

# INNOVATION PARK

## DESIGN AND DEVELOPMENT GUIDELINES



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## SEC. I INNOVATION PARK

# INTRODUCTION

### 1.1 INNOVATION PARK

The Innovation Park was established in 2016 as a magnet for high-quality, technological, innovative, advanced manufacturing businesses within the Princess Anne Commons Special Economic Growth Area (SEGA). The Park, controlled by the Virginia Beach Development Authority (VBDA), is approximately 150 acres and is zoned as I-1 (Light Industrial).

This document provides design and development guidance for the "Innovation Park," formerly known as the VABeachBio Research Park, that is developing within North Princess Anne Commons (see FIGURES 1.1 and 1.2).

The Innovation Park was originally envisioned to house medical research and office buildings; however, recently the City has seen a growth in other industry sectors in this area and has expanded the Park's focus to research, education, technology, manufacturing, finance, business, and other commercial uses while still supporting the field of scientific innovations. Such growth befitted the area to be renamed *Innovation Park*.

### 1.2 PRINCESS ANNE COMMONS

The Princess Anne Commons SEGA is nearly 3,000 acres (see FIGURE 1.1). It is identified in the City's Comprehensive Plan, 2017 Interfacility Traffic Area Plan (ITA) and other related development regulations to protect Naval Air Station (NAS) Oceana and Naval Auxiliary Landing Field (NALF) Fentress from future developments. The ITA overlay district consists of areas within the Air Installations Compatible Use Zones (AICUZ) with aircraft noise levels greater than 65 dB DNL, a level that is not preferable for residential uses.

Princess Anne Commons SEGA has been recognized for its economic development opportunities in medical, research, and recreation. The Innovation Park will further augment and diversify the City's economy by enhancing the industries in Princess Anne Commons.

#### ***Comprehensive Plan Recommendations:***

A primary focus of Princess Anne Commons is to provide locations for campus-like development that may not be suitable in a more urban setting. The Comprehensive Plan provides the following general recommendations for Princess Anne Commons as they are applicable to the Innovation Park:

- Strive to achieve extensive open space connectivity throughout the Commons
- Protect the most sensitive land
- Low-impact campus style development for work, education, research, and recreation
- Create guidelines for building types to ensure appropriate quality and character
- Provide public amenity areas for walking, cycling, and recreation
- High-quality roadways with landscaped edges, multi-modal pathways, and adequate lighting

### 1.3 IMPROVEMENTS BY VBDA

The Innovation Park offers shovel-ready sites, roadway access, water, sewer and electric utilities within the right-of-way and stormwater treatment of up to 60% of the impervious site coverage.



