

# Interfacility Traffic Area and Vicinity Master Plan Update



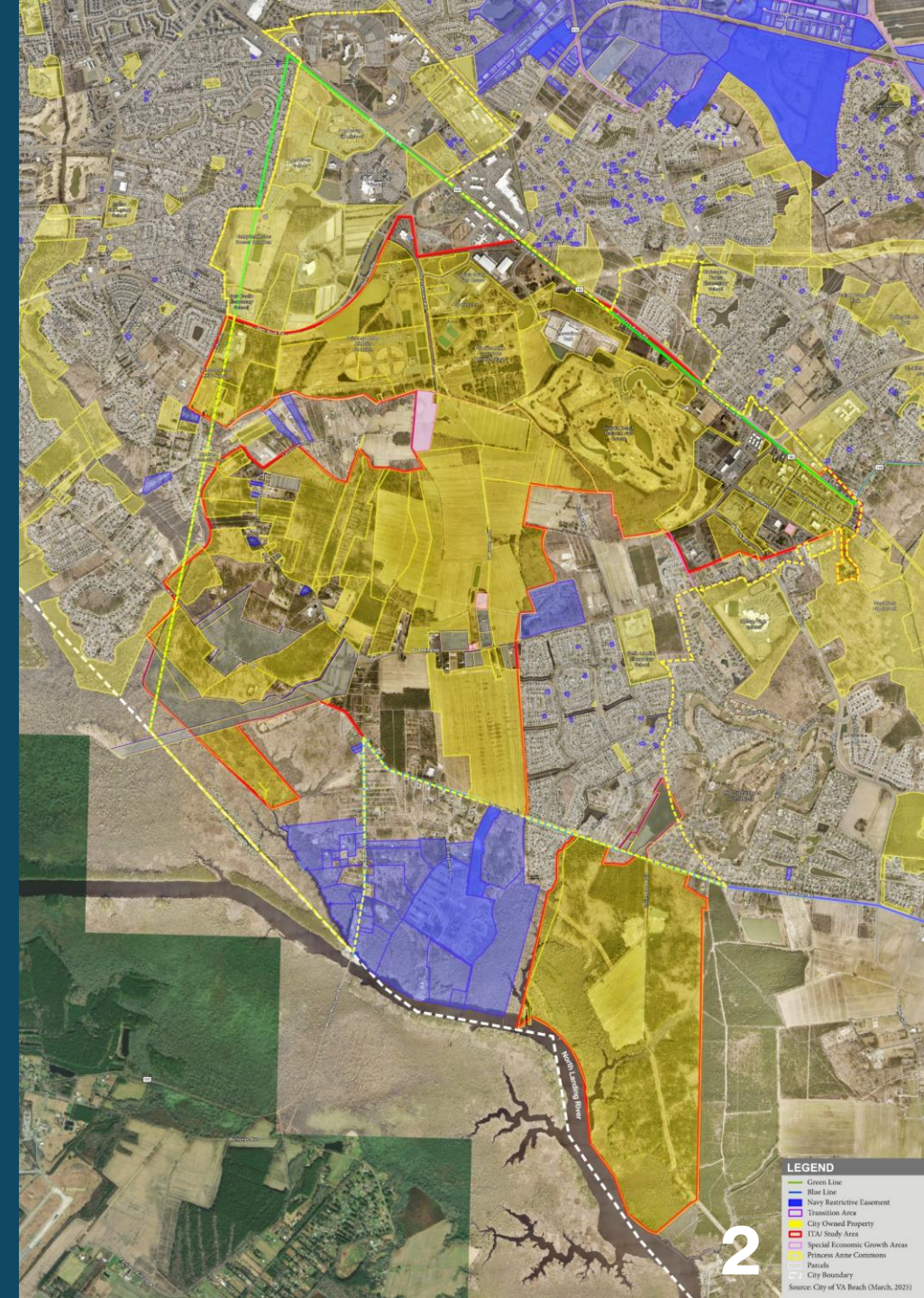
DRAFT

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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.



