



Strategic Growth Areas Planning and Implementation

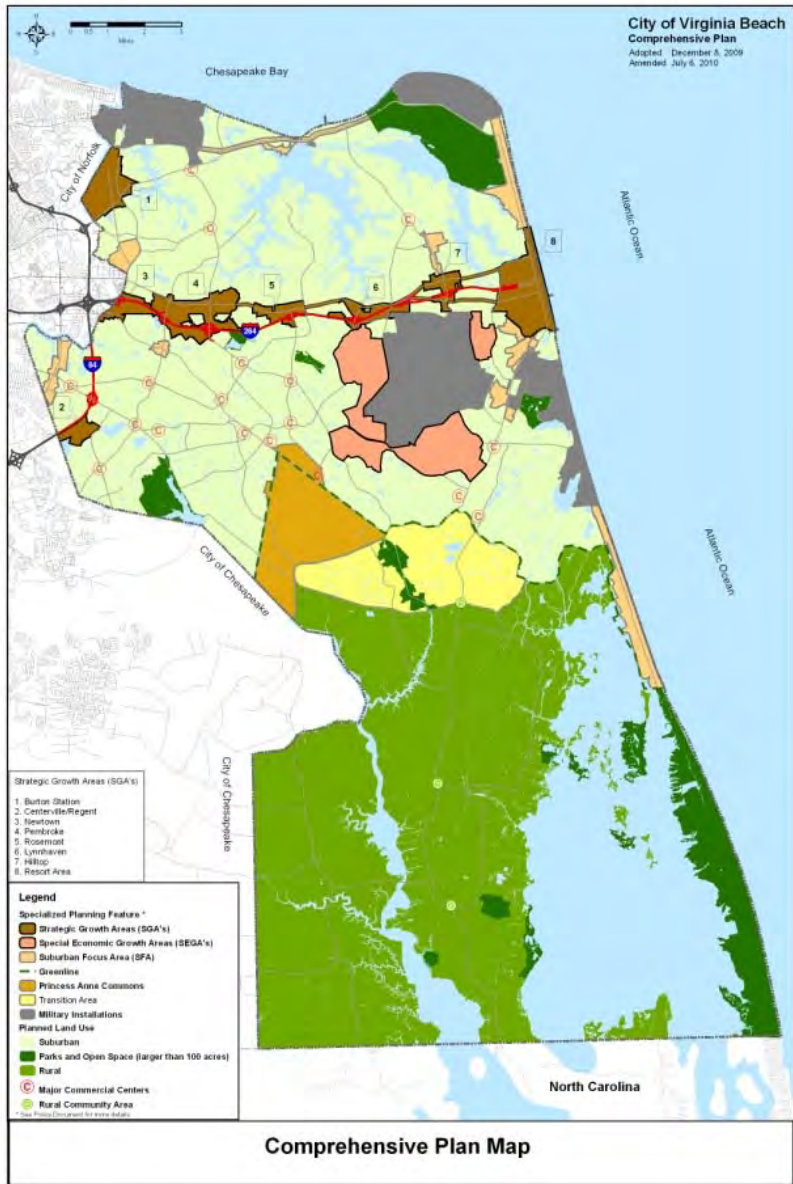
City of Charlottesville

August 8, 2013

2009 Comprehensive Plan

- Following extensive public input, the City adopted a new growth strategy—
- “Instead of relying on remaining inventory of undeveloped land to absorb growth, the City carefully defined underdeveloped areas planned to accommodate and absorb urban growth called Strategic Growth Areas.”





Strategic Growth Area Goals

- Place-making!
 - Provide opportunities for continued physical and economic growth
 - Help prevent urban sprawl
 - Protect our established residential neighborhoods and rural areas from incompatible development due to growth pressures
 - Maximize infrastructure efficiency
 - Create unique and exciting urban destinations
 - Integrate a diverse cluster of attractive, more compact but compatible uses of land including office, retail, service and, where appropriate, residential and hotel
 - Encourage greater use of alternative transportation systems



SGA Strategy

MEANS

- Economic Growth
- Green Growth
- Smart Growth

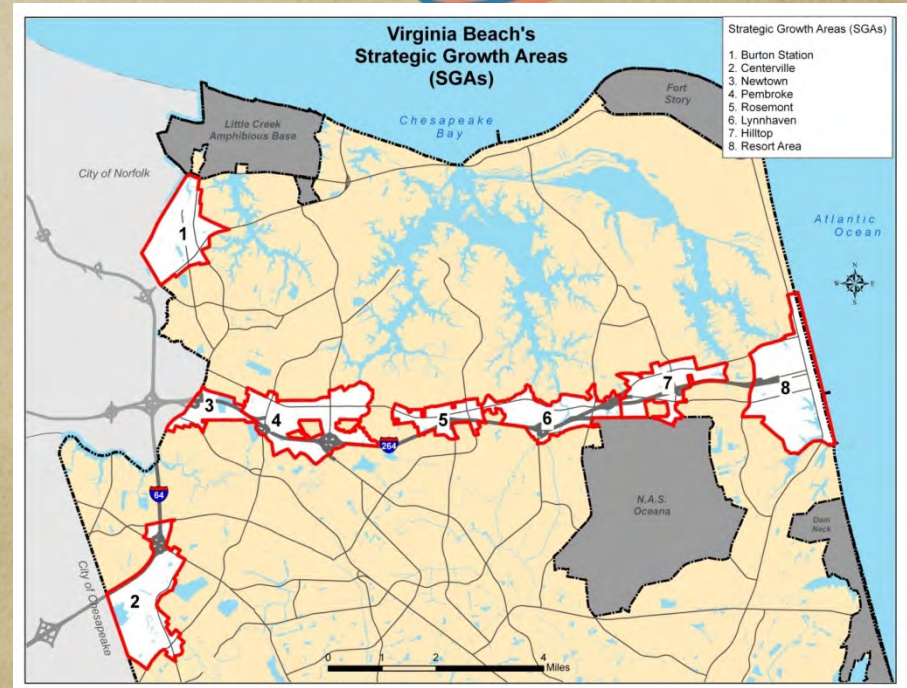
IT ALSO MEANS

- Neighborhood Protection and Enhancement
- Housing Diversification
- Transit-Oriented Development
- More Efficient Public Services
- Rural Area Protection
- Improved Quality of Life
- Creating Arts and Cultural Districts
- Caring For the Next Generation(s)



SGA Master Planning

- Resort Area SGA 8 (2007)
- Burton Station SGA 1 (2009)
- Pembroke SGA 4 (2009)
- Newtown SGA 3 (2010)
- Rosemont SGA 5 (2011)
- Lynnhaven SGA 6 (2012)
- Hilltop SGA 7 (2012)
- Centerville SGA 8 (2013)



SGA Character – All Different

Each SGA has its own unique character, distinct identities prevent competition between areas

Burton Station
Next Generation Manufacturing and Technology Zone

Pembroke
Virginia Beach's Central Business District

Hilltop
Regional Retail Destination
Health Services Cluster

Newtown
Keynote Employment District

Oceanfront
Flagship Resort and Recreational Destination

Centerville/Regent
Education-oriented master planned community

Rosemont
Transit-Oriented Residential Village

Lynnhaven
PDR Hub (Production, Distribution and Repair, Service District)



Strategic Growth Area Office Website

www.vbgov.com/sga

City of Virginia Beach Virginia
A Community for a Lifetime

A to Z Directory | Employment | About the City | Contact
Online Assistance | Translate | News | Media | Maps

Residents Business Visitors Government Services

You are here: Home > Government > Departments > Strategic Growth Area

Strategic Growth Area

About Us
8 Strategic Growth Areas
Projects
Resort Management
Parking Management

Strategic Growth Area News

2040 Vision to Action Community Coalition to Meet Aug 9
8/05/2013 10:25 am

2040 Vision to Action Community Coalition to Meet July 12
7/08/2013 11:10 am

Burton Station CIP 9-091 Roadway and Infrastructure Improvements Public Meeting
6/17/2013 11:55 am

Strategic Growth Area

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Centerville SGA Plan

The Centerville Strategic Growth Area (SGA) Plan is the last of eight SGAs to be master planned in the City of Virginia Beach...

[Read More >](#)

News & Announcements

- RFQ - SGA Annual Services Contract For General Planning, Architectural & Engineering Services
- RFQ - 19th Street Parking Garage

Your Future Envision 2040
Virginia Beach 2040

Contact Information

SGAs Projects Parking Management Resort Management



SGA Plan Implementation Key Strategies

- Identify/Phase Capital Projects
- Revise Land Use and Zoning with Transportation Planning
- Work with Property Owners and Private Development
- **How? Establish SGA Office**



Strategic Growth Area Office

- Established July 2009
- 17 Staff
- Parking Division
- Engineering/Project Management
- Financial & Economic Analysis
- Transportation Planning
- Resort Management – Special Events Citywide

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SGA Organic Structure

The vision for the SGA/Resort Office is to integrate Land Use/Zoning, Transportation Planning, Project Development, Economic and Financial Feasibility, Special Events and Parking Management for each Strategic Growth Area.

