



ITA Master Plan Update

City Council Briefing

Chad Morris, PLA

Parks and Recreation, Planning, Design & Development Administrator

October 1st, 2024

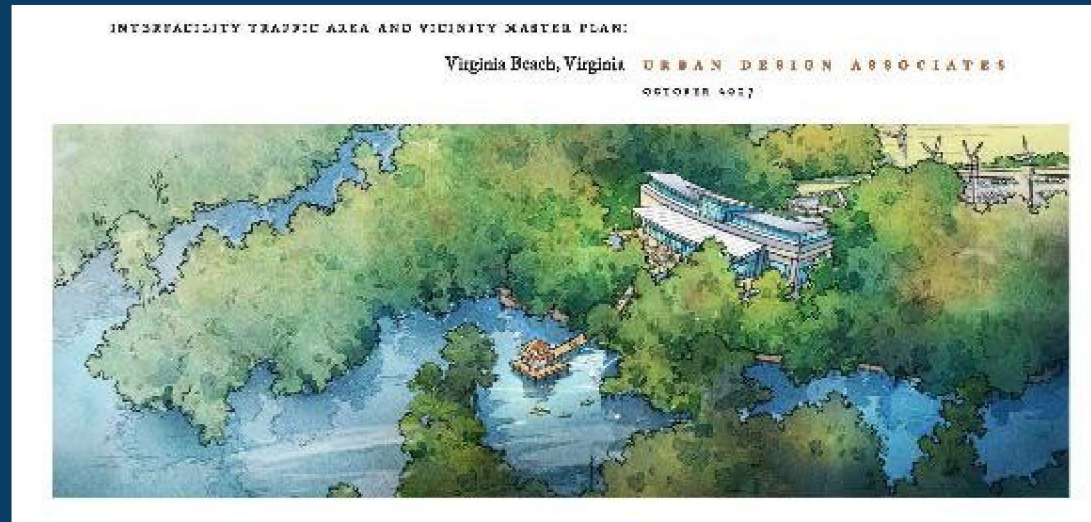


CITY OF
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05/07/2024 Budget Reconciliation Letter

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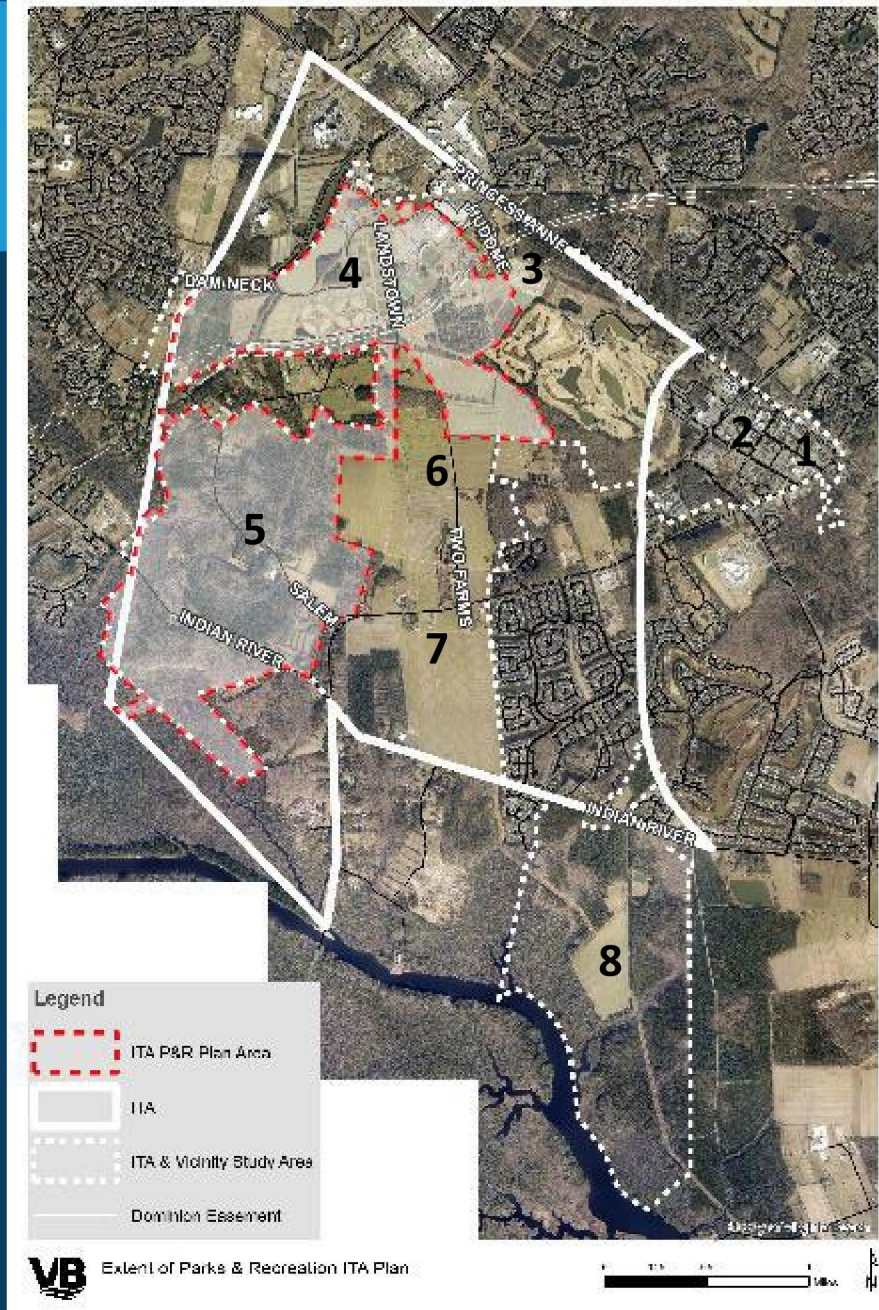
"The City Manager shall provide a report to City Council by October 1, 2024, using the Interfacility Traffic Area and Vicinity Master Plan as the guide, that shall include an implementation plan and estimated costs to develop the ITA and Vicinity in terms of recreational uses, to enhance the existing Princess Anne Commons recreation area, and to preserve the natural areas designated in the Plan. Subsequent implementation can occur as existing funds are identified and available."



