

Appendix A

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Training Center **Redevelopment Plan**

Madison Heights, Virginia

April 2022



This document is a flexible tool, which presents a vision, framework, principles, and guidelines for the redevelopment of the Training Center Site in Madison Heights, Virginia. **It is important to note that the physical design of buildings, open spaces, and mobility corridors has not been determined.** Rather, these designs are conceptual in nature, depicting possible improvements that will fulfill the vision, follow the framework initiatives, and create the desired identity for the study area. Changes in priorities, budgets, programming, and/or physical constraints will almost certainly occur over time. However, this plan will provide a foundation and cohesive approach to future development initiatives.

ACKNOWLEDGEMENTS

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Delegate Terry Austin, Virginia House of Delegates
Mr. Robert G. Barnes, Virginia Department of Transportation
Mr. Jeremy Bryant, Amherst County
Delegate Kathy J. Byron, Virginia House of Delegates
Delegate Ronnie R. Campbell, Virginia House of Delegates
Mr. Rob Campbell, James River Association
Ms. Whitney Czelusniak, Appalachian Power
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Mr. Ron Davia, Virginia Department of Behavioral Health and Development Services
Ms. Lauren B. Dianich, Atelier 11 Architecture
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Mr. Chad Eby, Amherst County Economic Development Authority
Ms. Holly Eve, Virginia Department of General Services
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Ms. Jamie Glass, Lynchburg Regional Business Alliance
Ms. Victoria Hanson, Amherst County Economic Development Authority
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Mr. Andrew Neiderer, Selective Wealth Management
Senator Steve Newman, Virginia Senate
Mr. L. Kimball Payne, Retired
Senator Mark J. Peake, Virginia Senate
Mr. John Putney, Bedford County
Mr. Dean Rodgers, Amherst County
Ms. Lisa Stinnette, Commercial Steel Erection
Mr. Ben Summers, S&S Machine, Inc. / T.R.U. Ball
Ms. Lisa Tomlin, BWX Technologies, Inc.
Ms. Claudia D. Tucker, Amherst County Board of Supervisors
Ms. Marjette G. Upshur, City of Lynchburg Office of Economic Development & Tourism
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1 | EXECUTIVE SUMMARY





EXECUTIVE SUMMARY

In the spring of 2020, the Lynchburg Regional Business Alliance (LRBA) commenced the process to create an in-depth redevelopment master plan for the Central Virginia Training Center (CVTC) campus and adjacent VC Mobile Home Park. Collectively, the two properties make up the majority of the redevelopment study, thus referred to as the Training Center Site (the Site). The Site is located in Madison Heights, Amherst County, Virginia, on approximately 350 acres of land across a series of ridgelines and ravines overlooking the James River valley across from downtown Lynchburg. The Training Center Site, due to its size and unique position within the region, has the potential, when redeveloped, to be a catalyst for a true transformation for the Lynchburg region and the local communities it could serve.

The master planning process, as envisioned, was to follow an iterative, collaborative approach where the Consultant Team (Team) would engage with LRBA and Amherst County representatives, along with a diverse group of local stakeholders, to help determine the overall vision and primary goals and objectives for the Site's redevelopment. The multi-disciplinary Team was comprised of planners, landscape architects, urban designers, architects, market and economic analysts, and strategic communication professionals.

Major tasks associated with the master planning process included an in-depth inventory and analysis phase of both the local/regional markets as well as the physical conditions of the Site itself, interactive visioning sessions with the stakeholders and public at-large, an immersive 5-day Design Charrette, and the development of this comprehensive Summary Document, the graphics-based roadmap toward Plan implementation for the LRBA and local communities and jurisdictions to follow.



Existing CVTC campus & mobile home park (together "the Training Center Site") spread across ridgelines above the forested James River Valley opposite downtown Lynchburg



Proposed Redevelopment Plan for the Training Center Site

The final Training Center Redevelopment Plan proposes a mixed-use, walkable neighborhood for the Training Center Site. The neighborhood is “fit” into the natural environment, with the various districts and development sites laid out along the study area’s flat bluffs and ridgelines, with the surrounding forested ravines preserved and even enhanced with re-cultivated vegetation cover. The neighborhood is urban in nature, with a contiguous network of streets spread across the Site. The adjacent developments front onto the streets, engaging the public realm as vehicles, cyclists, and pedestrians are provided with a robust network of mobility options across which to circulate. Mobility options are extended beyond the bluffs, as a large series of multi-use trails, nature paths, and even a Funicular, traverse down the hillsides to connect to the regional trail network.

The neighborhood’s series of vibrant parks and open spaces serve as datums around which the various development projects are oriented. These green spaces are diverse in size, amenities, and general character, responding to the distinct characters of the various districts. The building typologies and land uses of these districts offer a true mix of uses, creating a multi-faceted environment that encourages live, work, and play within the neighborhood.

While the majority of existing buildings on the CVTC campus were deemed unfavorable or not feasible for preservation, The Redevelopment Plan does propose the adaptive reuse of several buildings and key site features. Thus, the Master Plan strives to create a redevelopment that is transformative in its vision, yet sensitive to the character of the Site’s context. The proposed neighborhood can become the new urban hub for Madison Heights and Amherst County, achieving the economic potential for the region as a new lifestyle center for residents and visitors alike.



2 | INVENTORY & ANALYSIS

THE SITE

SITE ANALYSIS

DEVELOPMENT POTENTIAL

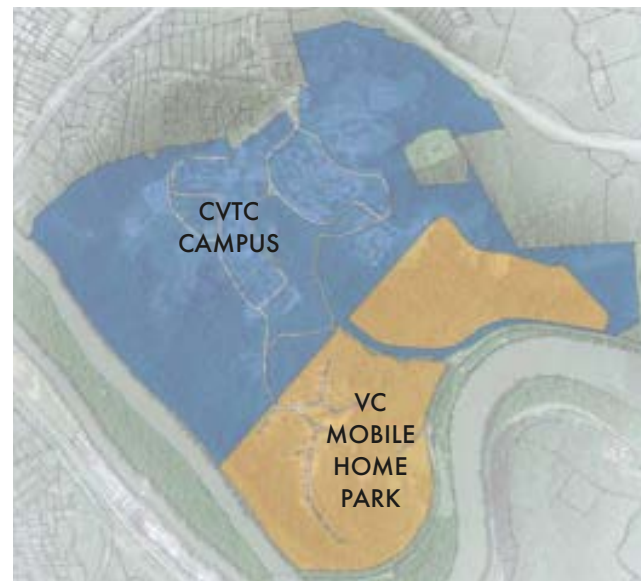
TREE SURVEY



THE SITE

The Training Center Site, located in Madison Heights Virginia, includes the CVTC campus and the VC Mobile Home Park. The Site comprises approximately 350 acres of land, the majority of which is characterized by rolling forested ridgelines and ravines rising above the James River Valley. On the CVTC campus, complexes of brick-facade buildings and large surface parking lots are scattered across a man-made landscape of open lawn areas with large specimen trees and meandering service drives constructed over the course of 100+ years. The units within the mobile home park are aligned along four ridgelines in the far southern portion of the Site.

Only one access point currently exists for the Site, as Colony Road enters from the north from its signalized intersection with the Old Town Connector (Highway 210). Connection from the Site to the James River Heritage Trail is provided via Fertilizer Road, a narrow road in deteriorating condition.



Site Ownership: State-owned (blue), privately-owned (orange)



Aerial view looking southeast over the existing CVTC campus along Colony Road



Aerial view looking southwest toward Bradford Hall and downtown Lynchburg in the distance



Vacant buildings and unkept landscaping on the current campus



Monument sign along Colony Road near The Inn

Past use within the CVTC campus has left environmentally-impacted areas across the property in need of remediation before redevelopment could occur. Many of the on-site buildings, while having pleasing exterior facades of brick and colonial detailing, contain hazardous materials and confining layouts in their interiors that would restrict renovation.

Once the environmental remediation, demolition of buildings, and site clearing and re-grading are complete, the over 100 acres of developable land, sitting on a prime piece of real estate within the growing region, comprise a property with incredible redevelopment potential.



Historical marker/sign for the CVTC campus



Aerial photo looking north over the CVTC campus taken around 1954

SITE HISTORY

The first development on the property that would become the CVTC campus began in 1910. The property was originally established as the Virginia Epileptic Colony. From its founding up to 1983, the campus's facilities served as an asylum, a state hospital, and training school. During its years as a state asylum, eugenics was researched and practiced at the Colony, a fact well-known through the community today and given the modern perspective, something that gives the property a negative connotation in many people's minds.

In 1983, the campus was re-designated as the Central Virginia Training Center, becoming the commonwealth's largest facility providing care for the disabled and mentally ill. The campus remained in use by a number of governmental agencies up to 2020, when the state-run facilities closed. When it closed, only 6 of the 98 buildings on campus were in operation, supporting 47 residents and jobs for 215 employees. **Among the early goals of this Master Plan was to re-invent this site, learning from its diverse history to create a vision for an impactful future.**



Historic photos of buildings still found on the CVTC campus; from left-to-right: The Drewry Gilliam (built 1910); the Mastin-Minor Building (built 1913); the Strode-Massie Building (built 1913); the Bowles-Davis Building (built 1929)

**Historic photos and information on the campus provided by the Museum Committee*

EXISTING CONDITIONS

With over 90% of the campus buildings vacant and not in-use, most of the structures had reached a state of disrepair by the time of the Redevelopment Plan project. Many of the buildings evoke a prominent character in their exterior facades. The uses of the individual structures are conveyed in their forms. The residences/dormitories, classroom and administrative buildings, laboratories and research facilities, as well as the more utilitarian structures, like the greenhouses, laundry facility, and farm complex, are easily identifiable and unique despite the common set of building materials.

Between most of the structures, large expanses of lawn are dotted with huge, stately trees that have grown to great heights through the decades. As the topography falls away from the campus, the landscape reverts back to the natural context of forested hillsides. Unfortunately, many areas of the ravines surrounding the Site have been infested with invasive Kudzu vines.

As new buildings, landscapes, and parking areas were constructed on the CVTC campus over a large number of phases through the years, the overall development of the campus never truly followed a defined pattern. Building sites were selected because of their convenience rather than their cohesion within the overall campus layout. Thus, like the vast majority of the structures themselves, much of the campus's network of roads and utilities as well as block structure proved not feasible for adaptation into the Redevelopment Plan.



Photos of existing CVTC campus buildings (top 4), the mobile home park (lower left), and a vegetated ravine (lower right) typical of the surrounding landscape

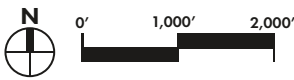
SITE ANALYSIS MAPS

SITE VICINITY

The Training Center Site’s proximity to downtown Lynchburg offers a number of unique opportunities that other, more recent development projects on the periphery of the city did not have. Downtown Lynchburg is an area in transformation. A great number of historic buildings are being renovated across the district, providing commercial, office, and residential space in the civic and cultural heart of the community. New construction infill projects are building on this momentum to bring people to downtown.

Downtown has access to the James River, though the crossing of railroad tracks is required. The James River Heritage Trail runs from downtown to Percival’s Island and then across the James River to the waterfront of the Training Center Site. From the heart of the CVTC campus, downtown Lynchburg could be within a 20-minute walk for most people. Thus, redevelopment on the Site could easily build upon what’s happening in downtown Lynchburg given the potential neighborhood’s ease of access across the river via future mobility enhancements.

The same proximity holds between the Site and the adjacent residential areas of Madison Heights across Highways 210 and 29. Within the campus itself, almost all of the developable land lies within a 1/2-mile or 10-minute walkshed, allowing any proposed redeveloped neighborhood to be extremely pedestrian-friendly.





BUILT FORM

As previously mentioned, the various building sites across the CVTC are haphazardly scattered across campus. The footprints of these buildings are mostly large and simple in shape. Most are clustered into complexes that represents the phased growth of the campus through the years. The individual complexes of structures are generally laid out around a common open lawn area, or quad, or shared surface parking lot.

The units in the VC Mobile Home Park line gravel roads that follow the ridgelines within that area of the Site. The small-footprint buildings lie in close proximity to each other and the road, as the individual lots fall steeply away toward the surrounding hillsides.

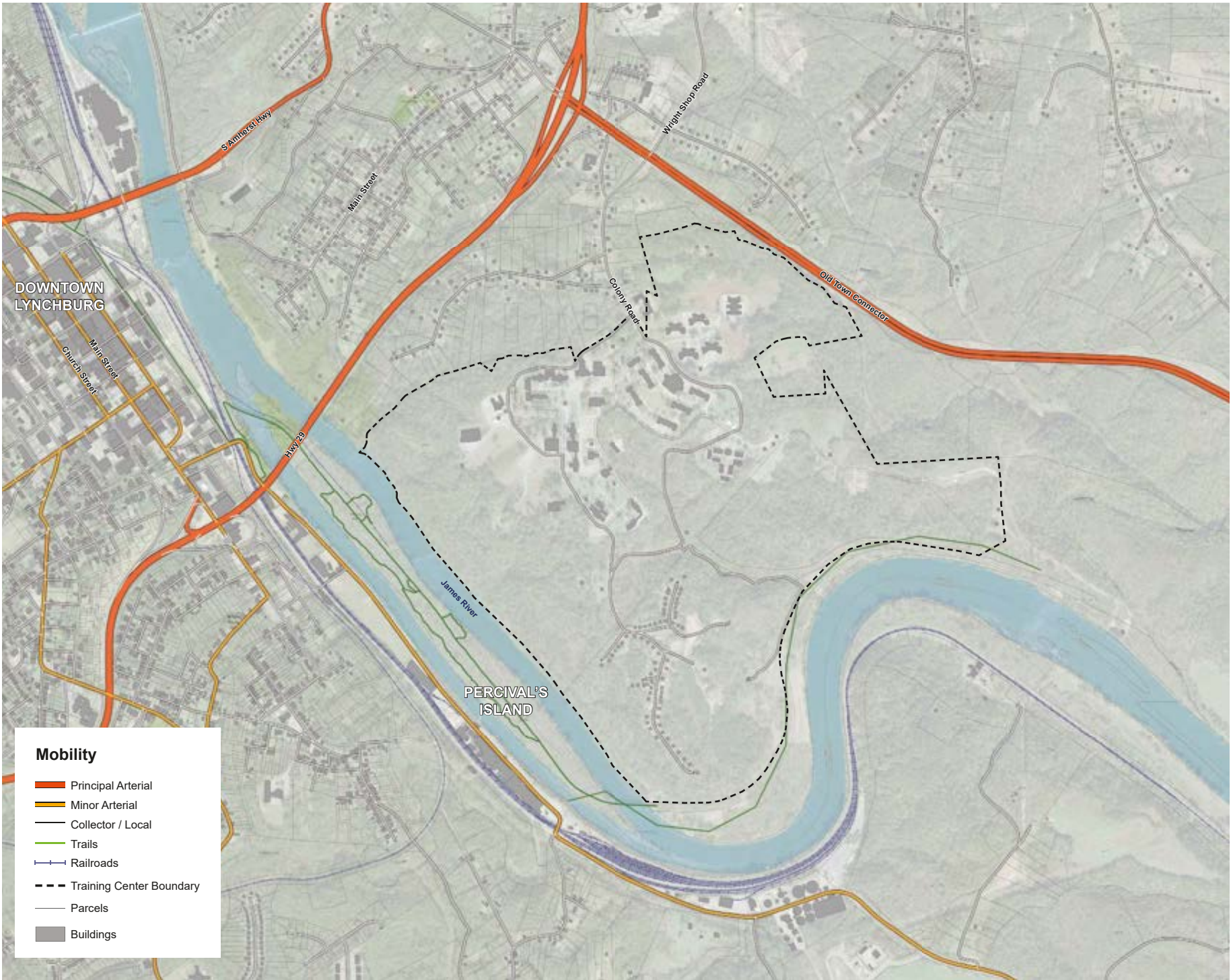


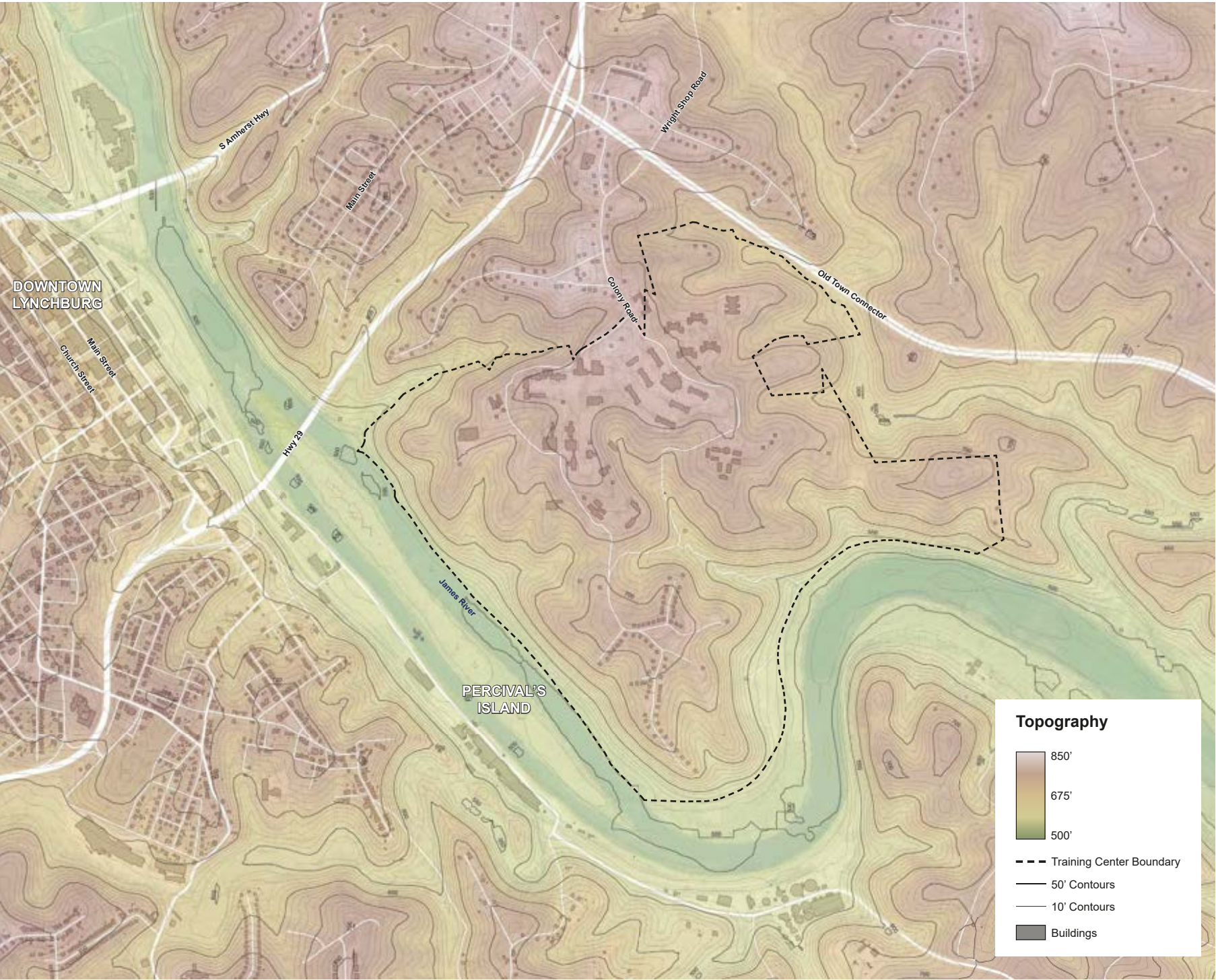
MOBILITY

The Training Center Site can only be accessed via Colony Road from the north. Highway 210 runs in close proximity to the Site’s north boundary, but steep topography and limited access guidelines from the Virginia Department of Transportation (VDOT) have made a potential connection challenging. Highway 29 spans the James River and connects Madison Heights with downtown Lynchburg just to the west of the Site.

Within the Site itself, Colony Road transitions to a localized service drive loop connecting the various building complexes. The mobile home park can only be accessed by this service drive loop, the eastern half of which navigates a steep wooded valley. Fertilizer Road connects to this steep segment and provides the only vehicular access to the small parking lot and trailhead for the James River Heritage Trail. The Heritage Trail runs along the river to the east and west. To the west, the trail spans the river via wood bridge to Percival’s Island and then further to downtown Lynchburg.

The existing CVTC campus does include sidewalks between most buildings and across the various green spaces and lawn quad areas. However, there is no real network of establish pedestrian routes to incorporate into a new neighborhood.





TOPOGRAPHY

The James River has cut a deep and prominent swath through the natural woodland environment of the area. The various highpoints across the Site sit anywhere between 250’ and 350’ above the river below. This prominent position allows for grand vista views toward downtown Lynchburg across the river to the west, surrounding hills to the east and south, as well as the Blue Ridge Mountains to the far west.

The Site is punctuated by a number of wooded draws or ravines, creating a series of ridgelines that stem out toward the river valley. The location and orientation of these ridgelines and ravines directly impact any future redevelopment pattern, especially for a walkable neighborhood that emphasizes connectivity across its multiple districts.

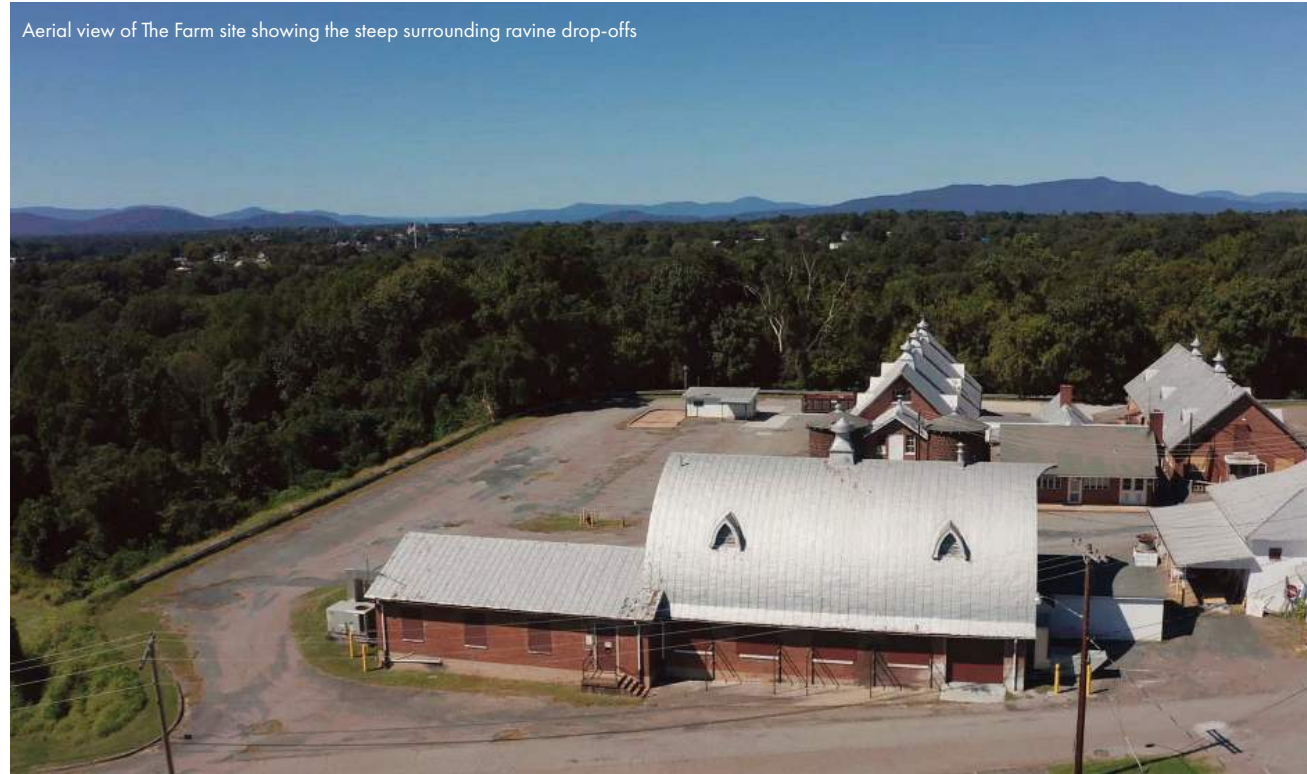
SLOPE ANALYSIS

Given the Site offers quite the challenging terrain, it was important to the Redevelopment Plan’s viability to employ a realistic threshold on developable slopes across the property. Typical practice within the construction industry designates any slope less than or equal to 10% in grade as being able to handle development with a reasonable amount of earthwork assumed. Any areas above this threshold quickly become cost-prohibitive to develop as well as pose a potential liability from future impacts/ events.

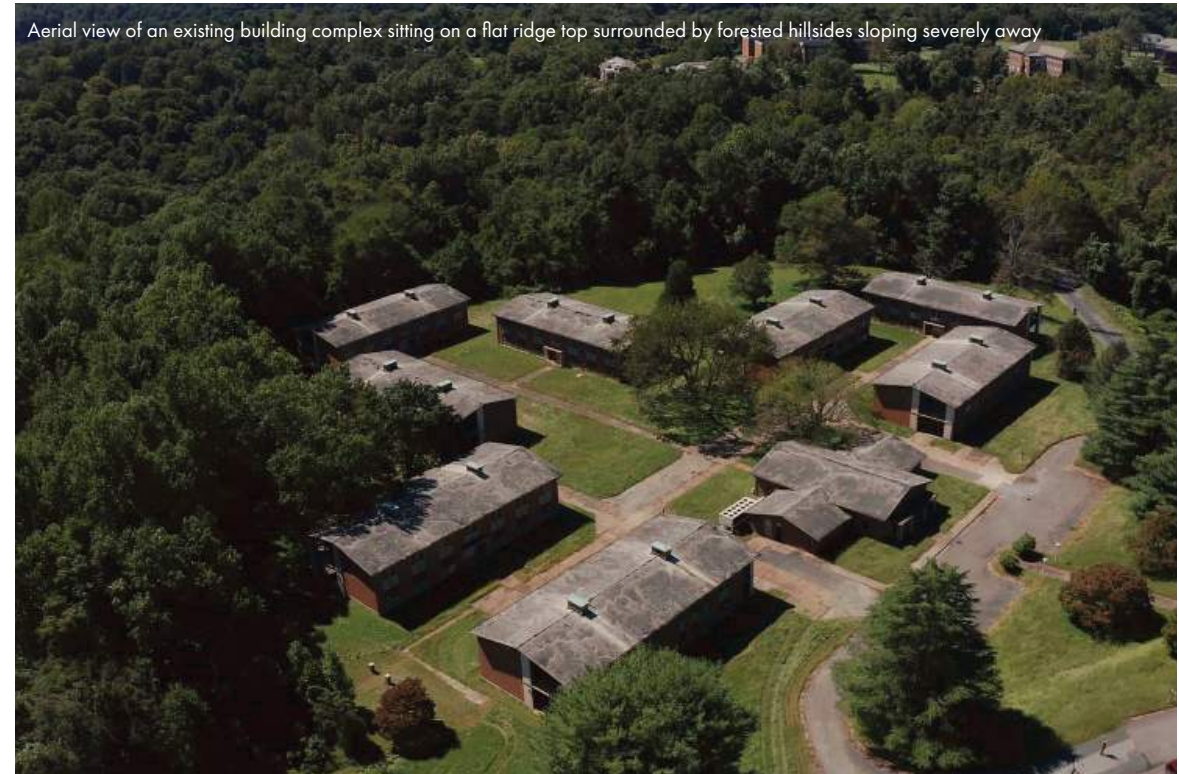
As the image to right shows, when this threshold is applied across the Training Center Site, huge swaths of the site, primarily the steep hillsides and ravines, are undevelopable. Several large, relatively flat areas across the CVTC campus where many of the existing buildings stand, offer the prime sites for broader redevelopment. Between these flatter areas are steps, or terraces, most notable running north from Colony Road toward Highway 210, that could potentially be re-graded to accommodate enhanced connectivity across the Site.



Aerial view of The Farm site showing the steep surrounding ravine drop-offs



Aerial view of an existing building complex sitting on a flat ridge top surrounded by forested hillsides sloping severely away



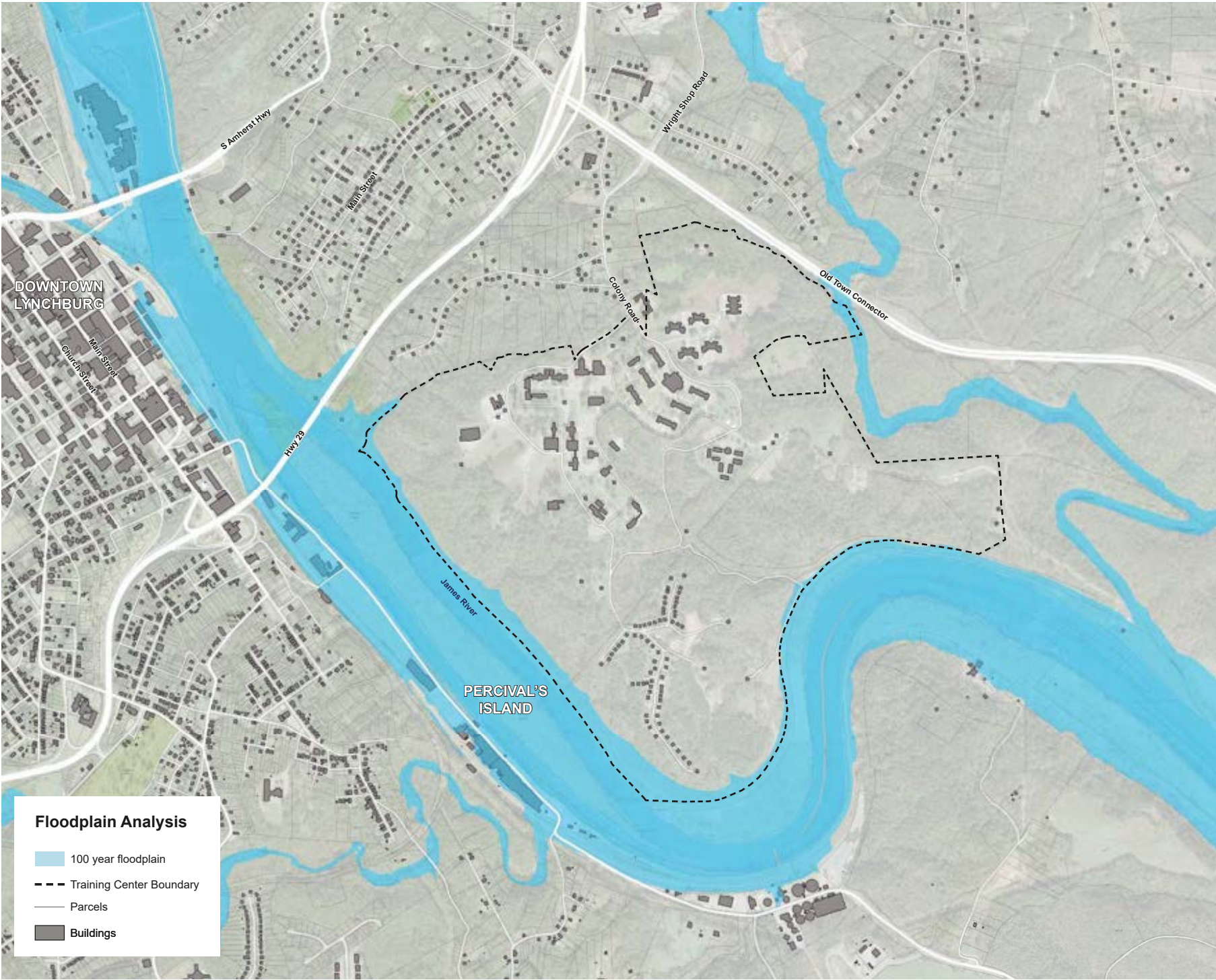
Aerial view looking west over the forested hillsides and the Site's ridgeline bluffs, with their various building sites, and downtown Lynchburg seen off to the west across the James River



FLOODPLAIN

With the Training Center Site’s primary developable areas lying on the ridgeline far above the James River, there are minimal floodplain impacts toward redevelopment. Along the riverfront, though, any proposed trail facilities, like shelters, bridge spans, or signage features, should reside above the 100-year floodline, emphasizing site resiliency. In addition, these facilities, along with the trail paving material, should be constructed of durable materials that could withstand the occasional flood event.

