



Rocketts Landing

A mixed Use Development

Richmond, Virginia

July 2016



View of Richmond Skyline from Rocketts



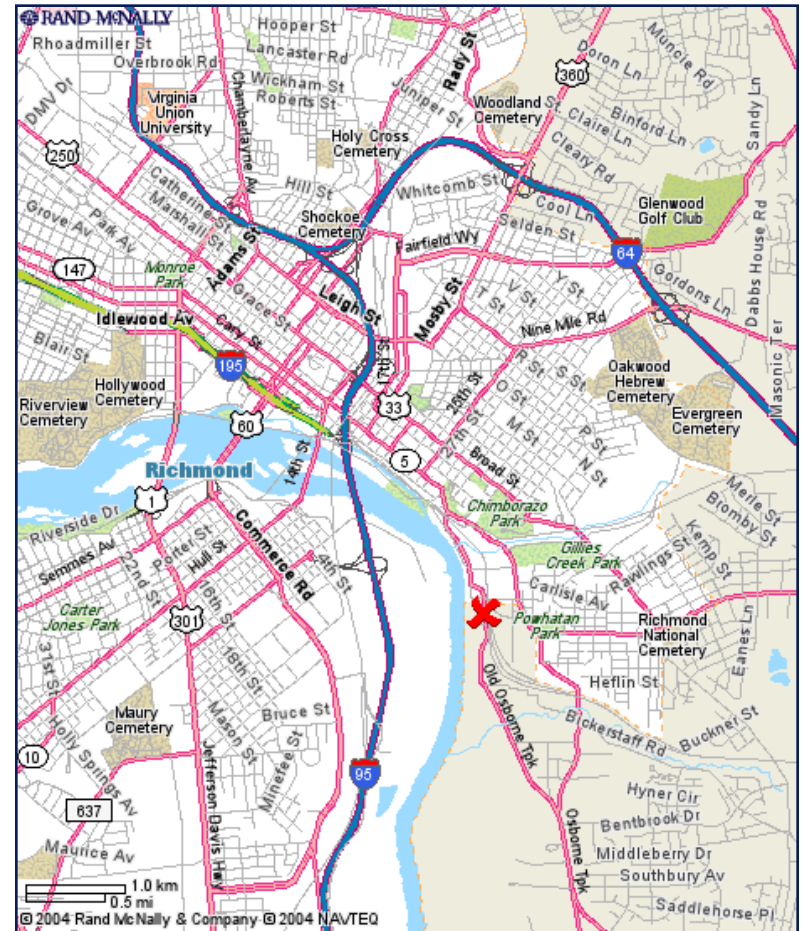
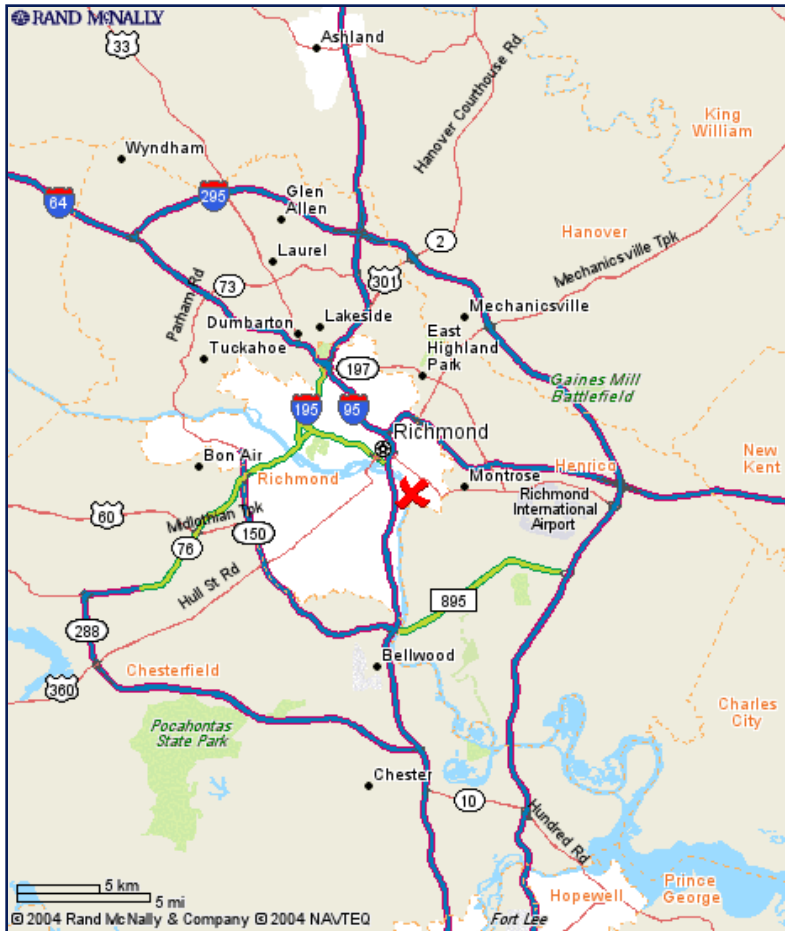
Mixed Use Developments