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LEGEND

Citizen/Council
Appointed Committees

Parking Enterprise
Fund

General Fund

Requested New

Contracts

Green Ribbon
Committee

Envision 2040
Community Coalition

Central Business
District Association –
SGA Committee

Resort Parking
Committee

Barry Frankenfield
SGA Manager

Linda Stephenson
Admin. Specialist 1

Charleen Cooper
Admin. Specialist 2

Resort Advisory
Commission and
7 Sub-
Committees

Resort Special Events Parking
Mike Eason
Resort Administrator

FINANCE, ECONOMIC FEASIBILITY, RESEARCH AND
ANALYSIS
Ronald Berkebile
SGA Financial Analyst

PROJECT DEVELOPMENT/CIP
Daniel F. Adams
Project Manager

LAND USE, ZONING,
AND
PLANNING
Ashby Moss

Parking Operation
& Maintenance
Contracts
Enterprise Fund

Andrea Brown
Administrative
Specialist I

Robin Hart Admin.
Assistant

Franchises and Vendor
Contracts

Tourism and
Economic
Development CIP
Projects

Transportation
Planner 3
Mark Shea

Parking Manager
(Vacant)

Bill Kelly
Resort Special Events
Coordinator

Beach
Entertainment/TIP

HRT
Budget/Contracts

Parking
Maintenance CIP
Accounts

Rob Fries Parking
Supervisor

Jamie R. Files
Event Supervisor

Mike Askew
Parking Operations
Supervisor

Brooks Hierstien
Event Supervisor

Parking Contract
Employee

Kenneth Payne
Event Supervisor

SGA Office/Resort Management Reality



Comprehensive Plan Goals for SGA's

- Economic Growth
- Jobs and New Businesses
- Neighborhood Protection and Enhancement
- Housing Diversification
- Transit-Oriented Develop
- More Efficient Public Services
- Rural Area Protection

SGA Mission

- The mission of the SGA Office is to ensure plans that are achievable, practical, environmentally sound, fiscally responsible and socially valuable. This encompasses the City's need for redevelopment, increased density, alternative transportation, secure neighborhoods, protection of rural and natural areas, reduction of non-compatible properties, affordable housing and increased economic development efforts. Specific efforts identified are:
 - Overall Coordination of the Planning/Implementation of SGA's in the City
 - Community/Public Involvement for each SGA
 - Community Design Resource Center services for property owners and developers
 - Funding, design and management of development for each SGA

City of Virginia Beach Strategic Growth Areas (SGAs)

- 1) Burton Station
- 2) Centerville
- 3) Newtown
- 4) Pembroke
- 5) Rosemont
- 6) Lynnhaven
- 7) Hilltop
- 8) Resort

Legend

- Proposed Light Rail Stations
- Proposed Light Rail Routes
 - Alternative C
 - Alternative D
 - Alternative A
 - APT



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Plan Development

NORTHAMPTON BOULEVARD CORRIDOR STRATEGIC GROWTH AREA IMPLEMENTATION PLAN

Virginia Beach, Virginia URBAN DESIGN ASSOCIATES

DECEMBER 2008



NORTHAMPTON BOULEVARD CORRIDOR STRATEGIC GROWTH AREA IMPLEMENTATION PLAN | DECEMBER 2008
LEAD ARCHITECT: URBAN DESIGN ASSOCIATES

PHOTO: JEFFREY HARRIS

Typical SGA Master Plan Elements

- Existing Conditions
 - Constraints Summary
- Strengths, Weaknesses Opportunities
- Market Analysis
- Design Principles
- Illustrative Master Plan
- Land Use Plan
 - Proposed Land Use
 - Building Heights
 - Development Initiative Areas
- Infrastructure Plans
 - Roadway Network
 - Transit
 - Stormwater Management
 - Public Utilities
 - Water/Sewer
 - Open Space/Trails Network
- Implementation Strategies
- Next Steps

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Common Development Strategies

- Parking Plan
- Land Use/Zoning Overlay Districts
- Specific Area Plans/Master Utility Plans

Common Transportation Policies

- Public Transit & Light Rail
- Interstate 264 Improvements
- Grid Street System Improvements
- Complete Streets, Pedestrian and Bicycle Initiatives

SGA Plan Implementation Key Strategies

- Identify/Phase Capital Projects
- Revise Land Use and Zoning Districts
- Work with Property Owners and Private Development to Develop Specific Area Plans
- Integrate Transportation and Utility Master Planning
- Incorporate Pedestrian Improvements and Complete Street Policies

New SGA Projects

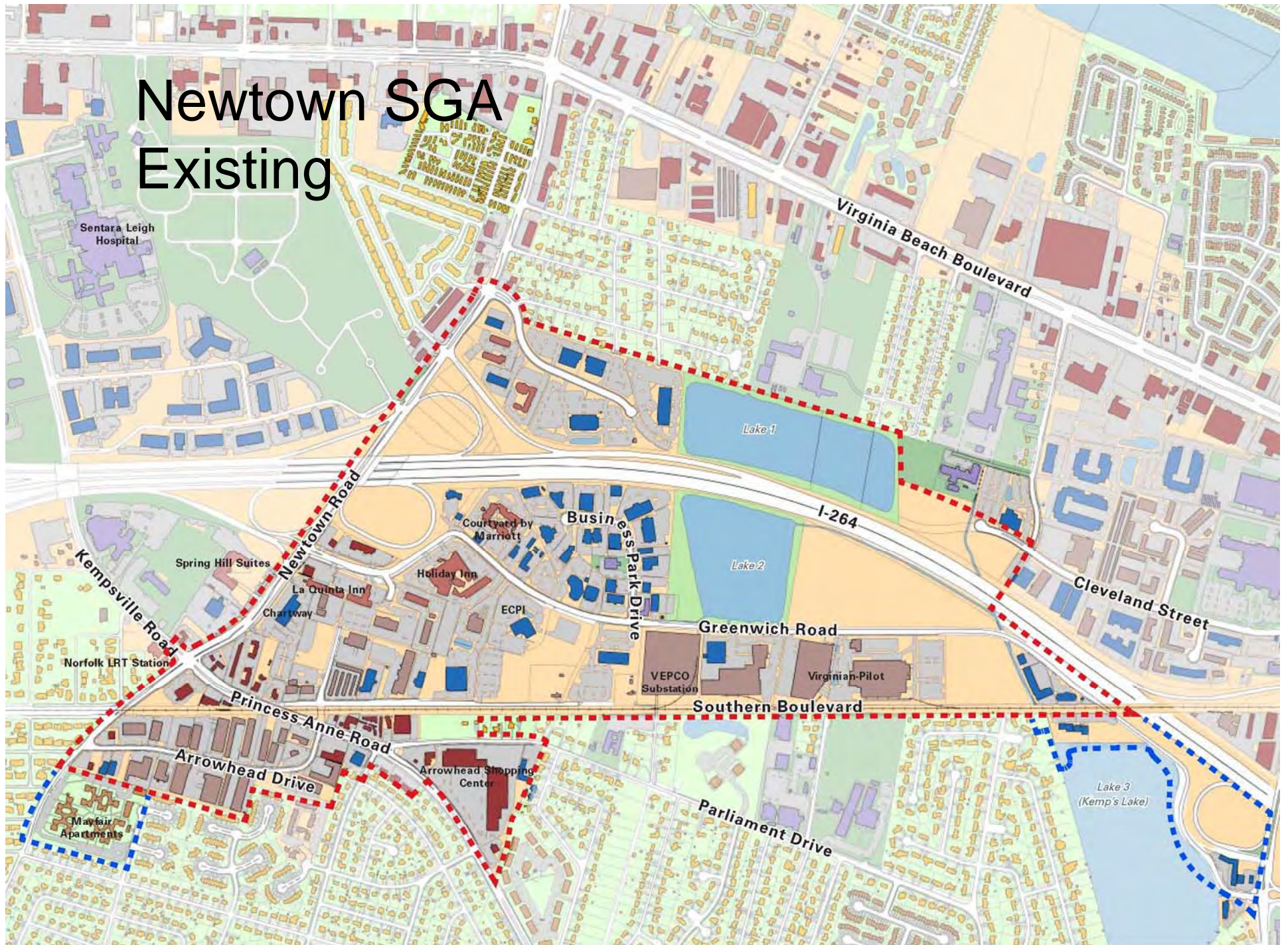
Project	Total Project Cost	Year 1 Funding	Project Start and End Dates
9-001 Sandbridge Market Restrooms	\$351,323	\$351,323	7/13 – 6/14
9-006 Winston Salem Avenue Improvements*	\$3,604,516	\$865,000	7/13 – 6/16
9-007 Resort Public Transit Relocation	\$250,000	\$250,000	7/13 – 6/14
9-095 Arctic Avenue Parking Facility	\$19,499,500	\$9,749,750	7/13 – 12/15
9-096 Oceanfront Capital Projects Reinvestment	\$3,600,000	\$600,000	7/13 – 6/19
9-108 29 th Street Improvements*	\$3,200,000	\$3,200,000	7/13 – 6/15
9-504 Parliament-Greenwich Connector*	\$3,583,240	0	7/12 – 6/17
9-505 Cleveland Street Phase 1*	\$6,977,656	\$660,000	7/13 – 6/19