Williams Run, a small wooded draw, runs down a hillside, and then parallels Highway 210 along the Site’s north boundary for a short distance before crossing under the highway via a culvert. This small waterway and its associated floodplain, while not directly impacting developable area within the Site, does limit the span of Highway 210 frontage available for a possible connection.

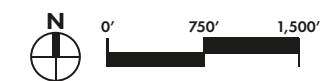




UTILITIES

The CVTC campus was well-supplied with the standard set of utilities, including water, sanitary sewer, and electrical. Much like the overall layout of roads and buildings, the alignments of these existing utilities do not lend themselves for simple preservation in a redeveloped neighborhood. Their provision to the Site does, however, limit the amount of upfront costs other greenfield development projects must incur.

Utility improvements in and extensions to the VC Mobile Home Park area will need to be undertaken to allow for full future growth.

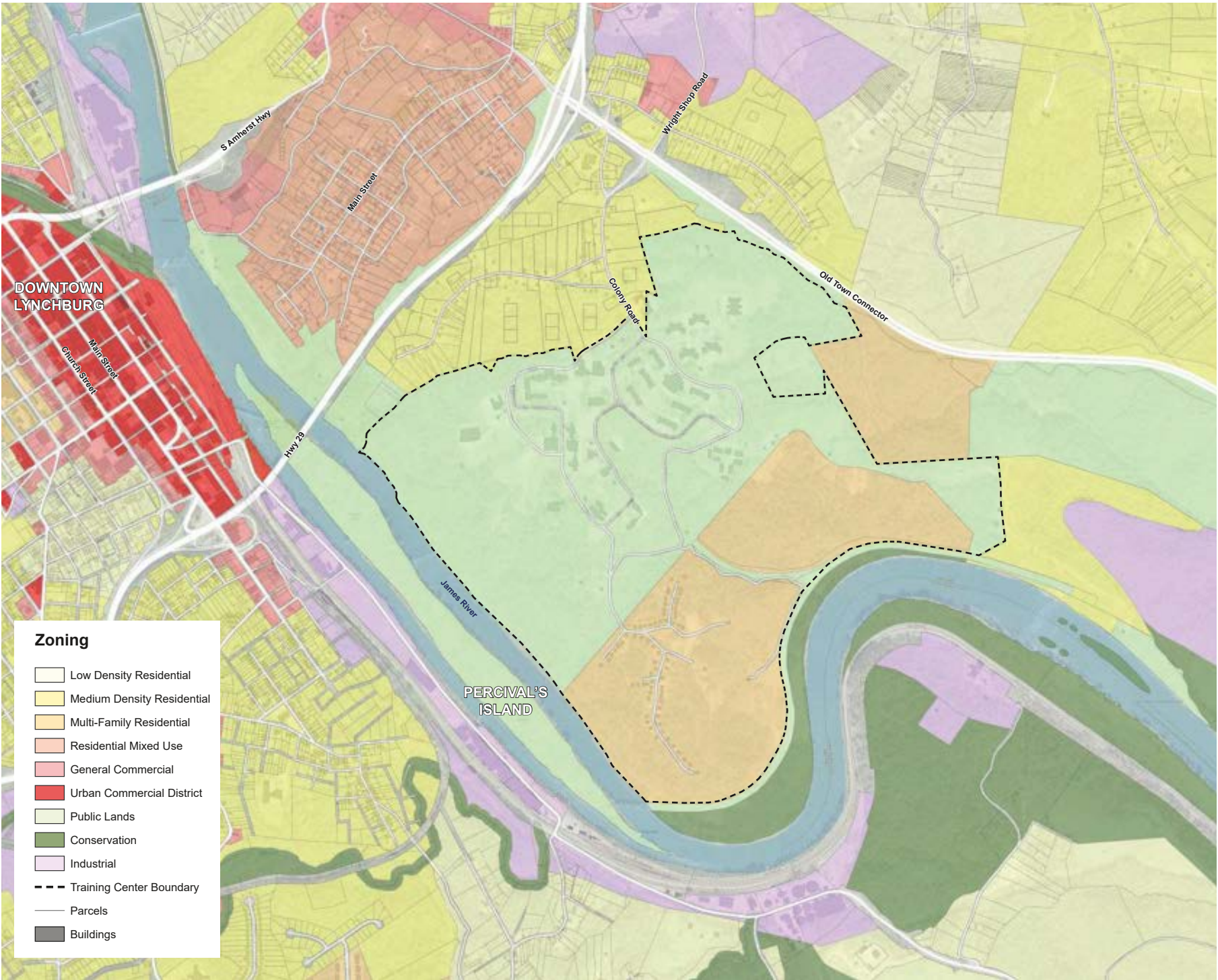


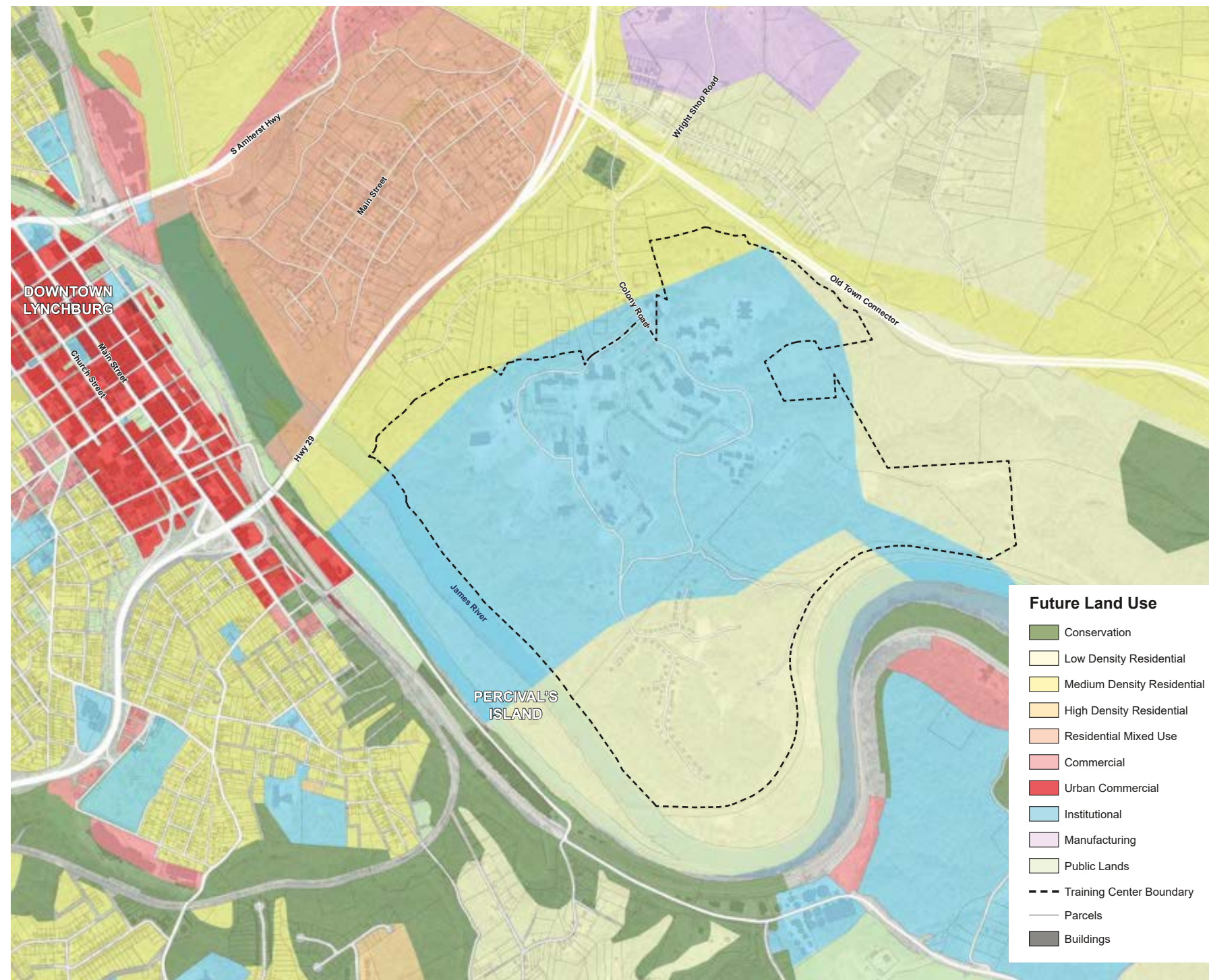
ZONING

Though on-site operations have ceased, the CVTC campus property is still owned by the Commonwealth of Virginia. Thus, the vast majority of the Site is zoned as Public Lands. To the Site’s immediate west, an area of Medium Density Residential follows Sunset Drive Colony Road toward the river. The VC Mobile Home Park property is zoned for Multi-Family Residential use, as are two parcels to its northeast across Fertilizer Road.

A swath of riverfront on the Site’s southeast boundary is designated as Conservation. Continuing east there is a Medium Density Residential parcel followed by an Industrial property representing the Amherst County Adult Detention Center.

To coincide with adoption of the proposed neighborhood’s Redevelopment Plan, the entire Site will need to be re-zoned in accordance to its development pattern and ownership.





FUTURE LAND USE

Similar to the Zoning designations, the proposed neighborhood's Redevelopment Plan would need to be incorporated into the jurisdiction's Future Land Use map. As highlighted to the left, the Institutional use originally associated with the CVTC campus will be replaced with a designation in-line with the mixed-use Master Plan.

The Future Land Use shows the mobile home property re-designated for less-dense residential use, which would be more fitting given it's location and means of access. Also to note, the large areas of Residential Mixed-use and Urban Commercial in close proximity to the Site, a factor that shows the potential to incorporate like-uses within the redeveloped neighborhood itself.



DEVELOPMENT POTENTIAL

By layering the preceding set of Analysis Maps over each other, a comprehensive snapshot of the various opportunities and challenges associated with the Training Center Site was created. This overall graphic, shown on the opposite page, captures the Development Potential of the property.

First to note, in response to the severe slopes that cover large areas of the Site and their constraints on construction, the actual developable area for the project is approximately 110 acres, much reduced from the 350-acre overall property size. The steep slopes of the ravines also provide opportunities for promontory views and overlooks from the ends of the various ridgelines that run through the Site.

To enhance connectivity to surrounding areas as well as to create the conditions for maximum mixed-use potential, the number of access ways into the Site must be increased. Most significantly, for any sort of commercial or office or dense residential use to succeed, **a direct connection to Highway 210 to supersede Colony Road is necessary**. In addition, the planned extension of Colony Road to the east from the Site to connect with future developments further down river would also prove beneficial.

The complex of buildings known as The Farm, on the far west ridgeline of the property, are identified as structures that could be preserved and renovated into a destination facility for the neighborhood. The existing cemeteries should be preserved and memorialized appropriately. Lastly, the areas to receive environmental remediation are delineated for reference.



Aerial view looking east over the existing campus buildings and green spaces



TREE SURVEY

As part of the physical site Inventory & Analysis phase, the Virginia Department of Forestry (Forestry) was engaged to conduct a survey of large specimen trees around the CVTC campus property. As part of the survey, the trees were identified with their species, caliper size, health condition, and maintenance recommendations. Forestry representative then compiled the data into table format and produced a geo-referenced map file.

The primary goal with this activity was to provide designers a reference tool that would allow them to identify then explore the viability for preservation into the Redevelopment Plan of as many of the great old trees that exist on-site today. If preserved, these stately trees could serve as historic icons or wayfinding elements within the neighborhood.



Large, healthy specimen deciduous tree ideal for preservation



Existing campus green space with large specimen trees scattered throughout

TREE ID	Species	DBH	Condition	Maintenance Recommendations	Field_Notes
948	Willow Oak	48	Good	Prune	rid of deadwood
949	American Sycamore	41	Good	Prune	
950	Elm (other)	54	Good	IPM	white on bark
951	Eastern Red Cedar	26	Good		healthy old cedar
952	Willow Oak	48	Good	Prune	prune deadwood
953	Southern Red Oak	60	Fair	Prune	prune for shape
954	Southern Red Oak	41	Fair	Prune	broken stem could be pruned
955	Flowering Dogwood	15	Good	Prune	
956	Maple (other)	14	Fair	Prune	
957	Willow Oak	60	Good	Prune	
960	Maple (other)	16	Good	Prune	prune dead from top
961	Maple (other)	18	Good	Prune	solid healthy tree
963	Red Maple	26	Good	Prune	expansive canopy
964	Oak (other)	60	Excellent	Prune	water oak more than 100 yrs
965	Willow Oak	70	Excellent	Prune	
966	Silver Maple	50	Good	Prune	
967		14	Good	IPM	hemlock
968		14	Good	IPM	hemlock
969	Silver Maple	24	Good	Prune	
970	American Holly	12	Good	IPM	line of hollies bordering admin
971	Willow Oak	60	Good	Prune	
972	Willow Oak	60	Good	Prune	
973	American Holly	8	Fair	IPM	10 hollies total in line
975	White Pine	30	Good		
976	Red Maple	24	Good	Prune	cleaning
977	Eastern Red Cedar	23	Good	IPM	
978	White Pine	42	Good	Prune	
979	Eastern Red Cedar	24	Good	Prune	
980	Eastern Red Cedar	20	Good	Prune	
981	Eastern Red Cedar	20	Good	Prune	
982	Sweetgum	48	Good	Prune	one of the lgst I've seen
983	American Holly	25	Good	Prune	
984	American Holly	25	Good	Prune	
985	Red Oak	32	Good	Prune	
986	Flowering Dogwood	7	Good		
988		16	Fair	IPM	Hemlock
989	Red Maple	36	Good	Prune	
990	Willow Oak	50	Good	Prune	
991		30	Fair	IPM	hemlock
992		30	Fair	IPM	hemlock
993		26	Fair	IPM	possible removal
994	Silver Maple	34	Good	Prune	
995	Willow Oak	50	Good	Prune	
996	Willow Oak	58	Fair	Prune	cleaning & correct tional
998	Red Oak	52	Fair	Prune	
999	Sweetgum	32	Fair	Prune	possible removal nxt to building
1000	Red Maple	18	Good	Prune	
1003	Oak (other)	5	Good	Prune	remove shrub
1006	Oak (other)	36	Fair	Prune	poss remove nxt to builing
1007	Red Oak	48	Good	Prune	poss removal nxt to building
1008	Eastern Red Cedar	18	Fair	Prune	
1011	Crepe Myrtle	12	Fair	Prune	
1012	Crepe Myrtle	12	Fair	Prune	
1013	Red Maple	18	Good	Prune	
1014	Elm (other)	28	Good	Prune	
1015	Oak (other)	25	Poor	IPM	
1016	Red Maple	13	Fair	Prune	
1017		12	Fair	IPM	hemlock
1018	White Pine	21	Good		
1020	Willow Oak	50	Good	Prune	
1021	Eastern Red Cedar	12	Fair		
1022	Willow Oak	48	Good		
1023	American Holly	12	Good		
1024	American Holly	12	Good		
1025	White Pine	30	Good		
1026	Eastern Red Cedar	12	Good		
1027	JUNI	8	Good		
1028	Eastern Red Cedar	14	Good		
1029	White Pine	15	Good		hillside of various healthy pines
1030	MAGR	38	Good		
1031	American Beech	32	Good	Prune	
1033	Eastern Red Cedar	12	Good		
1034	Eastern Red Cedar	12	Good		
1035	Eastern Red Cedar	12	Good		
1036	Flowering Dogwood	18	Fair	Prune	
1038	Eastern Red Cedar	10	Fair	Prune	
1039	Flowering Dogwood	8	Good		
1040		60	Good		deodor cedar
1041		38	Good		cedar
1042	Red Oak	50	Fair	Prune	
1043	Red Maple	20	Good	Prune	various mature maples
1044	Red Oak	50	Good	Prune	various mature oaks 8+
1045	Maple (other)	14	Fair	Prune	numerous mature maples 8+
1046	White Pine	10	Good		all trees in area healthy
1047		8	Good	IPM	hemlock
1048		8	Good	IPM	hemlock
1050	Maple (other)	20	Good	Prune	
1051	Willow Oak	40	Good	Prune	
1052	Willow Oak	40	Good	Prune	
1053	Sweetgum	15	Fair	Prune	
1054	Red Oak	18	Good	Prune	

Specimen Tree Survey - Results Table





3 | MARKET ASSESSMENT

OVERVIEW & METHODOLOGY

CONTEXT / DEMOGRAPHICS

RESIDENTIAL MARKET

RETAIL MARKET

OFFICE MARKET

INDUSTRIAL MARKET





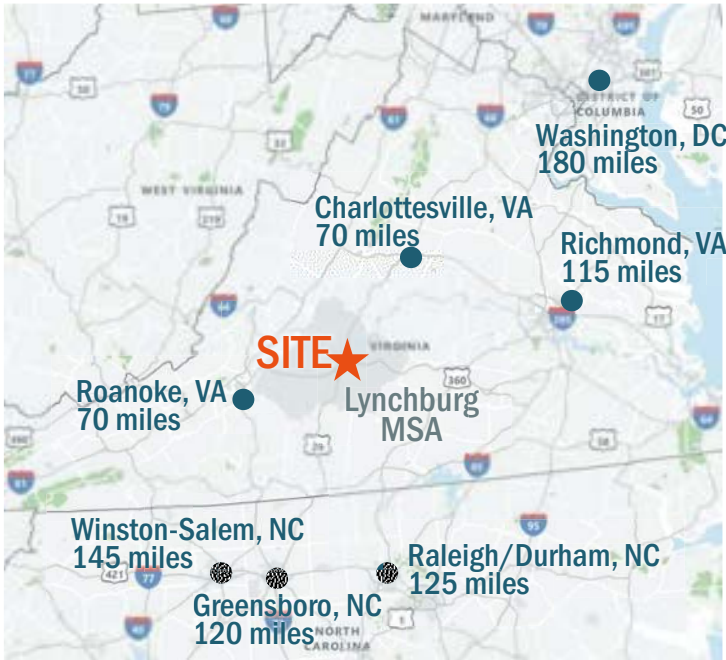
OVERVIEW & METHODOLOGY

The Training Center Redevelopment Plan presents a once-in-a-generation opportunity to envision and plan the redevelopment of the Site, consisting of the existing campus and mobile home property. The Consultant Team was engaged by LRBA to conduct a market analysis to inform redevelopment planning. The Team assessed the long-term market potential for residential, retail, office and industrial uses.

This preliminary market assessment of the Training Center Site’s development potential helps define a vision for the Site. This assessment is based on existing market conditions, ongoing development trends and local knowledge. The Team assessed competitive real estate markets in the State and surrounding states, evaluated the local market context, analyzed the Site, and interviewed key informants to arrive at these preliminary market findings.



CONTEXT / DEMOGRAPHICS



REGIONAL & LOCAL CONTEXT

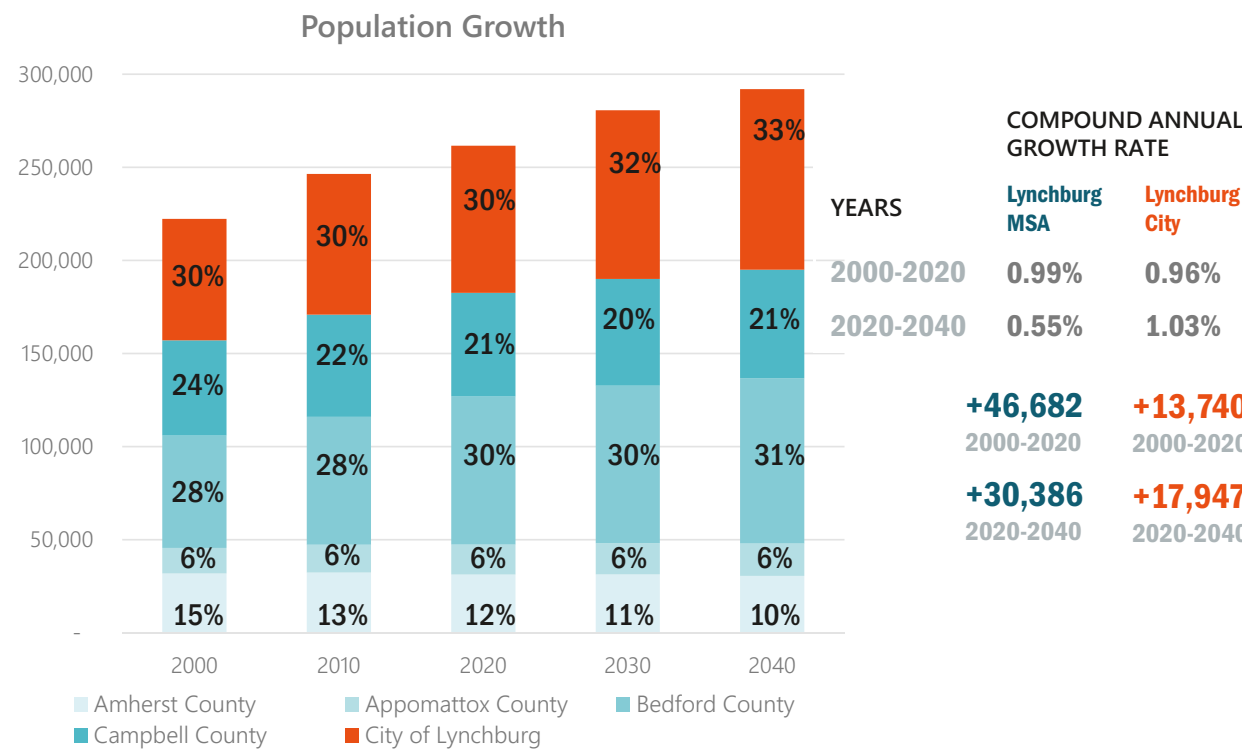
Overlooking the James River and adjacent to downtown Lynchburg, the Site presents a unique opportunity for redevelopment in the Lynchburg Metro area. The Site is in Madison Heights in Amherst County and includes approximately 350 acres of land. However, accounting for topography, existing tree cover and other considerations, the Team estimates that approximately 110 acres could be developable.

The majority of the Site was a state mental hospital. While overcoming the history of the CVTC campus itself presents a challenge, developers typically prefer “shovel-ready” sites that are clear of existing structures and utilities. At its peak operation, there were 98 buildings. The presence of existing CVTC structures creates a challenge for redevelopment. Building demolition, environmental remediation, and removal of old site infrastructure would all need to be addressed prior to private redevelopment.

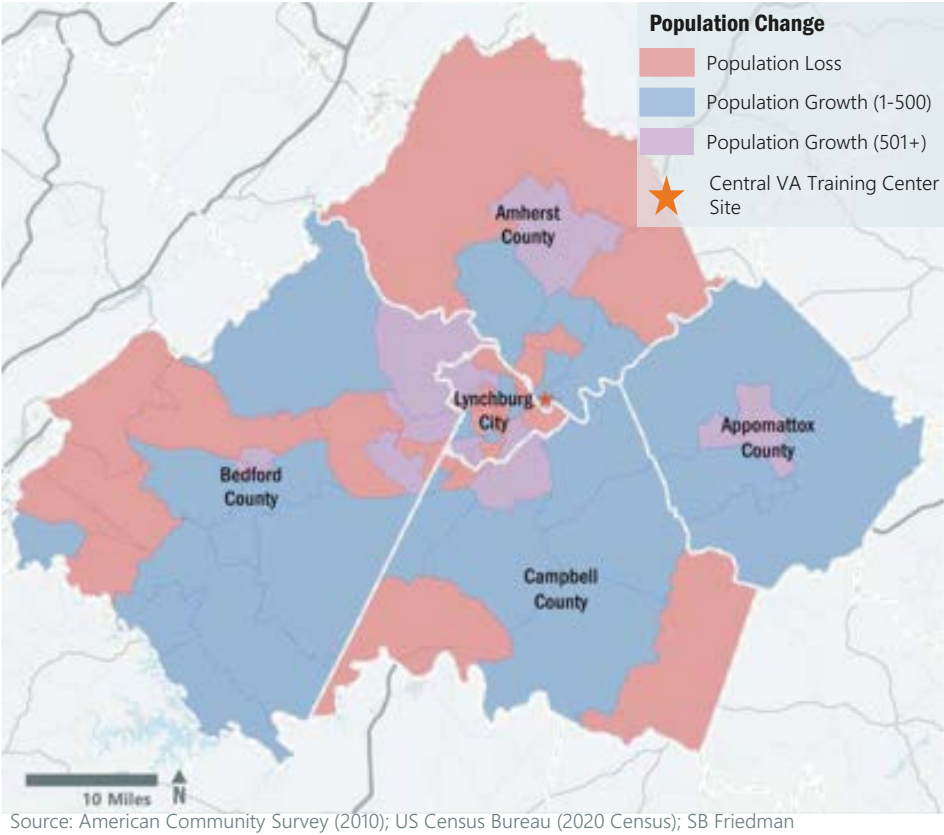
Different land uses have varying location requirements in terms of visibility and access. The Site’s location atop a hill adjacent to the James River offers extraordinary views and natural beauty. However, visibility from the local road network is limited. Additionally, the Site is approximately half a mile from the entrance/exit at Highway 210 to US Route 29 Lynchburg Expressway. Currently, Colony Road is the only entrance into the Site. Additional access points may be required to support future redevelopment. However, the topography may create challenges to enhancing accessibility to the Site.

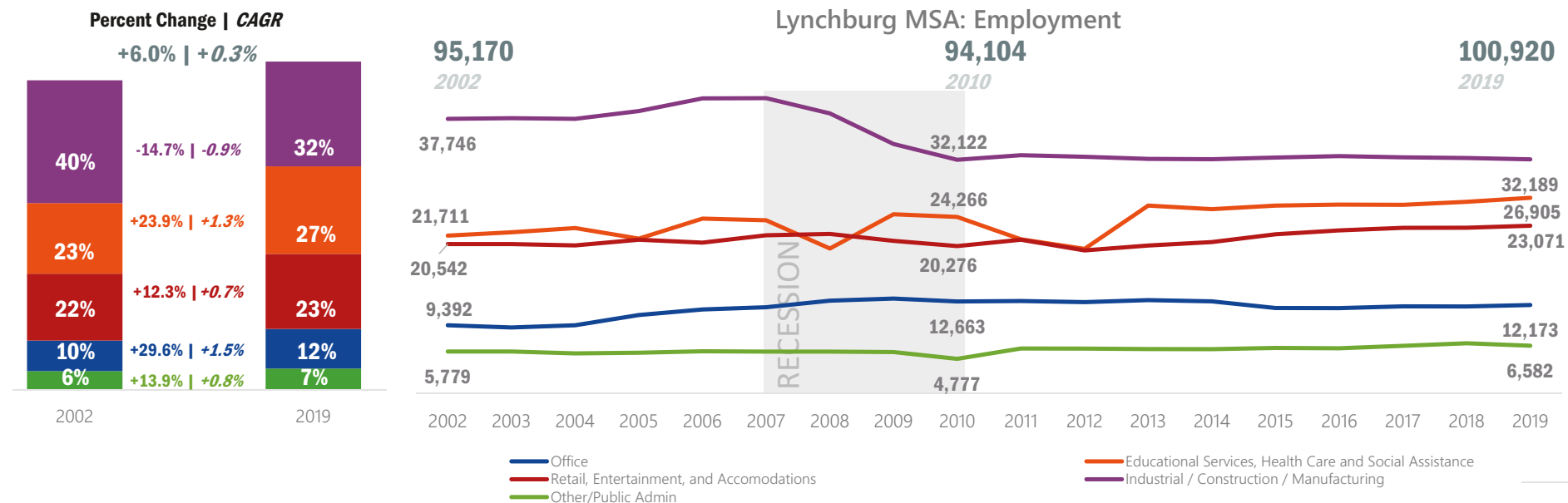
POPULATION TRENDS

The redevelopment of the Site is a regional multi-generational project with the potential to attract people and businesses from the all over the Lynchburg Metropolitan Statistical Area ("MSA") consisting of Amherst County, Appomattox County, Campbell County, Bedford County, and the City of Lynchburg. Over the last 20 years, from 2000 to 2020, the Lynchburg MSA has seen population growth of nearly 50,000 people. Much of the growth in the region has occurred in the City of Lynchburg, Bedford County, and in census tracts near the City of Lynchburg. Looking forward, the Central Virginia Planning District Commission, the metropolitan planning organization ("MPO") forecasts that the region will continue to grow, albeit at a slower rate than the last two decades. Over the next 20 years, the MSA is projected to add approximately 30,000 residents. As evident from historic trends, it is anticipated that Bedford County and the City of Lynchburg will likely have the most population growth but given the Site's proximity to downtown Lynchburg, there is potential to capture some of the forecasted growth to support new residential and retail development on the Site.



Population Change (2010-2020) by Tract





EMPLOYMENT TRENDS

Overall employment in the MSA has recovered since the Great Recession. The number of educational and medical jobs has increased in the MSA, while the number of industrial jobs has decreased. New employment growth is the primary generator of new office and industrial development. Looking to the future, data provided by the MPO projects that regional employment is anticipated to remain relatively stable with about ±105,300 employees through 2030. Therefore, the limited regional employment growth points to the need to attract companies from outside the MSA. Target industries could include educational and medical sectors based on recent historic growth patterns.

DEMOGRAPHIC TAKEAWAYS

- The Lynchburg MSA is a small portion of the Commonwealth population and is projected to grow at a marginally slower pace than the Commonwealth over the next 20 years.
- Amherst County is projected to shrink slightly, while the City of Lynchburg and the larger MSA is projected to grow slightly over the next 20 years.
- Historically from 2010 to 2020, tracts surrounding the Site generally experienced population growth.
- The tracts surrounding the Site, including in Madison Heights and the City of Lynchburg, have relatively lower incomes compared to the more rural areas of the MSA. Wealthier areas of the MSA include parts of Bedford County and the City of Lynchburg where new residential growth has occurred.

