

VILLAGE SQUARE



At the heart of the Redevelopment Plan’s mixed-use core is the Village Square. The primarily hardscaped space is “attached” to an L-shaped mixed-use building, with room provided for ground-level retail activity or dining to extend out into the public realm. The square opens out to both Hillside Drive and Colony Road, enhancing the space’s visibility within the greater neighborhood context. A tiered water feature anchors the Square’s streetside corner. A lawn area shaded by a bosque of trees counterbalance the paved plaza space oriented around a performance pavilion. The plaza area is covered by festival string lighting that would allow nighttime use.



Precedents of an attached square with focal pavilion and plaza space

ILLUSTRATIVE DETAIL PLAN





Precedents of attached squares with varying aesthetics and levels of hardscape & landscape



Vignettes of the Village Square, adjacent streetscapes, and mixed-use building

QUADS & FORMAL GREENS

CUPOLA QUAD

The area of the existing Site transformed into the Cupola Quad was identified in multiple concepts early in the Design Charrette as providing an ideal space for a campus-like quad green space. The area is home to a number of large, healthy specimen trees that should be preserved. Thus, the formal lawn and active monument plaza areas developed around these elements.

In the Redevelopment Plan, the Cupola Quad lies along the Greenway Street, with direct access into the open space provided by the street corridor's side path. The view corridor and alignment of Hillside Drive/Greenway Street terminates on the large-scale Cupola Monument on the green's west side. A small plaza at the base of the monument allows people to view and walk around and under the iconic feature. Just off the plaza is a water splash fountain and small pavilion offering shaded seating for users. The fountain, a shallow veneer of water with spray jets, offer a safe, interactive play element to the space.

The landscape beds and rain gardens that encircle the monument plaza transition to a large expanse of lawn as one travels east through the quad. This area provides opportunities for passive use or active play. The lawn is dotted with the large specimen trees preserved from the existing CVTC campus. Sidewalks line and run through the lawn space, providing access to all areas of the space.

On the quad's north edge, a line of townhomes front directly onto the green space. Secondary urban streets define the quad's east and south sides, providing on-street parking stalls for visitors to use. Residential uses front onto the quad on all sides, providing a large user group for the space. These residents also serve as the eyes-and-ears of the quad, ensuring a safe and comfortable setting.



Aerial view of the Cupola Quad and surrounding development



Precedents of large event lawn area (top & middle) and water splash fountain feature (bottom)



ICONIC CUPOLA
MONUMENT

GREENWAY STREET

GREENWAY SIDE PATH

RAIN GARDEN WITH
COLORFUL NATIVE
PLANTINGS

LANDSCAPE BEDS WITH
ACCENT PLANTINGS

LARGE PLAZA WITH
DECORATIVE PAVERS

WATER SPLASH
FOUNTAIN

PAVILION WITH
COVERED SEATING

TOWNHOMES

MISSING
MIDDLE
BUILDINGS

PRESERVED LARGE
SPECIMEN TREES

TOWNHOMES

LARGE ACTIVITY LAWN

SIDEWALK

LANDSCAPE BEDS WITH
ACCENT PLANTINGS

APARTMENT

ILLUSTRATIVE DETAIL PLAN

N
0' 25' 50'



MISSING MIDDLE GREEN

The lawn space at the heart of the missing middle housing complex serves as a community space for residents to share and to gather in. The green basically serves as their front yards. The lawn is lined by widened promenades and columnar trees on both sides. The space opens to the street on its south side. The green is centered on the enhanced gate entrance of the Memorial Gardens cemetery, which terminates the space on the north end. On this end, the neighborhood's primary multi-use trail passes through the space, providing increased access to and visibility of the formal green.

Vignettes of Missing Middle Green looking south from the Memorial Garden gate



Precedents of small, shared green spaces enclosed by missing middle housing

COMMUNITY GREEN AT THE POCKET NEIGHBORHOOD

Similar to the Cupola Quad, the Community Green on the neighborhood’s north side was founded around a large grouping of preserved specimen trees. The surrounding street network defined the limits of the pocket neighborhood development encircle the green. The large expanse of lawn is flexible, allowing passive, more reflective use or promoting space for active recreation.

Residents of the cottage homes that front onto the space will use the Community Green as a shared front yard. Interactions with neighbors will occur daily, while the green space will be enjoyed for larger gatherings or events. The green is open to streets on both its west and east ends. This permeability will attract use and attention into the green. New understory landscaping and trees will be minimized, as the simple lawn area will allow the stately, specimen trees to truly be celebrated and define the space.



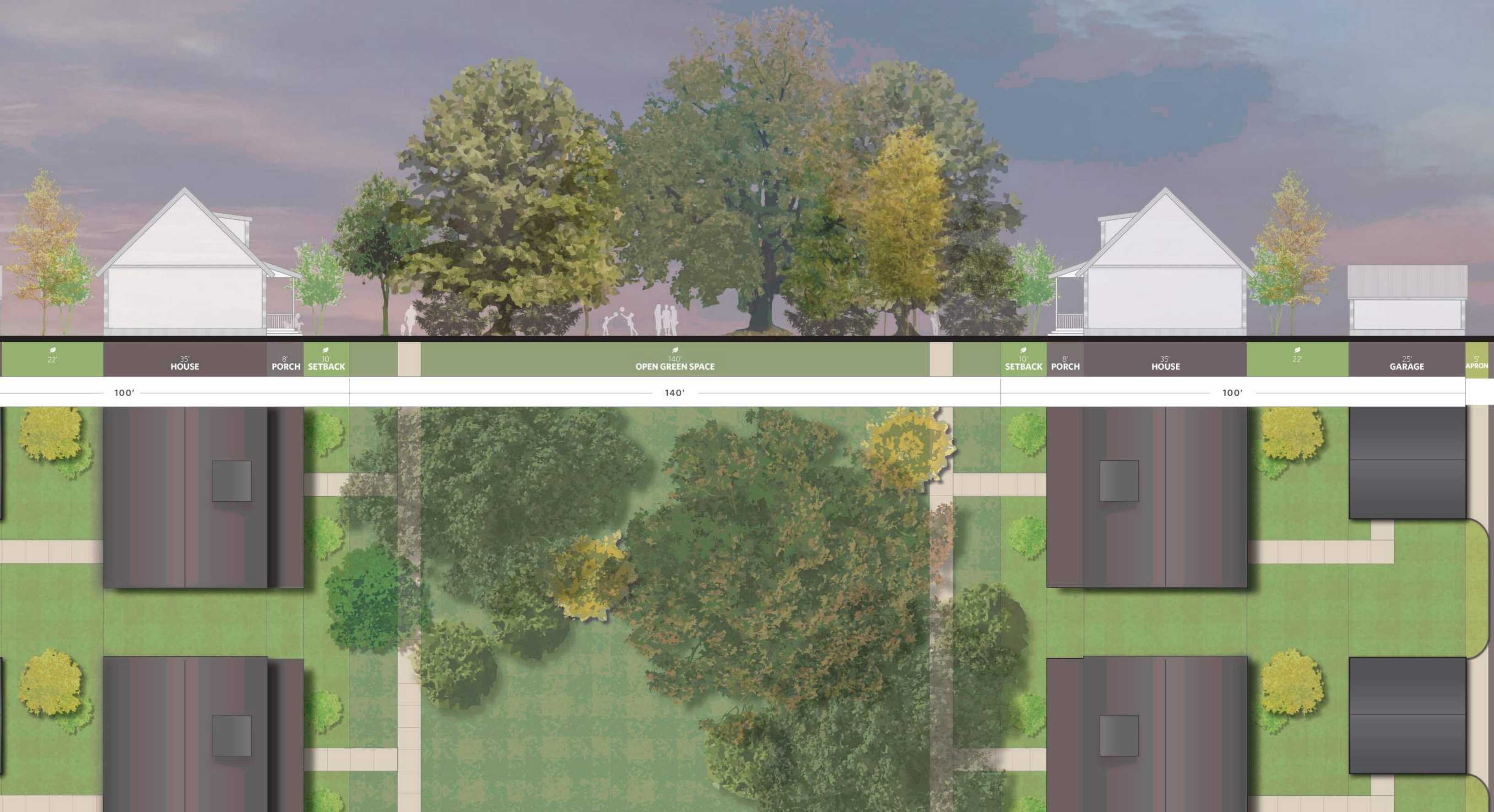
Precedents of community green spaces surrounded by smaller, cottage-style homes

POCKET NEIGHBORHOOD SITE SECTION

As the site section to the right illustrates, the Community Green lies at the heart of the pocket neighborhood. The cottages homes that front onto the green are alley-loaded, allowing the homes themselves to define the space. The north side home share an alley an additional row of cottage homes that front onto a residential street abutting an existing ravine. A multi-use trail runs along the edge of the ravine, as the steep slopes, re-vegetated with native meadow-type plantings, will provide great visual interest along the periphery of the neighborhood. Parking for visitors to the cottage homes are provided via on-street stalls on the surrounding neighborhood streets.



Site Section across the cottage home lots of the pocket neighborhood and central green space



VILLAGE HOME PARK / PATIO
“HANGOUT”

The community open space provided to the residents of the village homes located south of the amphitheater and designation playground, hugging the edges of two ravines, comes in the form of a shared patio-type space. The area is designed to function as a communal “hangout” space. A pavilion covers an outdoor kitchen and lies adjacent to a plaza that includes a large fire pit with movable chairs and furnishings. Residents are invited to use the space like they would their backyards for gatherings with friends or families. Festival lighting is proposed over the plaza to encourage nighttime use.

A small bosque of shade trees bisect the green, with a small lawn and bocce ball court inviting active use. Two large preserved trees are formalized within the space. The lawn is enclosed on its north by landscape beds and on its south by a large rain garden made up of colorful, native water-tolerant plantings.



ILLUSTRATIVE DETAIL PLAN





Precedents of smaller residential neighborhood open spaces with various shared amenities



Plan enlargement of the cottage home / cemetery green and its trail connections to other amenity areas

COTTAGE HOME / CEMETERY GREEN

To better memorialize the reclaimed second cemetery site, a small lawn is proposed. Enhancements to the cemetery include the construction of a new gate and border fenceline along with a general cleanup of overgrown vegetation over the plots. The formal green would accompany these enhancements, with the lawn meant solely as a ceremonial feature as opposed one promoting active use. The “feel” of the lawn space would instead encourage reflection.

Given the formal aesthetic, the opportunity to line the green’s north side with six cottage homes exist. These homes would be set back comfortably from the cemetery. A row of shade trees provide enclosure along the home frontages. On the green’s south side, a widened promenade allows access to the cemetery while also connecting to nature paths. On-street stalls are provided for visitors use as well.



Precedents of memorialized spaces with honorary details and focus of experience



EAST VILLAGE HOME GREENS

On the neighborhood’s east side, three clusters of village homes are proposed along Colony Road. The expectation is that as development occurs further east along the James River, Colony Road will see greater volumes of traffic. This increase will also partly be created by more users driving to the Heritage Trail trailhead, which will be accessed via Colony Road. Thus, it was important to set the village homes back from the roadway to offer a comfortable buffer for residents.

The offsets are shaped by small shared greens enclosed by the homes’ access drives. Visitor parking stalls are provided off the drives as well. The lawn spaces themselves will be tree-lined and kept open to preserve visibility and allow flexible usage from residents.



Plan enlargement of the communal green spaces, shared by the clusters of village homes, that provide a buffer from the roadway



Precedents of estate homes set around a shared green space and access drive with parking

ESTATE HOME NEIGHBORHOOD PARK



Precedents of the amenities and design character/context proposed for the neighborhood park

The proposed estate homes development on the current mobile home park property sees the residential lots follow the streets as they meander along existing ridgelines. These streets come together centrally within development at relatively flat piece of ground. Here, it is envisioned an active park space would be created.

The main street coming from the west, which provides access to the estate homes from the rest of the neighborhood, lies on axis with the park pavilion. The pavilion, as it terminates that primary entrance view, will be an aesthetic icon feature. Off the pavilion is a plaza space with a fire pit and movable seating. A bosque of trees defines the south side of a lawn space for active use. A bocce ball court is also provided here.

On the north side of the lawn lies a set of play structures. Given the immediate wooded setting, it is envisioned these structure could be designed in a nature-play aesthetic. The lawn's east edge is defined by a sidewalk and a series of community garden plots. These elements are shared amongst the estate home residents. A large rain garden is proposed on the park's east edge to capture and treat runoff from not only the rest of the park, but the adjacent residential drives as well.



ILLUSTRATIVE DETAIL PLAN

N 0' 20' 40'

AMPHITHEATER & PLAYGROUND

In line with the green spaces provided for the single-family residential areas of the neighborhood, the amphitheater and large destination playground complex serves as the community amenity area for the multi-family buildings lining the Site's western ridgelines. Sidewalks leading into the space align with the adjacent streetscapes, promoting ease of access.

Sight lines between the play structures and streets are open, providing the foundation for safe and comfortable use. A small pavilion is located off the playground to provide shaded seating for parents of children enjoying the playground. Two rows of trees create definition and a buffer between the playground and amphitheater, the latter of which utilizes existing terrain for its orientation. The series of lawn terraces are built into the existing slope, minimize site impacts from re-grading. The terraces are wide enough to allow for lay-out space during events or performance in addition to seating.

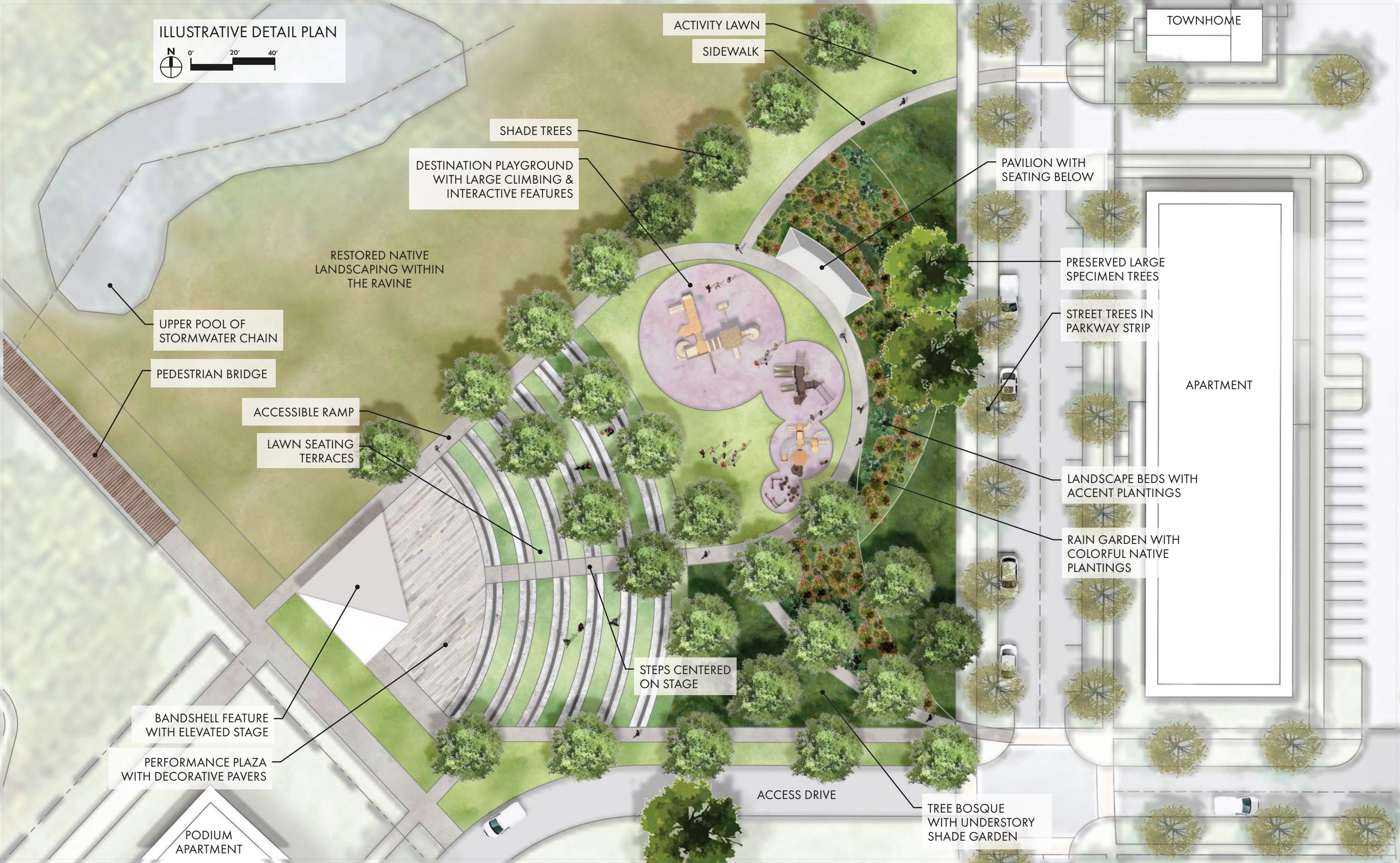
The amphitheater's stage is set just off the south end of the ravine pedestrian bridge. It is covered by a bandshell designed to be an iconic focal element in the landscape. While users will enjoy incredible panoramic views to the west over the James River valley, the ravine edge that defines the complex's north edge will attract much attention as well. The naturalized landscape expanse and Stormwater Chain will be a dynamic composition to view from above.