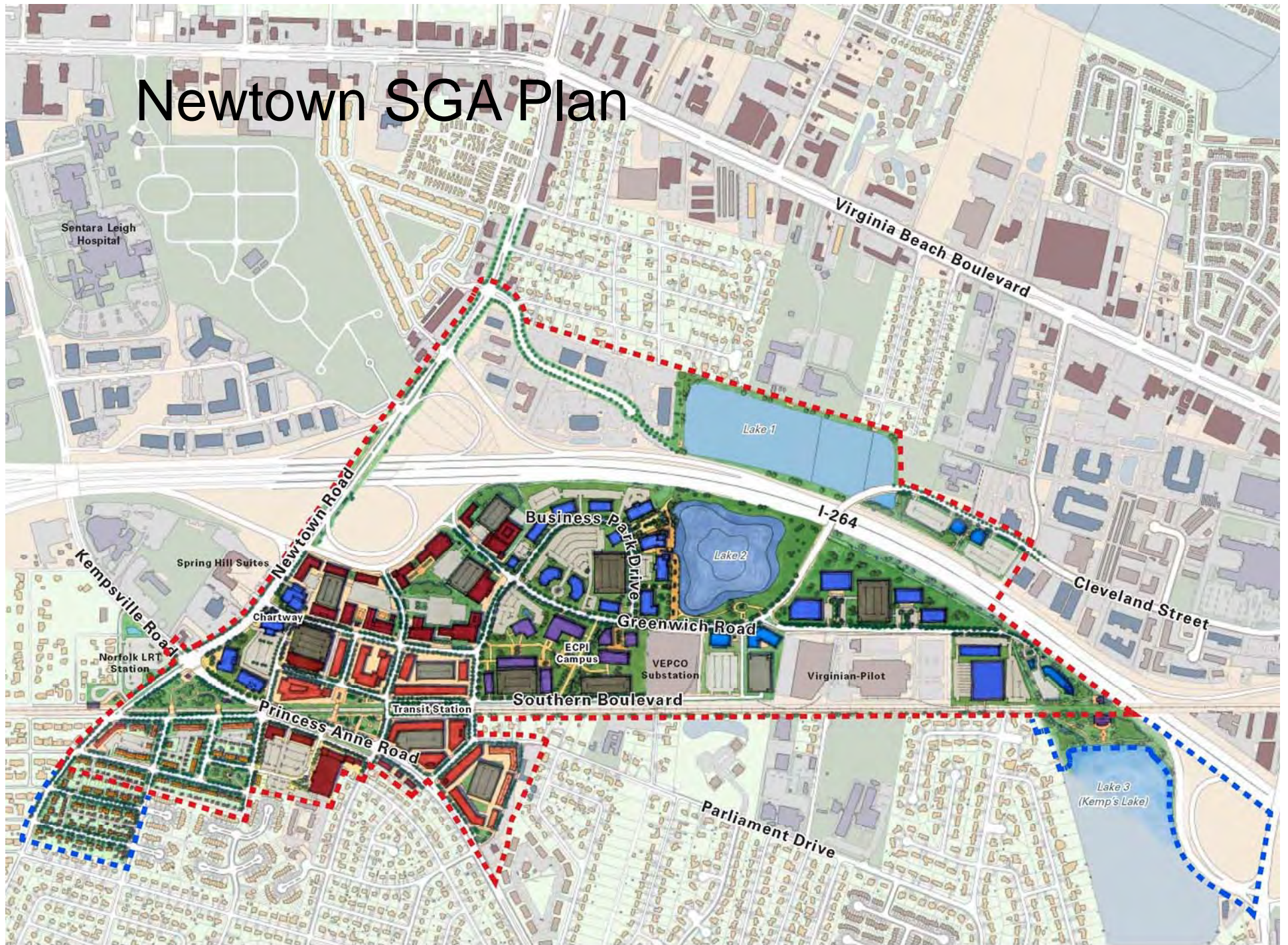
Ongoing SGA Projects Funded

Project	Total Project Cost	Year 1 Funding	Project Start and End Dates
9-081 Strategic Growth Area Projects*	\$17,674,686	\$1,725,000	7/08 – 6/18
9-082 Oceanfront Parking Facilities Capital Maintenance	\$5,231,671	\$800,000	7/08 – 6/19
9-083 Town Center Garage and Plaza Capital Maintenance	\$3,386,622	\$283,564	7/08 – 6/19
9-085 SGA-Burton Station Road Improvements Phase II	\$3,250,000	\$0	7/11 – 6/15
9-091 SGA-Burton Station Road Improvements Phase III	\$8,500,000	\$0	6/12 – 6/15
9-506 Rosemont Strategic Growth Area* <small>8/9/2013</small>	\$415,000	\$0	7/12 – 6/19

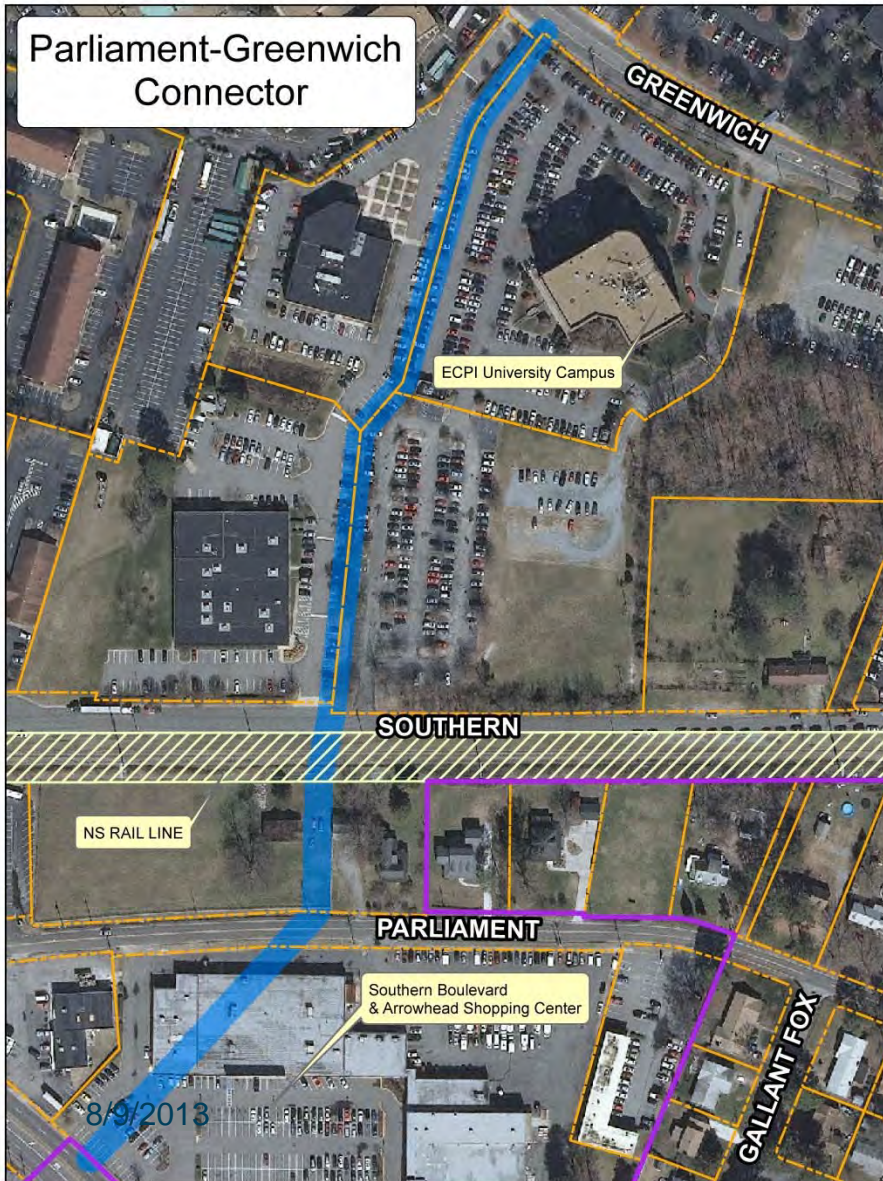
Newtown SGA Existing



Newtown SGA Plan



Newtown SGA



Legend

- Strategic Growth Area
- Property Lines
- Parliament Road Project

Schedule of Activities		
Project Activities	From - To	Amount
Design	07/12 - 06/14	\$225,750
Site Acquisition	07/14 - 06/15	\$895,240
Construction	07/15 - 06/17	\$2,086,000
Contingencies	07/12 - 06/17	\$376,250
Total Budgetary Cost Estimate:		\$3,583,240

Newtown SGA		
Greenwich Newtown Connection		
Construction of a 2-lane street, with 9' on street parking, and two 5' Sidewalks		
Construction	Use Typical Roadway Cost	\$ 860
Design	Use 15% of Construction Cost	\$ 129
Site Acquisition	Use 45% of Construction Cost	\$ 387
Private Utility Adjustment	Use 20% of Construction Cost	\$ 172
Street Lighting	Use \$100000/100LF	\$ 100
Landscaping	Use \$225,000/mile	\$ 60
Contingencies	Use 25%	\$ 215
Total Estimated Cost Per Foot:		\$ 1,923
Linear feet of existing roadway from Greenwich Rd to Princess Anne Rd:		1750
Final Cost:		\$3,365,250



Resort Area Strategic Action Plan (RASAP) – adopted December 2008



Laskin Road Gateway



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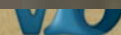
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Laskin Road Gateway and Beach Centre



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Laskin Road Gateway and Beach Centre



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Laskin Road Gateway and Beach Centre



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Resort Area Strategic Action Plan (RASAP) – adopted December 2008



