

Interfacility Traffic Area and Vicinity Master Plan Update



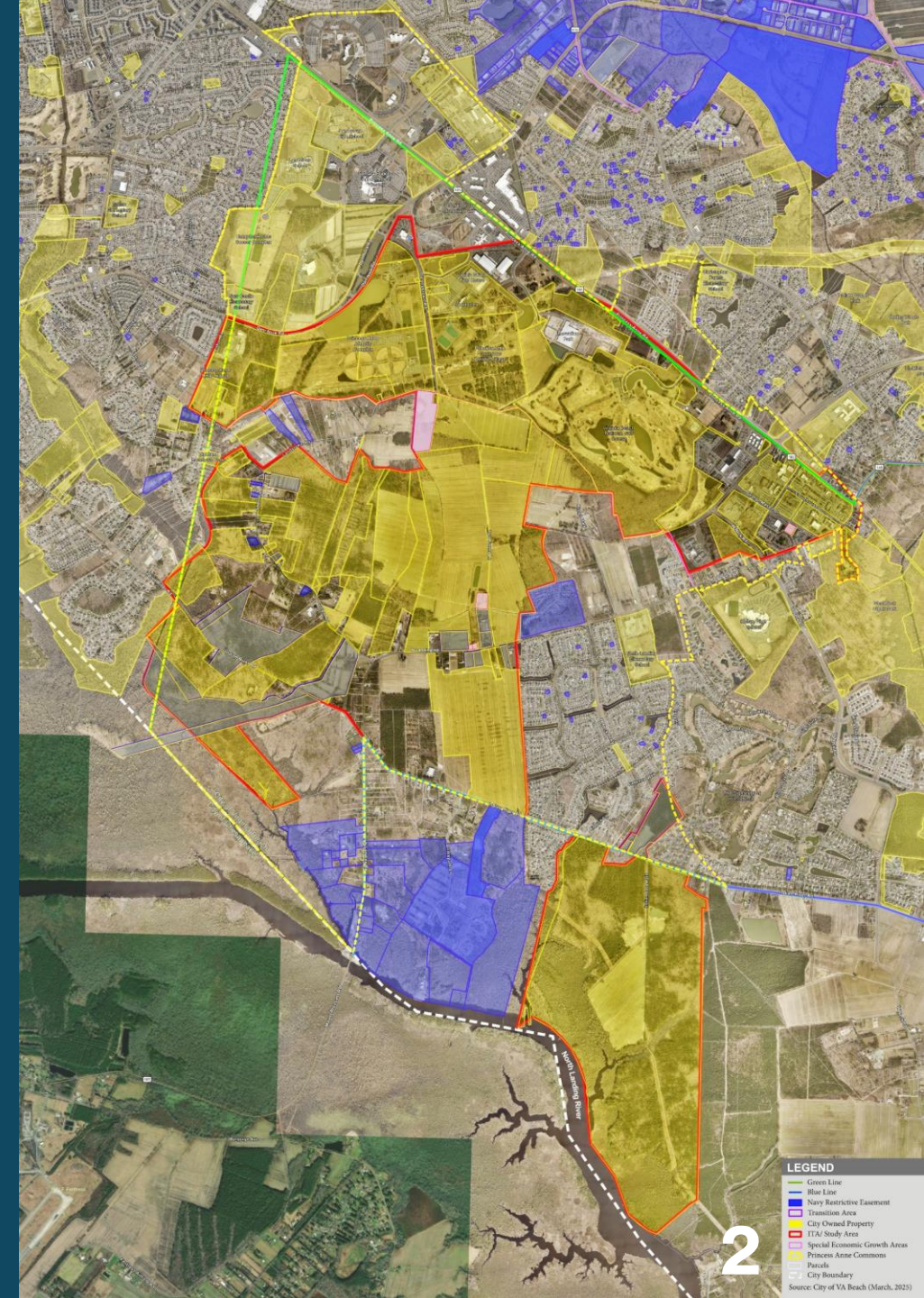
DRAFT

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Dills Architects

GOALS

Develop a strategic 10 and 25 year masterplan to promote economic and cultural vibrancy while guiding City investment.



LEGEND

- Green Line
- Blue Line
- Navy Restrictive Easement
- Transition Area
- City Owned Property
- ITAI Study Area
- Special Economic Growth Areas
- Princess Anne Commons
- Parcels
- City Boundary

Source: City of VA Beach (March, 2025)

GOALS

Integrate land use and overall cohesion for Sports tourism, Light industrial, Natural Recreation, Agricultural, and ITA vicinity destinations.

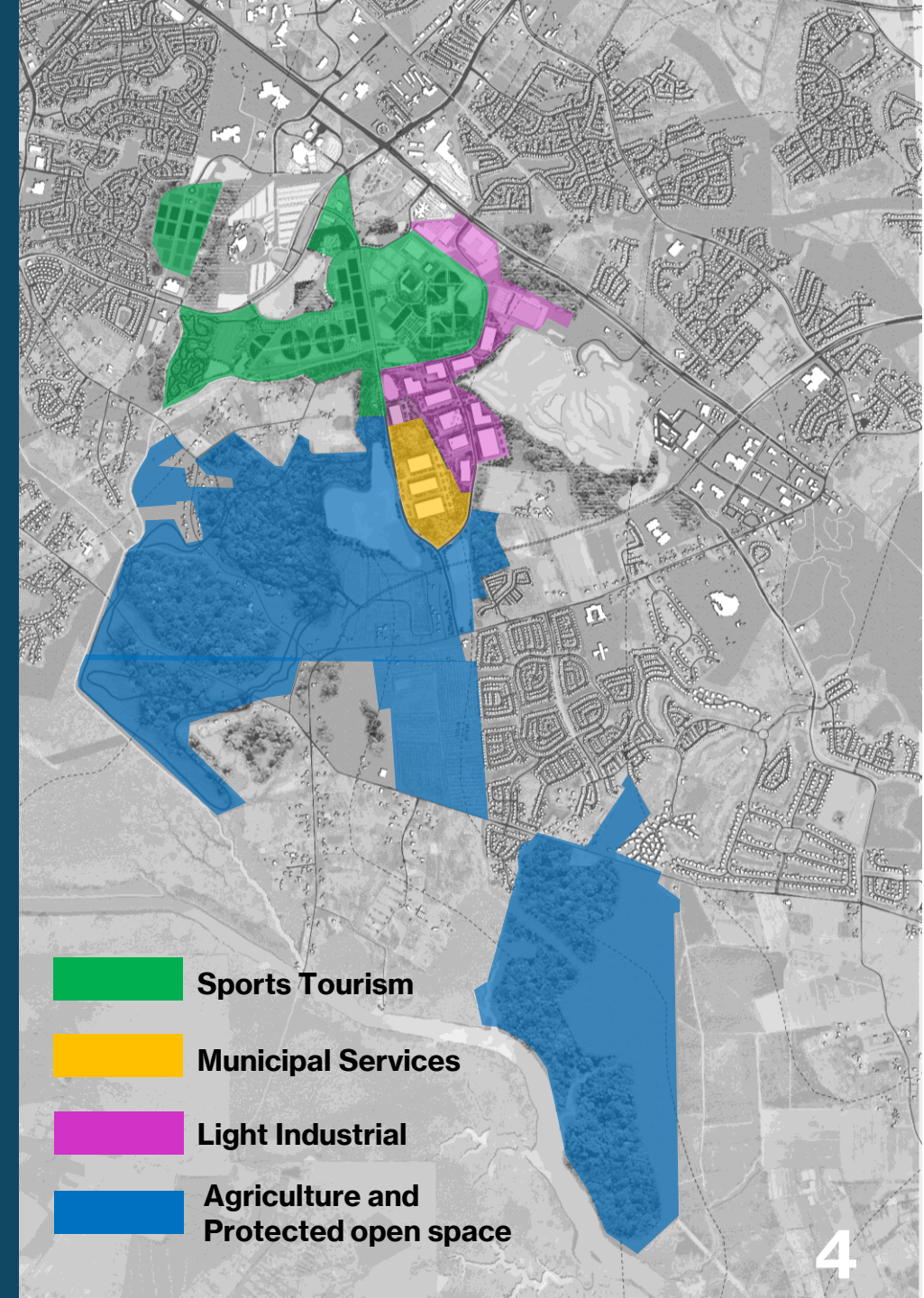


OUR STUDY

Light industrial market assessment
and economic projections

Sports tourism market assessment
and economic projections

Prior masterplans and studies, land
use patterns, regulatory overlays,
utility easements, ecological features,
and active transportation.