# GOALS

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

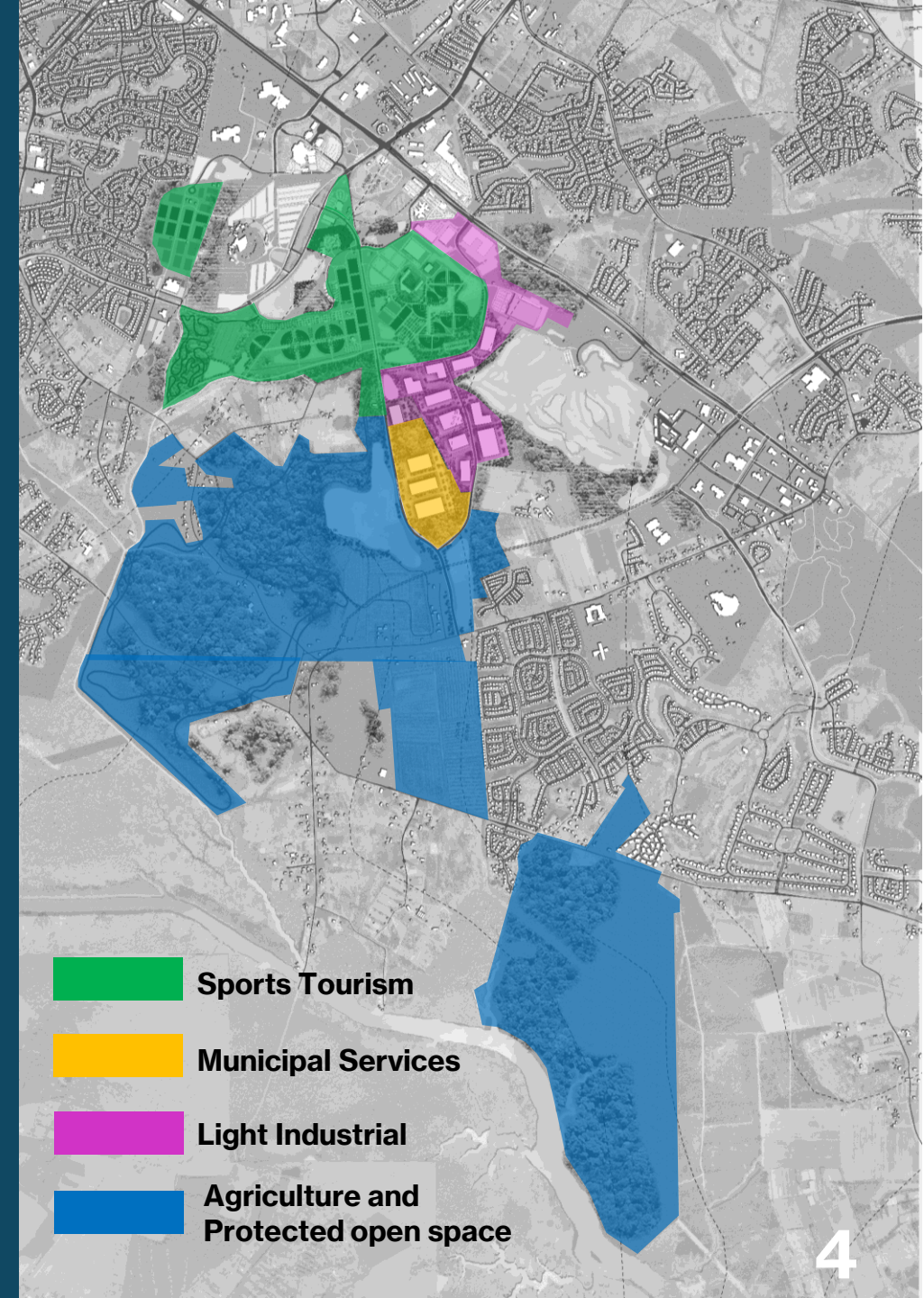


# OUR STUDY

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



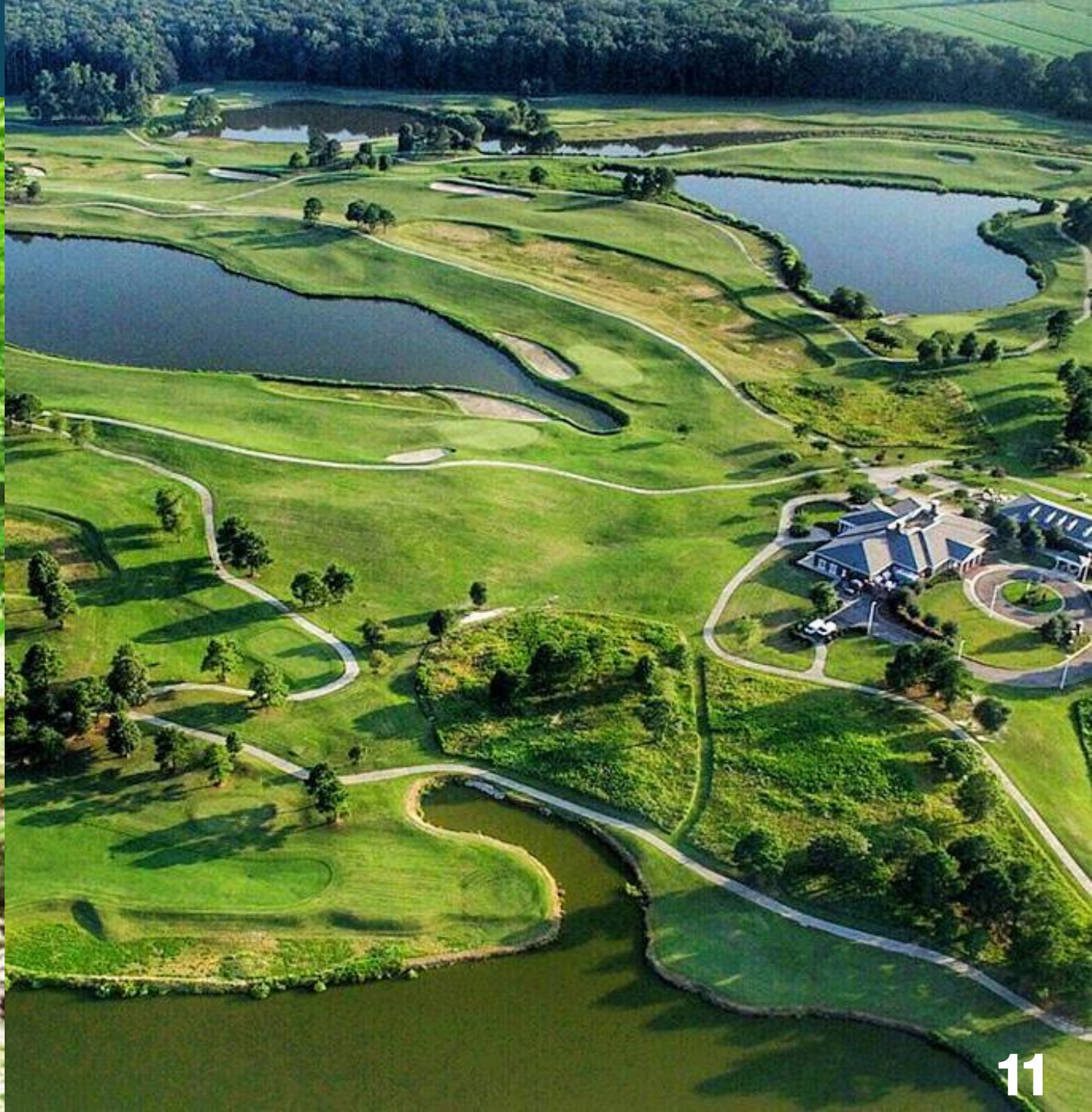
# Connection to Commerce / Industry



# Sports



# Sports and Open Space



# Connection to Natural Places



# Agriculture

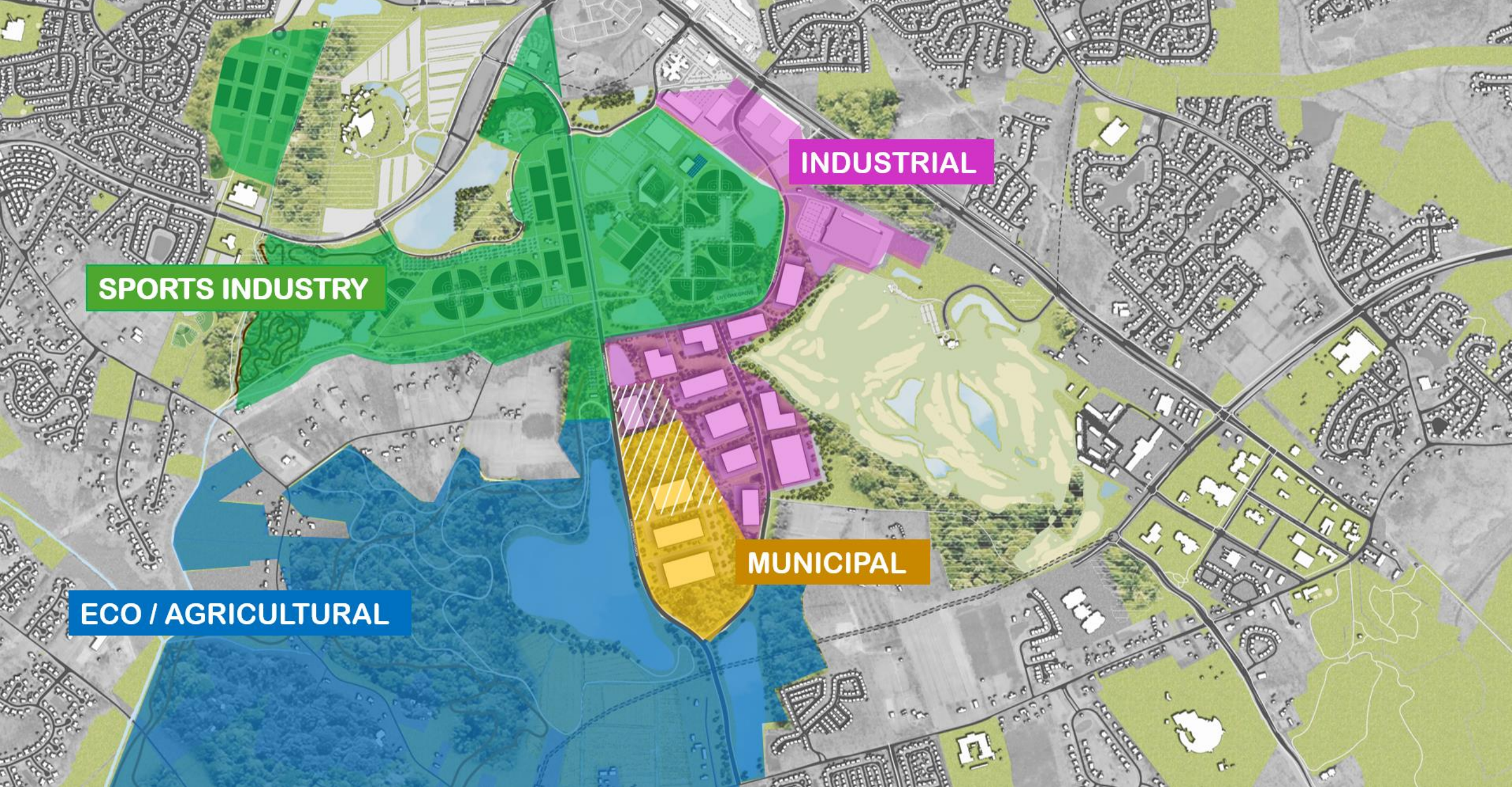




Dam Neck Road

Princess Anne Road

LIVE OAK GROVE



**SPORTS INDUSTRY**

**INDUSTRIAL**

**ECO / AGRICULTURAL**

**MUNICIPAL**



Masterplan View Looking South



**SPORTS TOURISM**



**NATURAL RECREATION,  
AGRICULTURE**

**SPORTS TOURISM**

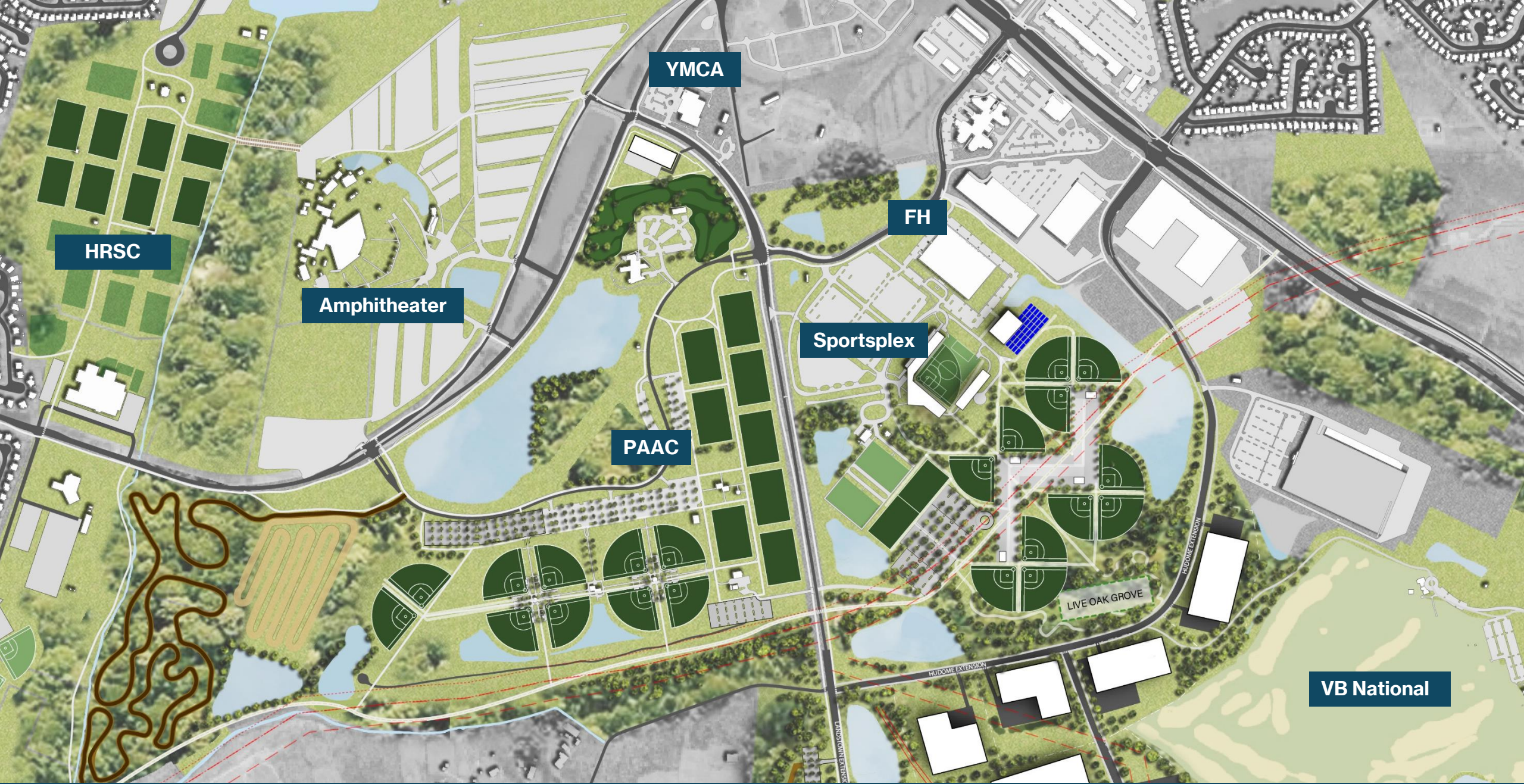


**INDUSTRIAL**

**MUNICIPAL**

**NATURAL RECREATION,  
AGRICULTURE**

**SPORTS TOURISM**



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

**LEAN IN:**

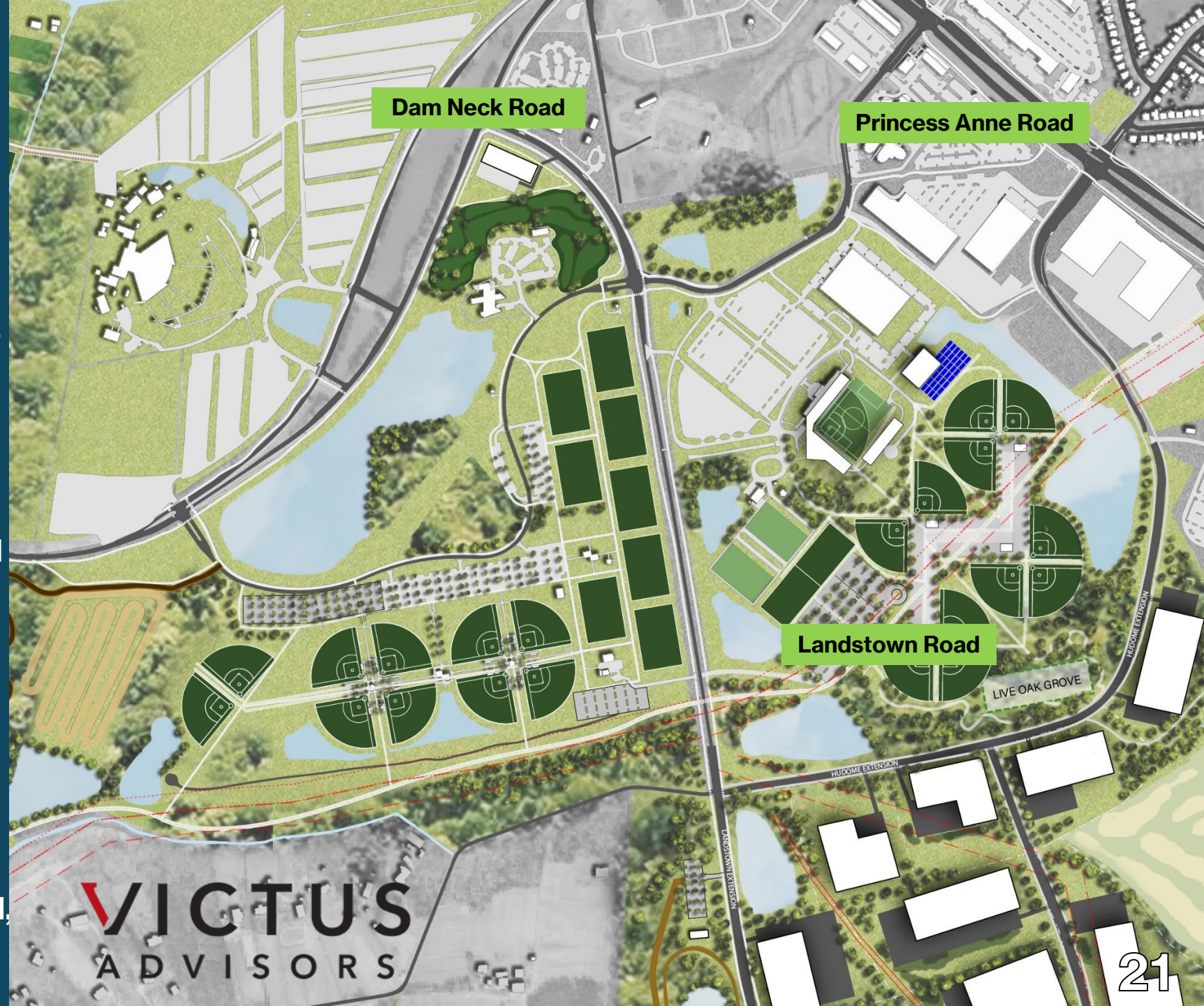
**Reliable and cohesive tournament and sports tourism offerings**

**Baseball complex**

**Multi-use Championship field**

**PAAC Turf fields**

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



**VICTUS**  
ADVISORS



