

# Princess Anne Park Expansion

Virginia Beach, Virginia

Mayor Meyera Oberndorf

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Parks and Recreation

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# Problem Statement Summary



**Mayor Meyera Oberndorf**

- **Building public support for the sale of a popular 70-acre park site to fund the construction of facilities at a new, adjacent park site.**

# Virginia Beach





# Princess Anne Park Site



# Princess Anne Park



- 70 acre site
- More than 30 years old
- Highly programmed with a horse ring, lighted baseball fields, multipurpose fields, picnic area, and playgrounds.

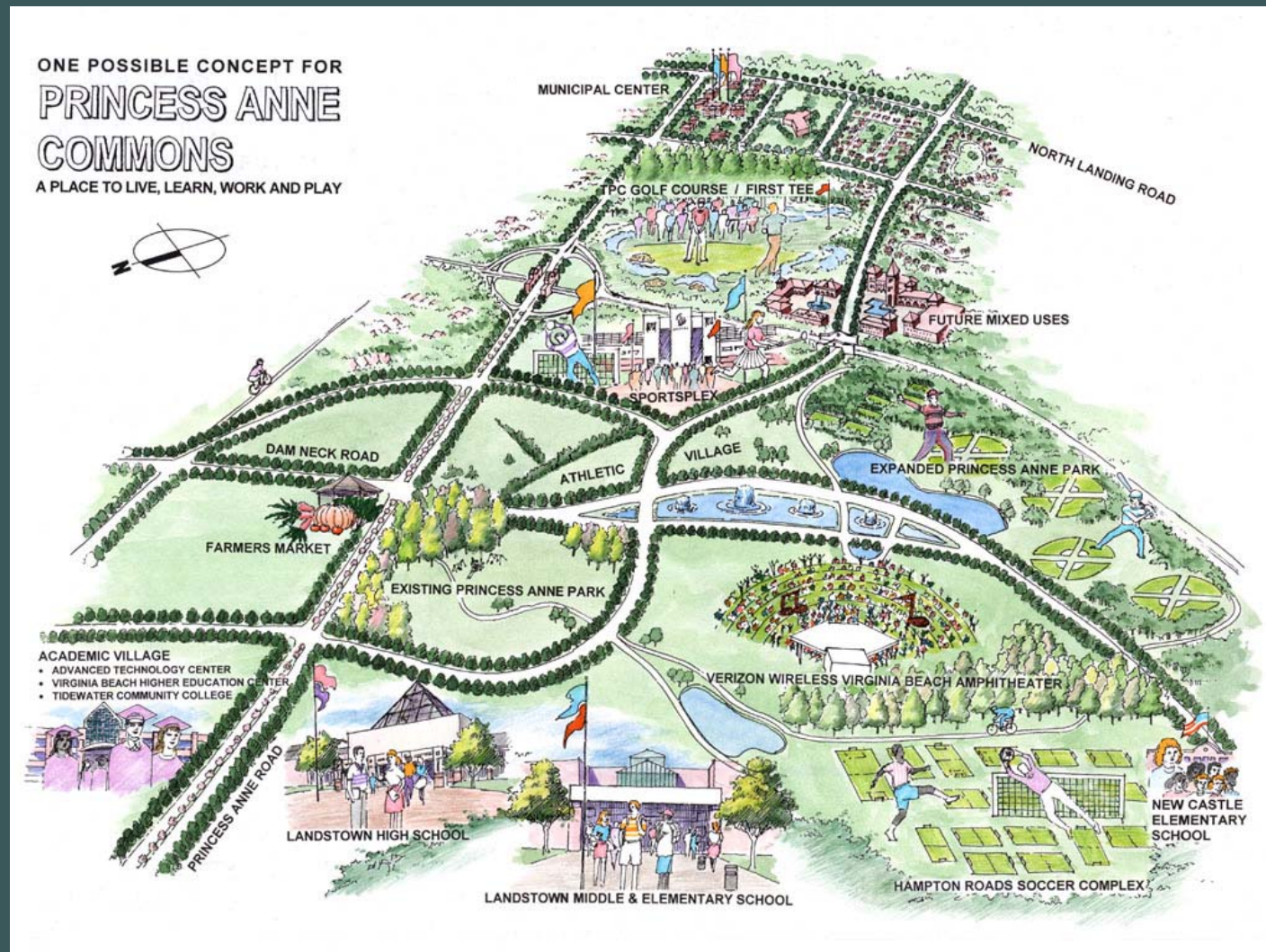


# Princess Anne Park

- Site of many special events
- Regular programming for soccer, football, and softball teams
- Adjacent to Hampton Roads Soccer Council Complex and several schools
- Verizon Wireless Virginia Beach Amphitheatre



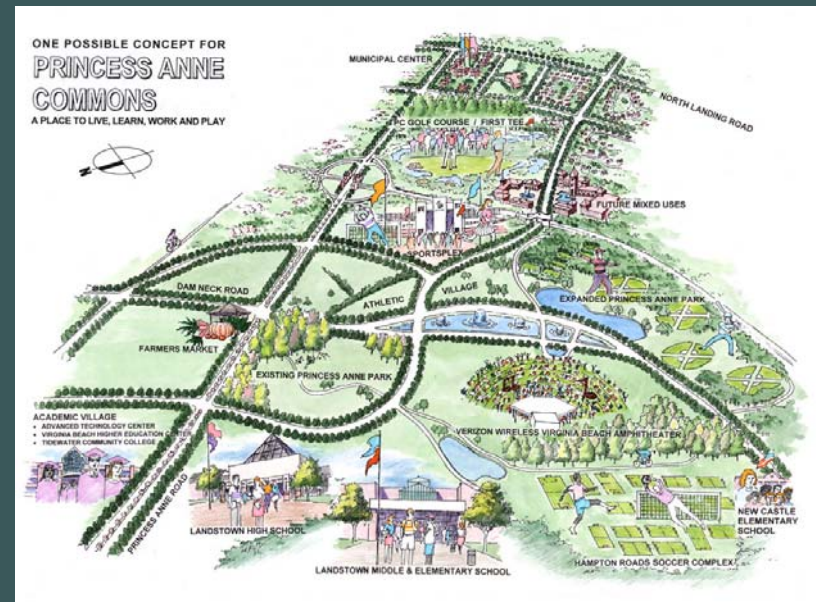
# Princess Anne Commons





# Princess Anne Commons

- 1,500-acre city-owned property
- Major redevelopment area and location of several public facilities
- Development will involve relocation of park in order to preserve park and its activities





