ITA Master Plan Update

PHASE 2 − CHARRETTE
NOVEMBER 17, 2016
Team

Urban Design Assoc. – Urban Design/Master Planning
WPL – Landscape and Open Space Design
VHB – Engineering and Infrastructure
The Miles Agency – Public Outreach
Three Phase Process

Phase 1 - Understanding
October 13th Public Meeting

Phase 2 - Exploring Ideas
November 17th Public Meeting

Phase 3 - Deciding
Public Meeting - 2017
Charrette Schedule

**Tuesday**
9:00 - 10:30 AM  Steering Committee Meeting
10:30 - 12:00 PM  Parks, Recreation, and Athletics
11:00 - 11:30 AM  TC College Meeting
11:30 - 12:00 PM  LifeNet Meeting
1:00 - 1:30 PM  Operation Smile Meeting
1:30 - 2:30 PM  Infrastructure Meeting
4:00 - 6:00 PM  Pin-Up Progress Review

**Wednesday**
9:00 - 10:00 AM  Agricultural Stakeholder Meeting
9:30 - 10:00 AM  CHKD Meeting
10:30 - 11:30 AM  Economic Development Stakeholder Meeting
11:00 - 11:30 AM  Sentara Meeting
4:00 - 6:00 PM  Pin-Up Progress Review

**Thursday**
6:00 - 8:00 PM  Presentation of Alternatives to Public
Preferred Master Plan (2010)

- Balance development and open space (50%)
- Appropriate development models would be campuses for work, education, research, recreation, and worship
- Continuous open space experience connected by trails and waterways
- The ITA should exemplify the Transition Area (neither urbanized nor rural like agricultural areas to the south)
- Create definable places — Municipal Center, Historic District, Princess Anne Commons, Princess Ann Corporate Park, Brown Farm Area, and Sustainable Laboratory/Services
2016 Master Plan Update - What has Changed?

- Ownership/City-Owned Property
- Market and Economic Conditions
- City Priorities
- Major Stakeholders
- Planned/Implemented Projects
- Increasing need to focus on Stormwater and Flood Resiliency
Study Area and Vicinity

- The Study area is located South of Princess Anne Road
- While the Municipal Center, Historic District, and areas to the east are not included in the study area, these vicinity areas will still impact the future uses and market for development within the ITA
- Rock Church property has been added to the study area for this Master Plan Update
Portrait of Existing Conditions

- The Portrait of Existing Conditions shows the current land uses in the study area.
- Much of the land is agricultural, undeveloped, and rural.
Portrait of Existing Conditions (Planned Projects)

- Expansion of the Princess Anne Athletic Complex
- Biotech Campus along Princess Anne Road
- Development adjacent to the Historic District
- Veteran Affairs Facility
- Infrastructure improvements
City-Owned Property

- The City has been active in acquiring property in the ITA and Transition Area
- The majority of the study area is City-owned
- This provides a great opportunity for a coordinated approach to development and preservation
Natural Site Constraints and Private Land

- Princess Anne Road
- Nimmo Pkwy
- Indian River Road
- Dam Neck Road

- Wetlands
- 100 Year Flood
- Tree Stands
Net Developable Area

Bio-Medical Park (~155 ac.)
Brown + Brenneman Farms (~590 ac.)
North Landing Park (~77 ac.)

Net Developable Land = ~822 acres
Strengths

- Proximity to Municipal Center
- City owns majority of the land
- Princess Anne Commons
- Future development of Bio-Tech Park and the emerging Bio-Tech industry in Virginia Beach
- Surrounding educational institutions – TCC, ODU
- Rich Agricultural history and good soil, across the street from the historic farmer’s market
- Existing trail networks
- Investment in infrastructure and creating complete streets
- SE Parkway being redesigned as a local road not as a limited access highway
- One of the largest continuous available land areas in Virginia Beach
Weaknesses

- No quick connection to the interstate
- Missing amenities like hotels to serve the sports tourism and growing Bio-Tech industries
- Majority of land within the study is considered sensitive wetlands with existing large trees stands that will be impacted as the sea level rises
- Unsafe road conditions and storm water management (ditches on sides of roads)
- AICUZ land use restrictions
- Lack of public transit serving the study area
- Flooding and Storm water management
- Long emergency response time
Visions and Opportunities