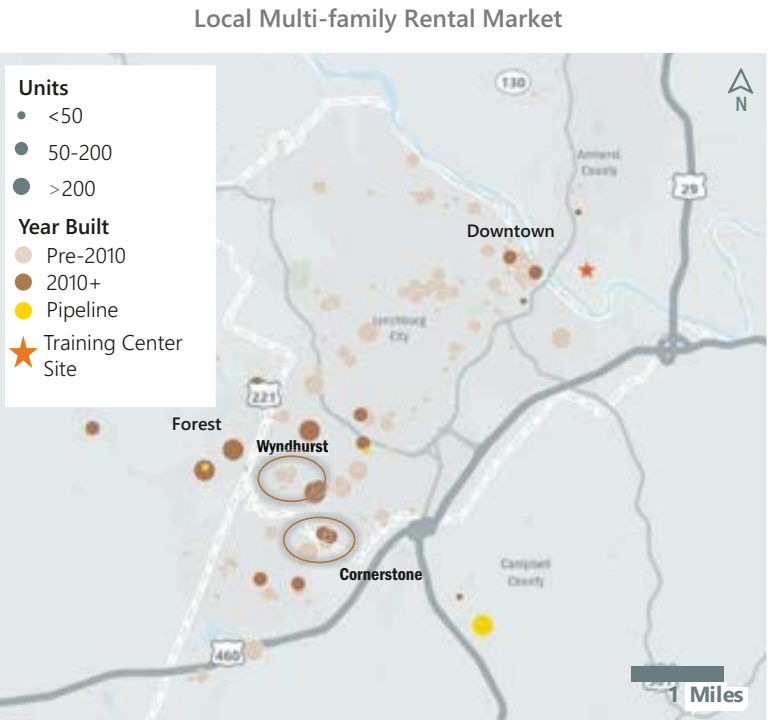


Enhanced streetscape and renovated building developments along downtown Lynchburg's waterfront

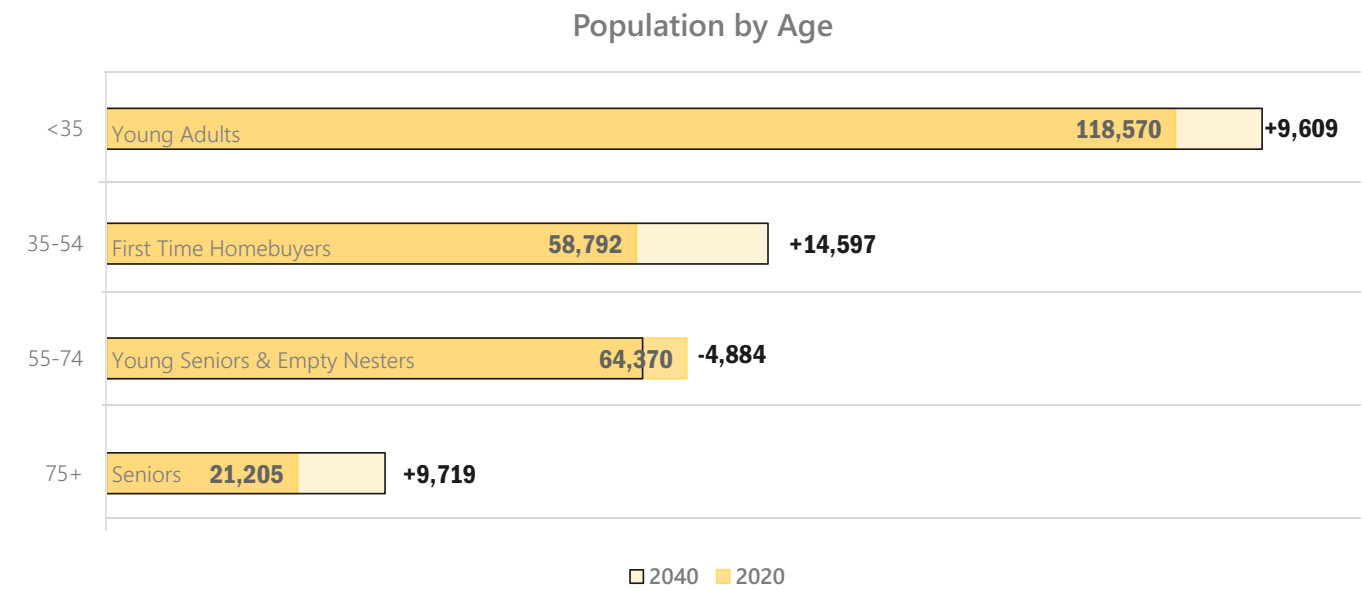
RESIDENTIAL MARKET

There are approximately 12,000 existing multifamily rental apartment units in the MSA, as of April 2020. Another 250 units are either under construction or planned. The multifamily market overall appears to have recovered post-recession. Since 2009, the MSA has permitted approximately 163 units, indicating a strong regional apartment market. During this period there has been a decrease in the number of annual building permits for new single-family homes, indicating a preference for new multifamily development. Recent development built since 2010 has primarily located in southwest Lynchburg and neighboring Forest in mixed-use neighborhoods that exhibit traditional neighborhood design characteristics such as enhanced walkability, wider mixes of uses, and community amenities.

Drivers for residential development in the Lynchburg MSA include population growth and householder age and preference. The population in the MSA is projected to grow which will result in demand for new residential development. Over the next 20 years, the MSA is expected to see population increases in all age cohorts except 55-to-74-year olds. Ongoing growth in young adult and senior population cohorts could continue to support additional multifamily development. Growth in the first-time homebuyers population segment (aged 35 to 54) could potentially support single-family residential development.



Source: CoStar (data pulled April 2020), Esri, SB Friedman



[1] PUMs data is not yet available for 2020. Housing preference data from American Community Survey 5-Year Estimates (2014-2018). Source: American Community Survey 5-Year Estimates (2014-2018, 2016-2020); Esri Business Analyst; SB Friedman

New (2010+) Construction Housing Preference [1]	
Single Family	Multifamily
46%	54%
93%	7%
92%	8%
59%	41%

RETAIL MARKET

Downtown Retail




DOWNTOWN / EXPERIENTIAL

- Mixed-Use
- Ground-floor retail
- Walkable pedestrian environment

SIZE VARIES

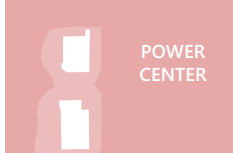
Regional Retail Clusters



REGIONAL OR SUPER-REGIONAL MALL

- Anchored by 2+ full-line department stores

~400,000-1,000,000+ SF



POWER CENTER

- 2+ category-dominant freestanding anchors of ~100,000+ SF
- General merchandise, home improvement

~1M+ SF

Local Retail Clusters



COMMUNITY CENTER

- 1+ category-dominant freestanding anchors of ~100,000+ SF

OR

- 1+ grocer anchors of ~50,000+ SF and additional category dominant retailers

~100,000-250,000 SF



NEIGHBORHOOD CENTER

- 1+ grocer anchors of ~50,000 SF +
- Additional supporting retail

~75,000-150,000 SF

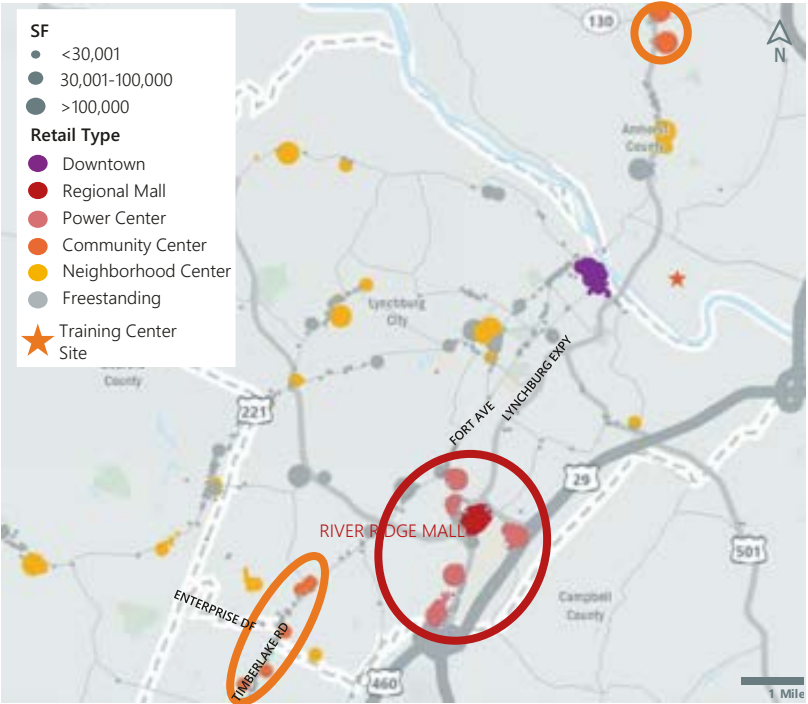


FREESTANDING/STRIP RETAIL

- Small convenience center with goods and services
- Limited trade area

~5,000-150,000 SF

Local Retail Clusters



The City of Lynchburg is the retail hub of the MSA, with 62% of the existing retail building square footage in the MSA. Much of the retail space in the Lynchburg MSA is located within Downtown or local-serving retail clusters. In addition to Downtown, the area around the River Ridge Mall is the primary regional retail cluster. Since 2010, there has been limited retail developments in the City of Lynchburg and Madison Heights. New retail has typically followed new residential development along highly accessible roads with visibility. Key retail developments were primarily grocery anchors in smaller neighborhood centers.

Even before the global COVID-19 pandemic, the retail sector was experiencing dramatic shifts with growth in e-commerce altering consumer behavior and the ways in which people shop. While there have been significant closures in big box, department stores and traditional retailers both nationally and locally, there has also been growth in convenience, value and experiential retail categories driving growth for new retail space. Other factors that impact demand for retail development include population growth and consumer spending. As residential development occurs on the Site, the resulting increase in population and consumer spending potential could translate into supportive retail space, including convenience-oriented retailers and/or experiential retail/dining.

OFFICE MARKET

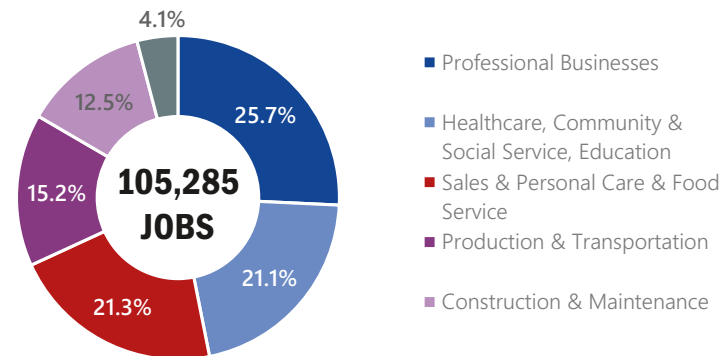
CORPORATE OFFICE DRIVERS



OFFICE PROSPECTS

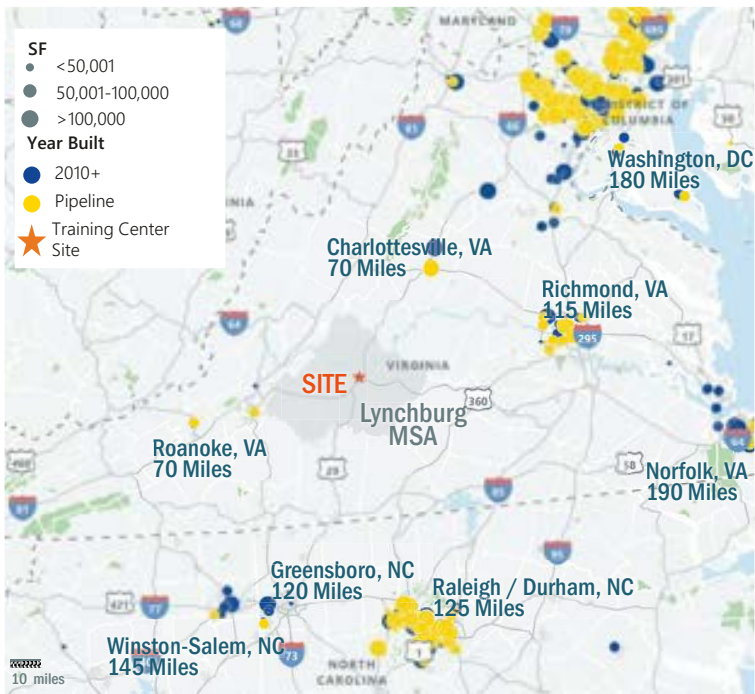


EMPLOYMENT SECTORS – LYNCHBURG MSA 2030



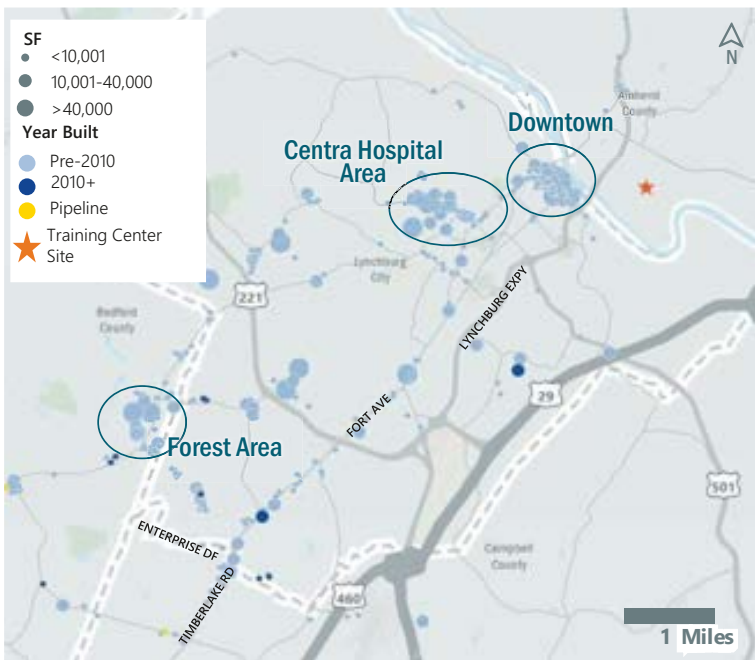
Source: Central Virginia Workforce Development Board; JobsEq; Lynchburg Regional Business Alliance; SB Friedman
SB Friedman Development Advisors

Regional Office Market



Source: CoStar (data pulled April 2020), Esri, SB Friedman

Local Office Market



Source: CoStar (data pulled April 2020), Esri, SB Friedman

New, under construction, and planned Class A office development throughout the State and surrounding states is occurring near larger metropolitan areas, such as Washington, DC, Richmond, and Raleigh-Durham. Nationally, employer location preferences drive evolving trends in office space location with trends shifting from car-oriented, single-use business parks to walkable, vibrant mixed-use places. Other key factors include location of executives, employment growth, access to talented workforce, and a mixed-use environment. Given this preference for larger metro areas, the Lynchburg MSA has attracted limited new, under construction or planned Class A office development. Recent office development in the MSA tends to be smaller and have professional office uses.

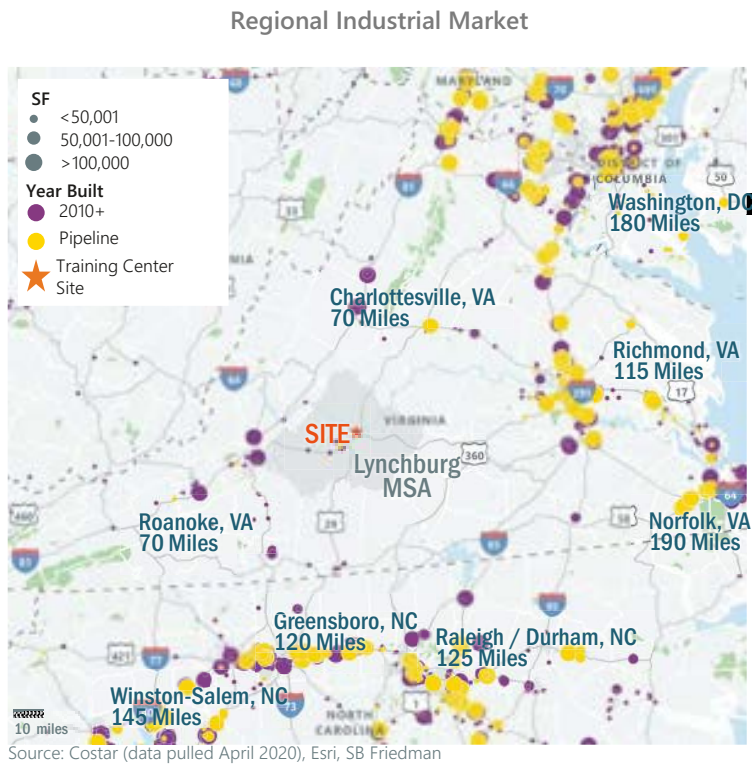
While there has been limited new building construction, several office tenants have considered Lynchburg. These include medical users as well as professional, financial services, and back-office/corporate support users. These prospective office tenants have expressed interest in modern office space ranging from 20,000 to 50,000 sf. The current office building profile in the MSA is older and smaller, indicating a mismatch between the current supply and demand for office space.

In addition to finding a suitable building, professional office tenants typically prefer areas with employment growth, access to a talented workforce, mixed-use environments, and a high quality of life. If professional office space was included as part of a mixed-use environment, the Site may be attractive to professional office users in the future. Additionally, as the MSA grows, Centra Lynchburg General Hospital, the primary healthcare network in the region, may expand facilities to enable the hospital to better serve the growing population. Depending on expansion needs, site configuration, access, and the level of population growth in the future, the Site may be attractive to medical office users in the future.

INDUSTRIAL MARKET

Overall, the transportation, distribution, and logistics (“TDL”) industrial sectors are driving the State’s industrial market. Similar to the Class A office market, new industrial development has been primarily located in proximity to larger metropolitan areas as well as along major transportation corridors and intermodal locations. This growth in TDL industrial development is primarily driven by growth in e-commerce which has drastically altered the movement of goods, warehouse and distribution operations, building specifications, and location requirements. Because the Lynchburg MSA is not served by an interstate highway, there has been very limited new industrial development in the last ten years.

Unlike most of the new TDL development occurring throughout the rest of the State, the industrial market in the MSA is geared more for smaller industrial users. Recent industrial prospects in the MSA include manufacturing and light industrial users as well as medical technology and medical manufacturing companies. These prospective tenants are in search of modern industrial space ranging from 20,000 to 150,000 sf. The current industrial building profile in the MSA is older, indicating a mismatch between the current supply and the desired industrial space. Prospective industrial users also indicated willingness to build new spaces, but typically prefer shovel-ready sites, approximately 5 to 20-acres. The desire for affordable shovel-ready sites may challenge the industrial development potential on the Site. Interviews indicated that industrial users may also prefer locations within publicly owned industrial parks due to the possibility of a write-down on the land value (with performance-based commitments).



TDL INDUSTRIAL DRIVERS



GROWTH IN
E-COMMERCE



GLOBAL TRADE
PATTERNS



TRANSPORTATION
NETWORKS



BUILDING
AVAILABILITY

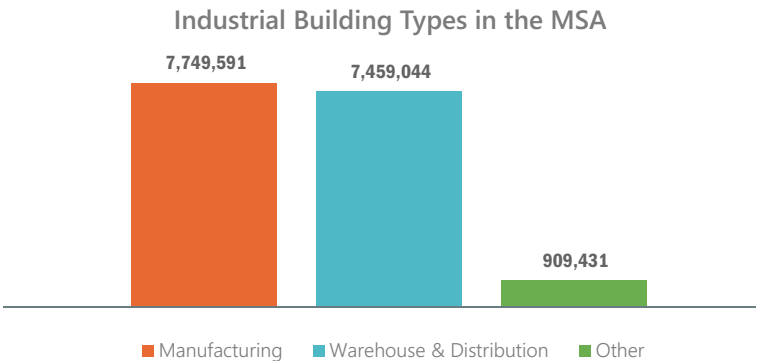
INDUSTRIAL PROSPECTS



MANUFACTURING/
LIGHT INDUSTRIAL



MEDICAL TECHNOLOGY/
MANUFACTURING



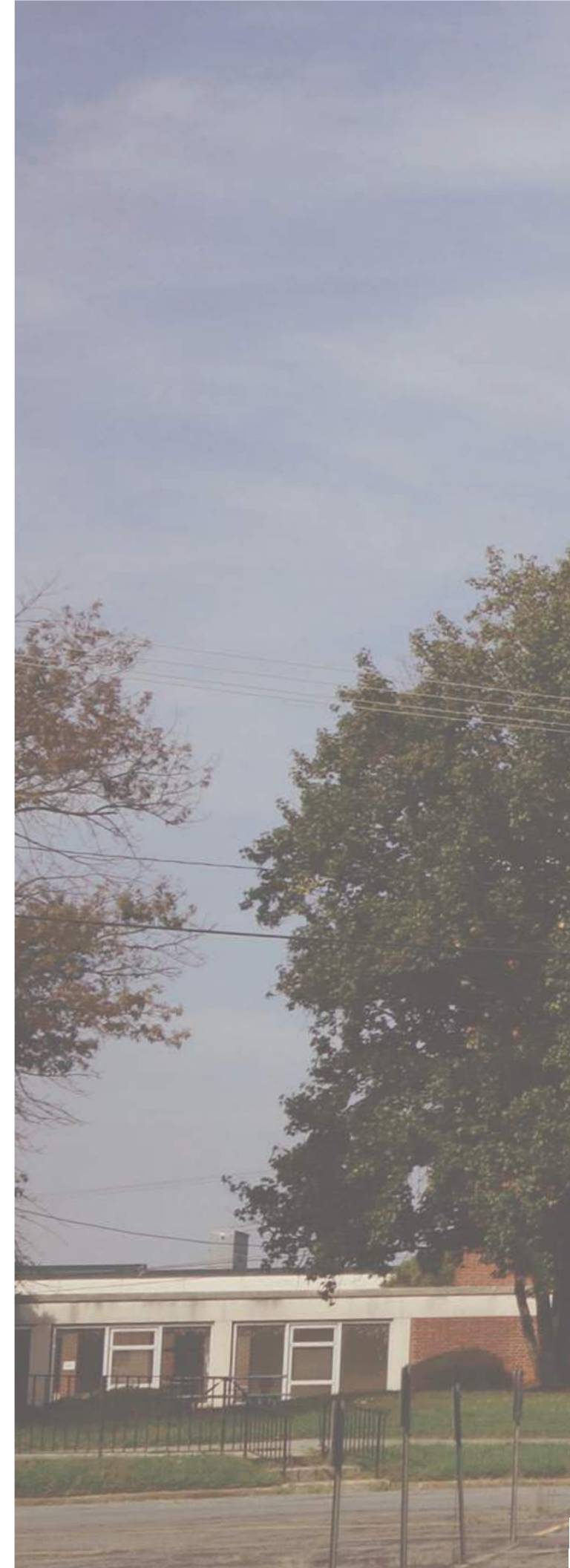


4 | VISIONING

OVERVIEW

STAKEHOLDER INTERVIEWS

VISIONING WORKSHOP





OVERVIEW

With the framework created by the Inventory & Analysis of the physical site conditions and the Market Assessment in-place, the next step in the master planning process was the Visioning phase. Given the Training Center Site's history, size, location, and overall development potential within the region, the establishment of a consensus-driven vision for the redevelopment of the Training Center Site was key. This vision was to be shaped by local officials, business leaders, community advocates, as well as the public at-large.

The Visioning process helped form the principles necessary to guide the master planning effort and was used as the basis of design during the Design Charrette. The process was comprised of two main components: Stakeholder Interviews and a Visioning Workshop. Due to the impacts of the COVID-19 pandemic, these activities were performed virtually via online meeting and website platforms. Fortunately, despite the lack of in-person interaction, participation via the online platforms was high and the in-depth feedback received proved valuable to the Team's design efforts.

On the following pages, Stakeholder Interview and Visioning Workshop processes are described, with the results of the exercises provided as well.



STAKEHOLDER INTERVIEWS



Aerial view looking east from over the Training Center Site up the James River Valley

Upon project commencement, a group of 50 individuals were selected to be part of the Training Center Target Advisory Council (Advisory Council). The members of the Advisory Council were invited to participate in the Stakeholder Interview process. To begin, participants were sent a digital Visualization Survey & Questionnaire. The Survey included key potential elements that the envisioned Redevelopment Plan might include while the Questionnaire solicited feedback on broad issues involving the current Site and its transformative future.

VISUALIZATION SURVEY

The following tabulation describes the Survey results. Twenty-six members of the Advisory Council ranked each of the elements below on a scale of 1 (least important) to 5 (most important) based on their importance to the creation of the Training Center Redevelopment Plan. The rankings were totaled for each element and the average score calculated to determine the most preferred and desirable features for the Site and key connections to surrounding areas.

	Avg Score	Master Planning Elements
<i>Most Important</i>	4.6	Views of Downtown Lynchburg, James River, Wooded Hills
	4.5	Parks, Greenways, and Trails
	4.4	Improved Mobility Network
	4.4	Direct Connection to the James River
	4.3	Attractive Streetscape Design
	4.2	Enhance Access to / from Hwy 210
	4.0	Corporate / Professional Office Uses
	4.0	Redevelopment of Adjacent Properties / Uses
	3.8	Town Center / Mixed-use Center
	3.7	Advanced Manufacturing / Technology
	3.4	Walkable Urban Neighborhood
	3.3	Preservation of Wooded Areas
	3.3	New Residential
	3.3	Central / Community Gathering Space
	3.3	Retail / Storefronts
	2.8	Entertainment Uses ("Things to do")
<i>Least Important</i>	2.8	Resort / Lifestyle Destination
	2.6	Civic Buildings
	2.5	Preserved Campus Landscaping
	2.4	Suburban Development Pattern
	2.2	Preservation of Existing Buildings

QUESTIONNAIRE

The following questions were posed to the twenty-six participants in conjunction with the Visualization Survey. The objective was to solicit insight from the local individuals into the issues and opportunities relating to the Training Center Site and its redevelopment. On the following pages, each question is listed with common responses provided and grouped in order to identify emphasis and priorities. The total number of individuals **(in bold)** who mentioned each response, are also included.

What is your long-range vision for the physical development of the Training Center site?

- Advanced Manufacturing / Research / High Tech / Industrial component **(11)**
- Mixed Use **(9)**
- Professional offices / Amenities **(9)**
- Corporate HQ Campus / Employment Center / Business Heavy **(8)**
- Nature / Views / Outdoor Recreation / Park / Greenway / Trails **(8)**
- Retail **(8)**
- Connection / Use / Views to James River **(6)**
- Connection to Downtown / Greenway / Amenities **(5)**
- Residential (varied density) **(4)**
- Walkable Community **(4)**
- Economic impact for the region / Revenue for the County / Job Creation **(3)**
- Amphitheater / Entertainment / Social Gatherings **(3)**
- Live/Work/Play **(2)**
- Retirement Community / Central Virginia Retirement **(2)**
- Preserve Historic Buildings / Demo Others **(2)**
- Nuclear Manufacturing **(2)**
- A version of Wyndhurst, but with more outdoor activities and businesses **(2)**
- Water Park / Amusement Park (use topography) **(2)**
- Research Park - Ex: VT's Corporate Research Park / UVA's Fontaine Research Park **(1)**
- Inclusive Housing / Affordable Housing **(1)**
- Educational Uses **(1)**
- Research Park - Ex: VT's Corporate Research Park / UVA's Fontaine Research Park **(1)**
- Educational Uses **(1)**
- Destination to attract visitors **(1)**
- Training Center **(1)**
- Restaurants / Outdoor Seating **(1)**
- Environmental Awareness **(1)**
- Medical Center **(1)**
- Charming Modern Destination **(1)**
- Open up to the community / Tell History - Ex: Endstation **(1)**

What do you believe are the most important issues that the development of the Training Center site will face during the next five years?

- Funding / Bond Issues / Infrastructure Costs **(9)**
- Removing buildings / Re-Purposing Buildings / History of Buildings **(7)**
- Environmental Issues / Site Clean-up / Brownfield Issues **(7)**
- Regional Cooperation / Acceptance / Community Enthusiasm & Engagement **(7)**
- Attracting top rate developers / finding the right developer **(6)**
- State Funding Participation / Assistance / Responsibility / Debt **(5)**
- Economic Recession / Market Forces **(4)**
- Adjacent Property Owner Cooperation **(3)**
- Marketing the New Development **(2)**
- VDOT Cooperation on Access **(1)**
- Topography **(1)**
- Complacency **(1)**
- Uncertainty of Ownership **(1)**
- Financial competitiveness with other local/regional needs **(1)**
- Honoring the residents that called CVTC home **(1)**
- Government Red Tape **(1)**
- Economic Development Partnerships **(1)**
- Further Neglect and Decay of Historic Fabric **(1)**

What is your favorite thing about the Training Center site?

- Location - **(17)**
 - Proximity to River **(12)**
 - Proximity to Downtown Lynchburg **(10)**
 - Easy Access to Highways / Transportation Access **(6)**
 - Near Natural Areas **(3)**
 - Views **(3)**
 - Central Location in Lynchburg Region **(2)**
- Large Plot of Land / Grand Opportunity / Potential **(7)**
- Existing Infrastructure (Roads / Sewer / Water) **(2)**
- Transformation of a Site with a Negative Past **(1)**

What is your least favorite thing about the Training Center site?

- Existing Buildings **(7)**
- History / Negative Perceptions of Facility **(5)**
- Environmental Issues / Cost of Addressing / Brownfields **(4)**
- State Bureaucracy / Lack of maintenance from State **(3)**
- Adjacent Properties **(3)**
- Access to Site **(3)**
- Lack of Attractive Gateways from Rte.210 & Neighborhood **(2)**
- Uncertainties about Redevelopment Potential / Unwillingness of Local Developers **(2)**
- Topography **(2)**
- Infrastructure Challenges **(1)**
- Bond Issue **(1)**
- Difficult Topography **(1)**
- Perception of Madison Heights **(1)**
- Displacement of Residents **(1)**

What do you believe are the greatest assets or strengths with regard to the physical Training Center site itself?

- Location - **(25)**
 - James River Access / Views **(14)**
 - Proximity to Downtown Lynchburg **(9)**
 - Nearby Highways **(6)**
 - Centrally Located in the Lynchburg Region **(2)**
 - Proximity to River Trail System **(1)**
- Size of Property / Open Space / County Open for Development **(7)**
- Natural Setting / Rural Feel / Urban Benefits **(6)**
- Natural Beauty **(4)**
- Architecture **(3)**
- Infrastructure **(2)**
- Outdoor Tourism Potential **(1)**
- Unique Site **(1)**
- Access to Personnel in Entire Region 2000 Area **(1)**

What do you believe are the greatest liabilities or weaknesses with regard to the physical Training Center site itself?

- Existing Buildings / Structures / Demolition Costs **(16)**
- Antiquated Infrastructure / Costs **(8)**
- Access / Connectivity to Surrounding Areas / Limited Ingress & Egress **(6)**
- Topography **(4)**
- History / Perceptions **(4)**
- Mobile Home Park / Adjacent Properties **(4)**
- Environmental Issues / Remediation Costs **(3)**
- Existing site conditions / Cleanup Cost **(2)**
- Bonds **(1)**
- State Ownership vs. Local Control Uncertainties **(1)**
- Cost of Redevelopment / Debt Burden **(1)**
- Narrow Roads **(1)**
- Cemeteries **(1)**
- Entrance is not Attractive **(1)**

What do you believe should be the most important physical development goals for the Training Center site during the next ten years?

- Selective Removal of Buildings / Gut Buildings / Good Quality New Buildings **(11)**
- New Infrastructure / Improve **(7)**
- Determine Best Access Route / Improve Site Access **(7)**
- Finish DEQ Remediation / Environmental Concerns Addressed **(5)**
- Maximize Local Tax Revenue / Regional Job Opportunities / Economic Impact **(3)**
- Gateway Entrance / Improve Entrances **(3)**
- Outdoor Recreation / Entertainment / Amphitheater **(3)**
- Mixed Use / Similar to Wyndhurst **(3)**
- Additional Development Sites / New Roads **(3)**
- Scrape the Property Clean & Start Over / Clean Slate **(2)**
- Trails / Parks **(2)**
- Highlight the Views / Visual Clean-Up **(2)**
- Find Developer **(1)**
- Property Sold and Maintained / County Can't Maintain **(1)**
- Broadband Upgrades **(1)**
- Site Planning **(1)**
- Public Parking **(1)**
- Upscale Winery Tasting Room / Restaurant **(1)**
- Advanced Tech Manufacturing Center **(1)**
- Maintained Vegetation **(1)**
- Open Up to Community **(1)**



Aerial view from Highway 210 overlooking the existing cemetery toward the rest of Training Center Site

What three specific actions or projects would you like to see accomplished on the Training Center site?

