



## A PLACE WHERE PEOPLE WANT TO WORK

### THE PREMIERE SETTING

A “City Center” doesn’t start from scratch. It builds upon the foundation of the Richmond region’s most successful suburban office park and the largest employment center outside downtown Richmond. When the 850-acre Innsbrook Corporate Center was started in 1979, it had a simple strategy: Create a place where people wanted to work. If employees came to the area, businesses would follow. And come they did. Today, Innsbrook is home to more than 400 companies and 20,000 employees. Hiring and retaining the best employees translates into higher productivity, which companies discovered easily offset the cost of premium amenities.



### CREATING A VIBRANT “CITY EFFECT”

Creating a walkable urban community requires a continuous, vibrant street appeal and sufficient density to drive the success of both residential and commercial services. The density gives rise to the human scale features and an enjoyable pedestrian experience. Crafting a clear “sense of place” and a nexus of meaningful activities will draw in people from surrounding areas. Once a “city effect” is triggered, it gives employers further confidence to invest and grow their businesses, and adapting facilities to market demands.



## THE EMERGENCE OF A CITY CENTER

Built on the renewed appreciation for the virtues of a city, Innsbrook City Center integrates living with walkable streets, a diversity of activities, and “third places” where people can socialize and be energized. As the codes allow the market to respond to workforce needs, the City Center will establish the necessary urban density to trigger a “city effect” that draws investment and shifts behavior patterns. At the heart of Henrico’s western suburbs, Innsbrook’s strong underlying infrastructure and location adjacent to three interstate interchanges, makes it perfectly situated to transform into what is often termed an “edge city.”

Already hosting over 20,000 jobs and designated an Urban Development Area (UDA), more than a decade of planning has gone into preparing Innsbrook to host a new surge of economic development. As the City Center advances, Innsbrook will gradually shift to a more urban form, refitting streets to a narrower grid pattern, adding bike lanes and sidewalks that offer multiple modes and routes for travel. Such an environment reverses the issues raised by sprawling suburban development, cutting peak congestion by shifting travel times and reducing car trips.