**HRSC Connection to parking**

**Dam Neck Road**

**Regional and Local BMX / Action Sports**

**Add (2) fields**

**Disc Golf**

**Parking (150)**

**Hotel (150)**

**Landstown Road**

**Turf conversion**



**Hotel (150)**

**Dam Neck Road**

**Princess Anne Road**

**Multi-use  
championship  
field**

**Pickleball courts**

**11 field tournament  
complex**

**Landstown Road**

**Parking  
(350)**

LIVE OAK GROVE

HUDOME EXTENSION

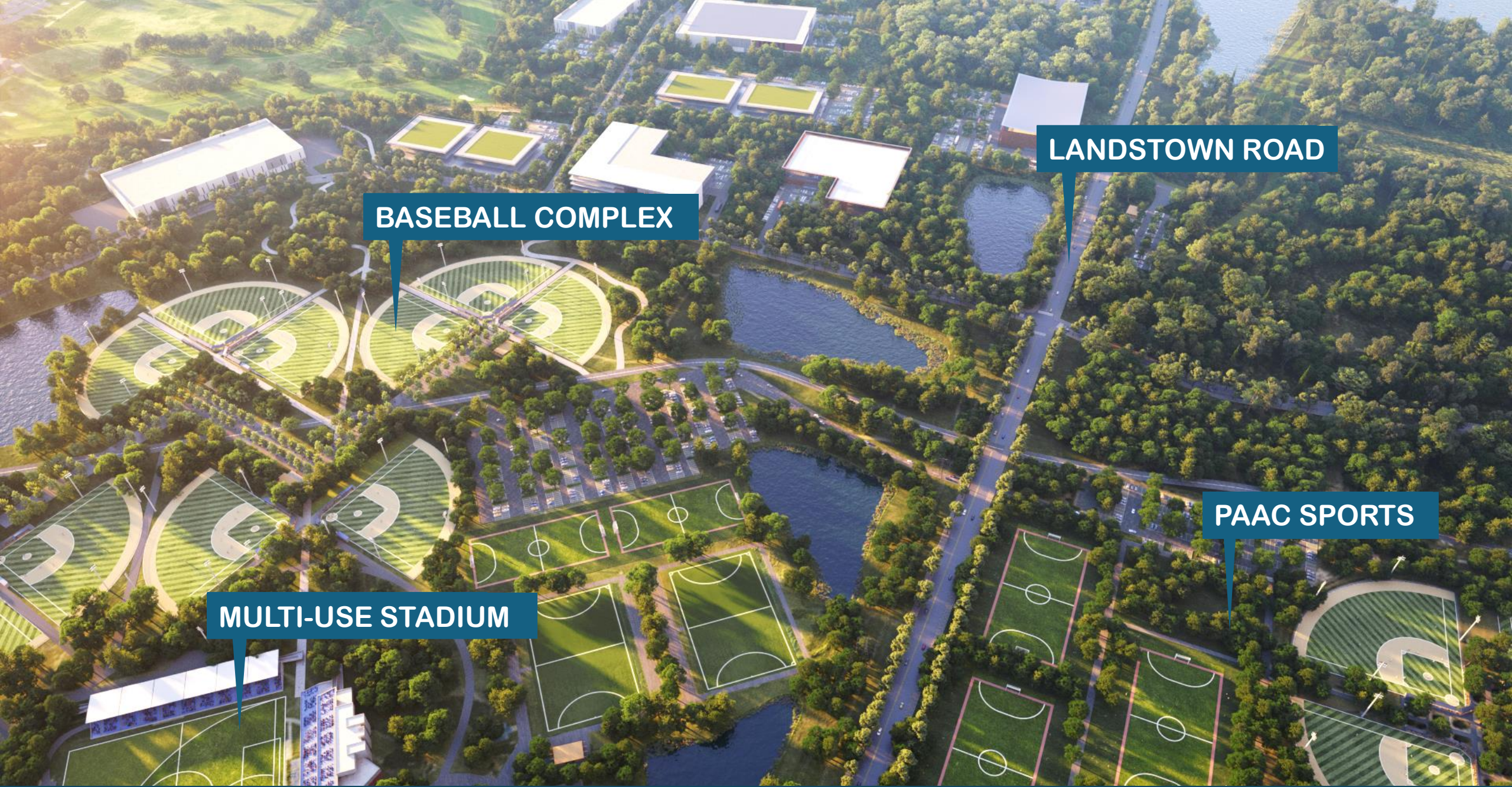
HUDOME EXTENSION





LANDSTOWN ROAD

PAAC SPORTS



**BASEBALL COMPLEX**

**LANDSTOWN ROAD**

**MULTI-USE STADIUM**

**PAAC SPORTS**







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

# Truist Point Stadium



High Point, NC: Multi-Use Championship Stadium

## 1. FACILITY & PROGRAM OVERVIEW

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

## 2. EVENT PROGRAMMING ASSUMPTIONS

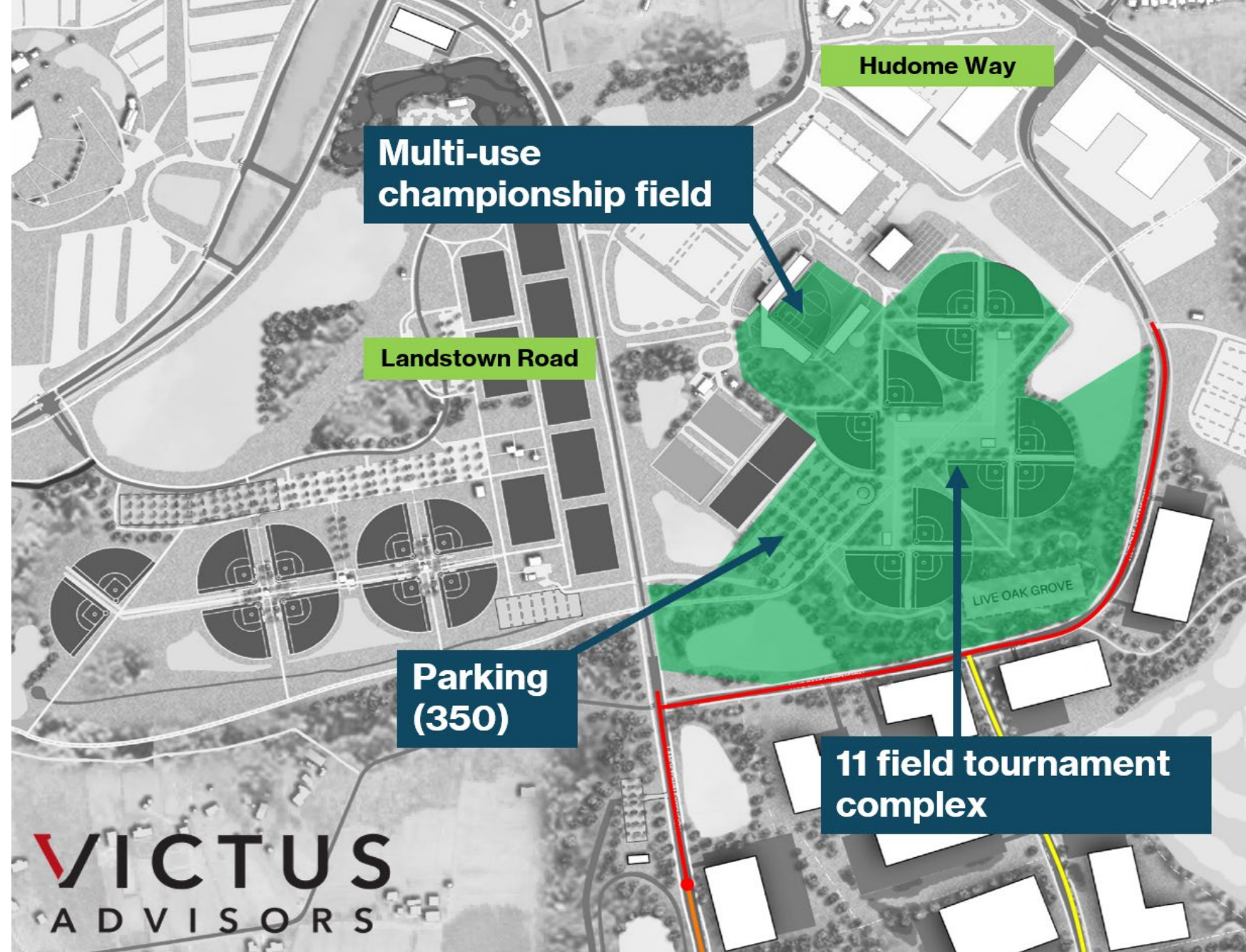
- **2-Day Tournaments:**
  - Annual Events: 10
  - Days per Event: 2
  - Teams per Event: 35
- **3-Day Tournaments:**
  - Annual Events: 10
  - Days per Event: 3
  - Teams per Event: 30
- **Week-Long Tournaments:**
  - Annual Events: 8
  - Teams per Week: 5
- **Total Events:** 36