- Increase River Access / Utilize Waterfront / Highlight Views **(7)**
- Assess Buildings / Demolish Selective Buildings **(7)**
- Corporate / Industry Campus / Business Use / Anchor Businesses **(6)**
- Amphitheater / Entertainment Venues **(5)**
- Increased Lynchburg Access / New Connector Road / Connectivity **(4)**
- Restaurants **(4)**
- Improve Infrastructure **(3)**
- Redevelopment Plan Adopted & Built / Quality Developer **(3)**
- Walkable / Mixed-Use Development **(3)**
- Advanced Manufacturing Center Campus / R&D/ Tech Center / Nuclear, Graphene, Blockchain **(3)**
- Mix of Residential Densities & Typologies **(3)**
- Focus on Developing New Buildings **(2)**
- Attractive Tourism Point / Inviting Places **(2)**
- Conceptual Plan / Renderings **(2)**
- Cost Estimates for Redevelopment (Infrastructure & Demolition) **(2)**
- Expand the Black Water Creek Trail / Connect to River Trail System **(2)**
- Gateway Entrance **(2)**
- Retail **(2)**
- Retirement Community / Multiple Care Levels (ex: Westminster Canterbury, Cedarfield) **(2)**
- Documentation of Historic Campus / Structures **(2)**
- Maintain Lower Rapidan Buildings **(1)**
- Find Uses other than Hospitality and Retail **(1)**
- Amenities for Housing **(1)**
- Amusement / Water Park **(1)**
- Avoid Presence of Non-profits **(1)**
- Open Space / Park **(1)**
- Relief of the Debt Burden **(1)**
- Community Gathering Place / Central Square **(1)**
- Create Economic Activity & Tax Revenue **(1)**
- Preserve Slopes **(1)**
- Pedestrian Bridge / Trails **(1)**
- Recreational Use **(1)**
- Remediation Work **(1)**

What else should we be considering about the site and its development?

- Improved Access to the Major Roads / Access to Site / Connect to Greater Lynchburg Transit Routing **(4)**
- Focus on Finances / Lessen Debt / Economic Impact **(4)**
- Respectfully Honor the History / Memorialize History **(3)**
- Push-back from Amherst Citizens / Gain Public Support / Regional Cooperation **(3)**
- Connect with Madison Heights Master Plan / Current Lynchburg Plans **(3)**
- Working with the Adjacent Property Owners to Continue the Development **(3)**
- Development of Rte. 210 Corridor **(3)**
- Outdoor Market / Festivals / Events / Recreation **(2)**
- Development of US 29 Bypass **(2)**
- Development at 210 intersection with the US 29 Bypass **(2)**
- Time Frame for Development / Basic need first **(2)**
- Open-minded When Interest is Shown / Reach Out to New Partners (beyond Region 2000) **(2)**
- Riveredge Park & Trail **(1)**
- Vision Planning for Riverfront Recreation **(1)**
- Pedestrian Bridges **(1)**
- Improve Madison Heights Appearance **(1)**
- How Community Can Share Risk with Developer? **(1)**
- Define Success (tax revenues, regional employment opportunities, etc.) **(1)**
- Define Important Principles (environmentally sustainable, respectful of the history, minimizing local risk, walkable, etc.) **(1)**
- QR Codes to Public Development Site - Ex: Redevelopment of Lorton Prison in Fairfax County Website **(1)**
- Education About Events **(1)**
- Provide Site Data **(1)**
- Contact Regional and National Developers / Gauge Interest **(1)**
- Outdoor Mall-like experience - Ex: Charlottesville **(1)**
- Removal of Existing Structures **(1)**
- Improved Infrastructure **(1)**
- Ability to Change Zoning **(1)**

VISIONING WORKSHOP

Based on the feedback received during the Stakeholder Interviews, a virtual Visioning Workshop was developed. The Workshop was comprised of two parts: a SWOT Analysis and a Geographic Mapping Exercise. Both activities were presented on the Training Center Redevelopment Plan website and were opened to the public for participation. The online exercises were open for several weeks on the website to allow for the maximum number of response from those interested in the project.

SWOT ANALYSIS

The objective of the SWOT Analysis was to identify the top (S)trengths, (W)eaknesses, (O)pportunities, and (T)hreats associated with the Site and proposed Redevelopment Plan. For each of the four categories, participants were provided with a pre-selected list of responses based on the feedback from the Stakeholder Interviews. In each category, participants were asked to rank their top three selections.

The tabulations to the right show the results of the online analysis. The total number of individuals (**in bold**) who selected each response, are included.

STRENGTHS

- Size of Property **(58)**
- Proximity to Downtown Lynchburg **(54)**
- Access to the James River and Trails **(53)**
- Central Location within the Region **(46)**
- Wooded Setting and Natural Beauty **(37)**
- Unique Site and Great Views **(32)**
- Open Space **(19)**
- Adjacency to Route 210 **(18)**

WEAKNESSES

- Existing Buildings and Structures **(67)**
- Environmental Issues and Clean-up **(62)**
- Antiquated Roads and Infrastructure **(53)**
- History and Negative Perceptions of Facility **(49)**
- Limited Access to and from Property **(24)**
- Adjacent Properties **(18)**
- No Prominent Gateways **(18)**
- Challenging Topography **(13)**

OPPORTUNITIES

- Mixed-use Town Center **(49)**
- Connection to the River and Trails **(46)**
- Outdoor Event Amenities (i.e. Amphitheater) **(43)**
- Tech, Research, or Advanced Manufacturing Uses **(35)**
- Walkable Community **(33)**
- Outdoor Tourism and Recreation **(30)**
- Corporate or Professional Offices **(27)**
- Variety of Residential Typologies **(26)**
- Trails and Park Spaces **(22)**

THREATS

- Removal and Re-purposing of Existing Buildings **(79)**
- Environmental Issues and Remediation Costs **(57)**
- Funding Sources **(56)**
- Costs to Update Roads and Infrastructure **(37)**
- Attracting Developers **(32)**
- Gaining Public Support for the Project **(32)**
- Uncertainty of Long-term Ownership **(19)**
- Working with Adjacent Properties **(13)**

GEOGRAPHIC MAPPING EXERCISE

In conjunction with the SWOT Analysis, the public were invited to also provide input via the Geographic Mapping Exercise. In the activity, participants were presented with list of features that could be included in their ideal Redevelopment Plan. The features were grouped into four categories: Land Use, Mobility, Open Space, and Preservation.

The options listed for each represented a broad spectrum of possibilities for the Site’s transformation. After selecting their preferred choices (number of responses are provided **(in bold)** under each category over the following pages), participants were allowed to write specific comments regarding their selections via the website. Finally, individuals were given the chance to identify their preferred locations for the site features via an interactive online mapping platform.

The following pages document the public feedback collected from these virtual Visioning tools.

Land Use

- Mixed-use Town Center - Main Street **(24)**
- Commercial Retail **(4)**
- Entertainment **(3)**
- Civic **(2)**
- Professional Office **(1)**
- Residential - Estate Lots **(1)**
- Advanced Manufacturing / Light Industrial **(1)**

Land Use Public Comments

- Disc golf!!! The sport is growing and we have Paul McBeth who lives in Bedford County.
- I would like to see this area become a large high-density mixed-use business and residential center similar to Wyndhurst and Cornerstone of Lynchburg.
- A destination that helps the local economy.
- I would love to see a Costco as part of a community area here. You would attract people from all around the area.
- Cabela’s. I am pretty sure there would be a lot of business; you would create jobs for people in the area as well. I would couple this with outdoor activities such as a catch/ release fishing area (free Frisbee golf course; pickle-ball court.
- Just not big box retail, wide roads, massive apartment complexes.
- A Liberty University extension. The area grew exponentially to accommodate the LU extension and the students, teachers, parents, etc. that would be at the new LU campus.
- I could see this as sort of campus feel where you have some larger estate lots along with smaller homes. I like the idea of office space being available, too.
- I think the most tax-generating use and draw is to have the Monacan Nation get a casino license, build a casino with a music venue, a hotel and restaurant overlooking the James River and walking paths with an open air park.
- I can envision redeveloping the previously developed areas of the training center along the lines of Lynchburg’s Wyndhurst community. It’s proximity to downtown Lynchburg would be attractive.
- Please don’t get tricked into thinking we need more industrial space. There are industrial parks with room in them already within the county.



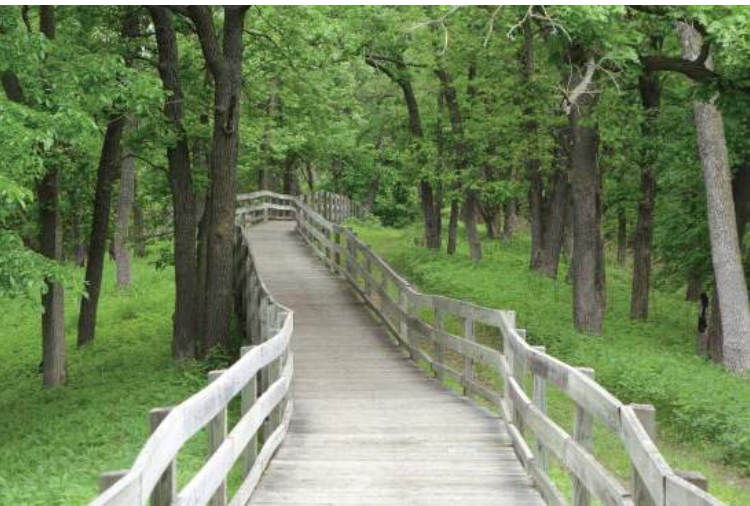
Reference images of land use/building typology examples provided to online participants

Mobility

- Vehicular Urban Streets **(9)**
- Vehicular Rural Drives **(8)**
- Bicycle Facilities **(7)**
- Regional Recreational Trails **(4)**
- Nature Trails **(3)**
- Pedestrian Sidewalks **(3)**
- Transit **(3)**

Mobility Public Comments

- Being close to Percival Island would give opportunity for an outdoor activity/venue/development.
- This would be a great place for an Amtrak station and bus station.
- With new development bike facilities can be incorporated with roadway and sidewalk development - separated bike or side path.
- Narrow streets should be utilized to accommodate both a rural feel and more “urban” movement but, supports lower speeds and community-friendly atmosphere.
- The John Lynch Memorial Bridge needs to turn its shoulder into a pedestrian walkway so Lynchburgers can cross over to Amherst’s Riveredge Park to enjoy boating and swimming.
- This is such beautiful land that it needs to be used for recreation and some development, but not an urban hub.
- Would like to see limited vehicle traffic with an emphasis on pedestrian friendly options to maneuver on the site.
- The Riveredge Park Trail needs to be connected to the James River Heritage Trail by crossing the Lee property.
- The access roads to the bottom-land below the Monacan Bridge need to be improved.
- Walking trails and bike trails will provide recreational opportunities. Currently there is access to the Riverwalk Trail via Fertilizer Road, however, the state-maintained road is a single-lane gravel road accessing a parking area is curvy and often has huge wash-outs from heavy rain events.
- GLTC once provided bus service with two bus stops. This service should be re-instated in the future redevelopment plans.
- Bring in a company that can provide more jobs that pay well and that would make the neighborhood in that area safer and also attract more business such as restaurants, retail stores, something similar to a putt-putt or a top golf so that families and younger people can have entertainment.



Reference images of mobility facility examples provided to online participants

Open Space

- Town Square (12)
- Recreational Facilities (8)
- Neighborhood Park/Play Areas (6)
- Central Green/Park (4)
- Native Meadows and Clearings (1)
- Water Feature (1)

Open Space Public Comments

- Amusement park or water park.
- Inclusive playground.
- Disc golf.
- This would be a great place for a sports complex including multiple baseball fields as Madison Heights is the host for the Dixie Youth baseball tournaments. If a civic center is put in, there could be opportunities for shared parking.
- Liberty University extension to the CVTC campus is the best alternative.
- I see this as more of a suburban rather than an urban area.
- The bottom land beneath the Monacan Bridge (29 Bypass) should be turned into a regional sports tournament grounds. Many different types of sports fields can be accommodated.
- The far eastern end could serve as an RV campground for the sports teams.
- The far western end could accommodate a drive-in movie theater with the screen mounted on the hillside above the bottom.
- The slight rapids in the James River adjacent to the Amherst Riveredge Park is ideal for the installation of a standing wave (whitewater feature).
- I think you always have to have entertainment for the children. Water features and play areas are important. Nature for the adults provides the best of all worlds.
- Greenspace with native plantings and limiting impervious surfaces is important.



Reference images of open space examples provided to online participants

Preservation

- Buildings or Structures **(13)**
- Open Lawns, Specimen Trees, Landscape Areas **(7)**
- Surrounding Woodlands, Natural Features/ Bluffs **(2)**

Preservation Comments

- Want to see graveyard saved. Also historical information about what was one time the largest institution for people with developmental disabilities in North America.
- The views would be great for hotels and conference center. Preserve some of the large trees on the grounds if possible.
- With the Central Virginia area having an issue with adequate mental health care and in patient treatment facilities, CVTC would be the perfect place to convert for this treatment.
- The presence of dozens of derelict buildings with public health and environmental hazards make their removal and replacement with new buildings and structures mandatory in the campus re-development. The other categories would all contribute to a successful extension of Liberty University to the CVTC campus.
- The hospital on CVTC should be preserved due to its beauty.
- Remove the old buildings that have a past associated and start over with a new, refreshed perspective.
- The buildings that are in good shape have historical value and should be preserved. Some buildings are probably not in good enough shape to renovate.
- The specimen trees (the very old trees that have been there as long as Lynchburg) and unique landscapes should be preserved for community members and visitors to enjoy.
- Because this site is so close to the James River, surrounding woodlands should be maintained in order to minimize impact from storm water runoff and to maintain habitat for the diversity of forest species that make this area special.



Images of existing areas or features around the Training Center Site that could be preserved



Public Comments on Geographic Mapping Exercise

Recreation Facilities

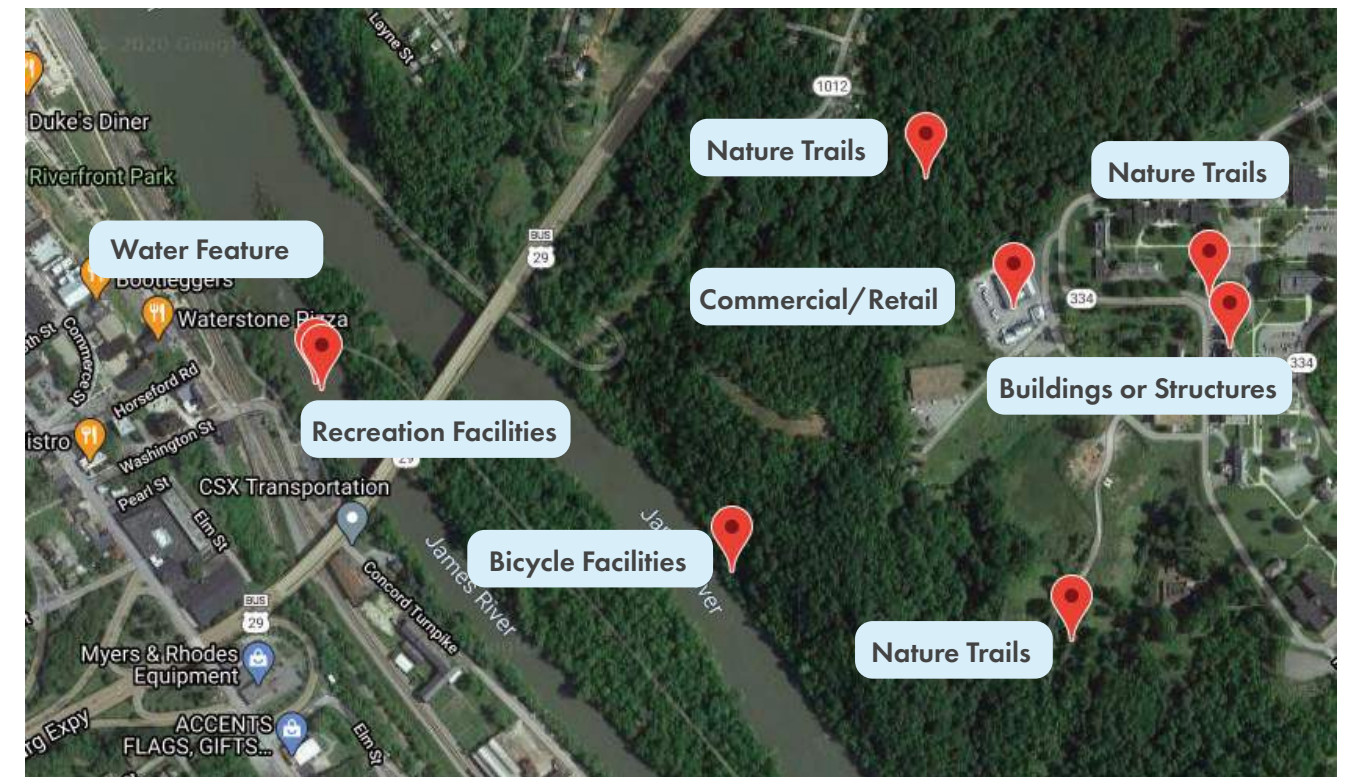
- A feasibility study has been completed that establishes this location as an ideal spot for the construction of a standing whitewater wave that would be available for public use.
- An engineering feasibility study has already been accomplished that determined this to be an ideal location for the construction of a standing whitewater wave feature for public recreation.

Pedestrian Sidewalks

- The shoulder of this bridge needs a pedestrian walkway.
- Need a sidewalk from the John Lynch Memorial Bridge landing that leads to the entrance of Riveredge Park.

Water Feature

- The Scotts Mill Dam should be breached in a fashion that allows fish to swim upstream and canoeists to paddle downstream without a portage. There is a 15 foot elevation drop that could be converted into many whitewater features.



Public Comments on Geographic Mapping Exercise

Commercial/Retail

- Place the Costco at the back of the lot so people drive around the facility to see other retailers.

Buildings or Structures

- This hospital is a beautiful structure and should be preserved.

Nature Trails

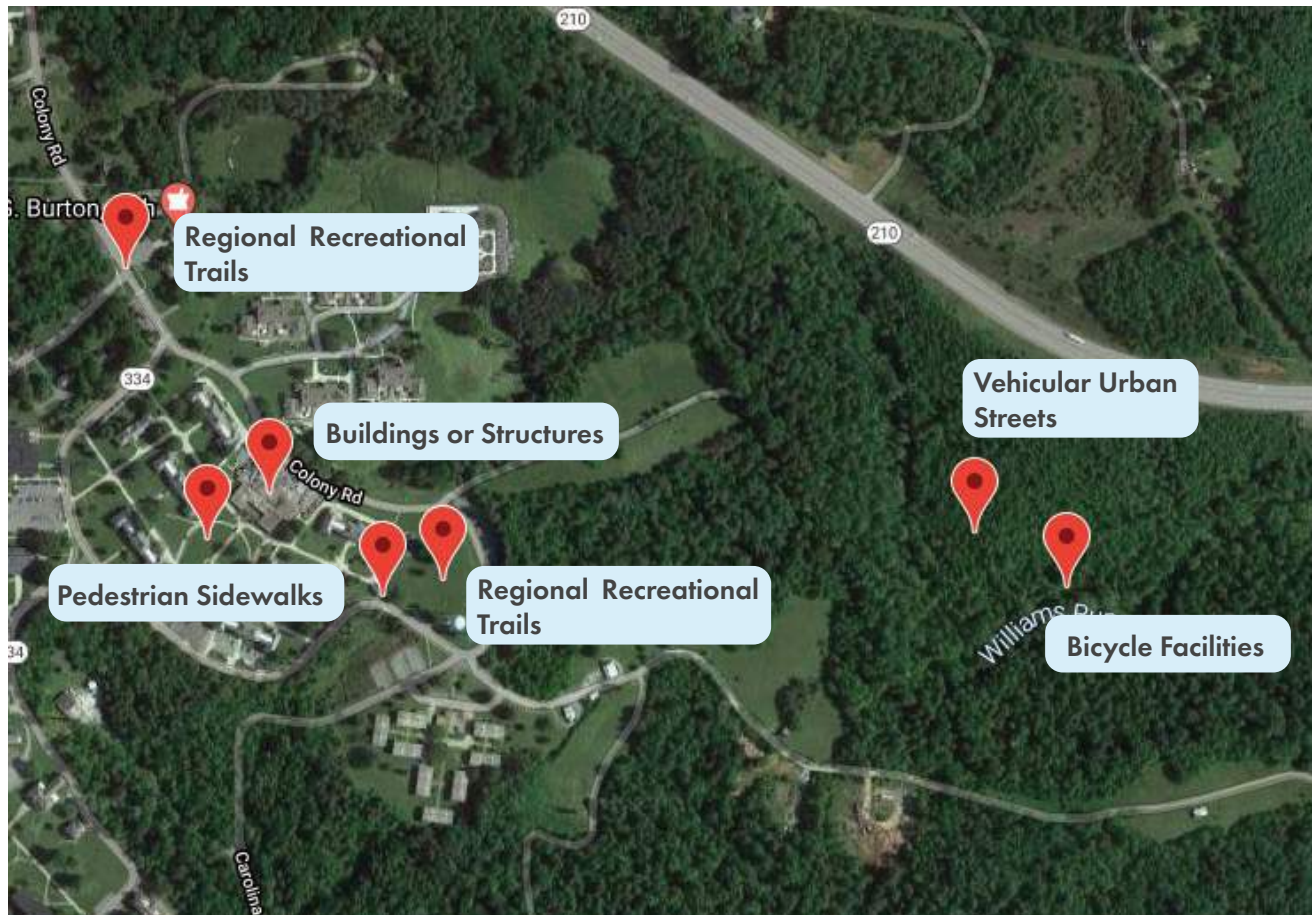
- Sell this area to a private developer with the stipulation it be developed primarily as an retirement housing development.

Bicycle Facilities

- The County should continue to pursue funding opportunities to complete the trail.

Water Feature and Recreation Facilities

- The channel along Percival's Island can be deepened and shaped to provide whitewater features and recreation.



Public Comments on Geographic Mapping Exercise

Buildings or Structures

- Mental Health Treatment Facilities

Regional Recreational Trails

- It might be a neat thing to make 334 and 210 through the campus as a course for a race.
- Design this area as a regional sand volleyball venue with a minimum of four courts with appropriate facilities to host regional and statewide events.

Pedestrian Sidewalks

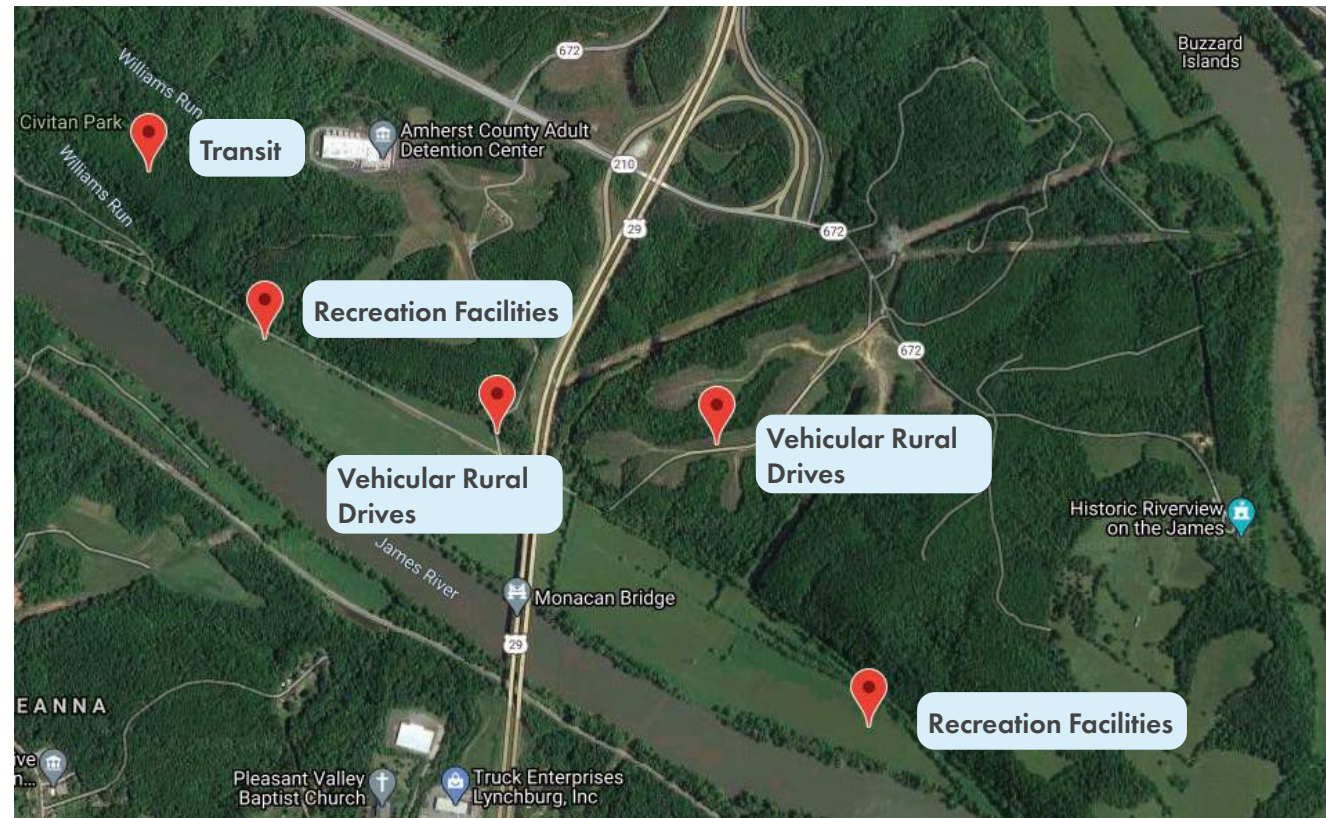
- Use this area as an open air park/facilities for people to use for leisure activities.

Bicycle Facilities

- Casino? If Danville can, why not us?

Vehicular Urban Streets

- An access roadway is needed south of the 210 Connector to allow development of the properties between the Connector and the river.



Public Comments on Geographic Mapping Exercise

Transit

- Trails designed to allow people of all ages to investigate and enjoy the outdoors.

Recreation Facilities

- A drive-in movie theater could situate here. The cars would park on the bottomland and the screen could be mounted on the hillside.
- RV Campground to serve the regional tournament grounds.

Vehicular Rural Drives

- This dirt road needs to be improved and paved. It could serve as one-way traffic going down the hill.

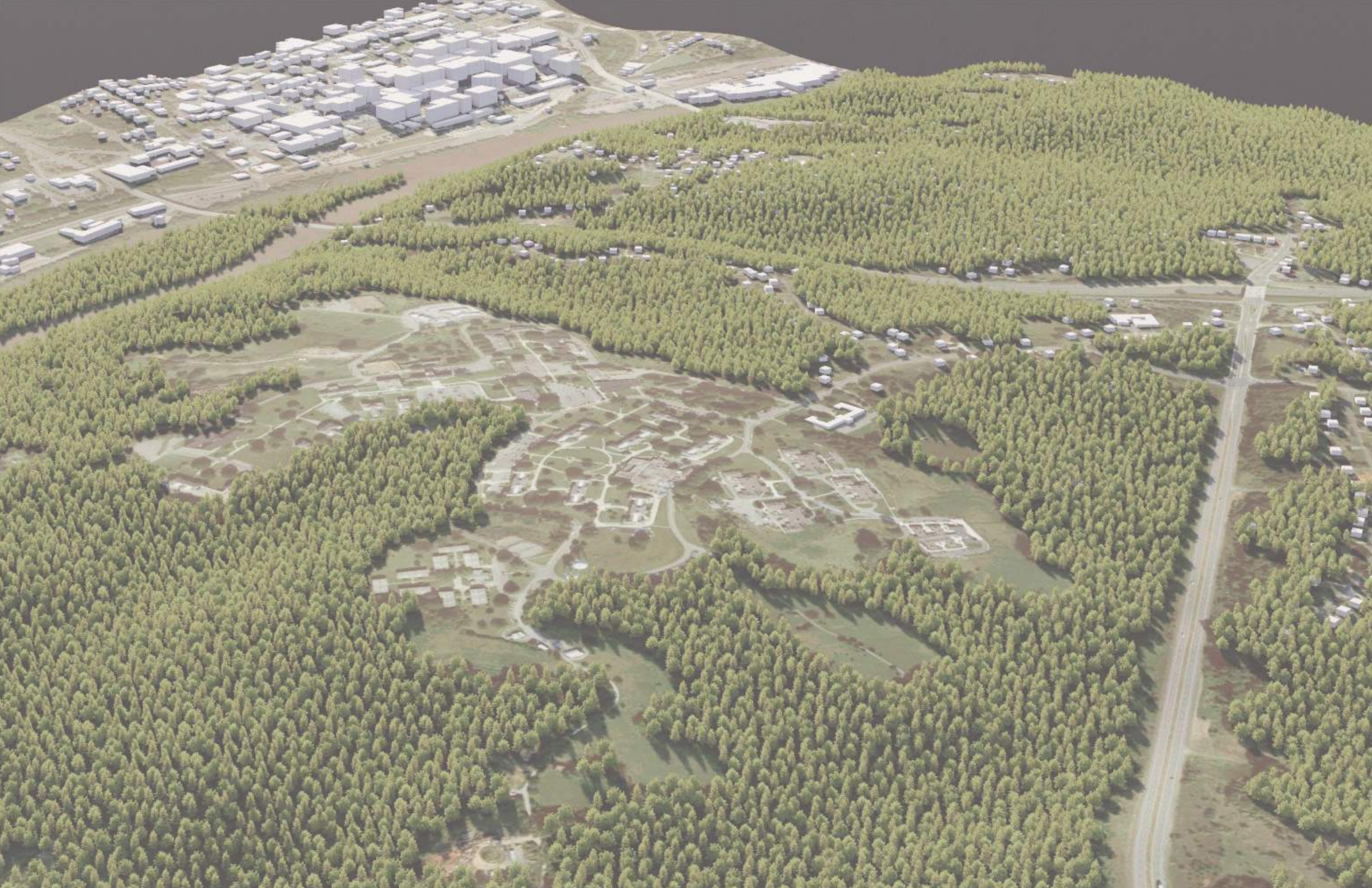


Aerial view looking south over the various building sites and open spaces of the Training Center



5 | DEVELOPMENT STRATEGY

DEVELOPMENT PROGRAM
MARKET POTENTIAL



DEVELOPMENT PROGRAM

Based directly on the data collected in the Market Assessment, a specific Development Program was created ahead of the design phases of the master planning process. This Program identifies key land use typologies feasible and advisable for inclusion in the Training Center Redevelopment Plan. The Program also includes full build-out metrics for the proposed typologies.





The goal of the Market Assessment is to inform a vision for redevelopment of the Site that is grounded in market realities while recognizing that market dynamics can change over time. The Development Program outlined serves as the foundation for what will be a flexible plan that could accommodate various types of new development in the future.