Oceanfront Resort District Form-Based Code City Council July 10, 2012



We cannot implement RASAP's vision with current zoning



**Today's
Reality**

8/16/2011

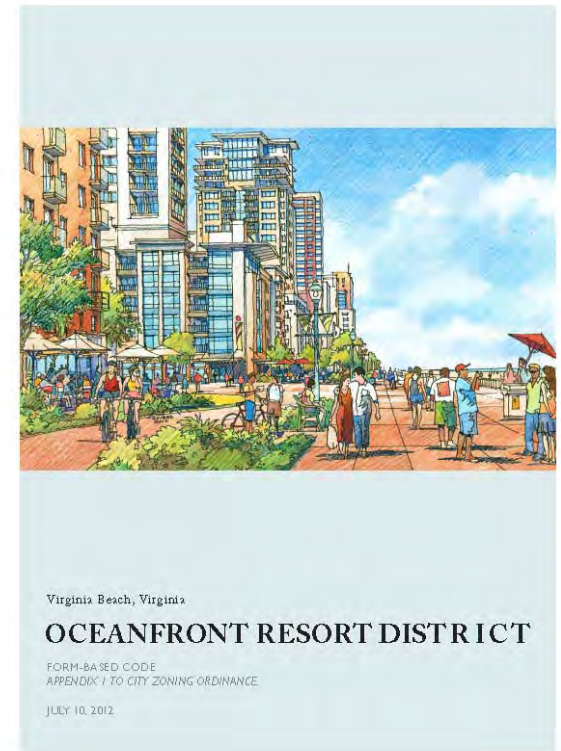


**Desired
Vision** 

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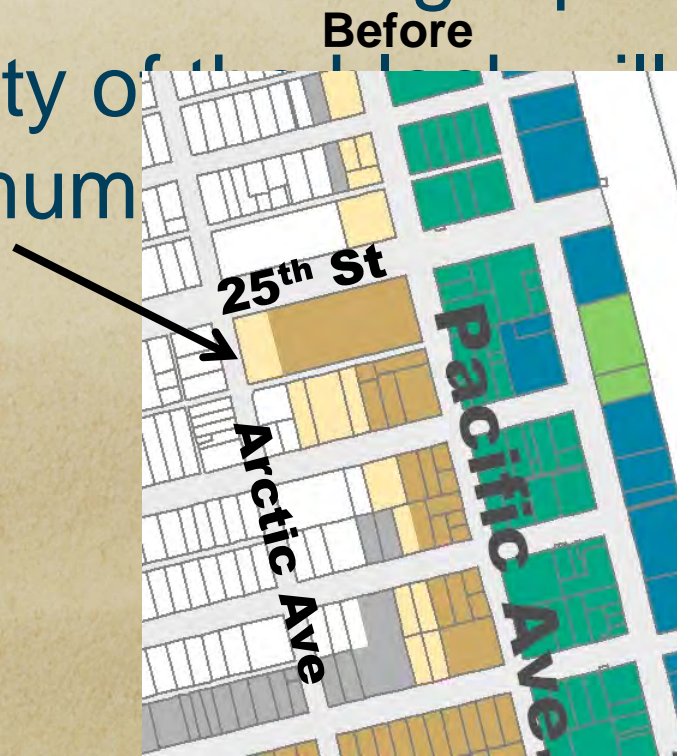
Goals of Oceanfront Form Based Code

- More mixed use
- Improve pedestrian environment
- Enliven street frontage activity
- Open up vistas and accessways to beach
- Enhance aesthetics (landscaping, architectural features)
- Multiple parking options
- Regulatory flexibility



Arctic and 25th Street Block

- 75' maximum height pulled farther east
- Majority of "medium density" will have a 45' height maximum





City Parking Lot 25th
Street

Breeden Company
Unsolicited PPEA Proposal

25th Street Development

- 598 Space Parking Garage – 221 Apartment Spaces; 377 Public Spaces: \$9,457,968 (598 spaces at \$15,816 ea.)
- 147 Residential Apartments and Common Areas: \$13,250,000
- Indoor Sky Diving Facility: \$6,600,000
- Total Value: \$29,307,968
- Fiscal Impact: Provides net fiscal impact of approximately \$10,000,000 over 20 years; and \$20,200,000 over 30 years (nominal value).

History

- **September 26, 2011:** Unsolicited PPEA Proposal was received.
- **February 2013:** Comprehensive Agreement approved by City Council



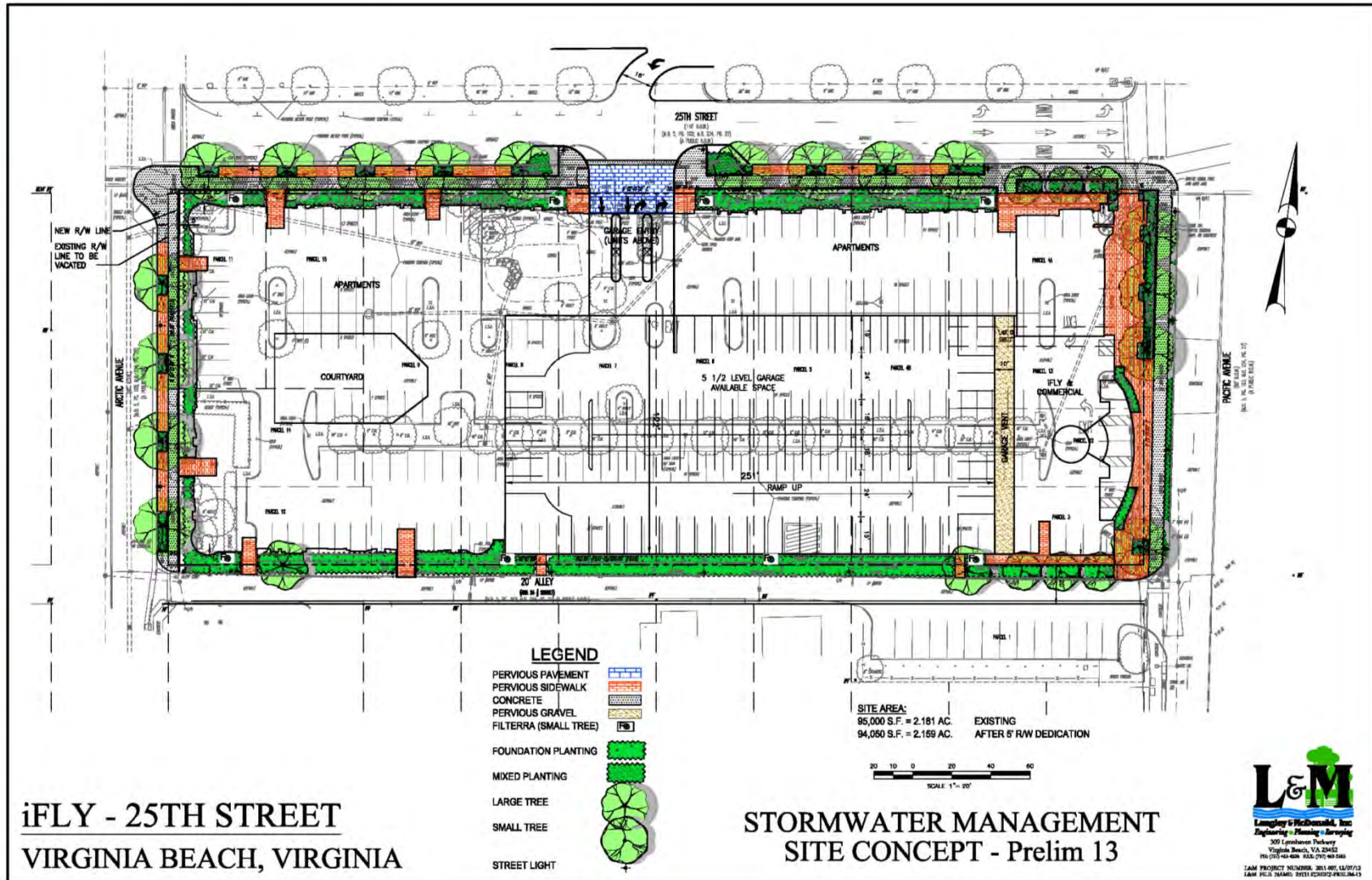
Comprehensive Agreement summary

- Breeden Co. develops 598 parking garage, apartments and indoor sky diving facility.
- Breeden Co. leases 221 spaces in parking garage for 40 years; and, pays O&M and capital reserves for the 221 spaces.
- City owns entire parking garage.
- City receives 377 spaces (\$15,816 ea.) in garage for public use: \$5,962,632
- Breeden Co. receives land (55.9% of \$7,650,000) at appraised value: (\$4,276,350)
- Difference between land received and 377 spaces (Gap): **\$1,686,282**

Comprehensive Agreement summary

- Breeden requests gap payment and carrying costs to be paid from 90% of Admission Tax, total gap payment is \$2,100,000.
- The gap payment is subject to an adjustment of 15% up or down on a dollar per dollar basis based on the actual audited cost of garage construction.
- Developer has agreed to purchase of the City property for the assessed value of \$7,650,000 as security for the project, with the City purchasing the garage and land at completion of the project.
- Revenue equipment and other fixtures and equipment specifically for operation of the City Garage is to be paid for from the City Parking Enterprise Fund. Approximately \$300,000 is the estimate for this effort.