- **The Concept of New Urbanism**
- **The physical characteristics of a Quality Lifestyle**
 - A mix of uses (housing, office, retail, restaurant, recreation, cultural)
 - Amenity rich (water, events)
 - Pedestrian built environment (small streets, sidewalks, cross walks, attractive streetscapes)
 - Architectural quality and diversity (not cookie cutter)
- **Its about Place Making – creating an environment in which people want to be**

Aerial view of phase 1 of the development



Vicinity Map



Architectural Rendering Showing Density, Massing and Scale of Overall Development



View of Project Showing Close Proximity to City



Rendering of Project Showing Potential Build Out



History of Rocketts Landing

- Site was originally inhabited by Algonquin Indians.
- Christopher Newport sailed up the James to the Falls eleven days after landing at Jamestown in 1607.
- Robert Rocketts established a ferry in the vicinity in 1730 .
- In 1840, the core of engineers built several piers under the command of Captain Robert E. Lee.
- The confederate naval yard was in the vicinity, which was where the CSA Virginia was constructed. It then steamed down river and engaged in the first battle of iron clad boats in Naval History.
- In 1865, Abraham Lincoln landed at Rocketts Landing with his son Tad and walked from there up to the Confederate White House through the still smoldering remains of the City.
- It became one of the busiest inland ports in the new world during the 1800s. At its peak in 1870, more than 900 steamships a year departed from Rocketts Landing. The heart of the shipping port was the intersection of Main and Orleans Street.
- With the growing dominance of Railroads, the port declined in the late 1800s. The site remained in industrial use well into the 20th century.
- Much of the remains of the industrial uses were bulldozed in the 1970s.

Project Background

- **Planned urban waterfront development comprising approximately 3-4 million square feet of office, retail, townhomes, apartments, and condominiums, and boat slips**
- **Project was first conceived by local investors and entrepreneurs led by William Abeloff in 2000**
 - They purchased 5 separate land parcels in 2002 and 2003
- **WVS and Snell contracted to purchase the property in June 2004**
 - Purchase was contingent on successful zoning of property in Henrico County
- **The purchase closed January 11, 2005**