Great Public Destinations



Public Institutions



Sports Facilities



Sports Tourism Industry



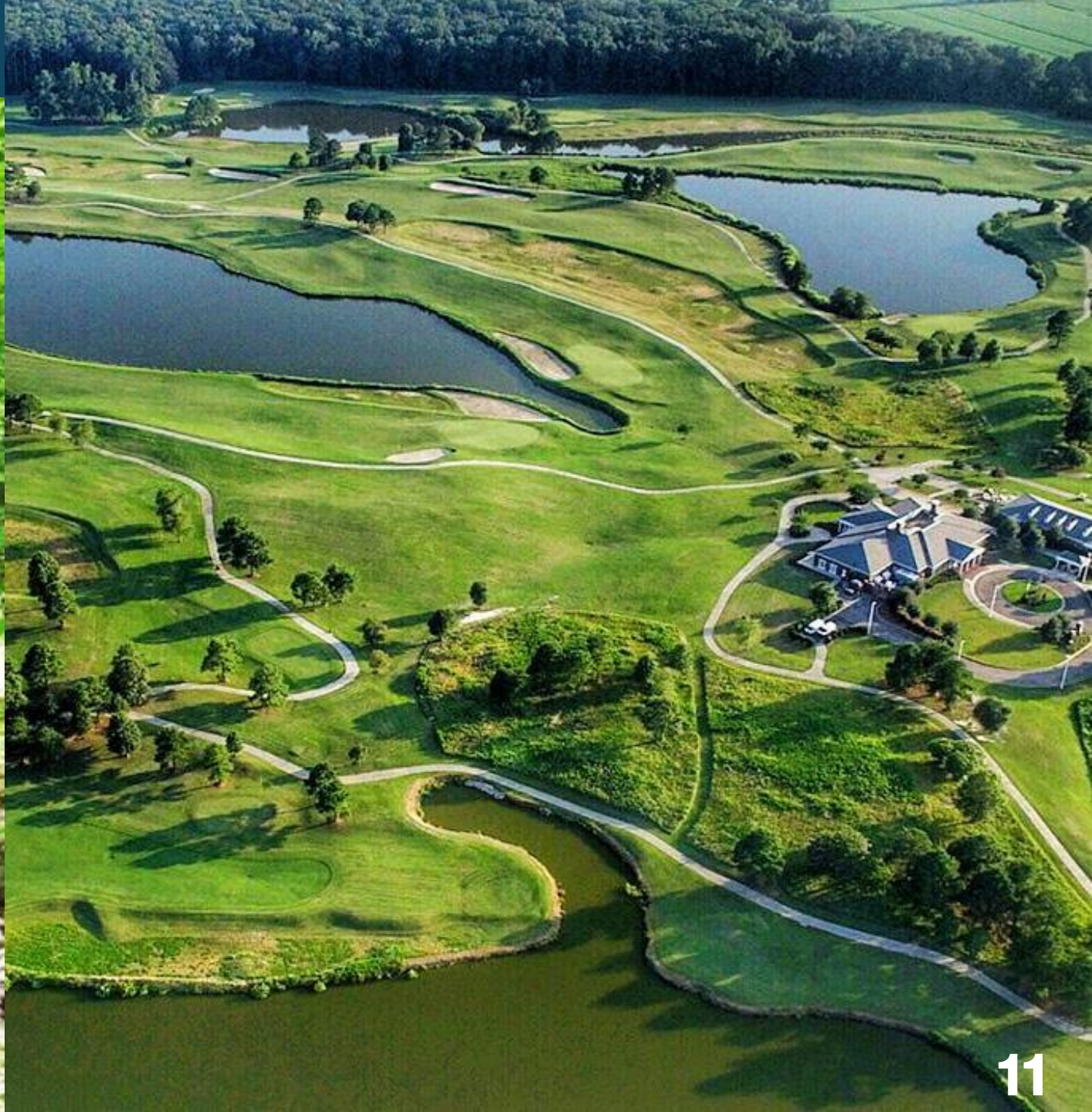
Connection to Commerce / Industry



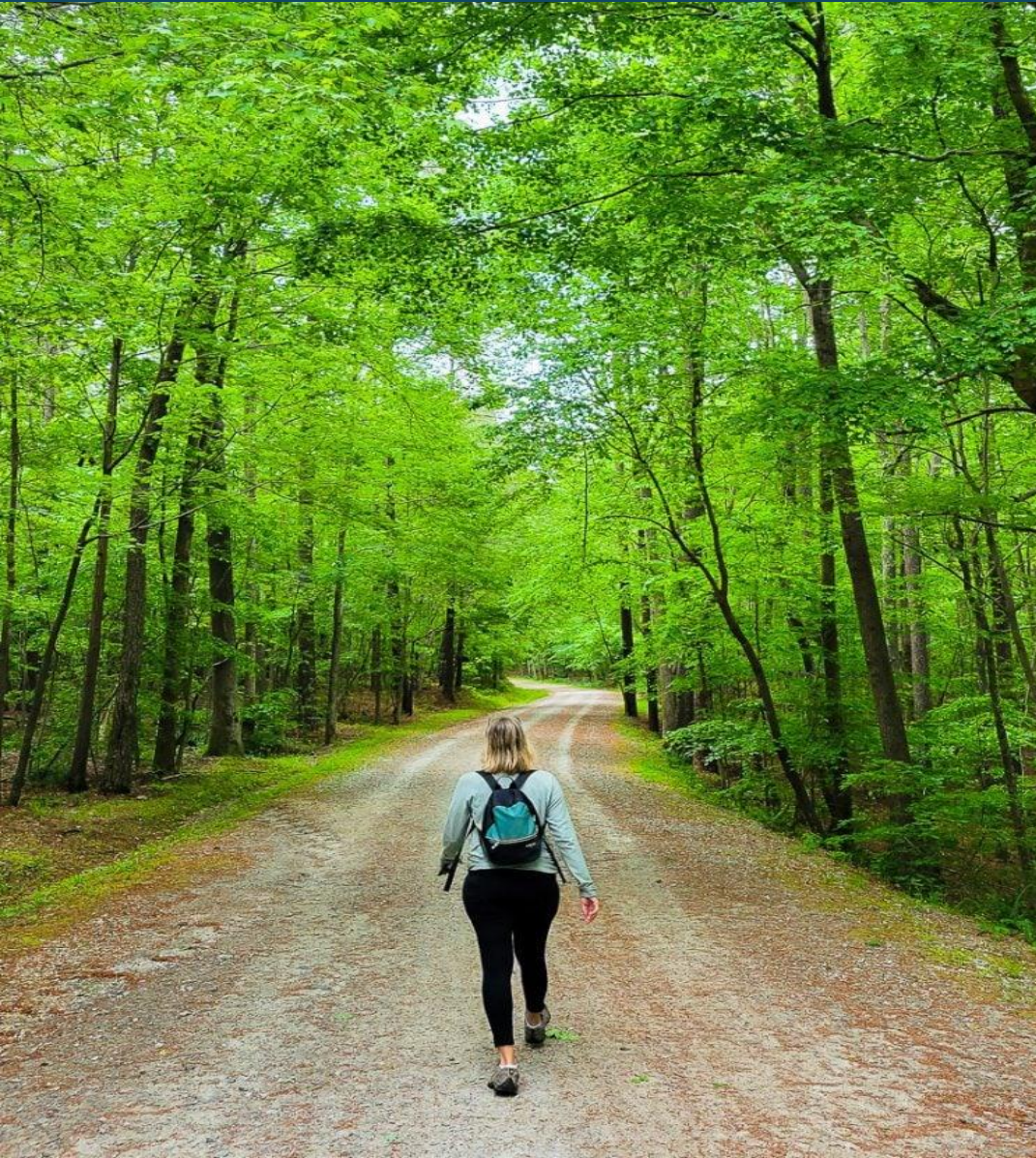
Sports



Sports and Open Space



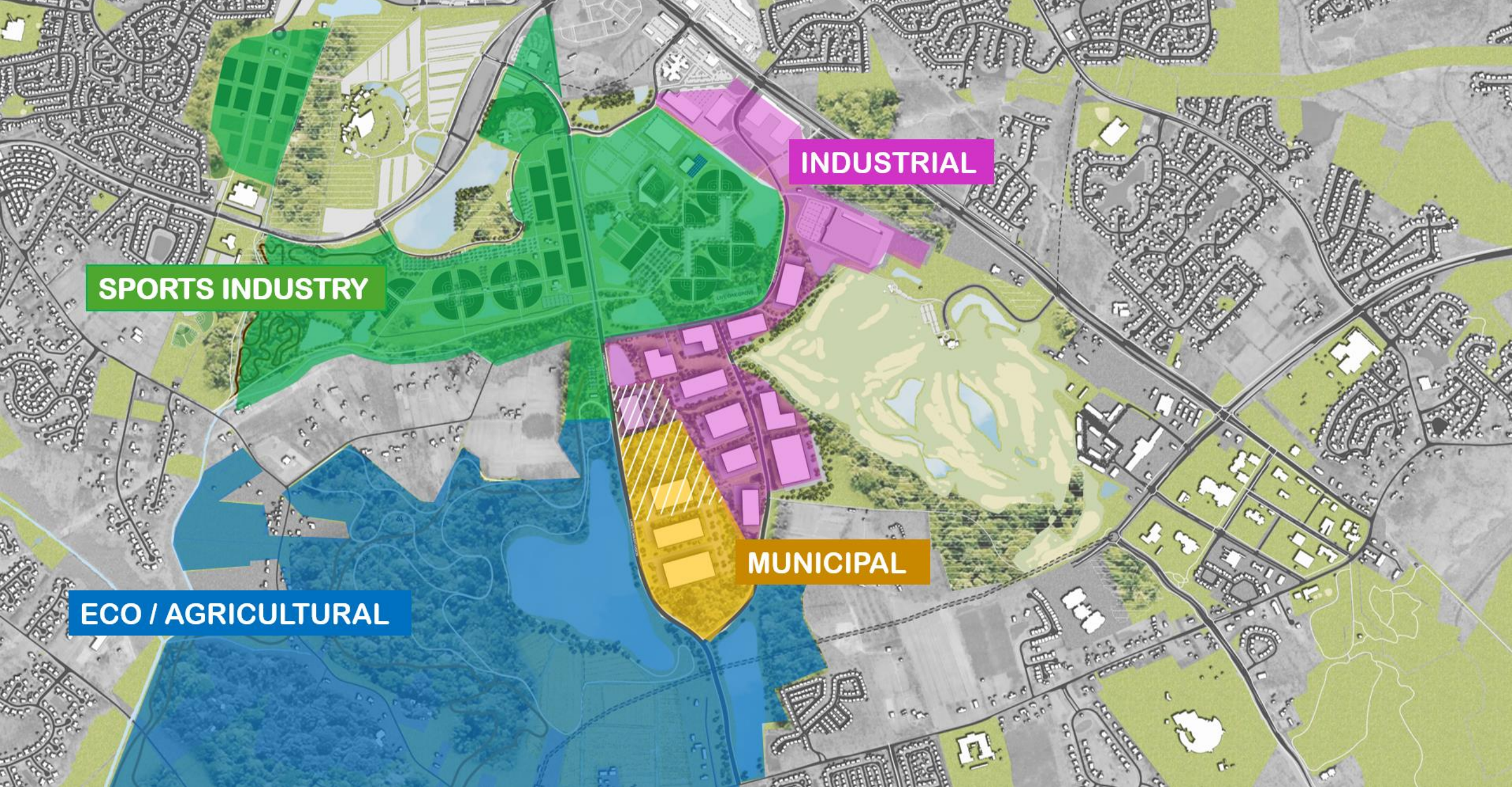
Connection to Natural Places



Agriculture







SPORTS INDUSTRY

INDUSTRIAL

MUNICIPAL

ECO / AGRICULTURAL





SPORTS TOURISM



NATURAL RECREATION,
AGRICULTURE

SPORTS TOURISM

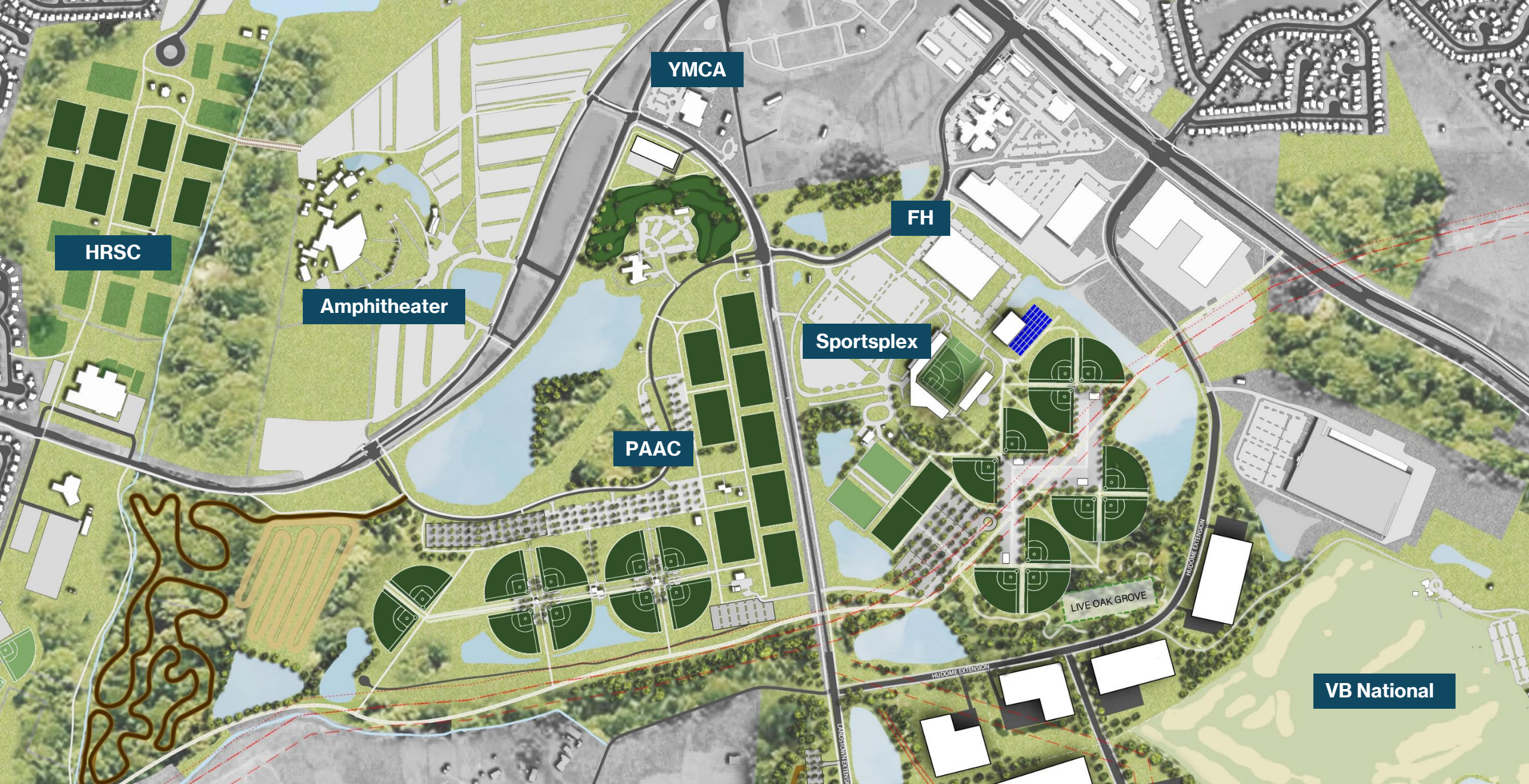


NATURAL RECREATION,
AGRICULTURE

MUNICIPAL

INDUSTRIAL

SPORTS TOURISM



**Transform into a
Destination Oriented
district for sports and
recreation amenities to
increase visitation,
revenue, and room nights**