Precedents of the amenities and design character/context proposed for the amphitheater and destination playground area

ILLUSTRATIVE DETAIL PLAN

N 0' 20' 40'



ACTIVITY LAWN

SIDEWALK

SHADE TREES

DESTINATION PLAYGROUND
WITH LARGE CLIMBING &
INTERACTIVE FEATURES

RESTORED NATIVE
LANDSCAPING WITHIN
THE RAVINE

UPPER POOL OF
STORMWATER CHAIN

PEDESTRIAN BRIDGE

ACCESSIBLE RAMP

LAWN SEATING
TERRACES

BANDSHELL FEATURE
WITH ELEVATED STAGE

PERFORMANCE PLAZA
WITH DECORATIVE PAVERS

PODIUM
APARTMENT

STEPS CENTERED
ON STAGE

ACCESS DRIVE

TREE BOSQUE
WITH UNDERSTORY
SHADE GARDEN

TOWNHOME

PAVILION WITH
SEATING BELOW

PRESERVED LARGE
SPECIMEN TREES

STREET TREES IN
PARKWAY STRIP

APARTMENT

LANDSCAPE BEDS WITH
ACCENT PLANTINGS

RAIN GARDEN WITH
COLORFUL NATIVE
PLANTINGS

GREEN INFRASTRUCTURE

The provision of green infrastructure facilities throughout the neighborhood will promote an environmental and ecological ethic amongst residents and visitors to the Site alike. The naturalized, heavily-wooded context encourages the adaption of innovate stormwater best management practices (BMPs) into the public realm design. Site-specific BMPs will minimize the need to reinforce the existing storm sewer system. The demand on these sewer systems would be limited, as most of the runoff from the new neighborhood could be treated via more naturalized features, like rain gardens or bioswales. General illustrative diagrams of several of the BMPs envisioned for the Site are shown on the opposite page.

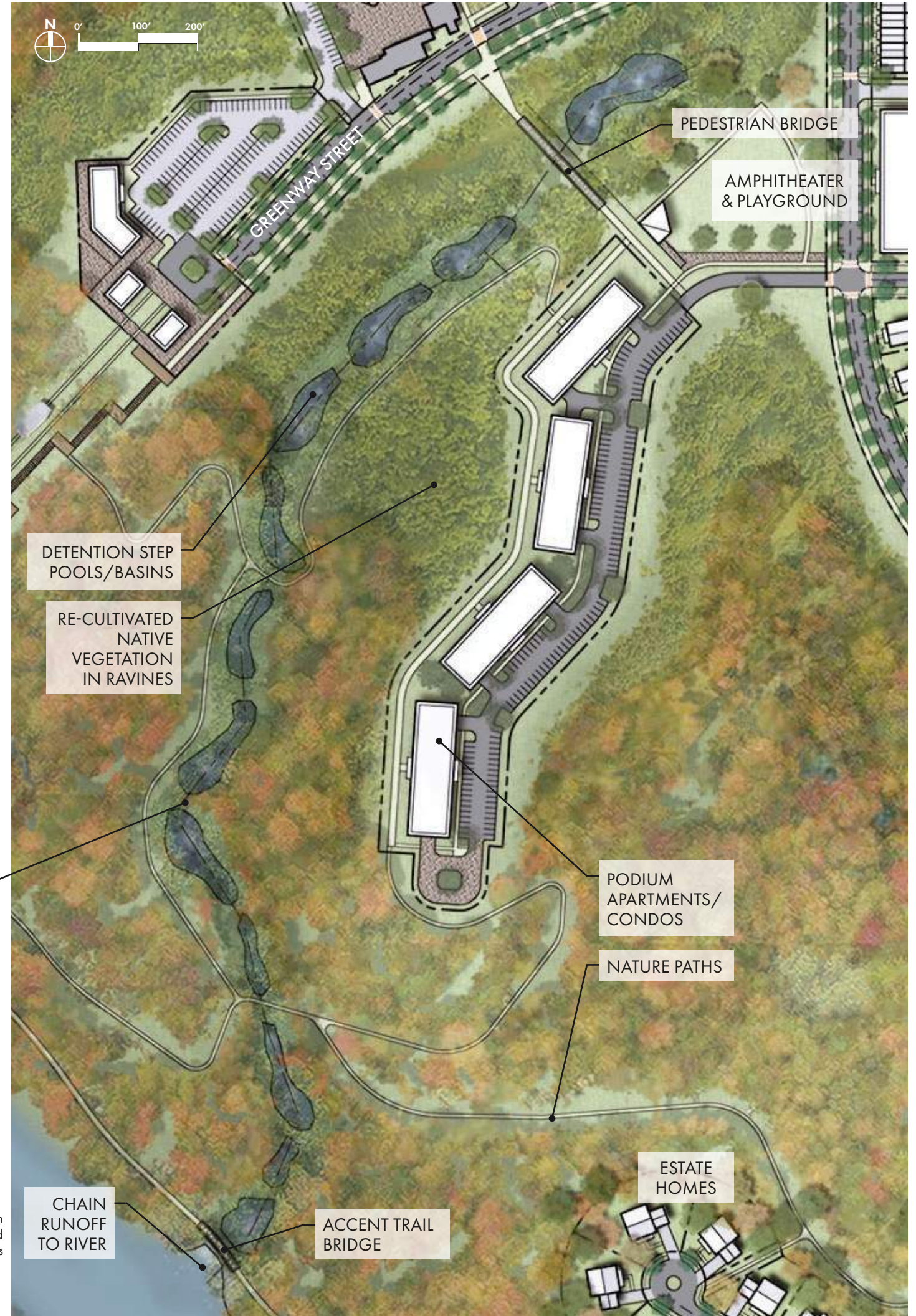
Within the Redevelopment Plan, the major green infrastructure feature proposed is the Stormwater Chain. The Chain is comprised of a series of detention pools or basins that step down the ravine grade. Each basin is sloped, with either an earthen forebay or weir wall on its downhill side. Within each basin, runoff is collected, and treated, with a percentage allowed to permeate into the ground. Water-tolerant native plants help with the treatment process.

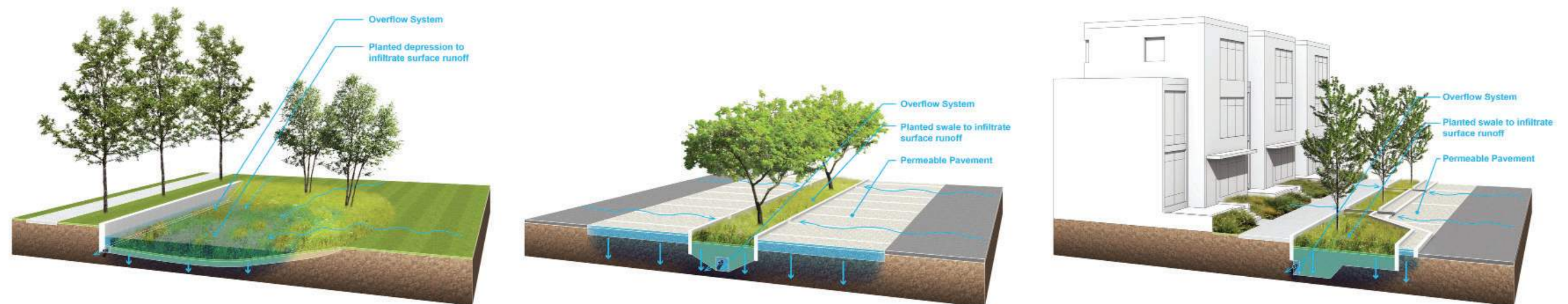
High water is allowed to pass down the Chain to the next, lower basin. This series of basins will meander along the bottom of the natural ravine. Eventually the Chain will reach the James River. A small trail bridge will span the confluence, providing a great opportunity for informative signage and educational features.



Vignette of Stormwater Chain pools/basins with weir walls under the Ravine Bridge

Plan enlargement of the Stormwater Chain feature with adjacent development sites and connections to other amenity areas





Green Infrastructure Treatments - Rain Garden (left); Parking Lot Bioswale (middle); Stormwater Street Planter (right)



Step pools of a stormwater chain during a high-water runoff event



Stormwater basin planted with attractive native landscaping during a dry period



10 | DEVELOPMENT OPPORTUNITIES

OVERVIEW

BUILDING TYPOLOGIES





OVERVIEW

As the Market Assessment established, demand for the redevelopment of the Training Center Site represented a number of different land use typologies. The Redevelopment Plan proposes a true mixed-use neighborhood, with typologies intertwined both horizontally along of a development block’s frontage as well as vertically through an individual building. The distribution of the various uses across the neighborhood was determined by a number of factors, including the framework elements, mobility networks, and park and open space system detailed in previous sections. The diversity in land uses and building typologies create unique development opportunities throughout the redeveloped Site.

In this section, the individual building typologies will be described, with precedent imagery provided for reference. The locations and specific design details of each will be discussed as well, along with their expected impacts to both the aesthetic and economic foundations of the Redevelopment Plan.



Precedents of building typologies proposed for the neighborhood



Bird's-eye perspective looking west across the full neighborhood toward downtown Lynchburg

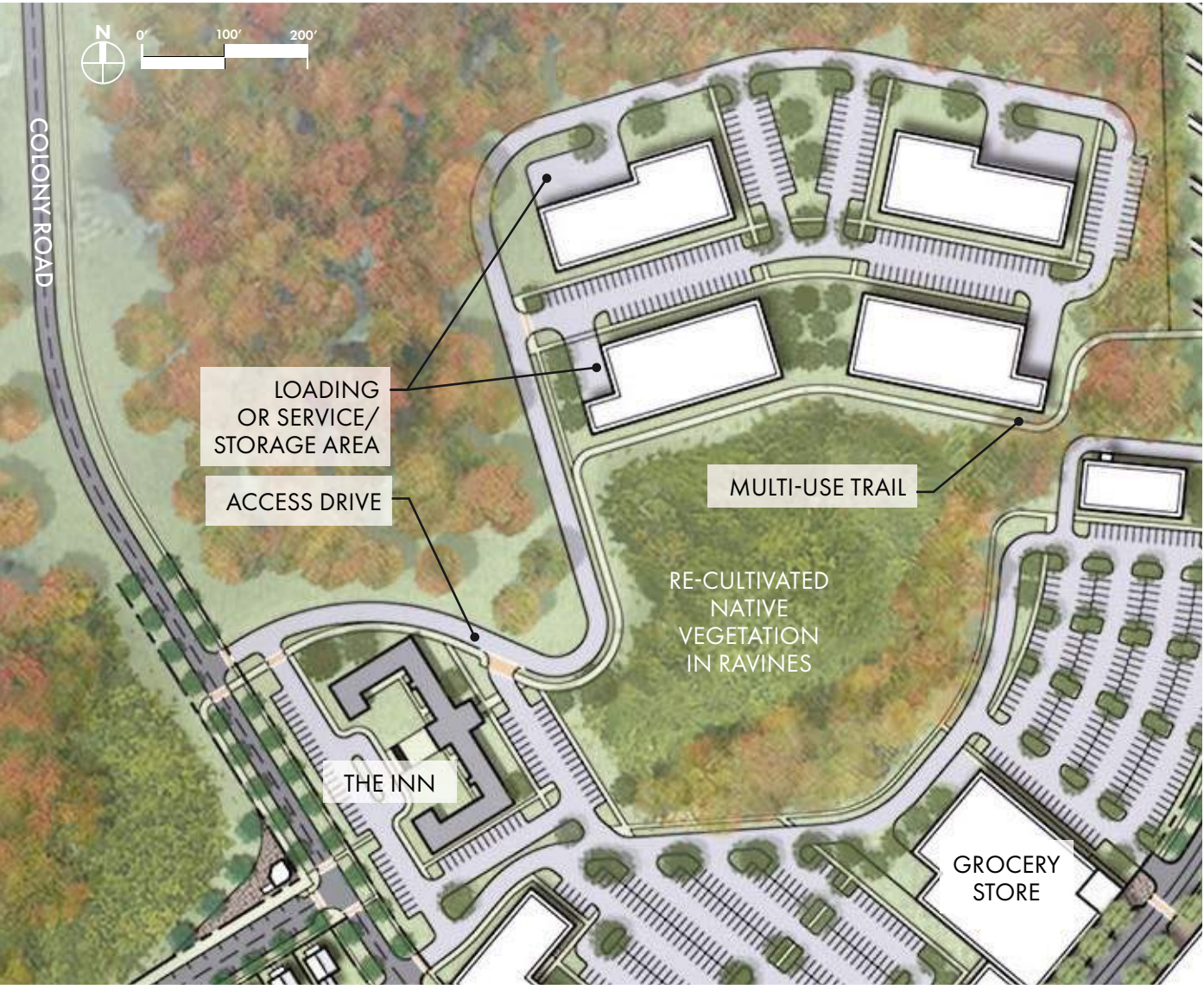
BUILDING TYPOLOGIES

TECH INDUSTRIAL / FLEX

In the neighborhood’s far north corner, a flat, elevated development site exists that is ideal for a set of light industrial / flex buildings. The site, removed from the mixed-use core yet still in close walking proximity to its retail uses, is accessed via a service drive off Colony Road near The Inn. The drive meanders up a slope to the building complex. Four building sites are proposed, with each structure provided with parking and loading/service areas. The one-story, high-bay structures provide a flexible footprint for many industrial uses. A shaded amenity space is provided between two of the buildings with great views south toward the neighborhood’s core. The multi-use trail that meanders throughout the neighborhood passes directly by this amenity area. Employees, then, have direct access to the trail network they can use for commuting or simple recreation during the workday. The trail also allows employees to walk to the retail outlets and grocery store along Hillside Drive and around the Village Square.



Precedents of common space (top) and building types envisioned for the tech/flex campus



Plan enlargement of the tech industrial / flex buildings proposed in the north section of the Redevelopment Plan



Street-level vignette along the entrance drive of the office buildings

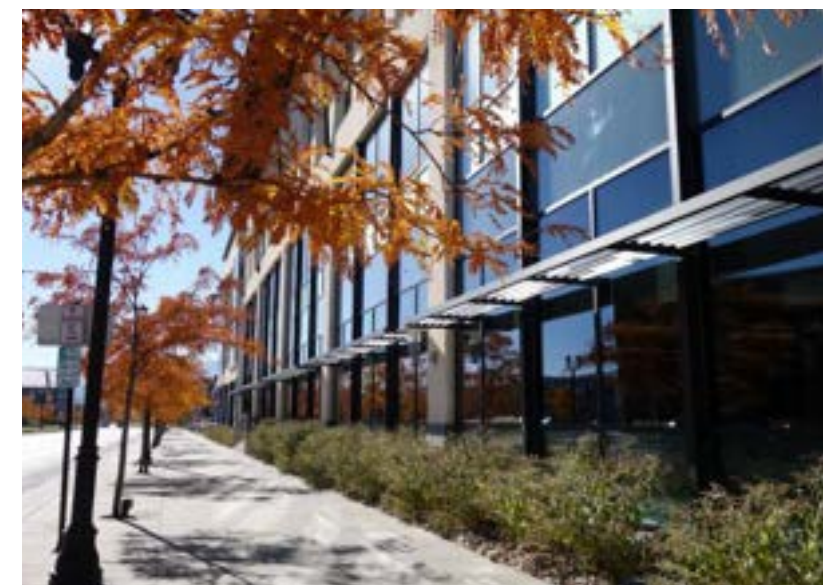
OFFICE

Two professional or medical office buildings are proposed on the south side of Hillside Drive, located on sites with great visibility from the Highway 210 gateway entrance. This visibility will prove vital in attracting tenants to the buildings. Aligning with the district's walkability, the buildings are pushed up to the streetscape, with their primary ceremonial entrances located off Hillside Drive. Their surface parking lots and/or decks are located behind the structures.

The front facades of the buildings will be designed with quality architectural detailing. The aesthetic will coordinate with the retail and mixed-use buildings further into the neighborhood. The two buildings will share an auto court, a plaza-type vehicular drop-off area that can be closed off at times for special events.



Precedents of urban office buildings pushed up to the adjacent streetscape





Street-level vignettes along the entrance drive of the office buildings

URBAN-FORMAT STAND-ALONE
COMMERCIAL (NEIGHBORHOOD
GROCERY STORE)

With the large influx of residents and daytime workers assumed by the Redevelopment Plan, the demand for a grocery store embedded near the center of the neighborhood is great. In the plan, a smaller-footprint, neighborhood-scale grocery store is proposed across Hillside Drive from the second office building. This location, with good visibility and in close proximity to Highway 210, will help attract customers outside of the neighborhood as well.

As an urban building, the grocery store is pushed up to the Hillside Drive right-of-way. The main entrance is located off the street, with the store’s parking lot oriented to the side of the building. The two-story entrance, which can accommodate interior offices on the upper level, will be a prominent marker that directs customer access. The store’s loading bays are located on its back side, hidden from the street, and accessed via a rear service drive pushed up against a ravine edge.