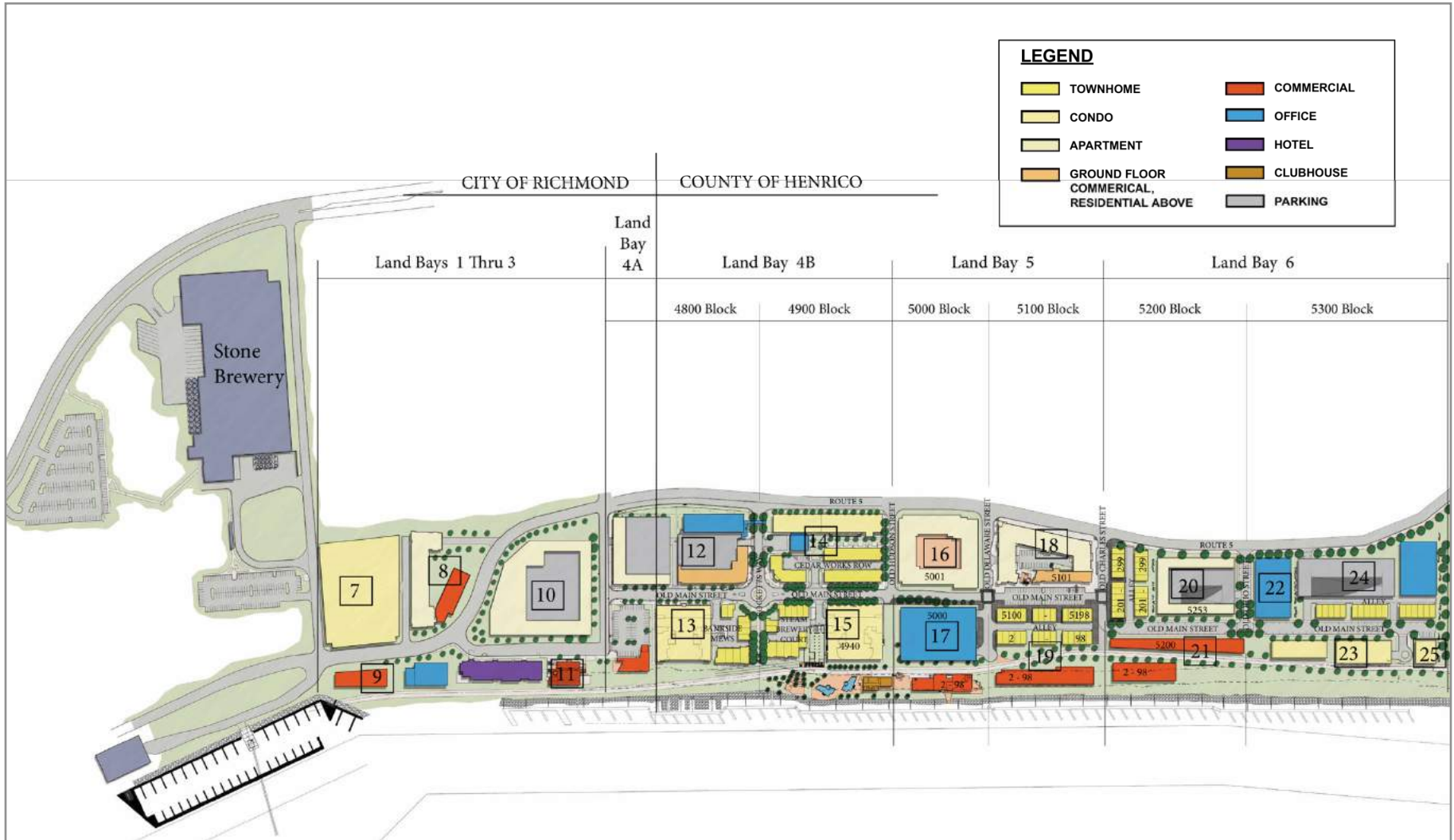
Project Specifics

- **The project is currently 45 acres comprising 25 city blocks**
 - 30 acres in Henrico and 15 acres in Richmond
 - Could grow to approximately 60 acres through acquisition efforts in progress, which would be about 26 city blocks
- **All property owned and being pursued are in the respective comprehensive plans of City and County as urban mixed use zones**
- **30 owned acres in Henrico were zoned Urban Mixed Use on November 10, 2004**
- **The Richmond property zoning process began in October 2007 with the rezoning of industrial property to River Front Mixed Use**
- **The project is a brownfield site and has entered the State's Voluntary Remediation Program**
 - A remediation plan has been approved DEQ for the entire site including an allowance to incorporate properties not already acquired

Summary of Potential Project Build Out

	Henrico county	Richmond city
Townhomes	125 units	0 units
Apartments	425 units	250 units
Condominiums	425 units	250 units
Office/Retail	350,000 sqft	350,000 sqft
Hotel		200 Rooms
Marina	60 slips	25 slips