LEAN IN:

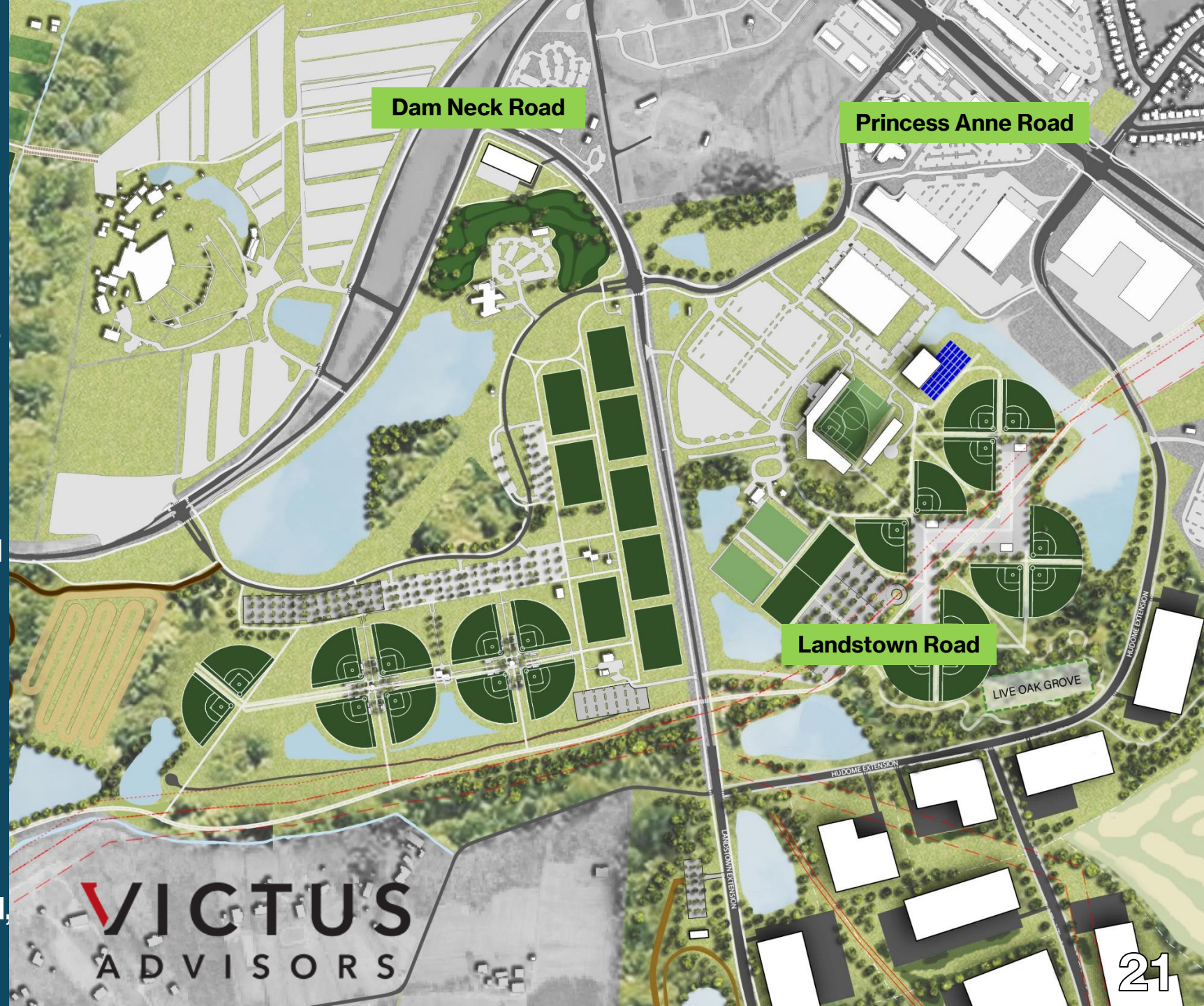
**Reliable and cohesive tournament and
sports tourism offerings**

Baseball complex

Multi-use Championship field

PAAC Turf fields

**Recreation and tourism amenities
reinforcing the district (including hotel,
retail, etc)**





**HRSC Connection
to parking**

Dam Neck Road

Disc Golf

Hotel (150)

Landstown Road

**Add (2)
fields**

Parking (150)

**Regional and Local
BMX / Action Sports**

Turf conversion

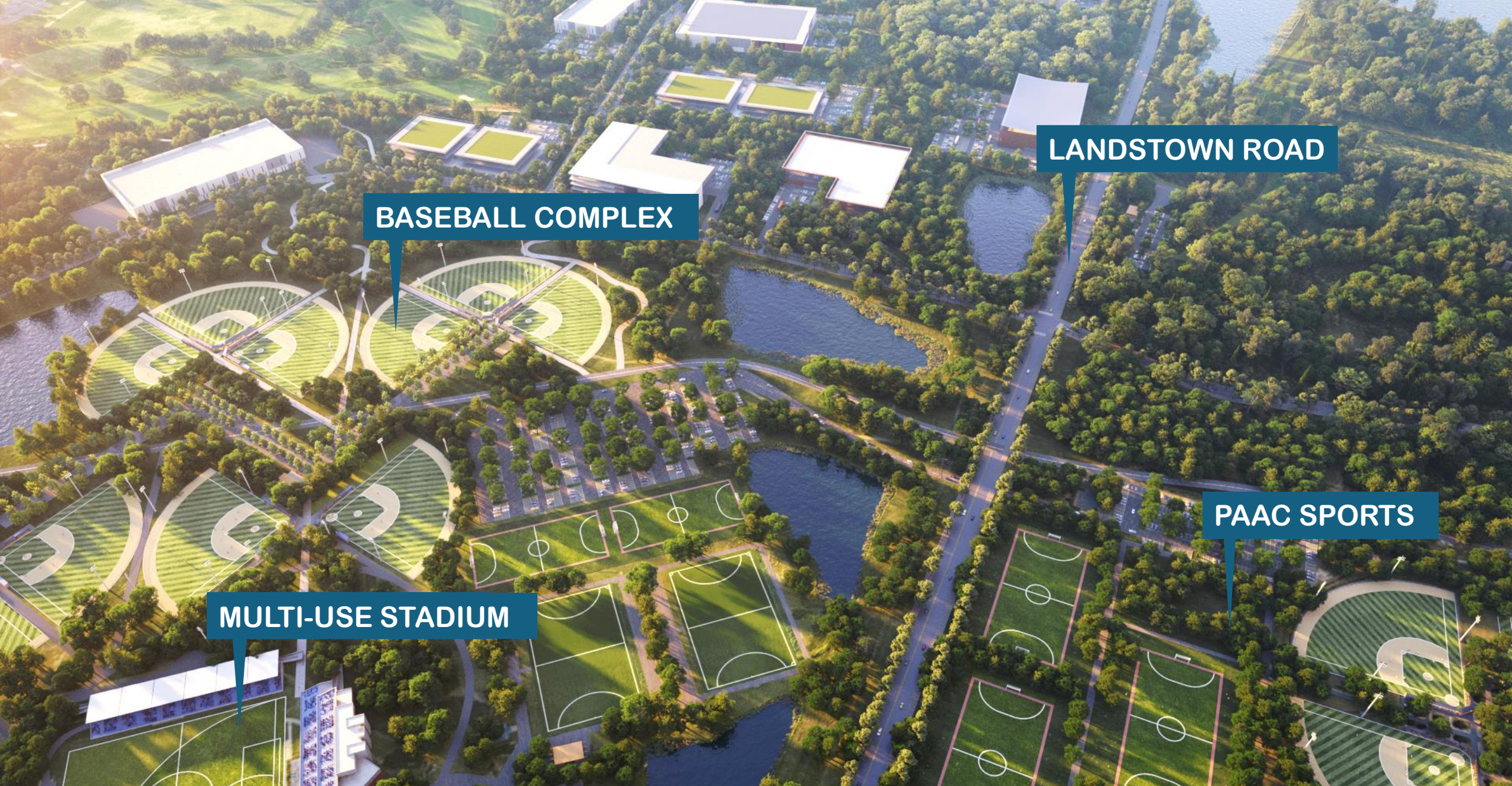






LANDSTOWN ROAD

PAAC SPORTS









Lake Point, GA: Soccer / Baseball Athletics Complex, Light Industrial, Retail 29

Truist Point Stadium



High Point, NC: Multi-Use Championship Stadium

30

1. FACILITY & PROGRAM OVERVIEW

- **Facility Type:** Tournament Baseball Complex
- **Field Count:** 12
- **Operator Model:** Exclusive/Destination Operator
- **Stabilized Year:** 3

2. EVENT PROGRAMMING ASSUMPTIONS

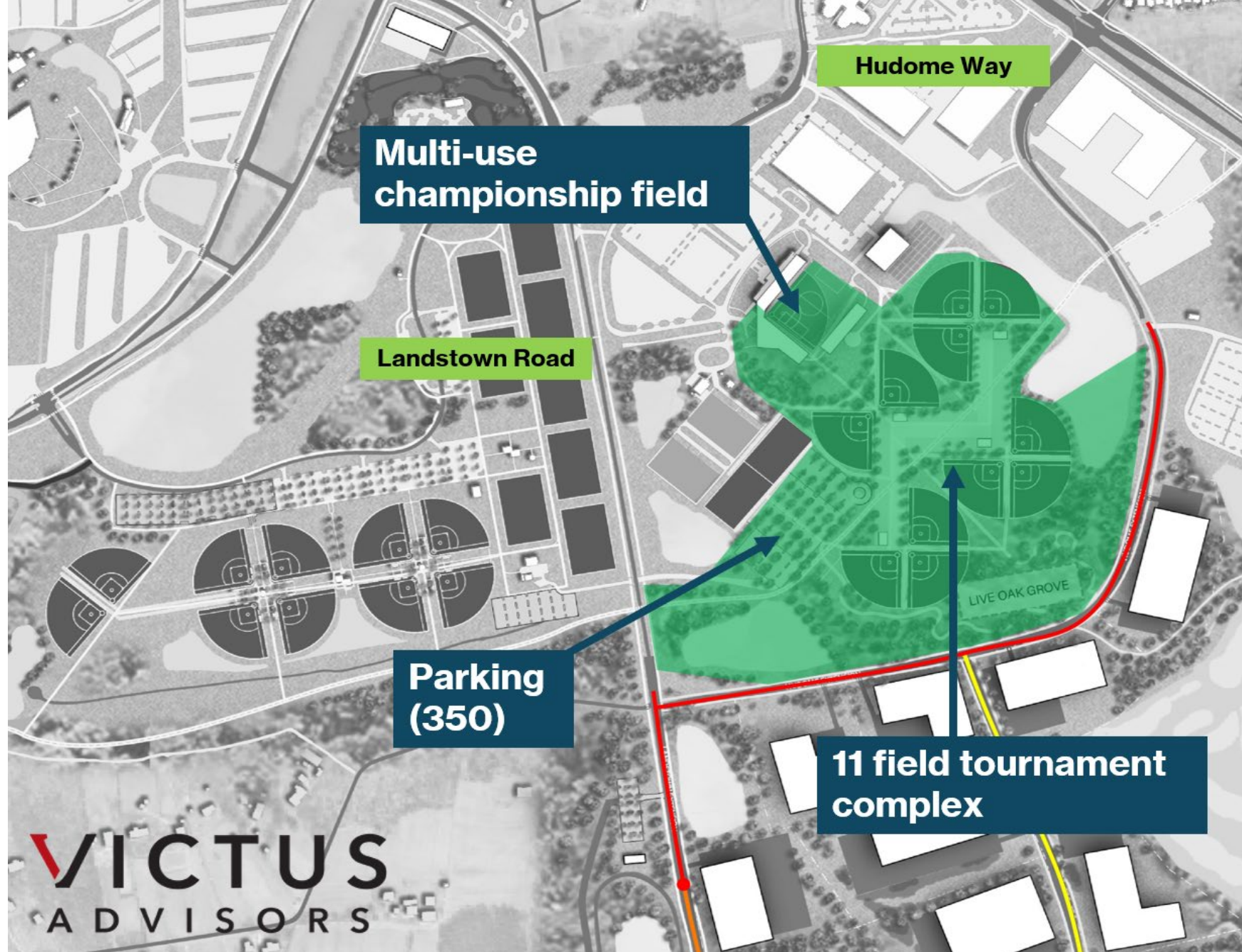
- **2-Day Tournaments:**
 - Annual Events: 10
 - Days per Event: 2
 - Teams per Event: 35
- **3-Day Tournaments:**
 - Annual Events: 10
 - Days per Event: 3
 - Teams per Event: 30
- **Week-Long Tournaments:**
 - Annual Events: 8
 - Teams per Week: 5
- **Total Events:** 36