Image of the existing access road: Hudome Way



## PRINCESS ANNE COMMONS

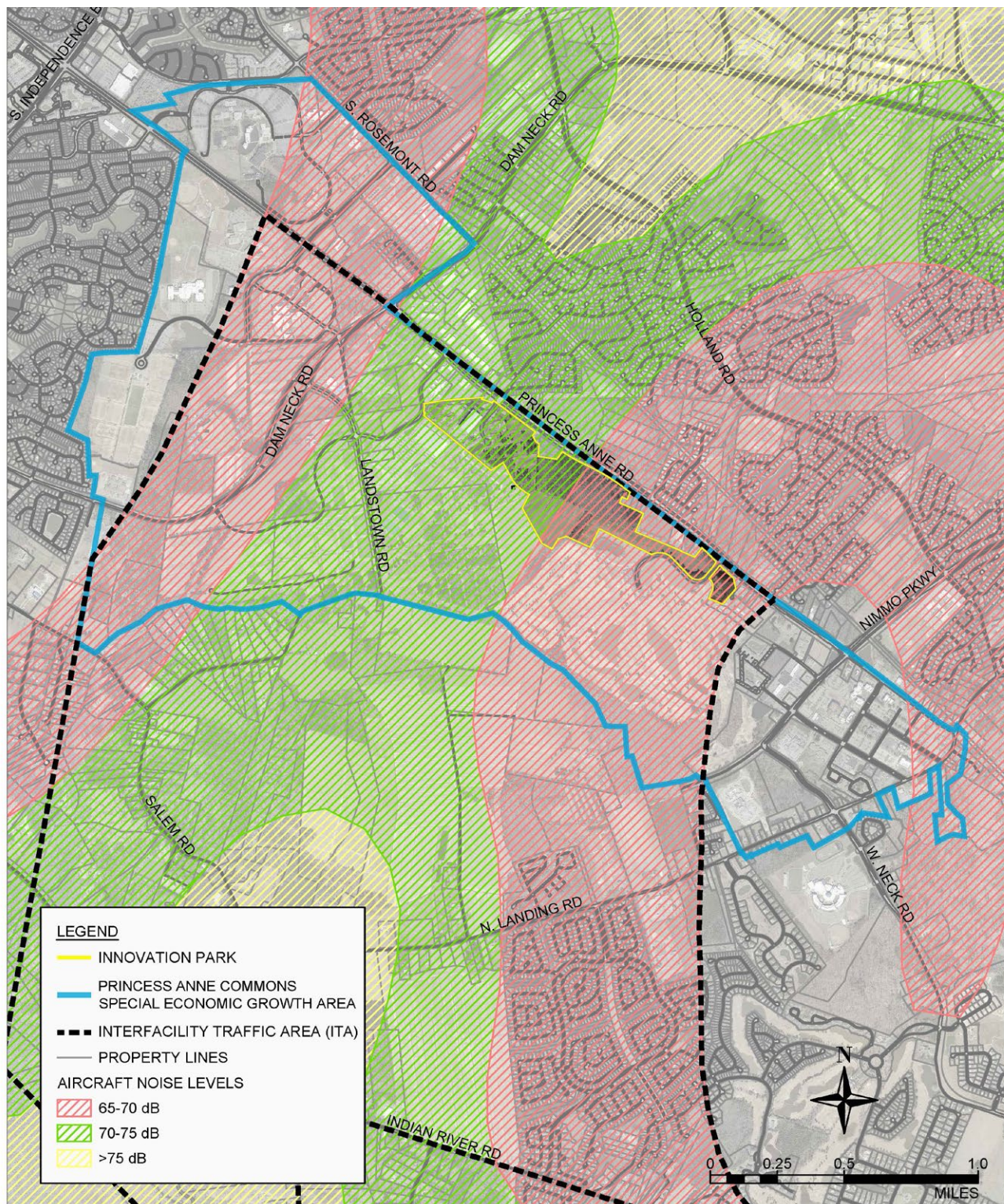
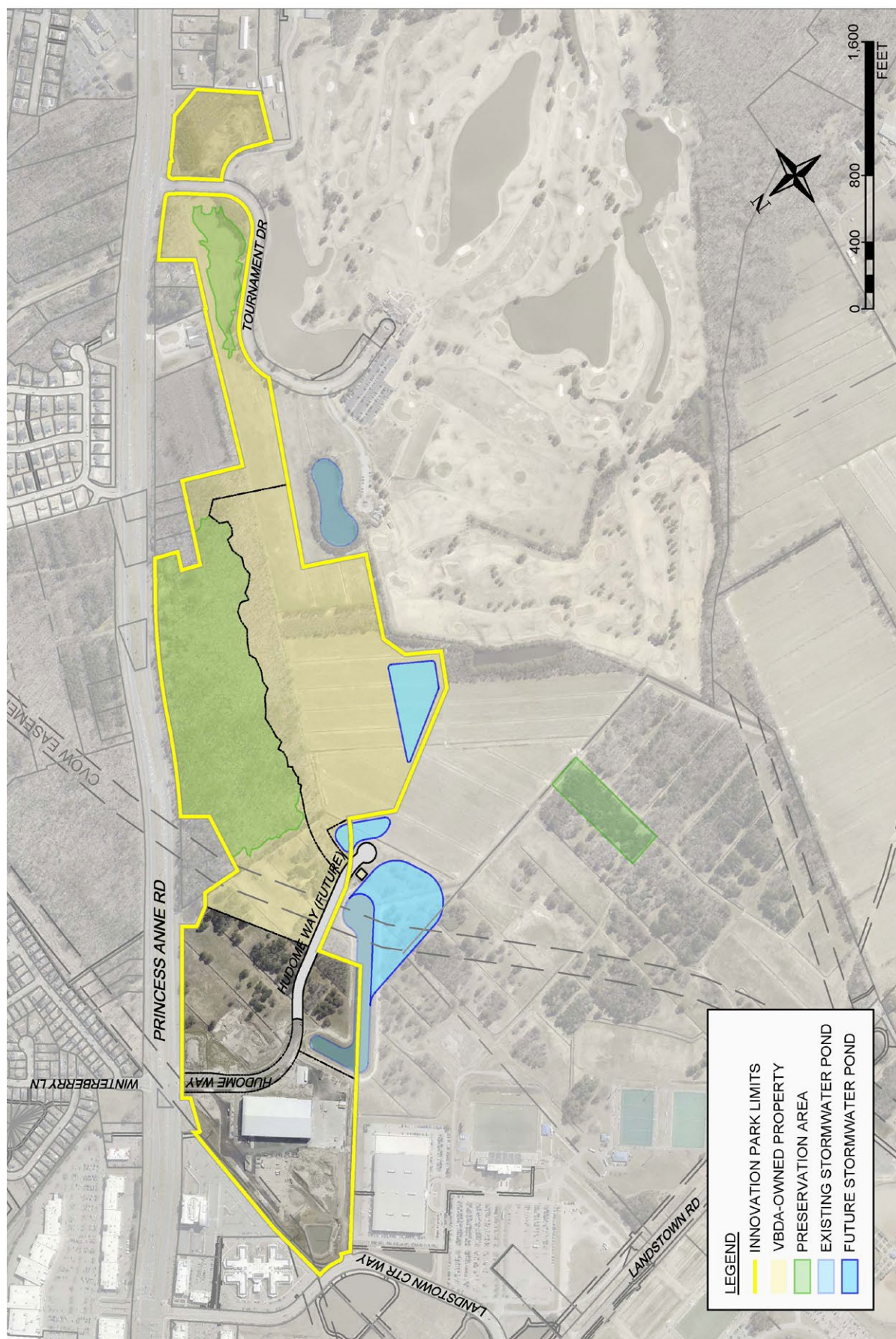


