas by bringing back attention and some needed investments to the city’s core areas. This plan, T.O.D for the Village of Ettrick, is an attempt to demonstrate that the T.O.D concepts have merit and when well applied can transform the urban experience for the better.

**Transit Oriented Development Principles:**

To organize growth on a regional level to compact and transit-supportive.

To place commercial, housing, jobs, parks and civic uses within walking distance of transit stops.

To create pedestrian friendly street networks which directly connect local destinations

To provide a mix of housing types, densities, and costs.

To preserve sensitive habitat, riparian zones, and high quality open spaces.

To make public paces the focus of building orientation on neighborhood activity and,

To encourage infill and redevelopment along transit corridors within existing neighborhoods.

Source: The Next American Metropolis
Ettrick Village’s History

The history of Ettrick reaches back as far as the seventeenth century, when the area was part of a major settlement for the Appomattox Indians. Later in that century, the arrival of the Englishmen caused the gradual degradation of native communities and soon, the new comers established their own settlements across the region. The village of Ettrick started out in 1765 as “Ettrick Banks”, a plantation home for the Scottish merchant Neil Buchanan; the name Ettrick was probably chosen after the town or river of Ettrick in Selkirk County, Scotland.ii

Ettrick has its area bounded by two major waterways systems, Oldtown Creek to the north and the Appomattox River to the south; this geographical feature was paramount for the development of Ettrick’s economy throughout history. By the early 1800s, Ettrick was developing a milling industry along the Appomattox River producing flour, cottonseed oil, cotton, silk, and corn. Between 1830 and 1840, Ettrick’s economic prosperity gave rise to its first urban residential settlement, which started developing along what is now known as Main, Light, Pannil, Totty, Court and Jackson Streets. By 1859 Ettrick village had approximately 830 residents.iii

During the Civil War, Ettrick’s mills were used to provide grain and flour to the local population and for the Confederate armies. The village was somewhat spared from the physical destruction of the war, however, during the siege of
Petersburg in 1864, many of Ettrick’s residents, particularly men, were called to join the war and as a consequence most of its mills closed down.

Ettrick recovered quickly from the ravages of war and by the 1870s its milling industry was back in operation. However, by 1905, milling activity was being gradually undermined and dismantled by new economic trends, technologies, and also by the onset of natural causes such as the constant flooding along the Appomattox River basin. It was the proximity to Petersburg, however, that maintained Ettrick’s population and kept its economy relatively stable during this period.\textsuperscript{iv}

During the early 1900s, industries like tobacco manufacturer Brown and Williamson and Custom manufacturer Brentco opened plants in and around Ettrick, but during the economic recession of the 1980s, these plants either closed their doors or drastically reduced their production capacity, resulting in the decline of Ettrick’s economic base.

Ettrick is today a struggling small community of approximately 6,800 residents nestled between two major urban areas, Petersburg to the south and Colonial Heights to the north. As a residential development, Ettrick has shown signs of continuous growth, with some inconsistency. As an area for business and commercial activities however, the village is lagging behind all other communities in Chesterfield, with lower than average county wide economic performance.
Despite its rich historic background Ettrick is lesser known for its heritage and mostly recognized for its association with Virginia State University, VSU. The institution has its campus located within the village area and since its foundation in 1882; it has influenced the economic and social trends of the community.

**Ettrick in Context**

*Chesterfield County*

Situated south of the city of Richmond (see map 1.0.) Chesterfield County is one of the most prosperous and urbanized counties comprising the Richmond Metropolitan Area. The county is also one of the fastest growing regions in the state of Virginia, behind Fairfax, Loudon, and Prince William Counties. According to the county’s planning
department, Chesterfield will reach the status of most populous jurisdiction in the Richmond MSA by 2010 with a projected population of 320,000 residents.

This increase in population will certainly be one of the county’s biggest challenges. Currently some of the issues that can already be identified with this increase in population numbers are associated with the growing age and ethnic diversity of its people. Data from the 2000 Census suggests that the age groups, which saw the highest increases in numbers during the 1990-2000 period, were between the ages of 50-59 followed closely by the 40-49 cohorts.

The aging of the county’s population bring forward issues such as Chesterfield’s readiness to implement and sustain additional public services for this segment of the population such as appropriate health care and housing provision. Similarly, the county is becoming more ethnically diverse; according to Chesterfield Planning Department website, immigration, particularly from Latin America is redefining the demographic characteristic of the county with Hispanics becoming the fastest-growing segment of the population. The economic and social impact of this influx of immigration is yet to be fully understood; however, where it has already been felt across the county, issues such as affordable housing and schools will certainly be a big issue for years to come.
Ettrick’s Location

Ettrick (see map 2.0) is one of Chesterfield’s oldest “unincorporated villages” (with no official political designation) located on the southeast corner of the county. The village is geographically bounded by the Appomattox River to the south and by the Old town Creek in the northwest. Additionally, the area is bordered by the city of Colonial Heights to the north and by the district of Matoaca to the west.

Ettrick’s Surrounding Influence

Petersburg

Located south of Ettrick, across the Appomattox River, this 23.1 square mile city is one of 13 jurisdictions that comprise the Richmond-Petersburg MSA. With a population of approximately 33,749 residents (Census...
2000), Petersburg is the center for the Appomattox Basin Regional economy, which also includes the counties of Chesterfield, Dinwiddie, Prince George, and the cities of Hopewell and Colonial Heights.

Colonial Heights

Situated north of Ettrick, this urban area has been independent since 1960. The city of Colonial Heights has a population of approximately 17,700 residents (Census 2000). Its economic base relies on commercial developments such as the South Park Mall, a 2.3 million square foot area offering space for retail, office, and the service industry. This area in particular, which also includes adjacent peripheral strip development contains more than 175 stores, employing over 2,500 people and generating over $4 million in tax revenue for the city.

Matoaca

Sharing its eastern border with Ettrick, Matoaca consists of a small historic village and adjacent rural areas. The community has a population of approximately 9,700 residents (Census 2000) spread out in a very large area. The community commercial development, which is composed of a few retail stores, is concentrated primarily along River Road, Matoaca’s main street.

Virginia State University
Founded in Ettrick in 1882, Virginia State University (back then it was known as Virginia Normal and Collegiate Institution), has become a major regional educational force impacting and influencing socio-economic trends not only locally but also across the entire Richmond-Petersburg MSA. According to an economic impact analyses report prepared in 2002 by Virginia Employment Commission, VEC, the institution contributed (in 2002) more than $61 million of output and more than 1,400 jobs to the MSA. Additionally, the university directly employs approximately 721 employees and supports an additional 677 other jobs through the payment to goods and services providers.

The institution has a current population of approximately 5,000 students living and studying on a 236-acre main campus and a 416-acre agricultural research facility (VSU-Randolph Farm). The main campus has more than fifty buildings including fifteen dormitories and sixteen classroom buildings. The institution currently offers forty-five baccalaureates, a number of master’s degree and one PhD program.
Part II

Existing Conditions
Ettrick Village Boundaries

This plan will use the same physical boundaries that have been designated by previously plans, particularly, the plan for Ettrick Village designed by the Chesterfield Planning Department (See appendix A). In reality these boundaries have little variation from the natural boundaries that define the region. Map 3.0 on the right illustrates these boundaries.

Demographic Information

Population
Ettrick’s population presents some very unique features with perhaps none more important than its age composition. Ettrick has the highest concentration of young people (in relation to the total size of its population) than in any other community in Chesterfield County. In fact, according to the 2000 Census data, more than fifty percent of its population falls between the ages of 15 to 24 years old. Table 1.0 below is a graphic representation of Ettrick’s age distribution.

**Table 1.0  Ettrick’s Age Distribution**
The fact that Ettrick population is so young can be explained, perhaps, by the presence of Virginia State University in the area. According to an estimative made by the Chesterfield Planning Department, thirty percent of the Village’s population is comprised by V.S.U. students.

Ettrick’s population is not only very young but also, it is growing slowly (in comparison to the county average) and inconsistently. Data from the 2000 Census indicates that, within 10 years, from 1994 to 2004, the village’s population grew from 5,700 to 6,800 residents. However, twice during that same period, from 1998 to 2000 and from 2003 to 2004 the community lost an average of 500 residents per period. Still, according to Chesterfield Planning Department, Ettrick’s population is projected to grow from it current 6,800 residents to approximately 7,200 residents by the year 2010. Table 2.0 (next page) illustrates Ettrick’s population growth over time.
Another element of Ettrick’s population that contributes to its uniqueness is its ethnic homogeneity; African-Americans are the majority of the population with approximately 75 percent of representation while Caucasians represents 21 percent of the population. According to the 2000 Census data, there are less than 4 percent of Hispanic and Asian representation in Ettrick demographic composition.
Housing

Housing is perhaps one of the urban elements that are mostly influenced by Ettrick’s demographic features. The community is mixed with the oldest neighborhoods located at the heart of the historic village, along its main street, Chesterfield Avenue, while the newest neighborhoods are being built “suburban style” alongside the northeastern border with the city of Colonial Heights. Ettrick’s housing stock is largely composed of single-family units followed by a much smaller number of multifamily units. According to a report prepared by the Chesterfield Planning Department in 2003, Ettrick had a total number of 1,950 housing units where:

- 1,694 were single family units
- 256 were multi family units
- 176 were apartment units
- 80 were duplexes

Despite the fact the single-housing construction has been the main focus of residential development in Ettrick, the recent market for housing has indicated a considerable shift in trends; single-housing development has decreased in 2002 with growth rates less than 0.5 percent. On the other hand, data from 2003 indicates a rise of 48 percent in the multifamily housing development (48 percent in 2003).