Proposed STREETScape IMPROVEMENTS





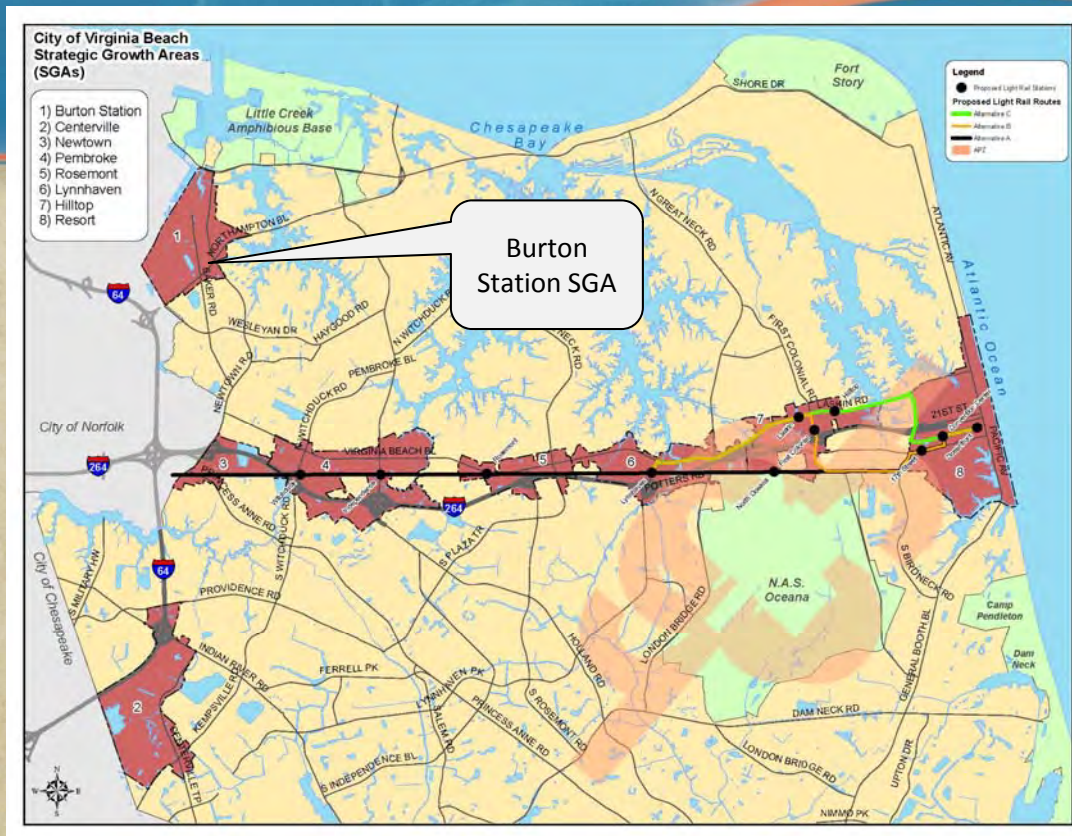
25th Street Design Proposal Virginia Beach, Virginia

December 23, 2011
Copyright 2011 Jeff Love & Associates, Inc.



Jeff Love & Associates, Inc
ARCHITECTS PLANNERS
7624 Investment Court
Owings, MD 20736
443.550.3136

Burton Station SGA Plan



- North Hampton Blvd. Burton Station SGA Plan Adopted by Council 2008.

- Located adjacent to Norfolk International Airport, Little Creek Base, Airport Industrial Park and Interstate 64.

- Historic African-American community in the center of the study area.

Goals of the Plan



BURTON STATION AREA EXISTING

- New residential village with affordable and senior housing to preserve and strengthen the existing neighborhood.
- Develop water, sewer, street improvements.
- Make the area a Gateway to Virginia Beach.
- Promote and support mixed use development.
- Capitalize on the transportation location with the Airport and Route 64.
- Development opportunities include Burton Station Village, new residential development, commercial office, mixed-use buildings, hotel and flex/R&D/industrial uses.

Burton Station Infrastructure Phasing



Approximately \$23 M City Infrastructure Investment Funded

Burton Station Infrastructure Phasing



<u>Phase</u>	<u>Cost</u>
Phase 1 Design & Construction:	\$6,500,000
Property Acquisition Phase 1:	\$2,500,000
Phase 2 Design & Construction:	\$3,250,000
Phase 3 Design & Construction:	\$8,250,000
Pump Station:	\$1,300,000
Drainage Improvements:	\$925,000
Total:	\$22,725,000

Capital, Fiscal and Economic Impact

Capital Investment at Build out

Private	\$108,207,000
Public	<u>(\$22,725,000)</u>
Net Capital	<u>\$85,482,000</u>

Fiscal Impact at Build out per Year

Real Property	\$963,000
BPOL	\$2,114,000
Sales Tax	\$102,000
Indirect Sales Tax	\$3,200,000
Personal Property	\$455,000
Total/Year	\$6,834,000

Economic Impact at Build out per Year

Source	Total Amount
Employment	3,500
Payroll	\$133,900,000
Households	424
Household Income	\$10,700,000
Area Generated Consumer Expenditures	\$555,200,000
Area Generated Sales	\$16,200,000

Schedule Phase 1&2

- Phase 1: Acquisition Underway
- Phase 1 Construction Start: Fall 2013
- Phase 2 (Ring Road):
 - Design Complete: Fall 2013
 - Construction Start: Spring 2014



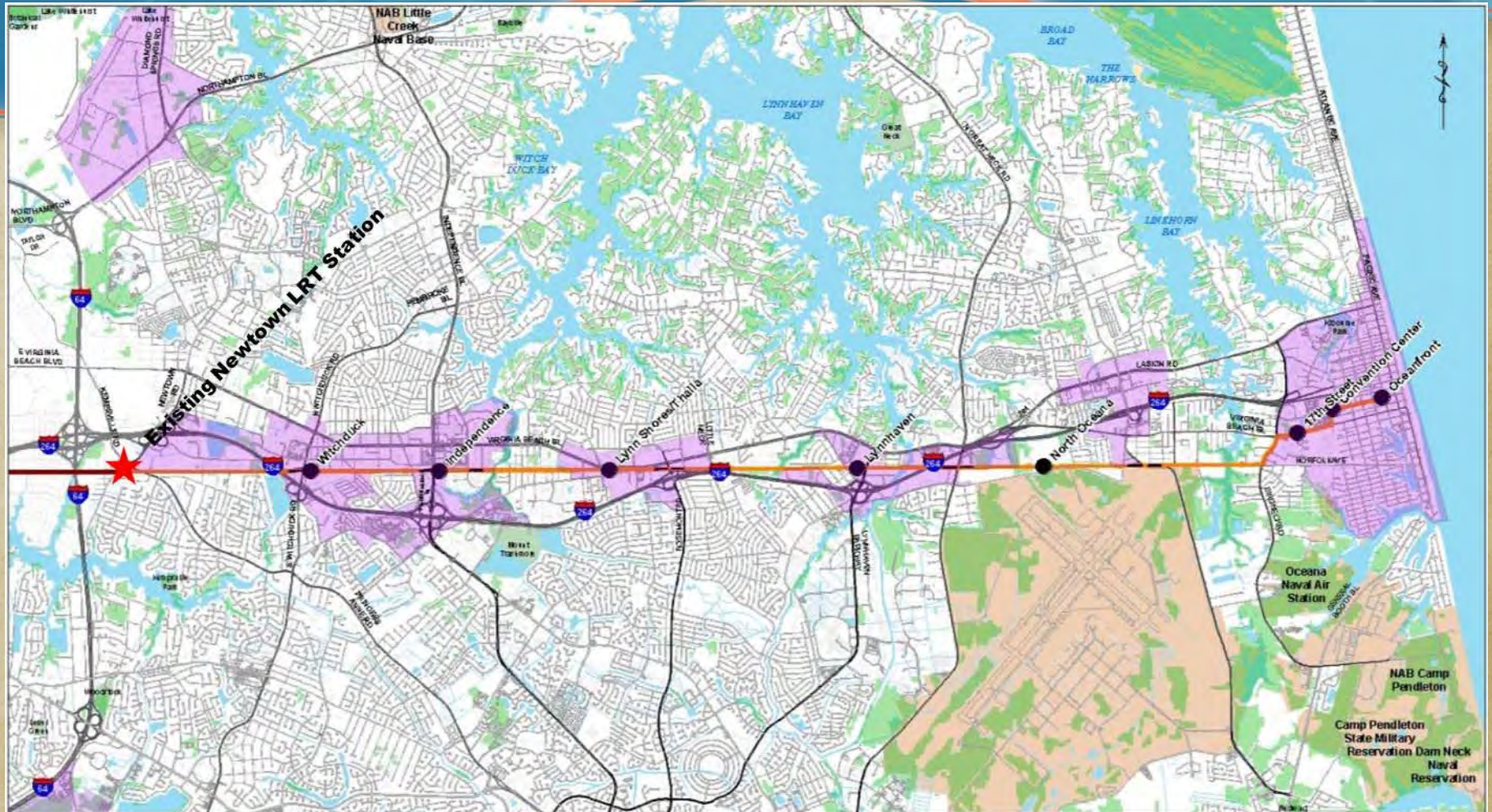
Acquisition for Phases 1 & 2

- Over 50 properties and or portions of properties to be acquired
- Multiple Ownerships
- Unclear titles
- Time consuming with 6 City Real Estate Agents working with owners and the acquisition process



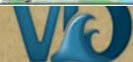
TRANSIT AND SGA PLANS

Transit and Transportation Planning Overlaps 6 of the 8 Areas



8/9/2013

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LIGHT RAIL



On Tuesday, Nov. 6,
the Virginia Beach City Council
Requests Your Vote on the
Following Referendum Question:

Should the City Council adopt an ordinance approving the use of all reasonable efforts to support the financing and development of The Tide light rail into Virginia Beach?