By taking advantage of the proximity to downtown Lynchburg, access to walking trails and open space, and the growing population in the region, the market could likely support new residential development in a variety of formats including rental apartments, town homes and single-family homes in a mixed-use environment. For planning purposes there is potential for up to 100,000 sf of retail space and 120,000 sf of office space. Additionally, depending on site layout, it may also be possible to include some industrial development on the Site. However, if an interested party, such as a large corporate office user, were to express interest in the Site, the redevelopment on the Site could be a business park, industrial park or other use.

A summary table graphic of the market-feasible uses for the redeveloped Site is shown on the opposite page. Summaries of the market potentials of the individual use typologies are provided on the remaining pages of this section.



Aerial photo of the existing Training Center Site

		EXISTING CONDITIONS	POTENTIAL	SPECIFICATIONS
RESIDENTIAL		<ul style="list-style-type: none"> - Post-recession there has been a greater share of multifamily permits in the MSA. - New multifamily development is primarily located in southwest Lynchburg and in neighboring Forest, VA in mixed-use traditional neighborhoods. 	<ul style="list-style-type: none"> - Residential development in a mixed-use setting 	<ul style="list-style-type: none"> - Variety of residential product (single-family, townhomes, multifamily) - Community center, accessible walking trails
RETAIL		<ul style="list-style-type: none"> - There is limited retail development in the pipeline in the MSA. - Retail typically follows residential development in smaller neighborhood centers to provide supportive uses (grocery, restaurants, etc.). 	<ul style="list-style-type: none"> - Supportive retail in a mixed-use setting - Unlikely to be a freestanding retail center 	<ul style="list-style-type: none"> - Up to 100,000 sf neighborhood center - Typical tenants: grocery, fast casual restaurants, restaurants, personal care services, fitness centers, and smaller-scale general merchandise. - Some retail space may be occupied by other professional office users
OFFICE		<ul style="list-style-type: none"> - There are few large corporate office buildings in the MSA. - Recent office development in the MSA tends to be smaller and professional office uses. - Prospective office tenants are primarily professional/financial and medical office users seeking 20-50,000 sf spaces. 	<ul style="list-style-type: none"> - Professional office space in a mixed-use setting 	<ul style="list-style-type: none"> - Up to 120,000 sf of office, or about 3 buildings - Low rise, 1 to 3 stories, 20,000 sf floorplate in mixed-use setting
INDUSTRIAL		<ul style="list-style-type: none"> - Industrial development is primarily occurring at interstate locations adjacent to intermodal locations or large metropolitan areas. - There are clusters of industrial manufacturing and warehouse space in the MSA, but they are older and appear to driven by rail access. 	<ul style="list-style-type: none"> - Smaller-scale manufacturing/light industrial space - Would require buffering between land uses 	<ul style="list-style-type: none"> - Up to 150,000 sf depending on available land (up to 10 acres) - 1-story building with ceiling heights up to 40 feet

DEVELOPMENT PROGRAM: Market-feasible Land Use Typologies for the Site

MARKET POTENTIAL

RESIDENTIAL

The projected population increase could likely support new residential development on the Site in a mixed-use setting with a variety of housing options (single-family detached, town homes and multifamily rental apartments). These new units would help accommodate households with varying housing preferences. While the total number of housing units that could be supported on the Site will vary based on a variety of factors including unit mix and layout, it is anticipated that the first phase of development would likely include garden-style apartments with approximately 200 units per project and later phases could include town homes and single-family developments at varying densities, ranging from 6 to 9 units/acre for single-family development and 14 to 16 units/acre for town homes.

Building on the traditional neighborhood design principles, a walkable, mixed-use environment could include supportive commercial space for neighborhood-serving retail and professional office uses as well as a community center, access to walking trails, and other amenities.

RESIDENTIAL DRIVERS



POPULATION GROWTH



HOUSEHOLDER AGE & PREFERENCE



MIXED-USE ENVIRONMENT / TRADITIONAL NEIGHBORHOOD DEVELOPMENT

TAKEAWAYS: A mixed-use residential neighborhood could potentially be developed on the Site.

The projected population increase could likely support new residential development on the Site in a mixed-use setting with a variety of housing options (single-family detached, townhomes, and multi-family). This would help accommodate varying preferences as residents desire to age in place. Development considerations include:

- The total number of units could vary based on site yield and layout.
- First phase of residential development would likely include garden-style apartments.
 - Approximately 200 units/project.
- Typical for-sale densities could range from:
 - 6 to 9 units/acre for single-family development.
 - 14 to 16 units/acre for townhomes.
- Mixed-use environment could include supportive commercial space for neighborhood-serving retail and professional office uses (up to 100,000 sf), community center, access to walking trails and other amenities.

RETAIL

Although COVID-19 will likely continue to accelerate ongoing retail trends, value-oriented, convenience-focused, and experiential retail sectors are expected to recover more quickly post-pandemic. If there were to be residential development on the Site, some supportive neighborhood-serving retail of up to 100,000 square feet (sf) of space may be feasible as part of mixed-use project. A smaller grocery store (30,000 sf) may be market feasible with residential development. Other tenants that typically locate as part of a mixed-use development often cater to convenience-oriented options including coffee shops, fast casual restaurants, personal care services, fitness centers and smaller-scale general merchandise. Depending on the phasing of development, it may be feasible to include smaller strip retail development near a more visible and accessible area of the Site as part of the Redevelopment Plan.

RETAIL DRIVERS



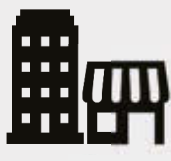
POPULATION
GROWTH



CONSUMER
SPENDING



ACCESS &
VISIBILITY



MIXED-USE
ENVIRONMENT

TAKEAWAYS: There is likely potential for supportive retail development on the Site as part of a mixed-use setting.

Although COVID-19 will continue to accelerate ongoing retail trends, value-oriented, convenience-focused, and experiential retail sectors are expected to recover post-pandemic.

If there were to be residential development on the Site, some supportive neighborhood-serving retail space may be feasible as part of mixed-use project.

- Typical neighborhood center retail typically supports up to 100,000 sf of retail space.
- Depending on surrounding population, a smaller grocery store use may be supportable (30,000 sf).
- Other tenants that typically locate as part of mixed-use development often cater to convenience-oriented options including coffee shops, fast casual restaurants, personal care services, fitness centers and smaller-scale general merchandise.
- A portion of the retail space may be occupied by other professional office users.

OFFICE

There appears to be some potential for smaller scale professional office development at the Site. While there is a mismatch between the current building supply and the desired office space, the Site could attract tenants if there is modern office space that meets the desired requirements. For planning purposes, the development program could include up to 120,000 sf of office space, or approximately 3 low-rise office buildings. Since there has been limited recent development, it is anticipated that building sizes could be phased over time. For example, the first building could be smaller to help prove the market, and then building sizes could potentially increase over time.

Although Class A office development in the region has been primarily occurring near larger metro areas, there has been limited new Class A office development within the Lynchburg MSA in the last decade. Thus, there could be potential for a larger, corporate “wildcard” user on the Site. A flexible site plan could help accommodate a potential “wildcard” user.

PROFESSIONAL OFFICE DRIVERS



EMPLOYMENT
GROWTH



ACCESS TO TALENTED
WORKFORCE




MIXED-USE
ENVIRONMENT




QUALITY OF
LIFE


MEDICAL OFFICE DRIVERS



PROXIMITY TO HOSPITALS &
MEDICAL CLUSTERS



POPULATION
GROWTH



ACCESS

TAKEAWAYS: There appears to be some potential for smaller-scale professional office development at the Site.

Professional and medical office tenants have expressed interest for 20,000 to 50,000 sf modern office space in the MSA. While there is a mismatch between the current building supply and the desired office space, the location of the site could attract tenants if there is modern office space that meets the desired requirements.

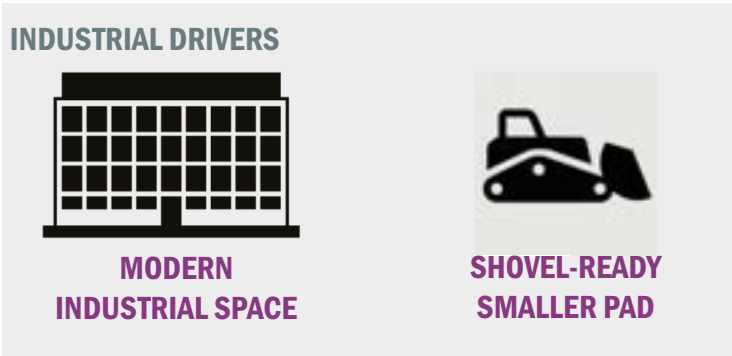
The development program could include up to 120,000 sf of office space, or approximately 3 office buildings.

- Desired building requirements: low-rise building, 1 to 3 stories, 20,000 sf floorplate in mixed-use setting.
- For planning purposes, building sizes could be phased over time (e.g., first building could be 20,000 sf to help prove the market, followed by a 40,000 sf building and 60,000 sf building).

Although Class A office development in the region is occurring near larger metro areas and there has been limited new Class A office development within the Lynchburg MSA in the last decade, there could be potential for a larger, corporate “wildcard” user on the Site.

INDUSTRIAL

There appears to be limited potential for industrial development on the Site. While there does not appear to be demand to suggest clearing the entire Site for an industrial park, there may be limited potential for a manufacturing/light industrial user for a portion of the Site. However, land use conflicts would need to be managed when planning for the build-out of the entire Site. The development program on the Site could include up to 150,000 sf of industrial space on up to 10 acres of land.



TAKEAWAYS: There appears to be limited potential for an industrial user for a portion of the Site.

While there does not appear to be demand to suggest clearing the entire Site for an industrial park, there may be limited potential for a manufacturing/light industrial user for a portion of the Site. However, land use conflicts would need to be managed when planning for the build-out of the entire Site.

The development program on the Site could include up to 150,000 sf of industrial space on up to 10 acres of land. Prospective industrial users are in search of modern industrial buildings or relatively shovel-ready sites.

- Desired building requirements: 1-story building with 20,000 to 150,000 sf and ceiling heights up to 40 feet.
- Desired land requirements: 1 to 10 acres of flat land, shovel-ready.

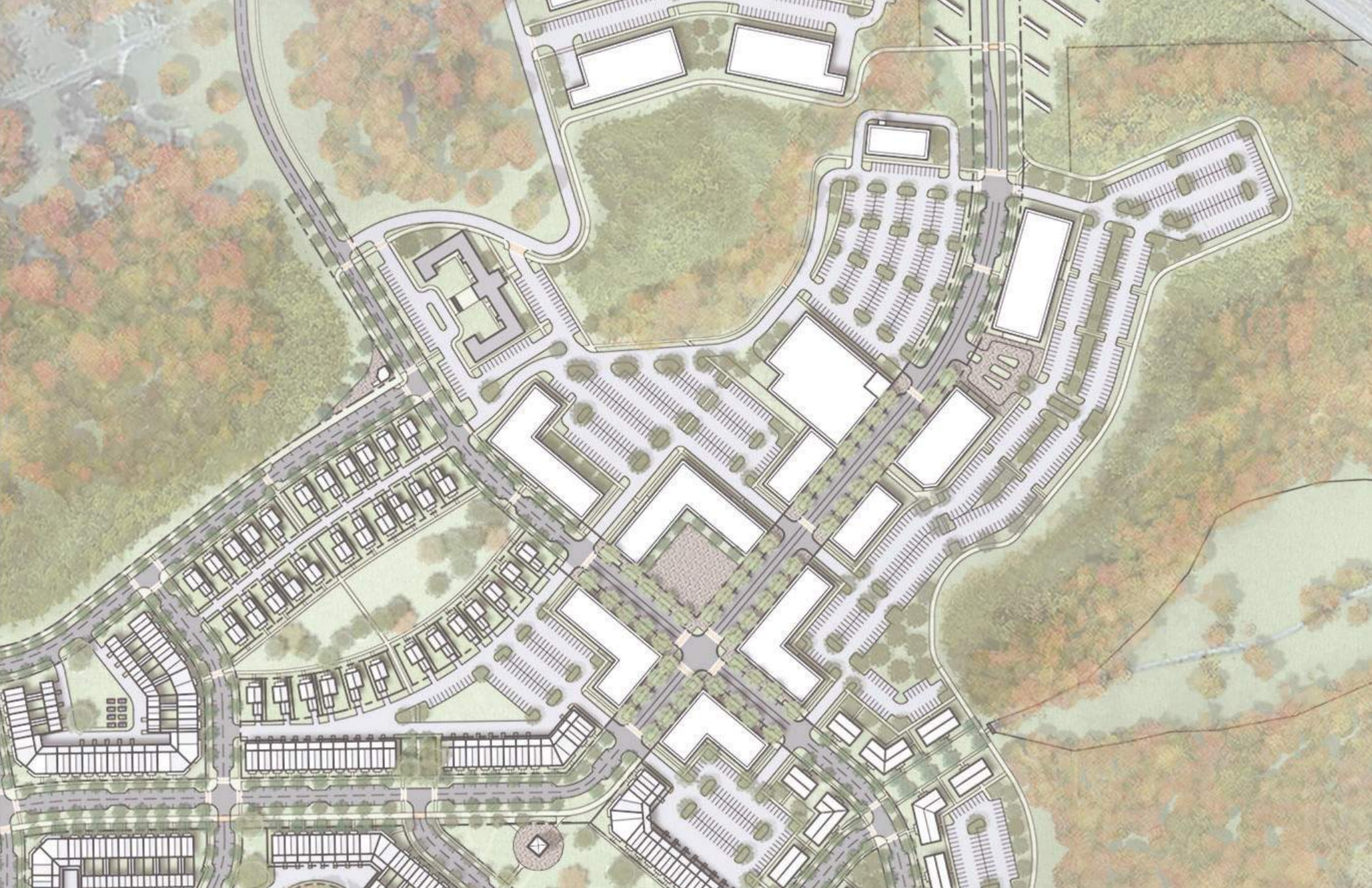
The Site is unlikely to attract larger TDL industrial users that typically prefer locations along interstates near intermodal locations or larger metro areas.



6 | REDEVELOPMENT PLAN

DESIGN CHARRETTE
THE PLAN





DESIGN CHARRETTE

With the conclusions and reference material developed in the earlier phases of the project in-hand, the Team led a five-day iterative Design Charrette in downtown Lynchburg from November 9-13, 2020. The benefits of hosting the open-to-the-public Charrette in-person at the LRBA offices were immense. The opportunity allowed stakeholders and community members to voice their opinions on the various ideas and plan concepts to the Team in real-time.

The Charrette process was an immersive experience, as the multi-disciplinary Team, consisting of planners, landscape architects, urban designers, architects, and strategic communications professional, relocated their design studio to Lynchburg. Over the course of the five days, the Team developed a number of concepts for the overall Redevelopment Plan. Each evening, the concepts were presented during public presentations, attended by people in-person and virtually via Zoom. Feedback received during these presentations helped inform refinements to the concepts the following day. The refinement process began in the mornings, as the Training Center Leadership Committee, made up of 16 stakeholders from the Advisory Council, provided additional direction to guide that day’s work.

As the overall Redevelopment Plan concept was refined by Day Five to a preferred option, other graphics, including detailed sections, hand-drawn perspectives, digital vignettes of buildings and site features, 3D computer site models, and diagrams, were developed in support. By the end of the Charrette, the refined conceptual Redevelopment Plan had been created, with its design intent and vision for implementation established through the direct feedback provided by stakeholders and the public at-large.



Evening presentation to the public during the Design Charrette



3D Model View of the Proposed Master Plan developed during the Design Charrette



CONCEPT A

This concept proposes a central “Main Street” corridor around which the neighborhood is framed. The street extends from a new intersection with Highway 210 to the western reaches of the blufftop, where it would split, allowing multiple development sites to open up to the panoramic views to downtown Lynchburg and the Blue Ridge Mountains beyond. Land uses along the spine are primarily mixed-use, with retail space on the ground levels and multi-family upper floors. Office buildings are included near the highway, while industrial and lower-density residential districts are located in further-removed parts of the Site. On the mobile home park area, a combination of large home lots and a resort are proposed.



CONCEPT B

Like Concept A, the second plan proposes a central spine through the heart of the Site. Dense mixed-use blocks front onto the corridor, which includes a widened greenway on one side. This greenway, which includes a multi-use trail and accompanying landscape area, terminates in a large park space enclosed by multi-storied buildings. As the development spreads away from this multi-modal corridor, land uses transition to primarily residential. A strong street grid is established, promoting the sense of connectivity across the entire Training Center Site.



CONCEPT C

The mobility pattern of Concept C is unique, as the hierarchy of streets is gradual, with no true central spine proposed. Instead, developments is spread more even across several blocks on the Site’s east end. A mixed-use core is found along Colony Road, where a central green space is attached to two office buildings. From this core, multi-family residential buildings follow the street grid. The western portions of the Training Center Site are primarily single-family residential, with a naturalized green space proposed to follow one of the existing ravines down to the river valley.



CONCEPT D

Concept D includes the preservation of the more recently-constructed CVTC buildings on the Site's north side when aligning its new entrance road from Highway 210. West of Colony Road, a robust development pattern is proposed, with embedded green spaces strategically located across the many blocks. Large, monumental pieces of art are proposed in several green spaces along key streets, providing important wayfinding opportunities.



CONCEPT E

This concept again focuses development along a central spine from the new intersection with Highway 210. A mixed-use urban square is proposed at the intersection of this entrance drive with Colony Road. Further to the west, the divided boulevard section terminates at large rounded green space with development fronting on entirely around it. The spine then continues further west, culminating at a Funicular station, a public transit option that would connect the neighborhood directly to the James River waterfront and regional trail system. Single-family residential districts are proposed on several of the remaining ridgelines.



CONCEPT F

The mobility pattern of Concept F is a combination of the preceding ones. A central spine extends from Highway 210, intersecting with Colony Road at a dense development core. On the west side of this core, a linear green space, reminiscent of a "quad" on the existing CVTC campus, provides a large public green space to the neighborhood. West of Colony Road, the development pattern is more circuitous in nature, allowing for multiple paths of travel for users. These western blocks are primarily single-family residential, as several follow the existing ridgelines to their termini.

DAY TWO

On Day Two, the number of overall Redevelopment Plan concepts was narrowed from six to three based on the preferred development patterns, street networks, and proposed open space areas. The three revised concepts advanced to show more detail in their arrangements and proposed land uses.

Concurrent with the revised concept plans, additional supporting design studies and graphics began to be developed. Vignettes of what an adaptive re-use of The Farm structures were created. Re-use options included a learning/discovery center and a destination brewery/ winery/distillery. Also, a hand-drawn perspective was made of a concept for the restoration of the cupola, currently on top of the Bradford building, into a monument feature in one of the neighborhood’s open spaces.



Public review and comment session following the Day Two presentation



Public comment notes provided on the Day Two concept plans



This overall plan reinforces the concept of a mixed-use spine spanning the entire neighborhood. An urban plaza or square marks the intersection of the spine street with Colony Road. As the street extends west, dense multi-family residential building front the corridor, which runs along a very wide greenway. The spine turns off a building node and leads to The Farm destination complex. A large amphitheater provides additional amenities for the area. The mobile home park property and several open area along an eastern extension of Colony Road are illustrated with low-density estate homes. A civic building site is shown on Colony Road east of the urban square.



REVISED CONCEPT B

Revised Concept B too proposes a central spine street corridor. Two public open spaces mark the two ends of the main section of the corridor. On the east, an urban square is enclosed by mixed-use buildings. On the west end, a circular green is wrapped by dense residential developments. Side streets branch out from the spine, with land uses transitioning to lower-density residential. Large estate lots comprise the proposed mobile home park property redevelopment. A large civic or community building is planned along the east extension of Colony Road.



REVISED CONCEPT C

The third concept is laid out across a more dispersed street network. The main entrance corridor from Highway 210 terminates at Colony Road. This intersection is the multi-family residential core for the neighborhood. A triangular green space is proposed near the highway adjacent to a large grocery store. West of Colony Road, traffic is spread across several secondary streets. A large green quad space represents the concept's major open space. On the Site's west end, The Farm is enhanced with an outdoor plaza space and connects to a more naturalized open space along existing ridgelines. The mobile home park property includes a robust development of larger estate homes.



Hand-drawn rendering of the proposed Cupola Monument feature



Digital renderings of concepts for the adaptive re-use of The Farm structures



DAY THREE

Input received from the previous evening's presentation allowed the overall Redevelopment Plan concepts to be narrowed down to a single alternative on Day Three. The central spine layout was deemed the most favorable, with several "bends" to its alignment added to provide both visual interest to the path and additional development opportunities for the Site. The rectangular quad green space just west of the large urban plaza was also preferred. A more defined transect in residential typologies was created, as more dense residential transitioned gradually the farther away from the central spine one travels. The Funicular was also included as a primary mobility connection down the existing hillside to the riverfront.

More supporting graphics and studies were produced in support of the plan, including vignette of a proposed stormwater chain and pedestrian bridge spanning an existing ravine.



Public review and comment session following the Day Three presentation



Day Three presentation



Digital vignette of the pedestrian bridge over the proposed stormwater chain feature



Refined digital renderings of the outdoor event space at The Farm



Hand-drawn rendering of the refined Cupola Monument and plaza looking down the main street from the Village Square

DAY FOUR

Day Four saw refinements to the overall Redevelopment Plan concept incorporated. The individual neighborhood blocks were studied in more detail, allowing this refined concept to reflect more optimal development layouts. The proposed neighborhood street network was also revised to incorporate greater residential capacity along the Site’s western ridgelines. The urban plaza space was re-designed as an attached square off an L-shaped mixed-use building. The main entrance drive is lined not only with small retail buildings, but in addition office buildings and a neighborhood-scale grocery store.

Day Four saw additional production in supporting graphics along with further detail added to older vignettes. New drawings produced included digital perspective views of the attached square and conceptual models of the Funicular.

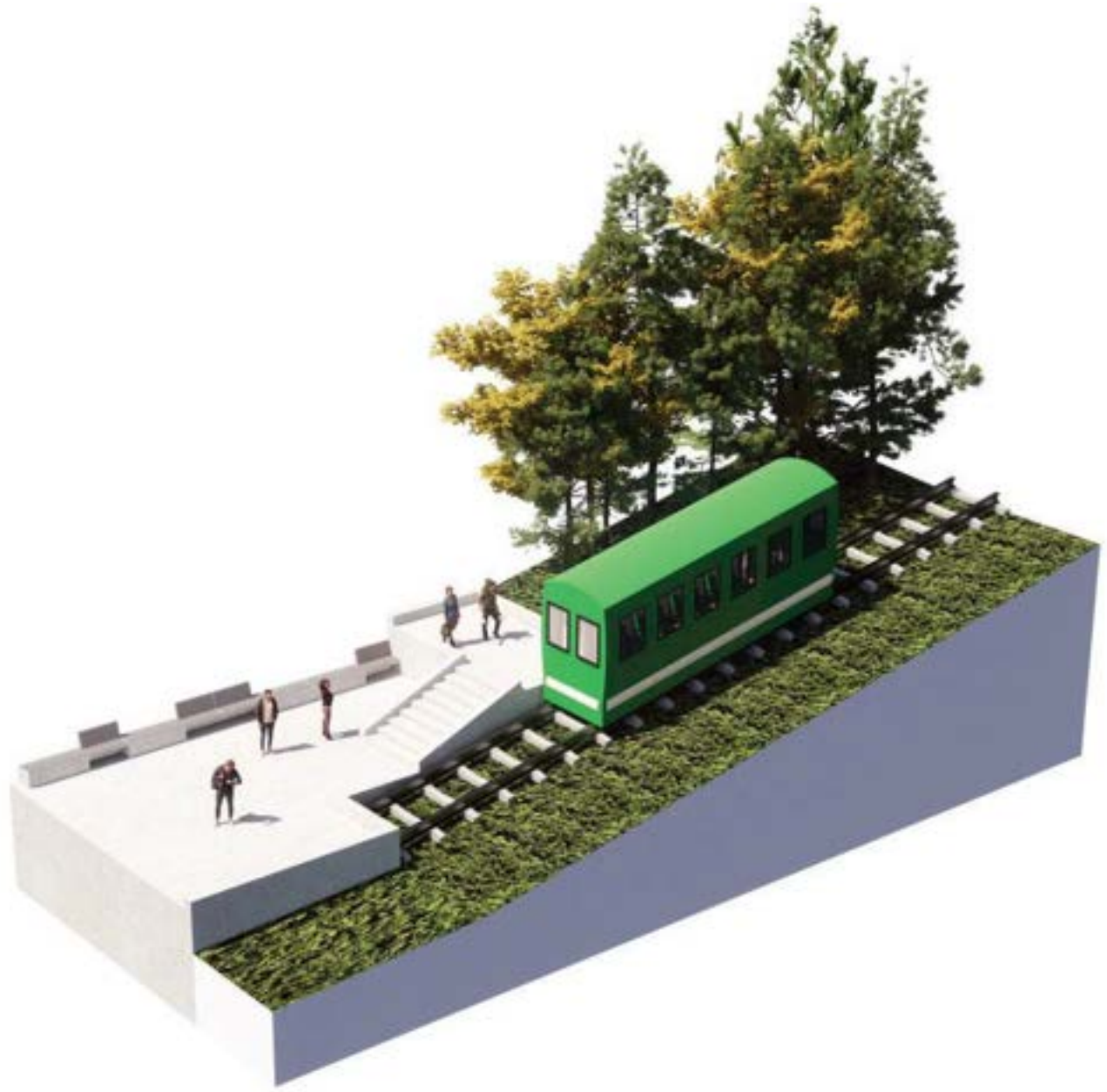


Public review and comment session following the Day Four presentation





Refined digital renderings of the Village Square



Digital vignette of the proposed Funicular Stop and plaza at the bottom of the hillside near the James River

DAY FIVE

On Day Five, minor revisions were made to the overall concept plan. A series of neighborhood-wide diagrams were created to reinforce the development intent and primary framework elements that made up the Redevelopment Plan concept. In addition, high-level grading and yield analyses were performed, confirming the viability of the final concept.

An overall 3D digital model was updated to reflect the final concept plan. Detailed vignettes were further advanced and refined, with new renderings examining specific building typologies, including mixed-use, office, and the neighborhood grocery store. Illustrative street sections were also produced to show the mobility enhancements proposed throughout the corridor.

The evening presentation to the public summarized the process and advancements made over the course of the week-long Charrette. Also discussed were detail of the upcoming refinement process along with an overview of the remaining project schedule up to plan adoption by Amherst County.



Discussions of next steps with the public following the Day Five presentation





GENERAL GRADING DIAGRAM

The image to the left shows the hand-sketch grading diagram produced on the final day of the Charrette. The street network was studied with proposed grades assigned to the routes. Based on ranges acceptable to standards of newer mixed-use developments, assumptions for the feasibility of the plan's prospective grading were made. While several street sections traversing maximum-allowed grades, and a few development sites requiring significant earthwork from existing grades, overall the Redevelopment Plan concept is viable from a grading standpoint.



YIELD DIAGRAM

The questions regarding the intensity of development which the Redevelopment Plan concept illustrates led to a yield analysis to be performed on Day Five. As the image to left shows, the individual development blocks were studied, with parking ratios and footprint sizes used to establish the number of levels achievable for each of the neighborhood's buildings. The study was high-level and broad in scope, knowing that a more detailed Yield Analysis would be included with the final Redevelopment Plan after refinements.

In general summary, the Day Five plan included over 1,000 new residential units across multiple typologies. In addition, approximately 100,000 SF of commercial, 120,000 SF of office, and 110,000 SF of industrial space were shown on the plan.



Day Five work within the Design Studio



Public review and comment session following the Day Five presentation



Digital rendering of the Greenway Street section & plan diagram



Digital vignette of the proposed Grocery Store and liner retail buildings along the development's entrance street



Digital rendering of an office building within the proposed development



Digital rendering of a typical mixed-use building within the proposed development



Master Plan diagrams - (top) Open Space; (bottom) Phasing Options

3D Model Views of the Proposed Master Plan neighborhood - (top) looking southeast; (bottom) looking northwest

THE PLAN

Following the Design Charrette, the hand-drawn Redevelopment Plan concept from the final day was scanned and then drafted into the digital CAD base plan for the Training Center Site. Based on the accuracies of the CAD file, minor revisions were made to the overall plan to best fit the proposed neighborhood and the existing conditions of the Site. The final CAD linework was then rendered to produce the illustrative plan rendering shown on the opposite page.

In its final form, the Redevelopment Plan has created an urban, mixed-use walkable neighborhood on the Training Center Site. The viability of the mixed-use neighborhood core is ensured via the new connection/entrance off Highway 210 designated as Hillside Drive. The new gateway feature provides the necessary direct vehicular link and view corridors into the development to make the proposed retail and office uses achievable. The terraced retaining walls, monument features, and reclaimed native landscape truly do provide a grand sense of arrival into the neighborhood.

The Village Square is the major public space in the neighborhood’s north section. The urban plaza-type space is located at the prime intersection of the Hillside Drive and Colony Road. Mixed-use buildings front onto the intersection, as “Missing Middle” housing and senior living buildings located a half-block off the Square. The proposed extension of Colony Road east provides the opportunity for a large, single-developer type apartment complex to occur. A community church site provides an anchor to the east side district, with three groupings of village homes located further down Colony. Colony Road eventually navigates down the existing terrain and turns back west along the James River, providing improved access to the existing Heritage Trail parking area and trailhead.

As Hillside Drive continues west through the Village Square, a greenway and shared-use path are introduced on its south side. The path extends past the Cupola Quad green space, which includes a monument with the reclaimed cupola from the CVTC’s Bradford building. Townhomes primarily line the Greenway Street as it follows an existing ridgeline, passing The Farm site, which after renovation becomes an event space and brewery/winery/distillery outfit. A destination restaurant and Funicular Station reside on the Site’s far western high point. The Funicular and Grand Stair provide mobility options for those looking to connect into the riverfront trails system.

Near The Farm, an iconic pedestrian bridge spans a re-vegetated ravine. The bridge runs to a podium apartment development site as well as an amphitheater and playground complex, both sitting just off adjacent ravines. Secondary streets run southeast from this amenity core, with village homes transitioning to larger estate homes on the mobile home park property. Both of these residential enclaves include community green spaces where residents are encouraged to gather and interact. Much of the forested hillsides remain, with nature paths meandering throughout, connecting the various amenity sites. Both known on-site cemeteries remain, with appropriate ceremonial enhancements made to honor the spaces.

Over the course of the remaining sections of this Summary Document, the major framework elements, plan features, and development opportunities will be illustrated and described in-detail.