## 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

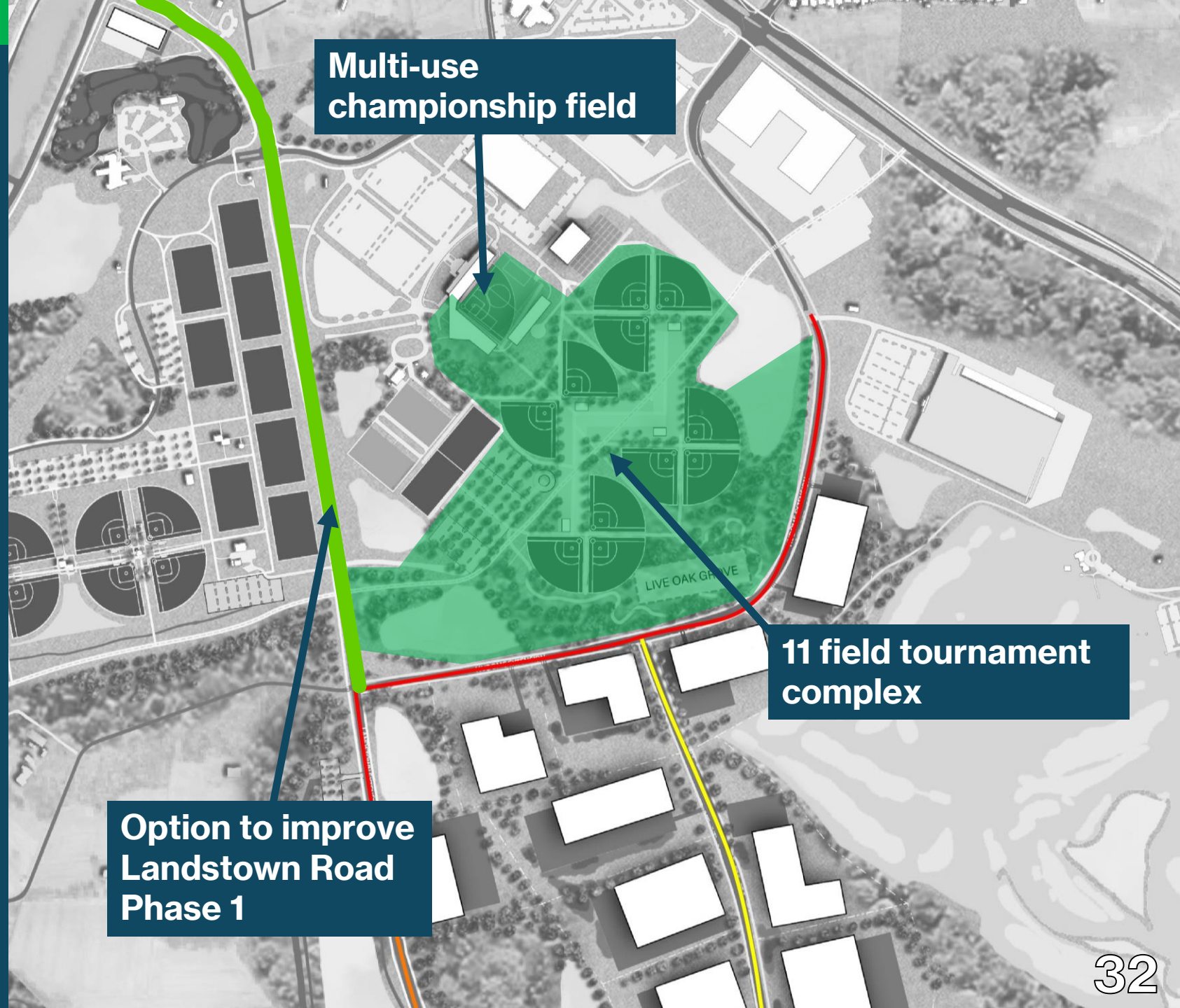
11 adaptable turf fields

\$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



Multi-use  
championship field

11 field tournament  
complex

Option to improve  
Landstown Road  
Phase 1





**SOUTHEAST GREENWAY**

An aerial architectural rendering of a sports park. The park features several baseball fields with green grass and white bases, arranged in a row. To the left, there is a soccer field with a large stadium seating area. The park is surrounded by lush green trees and paved walkways. Two blue callout boxes with white text are overlaid on the image. The first callout box, labeled 'MULTI-USE STADIUM', points to the soccer field and stadium. The second callout box, labeled 'SOUTHEAST GREENWAY', points to a paved path that runs through the park, connecting different areas. The scene is set during the day with soft lighting, suggesting late afternoon or early morning.

**MULTI-USE STADIUM**

**SOUTHEAST GREENWAY**

An aerial photograph of a sports complex. In the top left, a large stadium with a curved seating bowl is visible. To its right and in the center are several baseball fields with distinct green and white mowed patterns. A paved path, the Southeast Greenway, winds through the complex, lined with trees. In the bottom left, another baseball field is shown. The entire area is surrounded by lush greenery and trees. Three blue callout boxes with white text point to specific features: 'MULTI-USE STADIUM' at the top left, 'SOUTHEAST GREENWAY' at the top right, and '11 FIELD BASEBALL COMPLEX' 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

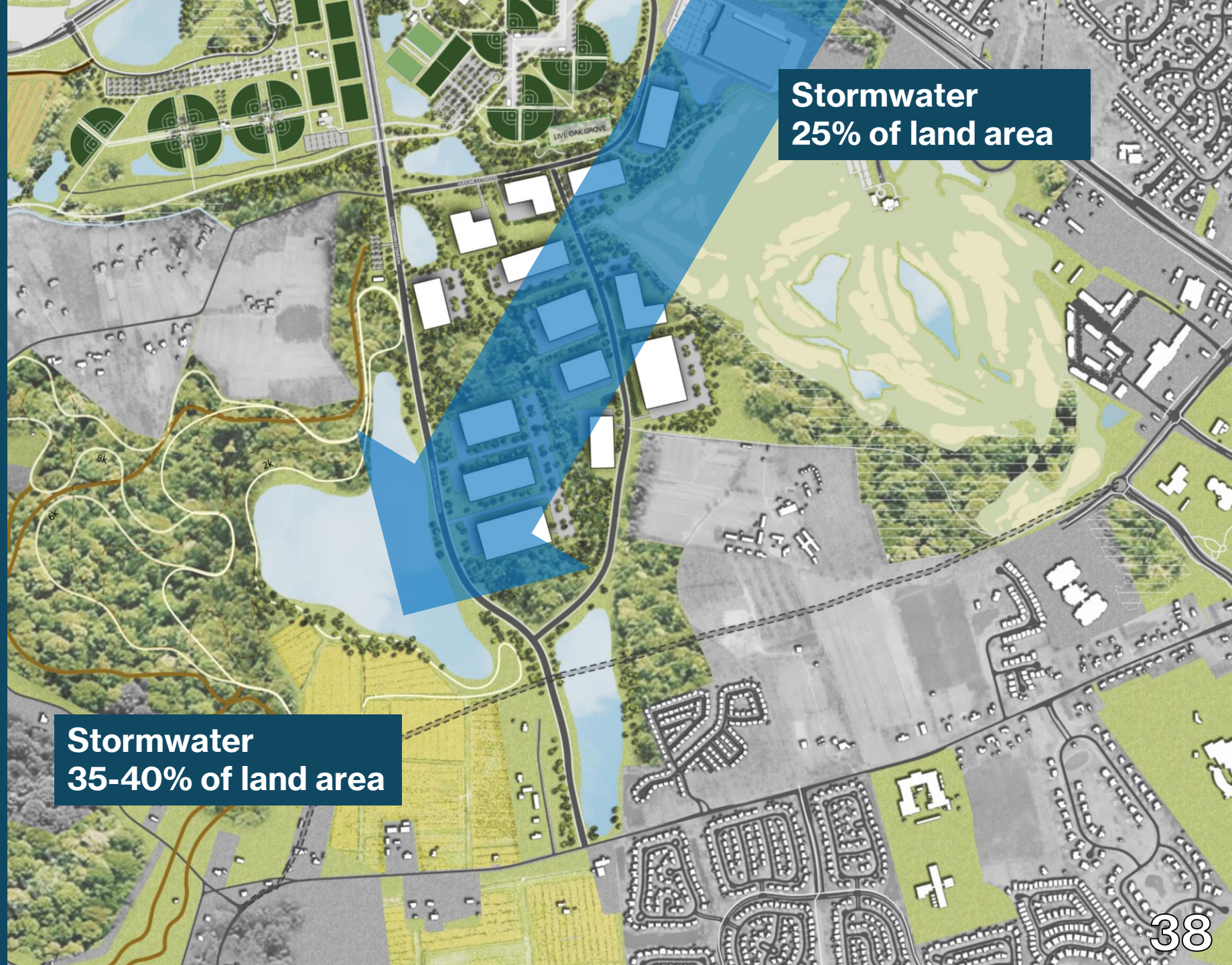
Maintain natural buffers  
and character, integrate  
outdoor industry,  
recreation, and amenities