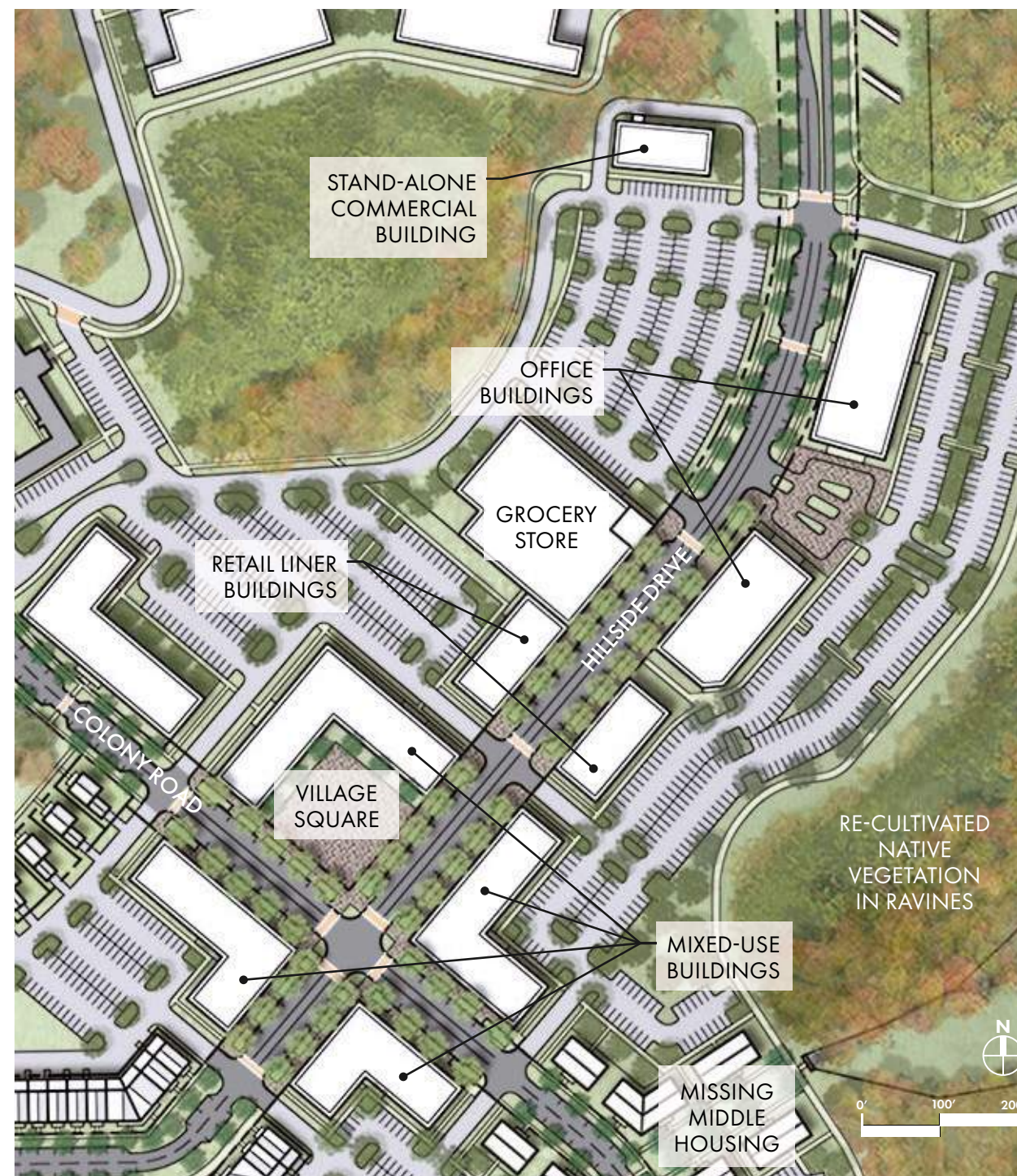


Precedents of stand-alone commercial/retail buildings



Precedents of urban, neighborhood-scale grocery store





Plan enlargement showing the locations of the mixed-use and retail liner buildings

RETAIL / LINER BUILDINGS

Located between the mixed-use buildings around the Village Square and the grocery store and office buildings further north down Hillside Drive, two smaller liner-type retail buildings continue the urban street frontage. As the name applies, these one-story buildings consist of multiple retail spaces that activate the adjacent streetscape. Functionally, the lower-density structures will maintain the street wall, hiding the parking areas at the rear of the property. On-street parking stalls are also provided for convenience to customers.



On the north side of the grocery store's parking lot, a one-story retail building is proposed. The building could serve multiple retail and/or commercial-service tenants. The site proposal includes a drive-thru lane given the building is ideally located for a fast-food or coffee tenant servicing commuters.



Precedents of one-story liner retail buildings with urban frontages



Street-level vignettes of the retail liner buildings along the entrance drive



Vignettes of a mixed-use building near the Village Square

MIXED-USE BUILDINGS

Located off the intersection of Hillside Drive and Colony Road, a number of mixed-use buildings are proposed around the Village Square. Generally, these buildings will consist of ground-level retail or commercial uses, with upper-level residential units or professional office space. The retailers will activate both the adjacent streetscapes and the Square.

The residential units on the upper floors will include balconies and possibly a roof-top amenity deck. These features would allow residents to view the street-level activity or events in the Square while also providing architectural detail to the buildings' front facades.

Parking is provided via surface lots located behind the buildings and on-street parallel stalls along the streets.



Precedents of mixed-use buildings, with ground-level storefronts and residential units on upper floors



Aerial vignette from over the Village Square toward the mixed-use buildings



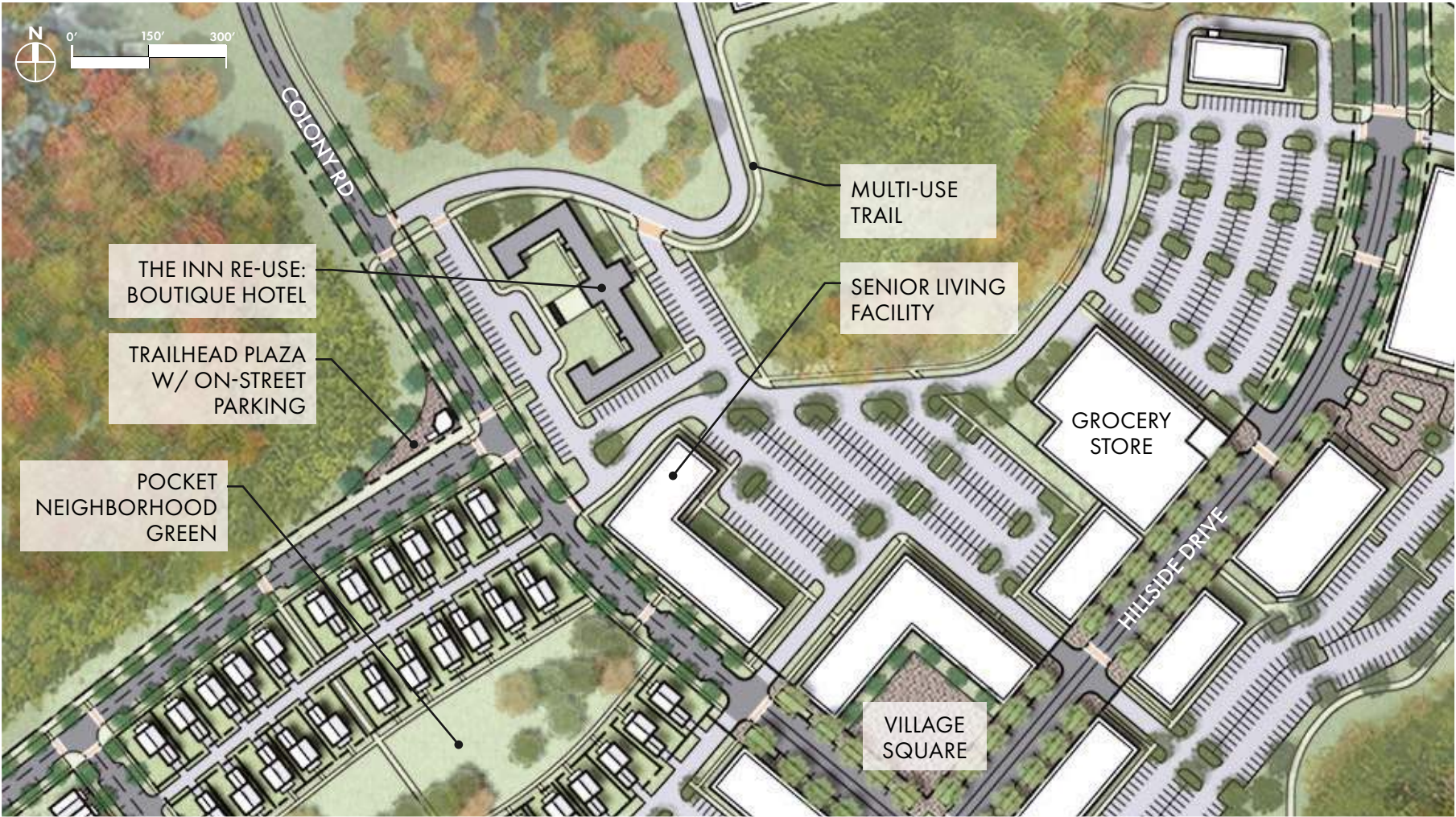
Street-level vignette of a mixed-use building with the Cupola Monument on axis with the entrance drive



Street-level vignette of a mixed-use building with the Cupola Monument on axis with the entrance drive

HOSPITALITY

The re-use of the Inn as a new boutique hotel fulfills an important need for the neighborhood. Visitors of neighborhood residents, out-of-town employees of the development’s office or commercial tenants, as well as individuals traveling to the region on vacation looking for a unique place to stay will be drawn to that hospitality site. The property sits in close proximity to the high-activity Village Square and has direct access across Colony Road to a trailhead on the multi-use trail network, both valuable factors complimenting the accommodations provided by the renovated historic building.



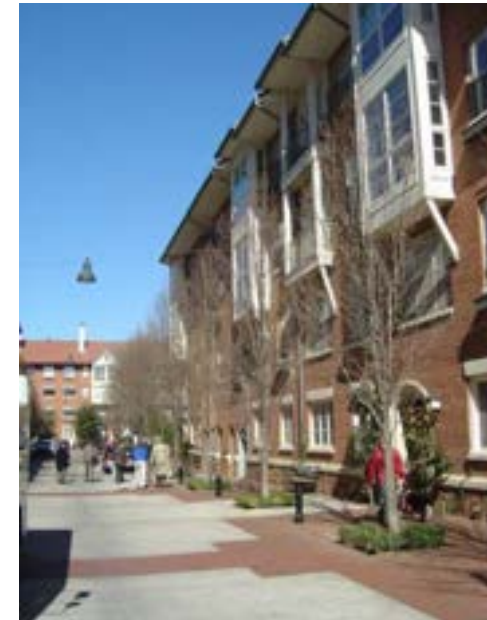
Plan enlargement showing the location of The Inn and Senior Living Facility along Colony Road just north of the Village Square



Precedents of historic hospitality buildings and the amenity areas typical of a destination, boutique hotel

SENIOR LIVING

Just north of the Village Square on Colony Road lies the proposed senior living facility. Like The Inn, the proximity to the Square and the neighborhood's active core is a major draw for potential residents. The building itself fronts onto Colony Road directly across from the open end of the Community Green. Residents then will have easy access to the trails and open space network of the neighborhood. With prime visibility from the Community Green and helping to enclose the open space, the building's front facade should be designed with quality architectural detail and balconies. Resident parking is provided to the rear of the building in a surface parking lot, while visitor stalls are located on-street on Colony Road.



Precedent multi-family buildings similar in scale and detail to the senior living facility proposed for the Site



Three-story apartment building precedents with detailed facades



MULTI-FAMILY RESIDENTIAL

APARTMENTS

The Redevelopment Plan locates a number of multi-family residential buildings throughout the neighborhood. Whether the buildings are designated for apartments, condominiums, or both, these structures provide the most dense residential typology within the Site. Density is driven by proximity to commercial uses and destinations, open space amenities (both formal and naturalized), are lot plots of developable land.

East of the Village Square, a large multi-family residential complex is proposed. Within this site, the buildings themselves are pushed to the street and open area frontages, with the large surface parking lot located in the center of the property. The buildings fronting onto the adjacent streets have residential units on their ground-level, providing visual interest and activity along the rights-of-way. The buildings fronting onto the wooded areas are podium-style multi-family buildings, with the ground-levels dedicated for internal private vehicle parking.

On the west side of the neighborhood, three separate development sites are identified for multi-family residential buildings. These buildings are oriented to take advantage of panoramic views across the river valley and more localized scenes around The Farm, the ravine pedestrian bridge, and the amphitheater and destination playground complex.

Like the mixed-use buildings, the multi-family residential buildings should provide balconies and patios for the living units. Resident amenity areas, whether they be located at the ground-level or on a upper level deck, should be provided where possible.

MISSING MIDDLE HOUSING

Missing Middle housing units introduce a smaller multi-family building into the neighborhood. Similar in scale to townhomes, yet providing high-density living, the buildings offer flexibility in design. The models for these buildings are the 4-to-12-plexes that were commonly constructed throughout the U.S. in the pre-WWII years. In the Redevelopment Plan, a district of these buildings are proposed on Colony Road between the Village Square and the preserved water towers.

The buildings are pushed close to the street corridor, with small setbacks provided for their raised entrances. Resident parking lots are located away from the streets toward the block interiors. These structure are usually built with 2-3 stories. On the north side of Colony Road, the housing units enclose a small communal green space that also serves as a means to access to the Memorial Gardens cemetery entrance.



Street-level vignette of the Missing Middle Housing



Precedents of missing middle housing units with highly-detailed architecture



Aerial vignette of the Missing Middle Housing complex



Precedents of townhomes with consistent urban frontages and detailed aesthetics

TOWNHOMES

The townhome typology, common in most areas in the eastern U.S., are ideal at the center of the Redevelopment Plan. The neighborhood's townhomes are concentrated along the middle section of Greenway Street and around the Cupola Quad. The framework of this typology allows for extended runs of units along a street or open space frontage. The narrower widths of units creates a condition for variety in the detailing of the front architectural facades. Entrances to the individual units are on raised porches sitting above the adjacent streetscapes.

The Redevelopment Plan incorporates both tuck-under and courtyard-style townhomes, giving prospective residents options in selecting their preferred units. Both styles function with private garage access off rear alleys. On-street parking stalls along the townhome frontages can be utilized for visitor use.

SINGLE-FAMILY RESIDENTIAL

COTTAGE HOMES / POCKET NEIGHBORHOOD

With the smallest-scale building footprint and lot size among the single-family residential typologies, cottage homes can add valuable density to more remote or confined development sites. In many cases, cottage homes are grouped around a shared green space to provide additional open space for residents to use. In such cases, the grouping of homes is referred to as a pocket neighborhood.

In the Redevelopment Plan, cottage homes are proposed within the pocket neighborhood surrounding the Community Green as well as off the ceremonial lawn near the reclaimed cemetery site. All of the cottage home lots are rear-loaded, with residents' garages accessed via alleys. Visitor parking is accommodated via on-street stalls.



Precedents of small-scale cottage homes designed in a traditional aesthetic



Bird's-eye perspective of the pocket neighborhood surrounding the Community Green



Precedents of rear/alley-loaded (top & middle rows) and front/street-loaded village homes

VILLAGE HOMES

Stepping up in building and lot size from cottage homes, in the Redevelopment Plan, village homes represent the mid-size option for single-family living. Village homes can be found on opposite ends of the neighborhood. To the east, along Colony Road, three sets of homes are laid out in arc around a common drive and lawn space. On the west side, a more traditional district of homes follow two parallel streets running along an existing ridgeline.

The neighborhood includes both front-loaded homes, with driveway access to garages, as well as alley-loaded units. With the front-loaded homes, it is important that the garages be set back, inset from the home's front door and porch to lessen its impact on the street environment. The 2-3-story homes are laid out with common setbacks along a given street frontage. Visitor parking can be accommodated either via the driveway or alley aprons of the individual lots or on provided on-street stalls.

ESTATE HOMES

The proposed estate homes are concentrated in the Redevelopment Plan on the far south area of the Site. The location is sensible, as these larger and more expensive homes will require the additional privacy provided by the heavily-wooded lots at the far southern corner of the neighborhood.

The estate homes will be accessed via residential streets following the area’s existing ridgelines. Lots on either side of these drives will follow the terrain an fall quickly away from roadways. Thus, the homes will most likely include walk-out basements and elevated back deck with views out into the forested hillsides.

All of the estate homes on the Site are front-loaded with garage access from the drives. Like the village homes, front garages should be set back behind the front porches. The driveways will accommodate the majority of visitor parking demand for the homes.

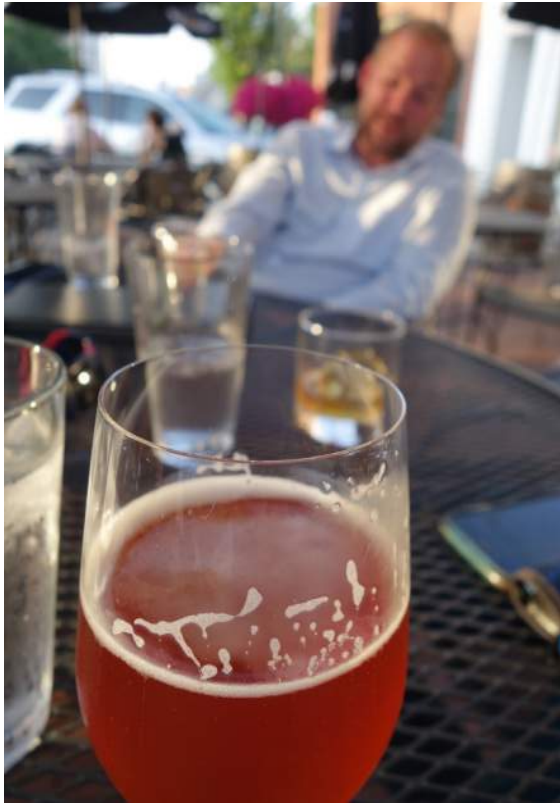


Precedents of large-scale estate homes pushed up toward the adjacent street

SPECIAL DESTINATIONS

The Redevelopment Plan accounts for several special destination uses within the neighborhood. At the far west end of the Site, at the ridgeline terminus of Greenway Street, resides the Funicular Station and the destination restaurant. The structures, unique in function, are to be designed in a unified aesthetic, with common forms and building materials utilized to promote a true sense of place for highly-visible development site.

