

**WEST BROAD STREET
ENTERPRISE ZONE**

- Goal: Encourage the expansion of existing businesses and relocation of new businesses to the proposed Enterprise Zone Area.
- Objective: Create at least 500 new commercial and office jobs within five years.
- Strategy: Attract at least one major new employer to the zone.
- Action A: Within 30 days, organize the resources of Virginia Office of Economic Development for support in the attraction of a major employer to the zone.
- Action B: Within 30 days, gain the support and cooperation of the City of Richmond for the attraction of at least one major new employer to the zone.
- Action C: Within 30 days, commit local financial resources as needed to insure the location of at least one major new employer in the zone.
- Action D: Provide such needed technical assistance as will facilitate the successful relocation of at least one major new employer to the zone.
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- Goal: Support and encourage higher intensity commercial uses on underutilized properties within the zone.
- Objective: Attract not less than 25 new businesses to locate in vacant or underutilized properties within the proposed zone over the next five years.
- Strategy: Encourage businesses to locate or expand within the zone.
- Action A: Assign a Deputy County Manager to coordinate and oversee economic development efforts within the zone.
- Action B: Within six months, prepare an inventory of vacant and underutilized properties and structures.
- Action C: Within eight months, prepare a marketing brochure and information describing the benefits and incentives for locating within the proposed zone.
- Action D: Within nine months, hold a work session within the zone to explain the benefits of locating or expanding within the zone. Repeat the work sessions annually for the first five years following zone designation.
- Action E: Within 12 months, distribute marketing information to area commercial brokers, realtors, local economic development agencies, and prospective businesses.
- Action F: Provide technical assistance and regulatory relief, as needed, through the County's Commercial Assistance Team (CAT) to business firms wishing to expand or locate within the proposed zone.
- Action G: Provide a fast track permitting process for

**WEST BROAD STREET
ENTERPRISE ZONE (cont'd.)**

- Goal: Enhance the appearance of the West Broad Street Enterprise Zone to potential customers, businesses, and residents.
- Objective: Approve at least 10 façade/exterior renovation design requests for commercial/industrial structures within the zone over the next five years.
- Strategy: Provide design assistance to at least 20 new or existing businesses in the zone over the next five years.
- Action A: Within six months, hire a qualified architect to provide design assistance to new and existing businesses within the zone and areas designated as a Special Strategy Area in the County's Comprehensive Plan.
- Action B: Within six months, implement a Commercial Industrial Rehabilitation Grant Program.
- Action C: Periodically hold work sessions within the zone to discuss design and maintenance issues.
- Action D: Perform annual "sweeps" of the zone to identify code violations. Using the "Community Maintenance approach," seek compliance with current code requirements.
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- Goal: Improve the perception of crime and public safety within the West Broad Street Enterprise Zone.
- Objective: Provide technical assistance to at least 20 new or existing businesses within the zone within five years.
- Strategy: Provide training and technical assistance to businesses within the zone.
- Action A: Within 12 months, hold a fire safety seminar for businesses within the zone. Repeat as needed.
- Action B: Within 12 months, conduct at least five Crime Prevention Through Environmental Design (CPTED) reviews of new or existing businesses within the zone.
- Action C: Within 12 months hold a community safety seminar for businesses within the zone to include Crime Prevention Through Environmental Design (CPTED), Community Maintenance, Crime Prevention. Repeat as needed.
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- Goal: Reduce the cost of doing business within the zone.
- Objective: Reduce regulatory requirements and fees that may unnecessarily increase the costs of expanding or locating within the zone.
- Strategy: Expedite the review and approval of plans for businesses located in the zone.
- Action A: Utilize accelerated development processing to review and approve major development proposals within the zone.