- Grow Princess Anne sports complex into a regional sports destination
- Partner with surrounding institutions such as TCC, ODU, Sentara, Operation Smile
- Celebrate the Historic Gateway at North Landing
- Provide passive recreation opportunities and potential water access at North Landing Park
- Connect to the North Landing River and local stream network to create a blueway system
- Embrace the agricultural history and use existing cultivated land for education and innovation
- Expand the already thriving Sports Tourism Industry by looking into additional sporting activities such as cross country courses
- Build the Veterans Care (VA) Facility and extend Nimmo Parkway into the ITA
- Site a new school in the study area
- Develop an expansive multi-use trail system to tie into the new complete streets being constructed
Draft ITA Design Principles (2016)

Infrastructure

- Build an extensive and interconnected open space and trail network
- Expand the road infrastructure to improve mobility
- Improve safety of existing road networks in a way that is consistent with context/character
- Protect streams and waterways
- Improve storm resiliency in the ITA using advanced techniques to manage storm water and flooding
Draft ITA Design Principles (2016)

Land Use

• Protect the operational viability of Oceana and Fentress
• Concentrate commercial, institutional, and residential growth around existing urbanized areas (Municipal Center and Princess Anne Commons)
• Build centers for education, research, and wellness
• Continue the tradition of productive farming and focus on advancing the viability of small-scale farms
• Enhance sports tourism with passive recreation areas and additional active sports facilities
• Create a consolidated waste management campus
• Consider a variety of low-impact development models that are environmentally sound
• Preserve and enhance the historic, cultural, rural, and natural heritage of the area
Frameworks: Roads and Stormwater Management
Existing and Planned Roadway Projects

1. Princess Anne Rd. widening (complete)
2. Holland Road widening (in progress)
3. Nimmo Extension to the Veterans Care Facility
4. Landstown Extension from Dam Neck to SE Parkway
New Road Network for the ITA

1. Build the first segment of the SE Parkway from Princess Anne Road to Indian River Road
2. Connect Landstown Road to North Landing Bridge as a new N/S Connector
3. Extend Nimmo from the Veteran Care Facility to the SE Parkway
4. Safety Improvements to Indian River Road
Transportation Goals for the Plan

**Existing Network**
- Address safety concerns
- Relieve congestion

**Proposed Network**
- Increase network capacity
- Maximize developmental areas
- Improve regional access for:
  - City amenities
  - Tourism
  - Emergency response

**Benefits**
- Supports development goals and the needs of the ITA
- Completes active transportation network
- Provides stormwater benefits
Road Section – Southeastern Parkway
Road Section – Nimmo Parkway Extension
Stormwater Management Objectives for the Plan

- Increase Resiliency to Sea Level Rise, storms, and wind-driven tides
- Exceed the latest Stormwater Regulations with public infrastructure to incentivize development
  - Water Quality
  - Water Quantity
- Utilize cutting edge stormwater solutions to maximize public education opportunities
  - Natural Channel Design/Stream Restoration
  - Constructed Wetlands
  - Wet Swales
  - Bio-retentions
  - Wet Pond Level 1 and 2
  - Permeable Pavements
Stormwater Management Plan

- Two major east/west drainageways
- Soil types match drainage patterns
- Road Alignments follow ridgelines
- Capitalize on existing flow & increase the capacity
Land Use and Programming
Land Use Plan

Bio-Tech Park: 155 acres
Expanded Recreation Fields: 117 acres
Extreme Sports Park: 23 acres
Waste Management Facilities: 163 acres
New City Park (Passive): 339 acres
Wetland and Stormwater: 1,234 acres
Agricultural Research: 213 acres
New School Site: 30 acres
North Landing Park: 77 acres

Total Area of Planned uses: 2,351 acres
Experiences in the ITA

ACTIVE RECREATION
- Extreme Sports Park (BMX, Supercross, X-Games Venue, American Ninja Warrior Fitness Center, Skate Park)
- Cross Country Race Circuits (10- & 5-mile)
- Rectangular sports fields
- Fun Forest and Family Imagination Center
- Paintball Field