3. PARTICIPATION & VISITATION

- **Tournament Players/Guests per Team:** ~30
- **Week-Long Event Guests:** ~34 (15 players + 19 guests)
- **Total Annual Visitors:** 241,000
- **Out-of-Town Visitors:** 216,900
- **Annual Hotel Nights:** 83,000

4. FACILITY OPERATING PRO FORMA

- **Revenues:** \$4.4 million
 - Tournament Fees: \$3.45 million
 - Concessions (Net): \$640,000
 - Merchandise (Net): \$109,000
 - Sponsorship: \$100,000
 - Other Revenue: \$100,000
- **Expenses:** \$3.05 million
- **Net Operating Income:** \$1.35 million
- **Operating Margin:** 31%



Sports Tourism Phase 1

Baseball Tournament Complex

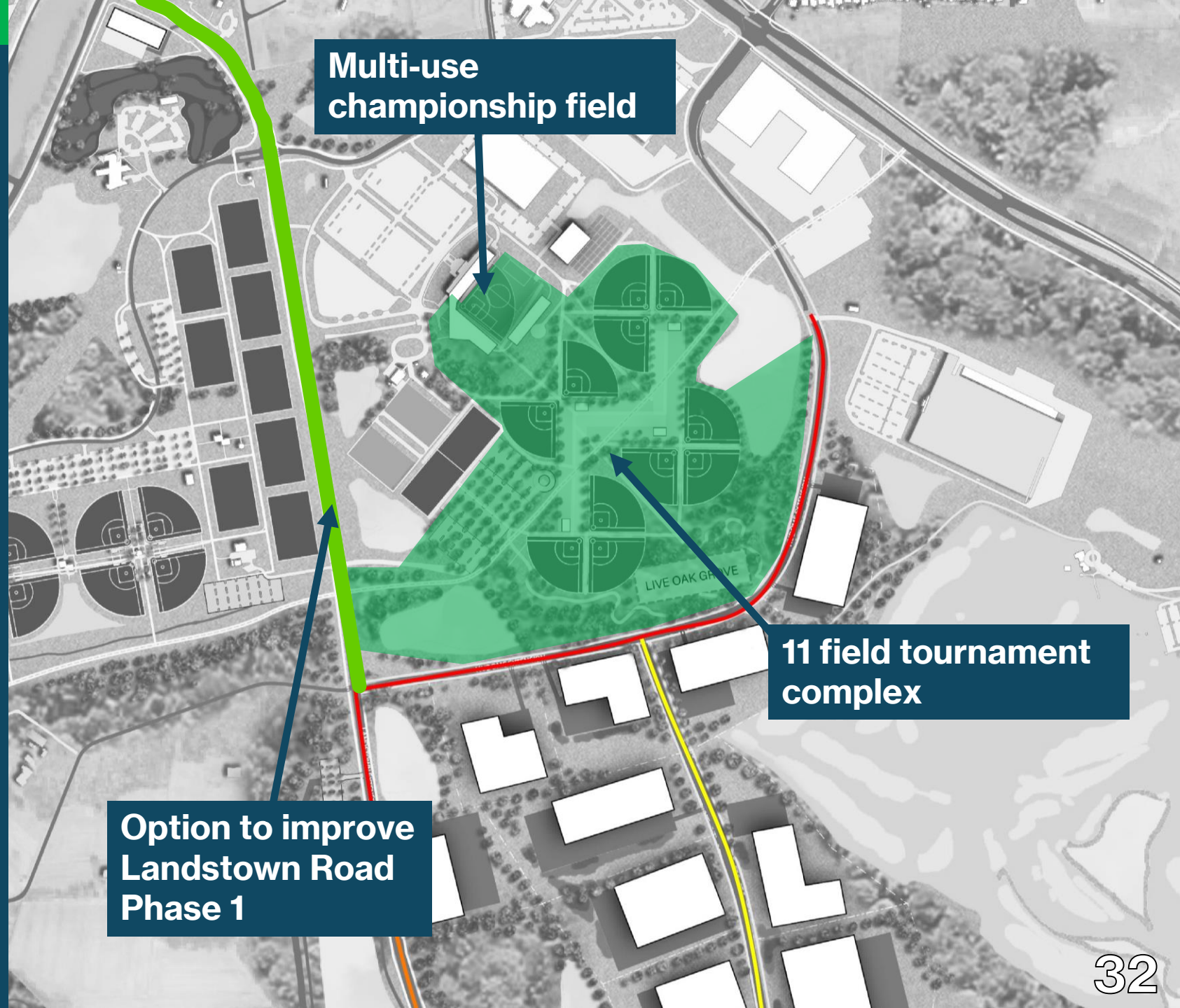
11 adaptable turf fields

\$44.5M development cost
83,000 annual hotel nights
1,340 sustained annual jobs
\$19.9M annual labor income
\$2.4M annual taxes (SORM)

Multi-use championship stadium

\$12.5M development cost
26,000 annual added hotel nights
\$820K annual taxes (SORM)

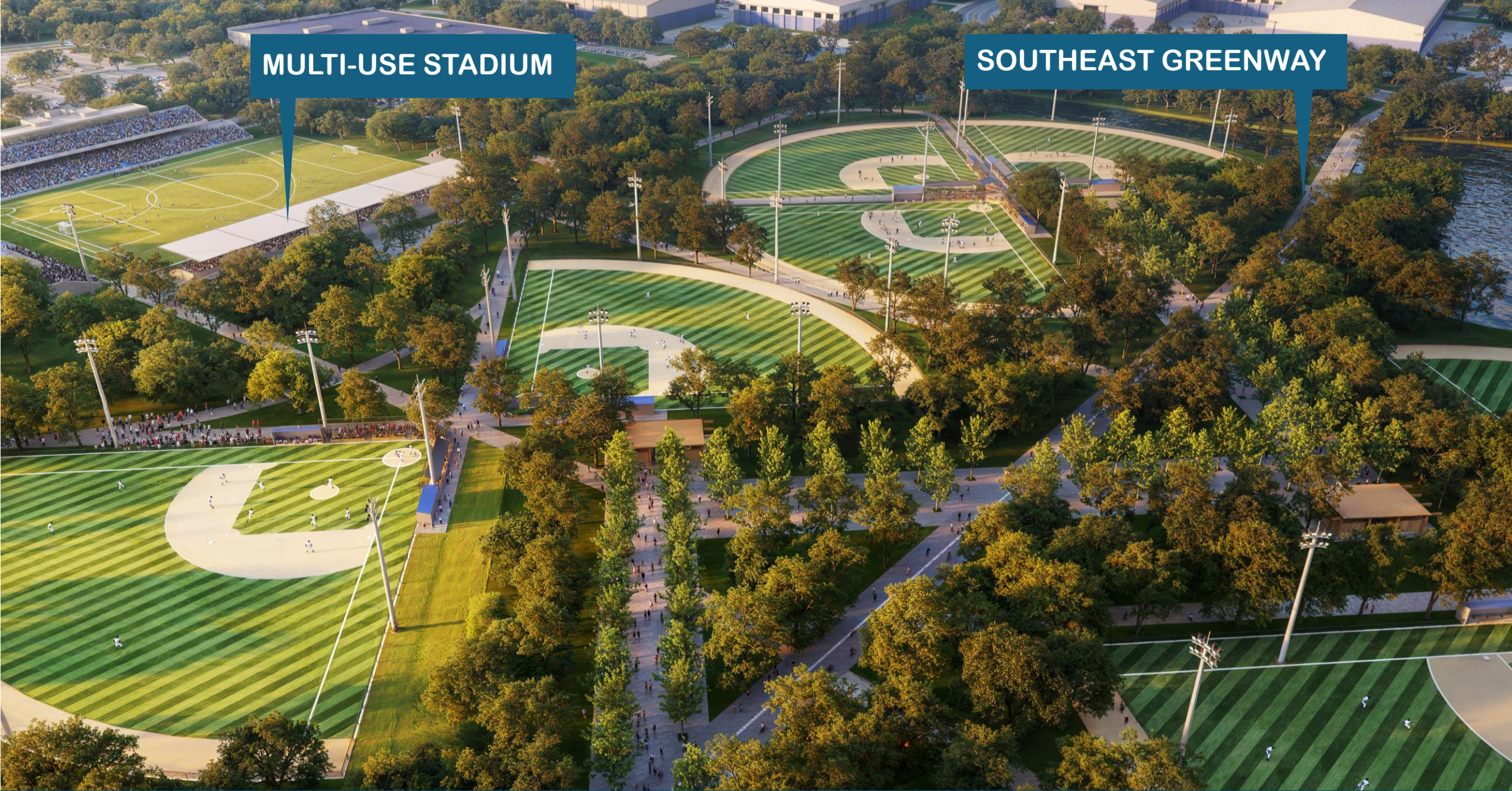
Option to Improve Landstown Road
Included in CIP
3 lane, Connectivity / Ped Refuge