YES

NO



Produced by the City of Virginia Beach

For more information
visit www.vbgov.com/lightrail

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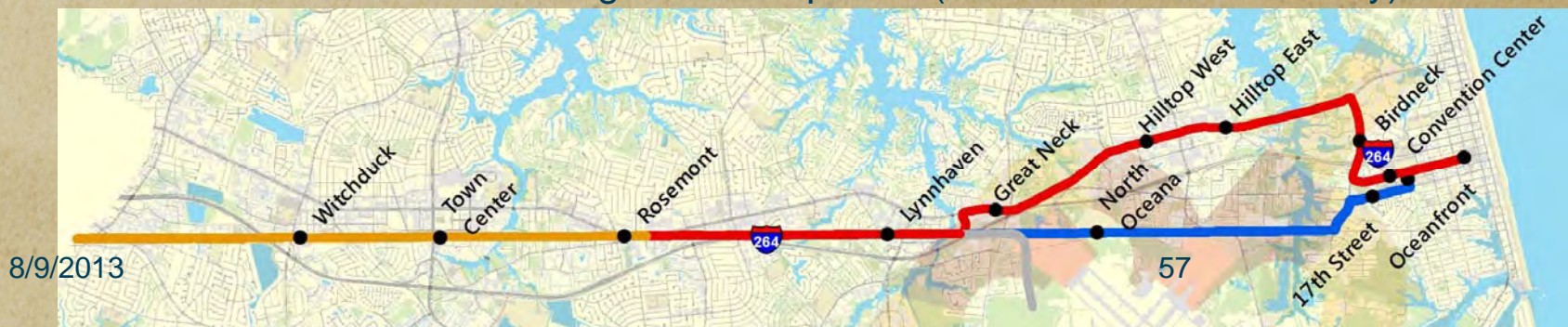
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VBTES Transportation Study Update

Virginia Beach Transit Extension Study

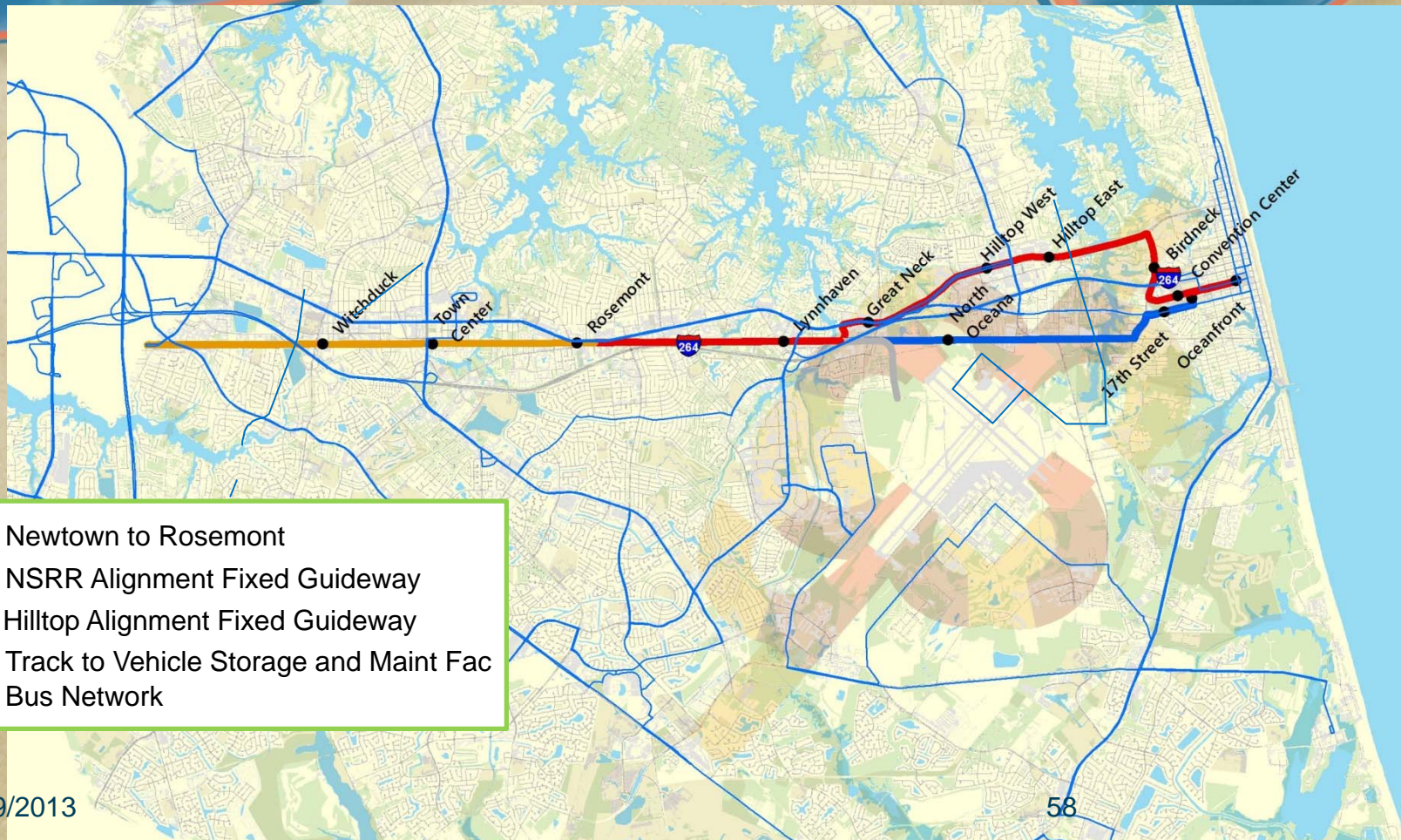
The Virginia Beach Transit Extension Study (VBTES) is examining the best transit options for a former freight rail right of way that runs from Newtown Road to Birdneck Road in Virginia Beach. The study area extends from Newtown Road to the Oceanfront area on 19th Street.

- Three Fixed Guideway Alignment Alternatives from Newtown Road
 - To the Rosemont Area
 - To the Oceanfront along the NSRR corridor (with Maintenance Facility)
 - To the Oceanfront through the Hilltop Area (with Maintenance Facility)