However, this increase in demand for multi-family housing is somewhat an isolated trend largely being generated by the Virginia State University expansion in the area. In 2001 V.S.U., began construction of a new multifamily complex for off
campus students. The development inaugurated in 2003, houses five hundred students in 126 apartment units. Projections for the development for more multifamily housing units will certainly be associated with VSU future expansion.

**Housing density**

Ettrick has an average of four or less residential units per acreage, which corresponds to the newer residential neighborhoods located in the northern part of the village. There are nodes of higher density (averaging less than seven units per acreage) spread around the area, particularly along the commercial core (Chesterfield Avenue). The areas with the highest densities are those dedicated for multifamily housing concentrated along the southern end of Hickory and River Road.

**Owner-renter occupancy rate**

As a result of its young population, Ettrick has the lowest owner occupancy rate in the entire county, under 75 percent (against a countywide average of above 90 percent). Not surprisingly, Ettrick also has the highest rent occupancy in Chesterfield with rates above 25 percent (county average is approximately 10 percent). Table 3.0 (next page) illustrates owner-occupancy rates in Ettrick.
### Housing prices

There seems to be a relationship between ownership rates and housing prices. Ettrick has one of the most affordable housing units in the market scoring lower than average rates for housing assessments, sale and resale of new single family houses.

Table 4.0 (next page) displays the current numbers for housing prices in Ettrick.
<table>
<thead>
<tr>
<th></th>
<th>Ettrick Village</th>
<th>Chesterfield County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average assessment of single family residence*</td>
<td>$67,033</td>
<td>$139,661</td>
</tr>
<tr>
<td>Median sales price for new houses**</td>
<td>$174,950</td>
<td>$218,784</td>
</tr>
<tr>
<td>Median sales price for resale of houses**</td>
<td>$88,950</td>
<td>$147,000</td>
</tr>
</tbody>
</table>

* From 2002 data. **From 2003 data.

Age and overall physical conditions of houses in Ettrick

According to the 2003 Chesterfield Communities Report, Ettrick homeowners spend on average $110,000 per capita in home improvements, a number which is below the county average of $230,000. Additionally, the average age for houses in Ettrick is 27 years, much higher than countywide average. The combination of older residential units together with lower homeowner per capital investments certainly supports the current trend of low price houses in Ettrick. Despite some of its challenges, Ettrick has one of the lowest housing turnovers in the county, which might suggest that, at least for a certain segment of the population, Ettrick is a good place to live.

Household Income

According to data from the 2000 Census, Ettrick’s median household income rose from $30,412 to $38,470 between 1990 and 2000, an increase of approximately 26 percent. Within the same period of time, countywide median household income rose from $43,604 to $58,537, a 34 percent increase.

Public safety

Ettrick is on average, a safer place to live than Chesterfield County as a whole. One of the ways to measure public safety is through what is known as “Group A crime incident reports.” This report quantifies forty-six different types of crime that
are segmented into three categories: violent, property, and quality of life. Statistics for Ettrick indicate a slightly lower per capita crime rate, 0.05, than in Chesterfield, 0.06.

**Business**

The generation of new business is undoubtedly one of the best indicators of the economic health of a community. Businesses employ local residents, reinforce the tax base, provide services and more choices for the consumers, and raise incomes. Ettrick has over the years demonstrated little capacity to foster its local business environment. In 2001, of a total of 718 commercial buildings permit issued countywide, only 3 were issued for Ettrick. Similarly in the same year, 118 business licenses were issued for the study area, representing less than ten percent of all business licenses issued in the county. In 2002, Ettrick recorded the lowest rate for business license issued for the entire county.

**Ettrick’s community life**

Ettrick has a small number of public and semi public institutions. Some such as Ettrick Elementary School, the fire station and the post office are conveniently located in close proximity to each other along Chesterfield Avenue. Virginia State University is located near the village’s commercial core while other institutions such as the volunteer emergency squad and the library are located closer to Matoaca village serving both communities. Ettrick also has two major public parks; Ettrick Park, located east of the Amtrak train station, and Ettrick Riverside Park, situated at the eastern end of Chesterfield Avenue. It also has a Community Center located near Ettrick Park.
**Ettrick’s environmental issues**

The Appomattox River and the Oldtown Creek (the southern and northern boundaries of Ettrick) have floodplains and are identified as environmentally sensitive areas (consisting of approximately 13 percent of the study area). Additionally, Ettrick is generally characterized by a "flat gently rolling topography with significant slopes and erodible soil conditions that may exist along creek and river valleys" (Ettrick Village Plan 2004).

**Transportation**

Road systems

Ettrick is within easy reach from interstates 95 and 85 and also by routes 1, 301 and 460. The village has a good internal system of roads as well, connecting Ettrick to nearby cities (Petersburg and Colonial Heights) and districts (Matoaca). The major transportation arteries are: Chesterfield Avenue, East River Road, Hickory Road, and Woodpecker Road.

*Buses*
Ettrick is served by Petersburg Area Transit, PAT. Buses cross the bridge between Petersburg and Ettrick and follow along its main commercial artery, Chesterfield Avenue, offering connections to other important parts of the village such as Virginia State University Campus. However, as it can be seen from figure 2.0, bus schedules and services are very limited. Not shown in the map but worth of note, is that Colonial Height bus lines also service Ettrick.

Airports

The closest major airport from Ettrick is Richmond International at approximately 20 miles distant. Newport News is located at 66 miles form Ettrick and Langley ADF at 76 miles. There are closer airports to Ettrick but these are smaller and reaching only regional and local markets. The closest are Dinwiddie County, about 7 miles, Withal Channel at 9 miles, and...
Chesterfield County at about 13 miles away forms Ettrick.

**Railroad**

Ettrick has the only train station in Chesterfield County serving Amtrak, CSXT and Norfolk South freight trains. Amtrak runs six passengers services that require stops in Ettrick’s station: the Palmetto (Savannah, GA-New York, NY route), the Carolinian (Charlotte, NC-New York, NY route), the Piedmont (Charlotte, NC- Raleigh, NC route) and three daily round trip services from Florida to New York, the Silver Meteor, the Silver Palm, and the Silver Star. Services from Ettrick to Richmond, VA cost an average of $12.00 per ticket. Average travel time is 45 minutes and the schedule currently available is very limited.

Currently, Ettrick is being considered as one possible stop for a proposed High Speed Rail Corridor. The regional segment of the Corridor would link Richmond, VA to Charlotte, NC. Additionally a second corridor-linking Richmond to the South Hampton Roads Area is also being considered, and Ettrick could also be chosen to be one of the connection spots. If current studies demonstrate the viability of the project and if Ettrick is chosen to be the new train station for the High Speed Service, there are certain considerations that need to be taken into account. Ettrick will certainly benefit economically from the new High Speed Service. Studies have shown that of all transit systems, heavy rail and commuter/passenger trains are the ones that bring the highest economic benefits to localities.
But there are other aspects to be considered as well, such as the improvement of the current train station to accommodate a higher flux of passengers, parking spaces, possible inter modal connections, and accessibility to nearby highways.

**Existing zoning and land uses patterns**

The land in Ettrick is zoned primarily for a mix of agricultural and residential uses, with smaller and localized nodes of commercial activities and very few areas destined for industrial uses. Map 4.0 illustrates the existing land uses in Ettrick and map 5.0 shows Ettrick’s zoning patterns.
Legend explanationvi.

**A**= Agricultural district. Any permitted uses in R-88 district (single-family, churches and worship places, public schools and universities, public operated parks, propagation and cultivation of crops, flowers, trees, and shrubs that are not for sale, group homes). Additionally this district allows for, farming (but not including stock or dairy farming), forestry operations and sawmills, graveyards, private kennel and permanent manufactured homes.

**C-2**= Neighborhood Business District. The purpose and intent of this district is to permit neighborhood-oriented retail services to include small shopping centers or developments, which serve neighborhood wide trade areas. Some of the permits allowed are, Bakery Goods, Banks and Savings, Grocery Store, Restaurants, Libraries, Post Offices and Mailing Services, and Video Rental sales stores.

**C-3**= Community Business District. The purpose is to permit community-scale commercial development, to include shopping centers, which serve community-wide trade areas. **Towards this end, mixed use projects containing commercial, office and residential townhouse and residential multi-family should be used.** This district also allows for the inclusion of any permitted use in C-2, along with other uses such as cocktail lounges and nightclubs, greenhouses or nurseries, hospitals, motor vehicle washes, and park and ride lots.
C-5= General Business District. The purpose of this district is to provide areas primarily for motor vehicles oriented uses. Permitted uses includes in general, C-3 and I-1 districts, commercial automobile parking, mass transportation, motor vehicle sales, services, repair, and rental, wholesale trade of any products permitted to be sold at retail in this district.

I-1= Light Industrial District. The purpose of this district is to allow for the allocation of administrative research offices, laboratories, and light manufacturing (as long as raw materials are first processed elsewhere).