2017 ITA Plan Summary

The 2017 ITA Master Plan identifies eight initiative areas:

1. Historic Princess Anne Center
2. Municipal Center
3. Bio-Tech Park (Innovation Park)
4. **Sports Center (Princess Anne Commons Athletic Village)**
5. **Preservation and Passive Recreation**
6. City Municipal Services Facilities
7. Agricultural Production
8. North Landing Park



#4 Sports Center Area (Athletic Village)

- Ideal place to create a major active sports center, building on the existing athletic facilities that are there
- With construction of Landstown Road, access to additional large flat land areas will enable the City to build more athletic fields and specialized facilities
- Tremendous demand for baseball, softball, soccer and football fields
- Southeastern Expressway alignment should be protected. Temporary uses including parking and access drives may be considered

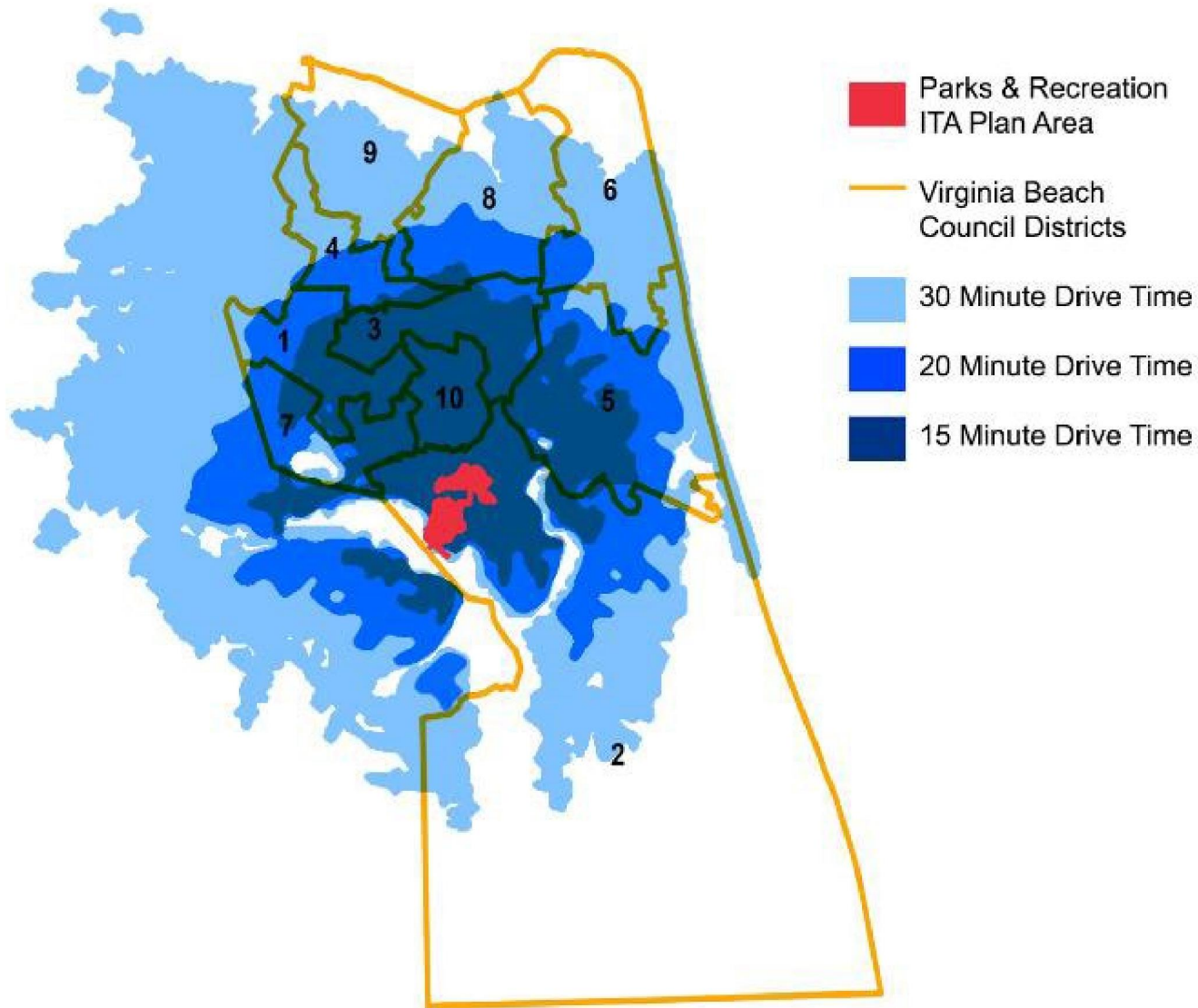


#5 Preservation and Passive Recreation Area

- Opportunities for recreation, exploration, and education are abundant
- Canoeing, kayaking, fishing, hiking and bird watching are all supported
- Would also be accessible to bicycles and other non-motorized vehicles
- Alternate modes of travel would play a specific role in the transportation network
- Wetland restoration and enhancement and increase in trees, shrubs, and herbaceous plant life to support an array of ecological, cultural, and recreational opportunities



Easy Destination for All



- Opportunity for highest quality sports and recreation venues for Virginia Beach residents
 - ½ hour drive max. for most residents
- Opportunity for championship level sports tourism and ecotourism

Master Planning Process

- Determine master plan limits (May)
- Review existing plans and studies (June)
- Identify and meet with various stakeholders/subject matter experts (June/July)
- Work with ATAC, Open Space, TA/ITA and Green Ribbon Committee chairs (June-August)
- Create use diagrams and draft preliminary concept plan (June/July)
- Develop overall master plan and supporting documents (August)
- Create preliminary cost estimates (September)
- Complete master plan (October 1st)
- Present master plan to City Council (October 1st)