VBTES Project Description Update

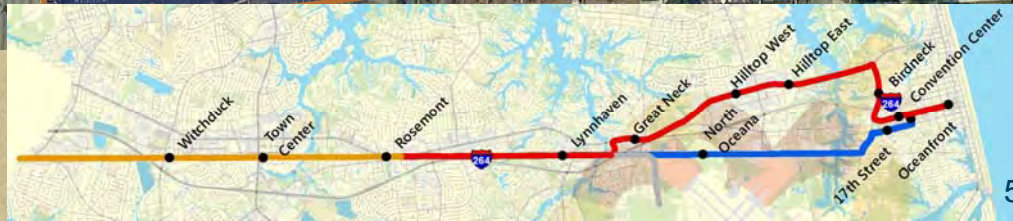
LRT Alternatives with Feeder Bus



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Town Center



Oceanfront



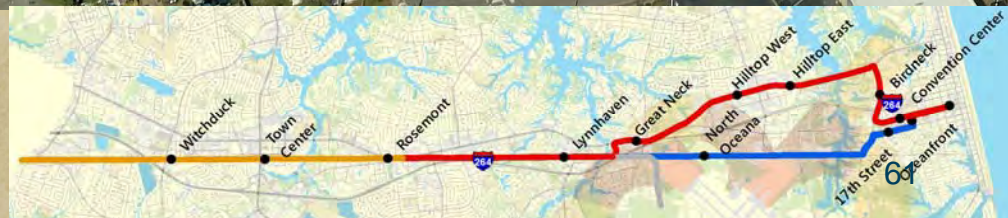
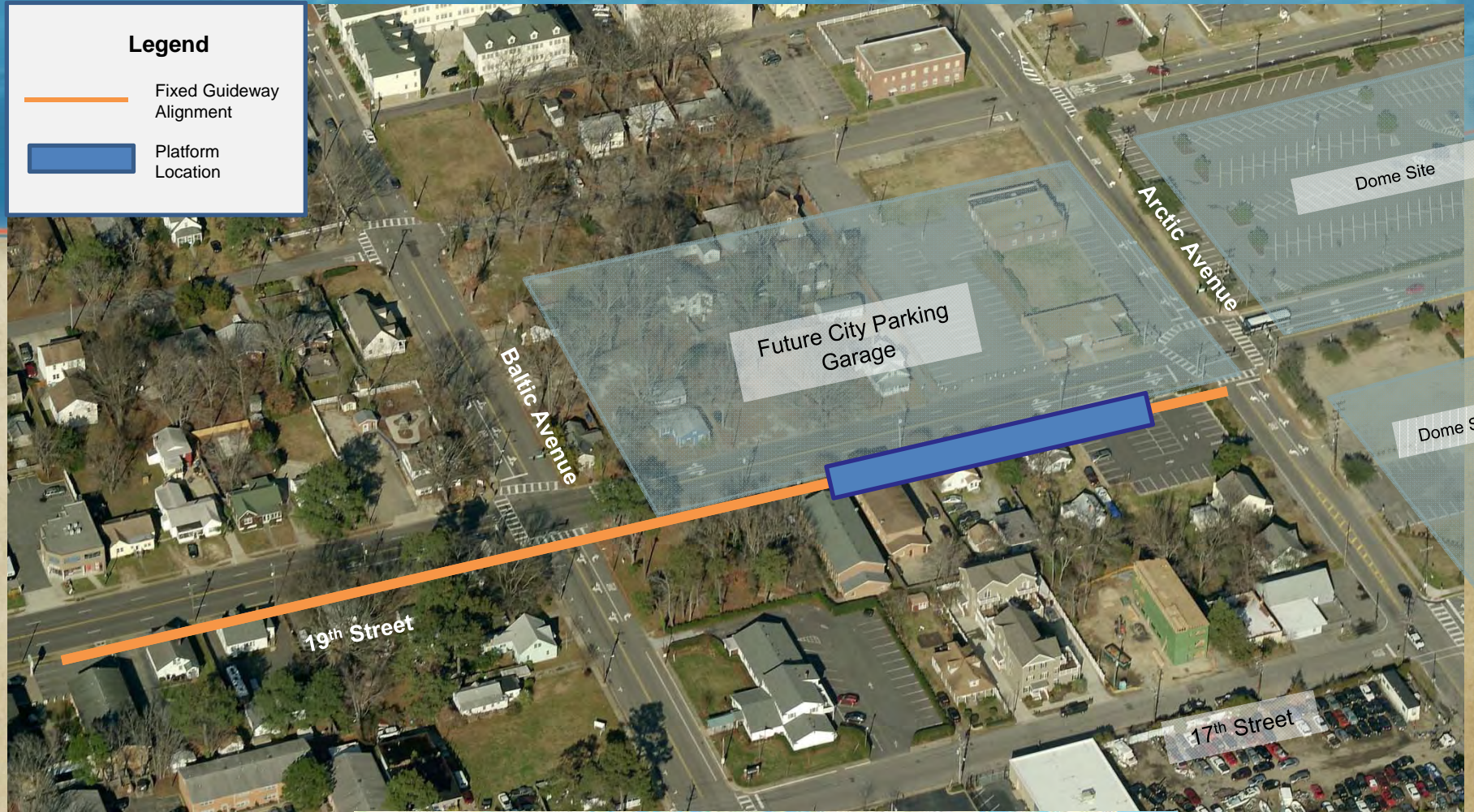
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Oceanfront

Legend

- Fixed Guideway Alignment
- Platform Location



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Cavalier Hotel Properties



8/9/2013

© 2012 Pictometry

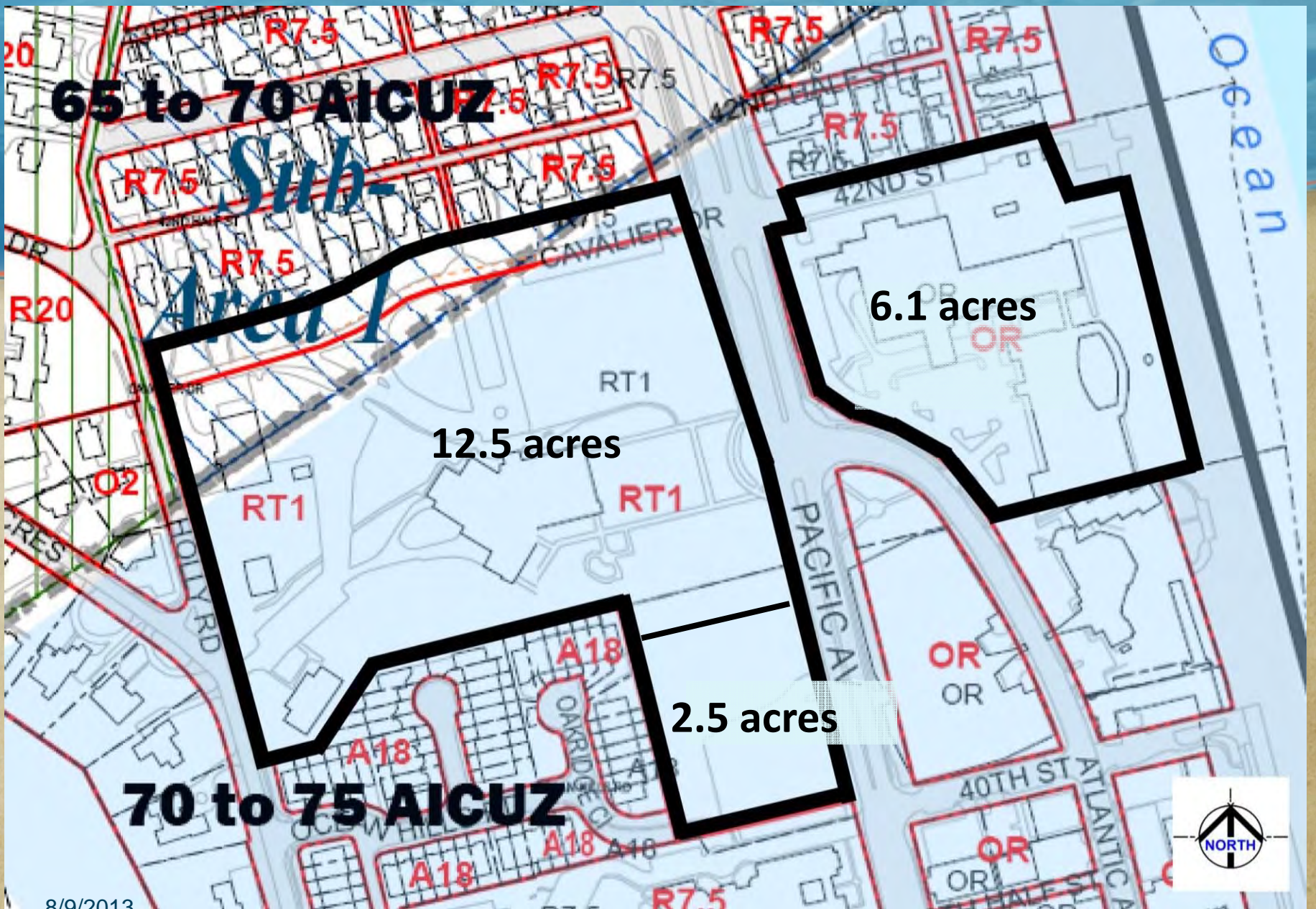


Background

- The Cavalier Hotel was built in 1927 on a hill overlooking the beaches of the Town of Virginia Beach, and has been a signature landmark in the City of Virginia Beach that has contributed character to, and enhanced the beauty of, the City and has been a source of pride for its residents;
- A 2012 court order required the corporate owner of the Cavalier Hotel to be dissolved, and a receiver was appointed to take control of the hotel and its other assets and sell them;

Three Parcels





8/9/2013

Background City Council April 9, 2013 Resolution

- If the Cavalier on the Hill structure is demolished, the City would lose an icon that represents the City's historic architecture and culture;
- Preserving the Cavalier on the Hill structure as a piece of Virginia Beach's history will be an enduring enhancement to the quality of life in the City of Virginia Beach; and
- The City Council is committed to working with a potential buyer, with the goal of preserving the Cavalier on the Hill by providing incentives to redevelop the property in a way that will maintain its historic architectural features.

Background City Council Resolution Incentives

- Support for historic tax credits, through official designation on the National Register of Historic Places or Virginia Landmarks Register; or certification by the Virginia Department of Historic Resources;
- Targeted local tax relief through City Council action (i.e., real property, business license, business property, etc.);
- Cost participation for necessary roadway, utility, stormwater, and other infrastructure improvements;
- Cost participation in the potential extension of the existing public Oceanfront Boardwalk to include the Oceanfront Cavalier property;

8/9/2018



Purchase of Cavalier Hotel Properties



8/9/2013

© 2012 Pictometry

- April 25, 2013 bids were received
- Successful bidder Cavalier Associates LLC
- Bid \$35,069,968



TERM SHEET: CITY / AUTHORITY MONETARY OBLIGATIONS

- \$8.2 million EDIP grant (Authority)
- \$2.37 million purchase of Green-Space Easement over lawn and entranceway (City)
- Annual incentive payments based on incremental real estate taxes received capped at \$5 million (Authority)
- \$2.449 million cost participation agreement for Cavalier Drive (City)
- Assist Developer in qualifying for state gap financing and remit 1% of sales tax generated at property*
- Support Developer's application to include the Old Cavalier in the National Register of Historic Places and the Virginia Landmarks Register.
- Grant Developer an initial franchise of less than five (5) years to operate beach concessions on the beach in front of the New Cavalier.