In terms of orientation, both buildings’ entrances are located on their east sides off a shared drop-off plaza and surface parking lot. The restaurant and station also share a large overlook terrace on their west side. This feature allows patrons of both facilities incredible panoramic views north and west across the James River valley to downtown Lynchburg and the Blue Ridge Mountains further in the distance.



Precedents of special destination uses that utilize buildings with open floor plans and large outdoor plazas for markets and live performances



Photos of the existing farm complex (bottom) and the individual structures proposed for re-use (top)

THE FARM

Lying at key location along the proposed Greenway Street, across the pedestrian bridge from the amphitheater and destination playground, and on a blufftop overlooking the river valley, The Farm complex offers an incredible opportunity to create a unique entertainment experience within the neighborhood's framework. The Farm has the potential to be not only a local, but regional draw for visitors and prospective residents or investors looking to enter the market.

Uses for the renovated structures are split between an event space and local brewery/winery/distillery outfit. Both uses align with adaptive re-use of the complex. The unique forms and materials of the buildings are best celebrated within these types of venues. The open floor plans of the structures allow for maximum flexibility during entertainment activities and events.

The exterior space between and around the buildings can be transformed into a plaza space, with a covered seating area and bandshell/stage feature providing accommodation for both day-to-day big event use. Festival string lighting and rustic pole lights promote nighttime use of the space. The aesthetic of the plaza design mirrors that of the buildings themselves. The opportunity exists to re-use bricks from the facades of the demolished CVTC buildings.

Shade trees and rain garden plantings will soften the exterior space, providing seasonal interest around the complex. A tiered water feature is located on the east side of the plaza, serving as a wayfinding feature off Greenway Street and in-line with landing plaza of the pedestrian bridge.

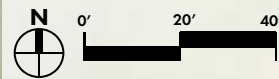


Precedents of outdoor event or food hall plazas



Vignette of the plaza and renovated building for the event venue at The Farm

ILLUSTRATIVE DETAIL PLAN



RAIN GARDEN WITH
COLORFUL NATIVE
PLANTINGS

RENOVATED
EVENT SPACE

SHADE TREES

SMALL PATRON
PARKING LOT

FESTIVAL STRING
LIGHTING OVER
EVENT PLAZA

RENOVATED
BREWERY / WINERY /
DISTILLERY

BANDSHELL
FEATURE WITH
ELEVATED STAGE

PEDESTRIAN BRIDGE
LANDING PLAZA

RESTORED NATIVE
LANDSCAPING WITHIN
THE RAVINE

SHADE TREES

TIERED WATER
FEATURE

LARGE PLAZA
WITH DECORATIVE
PAVERS

CANOPY STRUCTURE WITH
SEATING/OUTDOOR
DINING BELOW

ACCESS DRIVE



Precedents of restored farm structures used for entertainment or special retail uses



Vignette of the plaza and renovated brewery/winery/distillery building at The farm



11 | IMPLEMENTATION

DEVELOPMENT YIELD
POTENTIAL PHASING PLAN
IMPLEMENTATION STRATEGY



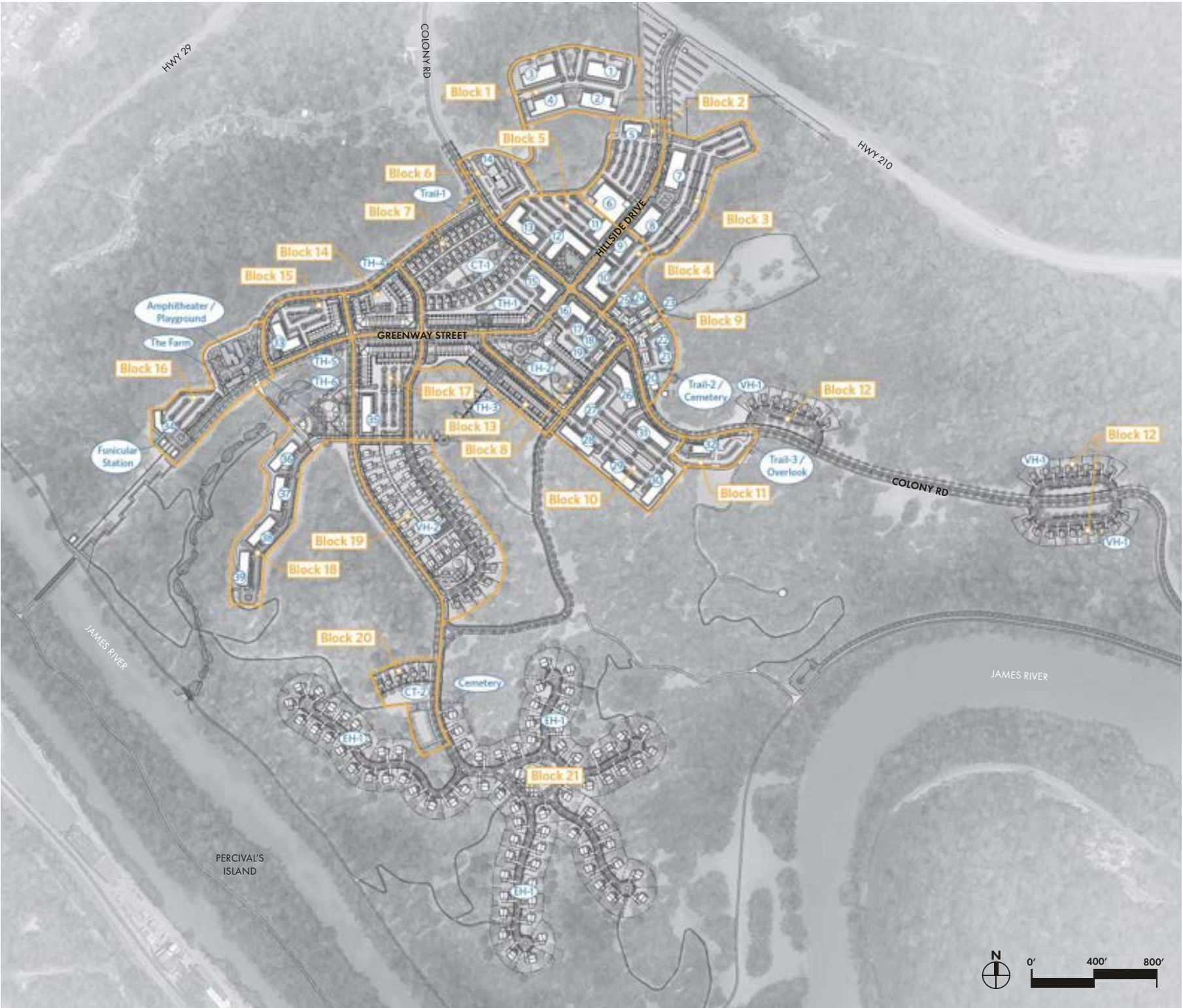


DEVELOPMENT YIELD

Prior to outlining a detailed strategy for implementation of the many design initiatives and built projects included in the Redevelopment Plan, its true capacity for development must first be identified. This capacity is represented here in the form of the overall Development Yield.

To do this, the various blocks of the proposed neighborhood are calculated per land use and achievable density. Density is factored using the footprints of individual buildings as well as their typologies, designated parking stall counts, and applicable parking ratios. Each of these items are used to determine the feasible number of levels/stories for each building, which represents the block's density.

The diagram to right shows the division of the Redevelopment Plan by block and building IDs. These figures can then be referenced on the Block Table on the opposite page. Also on that page is the Yield Summary Table and a listing of assumptions used in the calculations.



Development Yield Reference Diagram

TRAINING CENTER REDEVELOPMENT PLAN																			
Building ID	Building Type	Building Footprint	Stories	Square Footage	Comm. SF	Mixed SF	Office SF	Hotel SF	Misc SF	Resid SF	Hotel Rooms	Residential Units	Parking Demand	Parking Provided	Private	Pkg Lot	Pkg Gar	On Street	Notes
Block 1																			
1	Industrial / Tech	20,100	1	20,100	0	0	0	0	20,100	0	0	0	41	42	-	42	-	-	
2	Industrial / Tech	21,600	1	21,600	0	0	0	0	21,600	0	0	0	44	44	-	44	-	-	
3	Industrial / Tech	20,100	1	20,100	0	0	0	0	20,100	0	0	0	41	42	-	42	-	-	
4	Industrial / Tech	21,600	1	21,600	0	0	0	0	21,600	0	0	0	44	48	-	48	-	-	
Block 2																			
5	Retail	7,500	1	7,500	7,500	0	0	0	0	0	0	0	30	238	-	223	-	15	
6	Grocery Store	36,650	1	36,650	36,650	0	0	0	0	0	0	0	147	0	-	-	-	-	Shares parking with #5
Block 3																			
7	Office	25,000	2	50,000	0	0	50,000	0	0	0	0	0	200	400	-	385	-	15	
8	Office	19,800	3	59,400	0	0	59,400	0	0	0	0	0	238	0	-	-	-	-	Shares parking with #7
Block 4																			
9	Retail	10,500	1	10,500	10,500	0	0	0	0	0	0	0	42	145	-	125	-	20	
10	Mixed Use	23,100	3	69,300	0	23,100	0	0	0	46,200	0	50	151	0	-	-	-	-	Shares parking with #9
Block 5																			
11	Retail	10,500	1	10,500	10,500	0	0	0	0	0	0	0	42	247	-	217	-	30	
12	Mixed Use	26,660	3	79,980	0	26,660	0	0	0	53,320	0	57	174	0	-	-	-	-	Shares parking with #11
13	Senior Housing	23,240	3	69,720	0	0	0	0	0	69,720	0	75	113	0	-	-	-	-	Shares parking with #11
Block 6																			
14	Hotel	13,900	3	34,750	0	0	0	34,750	0	0	77	0	78	72	-	72	-	-	
Block 7																			
15	Mixed Use	20,650	3	61,950	0	20,650	0	0	0	41,300	0	44	134	168	-	92	-	76	
CT-1	Cottage Home Lots	-	2	-	0	0	0	0	0	0	0	35	35	35	35	-	-	-	
TH-1	Townhomes	-	3	-	0	0	0	0	0	0	0	24	48	48	48	-	-	-	
Trail-1	-	-	-	-	0	0	0	0	0	0	0	0	12	13	-	-	-	13	
Block 8																			
16	Mixed Use	17,150	3	51,450	0	17,150	0	0	0	34,300	0	37	112	158	-	90	-	68	
17	Missing Middle	2,400	3	7,200	0	0	0	0	0	7,200	0	9	12	0	-	-	-	-	Shares parking with #16
18	Missing Middle	4,360	3	13,080	0	0	0	0	0	13,080	0	15	20	0	-	-	-	-	Shares parking with #16
19	Missing Middle	3,200	3	9,600	0	0	0	0	0	9,600	0	12	16	0	-	-	-	-	Shares parking with #16
TH-2	Townhomes	-	3	-	0	0	0	0	0	0	0	16	32	32	32	-	-	-	
Block 9																			
20	Missing Middle	3,200	3	9,600	0	0	0	0	0	9,600	0	12	16	61	-	51	-	10	
21	Missing Middle	4,500	3	13,500	0	0	0	0	0	13,500	0	15	20	0	-	-	-	-	Shares parking with #34
22	Missing Middle	3,200	3	9,600	0	0	0	0	0	9,600	0	12	16	0	-	-	-	-	Shares parking with #34
23	Missing Middle	3,200	3	9,600	0	0	0	0	0	9,600	0	12	16	38	-	32	-	6	
24	Missing Middle	4,200	3	12,600	0	0	0	0	0	12,600	0	14	19	0	-	-	-	-	Shares parking with #37
25	Missing Middle	2,400	3	7,200	0	0	0	0	0	7,200	0	9	12	0	-	-	-	-	Shares parking with #37
Trail-2 / Cemetery	-	-	-	-	0	0	0	0	0	0	0	0	30	30	-	30	-	-	Shares parking with #26
Block 10																			
26	Apartments	21,500	4	86,000	0	0	0	0	0	86,000	0	92	123	542	126	290	86	40	
27	Apartments	17,500	4	70,000	0	0	0	0	0	70,000	0	75	100	0	-	-	-	-	Shares parking with #20
28	Apartments	17,500	3	52,500	0	0	0	0	0	52,500	0	56	75	0	-	-	-	-	Shares parking with #20
29	Apartments	17,500	3	52,500	0	0	0	0	0	52,500	0	56	75	0	-	-	-	-	Shares parking with #20
30	Apartments	18,900	3	56,700	0	0	0	0	0	56,700	0	61	82	0	-	-	-	-	Shares parking with #20
31	Apartments	17,500	4	70,000	0	0	0	0	0	70,000	0	75	100	0	-	-	-	-	Shares parking with #20
Block 11																			
32	Church	8,000	1	8,000	0	0	0	0	8,000	0	0	0	80	90	-	79	-	11	
Trail-3	-	-	-	-	0	0	0	0	0	0	0	0	25	27	-	27	-	-	Shares parking with #26
Block 12																			
VH-1	Village Home Lots	-	3	-	0	0	0	0	0	0	0	26	52	132	52	80	-	-	
Block 13																			
TH-3	Townhomes	-	3	-	0	0	0	0	0	0	0	32	64	97	64	-	-	33	
Block 14																			
TH-4	Townhomes	-	3	-	0	0	0	0	0	0	0	25	50	91	50	-	-	41	
Block 15																			
33	Apartments	18,900	4	75,600	0	0	0	0	0	75,600	0	81	108	138	-	104	-	34	
TH-5	Townhomes	-	3	-	0	0	0	0	0	0	0	12	24	24	24	-	-	-	
Block 16																			
The Farm	Retail / Event	15,000	1	15,000	15,000	0	0	0	0	0	0	0	60	41	-	16	-	25	
34	Destination Restaurant	7,750	2	15,500	15,500	0	0	0	0	0	0	0	62	164	-	142	-	22	
Funicular Station	Transit	4,800	1	4,800	4,800	0	0	0	0	4,800	0	0	36	0	-	-	-	-	Shares parking with #28
Block 17																			
35	Apartments	16,800	5	84,000	0	0	0	0	0	84,000	0	90	120	200	-	165	-	35	
TH-6	Townhomes	-	3	-	0	0	0	0	0	0	0	19	38	38	38	-	-	-	
Amphitheater / Playground	-	-	-	-	0	0	0	0	0	0	0	0	30	35	-	-	-	35	
Block 18																			
36	Podium Apartments	15,750	4	47,250	0	0	0	0	0	47,250	0	51	68	60	34	26	-	-	
37	Podium Apartments	15,750	4	47,250	0	0	0	0	0	47,250	0	51	68	84	38	46	-	-	
38	Podium Apartments	15,750	4	47,250	0	0	0	0	0	47,250	0	51	68	72	34	38	-	-	
39	Podium Apartments	15,750	4	47,250	0	0	0	0	0	47,250	0	51	68	77	38	39	-	-	
Block 19																			
VH-2	Village Home Lots	-	3	-	0	0	0	0	0	0	0	39	78	114	78	-	-	36	
Block 20																			
CT-2	Cottage Home Lots	-	2	-	0	0	0	0	0	0	0	6	6	14	6	-	-	8	
Cemetery	-	-	-	-	0	0	0	0	0	0	0	0	10	11	-	-	-	11	
Block 21																			
EH-1	Estate Home Lots	-	3	-	0	0	0	0	0	0	0	79	158	158	158	-	-	-	
YIELD TOTALS					100,450	87,560	109,400	34,750	96,200	1,073,120	77	1,476	3,763	4,070	855	2,545	86	584	
					Comm. SF	Mixed SF	Office SF	Hotel SF	Misc SF	Resid SF	Hotel Rooms	Residential Units	Parking Demand	Parking Provided	Private	Pkg Lot	Pkg Gar	On Street	

YIELD SUMMARY		
HOUSING		
Estate Home Lots	79	Units
Village Home Lots	65	Units
Cottage Home Lots	41	Units
Townhomes	128	Units
Senior Housing	75	Units
Apartments	1,088	Units
TOTAL HOUSING	1,476	Units
OTHER USES		
Mixed Use Commercial	87,560	Sq. Ft.
Class 'A' Office	109,400	Sq. Ft.
Grocery & Retail	65,150	Sq. Ft.
Destination Restaurant & Event	30,500	Sq. Ft.
Church / Civic	8,000	Sq. Ft.
Funicular Station	4,800	Sq. Ft.
Industrial / Tech	83,400	Sq. Ft.
Hotel Rooms	77	Keys
PARKING		
Parking Lots	2,545	Spaces
On-Street Parking	584	Spaces
Private Garages	941	Spaces
TOTAL PARKING SPACES	4,070	Spaces