LEGEND

OPEN SPACE

1

VILLAGE SQUARE

2

HILLSIDE ENTRANCE FEATURES & VIEW CORRIDOR

3

EXISTING RAVINE; RE-PLANTED WITH NATIVE VEGETATION

4

EXISTING MEMORIAL GARDENS CEMETERY

5

FORMAL RESIDENT LAWN

6

WATER TOWERS GARDENS

7

TRAILHEAD

8

COMMUNITY GREEN WITH LARGE, PRESERVED TREES

9

CUPOLA MONUMENT

10

CUPOLA GREEN / QUAD

11

SMOKESTACK PLAZA

12

VILLAGE HOME PATIO / "HANGOUT"

13

THE FARM: EVENT SPACE & BREWERY/WINERY/DISTILLERY

14

RIVER OVERLOOK

15

GRAND STAIR

16

FUNICULAR BASE PLAZA

17

NEW TRAIL BRIDGE (TO LYNCHBURG)

18

STORMWATER CHAIN

19

PEDESTRIAN BRIDGE

20

AMPHITHEATER & DESTINATION PLAYGROUND

21

COMMUNITY GARDEN

22

RECLAIMED MEMORIAL CEMETERY SITE

23

ESTATE HOME NEIGHBORHOOD PARK

24

CONVERTED FERTILIZER ROAD TO TRAIL-ONLY

25

JAMES RIVER HERITAGE TRAIL ACCESS & PARKING AREA

26

CIVIL WAR HISTORIC SITE & OVERLOOK

27

PROPOSED ROAD EXTENSION TO TRAIL ACCESS AREA

LAND USE

28

MIXED-USE BUILDINGS

29

OFFICE

30

URBAN-FORMAT NEIGHBORHOOD GROCERY

31

LINER RETAIL

32

TECH INDUSTRIAL

33

THE INN - RENOVATED HOTEL

34

MULTI-FAMILY RESIDENTIAL

35

MISSING MIDDLE HOUSING

36

TOWNHOMES

37

COTTAGE HOMES / POCKET NEIGHBORHOOD

38

VILLAGE HOMES

39

ESTATE HOMES

40

ICONIC CANOPY & STAGE

41

RENOVATED FARM BUILDINGS; BREWERY & MARKET

42

DESTINATION RESTAURANT

43

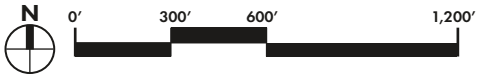
FUNICULAR STATION

44

COMMUNITY CHURCH

45

SENIOR LIVING







7 |

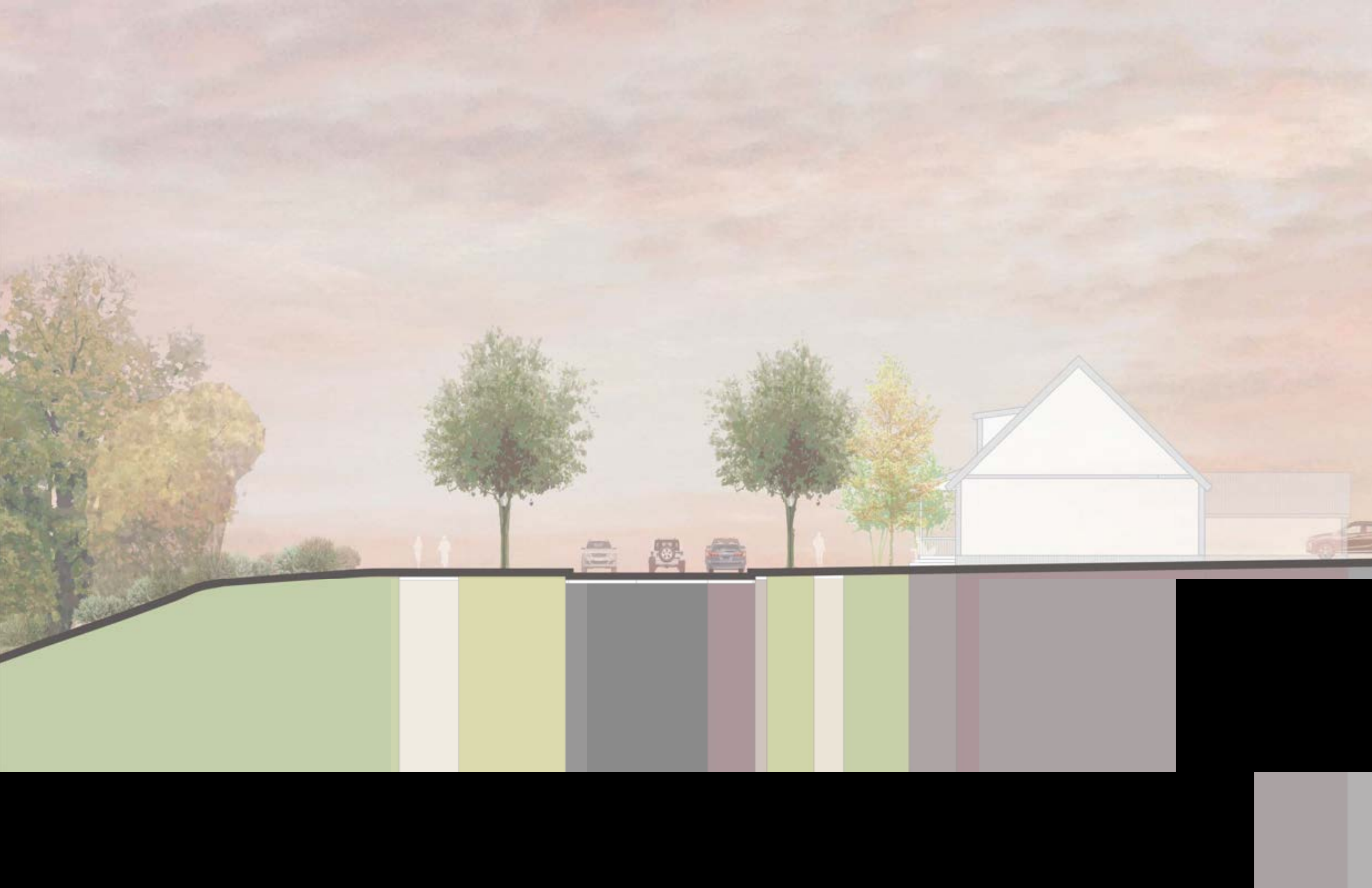
FRAMEWORK ELEMENTS

OVERVIEW

WALKABLE URBANISM

PRESERVATION

SITE DEMOLITION & PREPARATION



OVERVIEW

Over the course of the master planning process, equal consideration was given to both the Training Center Site’s future potential as well as its influential past. Two primary focus areas made these necessary ties and laid the framework around which the Redevelopment Plan grew: **Walkable Urbanism and Preservation.**

The walkable, mixed-use neighborhood defined within the Redevelopment Plan can only be established if certain design initiatives and principles are applied throughout the development. This foundation of urban design thought pushes past typical development standards. Thus, the neighborhood can be ground-breaking, offering a once-in-a-lifetime opportunity for Madison Heights and the region as a whole to transform its built environment and shape its future.

In conjunction, with such a large catalog of existing buildings, specimen trees, and large wayfinding elements on the CVTC campus, opportunities to preserve and incorporate strategic site elements drove many design decision throughout the master planning process. While the vast majority of the campus building were deemed not salvageable, several are proposed to be adaptively re-used. Many of the neighborhood’s public street corridors and open spaces are oriented around preserved site features.

Over the following pages in this section, these the manner in which these two framework elements shaped the Redevelopment Plan will be explored in more detail.



Features of walkable urbanism (left) and preservation (right) similar to what is envisioned to occur within the Site’s redevelopment

WALKABLE URBANISM

A walkable, mixed-use environment is predicated on the activation of the public realm. Ground-level activity is key to drawing use of any development. Thus, a plan’s buildings must interact with the adjacent streets and streetscapes. The pedestrian environment must be interesting. Pedestrians need to have their attention engaged by what they see along the public corridors. They must be encourage to explore and provided with multiple options around which to move. At its most basic level, this can be achieved through the employment of four key design elements.

FOUR KEY DESIGN ELEMENTS

1) Build to the sidewalk.

Design street or open space frontages with as small a setback as advisable. Pushing a building close to the pedestrian space provides a sense of enclose and scale as one moves through a space.

2) Make the building fronts “permeable.”

The ground-level of buildings should be design as transparent as possible. Limiting the amount of blank walls facing a pedestrian is important in portraying a comfortable walking environment. Glass as a building material allows the activity occurring within a building to help spur activity on the exterior as well.

3) Prohibit parking lots in front of the building.

Surface parking lots, whether full of cars or not, is devoid of activity and any sort of urban frontage. Pedestrians faced with these conditions want to pass by as quickly as possible.

4) Create an interconnected network of mobility options.

By giving equal attention to pedestrians, cyclists, and transit users as vehicles within a given street corridor, the design encourages interaction among the uses. Routes through a given area are also diversified.



Elements of walkable urbanism - ground-level, active storefront (left), well-detailed streetscape (middle), multi-use trail (right)



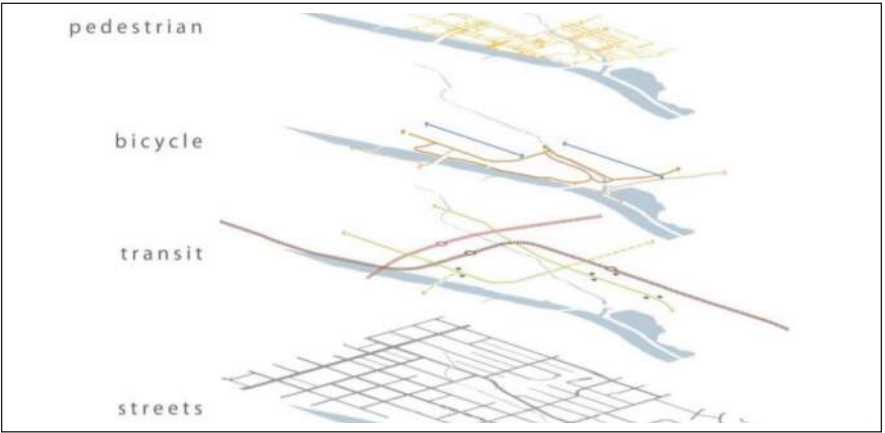
1) Build to the sidewalk.



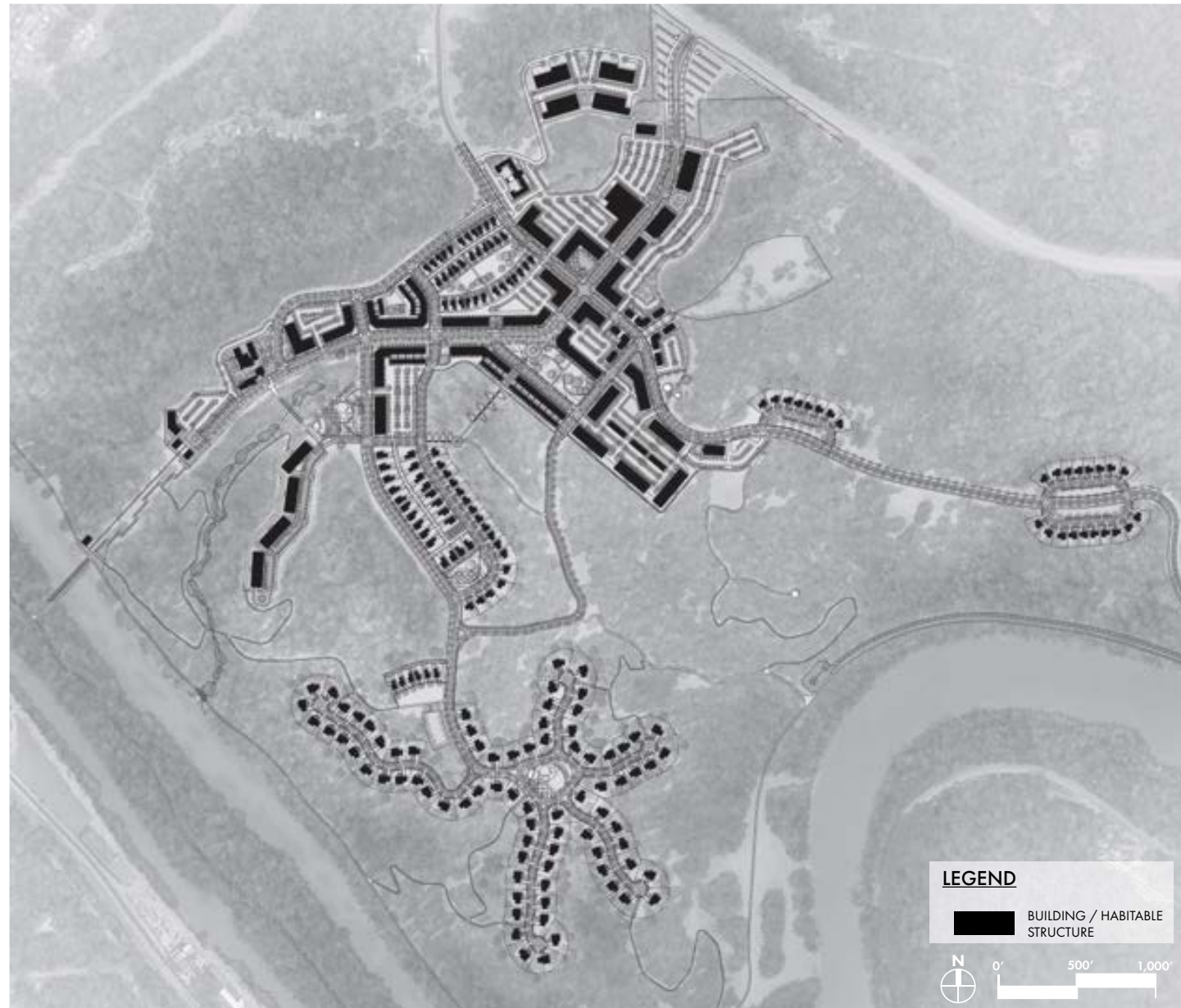
3) Prohibit parking lots in front of the building.



2) Make building fronts “permeable.”



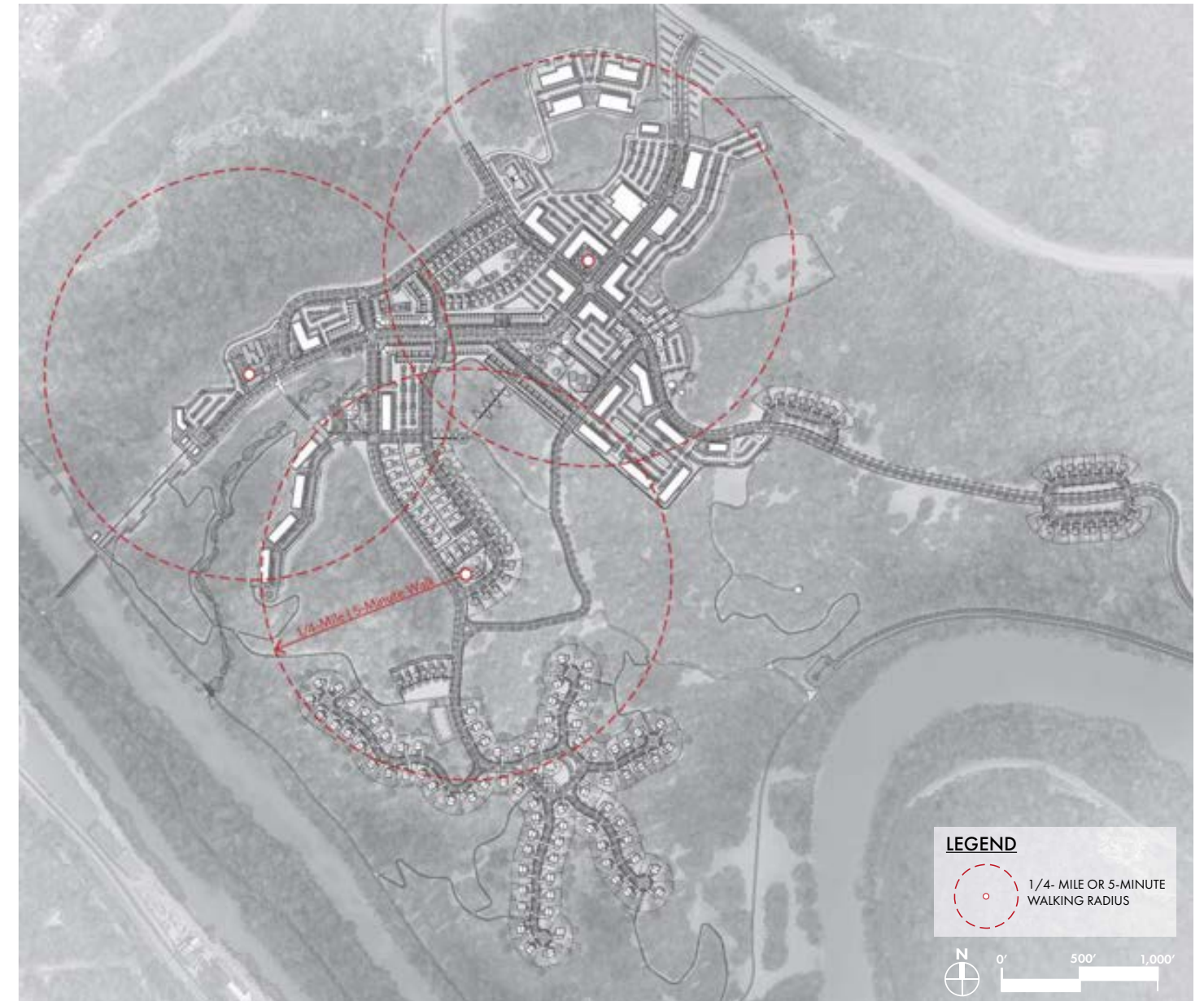
4) Create an interconnected network of mobility options.



BUILT FORM

As the diagram above illustrates, all of the Redevelopment Plan's buildings front onto streets or public open spaces. Users of the public realm, whether they be motorists, pedestrians, or cyclists, are engaged along the buildings' ground levels. Setbacks have been minimized and are consistent along a given corridor. All surface parking lots are located to interior of development blocks, shielding the expanses of hardscape from the pedestrian environment with buildings.

The neighborhood's green spaces are enclosed by adjacent buildings. In addition to shaping forms, these active frontages ensure there are always eyes and ears on the open spaces, influencing the sense of safety and security of users.



PEDESTRIAN WALKSHEDS

In a walkable urban neighborhood, it is encouraged to space high-activity nodes roughly a 1/4-mile or 1/2-mile apart. These distances, corresponding to a 5-minute and 10-minute walk respectively, can be covered by the majority of pedestrians at a comfortable pace. Thus, movement through a well-planned development is enhanced at the most basic design level. The three Redevelopment Plan nodes identified above, the Village Square, The Farm, and the Village Home Patio/"Hangout" are spaced apart within this threshold. Nearly all areas of the Site can be accessed via a 5-minute walk from each nodes, with multiple routing options available throughout.



Bird's-eye perspective of the overall proposed neighborhood of the Training Center Site looking southeast.

PRESERVATION

In its heyday, the CVTC campus would have presented a stately, picturesque prominence to visitors. The unified building materials and large expanses of manicured lawn promote a picture of an ideal campus environment. Unfortunately, many of the buildings, roads, and site features have deteriorated over time. Big areas of the campus grounds have not been maintained to previous standards, with overgrowth and health issues affecting many landscaped areas.

The decision not to invest in the restoration of the vast majority of existing buildings is well-founded from an environmental, market, and implementation perspective. However, there are several buildings and site features that can be restored and possibly re-used for relatively minor financial impact on the neighborhood development.

On the following pages, the buildings, site features, and natural elements identified in the Redevelopment Plan for preservation are highlighted with design precedents included. The overall plan diagram on the opposite page illustrates the locations of these initiatives.



Existing structures & specimen trees that were studied for preservation



Site features presevred and enhanced similar to those proposed within the Site: large industrial facility (left), barn structure (top right), and panoramic overlook (bottom right)

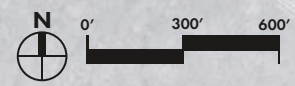




**PRESERVATION
DIAGRAM**

LEGEND

- KEY BUILDINGS
- KEY SITE FEATURES
- CEMETERY
- SPECIMEN TREE
- HISTORIC OVERLOOK
- RE-PLANTED RAVINE





Existing building identified for re-use as The Inn



Precedents of historic hotel structures

KEY BUILDINGS

THE INN

At the current Training Center Site entrance on Colony Road, adjacent to CVTC campus monument sign, lies The Inn, a former dormitory building. The structure appears in rather good condition. The assumed floor plan layout lends itself to potential re-use as a boutique hotel for visitors the proposed neighborhood. The location just north and west from the Village Square is ideal for a typical guest looking to explore the activity of the walkable district. The Inn's property could accommodate additional guest parking lots with minimal site impacts. In addition, the exiting courtyard off the buildings main entrance can be re-imagined into an incredible amenity area for the hospitality use.

THE FARM

Sitting at the end of an existing ridgeline, the former farm complex of buildings lie in an advantageous location within the proposed neighborhood. With investment in restoration of materials and renovation of the building interiors, the complex can be re-imagined as The Farm, a dynamic event space and brewery/winery/distillery outfit on-site. New facades can be constructed for the building sides facing the communal exterior space, which is envisioned to transform active plaza setting. Specialty paving, ornamental lighting, decorative site furnishings, and colorful landscape areas together could transform the former utilitarian space into a vibrant, active place.



Existing Farm complex



Precedents of adaptive re-use of farm structures for commercial or entertainment uses



Precedent of an artistic surface treatment on a preserved water tower

KEY SITE FEATURES

THE WATER TOWERS

The two existing water towers on the CVTC campus are monumental icons within the landscape. These features can easily be preserved in the new neighborhood with minimal cost impact. The Redevelopment Plan proposes creating a small garden-style park space around the base of the towers. An adjacent parking lot provides parking for neighborhood trail users, establishing the site as a potential trailhead location. Basic in design, simple artistic detailing, through lighting or mural-type paintwork, could transform the utilitarian structures into dynamic wayfinding elements.



Aerial rendering of the Water Towers open space and surrounding development

THE CUPOLA

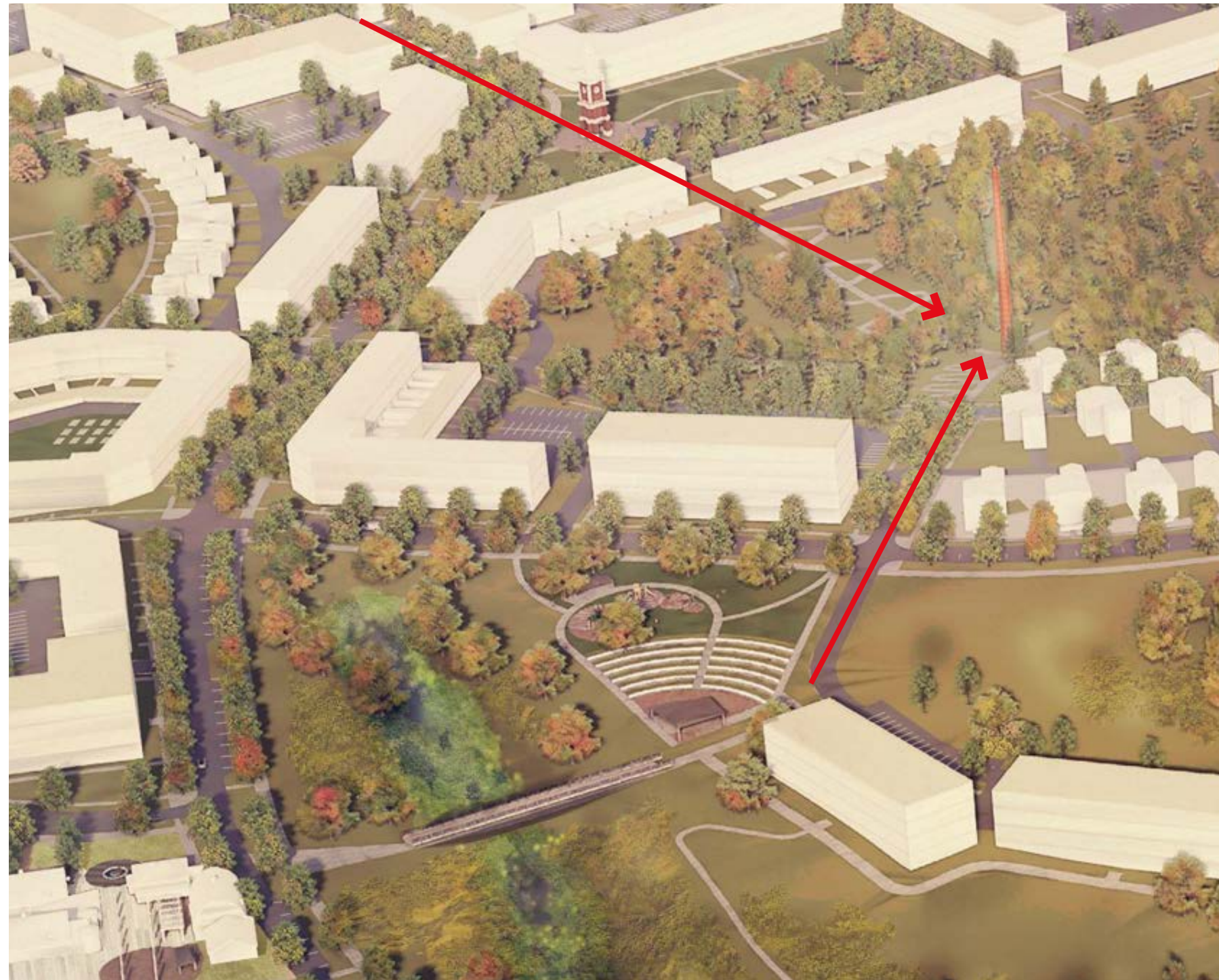
The cupola structure on top of the Bradford building may be the most recognizable piece of architecture on the CVTC campus. While re-use of the building itself within the Redevelopment Plan was not feasible, preservation of the cupola and reclaiming the feature into a monument should be achievable. As highlighted in the image below, the cupola is proposed to be placed atop a brick-faced structure, creating a large monument within the neighborhood's largest "quad" green space. Designated the Cupola Quad, the public open space is aligned around the monument, which when set in a plaza space just off the greenway side path and with a water veneer feature in close proximity, becomes an important icon within a high-activity center in the neighborhood.



Precedents of a detailed cupola (top) and monument features within a public space (bottom)



Vignette showing scale and materiality of the Cupola Monument



Aerial rendering showing the preserved Smokestack as a major wayfinding feature, with axial views to it from the surrounding neighborhood

THE SMOKESTACK

Rising out of a deep, forested ravine in the center of the Training Center Site, at the location of the former CVTC campus power plant, the smokestack is a prominent visual marker currently. The Redevelopment Plan further emphasizes its role in wayfinding, as both the Greenway Street and the secondary street running from the amphitheater/playground/pedestrian bridge amenity area are aligned to the smokestack. Two sets of grand stairs and accessibility ramps provide access down to the base of the structure, where a small plaza can be imagined to contain a number of historic or interpretive elements in its design. From the base plaza, pedestrians are provided direct access to multi-use trails and nature paths meander through the forested ravines nearby.



Aerial photo of the existing Smokestack set down within the forested ravine



Large specimen trees set within an open lawn space on the existing CVTC campus

NATURAL ELEMENTS

SPECIMEN TREES

As the tree survey prepared during the Inventory & Analysis phase showcased, the Site is littered with large, mature-growth trees. The Redevelopment Plan has emphasized the preservation of as many of these historic specimens as the neighborhood layout would allow. Several of the neighborhood’s public green spaces, like the Cupola Quad, the green in the pocket neighborhood, the Village Home Patio/“Hangout,” and the destination playground near the amphitheater were designed around individual or groupings of these trees. The trees will provide instant visual impact to the new neighborhood districts upon constriction. The trees will provide an important sense of scale and context within the environment as well.

The selected trees could be found not only in open lawn areas of the existing Site, but also in close proximity to several buildings. Thus, careful tree protection measure will need to be employed at times of building demolition and site preparation to ensure the healthy preservation of these important natural site elements.



Precedents of new park space (left) and building sites (middle & right) that incorporate preseverd specimen tree or tree stands into the final design

Site Section showing development across the Site's ridgetops with the re-vegetated ravines between being preserved





FORESTED HILLSIDES / RAVINES

As covered previously, much of the steep, forested hillsides around the perimeter of the Training Center Site were deemed not viable for redevelopment. Thus, the Redevelopment Plan grew around the idea of using these significant site features as naturalized amenities in and of themselves. Proposed neighborhood development sites were pushed right up the drop-offs of the numerous ravines on the Site's west side. This edge condition, as shown in the site section to the left, will be quite incredible visually. The Redevelopment Plan encourages the ravine areas with no tree cover be re-established with understory and meadow-type native plantings. Certain ravines will be able to be traversed via nature paths, or spanned by the "ravine" pedestrian bridge, or enhanced with an innovative Stormwater Chain.



Two examples of contextual, preserved landscapes set along steep hillsides



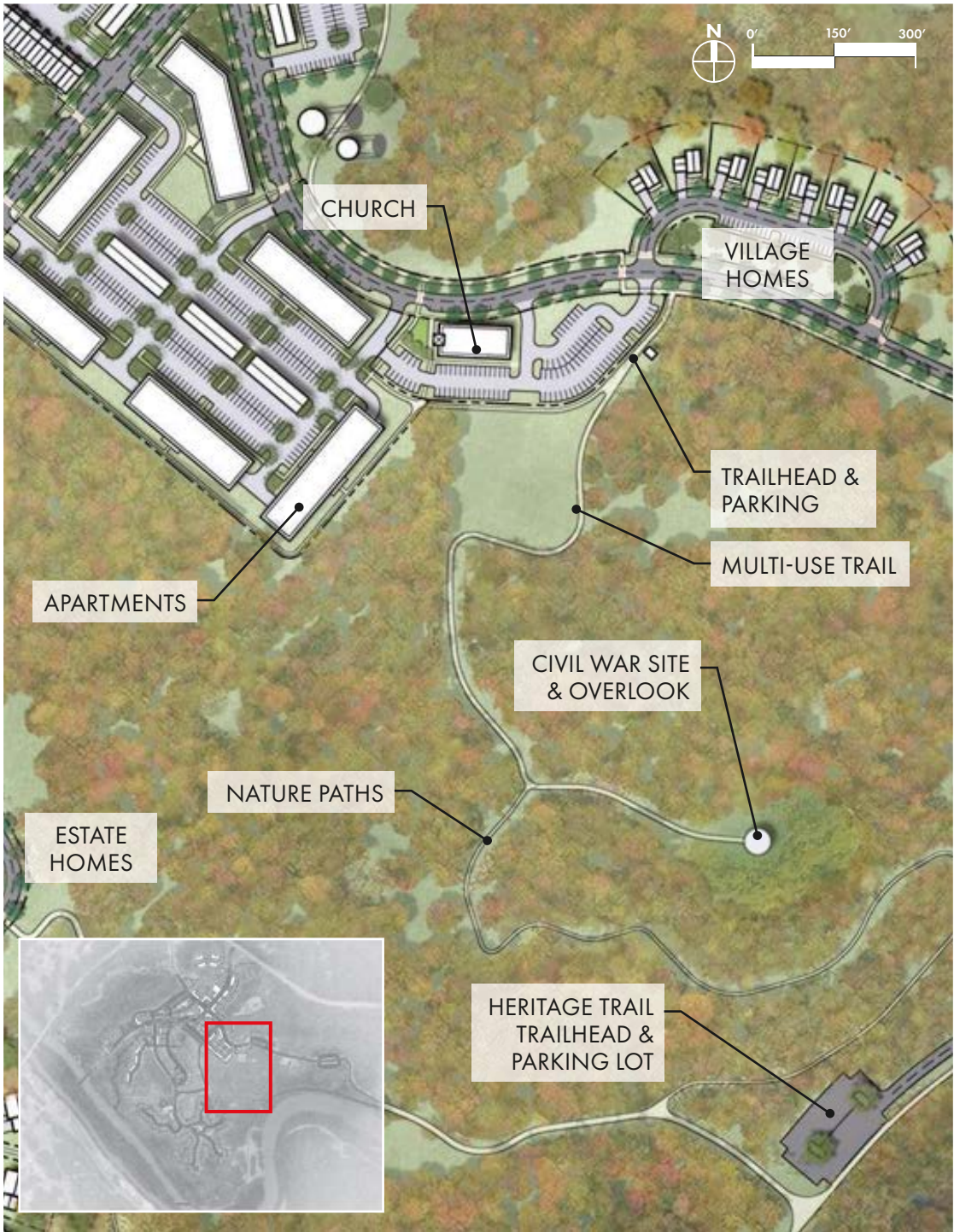
Existing buildings sit atop the various ridgelines above forested James River Valley

PROMONTORY VIEWS / OVERLOOKS

Tied to the preservation of the Site’s many natural ravines will be the promotion of enhanced overlooks at key locations over the James River Valley. Whether development sites or nature paths through naturalized landscape run up to a given overlook, the viewing space itself should be well-design with context-sensitive materials. Any plant overgrowth blocking strategic views should be cleared. Interpretive signage should also be incorporated at most overlooks to better introduce users to the Site’s past, environmental setting, or transformational future.