# Princess Anne Commons – Farmers Market







*Learn*



*Work*

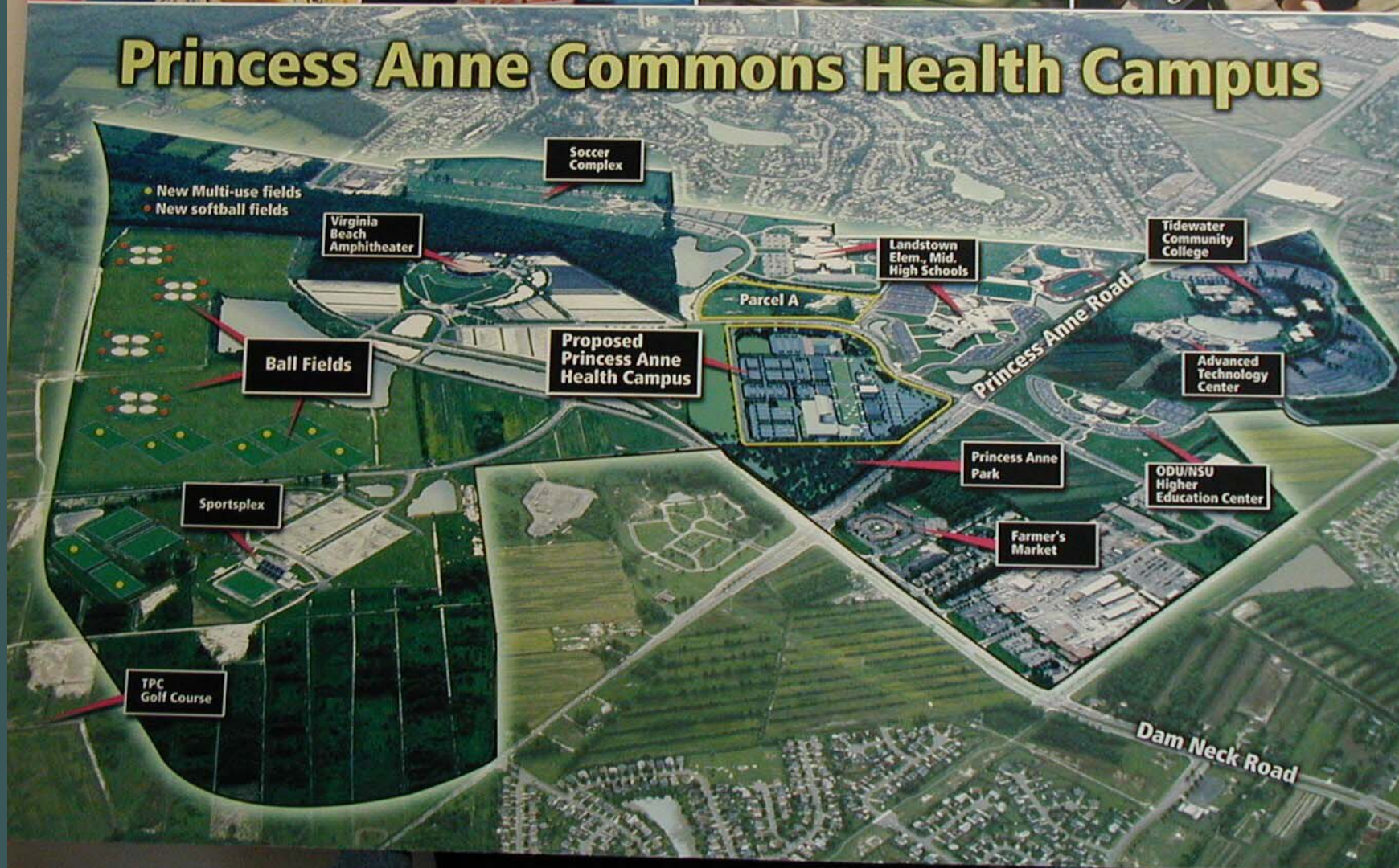


*Live*



*Play*

# Princess Anne Commons Health Campus



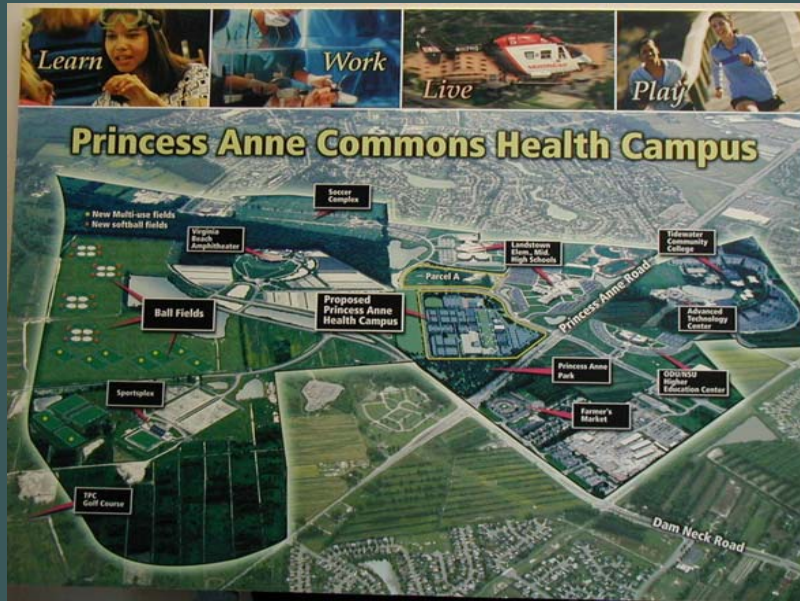


# Princess Anne Commons Health Campus



- Proposal by Sentara Healthcare to acquire 75 acres and build a campus with healthcare services, education and employment opportunities, and recreation services.
- To be constructed in four phases.

# Princess Anne Commons Health Campus



- Long term commitment to planning and development of area
- “A Place to Live, Work, Learn, and Play”



# Major Issues Faced

- Encroachment of development on the existing park site and resulting loss of acreage
- Addressing public concern about compatibility of existing uses with proposed uses
- Creating public support for project and addressing perception of “favoritism” toward developer
- Heavily used park in need of replacement facilities and related lack of funding for park improvements
- Management of planning and developing a 1,500-acre city property.

# Encroachment on Existing Park Site



- Landstown Elementary School and Landstown High School both constructed on park property.



# Encroachment on Existing Park Site



- Park became bifurcated by earlier road construction projects.
- Has created conflicts for pedestrian connections, increased traffic in area, and other conflicts

# Compatibility Concerns

- Existing uses, such as amphitheatre and sportsplex, may not be compatible with introduced uses.
- Concerns include traffic congestion, noise, and other nuisance issues.



# Creating Public Support for Project

- Recommendation to relocate park activities endorsed in 1995 by city council
- Princess Anne Ballfields Relocation Advisory Committee (PABRAC) established in November 2001
- In 2002 council agreed to consider selling existing park site to raise funds for new facilities at new site and authorized staff to proceed with an RFP process

# Creating Public Support for Project

- Opponents of sale contend parkland should be preserved as open space and not sold to private interests
- City is also concerned about public perception of favoritism to particular developer

# Need for Replacement Facilities



Existing baseball fields, on future health campus site