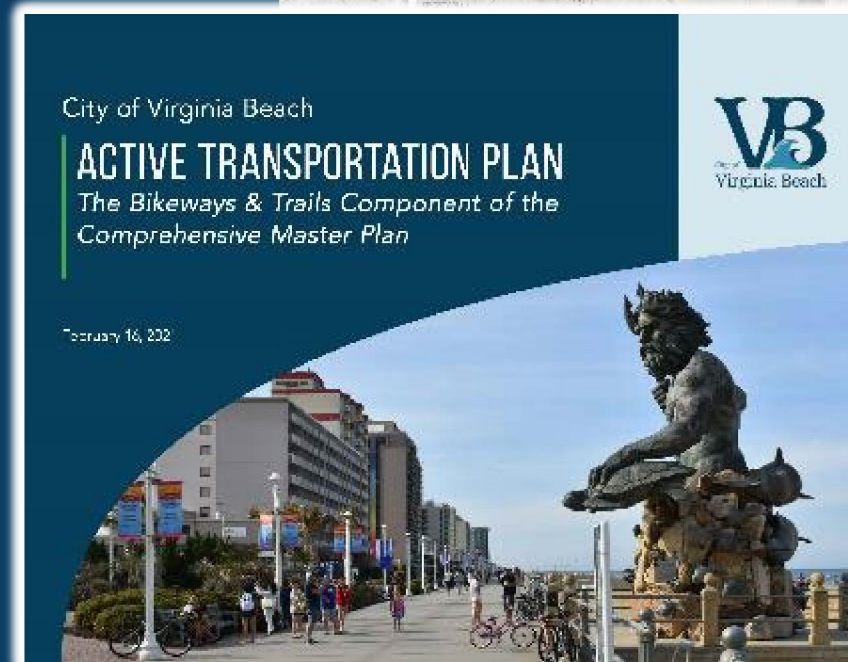
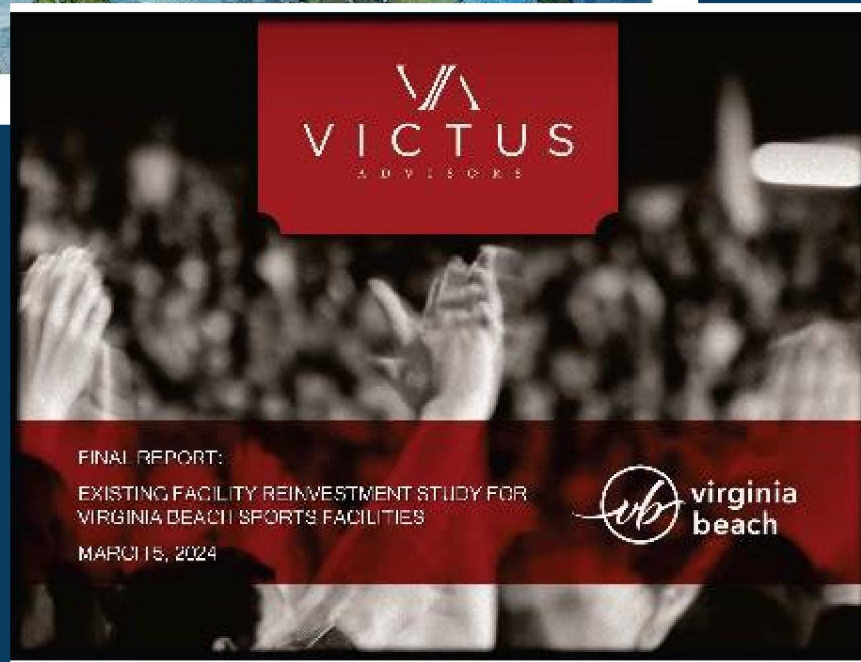
Review of Other Plans/Studies

INTERFACILITY TRAFFIC AZDA AND VICINITY MASTER PLAN:

Virginia Beach, Virginia

URBAN DESIGN ASSOCIATES

OCTOBER 2007



Staff Stakeholder Engagement/Visioning



- Opportunities identified for Athletic Village Area
 - Upgrade existing PAAC amenities/fields
 - Additional PAAC fields for local use
 - Asphalt and soft trails (connectivity)
 - Additional tree canopy
 - Additional stormwater BMP's
 - Build upon what is already being used
 - Sports tourism opportunities
 - Championship BMX track and course
 - Championship disc golf course
 - Championship baseball facility
 - Collegiate level cross country facility (1K-10K)
 - Championship pickleball facility



Existing Farm Road

Staff Stakeholder Engagement/Visioning (cont'd)

