



INNSBROOK CITY CENTER

Innsbrook 1.0 to 2.0

Innsbrook 1.0

How It All Started

In 1979, much of Western Henrico was undeveloped farmland.



Many doubted the notion of an 850-acre corporate center so far from Richmond. They thought the project was doomed to fail.

But we asked the questions:

“What is the most effective use of our capital?”

“What enables employees to be more productive?”

“How do companies gain the confidence they need to move here?”

and most importantly,

“What environment do companies need to succeed?”

The Answer Was Simple:

**CREATE A PLACE WHERE
PEOPLE ASPIRE TO BE.**

And Innsbrook was created.

Incorporating the highest level of market, design, and development principles without compromise.



Innsbrook initiated the *highest-quality work environment in Central Virginia*. It wasn't just a corporate center, but *a thriving environment*.



The plan worked.

Innsbrook flourished, growing to **22,000 employees** and over **400 companies**.



Let's look at some innovations Innsbrook brought to Henrico...

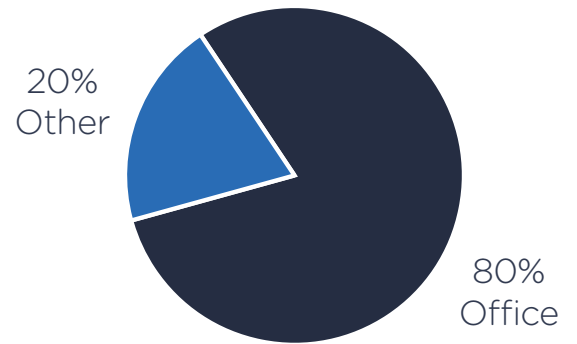
Clean, modern aesthetic – embraces creativity within consistent theme

Substituted site coverage ratio for floor area ratio – encouraging more green space

Exemplary water features & landscaping, mandatory maintenance standards



Approximate Mix



Unique protective covenants & Owners' Association

35 Acres of interconnected lakes - central stormwater management and irrigation from lakes

Over 100 programmed events per year

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Innsbrook 2.0

A look into the future

Today Innsbrook is taking its first steps toward transforming into a **walkable, mixed-use city center.**



We are still asking the **same questions...**

...pursuing the same **high standards...**

...applying the same **core principles.**

Innsbrook 2.0 will be a place where employees will be able to **live, shop, and socialize** all within a few blocks of where they work.

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Innsbrook 2.0 City Center and Infrastructure Innovations

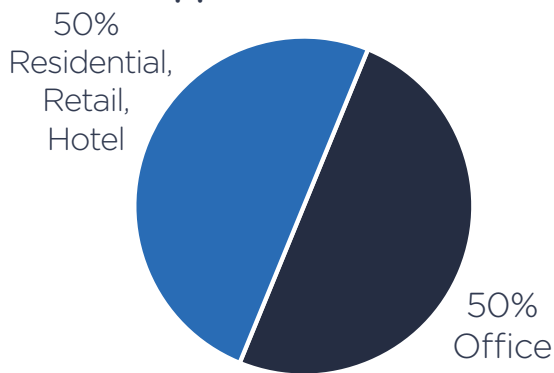
Grid streets & roundabouts - calms traffic and lessens peak flow

Density, mix, and public spaces create human-scale socially vibrant environment that fuels economic vitality

A long-range initiative for urban mixed-use, infill, and adaptive reuse



Approximate Mix



Peak traffic reduction - mixed-uses shifts travel times, lowers congestion

Continuation of clean, modern, creative aesthetic

Same proven protective covenants & Owners' Association



A Closer Look

CONCEPTUAL VISION INNSBROOK ENTRANCE



