

"Smart growth" coming to Short Pump.



West Broad Village is on it's way!

On a very warm Thursday, July 13th Unicorp National Developments, Inc. hosted the ground breaking ceremony for West Broad Village (WBV). The event was held in a large, air conditioned (thanks) tent that was erected on the former Liesfeld Farm across Broad Street from the S & K complex, Best Buy and Kohl's.

About 300 people attended the event that brought together representatives from the real estate developer, architects, bankers, engineers, home builders, lawyers and real estate firms, as well as several Henrico County officials.

I had the opportunity to speak very briefly with Chuck Whittall, one of the principals of Unicorp. Clearly, Whittall is enthusiastic about this project, as he should be. The location of WBV is great; the demographics of the area are impressive; and the mixed-use design of WBV is designed to promote a sense of community that is very appealing to everyone that has looked at the renderings. I think that Whittall is committed to making this a very people friendly development that will be a source of pride for all.

I also spoke with Lisa Earnhardt, Director of Project Management for Unicorp's mixed use and resort developments. Earnhardt indicated that construction on the project would restart in mid-August and the construction of West Broad Village would take 3-5 years to complete.

The following information was provided to the attendees at the event:

West Broad Village Fact Sheet





West Broad Village is a \$1 billion, 114 acre, mixed-use community. WBV will replicate a traditional, pedestrian-friendly small town with residential, retail, office, hotel and recreation areas, as well as an environmental preserve. West Broad Village is designed to promote social networks for the people who live in the community with a variety of appealing “third places” for people to gather.

Retail & Restaurants: Specialty retail stores and restaurants will combine for 450,000 - 525,000 s/f and will include several retailers new to the Richmond area including Whole Foods Market and a major sporting goods store. Together, these two retailers alone will take about 100,000 s/f of the proposed retail space. Other tenants will include life-style restaurants and retailers, such as health clubs, furniture and cosmetic stores, bookstores and entertainment venues, plus community convenience and service stores, all in an urban village center setting.



Residential: Approximately 880 homes will be built with an average of 7.8 units per acre. More than a quarter of the residential acreage (27%) will be allocated to parks and open space.

- 90 Brownstone town home units—individual two- and three-story homes on “side” streets with individual front yards and gardens, connected to a parking garage; these will be built by Prospect Homes.
- 250 condominiums in two mid-rise buildings—five stories above ground level entrance and parking; these will be built by a third party; these condos may ultimately be built as apartments.
- 150 Single-family attached homes to be built by Eagle Construction of Virginia.
- 250 Single-family attached homes to be built by Ryan Homes.
- 144 to 160 condos to be built above Village Center retail by Unicorp.



Office Space: Up to 600,000 s/f of corporate space available, but there are no current plans for construction.

Hotel: Up to 600,000 s/f of corporate space available, but there are no current plans for construction.

Amenities: In addition to parks and open space, there will be a 6,000 s/f clubhouse.