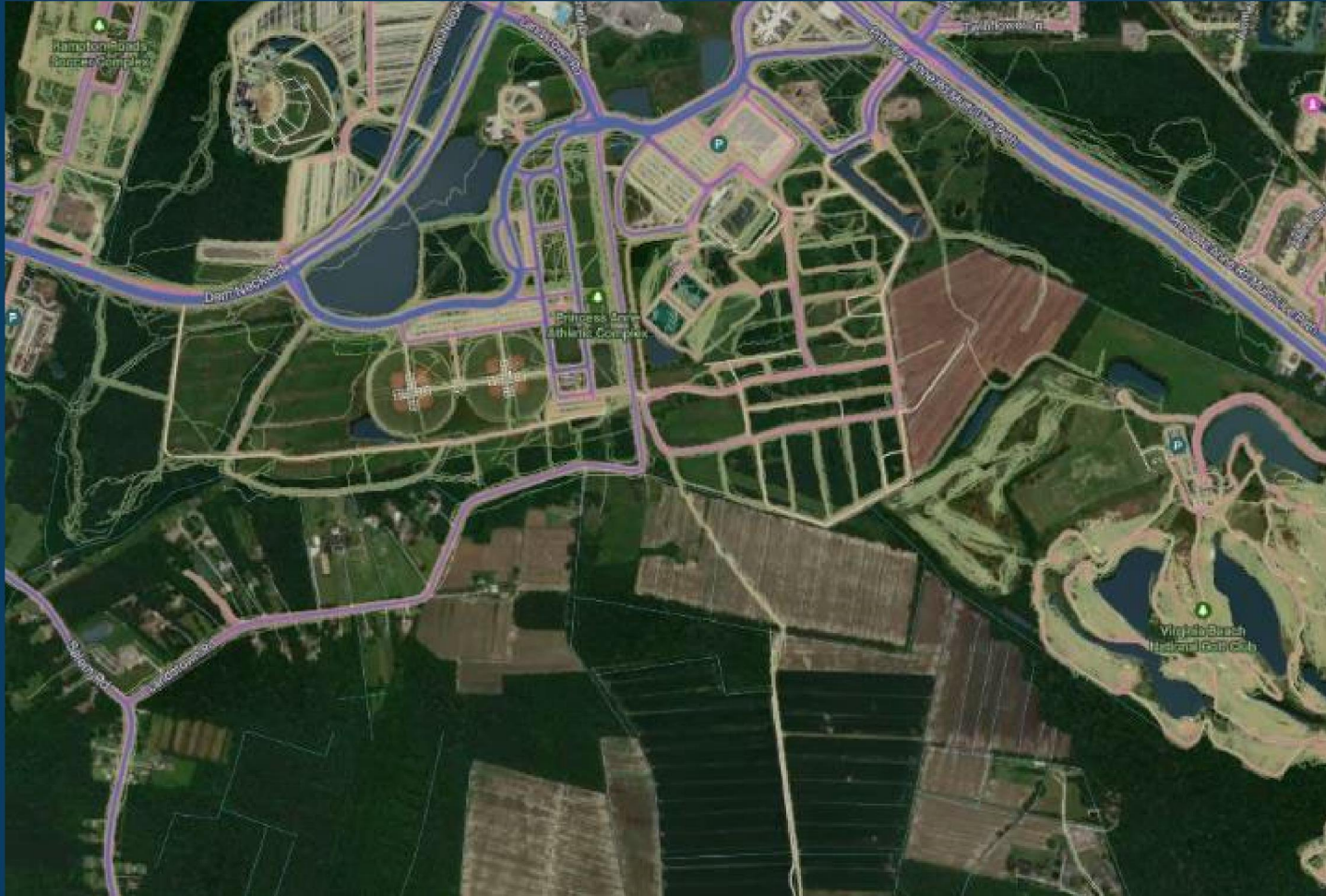


- Opportunities identified for the Preservation/Passive Recreation Area
 - Mountain bike trails
 - Soft trails/hiking
 - Wildlife observation
 - Conservation and preservation education
 - Wooden boardwalks
 - Kayak launch/water access
 - Additional tree canopy
 - Preserving natural stormwater function
 - Preserving and showcasing natural and agricultural identity below the green line



Existing Farm Road

Existing Assets



Existing trails (both formal and informal) already being used by cyclists, runners and walkers



- Site Data

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- CHAMPIONSHIP 18 HOLE DISC GOLF COURSE**
- 4 UPGRADED SYNTHETIC FIELDS**
- CHAMPIONSHIP PICKLEBALL FACILITY**
24 OUTDOOR COURTS
8 COVERED COURTS
CLUBHOUSE AND CHAMPIONSHIP COURTS
- CHAMPIONSHIP BASEBALL FACILITY**
- COLLEGIATE LEVEL CROSS COUNTRY COURSES (1K-10K)**
- PHASE 1 5K PRACTICE CROSS COUNTRY COURSE**
- 2 BASEBALL / SOFTBALL FIELDS**
- CHAMPIONSHIP BMX TRACK/TRAILS & PUMP TRACK**
- NATURE TRAILS**
- ENTRANCE FOR TRAILS**
- KAYAK LAUNCH**
- MOUNTAIN BIKE AND NATURE TRAILS**
- WILDLIFE OBSERVATION AREAS**
- PLAN EXTENT**
- NORTH**
- Legend:
2.5
5K
6K
8K
10K

1. Athletic Village West
2. Athletic Village East
3. Passive Recreation South Part 1
4. Passive Recreation South Part 2

PA Commons Athletic Village West



- Site Data
 - 220 Acres
- Proposed improvements
 - PAAC upgrade for four rectangular fields to synthetic turf
 - Add two baseball/softball fields w/ supporting infrastructure
 - 5K cross country practice course mostly on existing trails
 - Championship BMX racetrack and BMX trails w/ supporting infrastructure
 - Championship disc golf course
 - Hard and soft trails

Athletic Village West Renderings



Proposed two additional baseball/softball fields at PAAC with championship BMX facility, 5K practice course and other trails



Proposed bike path, ditch crossing and 5K practice course at PAAC



Proposed parking and entrance into new baseball/softball fields at PAAC

PA Commons Athletic Village East



- Site Data
 - 250 Acres
- Proposed improvements
 - Championship pickleball facility w/ supporting infrastructure
 - Championship baseball w/ supporting infrastructure
 - Collegiate level cross country w/ supporting infrastructure
 - Access road from Landstown Road w/ potential connection to Hudome Way
 - Preservation of live oak grove
 - Utilizing existing ditch maintenance paths as running trails