O-1= Neighborhood Office District. The purpose and intent of this district is to permit limited professional and administrative offices and similar uses to be developed as a transition between commercial, industrial uses, and residential neighborhoods. Some of the uses allowed are, offices, libraries, brokerages, churches, nursing homes, and museums.

R-15= Residential, allowing the same uses as in R-88. Each lot shall have an area of no less than 15,000 square feet and lot width no less than 100 feet.

R-12= Residential, allowing the same uses as in R-88. Each lot shall have an area of no less than 12,000 square feet and lot width no less than 90 feet.

R-9= Residential, allowing the same uses as in R-88. Each lot shall have an area of no less than 9,000 square feet and lot width no less than 75 feet.
**R-7** = Residential, allowing the same uses as in R-88. Each lot shall have an area no less than 7,000 square feet and lot width no less than 50 feet.

**R-MF** = Residential, permitted by right multi-family and group homes. Minimum parcel size shall be 20 acres. The development density shall not exceed 10 dwellings units per gross acre.

In Ettrick, more than half of all development is destined for residential use while 34 percent of the available land within the study area is zoned for agricultural activities. Only 5 percent of the study area is zoned for commercial and office uses and less than 2 percent is zoned for industrial uses. Table 5.0 below illustrates Ettrick’s zoning and land use distribution.

<table>
<thead>
<tr>
<th>Zoning</th>
<th>Acres</th>
<th>% Of total</th>
<th>Developed</th>
<th>Vacant or minimal Improvement*</th>
<th>% Vacant or minimal improvement*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agricultural</td>
<td>672</td>
<td>34%</td>
<td>476</td>
<td>196</td>
<td>29%</td>
</tr>
<tr>
<td>Residential</td>
<td>1,182</td>
<td>59%</td>
<td>925</td>
<td>257</td>
<td>22%</td>
</tr>
<tr>
<td>Office/Commercial</td>
<td>108</td>
<td>5%</td>
<td>87</td>
<td>21</td>
<td>19%</td>
</tr>
<tr>
<td>Industrial</td>
<td>29</td>
<td>2%</td>
<td>2</td>
<td>27</td>
<td>93%</td>
</tr>
<tr>
<td>Totals</td>
<td>1,991</td>
<td>100%</td>
<td>1,501</td>
<td>490</td>
<td>25%</td>
</tr>
</tbody>
</table>

Less than $1,000 of assessed improvements. Much of this improved land is occupied by farming and public/semi public activities and uses. Source: Ettrick Village plan-Land use Analysis, 2002 to 2022
Land Development

Residential

The current trend calls for the development of single-family residences, primarily in existing subdivisions. This trend is expected to continue in the future, however, with the recent investments made by Virginia State University on multi-family housing, a considerable rise on the future demand for this segment of the housing market can be expected. Map 6.0 (next page) illustrates the current residential development in Ettrick.
Legend interpretation

R-15 = Residential, allowing the same uses as in R-88. Each lot shall have an area of no less than 15,000 square feet and lot width no less than 100 feet.

R-12 = Residential, allowing the same uses as in R-88. Each lot shall have an area of no less than 12,000 square feet and lot width no less than 90 feet.

R-9 = Residential, allowing the same uses as in R-88. Each lot shall have an area no less than 9,000 square feet and lot width no less than 75 feet.

R-7 = Residential, allowing the same uses as in R-88. Each lot shall have an area no less than 7,000 square feet and lot width no less than 50 feet.

R-MF = Residential, permitted by right multi-family and group homes. Minimum parcel size shall be 20 acres. The
development density shall not exceed 10 dwellings units per gross acre.

**Commercial Development**

The current trend for commercial development in Ettrick is characterized by small neighborhood scale commercial located primarily along Chesterfield Avenue. Other pockets of commercial activity are located along East River Road intersecting Dupuy Road and along Woodpecker Road adjacent to Bollinger States subdivision. Map 7.0 (next page) illustrates the current commercial development in Ettrick.

Since 1990, Ettrick has seen an increase of 1.5 acres in commercially zoned property, however the majority of the development belongs to housing units redeveloping into neighborhood scale commercial uses, especially along Chesterfield Avenue. Currently, most of the area’s retail services are provided by the shopping center at the intersection of Woodpecker and Hickory Roads, which since its inauguration in 1992 became the largest and single most important commercial development in Ettrick. Additionally, the South park Mall, a regional scale-shopping complex in nearby Colonial Heights, covers much of the market area that also includes Ettrick.
Legend interpretation

**C-2**= Neighborhood Business District. Some of the permits allowed are, Bakery Goods, Banks and Savings, Grocery Store, Restaurants, Libraries, Post Offices and Mailing Services, and Video Rental sales stores.

**C-3**= Community Business District. C-2, along with other uses such as cocktail lounges and nightclubs, greenhouses or nurseries, hospitals, motor vehicle washes, and park and ride lots.

**C-5**= General Business District. Permitted uses includes in general, C-3 and I-1 districts, commercial automobile parking, mass transportation, motor vehicle sales, services, repair, and rental, wholesale trade of any products permitted to be sold at retail in this district.

**I-1**= Light Industrial District.
O-1= Neighborhood Office District. Some of the uses allowed are, offices, libraries, brokerages, churches, nursing homes, and museums.

Industrial Development

Currently less than two percent of the land in Ettrick is zoned for industrial uses and the majority of this land, which is vacant or minimally improved, is located at the eastern side of the CSX railroad tracks on both sides of Chesterfield Avenue. There is no projection for further increase or development of industrial land uses for Ettrick.

Summary of Ettrick’s strength and weakness

Strengths

Location and access to major roads

Ettrick is a small community located twenty miles south of Richmond and nestled between two urban areas, the cities of Petersburg and Colonial Heights. Within easy access to major roads such as interstates 95 and 85, Ettrick can retain its small community characteristics and still be close enough to larger modern and urban areas.

V.S.U students
Virginia State University is a growing educational institution in the tri-cities area, adding to the economic base of the region and influencing patterns of urban development. Ettrick benefits directly from V.S.U. through the generation of local employment, and to a lesser degree, services that the community may provide to the institution. It is, however, V.S.U’s student population one of Ettrick’s biggest asset, generating disposable income that could be inserted into the local economy. However, Ettrick has little or no venues to capture the economic interest of this segment of the population. Coffee shops, movie theaters, music and video stores are, according to a commercial revitalization report prepared by the department of Urban Studies and Planning at VCU, some of the venues that students would like to see in the local setting.

Ettrick’s train station

Although currently underutilized, offering few train services, passengers and overall rundown physical appearance, Ettrick’s train station has the potential to become a magnet for commercial and residential development. According to recent proposals, Ettrick might be chosen to become a regional train stop for a High Speed Rail Service Corridor, connecting Richmond, VA to Charlotte, NC. Additionally, the area that is now occupied by the station is located centrally inside the village and it is a point of convergence for different directions (Petersburg, Colonial Heights, and Matoaca district).

Ettrick’s cultural and historic background
The village has a rich historic background with sites that are eligible for the National Register of Historic Places. However these resources have not been utilized as possible sites for attracting tourists. Moreover, the preservation of these sites and the upgrading of neglected historical buildings such as the Atlantic Coast Line Railroad Depot (the old train station) would be an incentive to develop a common aesthetical language that aims to confer Ettrick with a sense of place and identity.

Weakness

“Run Down” Appearance

Ettrick is a community that needs “a shot in the arm” in order to revitalize its commercial activities and residential areas. There are newer residential neighborhoods being developed alongside Colonial Heights borders but these new developments have little impact in the areas that apparently need the most economic investment, namely Ettrick’s main commercial and residential corridor, Chesterfield Avenue. The whole physical appearance in this part of the village is of neglect and decay, destabilizing the potential for this is to attract investment confidence.

Politic and Civic Identity
The fact that Ettrick is an unincorporated village might contribute to the lack of a stronger political and civic presence in the community. If the power to decide local matters, including planning and development issues, were to be granted to the community, perhaps Ettrick population would be more involved in the decisions that directly affect their lives.

Commercial activity

Ettrick is primarily a residential community with little commercial development. It can be assumed that, by and large, the commercial needs of local residents can be met by larger and more developed economic markets such as the Southpark Mall located in the City of Colonial Heights. The lack of local commercial activity drives away capital that could be otherwise directly invested in the local economy.

Low Homeownership

Ettrick has the lowest homeownership rate in Chesterfield County with less than 75 percent of local residents owning their homes. This low number demonstrates the reality of a college town where the great majorities of students rent houses or live in university facilities. One of the consequences of low homeownership is the fragmentation of the community, with a transient population (students) in general not demonstrating the same care and concern than homeowners have for the overall social health of the neighborhood.
What is the problem that this plan is addressing?

In the early 1990s, a fly over structure crossing the CSX rail tracks was built, connecting Chesterfield Avenue (in the east), with River Road (in the west). This new road design offered, from a traffic-engineering point of view, a more efficient vehicular travel; the fly over is broader than both Chesterfield and River streets, with two lanes in each direction and designed for higher speeds. However, this new connection has unbalanced the internal connectivity of Ettrick streets, particularly the ones that make up the “Old Village Center”. Figure 3.0 illustrates the center, with its major streets and the fly over structure.