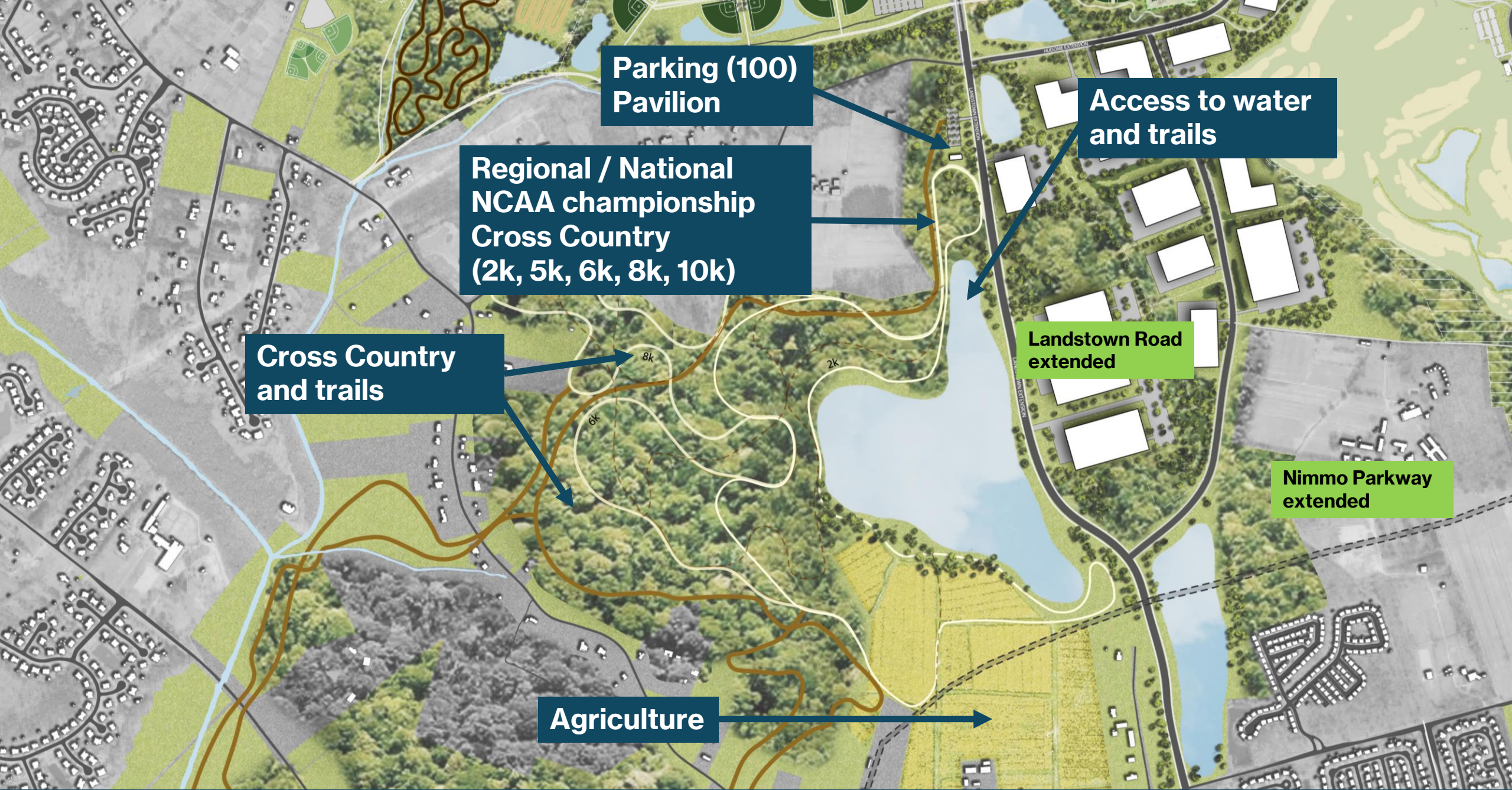


# South and West

Storm water requirements increase

Suitability of soils for construction decreases





**Parking (100)  
Pavilion**

**Access to water  
and trails**

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

**Cross Country  
and trails**

**Landstown Road  
extended**

**Nimmo Parkway  
extended**

**Agriculture**



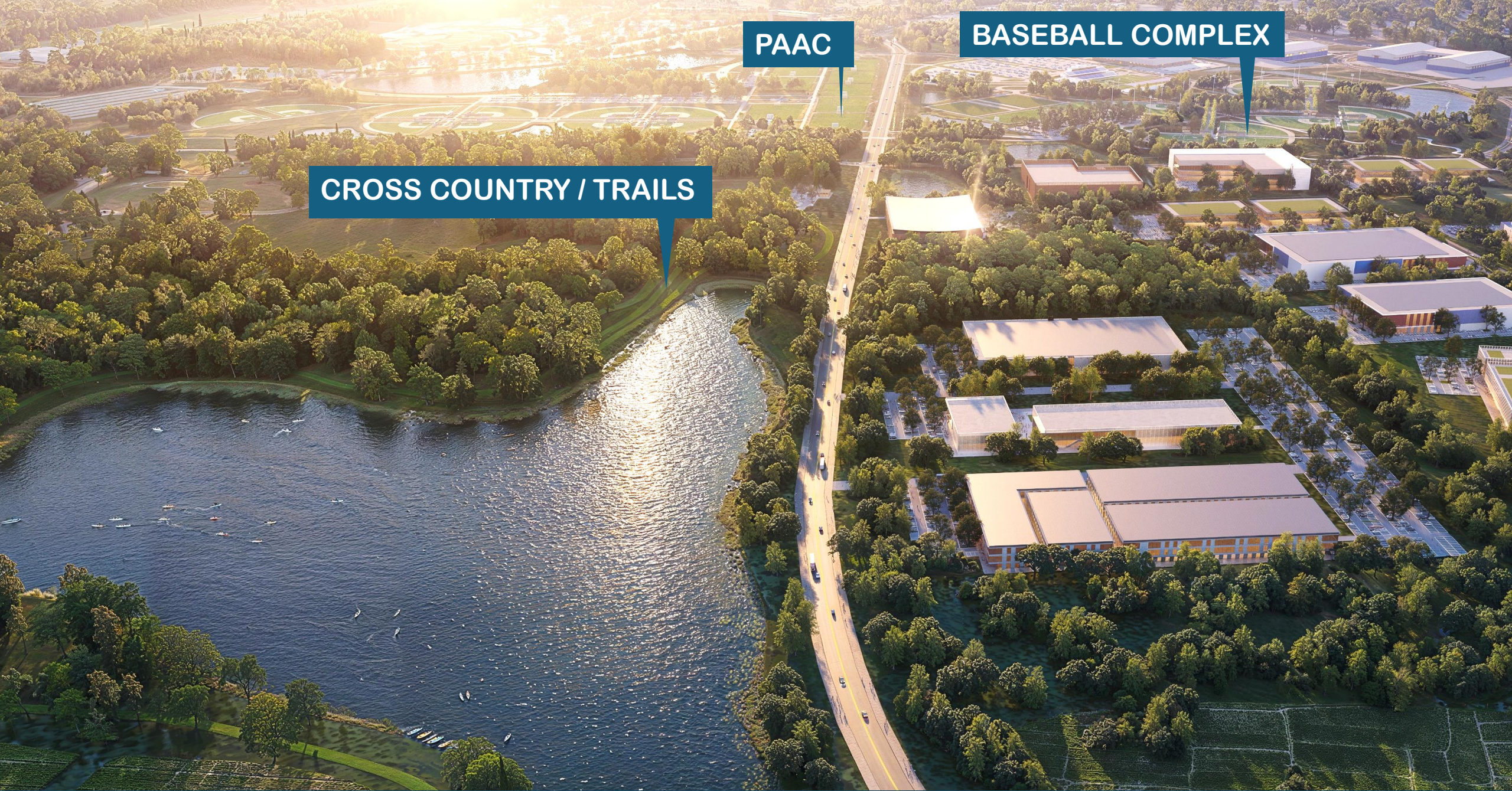
An aerial rendering of a large-scale development project. The scene is divided into three main zones. On the left, a large body of water, likely a lake or reservoir, is surrounded by dense green trees and a few small boats. A paved road with several cars runs vertically through the center of the image. To the right of the road, there is a cluster of modern, rectangular buildings with flat roofs, interspersed with trees and parking areas. In the upper right corner, a blue callout box with a white border contains the text 'BASEBALL COMPLEX' in white, uppercase letters. The background shows a vast area of green fields and more buildings, suggesting a large-scale urban or suburban development. The lighting is bright, suggesting a sunny day.