Athletic Village East Renderings



Proposed twelve field championship baseball complex, collegiate level cross country course to accommodate many course lengths with shared parking and amenities



Proposed cross country trail winding around the baseball complex



Proposed cross country course with elevation changes behind baseball complex

Preservation/Passive Recreation South Part 1



- Site Data
 - 450 Acres (north of Salem Road)
- Proposed improvements
 - Parking and supporting infrastructure (restroom, shelters, etc.) off Salem Road
 - Separated mountain bike and nature trails
 - Connection to athletic village
 - Preservation, conservation and enhancement of existing tree canopy

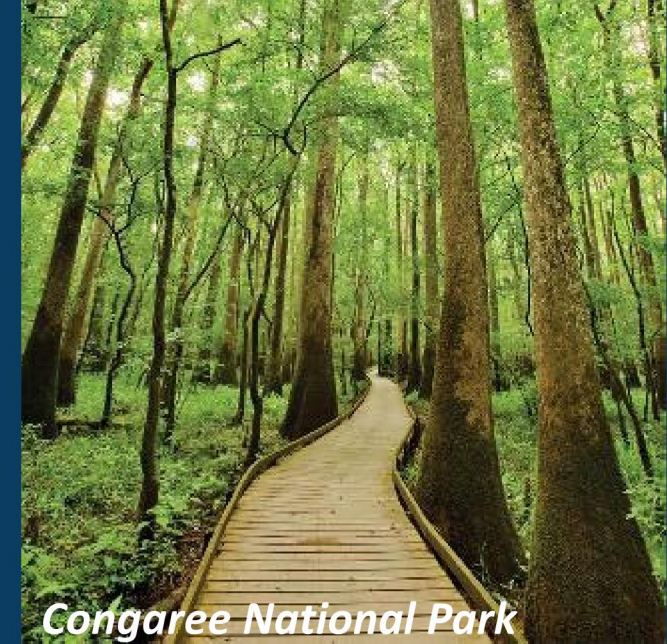


Indian River Park

Preservation/Passive Recreation South Part 2

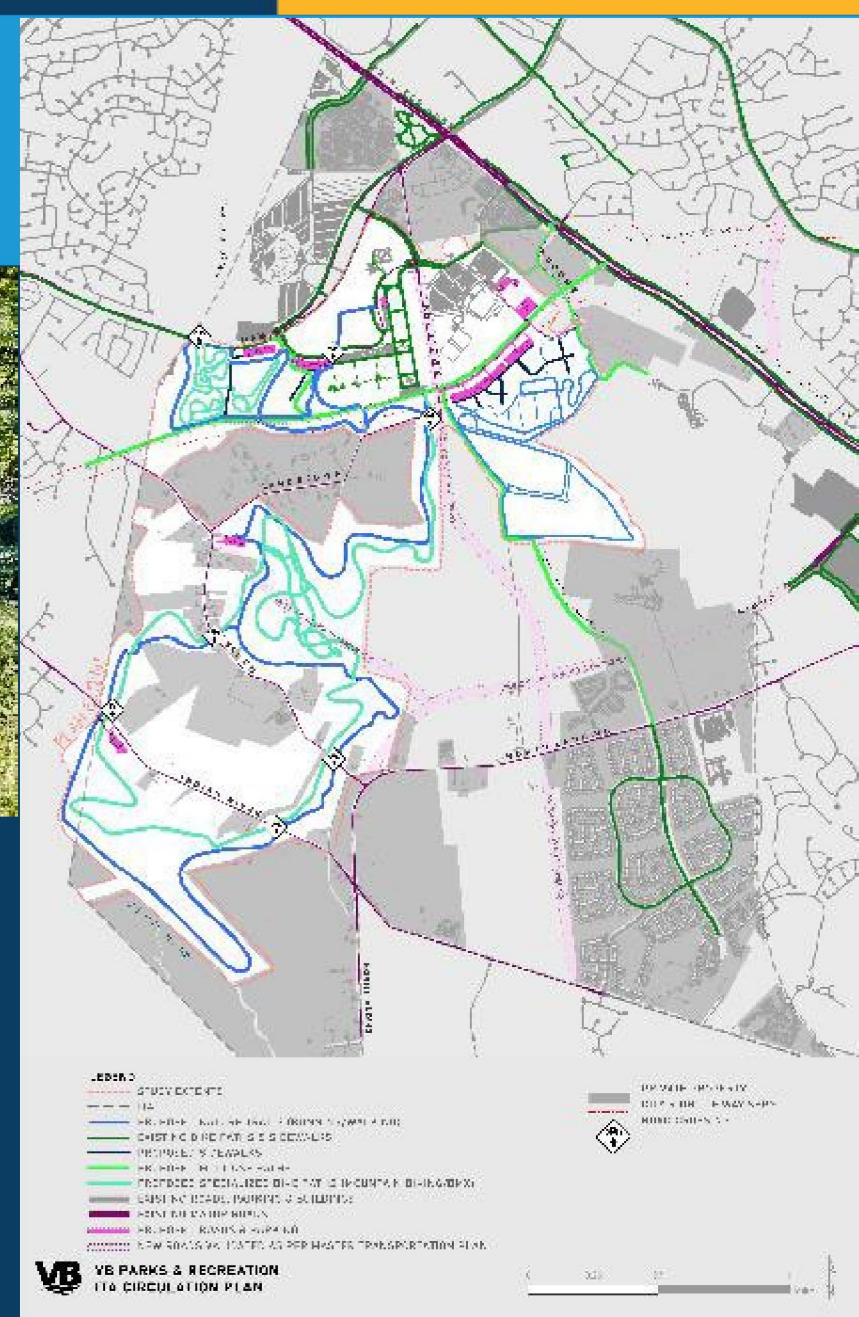


- Site Data
 - 680 Acres (south of Salem Road)
- Proposed improvements
 - Water access off Indian River Road
 - Separated mountain bike and nature trails
 - Elevated boardwalk trails through wetlands
 - Preservation, conservation and enhancement of existing tree canopy



Connectivity and Tree Planting

- Trail goals
 - Paved trails (4 miles)
 - Soft trails (32 miles):
 - Walking or running – 9 miles
 - Disc golf – 1 mile
 - Cross country – 10 miles
 - BMX - 3 miles
 - Mountain bike – 9 miles
- Tree preservation and planting goals
 - Provide an additional 20 acres of new tree canopy
 - Tree preservation of over 90%
 - Live oak grove 100% preserved
 - Any trees removed will be mitigated on site



Estimated Value

Athletic Village West		Athletic Village East		Preservation South Part 1		Preservation South Part 2	
Amenity	Cost	Amenity	Cost	Amenity	Cost	Amenity	Cost
4 PAAC turf field upgrades	\$8,500,000	Pickleball facility	\$18,000,000	Parking and restroom	\$2,500,000	Water access	\$2,000,000
2 new PAAC baseball/softball fields	\$10,500,000	Baseball facility	\$49,500,000	Soft trails	\$3,300,000	Soft trails and boardwalks	\$22,000,000