Partially as a result of this new street configuration, the old village center has become somewhat difficult to access. Additionally, new commercial and residential developments have crossed the rail tracks to the west side of the Village. In the early 1990 a shopping center was
built on Woodpecker and in 2003, Virginia State University inaugurated a new student housing between Hickory Road and Woodpecker Road. It is easy to think of Ettrick now as physically and economically divided into two areas, the Old Historic Village, and the newer developments around it, particularly on the west and northeast side of the village.

The area that is bounded by Chesterfield Plaza, Granger Street, East River Road, and Ettrick’s train station is known as the ‘Old Village Center.” An overall “run down appearance” characterizes this area, currently zoned for industrial and commercial use. The current Amtrak train station, located east of the tracks, is underutilized and its surrounding premises are unkempt. The old train station, located in the same lot, is boarded up and a fence surrounds the perimeter of the building.

The majority of the buildings and urban elements, such as commercial signs and sidewalks, located inside the “Old Village Center” need to be physically upgraded. Additionally, there is little synergy among the commercial structures inside the area. Of the existing 13 buildings within the old center, five are automotive related, including sales, repair and maintenance; this is an unnecessarily high number of similar uses for such a small area. Figure 4.0 (next page) gives an example of current commercial use in the Village Core.
The purpose of this plan is to contribute to the revitalization of the “Old Village Core” through the creation and implementation of an alternative design for urban development. By this revitalization, this plan implies the improvement of the area’s physical structures along with an increase in commercial activity, diversity in residential styles, and the creation of public spaces and recreational areas.

**Existing Conditions at Ettrick Train Station**

- **The old train station is boarded up.**
- **Vacant parking space.**
- **Vacant space with picture of current Amtrak station on the background.**
- **With no at grade crossing, residents made a walking trail for crossing the tracks.**
How will the plan address the problem?

The “T.O.D. Plan for Ettrick Village” was designed based on the concept that planning should be sensitive to the importance of integrating land use and transportation systems policies. This approach in planning strategy offers a different path for development that clearly signifies the fundamental relationship between the functionality of the land and urban mobility. As a result of this relationship, the urban quality of life can be highly improved.

This plan will try to better implement this relationship in the Village of Ettrick, specifically by addressing the revitalization of the “Old Village Center.” The first step taken toward the conceptualization of the plan is to create a vision for the entire community encompassing T.O.D. principles. This vision is the backbone of the plan, giving it the structure and guidance for the successful realization of its goals and objectives.

This plan suggests changes, primarily relating to existing land use and zoning ordinances, and to the physical environment of the Village core. These changes will occur incrementally over the years, and each completed step or phase will support the beginning of the next one. The revitalization of the core area will, therefore, obey an outline with specific dates for expected deadlines and goals to be met.
How will T.O.D work in Ettrick?

One of the aspects that readily define T.O.D is within the name itself, Transit Oriented Development, transit “that guides” development. An argument could be made that Ettrick, being a small community has limited resources and capacity to sustain the proposed pattern of development; however, this plan sees limited resources and capacity as challenges to implement a new design that is aimed at contributing to the sustainability of the community of the present and for years to come. In that sense, this plan does not propose immediate changes with immediate results. Change, as already noted herein, will occur incrementally, comprehensively and with sensitivity to the cultural and historic identity of the Village.

The T.O.D boundaries are marked by an imaginary circle with a quarter of a mile radius from a transit station, in the case of Ettrick, its old train station. The quarter of a mile measurement (figure 5.0, next page) is indicative of the compact dimensions and pedestrian friendly environment that T.O.D aims to create. This plan will address changes in the area known as the “Old Village Center.” According to T.O.D principles and in order to implement some of its major concepts, this plan suggests changes in the regulatory framework to allow for a more flexible land use and a zoning system that will accommodate mixed use development.
Mixed use development allows for a closer interaction between residential and commercial activity, creating an urban core that is more compact, land use efficient, less dependent on the automobile and more pedestrian friendly. Additionally, this pattern of mixed development has been, according to history, conducive to the very identity of the village.

**Transit**

Transit, or rather its accessibility, is one of the most important aspects of T.O.D projects. Currently, Ettrick, despite the fact that it has rail infrastructure (servicing CSX trains and Amtrak) and facilities, does not have a demand for services. Ettrick has an Amtrak station that is underutilized with very few time schedule options and available destinations. Amtrak passenger cars stop in Ettrick in route to urban centers along the North-South Corridor, including Richmond, VA and Charlotte, NC. Ettrick is a mere rail connection.
This plan proposes that once physical changes have been established within the “Old Village Center,” the area will be more attractive to future residents and to possible tourists from areas such as Colonial Heights, Petersburg, Richmond and perhaps beyond. Transit might be one of the options whereby people choose to access the Village. Additionally, there could be a partnership between Virginia State University and Amtrak. V.S.U students are currently one of the biggest train service patrons in the village; rider ship could increase if programs that offer incentives for rail transportation among the student population were more available.

Another prospect for future use of rail in Ettrick is the proposed High Speed Rail Corridor. Currently, the Virginia Department of Rail and Public Transportation, VDRPT, is conducting an environmental assessment for the Ettrick station, which could be chosen as one of the stops for South-East High Speed Rail and the South Hampton Roads High Speed Rail Corridor. If Ettrick were selected as a station on the High Speed Rail Corridor, it would support the changes that are being suggested by this plan.
Part III
The Plan:

T.O.D. for the Village of Ettrick
“Ettrick is the economic heart of Southern Chesterfield County, Virginia. The village is known across the region as a desirable destination. Its pleasant and efficient pedestrian and transit oriented environment supports a variety of commercial and cultural establishments blending seamlessly with the historic ambience of older neighborhoods. Residents and visitors enjoy a clean, safe, and architectural distinctive community.”
Goal 1.0

Ettrick has a village core that is compact, economically prosperous, and with a definitive sense of place.

Objectives

1.a

Ettrick’s village core is geographically defined by a small land area nestled at the eastern side of the rail tracks, between Chesterfield Plaza, Granger Street and East River Road, encompassing the area that is being currently occupied by Amtrak train station (figure 6.0).

This area offers a unique perspective for the creation of a compact urban environment. It is easily accessed by major and secondary roads and also by rail, with the train station at the very center of the village core. With narrow and almost free from vehicular traffic streets, the area is somewhat adequate for pedestrian activity, although there is a
complete absence of pedestrian amenities such as sidewalks. Because its compact nature, the village core can sustain human scale activity, favoring the mobility of pedestrians and bicycles over automobiles.

**Recommendations:** The area chosen to represent the new village core coincides with the “Old Village Center” area. This plan suggests the creation of a public organization such as neighborhood association or a non-profit Community Development Corporation to allow the participation of the community into the process of revitalizing the “Old Village Center”. This plan also suggests that the area be officially recognized as the Ettrick’s new urban center as the fist step for revitalization.

1.b

*Ettrick village core is made of a rich variety of commercial establishments, providing necessary services for the entire community, but particularly its young student population.*

*CURRENTLY, THE CORE ARE OFFERS LITTLE COMMERCIAL DIVERSITY WITH THE EXISTING ESTABLISHMENTS OFFERING SERVICES SUCH AS CAR SALES AND REPAIR, RELIGIOUS WORSHIP PLACES, RESTAURANT AND BEAUTY SHOP. THE CORE AREA SHOULD TAKE ADVANTAGE OF ITS*
proximity to the train station and offer services that are conducive to the area such as small eateries, food vendors, and newsstands.

The core area could also capitalized on its young student population and offer services that currently are only offered in outside markets such as the South park Mall in Colonial Heights. The inclusion of the student-oriented commerce would capture additional income, sustaining the creation and expansion of commercial activity.

In accordance to a market analyzes report prepared in 1998 by Virginia Commonwealth University, the most appropriate commercial uses along the village core are:

- Fast Food
- Card & Gifts
- Bakery & Café
- Video Rental
- Records & Tapes
- Women’s Ready Wear
- Barber

Commercial developments with moderate appeal are:

- Sit own Restaurant
• Arcade and Game room
• Men’s Ready Wear
• Shoe Repair
• Dry Cleaners
• Small Hardware

**Recommendations:** Ettrick’s population is very polarized, either younger or older with little representation in between. The VCU market analyses demonstrate that local commercial activity may be supported by neighborhood scale commercial services. This plan recommends that new uses may be explored, such as a movie theater, which would serve the entire population as well.

1.c

*Ettrick Village core has a consist visual design that strengths its identify as an historic village.*

**Overall architecture**

Ettrick is not recognized either by the county or by the state as a designated historic place. However, many of its structures have historic value, some eligible for the National Register of Historic Places. Some of the predominant architecture styles found in Ettrick are Greek revival, Italianate, Queen Anne and the Prairie School. Figure 7.0 is a picture
of the Atlantic Coast Railroad Depot designed by the Prairie School architectural style (This is the only relevant “architectural style” found inside the village core).

Development inside the core should be consistent with local historic architecture, not as a means of recreating the past but to ensure visual consistency reinforcing the sense of the core’s identity.

According to the Chesterfield Design
Standards Manual (See appendix B) all new development should be compatible with the historic village character of Ettrick. New or altered buildings should be generally consistent in height, scale, massing, and materials with existing structures in the village.”