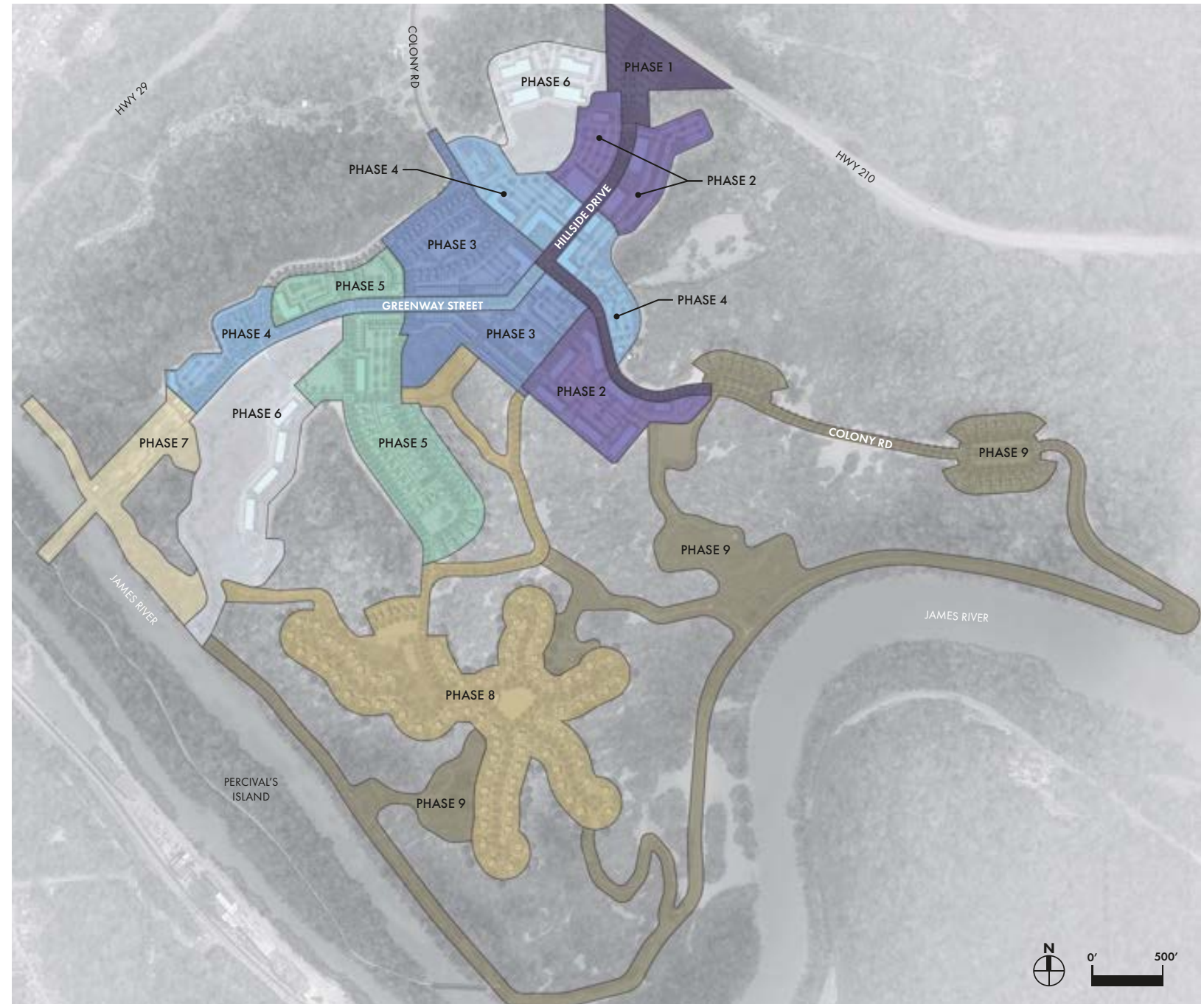
ASSUMPTIONS	Yield	Parking
Estate Home Lots		2 space / unit
Village Home Lots		2 spaces / unit
Cottage Home Lots		1 space / unit
Townhomes		2 spaces / unit
Multi-family Efficiency	85% building efficiency	-
Apartments	800 sf / unit (net)	1.33 spaces / unit
Missing Middle	800 sf / unit (net)	1.33 spaces / unit
Mixed Use		3.65 spaces / 1,000 sf
Office		4 spaces / 1,000 sf
Grocery & Retail		4 spaces / 1,000 sf
Destination Restaurant & Event		4 spaces / 1,000 sf
Funicular Station		4 spaces / 1,000 sf
Industrial / Tech		2 spaces / 1,000 sf
Hotel	450 sf / room (gross)	1 stall / room

Development Yield Summary & Assumptions Tables

RECOMMENDED PHASING PLAN

Knowing that the governing body or master developer who will manage the redevelopment of the Site will establish a unique phasing plan based on the market conditions and other factors at that moment in time, the graphic to the right and following summary points show a proposed phasing approach as envisioned through this planning effort.

- Phase 1 - Construct the new gateway entrance and intersection at Highway 210. Construct the segment of Hillside Drive from the gateway to the intersection of Colony Road as well as the extension of Colony east to the future church/civic site and trailhead.
- Phase 2 - Develop the office building sites and neighborhood grocery store block nearest the gateway to attract anchor tenants to the neighborhood while providing regionally-focused services. In addition, the large apartment block on the south side of Colony will be developed to bring a large influx of initial residents to the neighborhood.
- Phase 3 - Reconstruct the west segment of Colony Road and develop the adjacent mixed-use and mixed-typology residential blocks to further boost the local population.
- Phase 4 - Develop the remaining building sites around the Village Square as well as constructing Greenway Street from Colony Road to the Farm and destination restaurant sites, both built during this phase to increase the use and visibility of the neighborhood.
- Phase 5 - Develop the mixed-typology residential blocks, including the village homes, near the center of the Site, diversifying the housing options for prospective residents.
- Phase 6 - Develop the tech industrial / flex campus on the north side of the neighborhood along with the line of mid-rise apartment buildings on top of the west ridgeline. The Stormwater Chain will also be constructed to manage runoff from the development sites.
- Phase 7 - Construct the Funicular and accompanying amenities (base plaza and grand stair). In addition, the trail bridge across the James River to Percival's Island will be built, connecting the neighborhood to the Heritage Trail and the regional mobility network.
- Phase 8 - Develop the estate home neighborhood, which primarily lies on the mobile home park. Thus, that property will be able remain in-place into the foreseeable future.
- Phase 9 - Extend Colony Road to the east and then turning back to make the new connection to the existing Heritage Trail trailhead. Develop the village home clusters along the Colony Road extension. Lastly, construct the remaining trails segments through the forested areas of the Site and along the riverfront.



Potential Phasing Diagram

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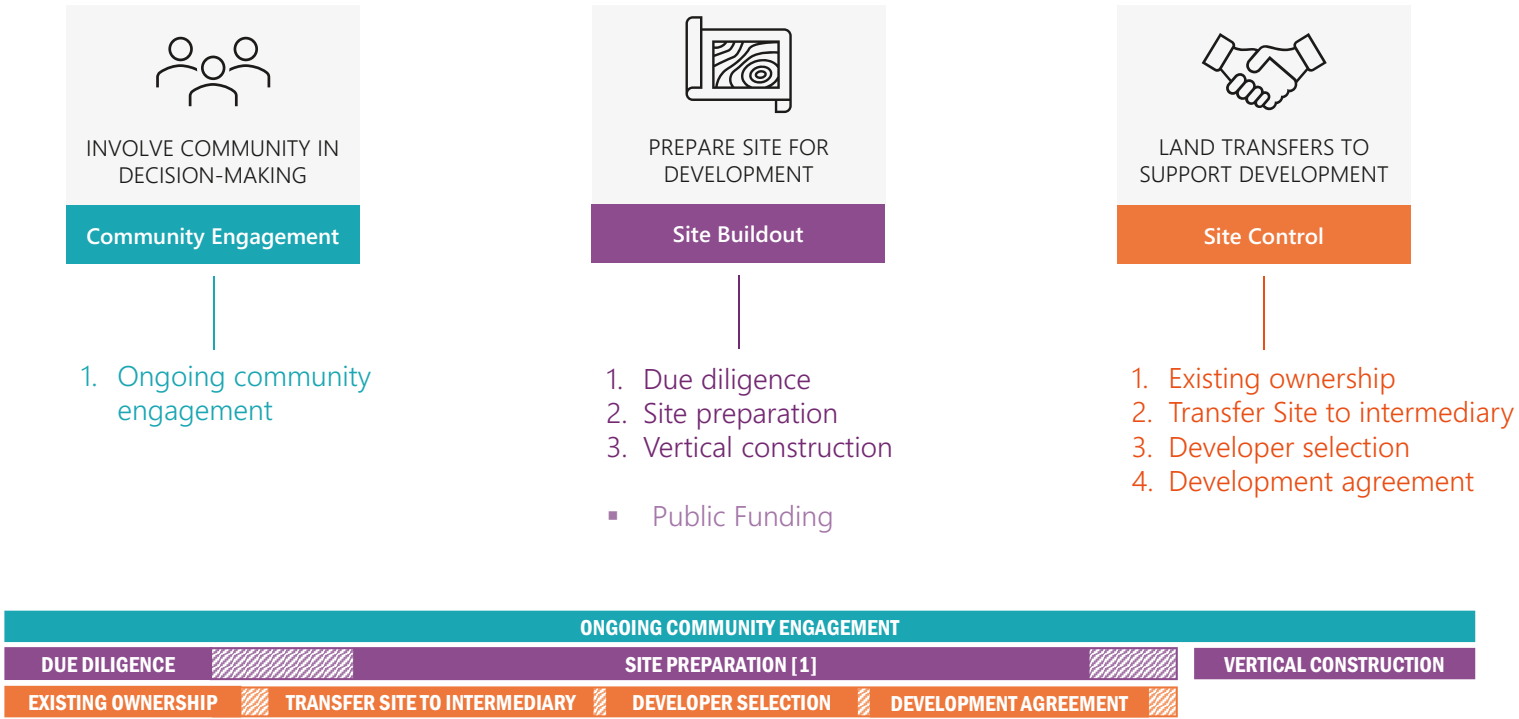


IMPLEMENTATION

The redevelopment of the Training Center Site presents a once-in-a-lifetime opportunity. In addition to evaluating the long-term market potential for residential, retail, office, and industrial development, an implementation strategy is critical in order to turn the Master Plan into a reality. This implementation strategy builds on the Development Yield and the Site’s capacity work, as well as physical, legal, financial, and market considerations influencing implementation.




It is assumed that the current owners will either transfer the Training Center Site to a local entity who will subsequently sell the Site to one or more developers (referred to hereafter as a singular developer) or sell directly to a private developer. This implementation strategy outlines key steps and considerations related to the redevelopment of the Site, including:

- Community Engagement
- Site Build-out
- Site Control



[1] Timing of Site transfers and developer selection is flexible and not necessarily dependent upon site preparation work. A Development agreement needs to be in place for vertical construction to begin.

COMMUNITY ENGAGEMENT

WHO?	WHAT?	WHEN?	WHERE?
<p>Engage:</p> <ul style="list-style-type: none">ResidentsEmployeesEmployersElected officialsOther stakeholders <p>Lead:</p> <ul style="list-style-type: none">Lynchburg Regional Business AllianceAmherst CountyDeveloperConsultants	<ul style="list-style-type: none">Provide project updatesSolicit public feedbackConduct public noticing and meetings as required by law	<ul style="list-style-type: none">Frequency may vary depending on project timeframe and desired level of engagementTiming of engagement may include:<ul style="list-style-type: none">Quarterly updatesCritical decision pointsAs required by law	<div><p>Website</p></div> <div><p>Mailing List</p></div> <div><p>Public Meetings</p></div>

KEY CONSIDERATIONS:

- What is the desired level of engagement?

For a long-term redevelopment project, ongoing community engagement with residents, employees, employers, elected officials and other stakeholders is required to provide project updates and solicit local feedback. The frequency of engagement may vary depending on project timeline, desired level of engagement, and legal requirements. The LRBA and other project leaders can develop a stakeholder engagement plan that will be regularly reviewed and updated throughout the implementation process to ensure continued community support.

NEXT STEPS

- Develop a stakeholder engagement plan that will be regularly reviewed and updated throughout the implementation process

SITE BUILD-OUT

The physical redevelopment of the Site is complicated by the presence of obsolete buildings, infrastructure, and utilities associated with the Training Center, varying topography and land conditions and extraordinary site preparation needs. Additional due diligence will be required to assess existing Site conditions and regulatory encumbrances. Since many developers prefer shovel ready sites, site preparation including demolition, remediation and the extension of public infrastructure and utilities will likely be necessary. Following a Development Agreement and an ownership transfer of some or all of the Site, a private developer will lead vertical construction of buildings.

Federal, Commonwealth and local funding sources may be available to support extraordinary costs associated with due diligence, site preparation, and vertical construction.

DUE DILIGENCE

The Site currently has existing buildings with obsolete roads, infrastructure and utilities that present challenges to redevelopment, however the full extent of these encumbrances and the costs to rectify them are unclear. Due diligence is critical to assess physical and legal encumbrances, perform cost benefit analysis of solutions to Site challenges, and inform detailed site planning, phasing, and negotiations with developers. Additional studies may be needed to uncover what improvements are required, the cost of clearing and cleaning the Site and the potential for phasing public investment over time.

NEXT STEPS

- Prepare due diligence checklist
- Review available reports and conduct additional due diligence, as needed
- Utilize findings from the additional due diligence research to inform negotiations with the current property owners. Depending on the timing of land transfers, the extent of liabilities at the time of the land transfers, it may be necessary to negotiate aggressively regarding land price

Land Use



- Existing buildings at the Training Center; several buildings are still operational and timing for full closure is unclear
- Mobile home residents on a portion of the Site
- Site topography and substantial, mature tree cover both reduce developable area

Utilities



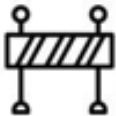
- Unclear the extent to which the Site is adequately served by utilities (e.g., water, sewer, electric, natural gas, internet/fiber)

Roads



- Only one entrance from Highway 210 to the Site at Colony Road; additional access points would be required to support larger-scale development

Regulatory & Legal



- Confirm boundary through ALTA survey
- Determine recorded easements, such as access to mobile homes, river trail, etc.

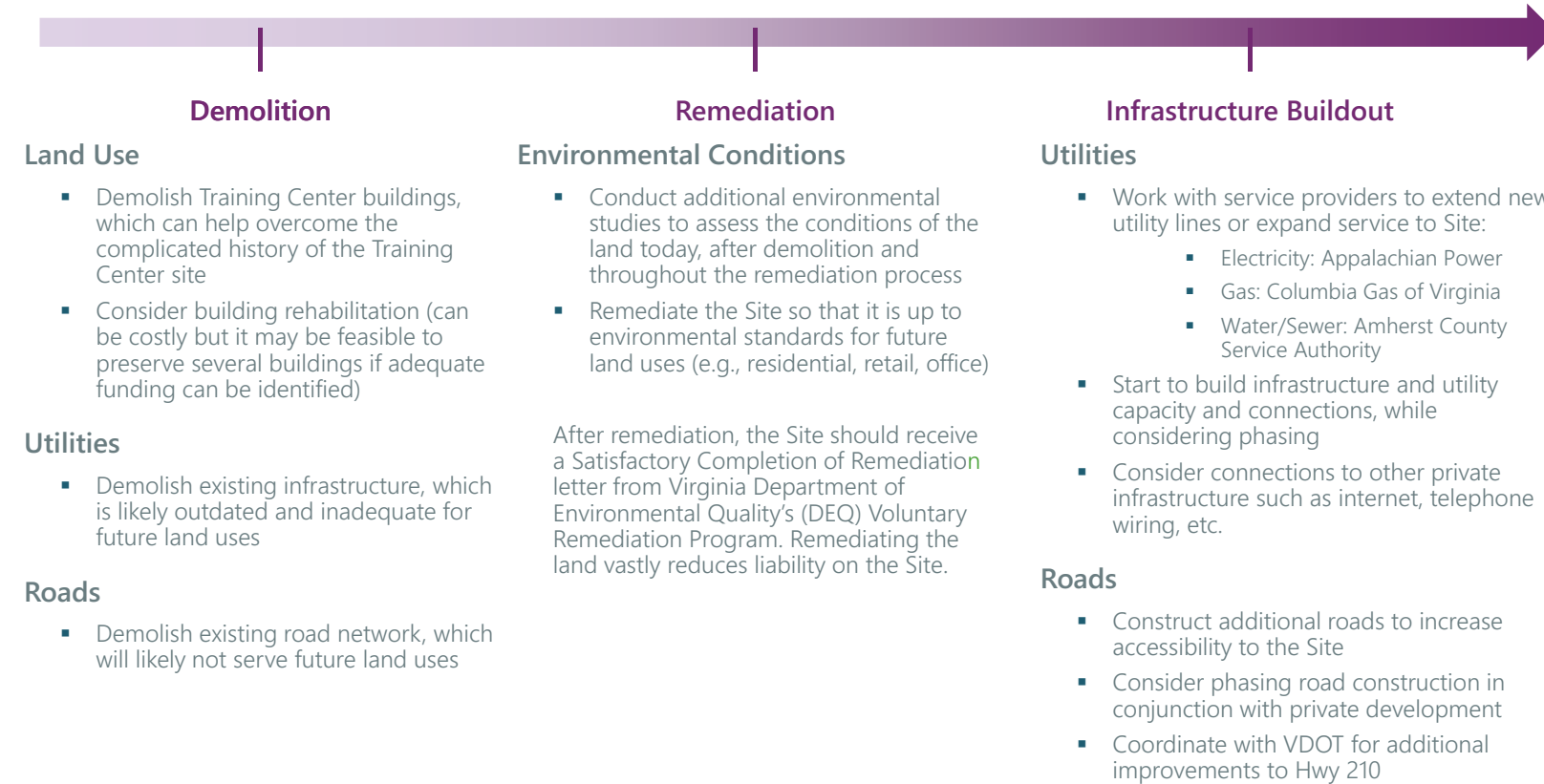
Environmental Conditions



- Phase 1 & at least one Phase 2 study completed
- State has completed required land remediation
- Some contamination may remain on Training Center buildings but the full extent and cost to remediate appears to be unknown

SITE TODAY

SHOVEL-READY



SITE PREPARATION

Many developers prefer shovel-ready sites that are served by utilities and have capacity to meet future demand. Shovel-ready sites are those that are clear of obstacles, mass graded and close to ready for vertical construction. Shovel-ready sites reduce risk in the site selection process and the time required for building delivery. While it may not always be economically feasible to extend utilities prior to selecting a private developer, detailed plans for site preparation could help accelerate redevelopment.

