



## FOSTERING A CITY EXPERIENCE

### A FORWARD VIEW

The Innsbrook City Center is the next iteration of the Innsbrook Corporate Center, the largest employment area in Central Virginia outside downtown Richmond. Its vision integrates business activity, social life, and transportation to create the community of the future.

- Innsbrook offers excellent accessibility: fronting on Broad Street, it is adjacent to three interchanges for I-64 and I-295, and offering convenient access to I-95 and Richmond International Airport.
- With diverse retail & hospitality, upscale neighborhoods, top schools, ample utilities and a superb system of parks and trails, the ICC will create a vibrant, walkable urban community that combines the best of urban and suburban living.
- ICC will integrate the latest transportation technology into its built design. Through enhancing access to ride hailing, membership car services, and autonomous vehicles within a mixed-use development the ICC will shrink the need for parking spaces, cut the number of car trips, smooth traffic peaks. Shrinking transportation expenditures will also boost living standards.



- Triggering a “city effect” by fostering greater walkable density will be one of the ICC’s most important achievements. Over the long-term, it will embody a shift to narrower grid roads with bike lanes and sidewalks. Reducing car speeds while offering multiple routes and modes, provides an environment more compatible with pedestrians and ultimately reduces peak traffic congestion. These principles are already being embraced around the country and in Richmond, where areas along Broad Street and Scott’s Addition are encouraging higher density UMU growth but without the requirement for new parking capacity.



- The city center will be the launching pad for Innsbrook Infrastructure Innovation District (I3D), which embraces the latest technology in energy, water, transportation, communication, electric grids, stormwater, and permaculture. Tenants will benefit from a “living laboratory” where corporations, startups and academic institutions can share in open-source data to develop and test their infrastructure systems. ICC will trigger an economic and cultural “city effect” providing residents and employees enhanced flexibility to organize their work-life balance aligned with personal preferences and values.

Its high-quality governance system and Owners’ Association will lead the transition to walkable urbanism while continuously adapting to market forces.

**All human settlements evolve. It is now time for Innsbrook to evolve to a new level with a diversity that offers a broader base of opportunities for the region.**