**Recommendations:** This plan suggests the creation of a local public committee to work together with Chesterfield County to revise the aesthetical characteristics of any proposed development in the area. This partnership will not only ensure the general visual integrity of the Village Core but will also foster a participatory environment where members of the community can feel part of a decision making process.

**Goal 2.0**

*Ettrick’s village core is an attractive place for residential development, commercial activity and public leisure.*

**Objectives:**

2.a

*The Village core has its land use plan redesigned to accommodate flexible zoning ordinances that are conducive to mixed-use development.*

Mixed land use creates an urban environment where the functionality of one particular use corresponds to the remaining ones. Instead of repeating the same patterns of urban development that allow for “multi-land use” (a variety of uses
together but with no clear connection among them), mixed land use allows for a rational and careful understanding of the nature of the relationship among the different types of land use such as commercial, residential and industrial and how they can benefit from the physical proximity to one another.

But the benefit of mixed-use development goes beyond the convenience of living near a shopping area. Compact and mixed-use urban cores encourage people to use various means of transportation such as bicycles, transit and foot travel. With fewer vehicles on the road, there may be (depending on the size of the T.O.D size and geographical location) less traffic congestion therefore less pollution. Mixed-use development can also generate economic benefits, particularly if there is a spatial match between business and job locations and the residential buildings. Figure 8.0 demonstrates structures that are conducive to mixed-use development.
Another aspect of mixed-use development is that it has a great potential to tighten up the urban social fabric by literally taking people out of the private realm (inside their cars) and into the public real, where they can interact with one another. Mixed-use developments are also particularly convenient for older persons, who often have limited access to private transportation, because they might enjoy living within easy reach of commercial activity. One example is a building that has the first floor reserved for commercial activity and the above floors for residential use. These are historically and traditionally the way villages were originally designed.

**Recommendation:** This plan suggests a slight modification in the existing land use regulation (change from Agricultural to R-MF) and Light Industrial to R-MF in order to better accommodate the proposed mixed-use development. Figure 9.0 and 10 illustrate, respectively, current and proposed changes in the zoning patterns within the Village Core.
Current Zoning in Ettrick's Village Core

- **Agricultural**
- **L-1 Light Industrial**
- **C-3 Community Business District**
- **C-5 General Business District**
Proposed Zoning Changes in Ettrick's Village Core

- **R-MF Residential Multi Family**
- **L-I Light Industrial**
- **C-3 Community Business District**
- **C-5 General Business District**
Residential diversity is abundant in and outside the village core with choices of lifestyle and income to accommodate the different demands of the community.

Diversity of housing brings diversity of people, one of the prime ingredients for social integration. T.O.D projects require a certain level of density in order to be supportive of transit services. Currently, Ettrick, although a much denser community than many areas in the county, does not have enough population to support a rail service system. As this T.O.D plan will evolve in time, it is necessary that residential density be gradually built up.

One of the ways to promote higher density is to design urban centers that are compact, mixed-use, and with different housing styles, particularly multi family units.

**Recommendation:** Ettrick has the lowest homeownership rate in the entire county (and not surprisingly one of the highest rental units in Chesterfield). Previous plans for the community have not given support for the development of multi-family housing units, since the existing structures are supported by monthly renters. This plan, however, suggests that future development inside the T.O.D area be reserved for the creation of multi-family use, particularly upscale townhouses and condominiums with a mix of units reserved for VSU student housing and apartments designed for senior citizens. Agreements between Chesterfield County and private developers should ensure the appropriate provision of lower income housing inside the study area.
2.b

*The Village core offers a relaxing environment for public leisure through the use of its pedestrian friendly plazas and sidewalks and public buildings.*

The village core is a place that currently does not encourage public life. In order to establish an area that supports both commercial and residential development, it is necessary to create an environment that attracts residents, storeowners, shoppers, and tourists.

**Recommendations:** This plan recommends the improvement of existing pedestrian facilities and the creation of a pedestrian plaza. The overall look of the village core area should reinforce its historic and cultural background, and its compact form.

*Landscape*

According to the Chesterfield County Design Standards Manual, all developments are exempt from County requirements for landscaping in the Ettrick Business Area (which coincides physically with the old village core). This plan suggests that the Neighborhood Committee created to maintain architectural consistency within the village core also be responsible for overseeing the overall design and aesthetic character of the entire core region.

*Sidewalks*
Sidewalks are required along the entire village core; they must be at least 5 feet wide and unobstructed. In commercial areas and for areas inside T.O.Ds, it is recommended that the width of sidewalks range from 5 to feet wide. According to the American Disability Association, curb ramps should be installed in every intersection to provide a safe, continuous, and pleasant pedestrian connectivity for persons with mobility challenges.

*Street Trees*

Street trees are required along all streets within the village core. They not only provide shade and comfort for pedestrians but also create a sense of identity for the village core area. Trees must be “spaced no further than 30 feet on center in planter strips or tree wells located between the curb and sidewalk.” Street trees frame the pedestrian realm, giving character and a sense of identity to the entire village core. The type and character of trees used in the core area should offer this space an identity, provide an efficient canopy and some weather protection, and at the same time, avoid sidewalk damage.

*Urban amenities.*

*Street Light*

There is no consistent use of streetlights inside the core area. Mostly found in this area are lights that are attached to utility poles. This plan proposes that pedestrian scale light poles be installed along the entire core to ensure a pleasant and safe environment for pedestrians, shoppers, residents, and commerce. According to the Chesterfield Design
Standard Manual, the height of lampposts should be of 20 feet. Streetlights should be placed intermittently with street trees, providing a consistent look for the entire village core. Figure 13 illustrates examples of proposed urban amenities for Ettrick’s Village core.

**Benches and trash receptacles**

There is no provision for urban furniture inside the core. This plan suggests that benches and trash receptacles be included along the core area, particularly along the area reserved for heavier foot traffic flow (in the pedestrian area plaza to be created).

**Signage**

Currently, in the core area there is a mix of commercial signs. Tall signs that are 35 feet tall advertise commercial and business activities. Smaller signs, about 25 feet tall, are also found (a good example is the Bank of McKinney sign). Additionally, some business buildings have signs painted on the side of their establishments. This plan suggests that commercial signage conform to the historic characteristic of the village core. Therefore, a unifying signage standard should apply to all establishments inside the village core. Figure 11 (next page) illustrates some of the urban amenities suggested for Ettrick’s Village Core.

**The renovation of the old train station**
The old train station is an example of architectural history influenced by the Prairie School of architecture. This plan suggests that the station be renovated, respecting its historic integrity, and retrofitted into a museum that should display documents and artifacts pertaining the history of the area.

The renovation of the station should involve a mix of public and private funds ranging form historic preservation tax credits, Community Development Block Grant assistance, CDBG, V.S.U funds, private capital and donations.
Pedestrian Plaza

A pedestrian plaza will be created in the lots between Bessie Lane and East River Road, where currently, the old train station is located. This new pedestrian facility will restrict vehicular traffic although it will remain well connected to adjacent streets. As means to attract the attention of residents and visitors alike, and to set a sense of uniqueness and identity to the village core a clock tower will be constructed inside the plaza (Figure 12 is an example of a clock tower in Santa Cruz, California) xii. The area will become a gathering place for public activity supporting cultural activities, artistic events and commercial activity. One of the commercial activities that this plan suggests is the creation of an open market; introducing not only a new commercial venue for local farmers and small artisans to sell their products for locals and tourists, but also providing the community with a healthy public space for social interaction.
Public Buildings

This plan suggests the placement of two strategic buildings within the pedestrian plaza, Ettrick’s new public library and the post office.

*Ettrick’s Library*

The current Library, located outside the village core boundaries, serves both Ettrick and Mataoca communities. Built in 1975, it is only one of the original six libraries in the county that has not undergone a major renovation. Currently, studies are being done to measure the necessity of either renovating the existing building or constructing a second library to better attend to the growing needs of the local population. This plan suggests that the new library be located inside the village core. Although libraries are not economic engines by themselves, they do have an immense capacity to attract people especially in downtown areas, enhancing therefore, the functionality of the village core.

*Ettrick’s Post office*

Currently located on Chesterfield Avenue, the U.S. Post Office is an important public building that, should it relocate to within the village core, would add confidence to the area and promote additional foot traffic.
Goal 3.0

The village core is easily accessed by automobile and transit.

Objective 3.a

The area within the TOD boundaries has good street connectivity and a layout facilitating vehicular mobility in, out, and around the village core.

The Chesterfield Avenue fly-over has diverted traffic from within the historic village to the west side of Ettrick where some of the newest commercial and residential development has occurred lately. This plan suggest a different design from the current street layout, to better reconnect the village core with the entire community, particularly, on the west side. Figure 13 illustrates current street patterns within the Village Core.
**Recommendations:** This plan suggests two different design options.

**Street Design Option-1**

Figure 14 is a representation of the design changes that this plan proposes in order to improve connectivity in and out of the Village Core. The changes presented herein are less intrusive to the current conditions of the street lay out with major
modifications including, the replacement of wide-angle turns located on the intersections of Chesterfield Avenue-Granger Street, Granger Street-Chesterfield Plaza, Granger Street-East River Road in favor of right-angle turns; the strategic placement of texturized crosswalks in the Village Core’s main intersections; and the extension of Bessie Lane connecting directly with Granger Street. The first two-design solutions are meant to reduce vehicular speed (both Chesterfield Avenue and Granger Street were design for higher speed), and the third design solution is meant to increase connectivity within the Village Core.
Figure 14-A is a schematic representation of the suggested changes in the street layout and how the proposed pedestrian plaza relates to it.