Overall Master Plan



Phase 1 Aerial Photo with Stone Brewing in the background



Retail progress at Rocketts Landing



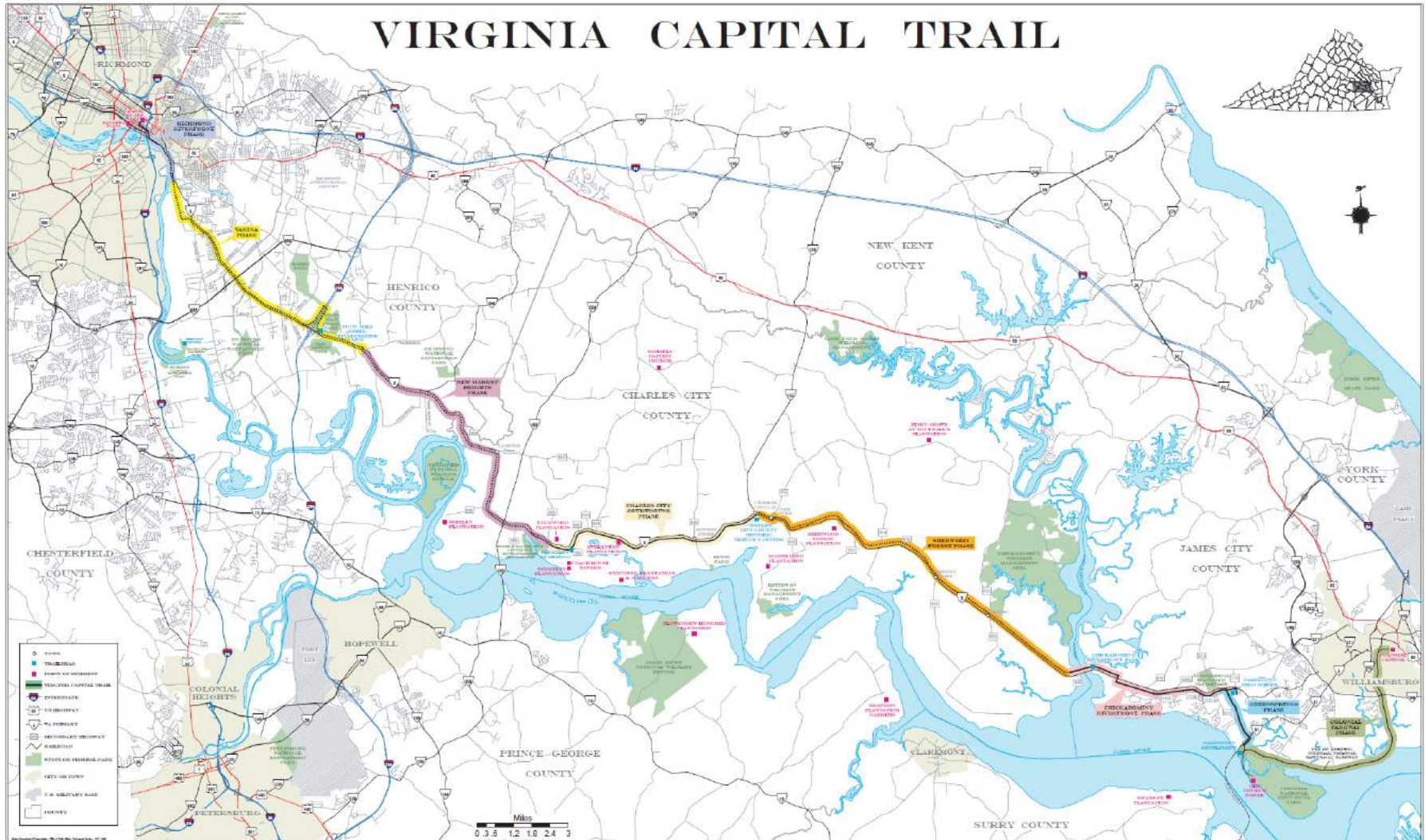
The Boathouse Restaurant



Memorial Day Celebrations



The Virginia Capital Trail is 100% complete



The Virginia Capital Trail through Rocketts



Rocketts Landing is the Eastern terminus of the Bus Rapid Transit Project underway



