Applicant **City of Virginia Beach**
Public Hearing **September 12, 2018**
Burton Station Strategic Growth Area Master Plan 2018

Agenda Item
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Request

An Ordinance to Adopt and Incorporate into the Virginia Beach Comprehensive Plan the Burton Station Strategic Growth Area Master Plan 2018 which will supersede the Burton Station Strategic Growth Area Master Plan 2009 and to Amend the Executive Summary, and Sections 1.2 (Urban Areas), and Chapter 3 (Plan Implementation and Agenda for Future Action) of the Comprehensive Plan 2016 pertaining to the Burton Station Strategic Growth Area Plan

Summary of Request

- In 2009, the City of Virginia Beach adopted the "Northampton Boulevard Corridor Strategic Growth Area Implementation Plan". Since 2009, a number of major changes have occurred in this area. The most impactful change was the decision to close and not relocate the Lake Wright Golf Course, which had been a central component of the plan. This, combined with the development of the new Premium Outlet Mall in Norfolk, the deletion of the Wesleyan Road connection to Miller Store Road, and a dwindling population on Burton Station Road, prompted the need for a plan update. The Plan is now titled the "Burton Station Strategic Growth Area Master Plan 2018" to more accurately reflect how stakeholders refer to the area. The Design firm WPL was hired to assist staff with mapping services to support development and production of the Draft Plan.

- The planning process formally kicked off in late 2017, as Staff provided presentations to both City Council and the Planning Commission outlining the rationale for updating the plan and presenting a schedule for moving forward. The public outreach process began in January, 2018 with Staff conducting a total of four public meetings along with presentations to civic groups and professional organizations with an interest in the project. Following input from stakeholders, a steering committee was established to oversee the Plan's development.

- The resulting Plan calls for a more compact development pattern that incorporates a mixture of multi-family residential and neighborhood commercial uses for Burton Station Village. The land previously intended for the golf course lined with office buildings, most of which is owned by the Norfolk Airport Authority, is now envisioned as an extension of the successful Airport Industrial Park. The 33 acres of vacant land on the northeast corner of Northampton Boulevard and Premium Outlet Boulevard now calls for a commercial center that will complement the retail outlets, offering dining and entertainment options for customers entering and exiting the outlets. Finally, the remainder of the Northampton Boulevard and the Diamond Springs and Baker Roads corridors allows for a greater range of redevelopment opportunities to align with market demand, subject to adherence with the development and design standards described in this Plan.

- Based on stakeholders' expressed concern with the City's commitment to building future infrastructure and providing adequate services, the updated Plan places a strong focus on the provision of key services such as transportation, open spaces, public utilities and stormwater management. Although implementation of this Plan is largely dependent on private initiatives and market forces, public infrastructure projects can be phased

strategically to incentivize private investment in the area. The Plan divides these capital projects into three separate phases including progress on current projects, short term projects, and long term projects.

Recommendation

Staff recommends approval of this Ordinance for the adoption and incorporation into the Virginia Beach Comprehensive Plan the "Burton Station Strategic Growth Area Master Plan 2018," which will supersede the Burton Station Strategic Growth Area Master Plan 2009, and to amend the Executive Summary, Section 1.2 (Urban Areas), and Chapter 3 (Plan Implementation and Agenda for Future Action) of the Comprehensive Plan 2016 pertaining to the Burton Station Strategic Growth Area Master Plan.

Ordinance

AN ORDINANCE TO ADOPT AND INCORPORATE INTO THE VIRGINIA BEACH COMPREHENSIVE PLAN THE BURTON STATION STRATEGIC GROWTH AREA MASTER PLAN 2018 WHICH WILL SUPERSEDE THE BURTON STATION STRATEGIC GROWTH AREA MASTER PLAN 2009 AND TO AMEND THE EXECUTIVE SUMMARY, AND SECTIONS 1.2 (URBAN AREAS), AND CHAPTER 3 (PLAN IMPLEMENTATION AND AGENDA FOR FUTURE ACTION) OF THE COMPREHENSIVE PLAN 2016 PERTAINING TO THE BURTON STATION STRATEGIC GROWTH AREA PLAN

WHEREAS, the public necessity, convenience, general welfare and good zoning practice so require;

WHEREAS, the Burton Station Strategic Growth Area Master Plan 2018 has been developed with extensive input from the community and stakeholders, in order to bring the Burton Station SGA into compliance with the surrounding development; and

WHEREAS, the Burton Station Strategic Growth Area Master Plan 2018 is in conformity with the proposed revisions to the Comprehensive Plan, attached hereto; and

WHEREAS, the Burton Station Strategic Growth Area Master Plan 2018 should be adopted and incorporated as part of the Comprehensive Plan 2016.

NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF VIRGINIA BEACH, VIRGINIA:

That the Comprehensive Plan 2016 of the City of Virginia Beach be, and hereby is, amended and reordained by:

The adoption by City Council of the City of Virginia Beach of the Burton Station Strategic Growth Area Master Plan 2018 and the amendments to the Comprehensive Plan and their incorporation into the Comprehensive Plan 2016. Such documents are attached hereto and made a part hereof, having been exhibited to the City Council and placed on file in the Department of Planning and Community Development.

Adopted by the Council of the City of Virginia Beach, Virginia, on this _____ day of _____, 2018.

APPROVED AS TO CONTENT:

Planning Department

APPROVED AS TO LEGAL SUFFICIENCY:

City Attorney's Office

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June 6, 2018