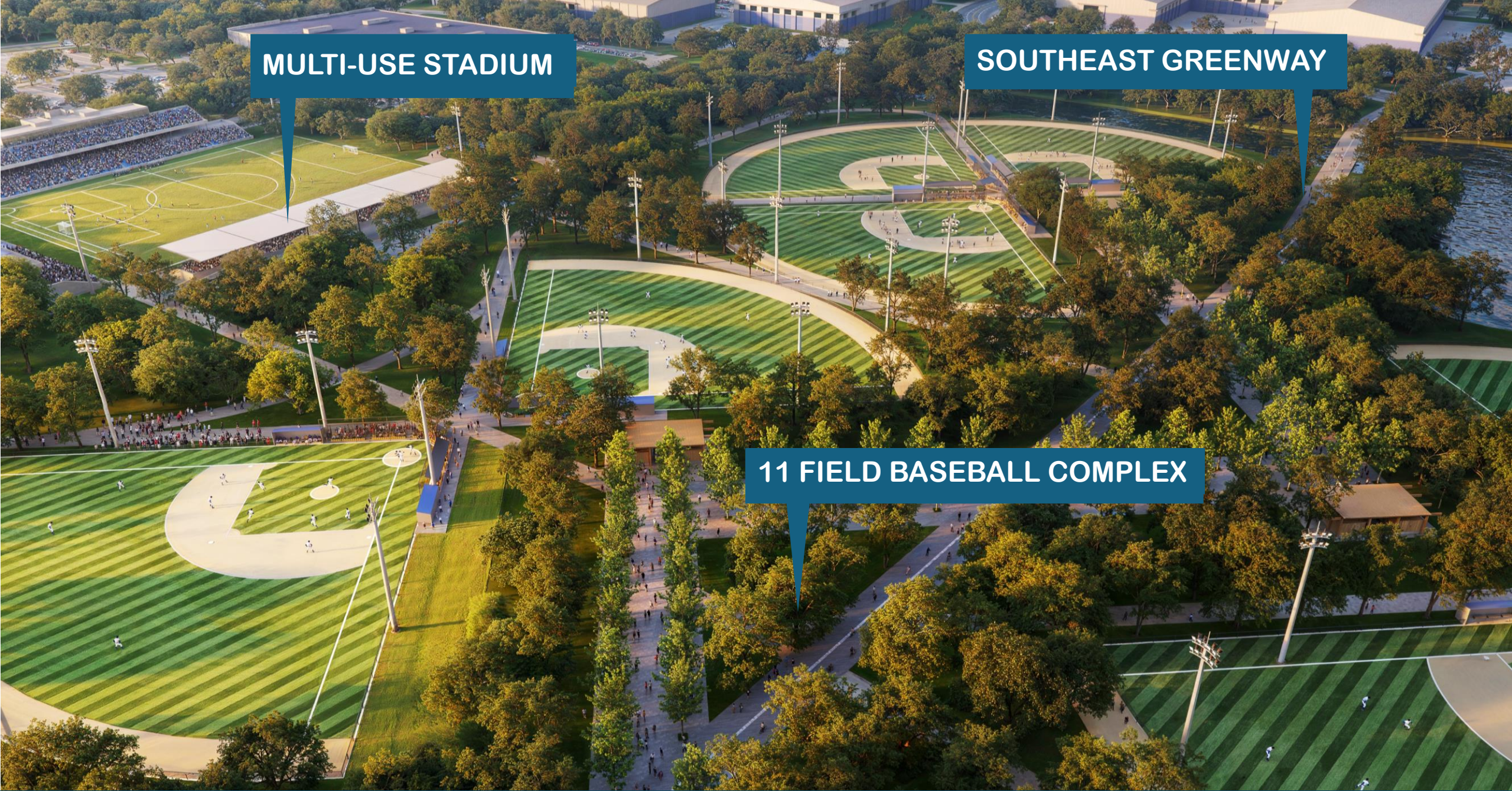
SOUTHEAST GREENWAY

Connecting Tournaments and a Multi-Use Stadium



MULTI-USE STADIUM

SOUTHEAST GREENWAY

An aerial photograph of a large sports complex. In the upper left, a multi-use stadium with tiered seating is visible. To its right and below are several baseball fields with green grass and white bases. A wide, tree-lined path, the Southeast Greenway, runs through the center of the complex. The entire area is surrounded by lush green trees. Three blue callout boxes with white text point to specific features: 'MULTI-USE STADIUM' points to the stadium in the top left, 'SOUTHEAST GREENWAY' points to the tree-lined path in the top right, and '11 FIELD BASEBALL COMPLEX' points to one of the baseball fields in the center.

MULTI-USE STADIUM

SOUTHEAST GREENWAY

11 FIELD BASEBALL COMPLEX

Align Development and Land Use:

Follow current
development patterns

Land quality / suitability

Infrastructure investment
efficiency

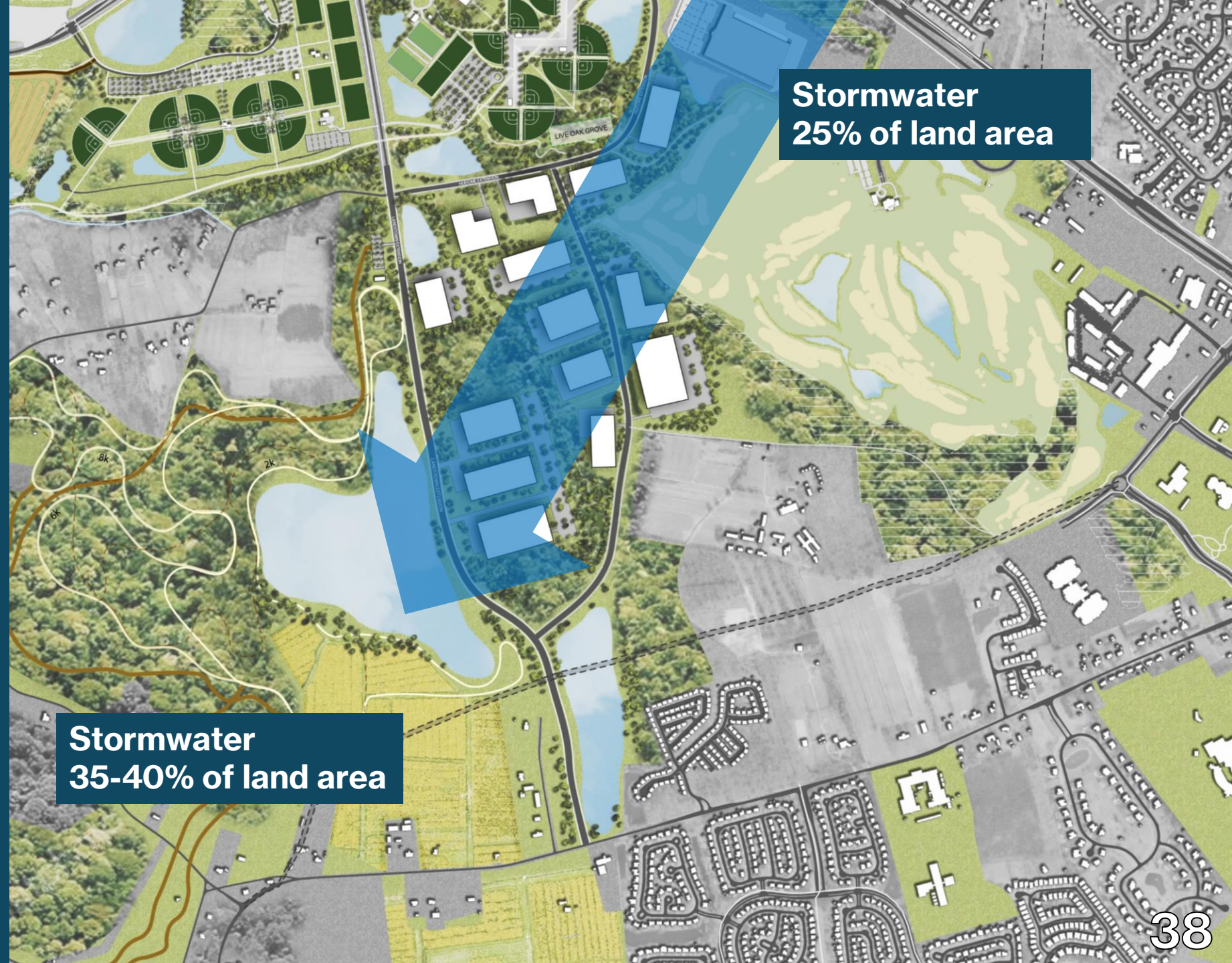
Maintain natural buffers
and character, integrate
outdoor industry,
recreation, and amenities

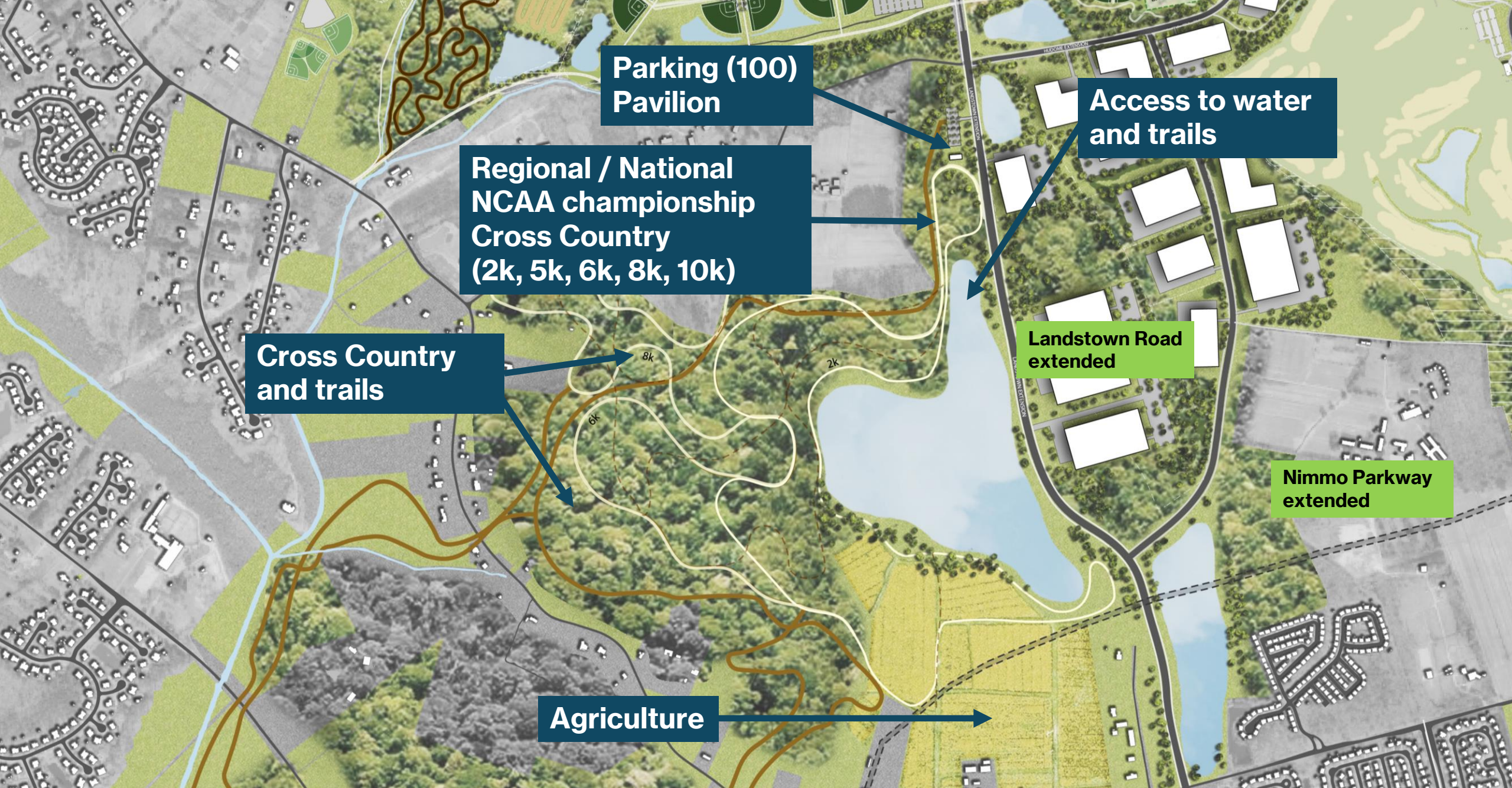


South and West

Storm water requirements increase

Suitability of soils for construction decreases







An aerial rendering of a proposed development at sunset. The scene is divided into three main zones. On the left is a natural recreation area featuring a large lake with several small boats and a dense forest of green trees. A multi-lane road runs vertically through the center, separating the natural area from the developed zones. To the right of the road is an industrial zone with several large, rectangular buildings with flat roofs, interspersed with trees and parking areas. Further to the right and slightly behind the industrial zone is a sports area, which includes multiple baseball fields and other athletic facilities. A blue callout box with a pointer identifies one of these fields as the 'BASEBALL COMPLEX'. The warm, golden light of the setting sun creates long shadows and a shimmering reflection on the water's surface.