To get some or all of the Site shovel-ready for a private developer, the public sector may need to:

- Demolish most, if not all, vertical and horizontal site improvements;
- Strategically remediate environmental issues; and
- Extend public infrastructure and utilities to key portions of the Site.

Given the costs associated with site preparation, it may be necessary to phase improvements over time in conjunction with private development. Depending on the condition of the land when the transfer(s) take place, the financing and phasing plan to prepare the site and install new infrastructure, and the private sector's appetite to serve as the land developer, it may be necessary to hire a specialist or consultant team to support the land development and site preparation process.

NEXT STEPS

- Prepare preliminary work plan for site preparation
- Seek site preparation cost estimates



DUE DILIGENCE



SITE
PREPARATION

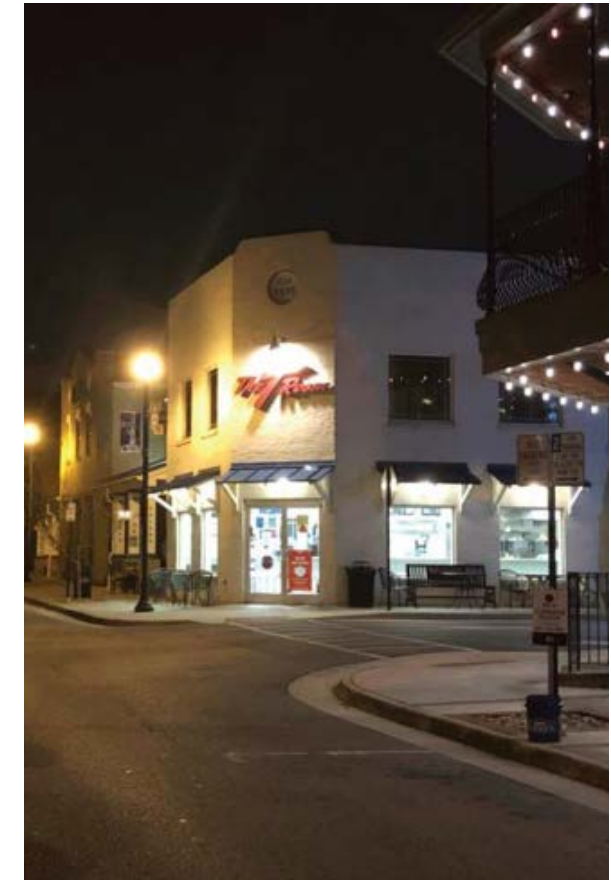


VERTICAL
CONSTRUCTION

VERTICAL CONSTRUCTION

Following a Development Agreement and an ownership transfer of some or all of the Site, a private developer will presumably lead the construction of buildings. At that time, the Site would likely be clear and ready for further infrastructure buildout which should, as much as possible, be phased with the vertical development.

The first phase of development would likely include garden-style apartments and later phases could include townhomes and single-family development at varying densities. Retail and office will likely follow residential development. The intermediary (if one is utilized) and Developer should be open to “wild card” development opportunities but must ensure that the overall Site development potential is not unduly compromised in service of a single transaction.



Examples of mixed-use developments in Lynchburg

Federal, State and local funding sources are available to support extraordinary costs associated with due diligence, site preparation and vertical construction. These grants and incentives have various eligibility requirements.

FEDERAL GOVERNMENT

- Environmental Protection Agency (EPA) Brownfield Site Specific Assessment grants
- EPA Brownfield Revolving Loan Fund grants
- EPA Brownfield Cleanup and Multipurpose grants
- US Department of Transportation BUILD grant
- Surface Transportation Block Grant Program
- EDA Public Works and Economic Adjustment Assistance Program
- Opportunity Zone funding

STATE GOVERNMENT

- Virginia Brownfields Restoration and Economic Redevelopment Assistance Fund (VBAF) Site Remediation and Site Assessment & Planning grants
- Virginia Resources Authority Pooled Financing Program

LOCAL GOVERNMENT

- Community Development Block Grants (CDBG)
- Tax Increment Financing (TIF) / Value Capture
- Tax Abatement
- Joint development

NEXT STEPS

- Conduct further research on public funding options
- Establish a public funding strategy
- Continue conversations with Commonwealth and local partners about public funding sources

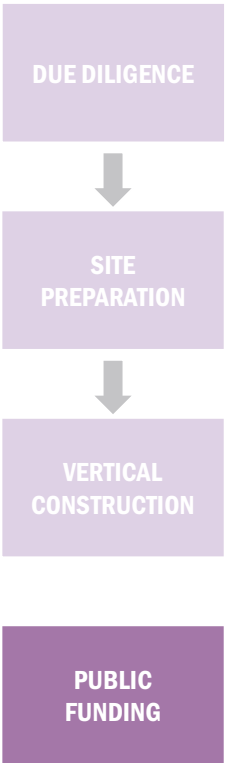
PUBLIC FUNDING

The developer is typically responsible for paying normal site preparation and vertical development costs including basic public infrastructure (on-site streets, water and sewer lines, stormwater management), private site improvement costs (final site grading, landscaping, detention ponds, parking lots), and vertical construction costs. However, the Site has various extraordinary development costs (that are above and beyond typical suburban development costs) that are anticipated to be paid for, at least in part, by the public sector, including:

- Building demolition, site preparation, and removal of old utilities associated with the Training Center
- Asbestos abatement and other environmental remediation
- Providing adequate sewer, water, gas, and electric capacity and extensions to the Site
- Other public amenities such as bike paths, green infrastructure, alleys, and the Funicular

In instances where a vertical development project is infeasible without assistance due to competitive challenges, the local entity may provide additional public financial assistance. This is appropriate in cases where the market is not fully established and it is difficult to get financing, the project has desirable features that the market will not fully “pay for” and/or when one or more of the publicly-desired land use(s) are not the highest and best use(s).

While Federal, Commonwealth and local funding sources are available to support extraordinary costs associated with site buildout, who pays for what will be key points of negotiation throughout the redevelopment process.



SITE CONTROL

While portions of the Site are currently owned by the Commonwealth of Virginia and a private owner, it is a best practice to transfer the land to an intermediary that would assemble the full site and then manage the disposition process to a private developer. This process would enhance local control to help achieve the highest and best use of the Site that aligns with the vision outlined in the Redevelopment Plan. However, if it is not possible to transfer the entire Site to an intermediary, the Commonwealth of Virginia could sell their portion of the Site directly to a private developer. Negotiations related to the price, timing, responsibilities, entitlements, and public assistance are likely key discussion points between current owners and future owners at various stages in the process.



Context Diagram with Property Ownership

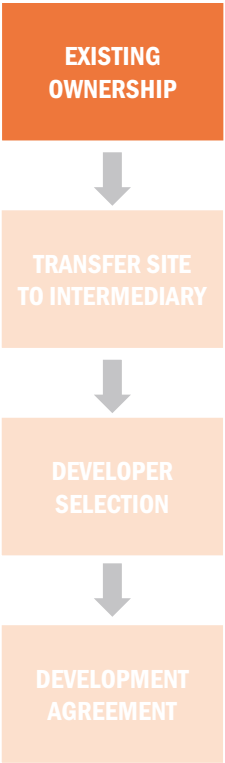
EXISTING OWNERSHIP

The Site currently has divided ownership. The Commonwealth of Virginia owns the land and buildings associated with the Training Center, while a private owner owns the land associated with the adjacent VC Mobile Home Park. In addition to the Training Center portion, future owners should consider acquisition of the mobile home park as well to create a cohesive site to support the overall redevelopment vision. Considerations related to acquisition of the mobile home park include:

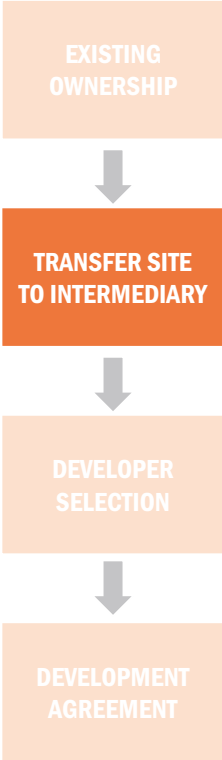
- Inclusion of the mobile home park reduces uncertainty about adjacent land uses, aids utility and infrastructure buildout and ensures cohesive development.
- Acquiring the mobile home site early on will require capital that may be needed for other costs.
- Inclusion requires relocation of current residents and likely removes naturally-occurring affordable housing units from the area.
- Delayed inclusion increases the risk that the mobile home park owner may hold out for an above-market land price once development starts, requiring greater public expenditure.

NEXT STEPS

- Review bond documentation to determine financial encumbrance and legal options on the Training Center Site
- Initiate negotiations with mobile home park owner
- At the appropriate time, start discussions with mobile home park residents



TRANSFER SITE TO INTERMEDIARY



The best practice for land disposition would be for the Commonwealth to transfer the Training Center to a local intermediary after both parties agree on responsibility for extraordinary costs. The Department of General Services stated it will follow §2.2-1156 of the Virginia Code to dispose of the Training Center Site on behalf of the Department of Behavioral Health and Developmental Services. This allows the Commonwealth of Virginia to transfer the Site to a local intermediary that would manage disposition to a developer or the Commonwealth could sell directly to a local developer.

The local intermediary may be one or more local units of government, or a designated non-profit set up by local governments. Examples could include but not limited to organizations such as Lynchburg Regional Business Alliance, Amherst County, and partnership localities. The intermediary would need to have land acquisition and disposition powers. Regardless, the County will regulate land use and zoning. Additionally, the intermediary would need to have access to funding, staffing capacity and the legal authority to manage the Site. Depending on the type of intermediary, there may be a tradeoff between local and regional decision-making. For example, a non-profit could be created with a board comprised of regional stakeholders.

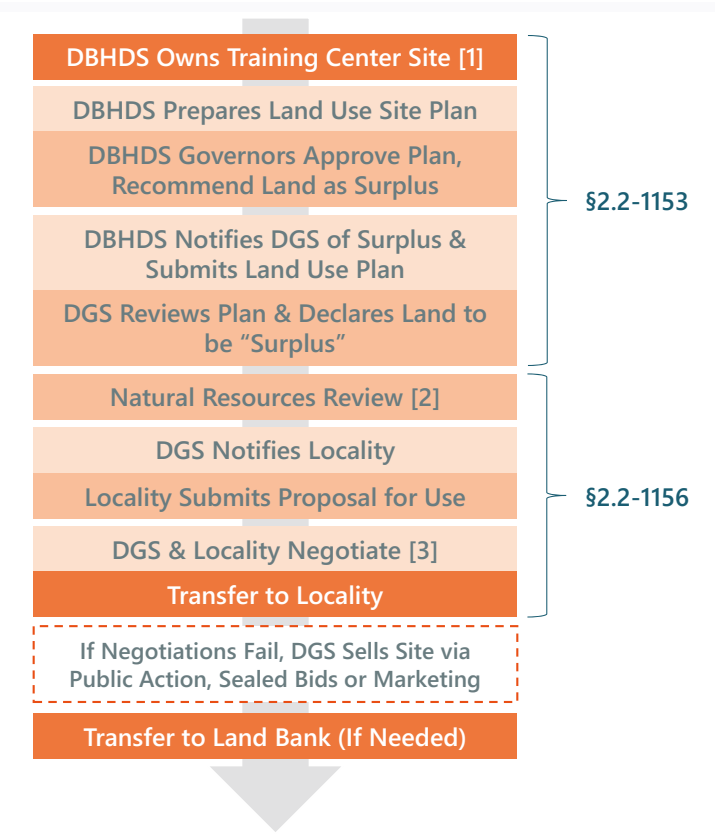
If a local intermediary is identified and/or established, prior to land transfer, the Commonwealth and intermediary will need to negotiate key terms and conditions based on the known encumbrances, including debt associated with the Training Center Site, the value of the Training Center Site, responsibility for site preparation (e.g., demolition and remediation), and timing. Should the intermediary

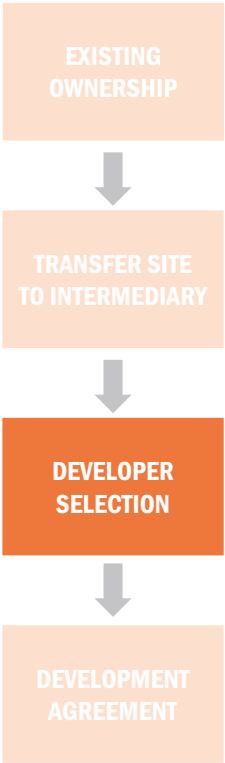
decide to acquire the mobile home park, both the Training Center Site and the mobile home park i could be considered as one site throughout the site preparation and land disposition processes.

While transferring the Site to a local intermediary to handle the disposition process to a private developer is the best practice, this may not be feasible due to various financial and/or capacity limitations. The Commonwealth of Virginia could sell directly to a private developer through public auction, sealed bids or other mechanisms. To ensure that development outcomes on the Site align with the vision of this Plan, Amherst County indicated that the County’s future land use plan will be amended to reflect the land uses presented in the plan. However, the County is open to future zoning amendments and re-zoning applications from future developers, if needed to deliver on the vision articulated in the plan.

NEXT STEPS

- Determine intermediary with local governments and continue to discuss transfer of the Training Center Site with Commonwealth of Virginia
- Amend the County’s comprehensive plan so that the future land use on the Site to conforms to the Master Plan





DEVELOPER SELECTION

The best practice to achieve the highest and best use of a site of this scale is for either the Commonwealth of Virginia or the local intermediary to select a master developer (or development team) with the qualifications and capacity to develop the entire Site. Transferring the Site to a local intermediary allows for significant local control on entitlements, design, communications and exit strategy, which helps ensure that future development aligns with the vision outlined in the Redevelopment Plan.

The first step in this process is to issue a Request for Information (RFI) to gauge developer interest in the Site. An RFI is a common, optional process to collect high-level information on developer qualifications, interest in the site, and potential development plans. An RFI can be used in conjunction with different developer selection processes. For example, an RFI could inform a subsequent two-step Request for Qualifications and Proposals (RFQ/P) process through which a master developer for the Site could be selected. Depending on ownership (either Commonwealth of Virginia or local intermediary), various local partners may be involved to issue an RFI or solicit developer interest which would require collaboration and partnership between the various entities. If there is limited interest from master developers and a local intermediary owns the Site, the intermediary could serve as the master developer and sell individual parcels with covenants. Otherwise portions of the Site could be sold off as is, depending on the Commonwealth’s desire and capacity of existing ownership to remain involved in the project.

NEXT STEPS

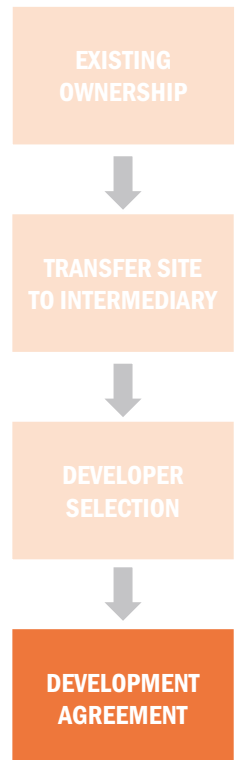
- Research potential master developers with capacity/ willingness to take on project
- Determine if RFI is needed to gauge developer interest
- Prepare marketing materials corresponding to preferred developer selection process



	Pros	Cons
Master Developer <i>*Preferred Pathway</i>	<ul style="list-style-type: none"> Significant local control on entitlements, design, communications and exit strategy Transfers entire Site as one, preventing the Site from splintering into good/bad parcels Single developer creates cohesive overall project 	<ul style="list-style-type: none"> May be difficult to find a qualified and willing master developer to take on the Site Entitling the entire Site at once may be a lengthy process
Sell Sites Individually with Covenants	<ul style="list-style-type: none"> Local control on design, communications and exit strategy Local intermediary oversees overall project cohesiveness 	<ul style="list-style-type: none"> Public sector takes on more of the land developer role, including ongoing workload and associated risks Public sector responsible for creating a master plan and covenants for sale Public sector must stay involved in the project until all properties are sold/leased
Conventional Real Estate Marketing	<ul style="list-style-type: none"> Developers may have more interest in some sites today, leading to quicker development Initial spot development may create demand for and incentivize further buildout 	<ul style="list-style-type: none"> Spot development – best site(s) cherry-picked, then harder to sell others Lack of control over development without appropriate zoning. Ultimate development may not align as well with master plan Less control on design, communications & exit strategy May not result in the highest and best return overall

DEVELOPMENT AGREEMENT

Once a qualified developer has been selected, the intermediary or Commonwealth will negotiate and enter into a Development Agreement to transfer the land. Negotiations will cover issues like the price of land, timing/phasing, responsibility for infrastructure buildout, entitlements and public financial assistance. Local partners can agree to streamline the regulatory process (e.g., entitlements) as part of these negotiations. Additionally, due to the extraordinary costs associated with site preparation and the relatively unproven market, it is likely a private developer could request public assistance. A gap analysis could be conducted to define the appropriate amount and structure of public financial assistance required to make the project financially feasible.