TOTAL OBLIGATIONS = \$18.019 million (*not including gap financing amount)

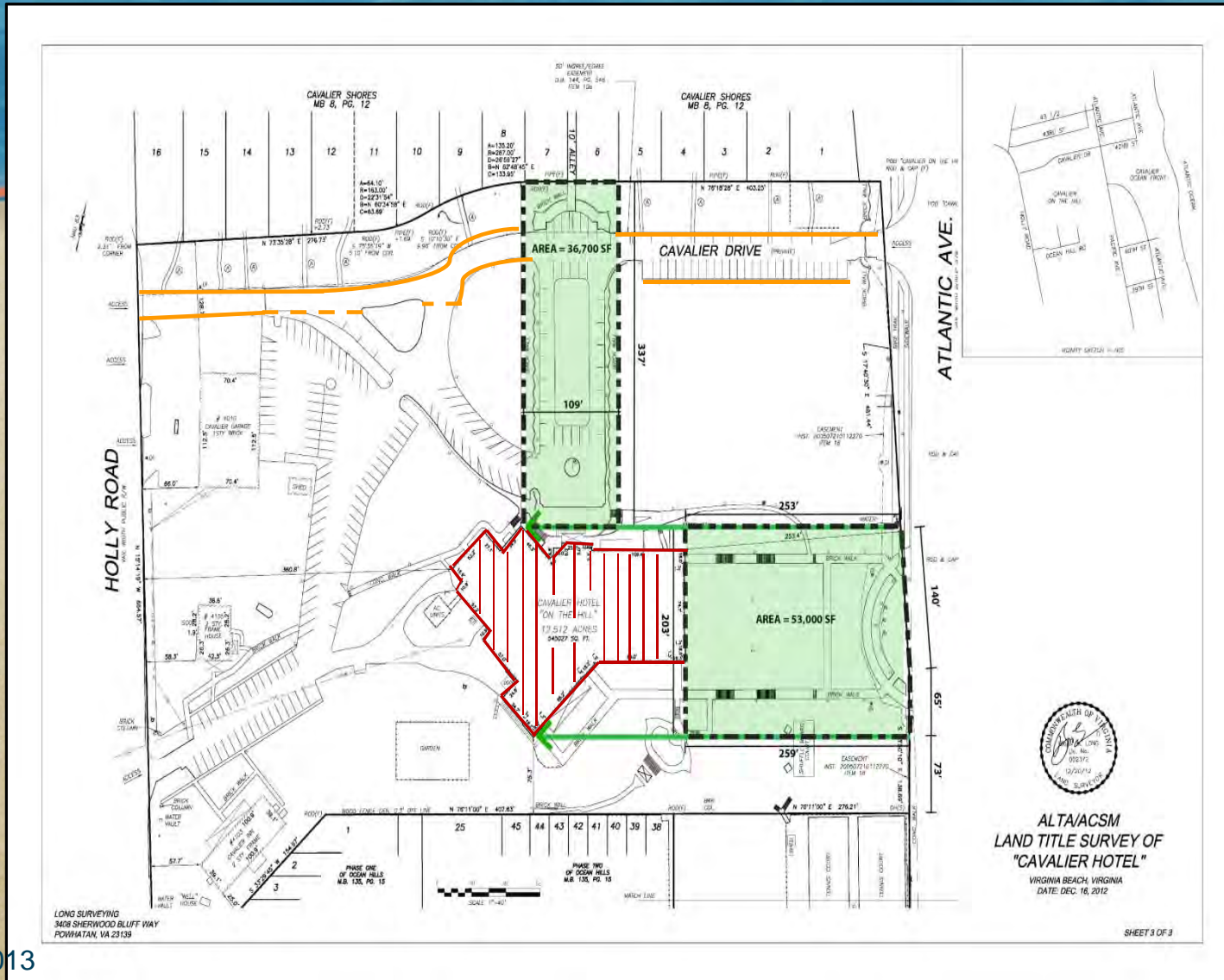
(EDIP grant, Green-Space Easement and one-half of cost participation agreement due at closing =

\$11,794,520)

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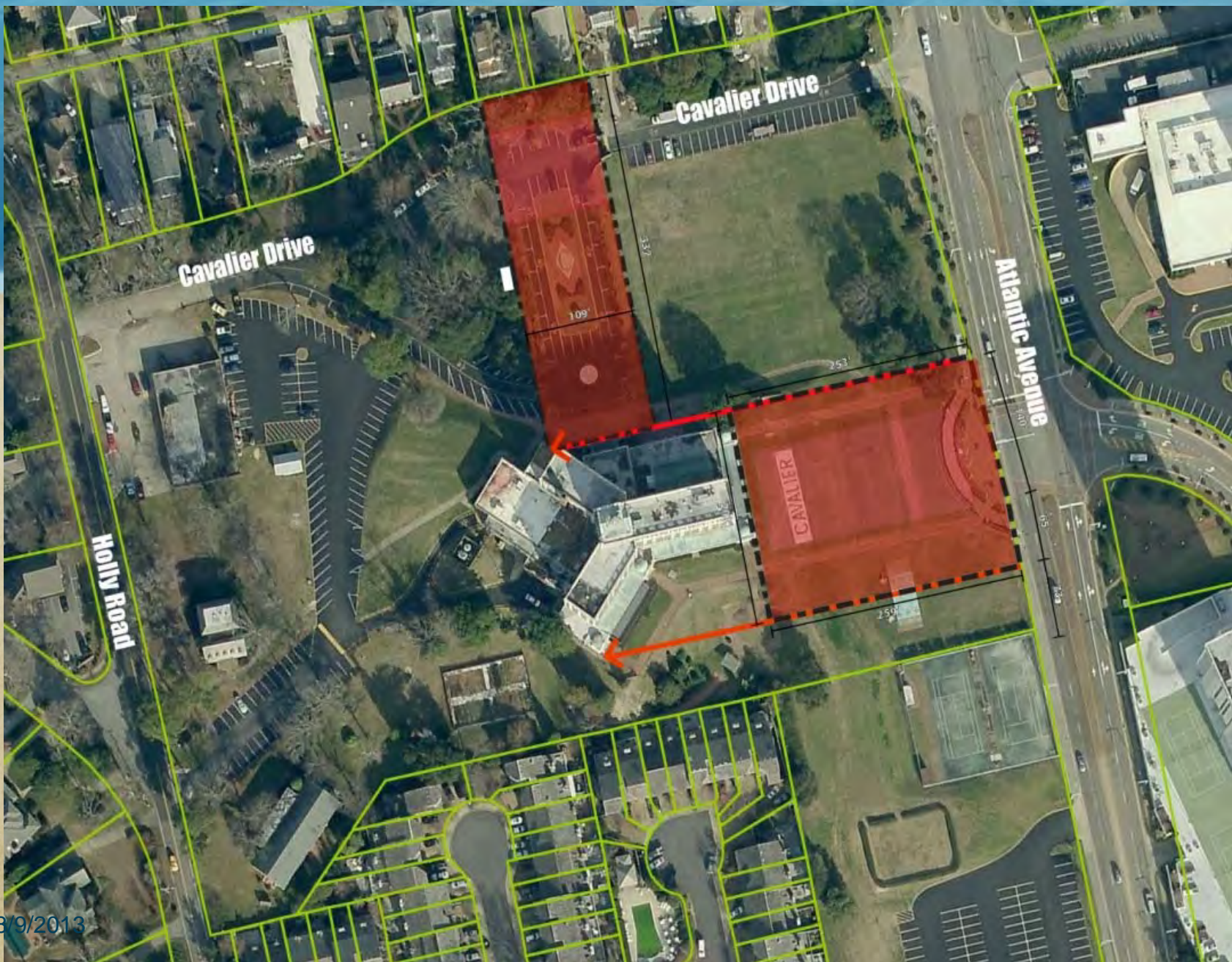


GREEN SPACE EASEMENT



8/9/2013

Approximately 2.05 acres



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CITY NON-MONETARY OBLIGATIONS

- Assist in placing Old Cavalier on federal and state registries
- Hold Preservation Easement over Old Cavalier if Developer fails to place Old Cavalier on appropriate registry
- Assist in Developer qualifying for state gap financing assistance

Overview of Fiscal Impact Methodology

- Estimate/Verify Revenues based on Locally Observed Data
- Recognize for Substitution/Displacement
- Account for Municipal/School Costs
- Include Indirect and Induced (from spending from payroll) Effects
- Marginal Analysis: based on incremental increases in revenues.
- Real Estate: Estimated by Real Estate Assessor.

Fiscal Impact Results

Sensitivity Analysis

<u>20 Year Net Fiscal Impact</u>	<u>NPV @ 4%</u>	<u>Nominal</u>
Time Share Year 10; 75% Displacement Phased Out over 12 Yrs; 84 Homes Built over 12 Yrs	\$23.9 million	\$41.0 million
Time Share Year 8; 66% Displacement Phased Out over 10 Yrs; 100 Homes Built over 5 Yrs	\$31.1 million	\$52.2 million
<u>One-Time Public Investment Costs: \$13,019,040</u>		

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Note: fiscal impact reflect annual costs of grant and gap financing



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Legend

- Proposed Light Rail Stations
- Proposed Light Rail Routes
 - Alternative C
 - Alternative D
 - Alternative A
 - APT



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For More Information on SGA Plans, CIP Program and Light Rail Study

- VBGov.com
 - City Departments/SGA Home Page
www.vbgov.com/sga
 - City Budget
www.vbgov.com/budget
 - Light Rail
www.vbgov.com/lightrail