BASEBALL COMPLEX



PAAC

BASEBALL COMPLEX





PAAC

BASEBALL COMPLEX

CROSS COUNTRY / TRAILS

STORM WATER PARK







Sports Tourism Phase 1

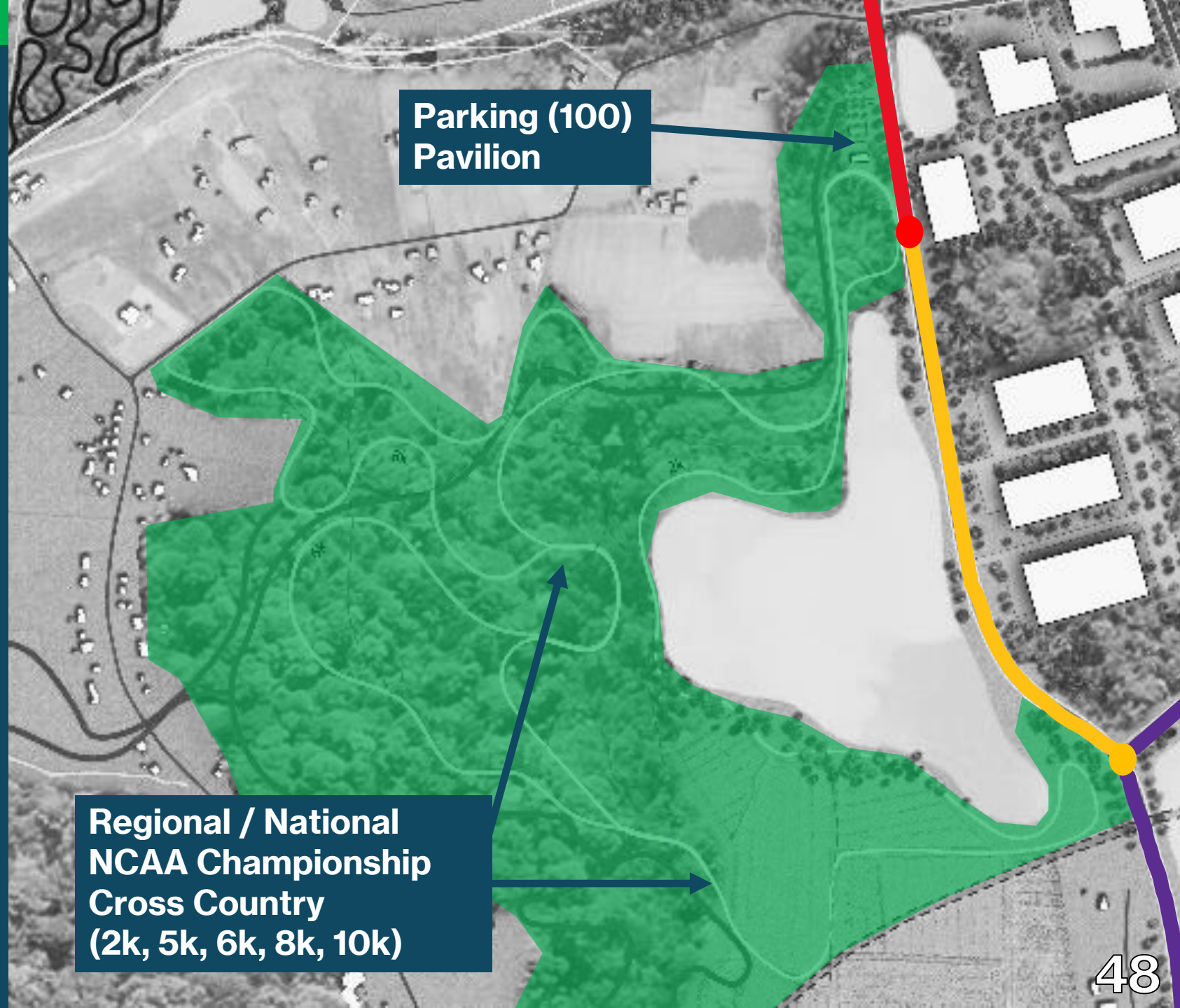
Championship Cross Country

2K 5K 6K 8K 10K Courses
Parking and Pavilion

Serves as public amenity for access
to water and trails

\$5.8M development cost

12 annual events / 9,000 visitors
7,800 annual hotel nights
30 sustained annual jobs
\$90K annual taxes



Parking (100)
Pavilion

Regional / National
NCAA Championship
Cross Country
(2k, 5k, 6k, 8k, 10k)





CROSS COUNTRY

TRAILS

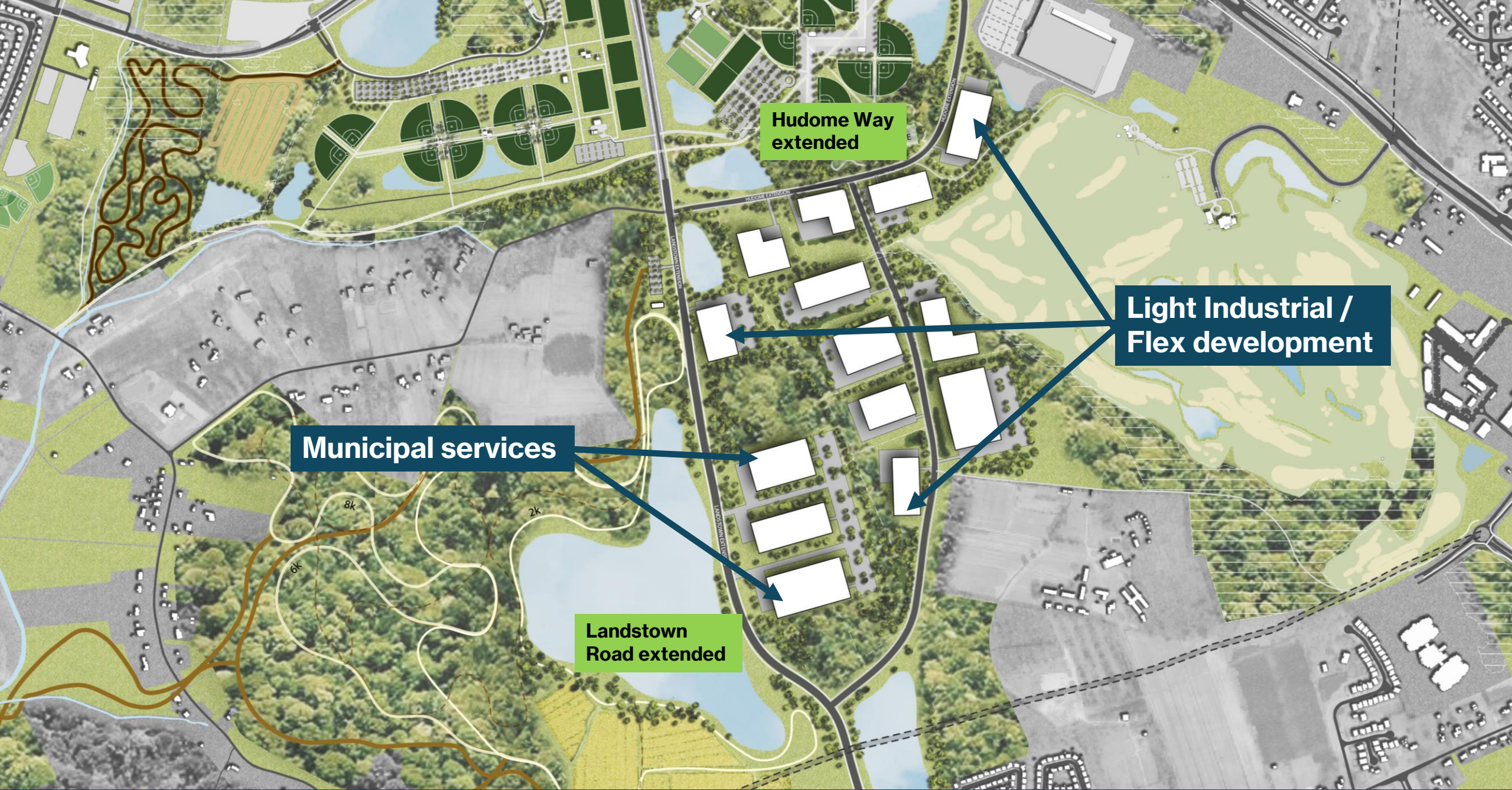


CROSS COUNTRY

STORM WATER PARK

TRAILS

AGRICULTURE



Municipal services

**Hudome Way
extended**

**Light Industrial /
Flex development**

**Landstown
Road extended**





STORM WATER PARK

MUNICIPAL

HUDOME WAY
EXTENDED



STORM WATER PARK

MUNICIPAL

**INDUSTRIAL / ADVANCED
MANUFACTURING**

**HUDOME WAY
EXTENDED**

INDUSTRIAL BUILDING TYPES

CoStar distinguishes between more traditional industrial buildings & flex space

CoStar, a real estate industry data provider, defines industrial and flex as:



INDUSTRIAL

- A type of building adapted for a combination of uses such as assemblage, processing, and/or manufacturing products from raw materials or fabricated parts. Additional uses include warehousing, distribution and maintenance facilities.



FLEX

- A type of building designed to be versatile, which may be used in combination with office, research and development, quasi-retail sales, and including but not limited to industrial, warehouse, and distribution uses. At least half of the rentable building area (RBA) must be used as office space. Flex buildings have also been called Incubator, Tech and Showroom buildings in markets throughout the country.