Open area leading from the Training Center to the Civil War site set within the wooded area above the river



Plan enlargement of the trailhead and enhanced trail connections, to the Civil War historic site



Precedents of preserved Civil War sites enhanced for the visitor experience

THE CIVIL WAR SITE

At the far southeast end of the Training Center Site, nestled on a heavily-wooded promontory point, is a historic marker identifying the location of Civil War event. The site can be accessed via an unmarked, unpaved trail. The Redevelopment Plan, rightly, proposes significant enhancements to the historic site itself as well as the access route to it. From the trailhead parking lot near the proposed community church, a paved pedestrian trail will run through an open meadow into the existing woodlands. The trail will terminate at the Civil War site and overlook. The space will be deigned with appropriate materials and interpretive signage explaining the site’s history and significance. Additional means of access will be provided via nature paths from the Heritage Trail along the riverfront below, tying two cultural assets together.

CEMETERIES

As historic sites with deep, emotional roots in the CVTC campus’s past, the two cemeteries in the Site need to be preserved and honored as best feasible. The most prominent of the two, the Memorial Gardens cemetery on the Site’s north end is currently marked by a metal gate. The Redevelopment Plan proposes the gateway be enhanced with a context-sensitive aesthetic. The multi-use trail that runs throughout the neighborhood passes right by the gate, encourage visitors looking to experience the space. The Missing Middle green opens from the street onto the gate, further elevating the site’s visibility.

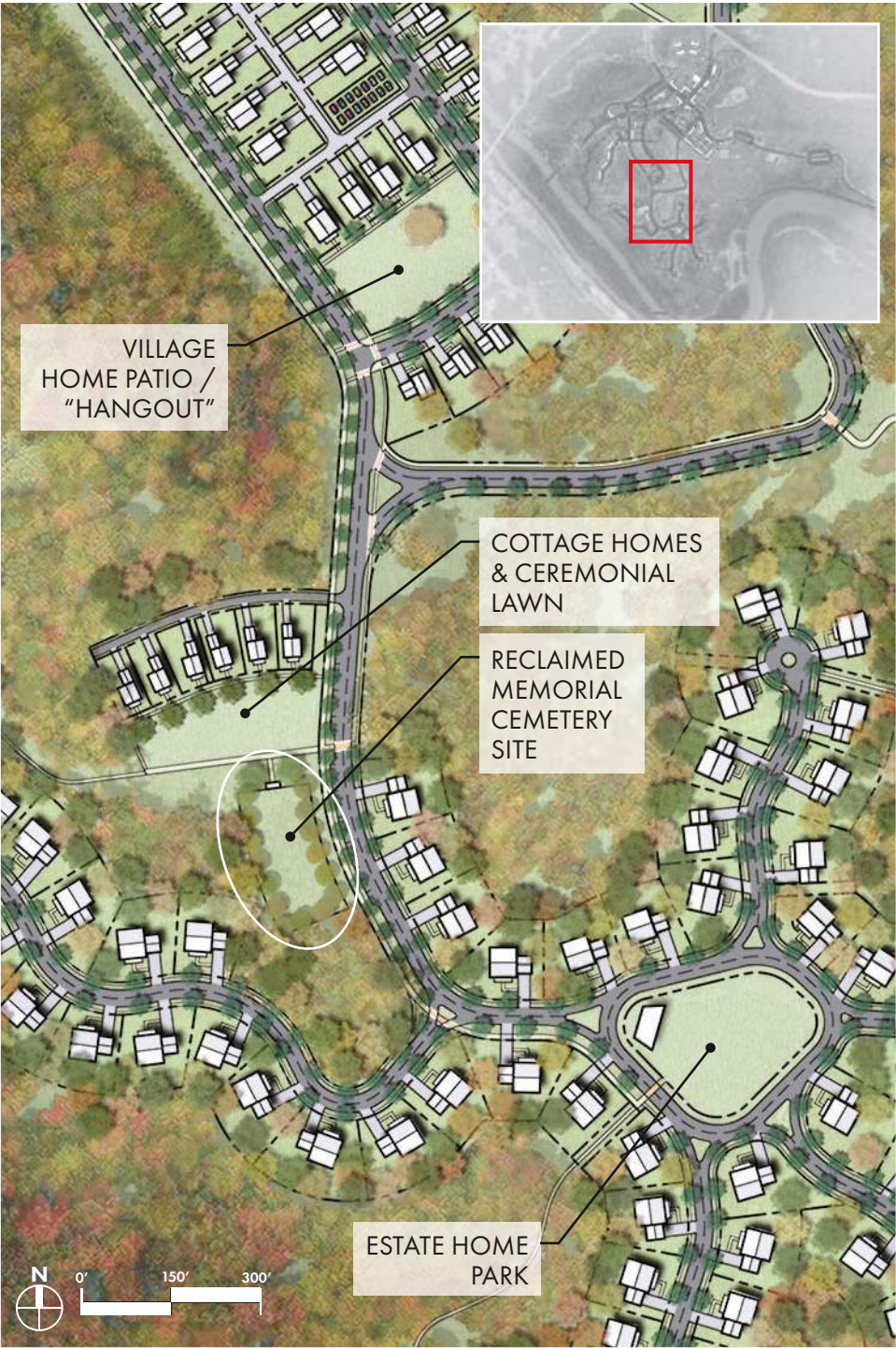
Conversely, the second cemetery has thus far not been honored as it should. Just north of the mobile home park, this cemetery, assumed to be the resting places of African-American who died at the CTVC, is currently overgrown with woodland. Significant landscape cleanup is required, along with the creation of a memorial lawn space and construction of a gate and fenceline surrounding the site. On-street parking stalls and a pedestrian promenade, linked to the nature path system, will provide easy access for those wishing to experience and honor the site.



Memorial Gardens Cemetery (light blue) and gate/entrance (orange) as preserved within the proposed neighborhood



Photos of the gate (left, to be preserved & enhanced) and tombstones/plots set in lawn (right) of the Memorial Gardens Cemetery



Plan enlargement of the trailhead and enhanced trail connections, to the Civil War historic site

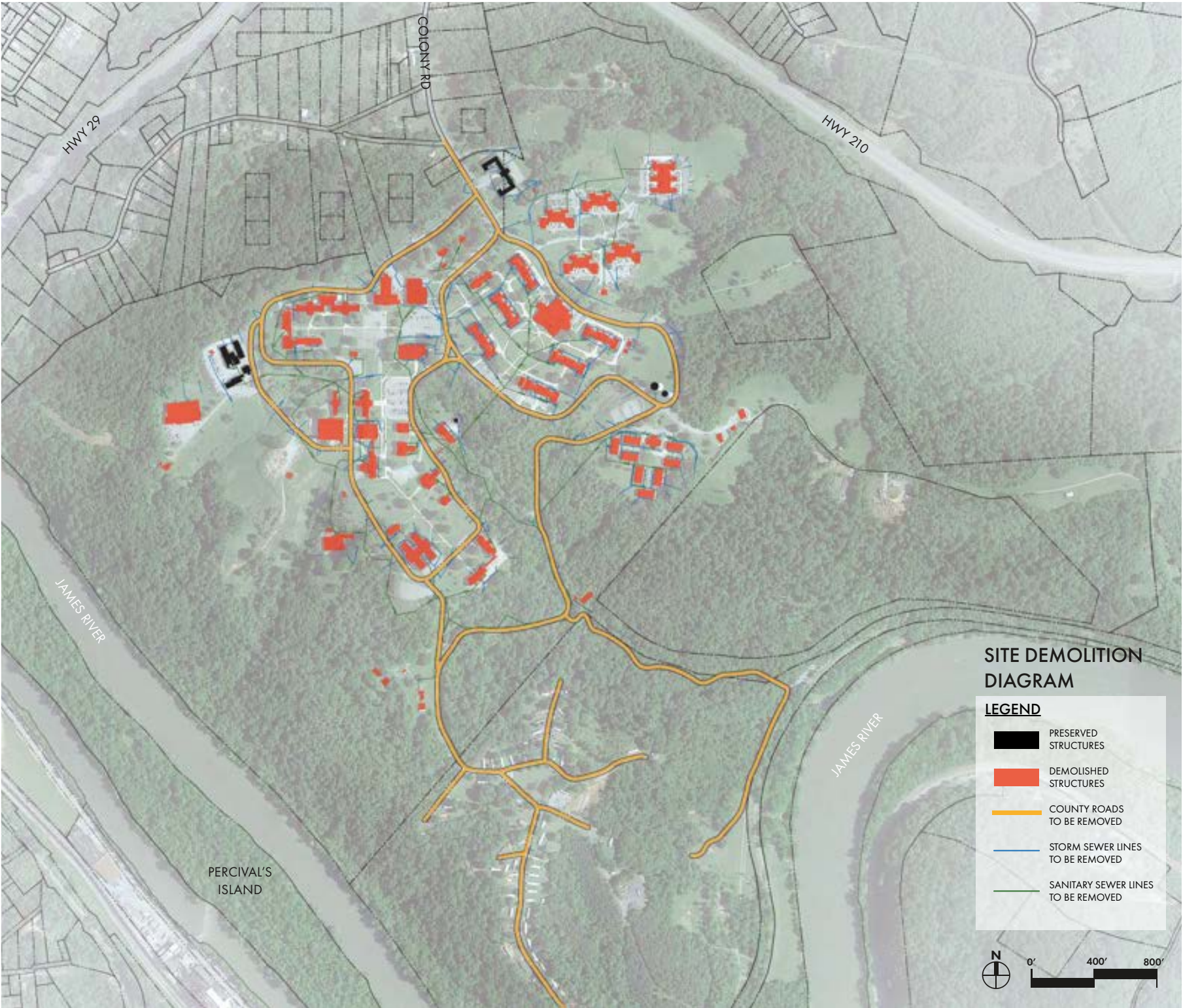
SITE DEMOLITION & PREPARATION

Given its large land footprint and the complexity of its existing facilities and utilities, the demolition of the Training Center Site and grounds, along with the preparation of the Site for redevelopment, will be an immense process. Based on the phasing or implementation strategy established by the governing entity or selected developer(s), demolition and site preparation could occur all at once or incrementally on a block-by-block or per-district basis. Cost drivers as well as industry regulations and developer preference will determine the most optimal path forward.

While the majority of the details will be determined upon further investigation as part of a comprehensive planning and design effort for the Site, the general overviews provided on the following pages are for specific on-site issues factored into the Redevelopment Plan’s framework.



Large-scale site earthwork operations





Demolition of existing infrastructure (left) and the installation of proposed utilities to a building site (right)

INFRASTRUCTURE

Most of the existing utilities on the CVTC campus will be marked for demolition, either due to locational conflicts with the Redevelopment Plan or a lack of expected capacity. Though the fact that service is provided will save on upfront development costs associated with connection to surrounding networks, significant investment will need to be made toward demolition work on-site.

Existing roadways and parking areas will follow suit with the utilities. Demolition of the paved areas will require large amounts of material to be hauled off-site. However, the innovative re-use of the demolished paving materials into new construction sites should be explored. Re-grading once these areas have been removed will be intensive, as the overall area of pavement was large and the fact that many of the campus's roads abutted major slopes and ravines.

BUILDINGS

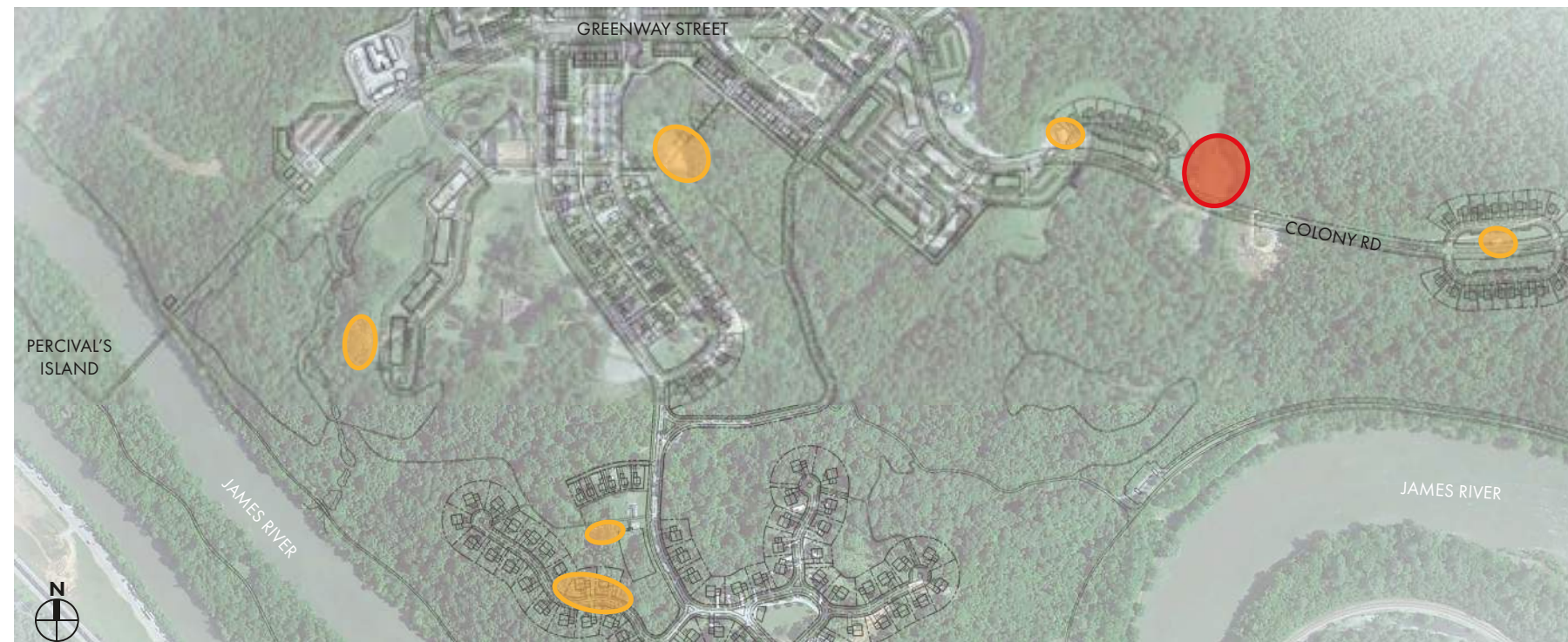
The interiors of most of the buildings on the CVTC campus that are slated for demolition per the Redevelopment Plan contain large amounts of hazardous materials, such as asbestos. Demolition, then, of these structures must follow strict environmental guidelines. Cleared material will need to be hauled off-site per regulations. The former building sites, once cleared, must then be rough graded and prepared for redevelopment. Given most of the CVTC buildings resided on flatter areas of campus, re-grading the pad sites should not involve major earthwork.

Given the condition of the facade brick on most buildings appears to be good, efforts should be made to explore options for preserving and restoring the building material in different treatments throughout the park, whether they be in new structures or as specialty pavers in a public green space or plaza.



Stages of building demolition ahead of site preparation





Site aerial with the master plan linework overlaid, with areas to be remediated highlighted. Those in orange can be remediated for redevelopment. The area in red should remain open space after remediation.

ENVIRONMENTAL SITE REMEDIATION

Prior to the master planning process commencing, an Environmental Conditions Assessment (ECA), a Phase II Environmental Site Assessment (ESA) report, and a Supplemental Phase II ESA were completed for the CVTC campus property. These assessments identified environmentally-sensitive areas that were negatively impacted by past site activities. The CVTC campus was then required to follow a Voluntary Remediation Program (VRP), which included monitoring reports on the most hazardous contaminated areas.

The image to the left shows the seven locations with the most potential to affect site operations in accordance to the Redevelopment Plan. Six of the sites, following remediation, could allow for development. The seventh, an old sanitary landfill location, was deemed unsuited for development even after remediation. Per plan, this area is to remain an open vegetated field.



Former sanitary landfill site

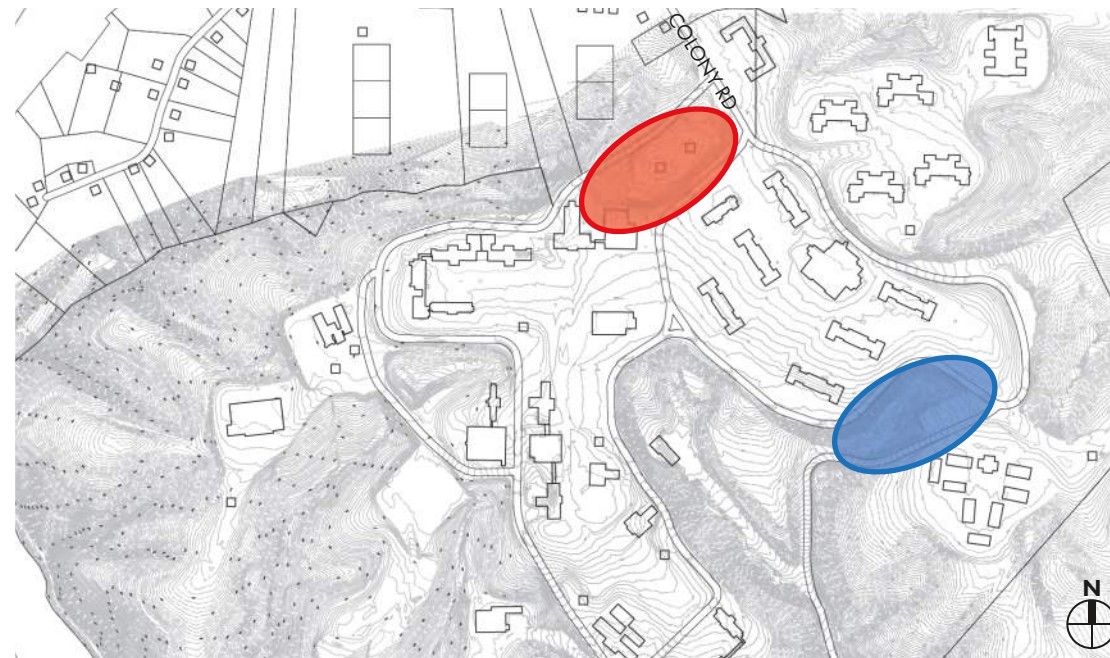


Former landfill area that cannot be remediated for development can be seen by the reddish color of its groundcover

BALANCE THE SITE

Implementation of the Redevelopment Plan over the existing Site will require extensive earthwork activities. To best control costs, individual development projects should attempt to achieving as near a balance between the amount of cut and fill earthwork material required as possible. A more detailed, site-by-site or block-by-block analysis was not possible as part of this effort. Generally speaking, the layout of the neighborhood has been determined to be feasible from a grading standpoint.

In terms of earthwork balance, on the Redevelopment Plan scale, two major areas of the Site are highlighted in the figure to the left. The small hill just south of Colony Road near the existing property entrance is proposed to be leveled off as part of redevelopment. Conversely, a portion of an existing ravine is proposed to be filled in to allow for the apartment complex included in the Redevelopment Plan.



Existing Site topography showing areas that will receive major amounts of cut (red) and fill (blue) earthwork material



Cut (red) and fill (blue) areas in relation to proposed Redevelopment Plan



8 | MOBILITY

OVERVIEW

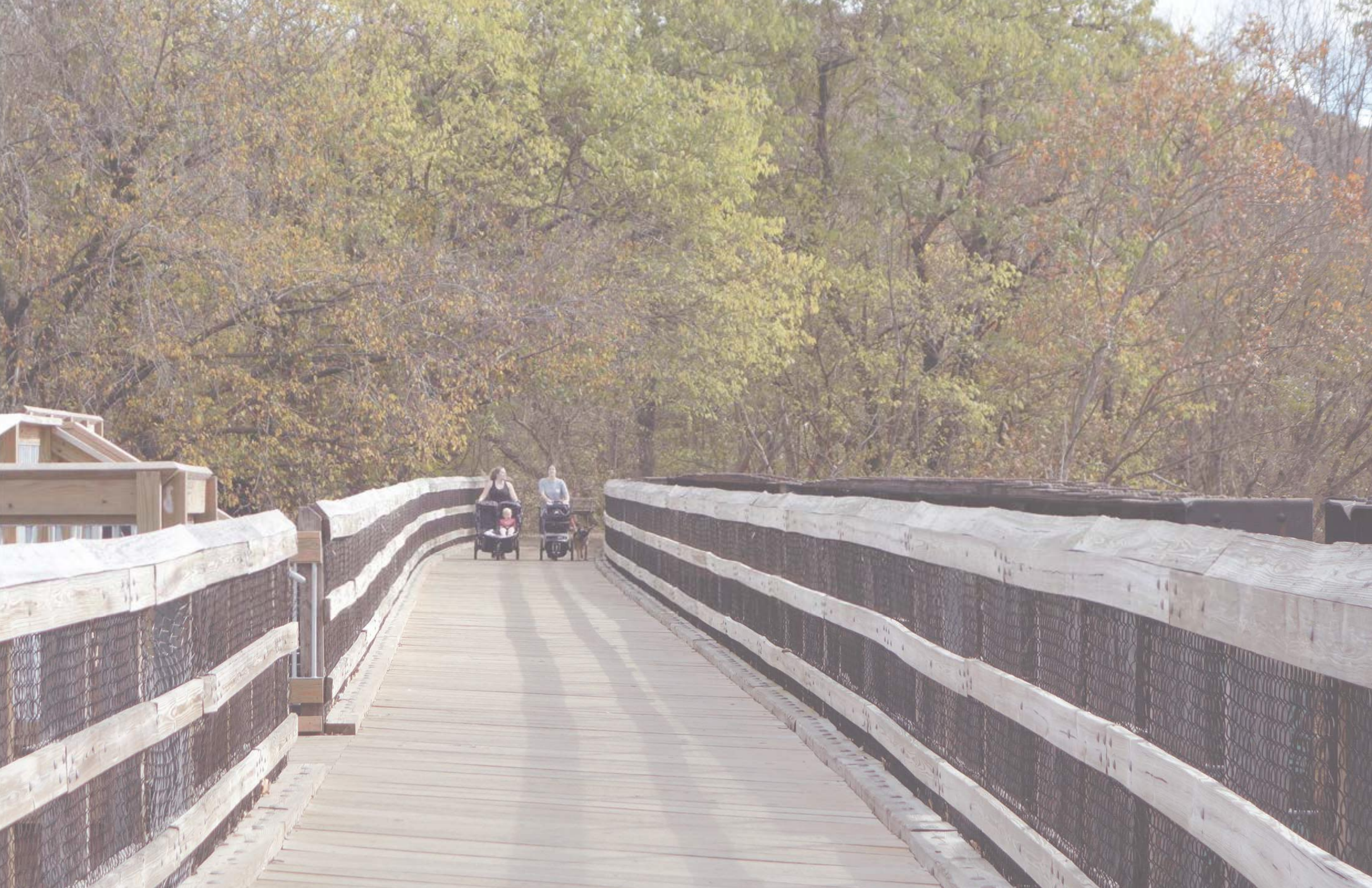
HIGHWAY 210 ENTRANCE / ACCESS

STREET HIERARCHY

THE FUNICULAR

ACTIVE MOBILITY NETWORK





OVERVIEW

As described in the preceding section, one of the main principles of walkable urbanism is the establishment of an interconnected network of mobility options. Thus, in analyzing the Redevelopment Plan from a mobility standpoint, its not sufficient to simply look at the layout of the neighborhood’s streets or trails, but to also consider the number and diversity of facilities provided. The ease of movement for not only motorists, but cyclists and pedestrians as well, was emphasized.

In this section, the proposed neighborhood’s mobility framework will be detailed in-depth. The cross sections of the major street typologies will be illustrated. The diverse set of trail and pedestrian routes running throughout the Redevelopment Plan will be identified. In addition, several unique mobility solutions will be highlighted.

In total, the complete set of mobility enhancements proposed within the Redevelopment Plan ensures the successful promotion of a walkable environment. As the following pages describe, the mobility network is multi-faceted and presents residents and visitors alike with a number of options within which to experience the various areas of the neighborhood.



Street and trail treatments, across varying contexts, similar in nature to those proposed for the Site

HIGHWAY 210 ENTRANCE / ACCESS

Perhaps the mobility initiative with the most significance to overall viability of the Redevelopment Plan is the new connection to Highway 210. Termed the “Old Town Connector,” Highway 210 is an important link between US Highway 29 and the Highway 29 business route through Madison Heights and then on into downtown Lynchburg. For any sort of mixed-use neighborhood core to succeed on the Site, a more direct and visually-prominent entrance is necessary ahead of the existing Colony Road access.

Coordination with VDOT established the frontage span within which a connection would be allowable given their requirements and standards. Given the zone was covered significant forest cover, the new entrance would require clear-cutting of exiting woodlands to allow for construction of the new signalized intersection and Hillside Drive entrance road into the neighborhood.

The images on the following pages illustrate the design details and precedents for the gateway entrance drive.



Aerial view from over the Training Center Site looking northeast toward Highway 210



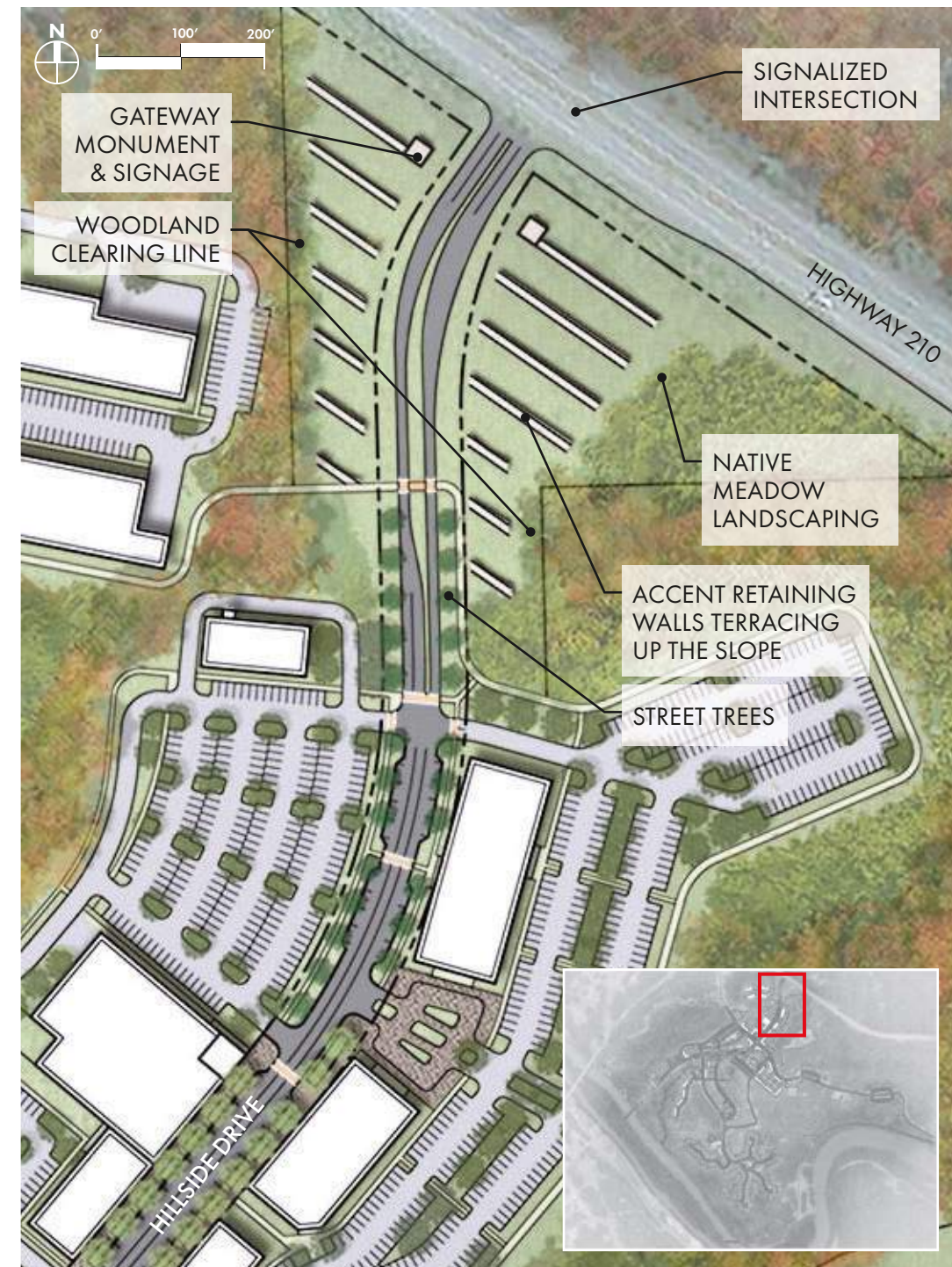
Colony Road, which enters the CVTC campus from the north, is currently the only access route to the Training Center site



Existing buildings in the north portion of the Site through which the proposed entrance drive will run, connecting the neighborhood to Highway 210



Precedents of gateway monuments accentuated with landform and native landscaping



Plan enlargement of the entrance gateway and Hillside Drive intersection off Highway 210



Aerial rendering of the proposed main neighborhood entrance and Hillside Drive intersection off Highway 210, with the accent walls, gateway monuments, and woodland clearing highlighted

STREET HIERARCHY

To concentrate development at intended locations and to encourage circulation through the high-activity nodes of the neighborhood, the Redevelopment Plan establishes a hierarchy of street typologies. The proposed development, then, is comprised of ‘A,’ ‘B,’ and ‘C’/Residential streets.

‘A’ streets represent the civic corridors with highly-detailed streetscapes that connect high-activity areas and important destination within an area. ‘A’ streets also typically include wider pedestrian zones in urban districts and trails or side paths in less-dense areas. ‘B’ streets are secondary streets that while still nicely landscaped with building frontages, are smaller in cross section width and do not link between major activity hubs. ‘C’ streets in most urban areas are generally service- or access-oriented routes. In mixed-use neighborhoods like that proposed in the Redevelopment Plan, ‘C’ streets can also be designated as residential streets, as they are typically found in lower-density residential areas that see lower volumes of traffic and pedestrian use.

As the diagram on the opposite page shows, the Hillside Drive/Greenway Street shared corridor and the central section of the enhanced Colony Road are the neighborhood’s ‘A’ streets. The secondary ‘B’ streets that run out from these two primary corridors connect to the many public green spaces and naturalized edge areas around the neighborhood. The ‘C’/Residential streets provide linkages to the periphery residential areas as well as more functional, though secondary, access routes to the neighborhood’s destination sites. Colony Road itself, as its proposed extension east ultimately ends at the James River Heritage Trail parking area and trailhead, steps down in classification given the decreasing levels of service the further away from the neighborhood it runs.