5K cross country practice course	\$500,000	Cross country facility	\$6,000,000	Design	\$580,000	Design	\$2,400,000
BMX facilities	\$12,000,000	Access road	\$8,000,000				
Disc golf facility	\$1,500,000	Other trails	\$1,500,000				
Other trails	\$800,000	Design	\$8,300,000				
Design	\$3,500,000						
Subtotal:	\$37,300,000	Subtotal:	\$91,300,000	Subtotal:	\$6,380,000	Subtotal:	\$26,400,000

* Estimated value is based on the highest quality championship event requirements

Funding Consideration

- Assuming the full \$161 million were to be bond financed, the estimated annual debt service payment will be around \$16 million annually (not including annual operating and maintenance cost).
- If desire is to utilize dedication capacity, annual support of this level would necessitate the redirection of not just dedication capacity above known obligations, but potentially scaling back.
- For context, annual debt exceeds or is nearly 100% of following FY 2024-25 budgeted dedications:
 - Tourism Advertisement Program- \$19 million
 - Open Space- \$7.8 million
 - Agriculture Reserve Program- \$7.1 million
 - Outdoor Initiative- \$3.7 million

Future Operations/Maintenance

- Ongoing General Fund expenses as buildout of facilities expand for:
 - Disc golf, cross country, trails, PAAC and entire preservation/passive recreation areas 1 and 2
- Minimal or no maintenance for (privately operated facilities):
 - BMX facility, baseball complex, and pickleball facility
- Estimated operations/maintenance cost upon full buildout is \$900K/yr. which includes:
 - Three restrooms, cross country, PAAC baseball fields, disc golf course and preservation area trail head
 - Different trail types, and boardwalk costs were developed on a per mile cost to maintain (36 miles)



Sports Tourism (Baseball)

- Baseball facility:

- Victus study completed with financial and economic feasibility
- Potential usage depends on operating model and type of fields