INDUSTRIAL ABSORPTION

City wide

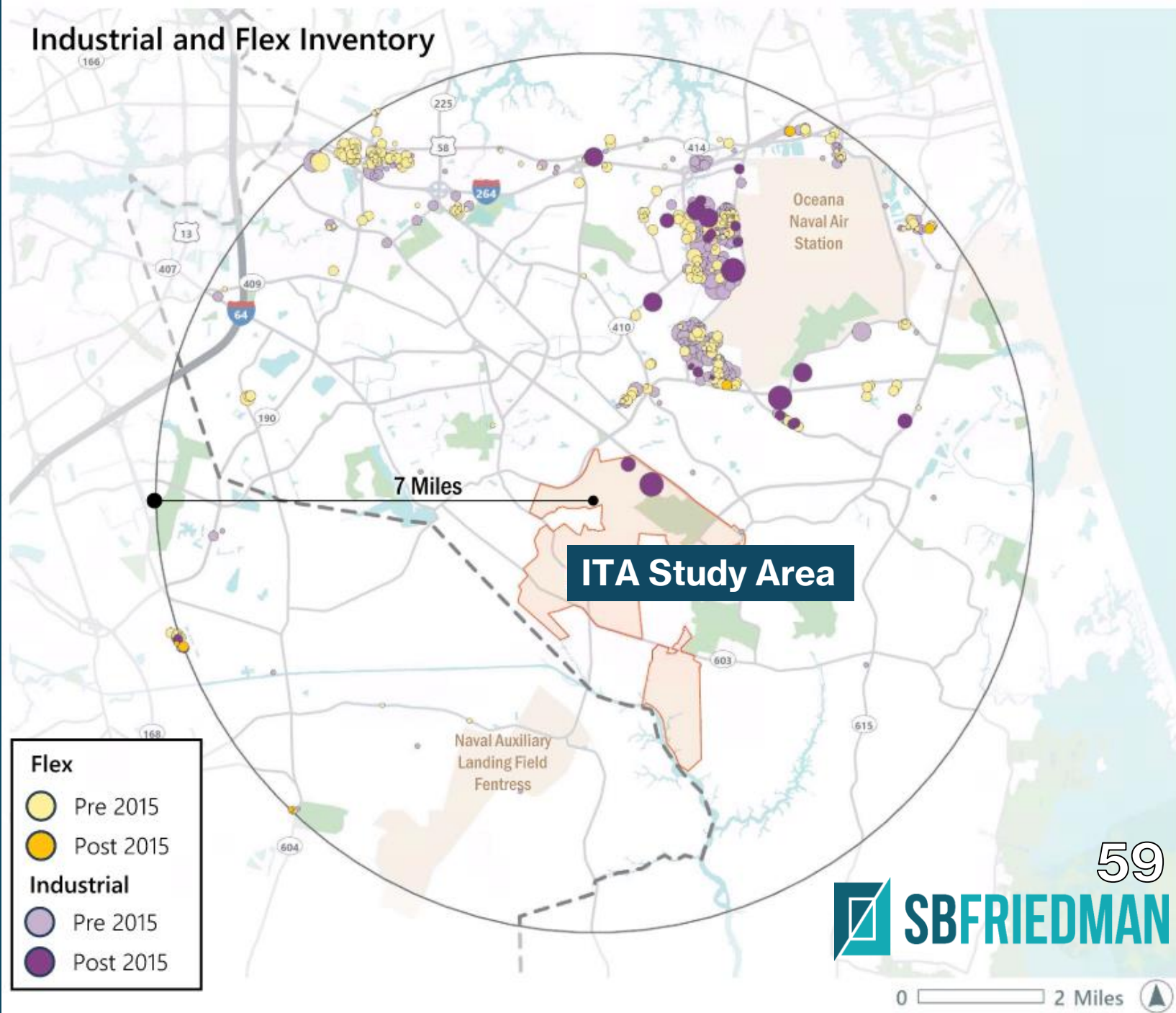
10 year: 90 acres
1M SF

25 year: 275 acres
3M SF

ITA study area

10 year: 54 acres
660K SF

25 year: 175 acres
1.9M SF



Roadway and Development Phasing

Hudome Way extended

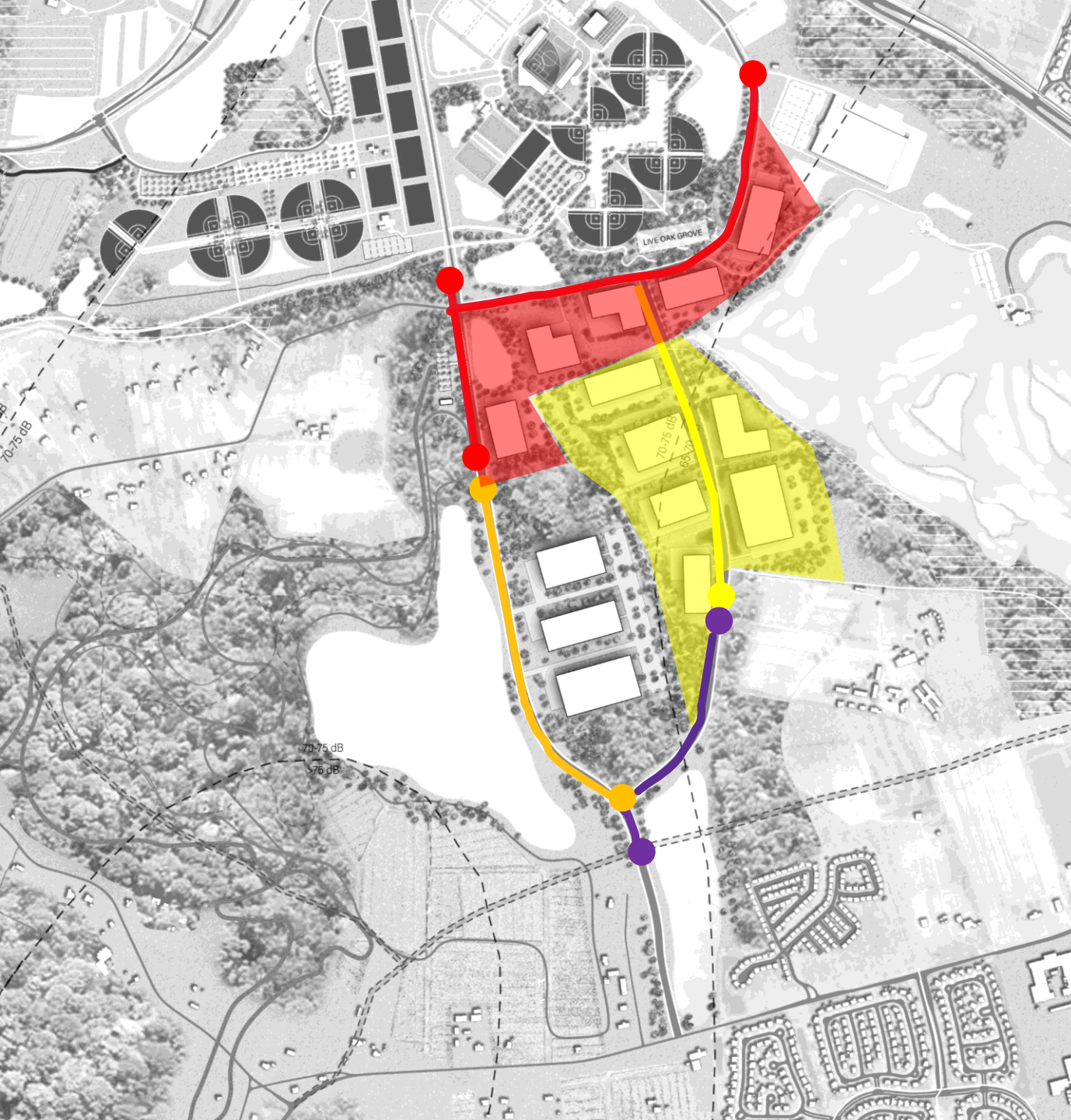
Landstown Road extended

Phase 1

Phase 2

Phase 3

Phase 4 (connector)