PASSIVE RECREATION
- Boat/Kayak Launch, Chickee lean-to's
- Campgrounds and Eco-Tourism
- Running, Cycling, and Walking Trails
- Equestrian Trails
- Wildlife Observation Areas
- Fishing access
- Picnic Areas

CITY FACILITIES
- SPSA Waste Transfer Station
- Solid Waste Drop-Off
- Citizen Waste Drop-Off
- Composting and Yard Waste
- Waste Management Operations & Management

CONSERVATION
- Wetlands and Flood-Resiliency Areas
- Stormwater management (regional BMPs, canals)
- Wildlife Corridors
- Conservation Educational Center
- Agricultural Research Center and Farm
Experiences in the ITA

- Active Recreation Facilities
- Waste Management Education Center
- Wildlife Rehabilitation Center
- Agricultural Research Center
- North Landing Historical Site
- Conservation Center
Conservation and Economic Development

**CONSERVATION**

- Eco-Tourism
  - Family Activities
  - Recreational Activities
  - Environmental Learning

- Research
  - Agriculture in VA Beach
  - The Albemarle Watershed
  - Wildlife Rehabilitation

**ECONOMIC DEVELOPMENT**
Initiative Areas
Bio-Tech Park and Sports Center Plan (Alternative 1)
Bio-Tech Park and Sports Center Plan (Alternative 2)
Extreme Sports Park & BMX
New Public Park
New Public Park - Canal and Trails
New Public Park - Canal and Trails
Trail Network

- Multi-Use Paths along Roads
- Off-Road Trails
City Waste Management Facilities

- SPSA Transfer Station
- Public Works Waste Management Operations and Maintenance
- Citizen Waste Drop-Off
- Composting
SWA LEED Platinum Education Center

- Located in West Palm Beach, FL
- Opened in 2015
- Provide up-close look of the SWAs integrated solid management system
- Private Tours
- Offers museum-type interpretive exhibits
- Sustainable building elements
- Includes a greenway trail loop
Agricultural Production and Research

- Agricultural land preservation
- Crop experimentation and testing
- Nursery Stock
- Value-added processing
- High-value crops
- University and Industry Affiliations
- Distribution methods and opportunities
- Educational outreach
- Small-farm economic viability
- Training young farmers
- Test kitchen and farm-to-table restaurant
James Madison University

- Agricultural Farm Internship Program
- Connects to local, small scale farmers with JMU students
- Classroom and Hand-on
- Understanding of relationship between local farming and local ecology
- Engaging small scale farming techniques
- Articulating how small scale farms operate as business
- Identifies the strengths and limitation of small-scale farming
Flower Fields in Carlsbad, San Diego CA

- Working Farm where flowers are grown for the production of bulbs
- Decreasing profit margins led to the Flower Fields to build a visitor service enterprise to capture revenues
- Starting giving tours in 1993
- Site attracts over 200,000 people annually during 10-week blooming season
- Reported expenditures up to 2 million in nearby Carlsbad
North Landing Park

- 792-acre property with ~77 usable acres
- Passive Recreation focus:
  - Adventure ropes course
  - Walking, Running, and Equestrian Trails
  - Wildlife Observation
  - Kayak Launch Points, Fishing Access
  - Picnic Areas
  - Camping and Chickees
- Albemarle Conservation Center
Rice Center For Environmental Life Science

- 494 Acres along James River
- Science and policy of large rivers and their fringing riparian and wetland landscapes
- Research Pier
- Center with classrooms, wetland landscapes, a conference room, office space
- Partnerships with the Virginia Department of Games and Inland Fisheries
Brock Environmental Center

- Lynnhaven River, Virginia Beach
- Largest independent conservation organization dedicated solely to saving the bay
- 10 acres, with a 10,000 SF center which includes office space, community space and utilities, and outdoor pavilion
- Living building challenge certification
- Utilizes solar panels and wind turbines
Plan Overview
Discussion Questions

1. What did you like that you saw?
2. What didn't you like?
3. What ideas do you have for this area that weren't covered?