‘A’ Street precedents



‘B’ Street precedents



‘C’ Street precedents





NEW STREET SECTIONS



HILLSIDE DRIVE

As Hillside Drive runs from its intersection with Highway 210, the corridor consists of a typical boulevard cross section, with a landscaped median dividing travel lanes and wide parkways and street trees lining the outer curb lines. Once it enters the neighborhood, Hillside Drive assumes the character of a traditional mixed-use street.

Two 12-ft-wide travel lanes are bisected by a continuous center turn lane, allowing easy movements into the driveways of the office and retail blocks of the area. On-street parallel parking stalls are provided on both sides of the street. 10-ft-wide urban landscape planters with street trees line the section, softening the vertical environment dominated by the mixed-use building facades.

Decorative light poles fall within the same amenity zone as the planters and site furnishings, like ornamental benches, litter receptacles, bike racks, and public art features. Outside of these areas, the pedestrian zones consist of widened sidewalks or promenades free of obstructions, allowing easy access into and out of the mixed-use buildings that front the street.



GREENWAY STREET

Just west of where Hillside Drive intersects with Colony Road, near the Village Square, the corridor’s cross section changes significantly. The widened promenades on both sides of the mixed-use section make way for a shared-use side path on the street’s south side. The side path runs down the center of a proposed greenway within the right-of-way. This new Greenway Street becomes a key linkage between several of the neighborhood’s key destinations, like the Cupola Quad, The Farm, and the Funicular Station.

The side path is proposed to be 12-feet-wide, allowing for comfortable two-way use between cyclists and pedestrians. 14-ft-wide greenway strips provide landscape buffers for the path. In the street itself, the center turn lane of Hillside Drive is removed. The curb-to-curb section simply includes two travel lanes and on-street parallel parking stalls on both sides. On the corridor’s north side, a 10-ft-wide parkway strip contains street trees, with a standard 6-ft-wide sidewalk provided for connectivity. The parkway strips on the outside of both curb lines also include decorative roadway light poles and fixtures.



VILLAGE HOME STREET

As traffic volumes and pedestrian usage decrease on the secondary streets branching away from the central spine of Hillside Drive/Greenway Street, the rights-of-way narrow and the cross sections simplify for these primarily residential-oriented corridors.

The residential streets align with a standard yield street. On these segments, no designated on-street parking stalls are provided. The two widened travel lanes, in this case 14-feet-wide each, allows for on-street parking along the curbs with room still present for two-way traffic given one car yields to another. This treatment is a “best fit” to the village home areas within the Redevelopment Plan neighborhood. The district includes both front- (i.e. street-) loaded and alley-loaded lots. The driveways of the front-loaded lots would make on-street stalls inefficient.

Both sides of the village home street are lined with street trees set within 10-ft-wide parkway strips. Decorative pedestrian-scale light poles are aligned between the street trees. Sidewalks parallel the street on either side as well. One specific village home street is lined with lots on its east side and a ravine on its west. Along the west side, a multi-use trail lies in-place of the sidewalk outside of the parkway strip.





ESTATE HOME DRIVE

A unique street condition occurs within the estate home development on the current mobile home park property. The proposed streets follow similar paths as the gravel drives of the park community, running along existing ridge centerlines. The estate home lots, while bigger than the mobile home parcels, similarly fall steeply away in grade from the roadway. Thus, the roadway cross section does not include curbs and gutters, as runoff is allowed to enter native vegetation bioswales along the edge of pavements, which then allow for natural permeation into the subsoil further down the side slopes.

Pedestrian light poles and fixtures line the road, while on-street parking is allowed via yield movements like the village home street. Yet longer front driveways associated with the larger lots provide more room for visitor parking off-street. The main estate home street that enters the district includes a 10-ft-wide trail on its north side, as illustrated in the section to the left. Underdrains are provided along both the trail and sidewalks where necessary to allow excess water storage in the bioswales to pass down the side slopes without impacting the public walkways.



THE FUNICULAR

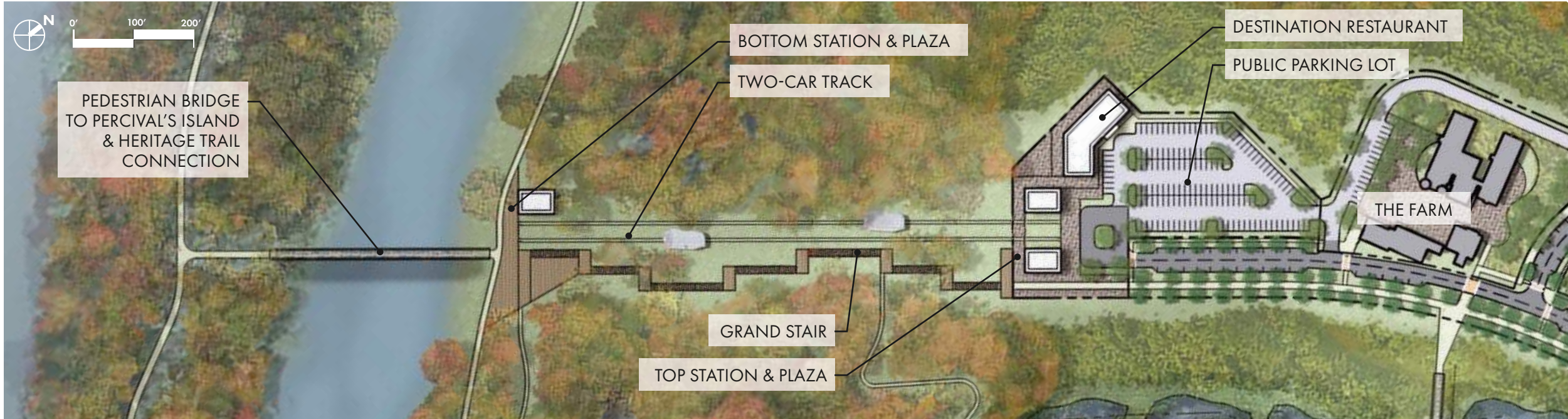


Precedents of Funiculars set within a forested hillside



At the western terminus of the Greenway Street lies the Funicular Station. The Funicular itself, an inclined railway, would accommodate users looking for a zero-effort descension or ascension over the existing hillside between the neighborhood and the James River waterfront. Similar features at other metropolitan areas have proven to be quite successful public- or private-transit options.

At the top Station, a surface parking lot would accommodate park-and-ride users of the Funicular. The system could be designed with two tracks to allow for shorter wait times between departures/arrivals. At the base of the Funicular lies a plaza, which allows for easy on- and off-boarding of the cars as well as transport of bikes or other user equipment from the riverfront trails. A proposed pedestrian bridge spans the river to Percival’s Island, providing a more direct link for commuters looking to travel to/from downtown Lynchburg.



Plan enlargement of the Funicular and mobility connections tying the neighborhood to the regional trail network



Vignettes of Funicular station & plaza with connection to the proposed riverfront trail



ACTIVE MOBILITY NETWORK

In parallel with the hierarchy of streets provided throughout the neighborhood, a diverse set of pedestrian- and bike-oriented facilities comprises the Redevelopment Plan’s active mobility network. The network was developed with the understanding that all areas of the Training Center Site would be accessible by some pedestrian route. The individual facilities were selected for specific routes with context for the immediate surroundings and the expected levels of usage in front-of-mind.

As the overall plan diagram on the opposite page highlights, the diversity in path types mirrors the variety in settings found across the Site. Hillside Drive and Greenway Street include mixed-use pedestrian zones and a shared-use side path respectively. Multi-use trails traverse most all areas of the neighborhood, providing a number of contiguous loop routes for users to enjoy. These trails transition to nature paths once the routes reach the steep, forested ravines and draws that encircle the neighborhood on its south and west sides.

With the James River Heritage Trail running along the toe of these hillsides, trail connections to the regional path were emphasized. Most notably, Fertilizer Road is proposed to be converted from a shared roadway to a bike/ped-only path.

Among the special facilities within the Redevelopment Plan are three sets of Grand Stairs, three pedestrian bridges, and a number of promenades that provide important mid-block connections within the neighborhood, but also ceremonial entrances to sites of remembrance, most prominently the two cemeteries within the Site.



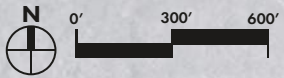
Precedents of pedestrian and bicycle facilities through varying contexts similar to those proposed for the Site



ACTIVE MOBILITY DIAGRAM

LEGEND

 JAMES RIVER HERITAGE TRAIL	 PEDESTRIAN BRIDGE
 MULTI-USE TRAIL	 GRAND STAIR / RAMP
 NATURE PATH	 MIXED-USE STREETSCAPE
 GREENWAY SIDE PATH	 SIDEWALK
 PROMENADE	





ENHANCED MIXED-USE STREETSAPES

The segments of both Hillside Drive and Colony Road that extend directly past the Village Square are fronted by either mixed-use or retail/commercial liner buildings. The building typologies are characterized by active ground-levels of storefronts, gallery bays, or lobby/atrium entrances. The pedestrian zones that run along these ground-level active spaces need to accommodate easy access to/from the streets while also allowing for potential tenant fit-out areas, like outdoor dining bays or display sections.

Thus, the sidewalks in these areas are typically widened and accompanied with detailed streetscapes that include specialty paving areas, seating areas with ornamental site furnishings, decorative lighting, landscape planters, and street trees. Here, ease of circulation through a corridor is less the focus than is engagement with active ground-levels of the adjacent buildings while stopping to enjoy the scene.



Precedents of detailed streetscapes in a traditional aesthetic, with specialty paving, decorative lighting, site furnishings, public art, and landscaping in front of ground-level storefronts

TRAIL NETWORK

Outside of the neighborhood's mixed-use core, a robust system of trail typologies provide various routes for cyclists and pedestrians to follow to all corners of the Site. In selecting the right "fit" for typology to a given location, the ideal facility would minimize the impact to the surroundings from construction activities or visual encumbrance, sync with environment's aesthetic character, and accommodate its expected level of usage. This decision-making process offers a fine balance, as under- or over-sizing a trail, or designing a path way out of character within a well-defined area could be quite detrimental.

The images to the right showcase precedents for the various trail typologies proposed within the Redevelopment Plan.



Precedents of trails through a native prairie or meadow (left) and a forested hillside (right)

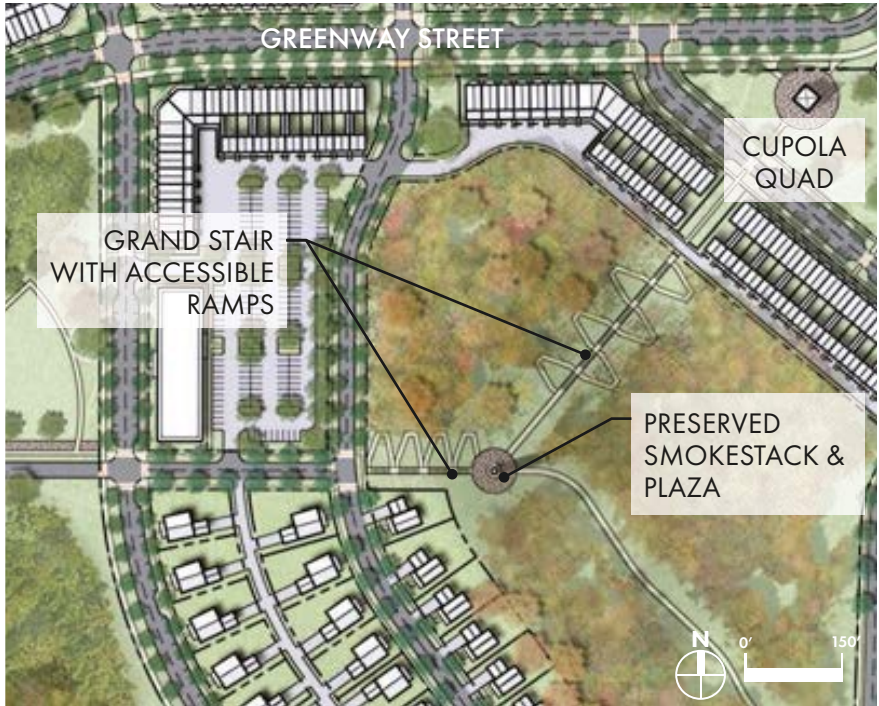
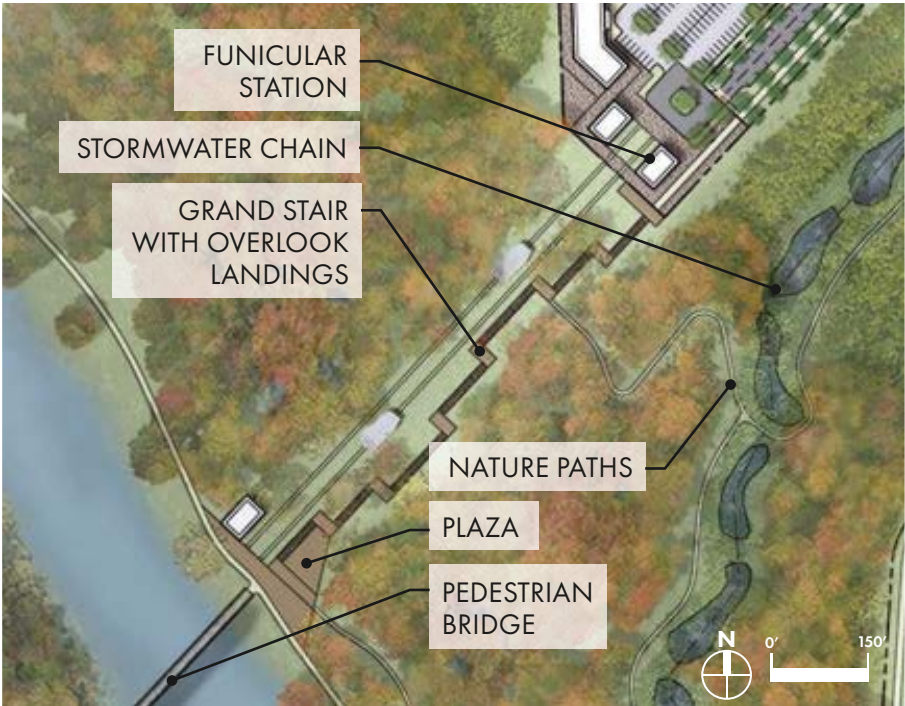


Precedents of multi-use paths through varying urban environments: a public park (left), urban corridor (middle), and natural open space (right)

THE GRAND STAIRS

Three sets of Grand Stairs traverse several of the existing ravines within the Site. The most prominent set of stairs, paralleling the path of Funicular down to the James River waterfront, staggers its alignment down the slope, providing room for wide landings or resting areas offering great views of the river valley and opposite bluffline in Lynchburg.

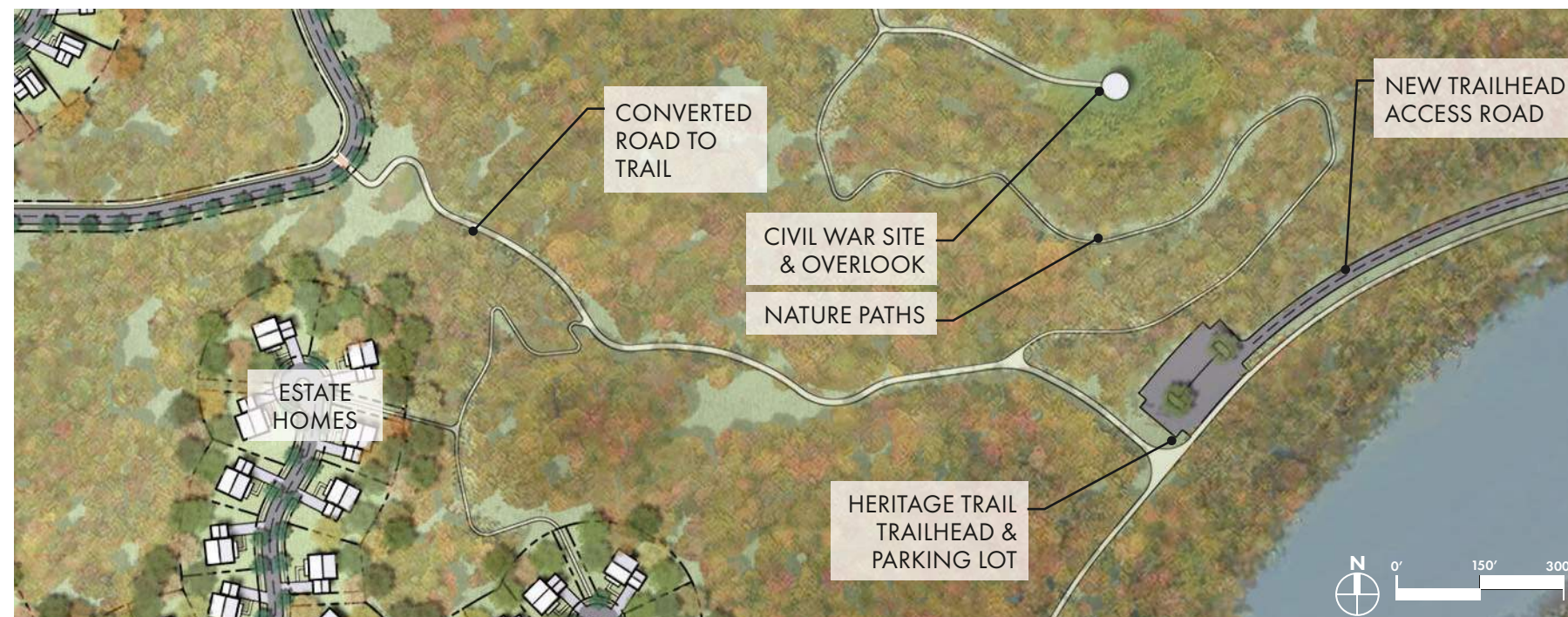
The other two sets of Grand Stairs are paired with switch-back accessibility ramps and provide access to the Smokestack Plaza. The eastern stair is aligned on axis between the Smokestack and the Cupola Monument. The western stair proves a key link between the Smokestack and the amphitheater and playground area.



Plan enlargements of the Grand Stair sites



Precedents of grand stairs set within native landscaping



Plan enlargement of Fertilizer Road and adjacent trail connections

FERTILIZER ROAD CONVERSION

Currently, Fertilizer Road provides the only vehicular, bike, and pedestrian access to the existing Heritage Trail parking lot and trailhead. The road segment is extremely narrow as it follows in close proximity a steep wooded stream bank. Most sections of pavement are deteriorated, creating a number of hazardous locations along the route.



With the proposed extension of Colony Road providing vehicular access to the parking lot and trailhead, Fertilizer Road can feasibly be converted to a bike- and pedestrian-only trail. The conversion should include re-paving the route along with the construction of strategically-located retaining walls and stormwater features to correct any remaining potential hazardous locations.



Precedents of widened multi-use paths through landscaping



THE “RAVINE” PEDESTRIAN BRIDGE

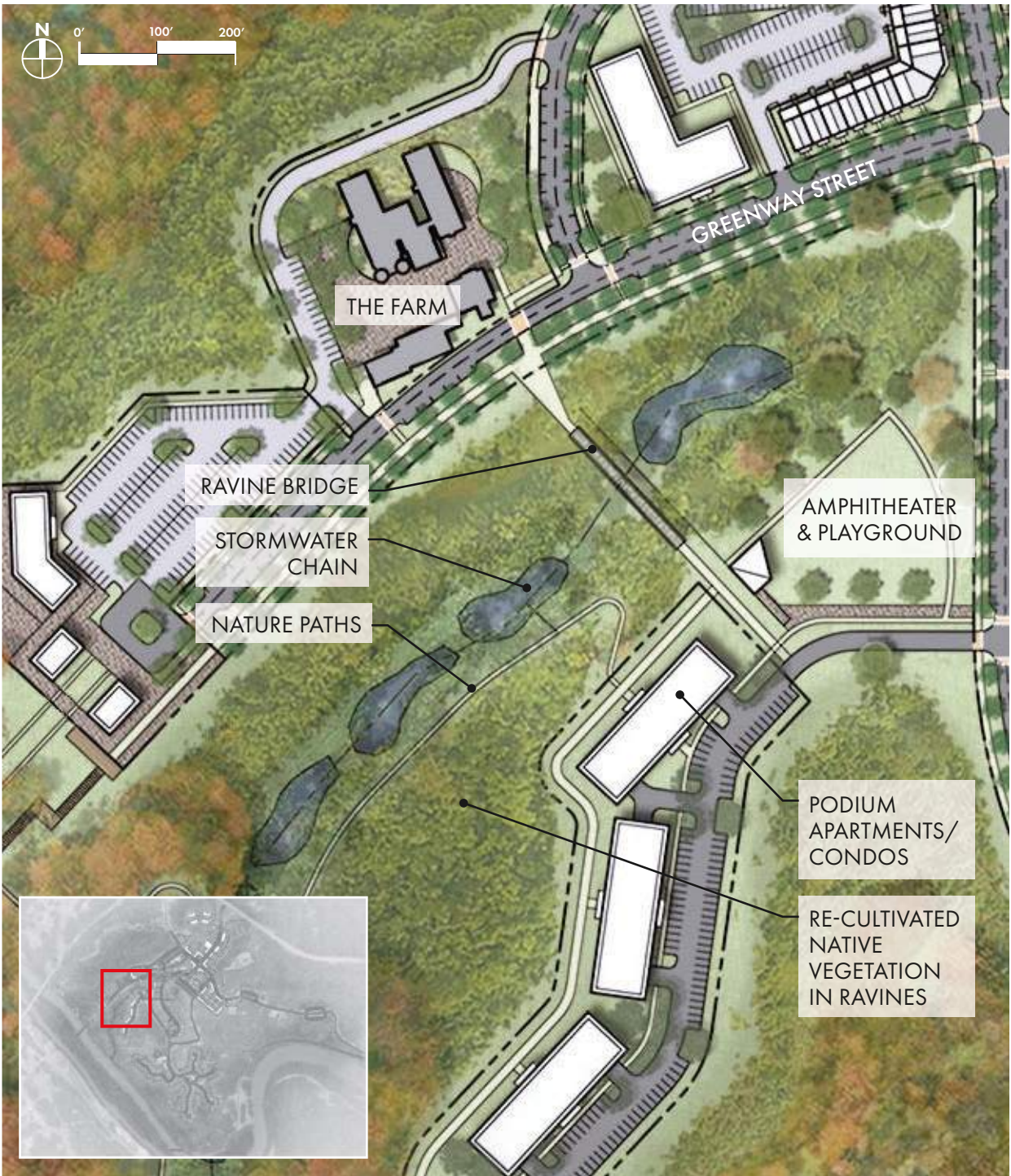
Spanning the most visible ravine within the neighborhood, the long-span pedestrian bridge over the proposed Stormwater Chain, has the potential to become an iconic design feature for the entire development. To compliment its engineering, a significant design effort should be undertaken toward the bridge’s aesthetics. The structure has great visibility and will be heavily trafficked, as it connects two big destination and event venues, The Farm and the amphitheater and playground amenity area. Users may be encourage to stop while on the bridge to take in the breathtaking panoramic views to the west toward Lynchburg and the James River valley.



Vignette of the Ravine Bridge over the proposed Stormwater Chain



Precedents of iconic, highly-detailed pedestrian bridges



Plan enlargement of the Ravine Bridge and surrounding site amenity areas



Bird's-eye perspective of the mobility facilities traversing the ridgelines with development over the James River Valley



9 | PARK & OPEN SPACE SYSTEM

OVERVIEW

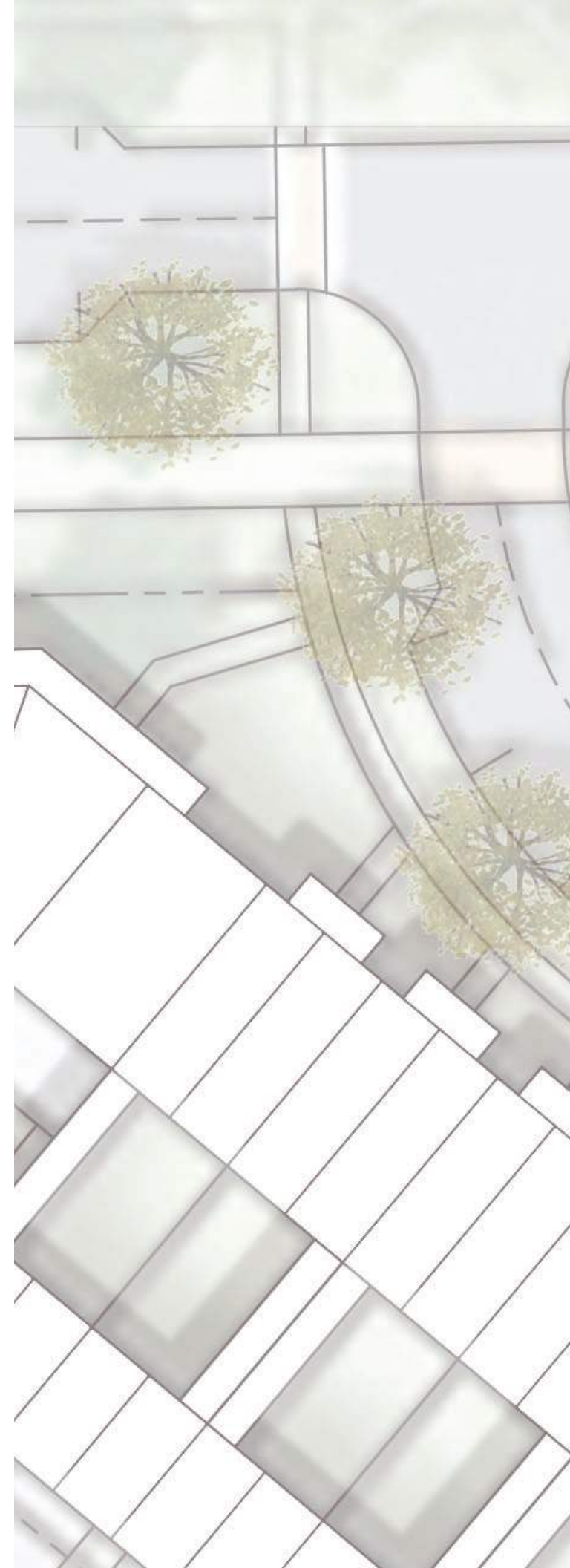
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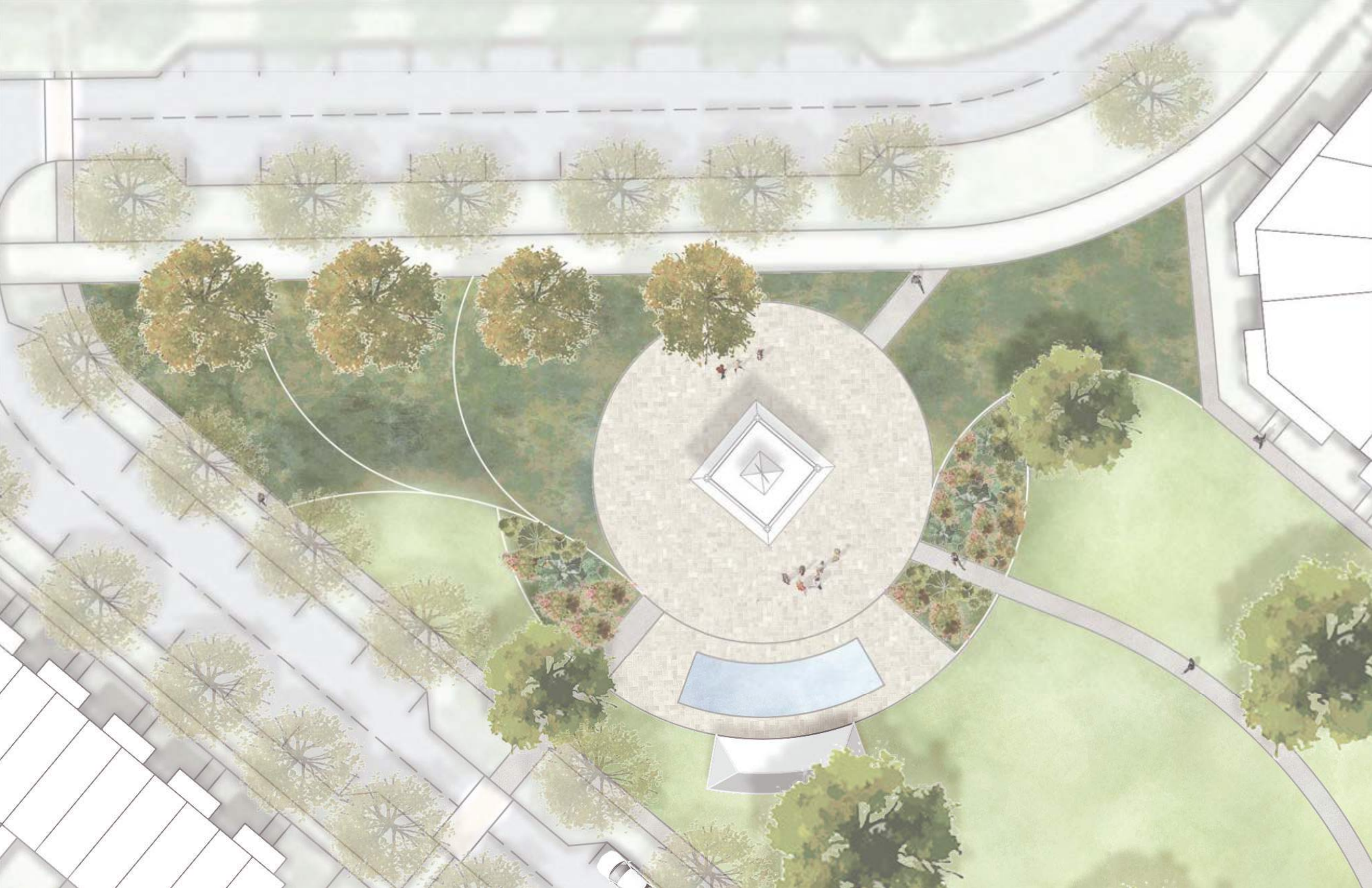
"QUADS" & FORMAL GREENS

NEIGHBORHOOD PARKS

AMPHITHEATER & PLAYGROUND

GREEN INFRASTRUCTURE





OVERVIEW

In concert with its multi-layered mobility system, the Redevelopment Plan includes a diverse set of parks and open spaces. Typically located at key street intersections, near trailheads, or aligned on axis down a view corridor or pedestrian promenade, these green spaces are strategically-located to offer the greatest benefit to the neighborhood. The public spaces are community gathering places. They vary in character, from formal, manicured greens to more naturalized gardens or re-vegetated ravines. The variety of design mirrors the diversity among the neighborhood's various districts.

As the overall plan diagram on the opposite page illustrates, the parks and open spaces are evenly distributed across the neighborhood. The clear-cut hillside entrance area off Highway 210 provides a stunning, naturalized gateway for the neighborhood. The greenway running through the heart of the development connects the traditional urban plaza space of the Village Square with the more active, event-oriented plazas of The Farm and the Funicular Station/destination restaurant site. The Community Green within the large pocket neighborhood is a passive space dominated by large, preserved trees. The Cupola Quad has a number of similar specimens, but is focused more on the active plaza space around the Cupola Monument. The amphitheater and destination playground complex offers a high-activity venue for the neighborhood's ridgeline developments.

The single-family residential areas provide smaller-scale parks as well. These green spaces become the true community areas for residents. The prominent, naturalized ravine is enhanced with a Stormwater Chain that not only offers an innovative functional feature, but also a beautiful, aesthetic element within the landscape.



Bird's-eye perspective showing the neighborhood's various parks and open spaces, around which development is framed