Total Industrial Acreage

368 acres

**(includes storm water and
roadway)**

Industrial Phase 1

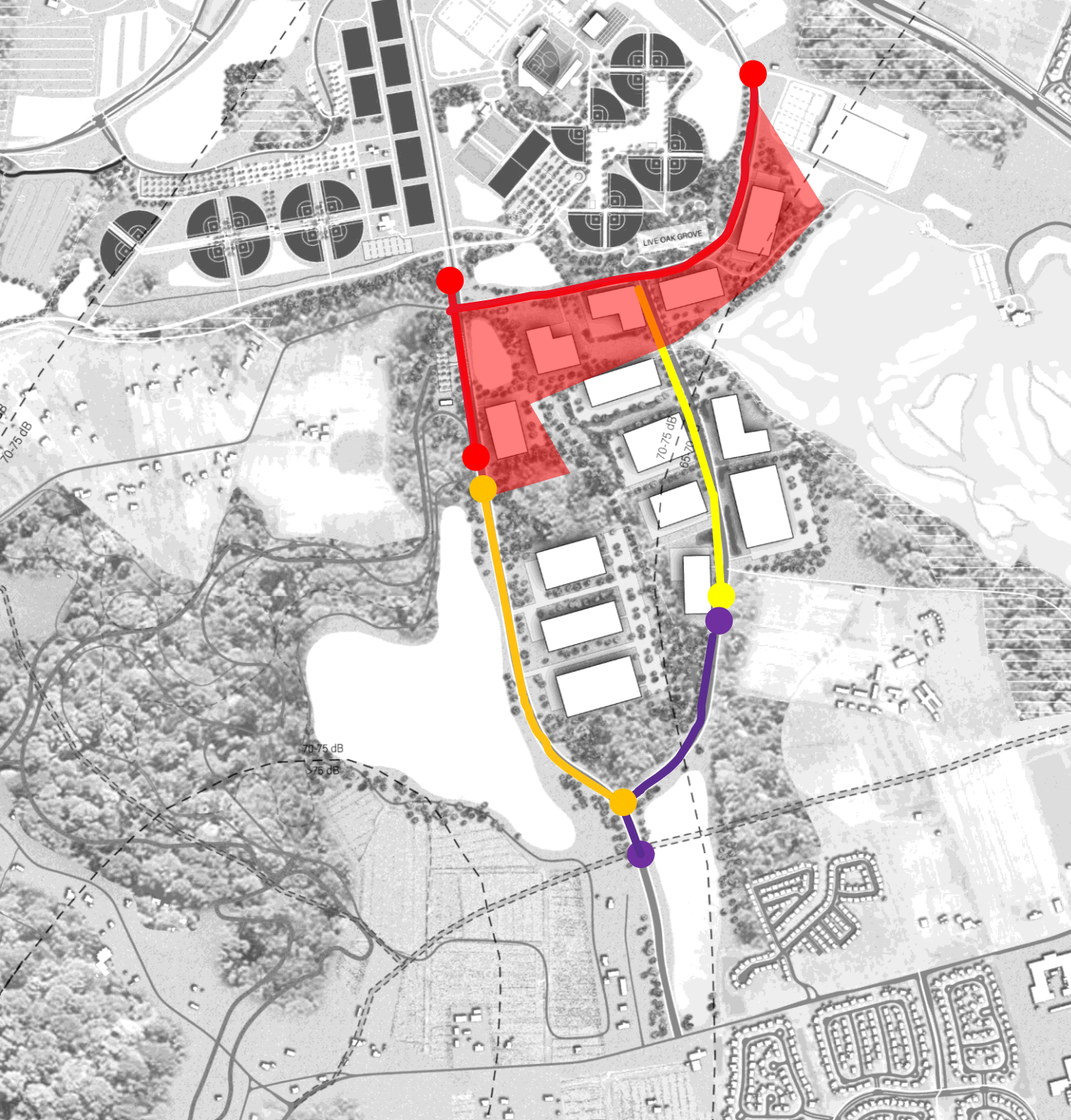
85 acres total

1,115,000 SF

Industrial Phase 2

135 acres

1,802,000 SF



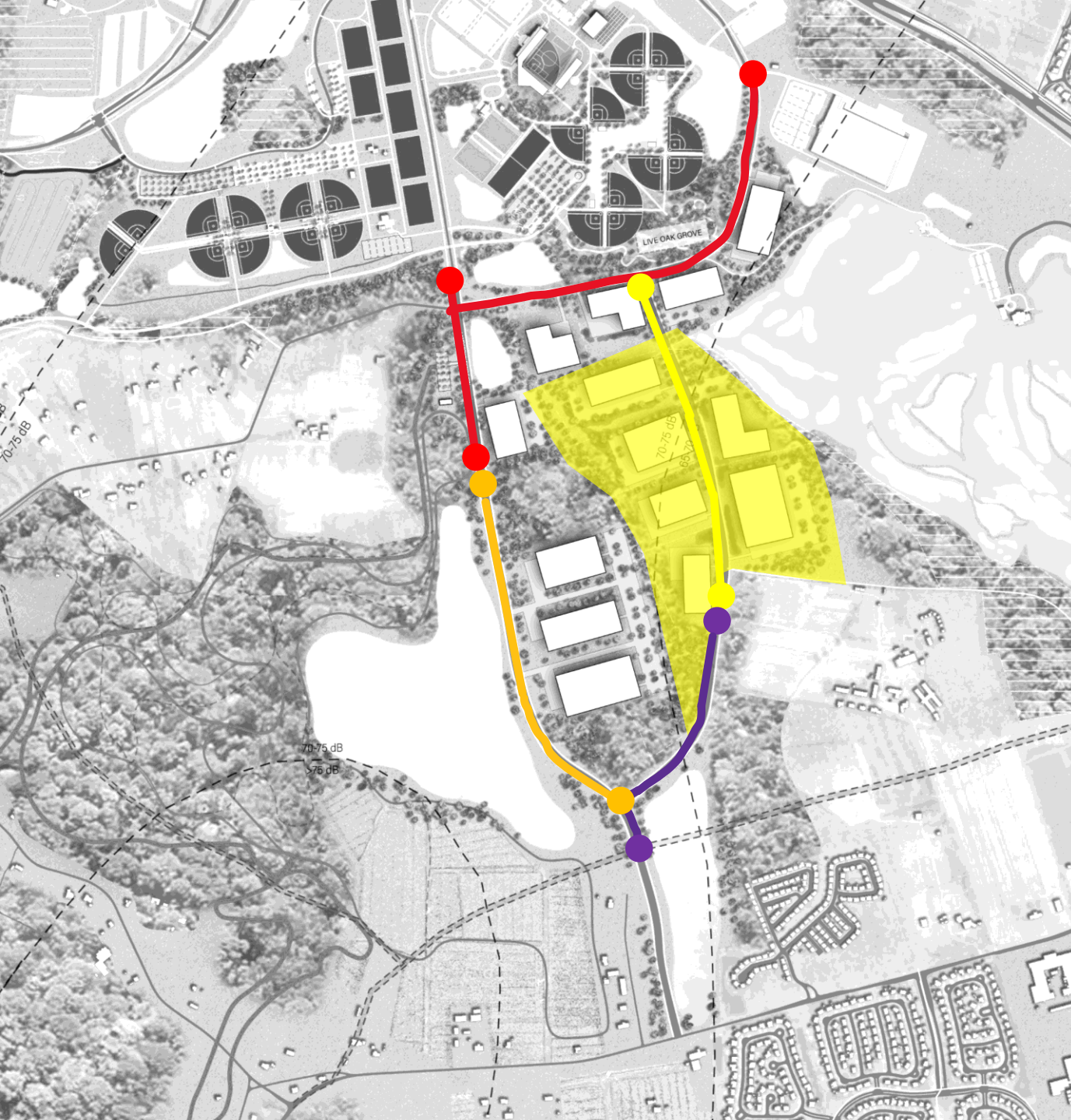
PHASE 1

Extend Hudome Way and Landstown Road

85 acres
820,000 SF

\$8.8M roadway development
\$7.9M storm water improvements

980 direct jobs
168 indirect jobs
\$1.2M direct tax revenue



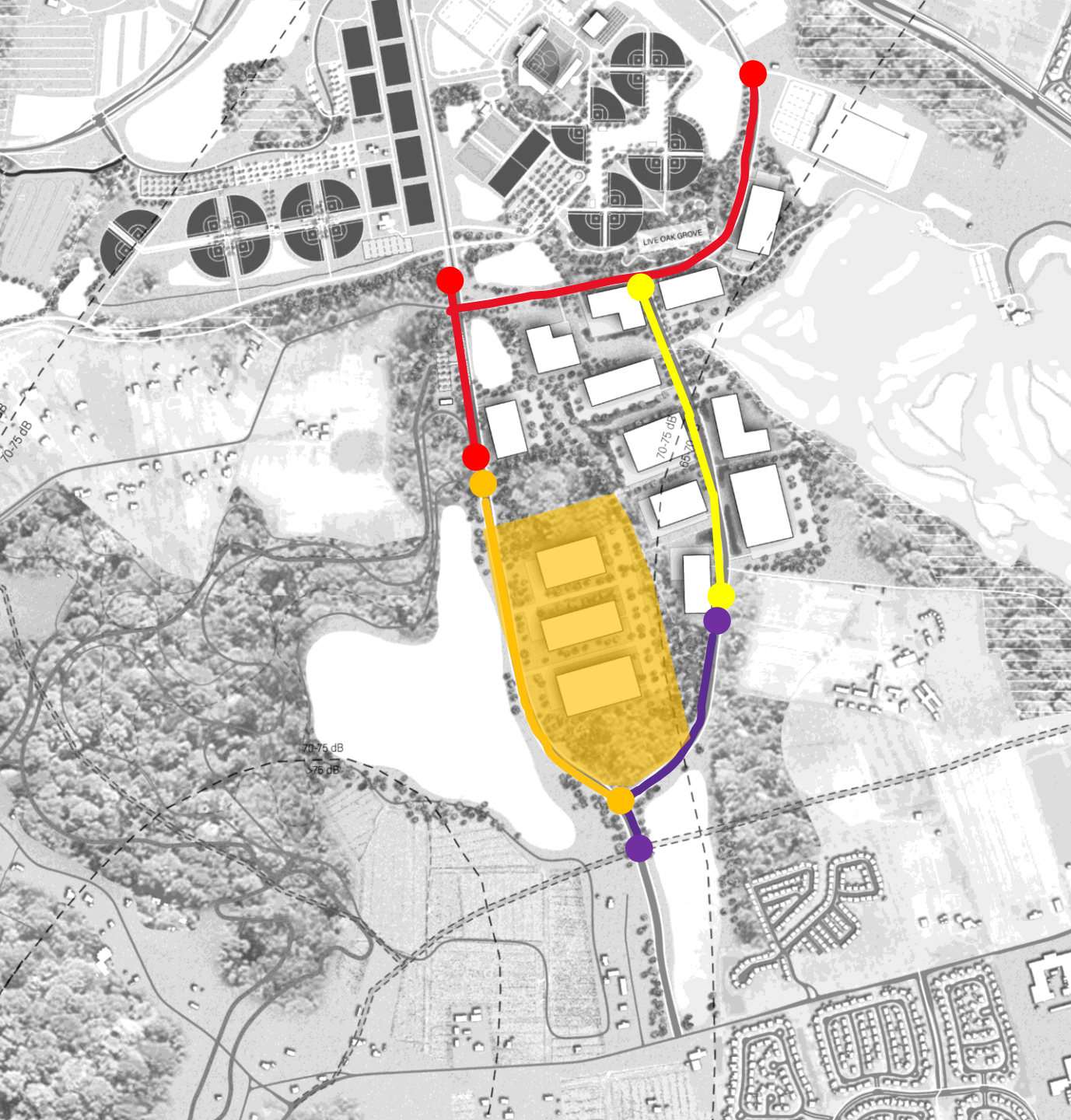
PHASE 2

**Extend new road from
Hudome Way**

**135 acres
1,400,000 SF**

**\$8.1M roadway development
\$14.6M storm water improvements**

**1,500 direct jobs
257 indirect jobs
\$2.05M direct tax revenue**



PHASE 3

Extend Landstown Road

Municipal Services Facilities:

58 acres

600,000 SF

\$8.4M roadway development

\$6.8M storm water improvements



An aerial architectural rendering of a proposed development. The scene shows a cluster of modern industrial buildings with flat roofs, some featuring green roofs. These buildings are interspersed with lush green lawns, numerous trees, and winding pedestrian paths. In the upper right, a large body of water is labeled 'STORM WATER PARK'. In the lower right, a baseball field is visible. A label 'HUDOME EXTENDED' points to a specific area within the industrial cluster. The overall atmosphere is one of a well-integrated urban environment.

STORM WATER PARK

HUDOME EXTENDED

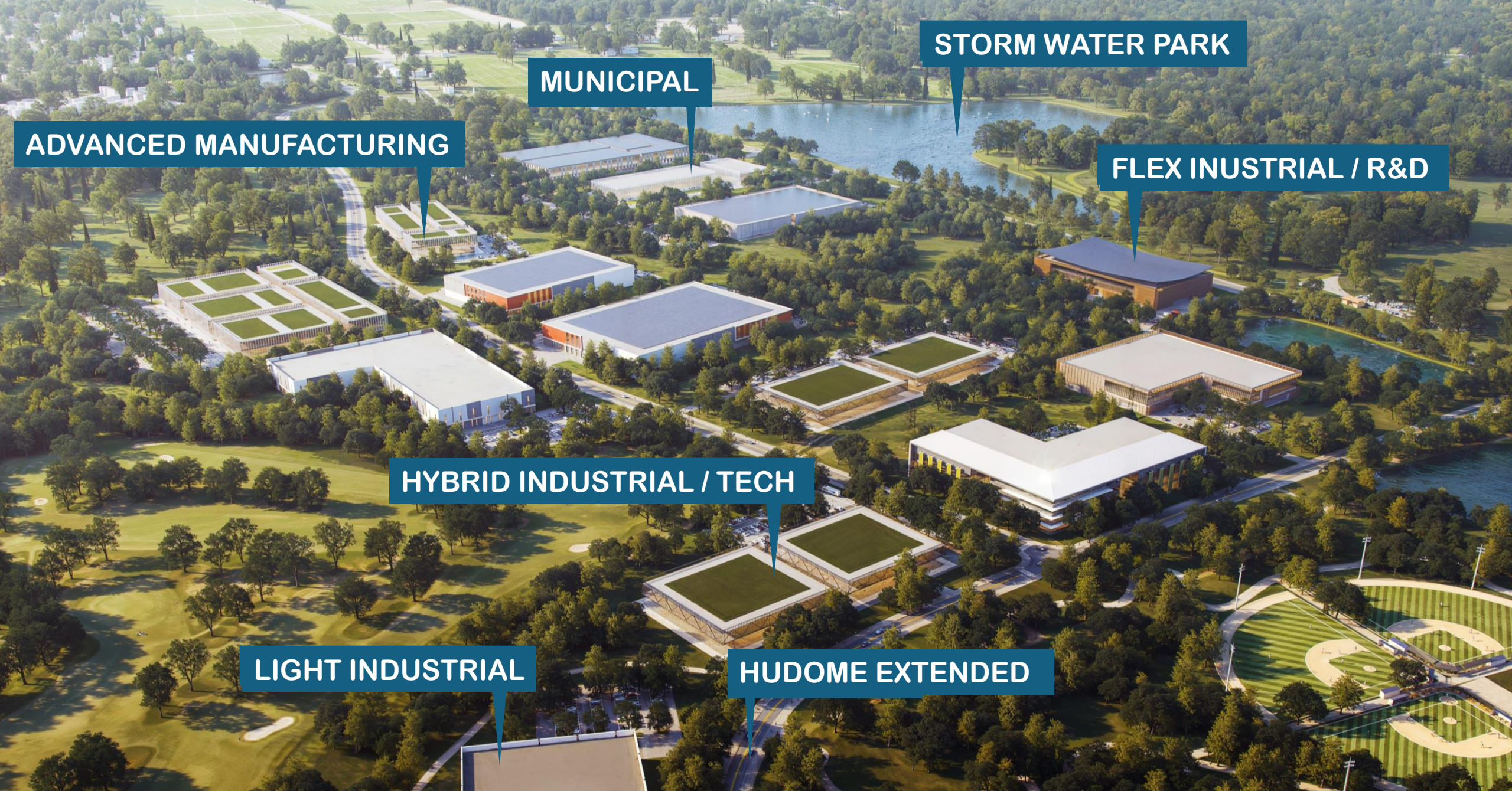
Integrated Extension of Industrial with Sports and Open Space



MUNICIPAL

STORM WATER PARK

HUDOME EXTENDED



ADVANCED MANUFACTURING

MUNICIPAL

STORM WATER PARK

FLEX INDUSTRIAL / R&D

HYBRID INDUSTRIAL / TECH

LIGHT INDUSTRIAL

HUDOME EXTENDED

Public Briefings and Stakeholder Meetings

April 29, 2026	Public Presentation and Information Session	6:00 PM
May 7, 2026	Parks & Recreation Commission/ Open Space Advisory Commission/ Active Transportation Committee	3:00 PM
May 7, 2026	TA/ITA Citizens Advisory Committee/ Agricultural Advisory Commission	5:30 PM
May 12, 2026	Virginia Beach Development Authority	8:30 AM
May 13, 2026	Planning Commission Briefing	9:00 AM

Thank you....Let's talk!

For more information on the ITA Master Plan Update, please scan the QR code below:



Dills Architects