NEXT STEPS

- Further research on local public financing options
- Continue discussions with local partners about ability and willingness to incentivize development on the Site

SUMMARY & REVIEW OF NEXT STEPS

The redevelopment of the Site is a complex process that requires close collaboration between the Commonwealth, potential local intermediary (if applicable), private developers and other local and regional partners. The graphic below presents a summary of immediate next steps for the LRBA and other project leaders related to community engagement, site buildout, and ownership.





Aerial view looking east across the existing CVTC campus



12 | DESIGN GUIDELINES

OVERVIEW

BLOCK STRUCTURE

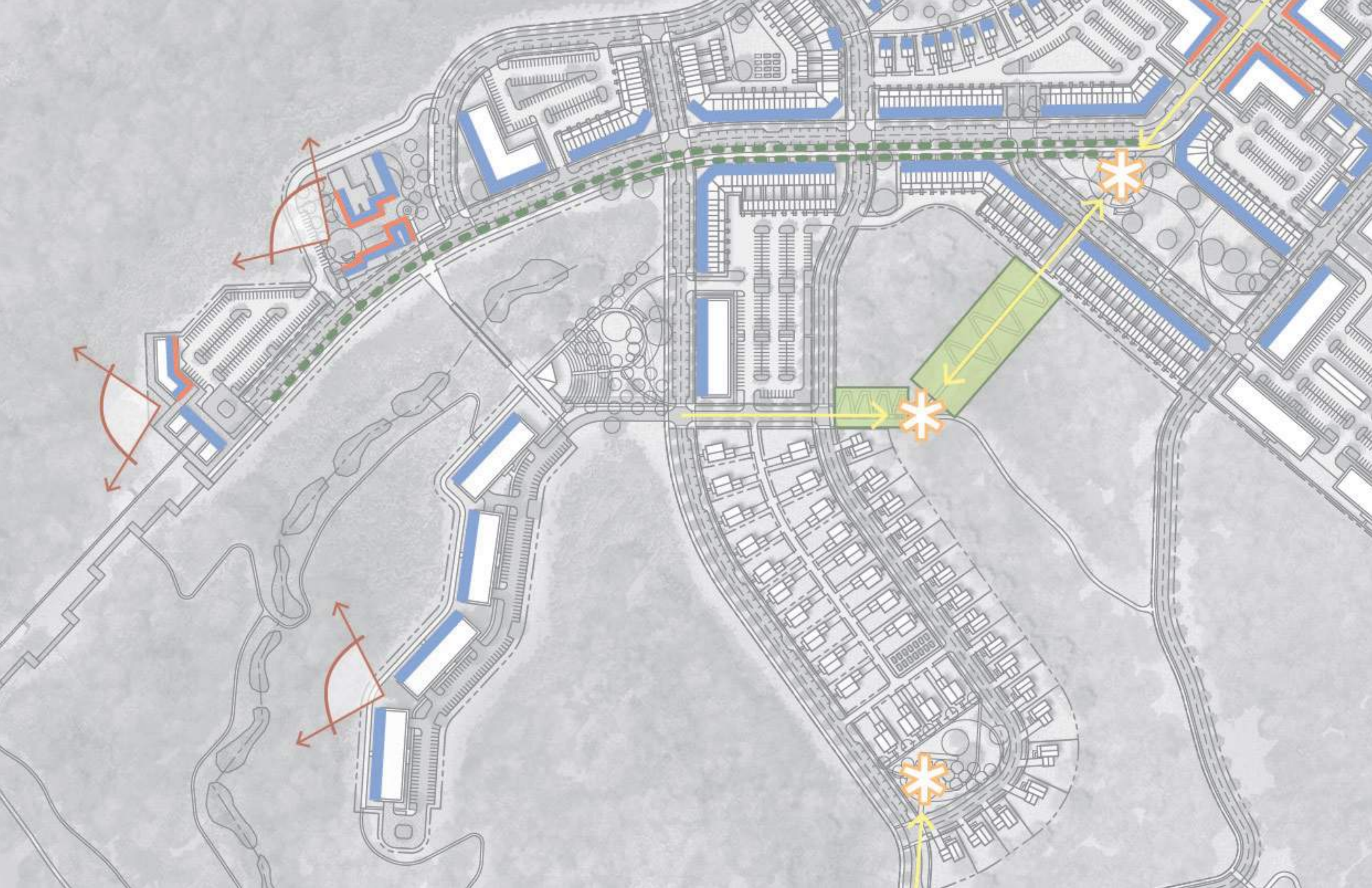
LAND USE

BUILDING HEIGHTS

BUILDING SETBACKS

PARKING & ACCESS

SPECIAL REQUIREMENTS



OVERVIEW

In this final section, the framework elements, design initiatives, and development opportunities formed by the Redevelopment Plan are synthesized into neighborhood-wide graphic diagrams. The diagrams illustrate how the master planning principles were applied to transform the Training Center Site into a walkable, mixed-use neighborhood.

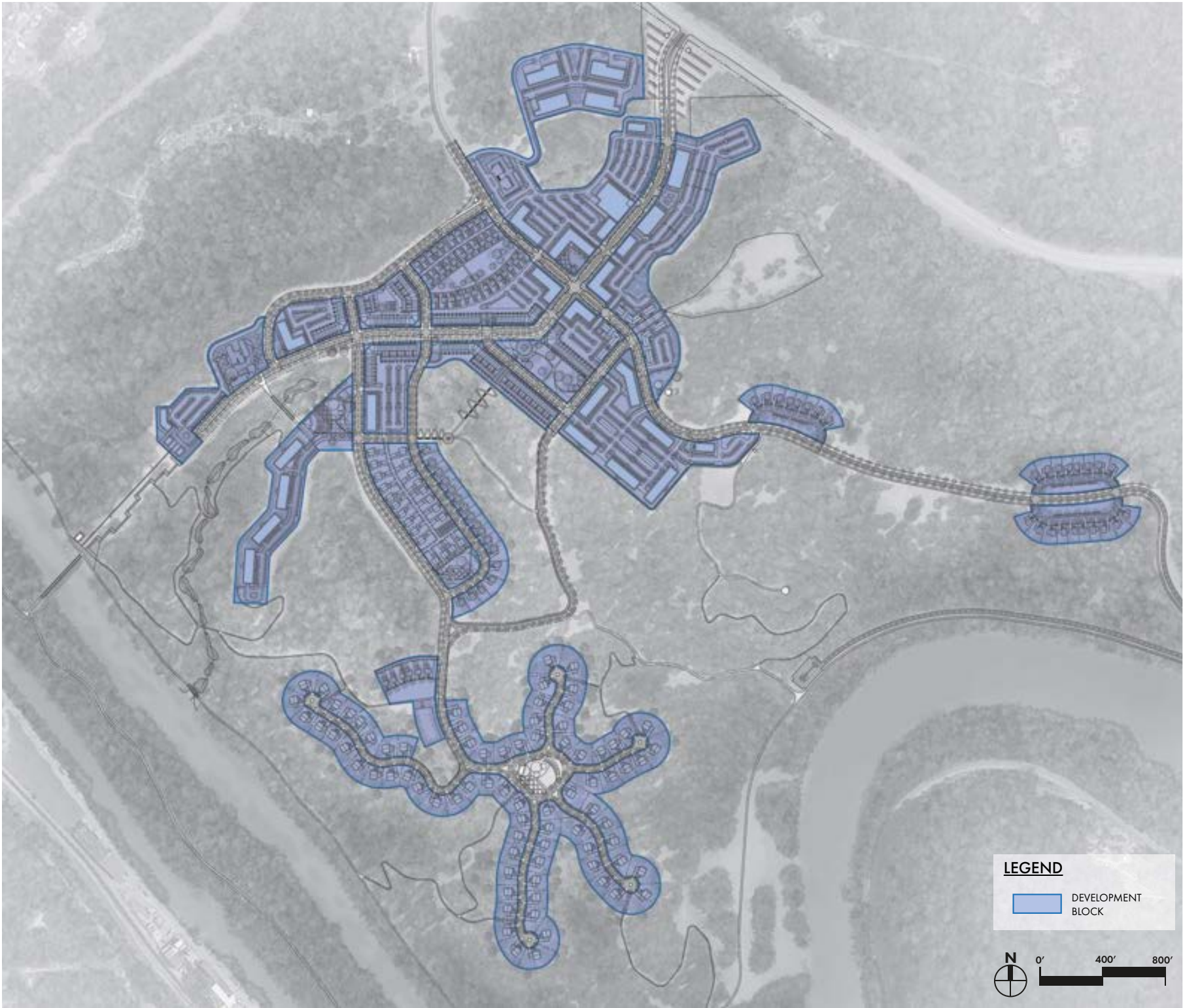
The complete set include the (a) Built Form, (b) Walkshed, (c) Preservation, (d) Street Hierarchy, (e) Active Mobility Network, and (f) Park & Open Space diagrams found in earlier sections in addition to those presented on the following pages. When compiled, the set is not meant to be comprehensive in scope, but simply representative of the major guidelines that were employed in laying out the overall neighborhood and designing specific sites, buildings, or public open areas. The overarching design intent and guiding vision for the Redevelopment Plan informed the composition of each of the diagrams.

Further, more in-depth planning and design efforts will need to be undertaken before implementation of the Redevelopment Plan can begin.



Bird's-eye perspective looking west, focused on the Cupola Quad and Greenway Street

BLOCK STRUCTURE



Given the Redevelopment Plan’s street network is most informed by the undulating terrain and series of ridgelines and ravines, the Block Structure of the neighborhood is quite variable. The development pattern was developed from the perimeter inward. The Hillside Drive/Greenway Street and Colony Road corridors bisect the Site. In the north and east halves of the neighborhood, large blocks are found over the relatively flat terrain. Small influences of grid block pattern are evident, as the blocks with the Community Green / pocket neighborhood, Cupola Quad, and large-scale multi-family residential complex near the church are enclosed by public rights-of-way.

As the Greenway Street corridors continue west, the flat areas ripe for a gridded structure narrow, creating pinch points for the adjoining development blocks. Smaller, more dense mixed-use or special destination blocks continue along Greenway. Moving south away from the central corridor, several secondary streets line elongated residential blocks. The podium-only multi-family, estate home, and eastern village home blocks are strictly informed by the surrounding terrain.

LAND USE

From its connection to Highway 210, Hillside Drive is lined with a variety of land uses, each requiring the visibility and ease of access the new roadway provides. Office, commercial/retail, and mixed-use buildings front onto the corridor. Mixed-use building encircle its intersection with Colony Road and adjacent Village Square. As Hillside continues west, it transitions to Greenway Street, with its townhome frontage expanded around the adjacent Cupola Quad.

Along Colony Road, moving away from the Village Square, typologies change to fit the less intensive, more removed context. To the north, as senior living building and hospitality use at The Inn line the roadway’s east side. Small cottage homes surrounding the Community Green lie just to the west. In the far north corner of the Site, perched on detached bluff, the tech industrial/flex buildings are located. Moving south from the Village Square on Colony, missing middle lowers the development density near the Memorial Gardens cemetery and water towers. At the next block, though, residential density rises with a large multi-family complex. A church or civic use anchors the core segment of Colony before the roadway continues further east to service three clusters of village homes as well as provide access to the regional trail network.

Multi-family residential buildings are found on the ridgelines of the neighborhood’s western section. Destination event space, restaurant, and transit uses lie along the far western segment of Greenway Street. Development on the ridgelines to the south include both village and estate homes, with the individual building and lot sizes increasing with the typology change as one moves further away from the central spine of development.



Mixed-use building



Cottage homes within a pocket neighborhood



Apartment building



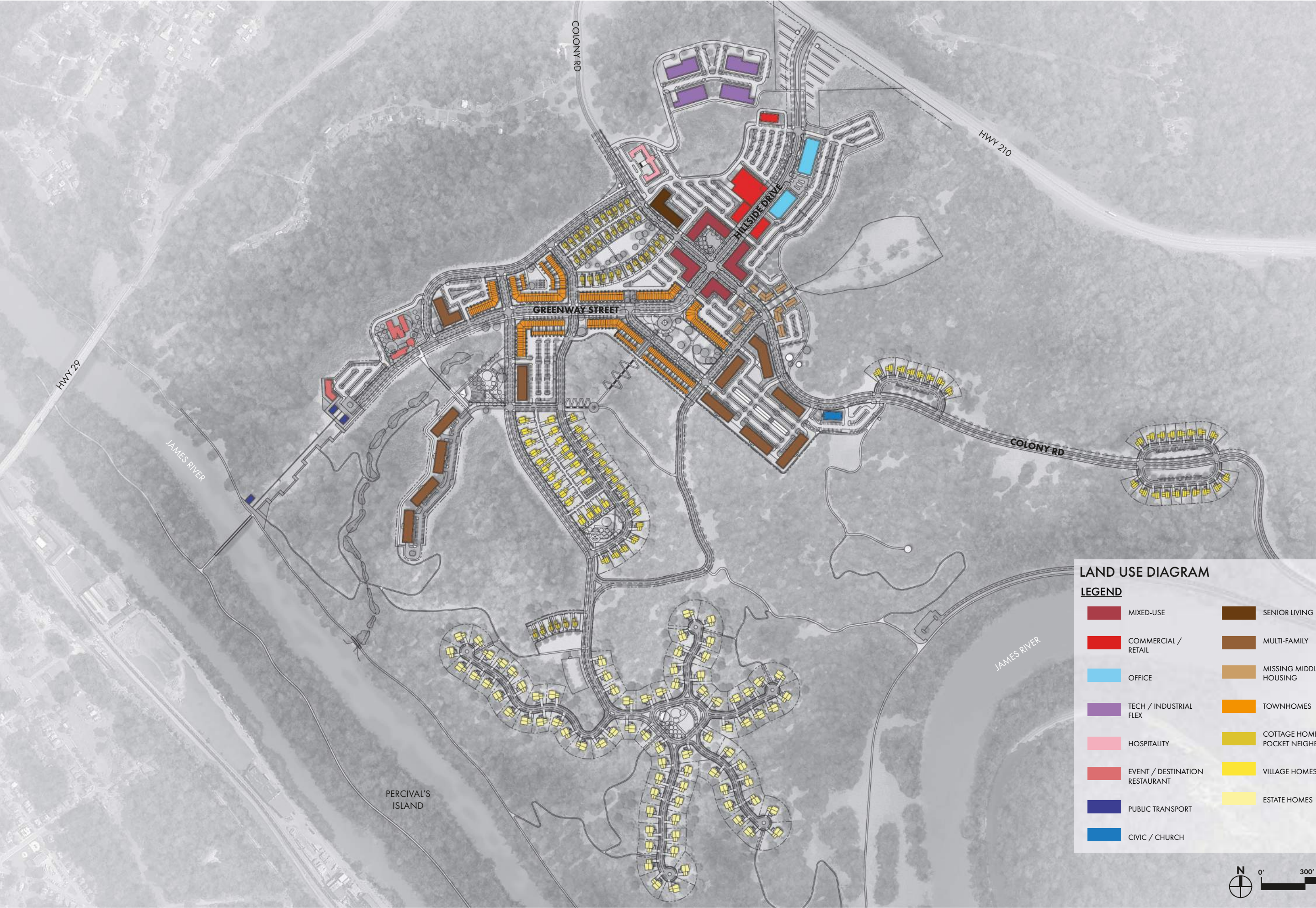
Village homes



Office building



Estate homes



LAND USE DIAGRAM

LEGEND

MIXED-USE

COMMERCIAL / RETAIL

OFFICE

TECH / INDUSTRIAL FLEX

HOSPITALITY

EVENT / DESTINATION RESTAURANT

PUBLIC TRANSPORT

CIVIC / CHURCH

SENIOR LIVING

MULTI-FAMILY

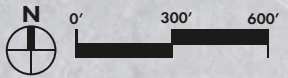
MISSING MIDDLE HOUSING

TOWNHOMES

COTTAGE HOMES / POCKET NEIGHBORHOOD

VILLAGE HOMES

ESTATE HOMES



BUILDING HEIGHTS

Within the Redevelopment Plan, the heights, or number of levels associated with individual structure, correlates quite directly with land use and typology. The tallest structures are the multi-family residential buildings, at 5 levels, lining a ridgeline jutting out toward the James River valley immediately surrounding the amphitheater and destination playground site. It’s the scenic views and proximity amenity areas that drove denser capacities at this location.

Other multi-family residential buildings elsewhere within the neighborhood are 4 levels. These structures are located on larger development sites where bigger parking lots can be accommodated. The townhomes are 3 levels as are the mixed-use buildings around the Village Square. These structures would consist of two levels of residential units above ground-level retail uses. The office buildings located closer to Highway 210 are also 3 levels in height.

The single-family residential homes are provided with a range of 2-3 levels depending on specific designs and grading impacts. The walkout composition of The Inn also splits the structure between 2-3 levels in height.

The buildings with only 1 story include the retail liner buildings, the grocery store (though a portion could be two stories tall), the tech industrial/flex buildings (though their floor-to-ceiling heights would be greater than the other structures), and The Farm complex.