**BASEBALL COMPLEX**



PAAC

BASEBALL COMPLEX



PAAC

BASEBALL COMPLEX

CROSS COUNTRY / TRAILS



PAAC

BASEBALL COMPLEX

CROSS COUNTRY / TRAILS

STORM WATER PARK



PAAC

BASEBALL COMPLEX

CROSS COUNTRY / TRAILS

INDUSTRIAL

STORM WATER PARK

MUNICIPAL

LANDSTOWN EXTENDED





# Sports Tourism Phase 1

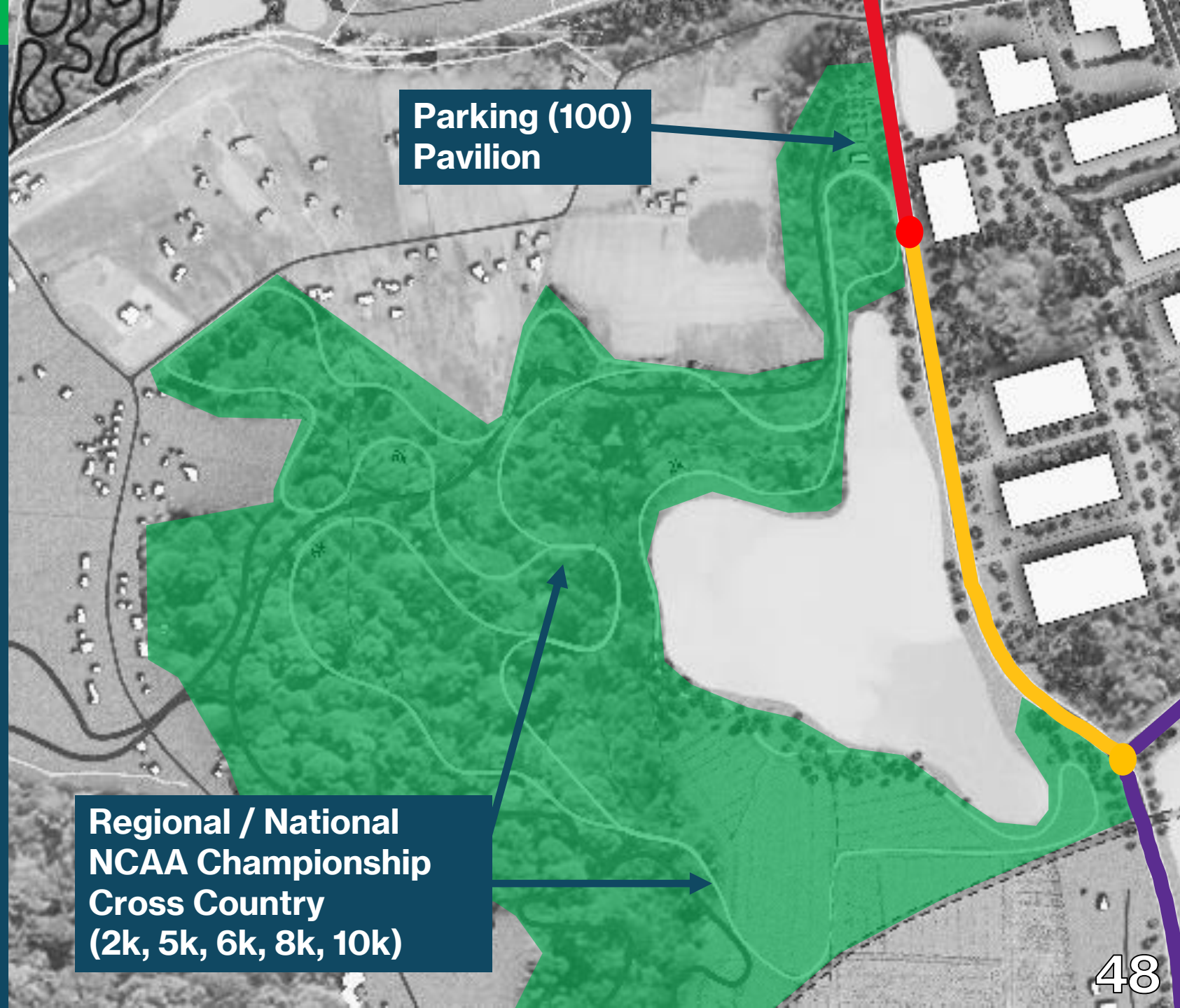
## Championship Cross Country

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**

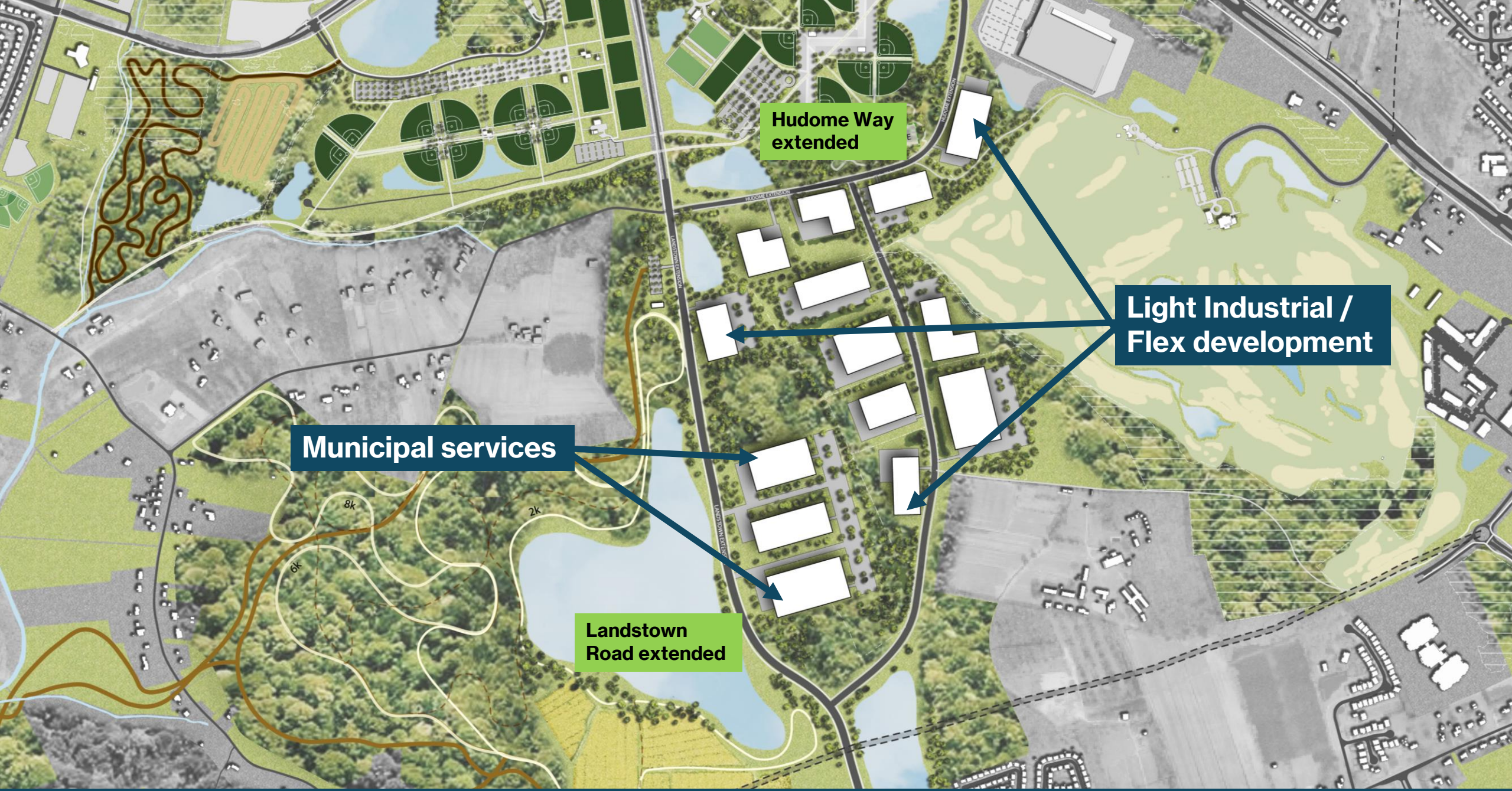


**CROSS COUNTRY**

**TRAILS**

**STORM WATER PARK**

**AGRICULTURE**



Hudome Way  
extended