**Street Design Option-2**

Figure 15 (next page) is a schematic representation of the second street design layout. This is the most radical approach design, calling for the construction of a roundabout between the intersection of Chesterfield Plaza and Granger Street and the...
Figure 15                                          Street Design-Option 2

westbound extension
of Chesterfield
Avenue, from the
proposed roundabout
all the way to the old
train station. This
design would require
the acquisition and
assembly of private
owned land to
accommodate the
suggested changes

Figure 15-A is a
schematic

New Street Pattern - Option 2

Old Train Station
Amtrak Station
Sheltered Platform
Railway
Elevated Pedestrian Rail Cross

Note: Map is schematic, not to scale.
representation of the suggested changes in the street layout and the proposed pedestrian plaza relates to it.

In addition to the different street designs, this plan suggests the construction of two elevated pedestrian rail cross-located at both ends of the sheltered rail platform. The elevated pedestrian rail cross suggested herein are strategic devices designed to reconnect both east and west side of Ettrick Village, offering pedestrians safer passage to and
from the Village Core without having to access Chesterfield Fly-over.

The connectivity featured offered by such structures is fundamental for the development of the Village Core as a “center” and for the area around it. Easy flow of pedestrian traffic within a quarter of a mile radius from the old train station will contribute to the integration of east and west parts of the community.

**Objective 3.b**

*The village core is located parallel to the CSX rail tracks, allowing for easy access to existing Amtrak services and for the proposed Virginia High Speed Rail Service.*

The concept of a compact village core located next to a transit station is the very basis of T.O.D principles. Although currently, the Ettrick train station is underutilized, it is hoped that the proposed development around the station will eventually bring a strong local demand for train services.

**Recommendations:** It is expected that as people start to move into the village core, demand for train service will gradually increase. This plan suggests the current Amtrak service be expanded as population increases within the area.
Programs should foster and encourage rider ship among VSU students. A possible connection between the VSU campus community and the Virginia Commonwealth University (VCU) campus community could one day be encouraged and actually flourish with the use of regular rail service.
Part IV

Conclusion
Implementation timeline and financing considerations

To implement the changes suggested by this plan, it is necessary to adopt a strategy that is incremental and continuous. Therefore this plan suggests a T.O.D project for the Ettrick Village Core that is guided by phases.

First year- Phase I

Negotiations

T.O.D involves time and coordination of different parties to be implemented. Negotiations between the state, county, representatives of the local community, developers, and Amtrak will take time. One of the factors that make T.O.D projects difficult to consider is the general lack of understanding of its outcomes. There are no models to be followed, which adds to the uncertainty of private and public investors. However, it is undeniable that T.O.D makes sense, at least in theory, as an alternative approach to the “urban sprawl” development that is the current paradigm.

The first year should be dedicated for the creation of a civic association that would be representative of the local community interests, particularly of homeowners and land and business owners. This association should be responsible for informing and educating the community of the proposed changes to the village core and how that would impact the community as a whole. During the first year, a committee should be formed with representatives of the different players involved in the T.O.D project. This committee should strive to achieve within one year or less, an outline for the proposed development with the approval of the member participants.
Second Year-Phase II

Rezoning

It is suggested that during the second year of the project, the Committee responsible for overseeing the T.O.D project request changes in the local regulatory framework. The request should emphasize the greater flexibility in land use policies and zoning ordinances needed to implement the changes proposed by this plan for the area within the proposed T.O.D area. As such, major rezoning areas will consist of changes from Agricultural and parts of Light Industrial district into Residential MF, to accommodate higher housing density.

Third Year-Phase III

Acquisition of land and physical improvements

Land that does not support infill development inside the village core area should be made vacant and existing properties condemned. Governments have the authority to assemble land through the exercise of eminent domain, condemnation, or redevelopment takings. These actions, as drastic as they may seem, have the potential to reduce costs and attract the attention of developers.
Land assembly is particularly difficult when there are different property owners. To mitigate problems that can emerge in situations such as this, the creation of Redevelopment Agencies, which enjoy legal authority of jurisdictions around transit stations, may play a critical role in assembling land.

The first block to go under physical modifications should be the area now occupied by the old train station. It should be cleared (except for the train station which will be renovated) and prepared for the construction of the pedestrian plaza. Additionally, land may be acquired to accommodate new street layouts. Concurrent with the upgrading of the new plaza area, sidewalks should be built around the entire core area.

**Fourth Year- Phase IV**

*Renovation*

Upon construction of the pedestrian plaza and sidewalk systems, this plan suggests that the first public building be allocated in the core area. At the same time, urban amenities should be gradually added to the area: light posts, public furniture, a bus stop, vegetation and street trees to name a few. During phase IV of the plan, it is expected the renovation of the old train station to commence.
Fifth Tear-Phase V

Connectivity

Phase IV should initiate the process of connecting the Village core more effectively with the rest of the area, particularly with the area located directly to the west side of the tracks. Issues that must be considered are the improvements in the following area:

Street design
Intersection design
Crosswalks design
Upgrading of safety traffic signs
Pedestrian signage
Elevated pedestrian rail crossing

Special consideration should be given to the elevated pedestrian rail crossing. It is imperative that these options be considered as a means to connecting east (historic neighborhood) and west (where residential and commercial development is more active). Only when these two areas are effectively connected will the Village core develop its full potential to become the village center.

Phase VI
Transit

Currently there is no demand for commuter or passenger train service to grant Ettrick the status of a transit village. An important urban element that is necessary to support transit is density. Currently, Ettrick does not have the required density to support these services. It is hoped, however, that this might change in the future, particularly with some of the changes proposed by the plan that suggest development of multi-family housing. For the moment, this plan suggests that in order to increase rider ship, a partnership between Virginia State University and Amtrak should be formed offering discount fares for students.

Financing T.O.D project in Ettrick

There are different resources for finance T.O.D projects:

Grants

Federal grant assistance is one of the sure ways to thrust T.O.D projects forward. One of the grant programs that is currently directed to this development approach is called the federal Transportation and Community System Preservation. This program is designed to research and offer grants to projects that include the relationship between transportation systems and communities. Local and regional government, along with Metropolitan Planning Organizations, may be eligible for discretionary grants to fund the development and
improvement of transportation systems that are environmentally friendly, efficient, ensuring access to jobs, services and important commercial areas.

**Tax Abatement Programs**

These programs offer subsidies in exchange for development such as multi-family housing, which are conducive to the principles of T.O.D. Tax Abatement Programs, require the passage of enabling legislation to support its initiatives. Critics of the program argue that the program creates inequity since non-abated properties have the burden of higher costs. In fiscally conservative areas, such as Virginia, it is unlikely that Tax Abatement Programs, as a means to induce T.O.D projects will garner political support.

**Benefit Assessment District**

Commercial areas that benefit economically from their proximity to transit stations may be charged an extra tax requirement in order to sustain and maintain improvements to the train station and surrounding area. One of the challenges to introduce this program is to establish trust and communication with the property owners, reassuring them that the benefits offered by transit stations are real and sustainable.
Tax Increment Financing, TIF

TIF creates a “base-year” tax level for a community. Any additional taxes that are generated above the “base year” amount (usually through the increase in property values) will be used back in the community for improvement in projects and services. TIF funds are used to improve urban infrastructure that will contribute to drawing in more capital and private investment.

Empowerment Zones and Enterprise Communities (EZ, EC)

While both programs are not destined to stimulate Transit Oriented Development projects, they do offer an opportunity for policymakers to integrate economic development and transit-oriented programs. However, Ettrick is currently not a part of Chesterfield’s Enterprise Communities.

Private Loans

Public entities, such as commercial banks and other similar public sector business enterprises, may contribute to T.O.D by attracting developers to the Ettrick train station area by offering loans that are below the market rate. These loans can be used to promote the development of multi-family housing within Ettrick’s T.O.D boundaries.

Conclusion

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For Transit Oriented Development to work in Ettrick, political willingness, entrepreneurial leadership and partnership among the different actors involved will be of the utmost importance. The physical modifications that this plan has proposed for the Village of Ettrick, were meant to foster an environment that in the future, will be more conducive to transit. As urban development around the country has encroached into farmland, sprawling wider and further from the central cities, traffic congestion has impoverished the quality of life for suburban as well as the urban dwellers; T.O.D seems to offer a welcome and creative change on the way to sustainable growth.

Currently, there is little incentive for Ettrick to develop into a “transit village.” But the opportunities and resources that this community possesses make the argument for T.O.Ds more attainable, even if it is over the long run. Virginia State University is, for instance, one of Ettrick’s greatest untapped resources. The institution could establish a more significant relationship with the community by supporting the creation of a compact and efficient urban environment that is more akin to the necessities of the student and local residents as well.

The fact that rail infrastructure is already present in Ettrick certainly makes the argument for T.O.D at least, less costly. However, Ettrick’s lack of density does not warrant the services that are necessary to support this kind of project. Another important aspect to remember is Ettrick’s location. The region is small enough to remain almost rural while in close proximity to major urban centers such as Petersburg and Colonial Heights. With the proposed changes in Ettrick’s urban structure, the village could attract shoppers and residents form neighboring areas to experience the charm and tranquility of the new village center.
Ettrick could become a “semi-regional” commuter transit center where residents of the adjacent area could use its station as a means to reach employment centers in more distant areas without the continued use of polluting and costly automobiles.