One-level retail liner buildings



One-to-two-level cottage homes



Three-level mixed-use building



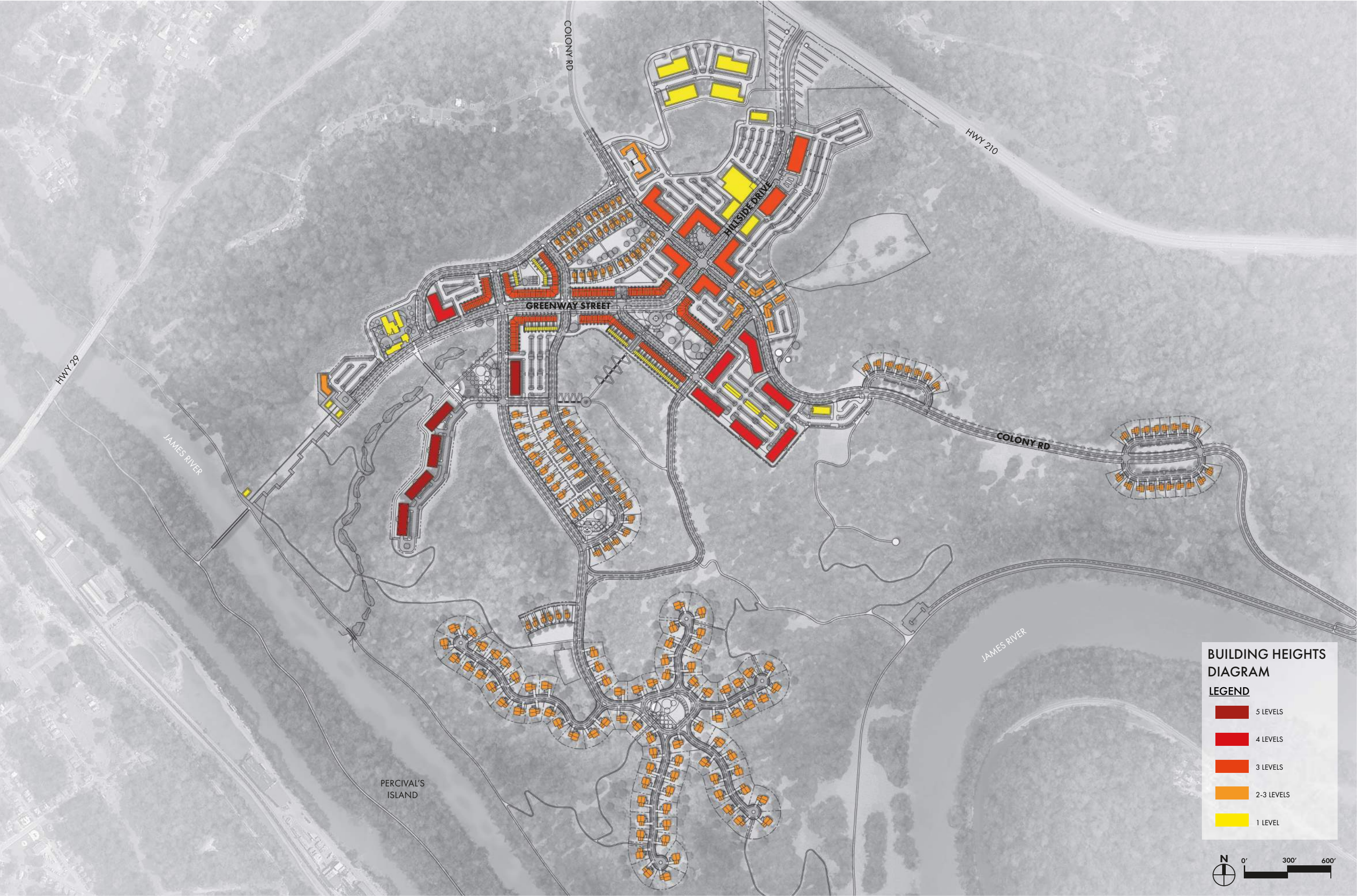
Two-level missing middle housing buildings



Four-level mixed-use building



Three-level townhomes



**BUILDING HEIGHTS
DIAGRAM**

LEGEND

	5 LEVELS
	4 LEVELS
	3 LEVELS
	2-3 LEVELS
	1 LEVEL



BUILDING SETBACKS

The more urban frontages along Hillside Drive and Colony Road approaching the Village Square accommodate the smallest setbacks. In these areas, the buildings are pushed close to the right-of-way line to encourage interaction between the street and ground-level uses. Setbacks range from 0-10’ at the neighborhood’s mixed-use core.

Setbacks then increase as the retail and mixed-use frontages of the core transition to residential. The multi-family residential, missing middle, and townhome typologies generally provide 15-20’ setbacks from the adjacent streets. This depth allows for appropriate landscaping buffers for the residences from the public realm. Single-family residences, though, providing yet an even greater setback. A minimum 25-foot setback allows the homes to have a decent front yard space without compromise the urban frontages ideal for the neighborhood.

Throughout the Redevelopment Plan, select buildings are provided with what are termed “special” setback depths. Typically these setbacks are quite large due a number of site factors, including attachment to a public green space (meaning the closest street lies on the opposite side of the open space) or proximity to a natural feature (like a ravine). The larger setbacks minimize impacts the structures may have on the accompanying space or feature while providing a comfortable offset from which users of the buildings can view the amenity areas.



Mixed-use, urban street frontage (typically 0-ft setback) with widened pedestrian amenity zone



Apartment building with a greater than 10-ft landscaped setback



Residential street with a consistent 15-20-ft setback



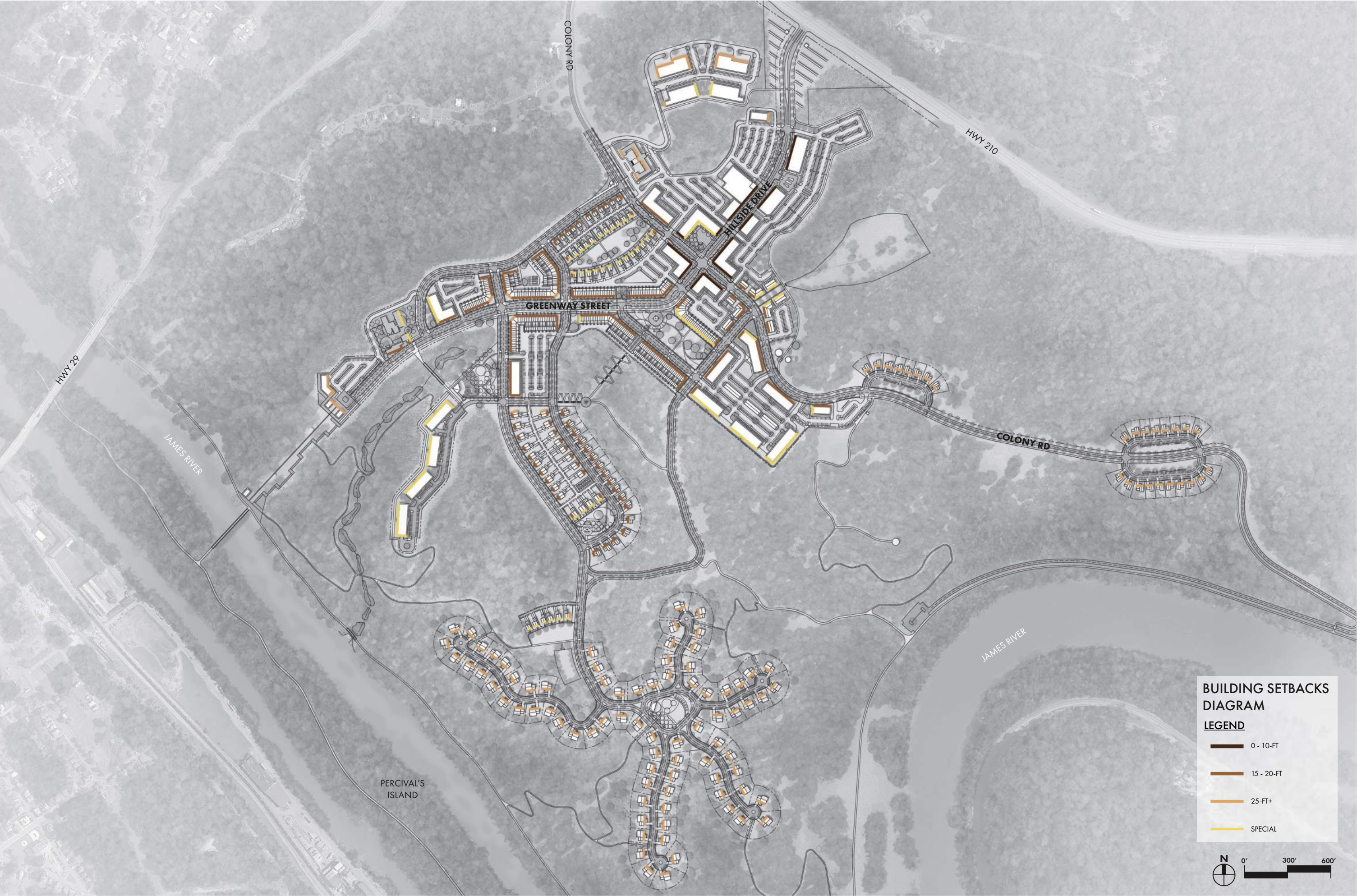
Village homes with 15-20-ft setback



Front-loaded village home with 25-ft(+) setback



Special setback condition with estate homes fronting onto a shared green space



**BUILDING SETBACKS
DIAGRAM**

LEGEND

- 0 - 10-FT
- 15 - 20-FT
- 25-FT+
- SPECIAL



PARKING & ACCESS

As a mixed-use neighborhood, the Redevelopment Plan employs a layered approach to parking accommodations. Most of the neighborhood’s active, walkable streets include on-street parallel parking stalls on both sides. The large surface parking lots are located to the rear of lots, hidden from the streets by the buildings. The largest surface lots are found behind the commercial and office buildings, whose use designation requires a more intensive parking ratio.

Within the multi-family or mixed-typology residential blocks, the surface parking lots located on the interior of the blocks, with the buildings pushed to the street frontages. Podium multi-family buildings include private garage stalls on their ground-levels. The townhomes and single-family residential units all provide private garages to their residents.

Most of the surface parking lots within the urban neighborhood are accessed via alleys or service drives at the rear of the various lots. The larger residential blocks with internal surface lots provide short, mid-block driveways off the adjacent streets for access. The garages of all townhomes and most single-family residences are accessed from back alleys. The exception are the front-loaded village homes and estate homes, whose driveways begin at the adjacent street.



Surface parking lot with landscaped islands



Tuck-under townhomes with attached garages accessed via rear alleys or parking lots



Townhomes with detached garages accessed via an alley



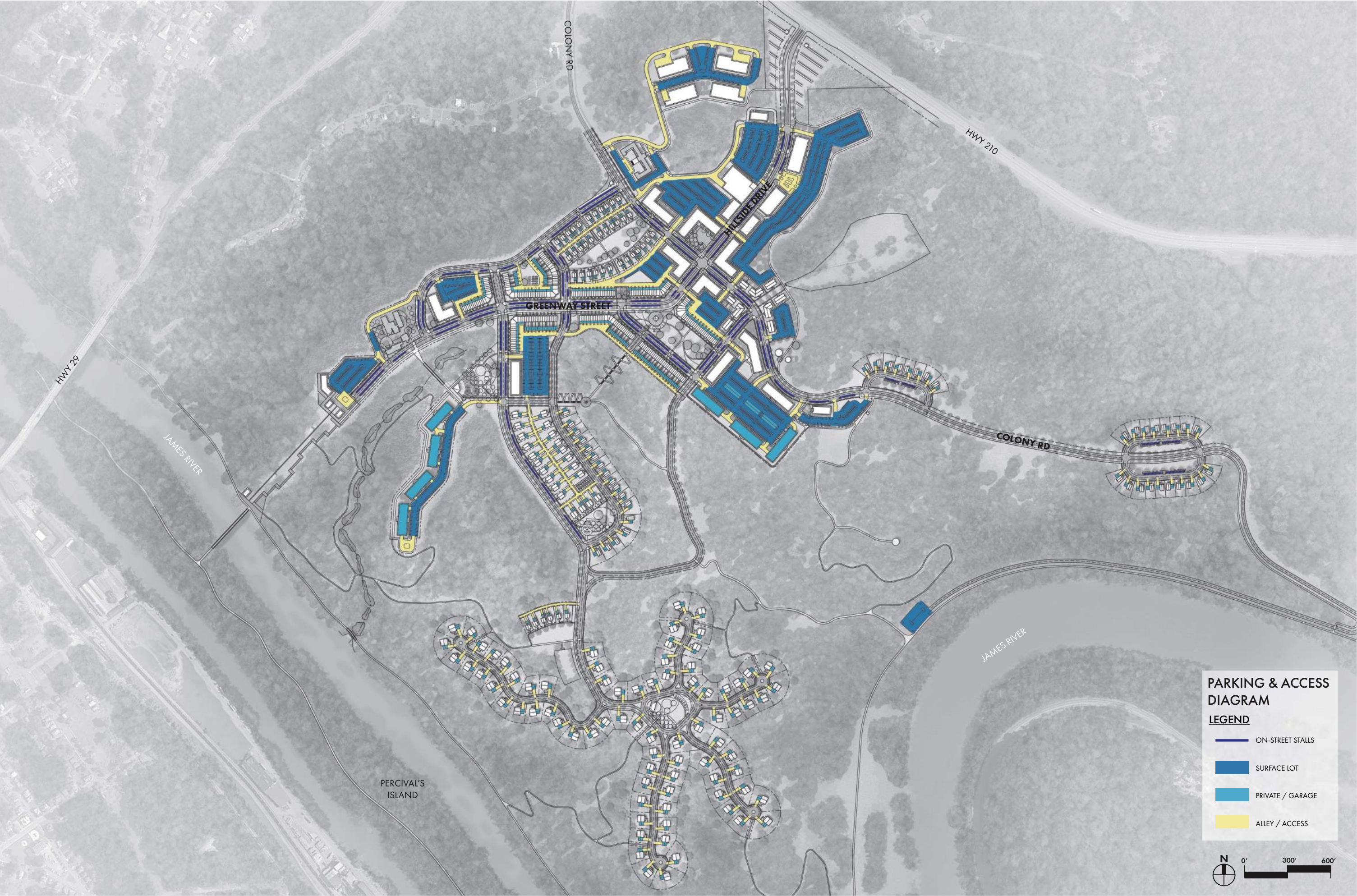
Surface parking lot located to the interior of a block, behind liner buildings fronting the street



On-street parallel parking stalls adjacent to a row of townhomes



Village homes with rear alley access to their garages



**PARKING & ACCESS
DIAGRAM**

- LEGEND**
- ON-STREET STALLS
 - SURFACE LOT
 - PRIVATE / GARAGE
 - ALLEY / ACCESS



SPECIAL REQUIREMENTS

Upon implementation of the Redevelopment Plan, several overarching master planning initiatives will need to be incorporated to realize its vision and development potential. Most can be thought of as “big moves” around which more specific design principles can be employed.

Building frontages along key corridors, most notably Hillside Drive and Greenway Street, should be enhanced with quality architectural detailing and design. This principle should also be applied to the building enclosing a major open space, like the townhomes around the Cupola Quad or the cottage homes lining the Community Green. In addition, facades of buildings oriented toward views of re-vegetated ravines or with promontory views should be well-detailed.

Around the Village Square and larger mixed-use core of the neighborhood, ground-level storefronts or retail space will be required. The same is true for The Farm complex and at the destination restaurant. The side path along the south side of Greenway Street is to be delineated with a double row of canopy trees, emphasizing the route’s importance within the active mobility network.

Many of the street alignments and open space orientations were framed along axial views with iconic features terminating the vistas. Hillside Drive is aligned to Cupola Monument in the quad space. The monument itself lies on axis with the preserved smokestack, which in turn terminates another key corridor stretching from the amphitheater area. Pavilions in the residential park spaces, the church building, and Memorial Gardens cemetery gate also terminate axial views.

Selective clearing of wooded areas will need to be performed to allow for several axial view and mobility corridors to exist. Most importantly, though, clearing will need to run up to the view lines associated with the new Highway 210 gateway entrance to ensure the viability of the neighborhood’s true development potential.



Terminated vista with a public art installation



Axial views down street corridors, terminating on a plaza & water fountain (left) and building feature (right)



Enhanced facades utilizing specialty materials and detailed massing along their frontages



Required retail storefronts along important street frontages



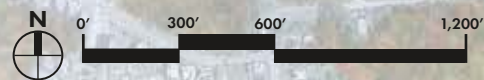


SPECIAL REQUIREMENTS DIAGRAM

LEGEND

	ENHANCED FACADE		TERMINATED VISTA OR ICONIC ELEMENT
	REQUIRED STOREFRONT / RETAIL		PROMONTORY VISTA VIEWPOINT
	TREE ALLEE		SELECTIVELY-CLEARED WOODED AREA FOR VIEW / ACCESS CORRIDOR
	AXIAL VIEW		













13 | APPENDICES

ASSOCIATED DOCUMENTS (PROVIDED SEPARATELY)

CVTC ENVIRONMENTAL ASSESSMENTS & REPORTS

REDEVELOPMENT PLAN - MARKET ASSESSMENT

REDEVELOPMENT PLAN - IMPLEMENTATION STRATEGY







Training Center
Redevelopment Plan