Light Industrial /  
Flex development

Municipal services

Landstown  
Road extended





**MUNICIPAL**

**STORM WATER PARK**

**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

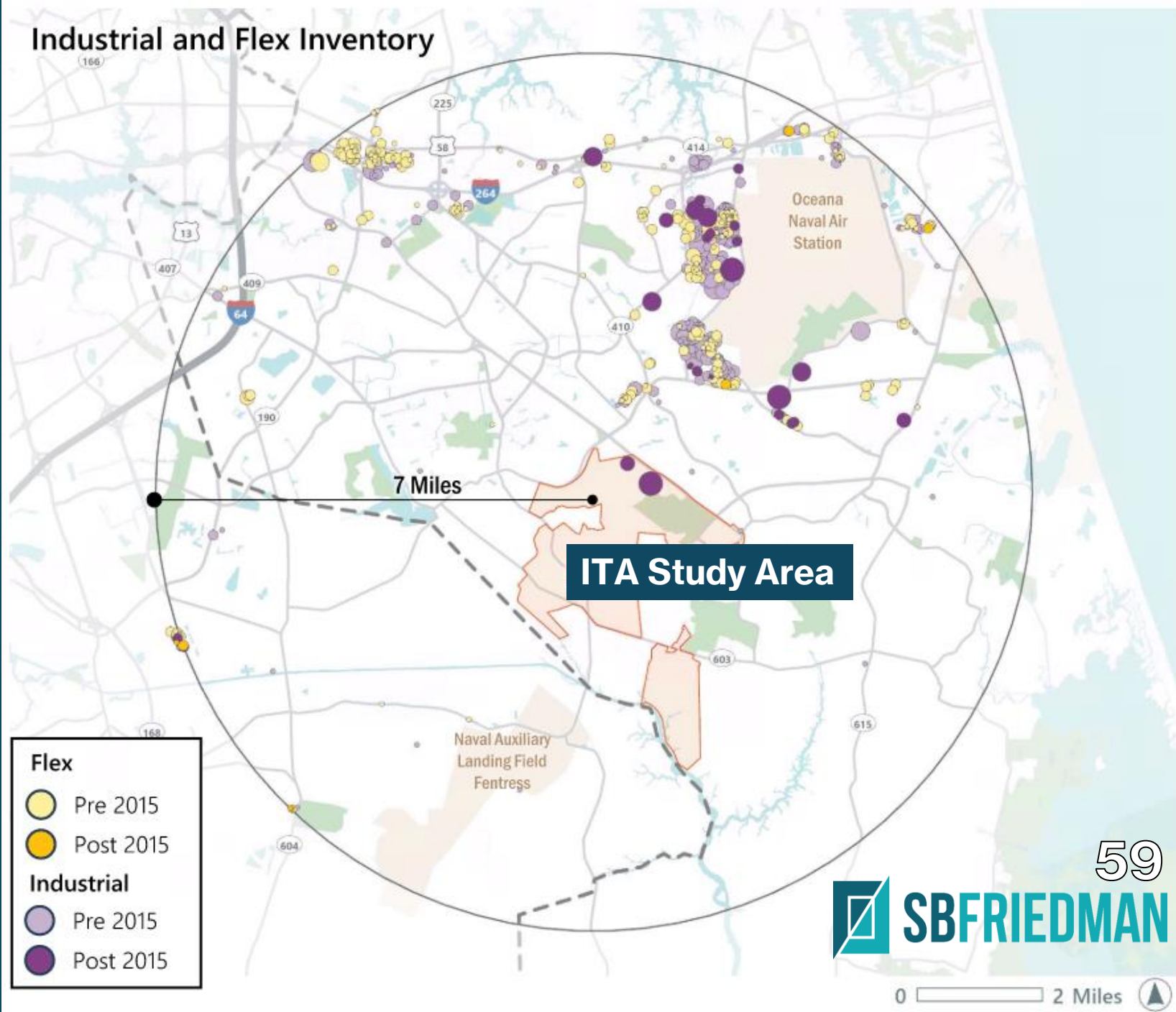
25 year: 275 acres  
3M SF

## ITA study area

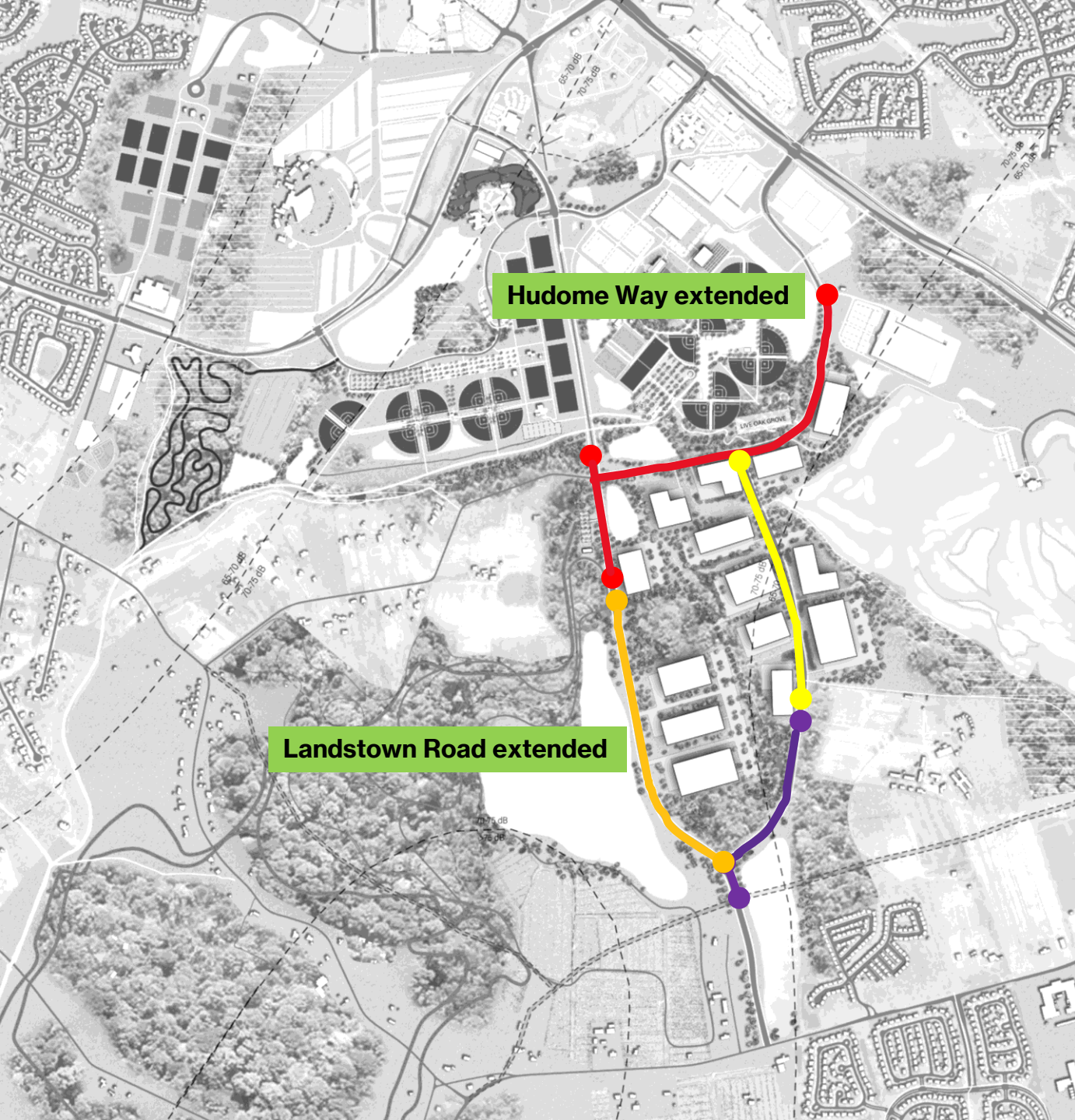
10 year: 54 acres  
660K SF

25 year: 175 acres  
1.9M SF

## Industrial and Flex Inventory



# Roadway and Development Phasing



Hudome Way extended

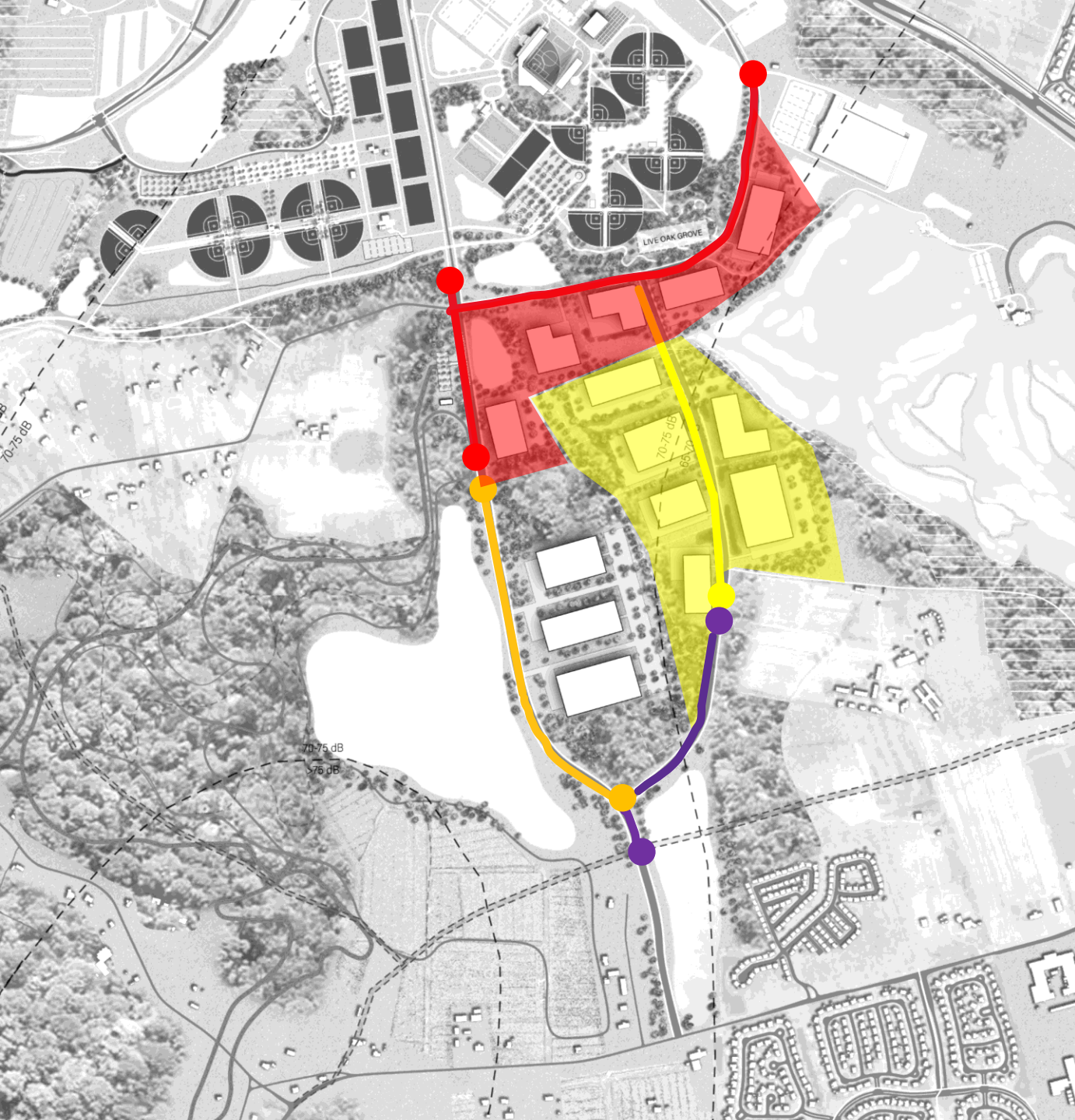
Landstown Road extended

Phase 1

Phase 2

Phase 3

Phase 4 (connector)