As already noted herein, the prospect for T.O.D development in Ettrick is promising at the same time that it is challenging. Ettrick is a struggling community that needs a new “shot in the arm” to revitalize its commercial activity, diversify its population, and bring progress and a sense of identity to the entire community. This document concludes that, Transit Oriented Development is one of the ways by which such goals could be achieved.
Bibliography


Endnotes

i The Next American Metropolis
ii The Plan for Chesterfield (The Ettrick Village Plan)
iii The Plan for Chesterfield (The Ettrick Village Plan)
iv The Plan for Chesterfield (The Ettrick Village Plan)
v The Plan for Chesterfield (The Ettrick Village Plan)

vii The Chesterfield County Code of Ordinances - Subdivision and Zoning
viii A Commercial Revitalization Plan for Ettrick Village, 1998
ix Chesterfield Design Standard Manual
x The Next American Metropolis
xi A Commercial Revitalization Plan for Ettrick Village, 1998
xii http://www.ci.santa-cruz.ca.us/pr/parksrec/photogallery/thumb_clocktower.htm
xiii Ettrick-Matoaca Library Renovation And Feasibility Study
Appendices

A-B
A. Purpose of Analysis

This analysis attempts to anticipate the need for various categories of land uses within the boundaries of the Ettrick Village Plan study area to the year 2020, based on potential market demand and community-wide, land use planning practices. Specifically, real estate professionals often analyze potential uses for property based on the principle of "highest and best use", a term often defined as the 'legal use of a parcel of land which, when capitalized, will generate the greatest net present value of income'. Implied in the term is the notion that market forces (supply, demand, competition, etc.) can best determine how land should be used. However, "highest and best use" is only one principle applicable to a land use analysis. Another, equally important principle is the "most appropriate use" which, borrowing from the Code of Virginia, might be defined as 'a coordinated, adjusted and harmonious development of lands within a jurisdiction which will, in accordance with present and probable future needs and resources, best promote the health, safety, morals, order, convenience, prosperity and general welfare of that jurisdiction’s citizens'. Consideration of both principles is appropriate in a land use plan analysis.

This analysis makes no attempt to determine the current or short-term marketability of any one parcel for any one use. Rather, it attempts to anticipate future needs for broad categories of uses throughout the study area for the next 20 years. In addition, this analysis does not attempt to suggest the specific relationships of these uses to one another within the study area, or within the wider community. These relationships are best determined by means of a Comprehensive Plan amendment. Private market forces (availability and price of land, location, character and age of competing businesses, site specific characteristics such as topography and visibility from roads, etc.) would decide the desirability of a specific use on one parcel over another, as well as the timing for developing such use, based on the principle of 'highest and best use'. The zoning process would determine the appropriateness of such use on a case-by-case basis by applying the guidelines for desirable land use development patterns as outlined in the Plan.

Demand for additional, or differently located, land in any zoning classification or land use category, especially demand projected 20 years into the future, is influenced by many factors, some of which are hard to quantify or predict. In addition, limitations on the types and quality of readily
available data, together with differing opinions on the significance of this data and how best to analyze, interpret and use it, further complicate the task of predicting future land use needs. For these reasons, this analysis must be viewed as one of many tools used to craft a land use plan amendment for the Ettrick Village Plan study area.

B. **Study Area Boundaries and Existing Conditions**

The boundaries of the Ettrick Village Plan study area include Oldtown Creek to the north and west, the Appomattox River to the south, and the City of Colonial Heights to the east. The study area includes approximately 3.3 square miles, or about 0.7 percent of the land area of the County.

Existing zoning and land use patterns within the study area reflect a mix of residential and agricultural zoning and land uses, with a cluster of commercial and public/semi-public zoning and land uses around Chesterfield Avenue, the southern end of Woodpecker Road, and East River Road. Chesterfield Avenue, East River Road, Hickory Road, and Woodpecker Road all serve as major transportation arteries for points north, south, east and west of the Village.

As noted herein, the study area boundaries include the Appomattox River to the south. The other significant waterway that drains through the study area is Oldtown Creek. These waterways have significant attendant floodplains and RPAs.

C. **Summary of Findings**

A review of zoning, subdivision and site plan activity since 1990 suggests that the demand for new development within the study area for the foreseeable future will be primarily for single family residences, primarily in existing subdivisions. However, it should be noted that the greatest increase by zoning classification occurred in the Residential Multi Family (RMF) class. This increase (14+ acres) was approved for new student housing for VSU students. As the area continues to develop, there may be demand for additional limited, neighborhood-scale commercial, office and personal uses within the study area to serve existing and future residents.

Most of the area’s current demand for retail and other commercial services is currently satisfied by shopping centers and other commercial establishments outside of the study area, as well as the existing developments within the study area. Furthermore, there is a large amount of commercially zoned land along Chesterfield Avenue and East River Road that is currently occupied by housing units, and should be able to absorb and commercial demand within the study area.

D. **Zoning Activity within the Study Area Since 1990**
Analysis of past zoning activity is one way to anticipate future demand for various land uses within the study area. Specifically, land is typically rezoned with an expectation, on the part of the owner/developer, that it can be developed in the near future for uses within the new zoning category.

The following table summarizes zoning activity within the study area since January 1990:

<table>
<thead>
<tr>
<th>Type of Zoning Activity</th>
<th>Acreage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rezonings from Agricultural to Residential</td>
<td>14.30</td>
</tr>
<tr>
<td>Rezonings from Residential to Commercial/Office</td>
<td>2.06</td>
</tr>
</tbody>
</table>

Zoning activity within the study area since 1990 has been minimal. The following table summarizes net zoning gains/losses within the study area between January 1990, and December 2002:

<table>
<thead>
<tr>
<th>Zoning Type</th>
<th>Acreage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agricultural</td>
<td>-14.30 acres</td>
</tr>
<tr>
<td>Residential (R-7)</td>
<td>-2.06 acres</td>
</tr>
<tr>
<td>Multi Family (RMF)</td>
<td>+14.30 acres</td>
</tr>
<tr>
<td>Commercial (C-2, C-3, C-5)</td>
<td>+1.60 acres</td>
</tr>
<tr>
<td>Office (O-1)</td>
<td>+0.46 acres</td>
</tr>
</tbody>
</table>

The following table summarizes the breakdown of current zoning acreage within the study area:

<table>
<thead>
<tr>
<th>Zoning</th>
<th>Acres</th>
<th>% Of Total</th>
<th>% Of Countywide</th>
<th>Developed</th>
<th>Vacant or minimal improvement</th>
<th>% Vacant or minimal improvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agricultural</td>
<td>672</td>
<td>34%</td>
<td>0.4</td>
<td>476</td>
<td>196</td>
<td>29%</td>
</tr>
<tr>
<td>Residential</td>
<td>1,182</td>
<td>59%</td>
<td>1.4</td>
<td>925</td>
<td>257</td>
<td>22%</td>
</tr>
<tr>
<td>Office/Commercial</td>
<td>108</td>
<td>5%</td>
<td>1.0</td>
<td>87</td>
<td>21</td>
<td>19%</td>
</tr>
</tbody>
</table>
Less than $1,000 of assessed improvements. Much of this minimally improved land is occupied by farming and public/semi-public activities and uses.

**Zoning Activity – Conclusions:** Based on zoning activity since 1990, there has been little demand in the study area for additional residential, office or commercial zoning over the last 12 years.

**E. Residential Development Activity within the Study Area Since 1990**

(See attached maps: Development Activity 1990 – 2000; Residential Zoning Patterns; and Residential Land Use Patterns)

Another way to anticipate future demand for various zoning and land uses is to examine development activity in recent years. The influx of new families into the area and the development of new housing units in subdivisions suggest a modest demand for residential land uses.

The following table estimates population growth rates between 1990 and 2000 for the study area and the County as a whole:


<table>
<thead>
<tr>
<th>Area</th>
<th>1990</th>
<th>2000</th>
<th>% Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Study Area</td>
<td>5,290</td>
<td>5,627</td>
<td>6%</td>
</tr>
<tr>
<td>Countywide</td>
<td>209,274</td>
<td>259,903</td>
<td>24%</td>
</tr>
</tbody>
</table>

As indicated in this table, the study area’s population growth rate, from 1990 to 2000, is estimated at about one-quarter of the Countywide population growth rate.

1. **Single Family**

Residential development within the study area is characterized primarily by single family residences in subdivisions and on acreage parcels.

A review of Chesterfield GIS data for 1990 and 2002 reveals an increase of 103 single family residences, of one acre or less in area, in subdivisions within the study area during this time period, from 1,307 residences in 1990 to 1,410 residences in 2002, or an increase of about 8
percent. A similar review for the entire County during this time period for single family residences, of once acre or less in area, in subdivisions reveals a Countywide increase of 35 percent.

For the same time period, 4 new homes were built on acreage parcels (having over 1 acre in area) within the study area.

According to the 2002 Residential Report, the study area had an inventory of 383 undeveloped lots in recorded subdivisions (approximately 24 percent of all lots within the study area). For the same year, the County as a whole had an inventory of 24,583 such lots (approximately 25 percent of all lots within the County).