- Baseball fields, built more than 30 years ago, have been used continuously and are in need of repair.
- Project creates opportunity for new recreation facilities to work synergistically with health campus.



# Lack of Funding for Park Improvements



Example of quality demanded for new ballfields.

- Funding for parks are in direct competition with health, safety, and education funds
- Demand for better quality and more fields has increased, with higher standards for benches, lighting, etc.
- Current development standards are expensive.

# Planning and Developing New Property



Future ballfields site

- Important to have uninterrupted availability of the ballfields as construction moves forward.
- Working with all facility owners and developers to plan and build Commons in a comprehensive manner.

# Groups Involved

- City Council
- YMCA
- Parks and Recreation Commission
- Civic leagues
- PABRAC Committee
- School administration



# Criteria for Success

- The new uses do not become a negative encroachment on the site.
- The quality of the design concept and its impact on the surrounding area.
- The health care facilities are well-integrated with the surrounding park both in facility design and programming.
- The new park facilities are an improvement over existing facilities, and no disruption of service occurs.

# Plan of Action

- Design a construction schedule that accommodates Princess Anne ballfields relocation, to ensure uninterrupted use
- Undertake a public process to build support for partnership
- Conduct development of health campus in four phases
- Continue to work with Sentara on health and recreation programs

# How does this affect my agenda?

- Creates high quality jobs for the community
- Provides urgently needed health care facilities to nearby residents
- Promotes a village design concept for the area, creating a sense of community
- Allows for expansion of recreational uses in the area



# Questions from Mayor Oberndorf:

- How can we build public support and consensus for the project?
- How should we manage the development of this large and diverse commons project?
- How can we handle the issues related to any further encroachment on the site?

# For More Information:

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