- Exclusive Operator Model:

- Features: 12 turf baseball fields with lights, adaptable for both youth baseball and adult baseball
- The complex would also feature portable mounds and adjustable fencing to adapt to various age groups.
- Usage: The operator would run its own programming including camps, showcases, and tournaments, with a heavy emphasis on destination events
- 2-Day & 3-Day Tournaments – estimated 20 such tournaments per year, occurring in the fall, summer, and spring
- Week-Long Tournaments –estimated eight (8) standard week-long tournaments during the summer
- Spring Training –estimated that spring training camps for high school and collegiate teams will be held each year in the spring

- Non-Exclusive Operator Model:

- Features: 9 turf baseball fields with lights, adaptable for both youth baseball and adult baseball
- The complex would also feature portable mounds and adjustable fencing to adapt to various age groups
- Usage: A mix of local weekday use and weekend tournament usage for baseball groups
- The operator would primarily rent out the facility to local, regional, and national baseball event organizers
- Estimated 20 annual tournaments, primarily on the weekends or during holidays

Sports Tourism (BMX and Pickleball)

- BMX facility:

- **Venue requirements:** Approximately two-thirds of the 30 national events are hosted at USA BMX sanctioned tracks, while the rest are hosted in arenas, civic centers, expo halls and equestrian arenas. Seating for at least 1,500 and preferably for 3,000; night lighting
 - USA BMX
 - UCI (Union Cycliste Internationale) BMX
- **Estimated number of participants:** 800-2,000

- Pickleball facility:

- **Venue requirements:** Events are held over seven days, at least 30 pickleball courts and one “center court” with seating for 2,000, locker rooms, restrooms, pro player lounge, referee lounge and media room, internet and vendor and sponsor area
 - PPA
 - USAPA
- **Estimated number of participants:** 1,000-1,500



Sports Tourism (Disc Golf and Cross Country)

- Disc golf facility:

- In 2023, there were over 10,480 competitive events for professional and amateur players with six national and/or world championship events
- **Venue requirements:** At least one 18-hole championship-caliber course, ability to create two 9-hole loops, parking for 500 cars, satellite competition venues, additional meeting venues and a vendor marketplace
 - PDGA
- **Estimated number of participants:** 300-800

- Cross country facility:

- Could be the home venue for local colleges and high schools and host other meets and races
- Other running and walking events at the oceanfront (which require road closures) could be transferred to this facility
- **Venue requirements:** Flexibility for running varying distances, 350' wide starting line, and other supporting infrastructure (restrooms, parking, tents, etc.)
 - NCAA
 - USA Track & Field
- **Estimated number of participants:** 500-650



Pro Tour Disc Golf Course



University of Iowa Cross Country

Ecotourism

- Mountain bike trails:
 - Miles of mountain bike trails with various levels of difficulty become attractive to out of town visitors and their families.
- Soft trails:
 - Miles of soft trails become the accessways to experience nature and the purposeful preservation of an environmentally sensitive area special to Virginia Beach
- Water trails:
 - Multiple water access points along the North Landing River create an amazing opportunity for visitors to spend extra day or two exploring on the water (ITA, future North Landng Park, Pungo Ferry Landing Park, Munden Point Park)



Lake Lawson/Lake Smith



Marshview Park



Doziers Bridge

Plan Implementation

- Short term/low cost
 - Plant trees on fringes of Athletic Village West where they will not conflict with future development (including disc golf/possibly construct course)
 - Design and construct 5K practice course at PAAC
 - Activate and maintain additional “ad hoc” temporary cross-country trails at Athletic Village East
 - Conduct an economic/feasibility study on all sports tourism and ecotourism aspects of the master plan (and other potential sports; lacrosse, rugby, cricket, etc.)
 - Medium term/moderate cost
 - Design and construct master plan “infrastructure” (access road with trail, minimal parking, and combined stormwater facilities)
 - Entertain partnerships and proposals from the private sector that align with the master plan and/or issue RFP for select amenities (baseball, BMX, pickleball)
 - Design preservation area(s), PAAC amenities, and cross country
 - Long term/higher cost
 - Build preservation area(s), PAAC amenities, and cross country
 - Build out rest of plan; trails and additional tree canopy
- Master plan is a guide and is intended to be flexible for the build out of active and passive recreation needs

Next Steps/Considerations

- CIP retreat and FY26 budget discussion topic
- Conduct a feasibility study/economic impact study
- Public comment and feedback
- Consideration for small incremental steps toward plan implementation (short term, medium term, long term, etc.)



Proposed Cross Country Course Start/Finish Line

Questions and Discussion



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