2. Multifamily

There are two multifamily developments within the study area: River Road Terrace and Daniel Court apartments. Combined, these two projects have 176 apartment units, and both were constructed prior to 1975. According to the 2002 Residential Report, both complexes have reached their respective maximum number of units permitted within the development.

In addition, the recently-approved student housing project for VSU students is under construction at the intersection of Woodpecker and Hickory Roads, and will consist of 126 units.

3. Manufactured or Mobile Home

There are no manufactured or mobile home parks or subdivisions within the study area.

Residential Demand – Conclusions: The only discernable demand for new housing within the study area is for single family residences in existing subdivisions and on acreage parcels, based on residential construction and subdivision activity since 1990. This new single family residential development is occurring mostly on the northern and western edges of the study area. However, the new student dorms have been the single largest residential project in the study area approved since 1990, but this development is an anomaly and future multi-family development would also be tied to the growth of Virginia State University.

F. Office and Commercial Development Activity within the Study Area Since 1990

(See attached maps: Development Activity 1990 – 2002; Commercial Zoning Patterns; and Commercial Land Use Patterns)

1. Office Development
In recent decades, major office zoning and development activity (office park use) has occurred in the northern and western portions of the County, along Midlothian Turnpike and the Route 288 corridor. In addition, many properties zoned for such use a decade or more ago have yet to begin developing.

Market analyses contracted by the County with private firms, in conjunction with land use amendments between 1989 and 1996, generally suggest that there will, for the near future, be little demand for new major office zoning in Chesterfield County. Such demand as does occur will continue to be focused in the northern and western portions of the County, based upon regional office market trends and inventories of zoned projects that have yet to develop.

A review of zoning activity since 1990 reveals an increase of less than one-half of an acre of office-zoned land within the study area. This acreage has been redeveloped from an old boarding house to a collection of office-type uses.

**Office Demand – Conclusions:** Future office space demand within the study area will most likely be limited to offices supporting the needs of area residents (including VSU students and staff) for personal and professional services on a neighborhood scale.

2. **Commercial Development**

Commercial development patterns in the study area are characterized by small, neighborhood-scale commercial zoning and uses along Chesterfield Avenue and East River Road. There are also pockets of more intensive zoning and/or developments, including the shopping center at the intersection of Woodpecker and Hickory Roads, and the old village core area immediately west of Granger Street. There are also a few small, isolated parcels zoned and/or developed for small-scale retailing along other study area roads.

As noted in the Zoning Activity section of this report, the study area has had an increase of about 1.5 acres in commercially zoned property since 1990. Most of this is the redevelopment of housing units into neighborhood-scale commercial uses, especially prevalent along Chesterfield Avenue. There has been however, significant new commercial structures built in the study area on previously-zoned land; this includes the shopping center at the intersection of Hickory and Woodpecker Roads, and the health care facility at the corner of Granger Street and Chesterfield Avenue.

**a. Commercial – Shopping Centers**

An analysis of commercial development within and surrounding the study area suggests that most of the area’s current need for retail services is provided by the shopping center at the intersection of Woodpecker and Hickory Roads, as well as shopping centers and other types of commercial establishments located outside of the study area. This shopping center was constructed in 1992 and represents the largest single commercial development (and only modern shopping center) in the southeastern part of the County. In addition, the study area, together with the
southeastern third of the County, lies within the market area of Southpark Mall, a regional scale shopping complex in nearby Colonial Heights. Current retail developments serving the area appear to be healthy and adequate to satisfy the needs of their current markets.

The demand for additional shopping center space in the future will be closely tied to market area growth. Increases in population within the market areas of potential shopping center sites generate most of the demand for additional shopping center space. Other factors affecting the demand for additional shopping center space include market competition, both within and outside the study area, and anticipated area employment.

The study area currently lies within the boundaries of the Ettrick Village Plan (adopted in 1991), which suggests most of the study area is appropriate for residential use of 1.51 to 4.0 units per acre. This Plan also anticipates the need for additional commercial uses, as development occurs, by suggesting potential locations for future commercial uses of various scales. Specifically, this Plan suggests that the study area and surrounding area may eventually support a strip of neighborhood-scale uses, along Chesterfield Avenue, and community-scale uses between the southern terminus of Hickory Road and Granger Street (see attached map entitled Current Land Use Plan (Ettrick Village Plan)).

The location of any new shopping center(s) within the study area would also be influenced by: the availability of suitably zoned land; parcel size, configuration, access, and visibility; and environmental constraints such as floodplains and wetlands, and by guidelines for desirable land use patterns as embodied in the County’s Comprehensive Plan.

b. Commercial – Freestanding
As noted herein, most of the commercial development within the study area is characterized by small, neighborhood-scale freestanding commercial uses along Chesterfield Avenue, together with a few small stores along other study area roads. Included among commercial uses within the Ettrick Village Core are small retail and convenience stores with gasoline sales, and offices. Most of these uses date from the early twentieth century and have been continuously updated and remodeled over the years. Other freestanding commercial uses in the study area have been converted from single family residences.

The demand for freestanding commercial space is determined in part by the type of use occupying the site. Some freestanding uses, such as department and discount stores, have market areas similar to community-scale shopping centers. Other uses, such as home centers and motor vehicle sales, draw from larger areas, to include Countywide and even regional markets. Still other uses, such as convenience stores, fast food restaurants and automobile service stations, depend in large part on traffic generated by other uses, such as nearby shopping centers and employment centers, and on commuter traffic passing through the study area.

The location of any new freestanding commercial space would also be influenced by: the availability of suitably zoned land; parcel size, configuration, access and visibility; and environmental constraints such as floodplains and wetlands. In addition, any new zoning to accommodate these uses should conform to guidelines for desirable land use patterns as embodied in the County’s Comprehensive Plan.
Commercial Demand – Conclusions: Commercial zoning and development activity, both within the Ettrick Village study area and surrounding geography, appears to be stable. There are a number of commercial vacancies along Chesterfield Avenue and in the old Ettrick "downtown" area bounded by Granger Street, Chesterfield Plaza, and East River Road. Older zoning practices have "stripped out" Chesterfield Avenue with C-2 (Neighborhood Commercial) zoning that is occupied, for the most part, by single family residences. As noted herein, a number of these have converted into commercial uses. Any new commercial developments should be directed into these already-zoned areas, with smaller neighborhood-scale uses directed to Chesterfield Avenue, and community-scale uses into the Ettrick "downtown" area.

3. Industrial Development

Industrial development patterns in the study area are characterized by small storage and warehousing uses along Chesterfield Avenue. More than half of the industrially-zoned land in the study area is currently vacant or minimally improved. Two large pockets of industrially-zoned land exist along the eastern side of the CSX railroad tracks on either side of Chesterfield Avenue. The northern one is located off of North Street, and the southern one is located behind Ettrick Elementary School. Together these two vacant locations account for over 90 percent of the industrially-zoned acreage in the study area. However, analysis of current data reveals that there is little demand for industrial development in the study area.
Appendix B

SPECIFIC AREA STANDARDS ROUTE 360 CORRIDOR

VILLAGE CENTER ZONES
PURPOSE AND INTENT
Per Sec. 19-588

The purpose of the village center requirements is to increase aesthetic appeal; encourage high quality Development; provide shade and safety for pedestrians; and to improve the quality of the environment.

In order to create pedestrian oriented village centers, sidewalks, street trees, and pedestrian scale streetlights shall be provided along roads and internal driveways as determined during site plan review. Connections shall be required to adjacent sites, developments, and neighborhoods.

Sec. 19-588 (a)
Parking areas shall be limited to two (2) bays with driveway unless modified during site plan review. If modified, the design shall not permit large expanses of parking areas.

Sec. 19-588 (f)
Sites shall be designed so that internal roads and driveways create a grid system.

Per Sec. 19-588 (g)
Perimeter areas within front and corner side yard setbacks shall be planted in a lineal pattern so as to create a formal landscape theme. At least one large deciduous tree is required for each forty (40) lineal feet of road frontage. These trees shall be planted generally parallel to the adjacent road, approximately forty (40) feet on center. The species of tree shall be the same or similarly shaped within the front and corner side yard setbacks.

Low shrubs and ground cover shall be installed in accordance with applicable perimeter landscape requirements. Perimeter landscape requirements for evergreen trees and small deciduous trees do not apply to front and corner side yard setbacks within the established commercial zones.
Per Sec. 19-588 (b)
Building setbacks from Route 360 shall be permitted to be reduced to twenty-five (25) feet, provided that such buildings are arranged to define an area devoted to public and semi-public use.

Per Sec. 19-588 (b)
Building setbacks from Route 360 shall be permitted to be reduced to twenty-five (25) feet, provided that such buildings are arranged to define an area devoted to public and semi-public use.

Per 19-588 (e)
Within the village center, buildings shall be situated around a public square of approximately 1 1/2 acres which shall be designated through recordation’s an open space easement for public and semi-public use. Buildings shall not be separated from the public space by more than two (2) rows of parking accessed by a driveway and a sidewalk. The public space shall be designed to accommodate uses such as area civic association events, special commercial events, or cultural activities. Pedestrian amenities shall include benches for public seating and at least one of the following: gazebo/bandstand, fountain, sculpture, statuary or other similar site feature.