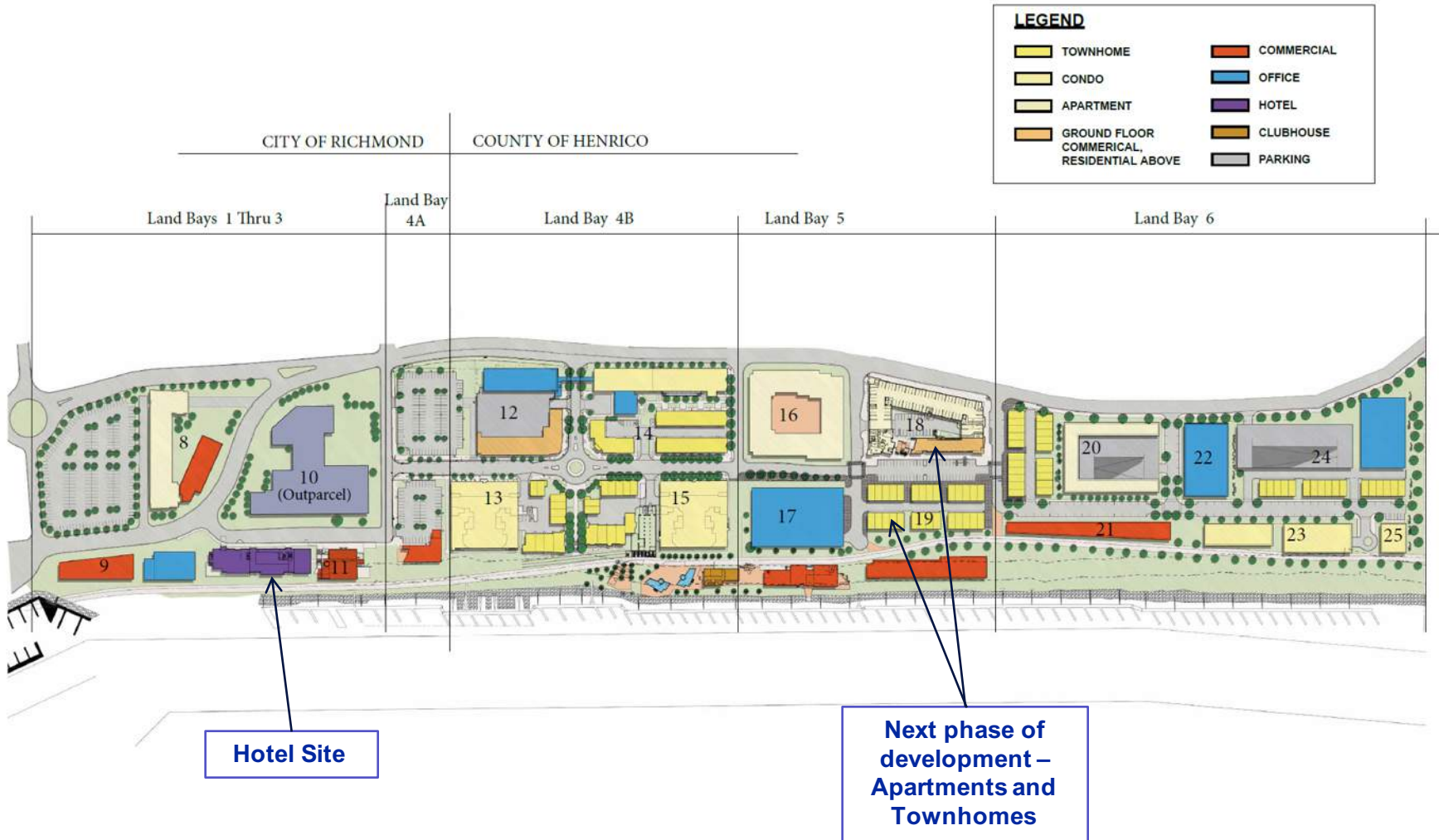
Stone Brewing is constructing it's East Coast Brewery next to Rocketts



Stone Brewing's 200,000 SF facility is slated to be completed in mid 2016



Master Plan showing potential Hotel site



Parking will be in close proximity to the Hotel site

