



# INNOVATION VILLAGE @ ROCKINGHAM

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## MIXED USE LAND DEVELOPMENT OPPORTUNITY

Available For Sale



**CUSHMAN &  
WAKEFIELD**  
Waterloo Region

# INNOVATION VILLAGE @ ROCKINGHAM

## Mixed Use Development Opportunity



ROCKINGHAM COUNTY | VA  
ECONOMIC DEVELOPMENT



### Location

#### West Central Virginia:

Located in the heart of the beautiful Shenandoah Valley in west central Virginia, Rockingham County is close to major metro areas in Washington D.C. (125 miles), Richmond (131 miles) and beyond. New York, Atlanta, Philadelphia and other major business center are easily accessible by road, rail and air within one day.

### Business Climate

#### Rockingham County

Rockingham County and the Harrisonburg Metro Area are well known as a great place to live, work and play. Boasting a Standard & Poor's AAA Credit Rating, Rockingham County has attracted a number of established companies, including MillerCoors, Merck, Perdue, Cargill, Walmart Distribution and Dynamic Aviation, due to a well-established infrastructure, talented workforce and innovative spirit. The Metro Area is continually recognized for these attributes.

### Harrisonburg Metro Area

One of the fastest growing communities in Virginia, the Harrisonburg Metro Area features a planned growth model and a strong infrastructure ideal for building a company or career. Currently located in Virginia (two hours from Washington D.C. and Richmond), the area's pro-business government actively seeks and supports technology firms and start-ups.

**Diverse Labour Force** of approximately 4000 university and college graduates annually, in addition to highly skilled and active retirees.

**Business Support** from Virginia Department of Business Assistance, Virginia Economic Development Partnership, and other state and local partnerships.

**The Harrisburg Metro Area hosts 6 Technology Zones** that provide high-tech work environments, for steering advancements in research technology.

**Eight Local And Regional Universities And Colleges** offering student interns, faculty consultants, and a skilled labour force.

# Harrisonburg Metro Area

## Just the Facts

### Competitive Advantage Statistics

Boasting a pro-business attitude, the Harrisonburg Metro Area maintains a strong competitive advantage by offering the best business solutions to companies that locate within the area

#### LOCATION & SIZE

CITY SIZE

**17.5** square miles



Located within **2** hours of Richmond and Washington, D.C.

#### pro-business government

Harrisonburg ranked as the.

**#1** small metro with high tech job growth

Named one of America's "Best Cities for the Next Decade"

#### LABOUR POOL



TOTAL POPULATION OF HARRISONBURG & ROCKINGHAM COUNTY = **127,0000**



Numerous training programs providing a steady stream of skilled worker

#### COLLEGE & UNIVERSITY ACCESS

Partnerships available with universities and colleges to provide market analyses, research & design projects, small business start-up opportunities, education & training for businesses, entrepreneurship education and faculty consulting



Small business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) program collaborations



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## Transportation Access

Rockingham County and the Harrisonburg Metro Area are well served by road, rail and air transportation assets. The region is located in close proximity to three Interstate corridors: I-81, I-64 and I-66, connecting Rockingham County to Roanoke, Charlottesville, Richmond, Washington, D.C., Baltimore and beyond.

For air travel, the local Shenandoah Valley Regional Airport is served by United Express and offers daily direct flights to Dulles International Airport in Washington, D.C., where travelers can connect to 125 non-stop flights to domestic destinations and 50 non-stop international destinations.

## Development Overview

Innovation Village @ Rockingham is a 354 acre, master-planned, serviced mixed-use development with access to three major interstates, I-81, I-66, and I-64.

Cushman & Wakefield, as exclusive agents, is pleased to present multiple prime commercial lots ranging from one to twenty (1-20) acres for retail, office, industrial and multi-residential uses.

On-site development is highly flexible as build-to-suits, sales, and leasing of commercial lots and industrial blocks are available to prospective users.

This new MU zoned development will include retail, office, medical, commercial and residential components. While still in the early stages of planning, there is flexibility in parcel sizes and configurations.

## Concept Plan



### LEGEND



BUSINESS



MIXED USE  
BUSINESS  
& MULTI-FAMILY



INDUSTRIAL



MULTI-FAMILY  
ATTACHED  
RESIDENTIAL



GREENWAY

# ROCKINGHAM COUNTY, VIRGINIA

## Comprehensive Plan for 2020 and Beyond

This Plan is “vision-driven”, meaning that it is based upon a defined, preferred long-term future for the County. The vision was created by the appointed Citizen Advisory Committee, based upon what it heard from the citizens at large during the community input meetings. Broad goals, based upon the vision, serve as the organizational basis for the policies and actions of the Plan.

### Community Residential

Residential neighborhoods in Rockingham County are concentrated in defined growth areas around the City of Harrisonburg and the Towns of Timberville, Broadway, Dayton and Bridgewater.

#### Land Use Pattern and Urban Design

Residential development at the high end of this density range is encouraged in order to make efficient use of the land within the growth areas and to prevent suburban sprawl. The County will consider innovative townhouse and apartment layouts and designs.

### Land Uses

Some townhouse and multifamily residential areas would be allowed and encouraged in but should surround or be located within walking distance of the Mixed Use Centers shown on the future land use maps and described below.

Mixed Use Center uses include residential-scale offices, townhouses, and multifamily residential buildings. Residential

areas within a Mixed Use Center can have a maximum density of up to 16 dwelling units per net acre of residential area, or up to 10 units per acre of gross project area. (The County will amend the zoning ordinance to allow for such densities.)

Commercial areas are comprised of existing community retail, professional offices, and retail/office mixed use areas, as well as planned expansions of such areas along the County’s primary roads.

Industrial areas offer major areas for industrial development within the County. Manufacturers, both large and small, are to be located in these areas that are or will be served by public water and sewer systems and offer good access to primary roads and I-81. Other appropriate uses include distribution centers, wholesale and warehouse establishments, research and development companies, flex space, and offices. Accessory commercial uses are also permitted, including lunchrooms and delis within employment buildings, and business service uses: copy shops, mailing centers, equipment rental, and computer and equipment repair shops.



## FOR MORE INFORMATION, CONTACT:

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In cooperation with:



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