## Total Industrial Acreage

**368 acres**

**(includes storm water and roadway)**

## Industrial Phase 1

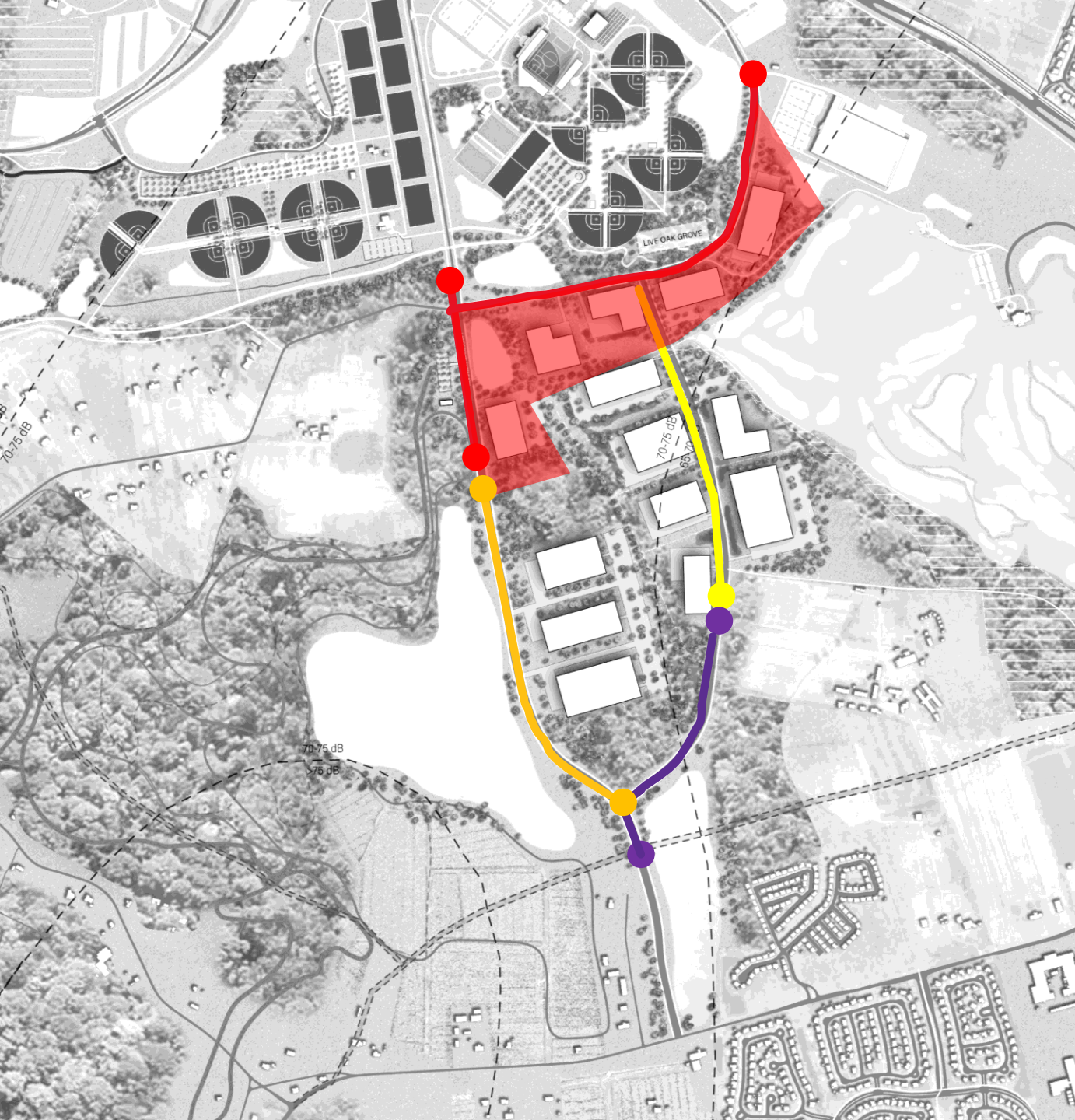
**85 acres total**

**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**

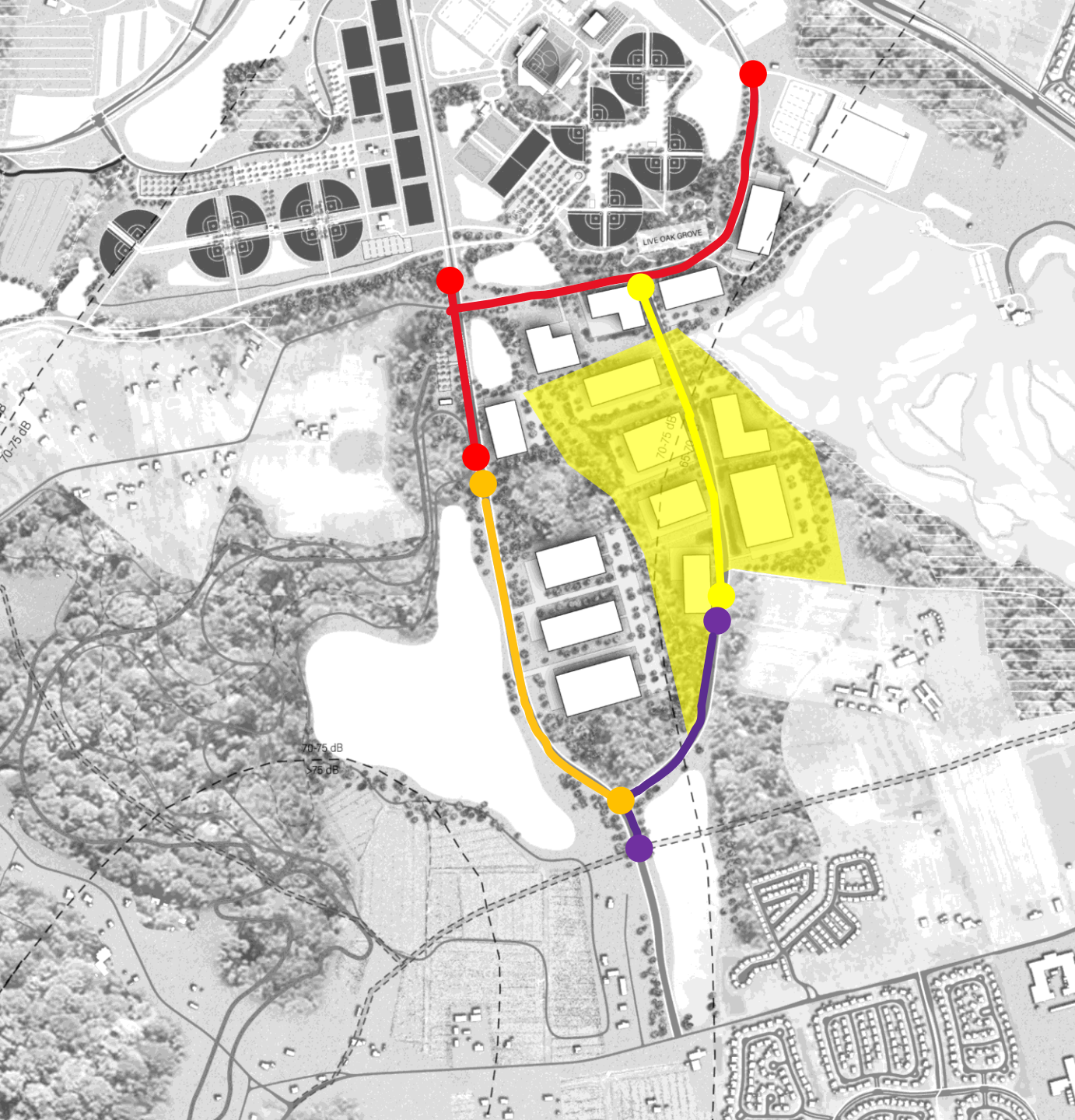
**\$8.8M roadway development**

**\$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**

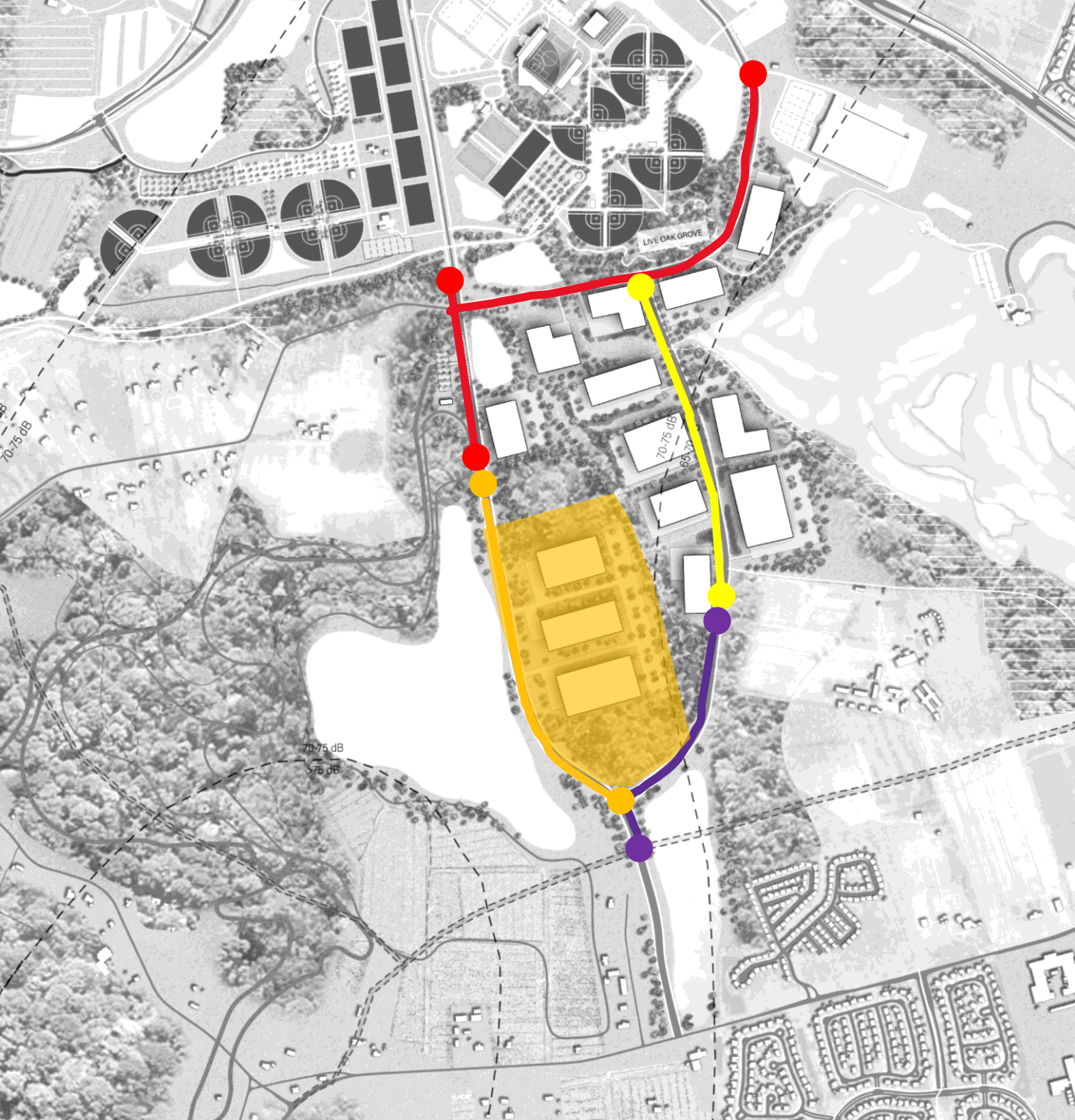
**\$8.1M roadway development**

**\$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



**Integrated Extension of Industrial with Sports and Open Space**



**STORM WATER PARK**

**HUDOME EXTENDED**

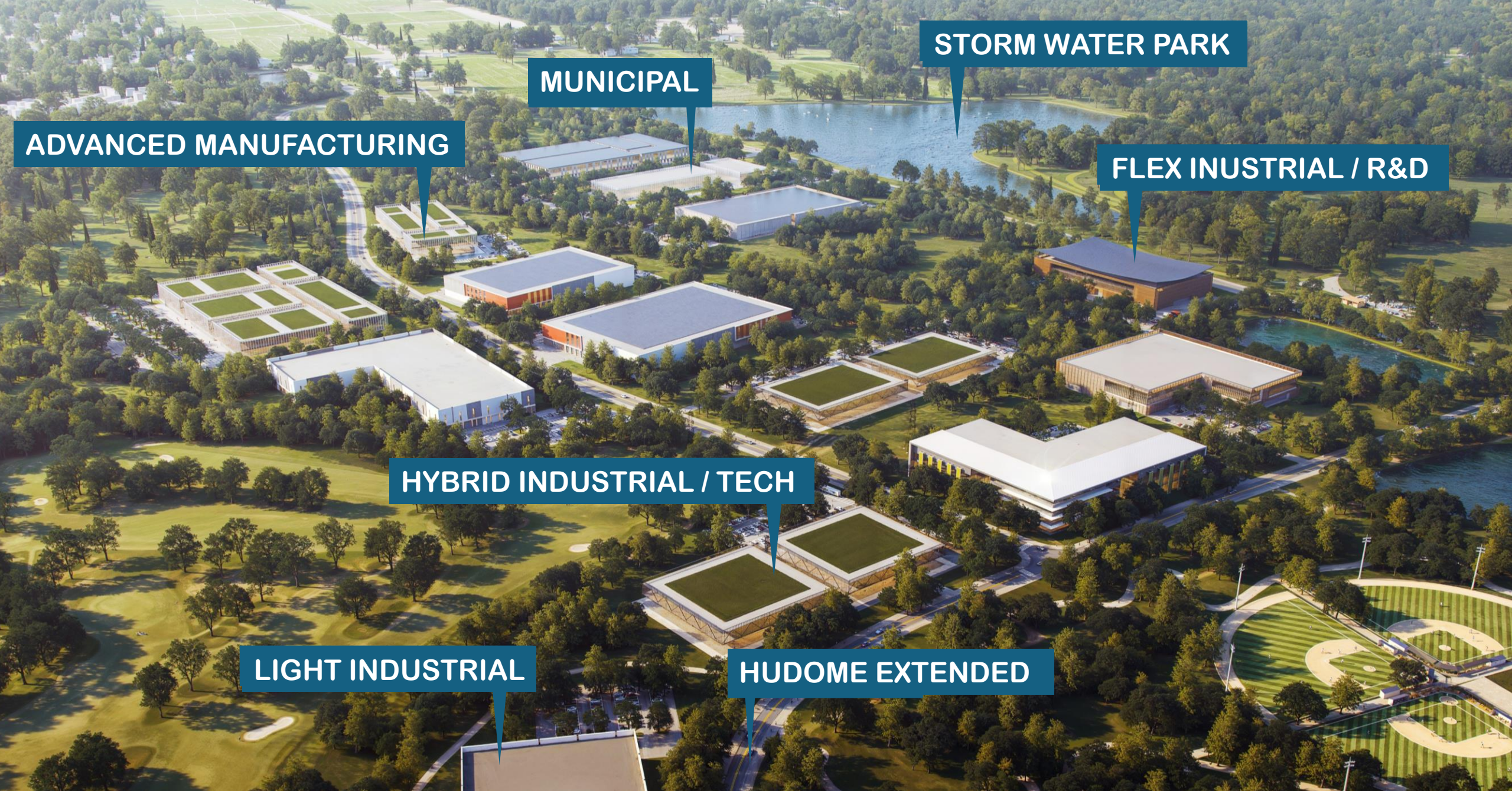
**Integrated Extension of Industrial with Sports and Open Space**



**MUNICIPAL**

**STORM WATER PARK**

**HUDOME EXTENDED**



**ADVANCED MANUFACTURING**

**MUNICIPAL**

**STORM WATER PARK**

**FLEX INDUSTRIAL / R&D**

**HYBRID INDUSTRIAL / TECH**

**LIGHT INDUSTRIAL**

**HUDOME EXTENDED**

**Integrated Extension of Industrial with Sports and Open Space**

# Public Briefings and Stakeholder Meetings

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

# Thank you....Let's talk!

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



Dills Architects