FIGURE 1.1 Princess Anne Commons



# INNOVATION PARK



**FIGURE 1.2** Innovation Park Boundary



## 1.4 PURPOSE OF THESE GUIDELINES

The Innovation Park will support innovation in the fields of medicine, research, finance, technology, advanced manufacturing and more. To do so, it is critical that the physical structures supporting these uses also depict innovation by design. These guidelines follow the Comprehensive Plan's general recommendations for Princess Anne Commons and provide guidance on site and building design for development within the Innovation Park to:

- Assist property owners and developers regarding appropriate design
- Encourage innovation and creativity
- Harmonize and enhance the visual appeal of the Innovation Park developments and the general ambiance of Princess Anne Commons

## 1.5 THE 'DESIGN VOCABULARY' OF PRINCESS ANNE COMMONS

As the Innovation Park grows, its development should harmonize with the surrounding Princess Anne Commons environs. See FIGURES 1.3-1.13 for common site and building design, form, materials, colors, and landscape foundation precedent.

## 1.6 APPLICABLE CODES

At the time of this document's adoption, the majority of the land within the Innovation Park is owned by the Virginia Beach Development Authority. Development of land within the Innovation Park is governed by the following requirements and restrictions but not limited to:

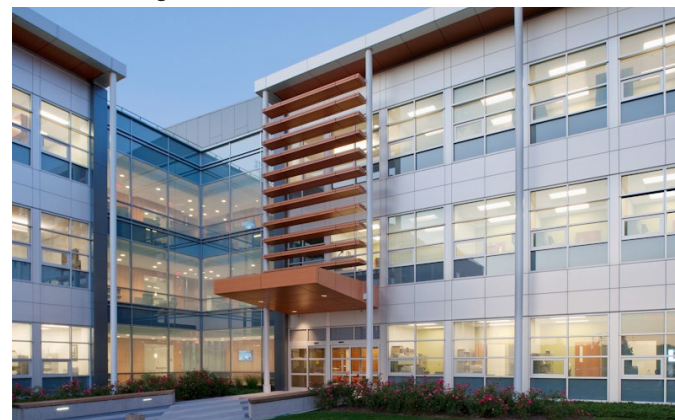
- The recorded zoning proffers of the VBDA
- The City of Virginia Beach Zoning and Subdivision ordinances, as amended
- The City of Virginia Beach Public Works Design Standards Manual, as amended

It is the responsibility of the individual site developer to verify and conform to all requirements of governing agencies and obtain and maintain all necessary permits.

## Contemporary Shapes and Forms



**FIGURE 1.3** Virginia Beach Parks and Recreation Administration



**FIGURE 1.4** Regional Health Professions Center, Tidewater Community



**FIGURE 1.5** Sentara Princess Anne Hospital



**FIGURE 1.6** Children's Hospital of The King's Daughters



## Building Materials and Color Palette



**FIGURE 1.7** LifeNet Health



**FIGURE 1.8** Joint-Use Library

## Planting and Outdoor Spaces



**FIGURE 1.10** Landstown Centre Outdoor Spaces



**FIGURE 1.11** Landstown Commons Courtyard

## Water Features



**FIGURE 1.12** Sentara Courtyard Foun-



**FIGURE 1.13** Landstown Commons Plaza



# SITE DESIGN

## 2.1 ACCESS AND CIRCULATION

**Pathways and Crossings:** Where appropriate, pedestrian pathways not necessarily associated with the public roadways fronting the property should be provided in developments. Pedestrian pathways should be located within a planted or natural area that may consist of a significant stand of trees, unusual topographic conditions, natural drainage patterns, or other natural features.

Pathways should be constructed of a durable, low-maintenance material such as asphalt or concrete.

**Access:** Clearly mark and efficiently place vehicular and non-vehicular access to all new developments during the planning and development process. Vehicular and pedestrian access should be distinct and clearly separated. No vehicular access is permitted directly from Princess Anne Road. Coordinate access with or provide access from the secondary street system or by cross-parcel easements whenever possible.

**Circulation:** There should be an internal circulation system that provides safe and convenient access to uses within the development site. Where compatible land uses adjoin one another, access from the internal circulation system to surrounding properties should be provided.

**Entrances and Driveways:** Entrances and driveways should permit safe and convenient pedestrian crossings where they intersect sidewalks and other pedestrian access ways. To minimize traffic conflicts, entrances and exits to a development should be consolidated to the greatest extent possible and be located a sufficient distance away from street intersections.

## 2.2 PARKING

Parking areas are not permitted between the building and Princess Anne Road right-of-way for properties with frontage along Princess Anne Road.



**FIGURE 2.1** Regional Health Professions Center at Virginia Beach designed with surface parking located at the rear of the site and well connected internal circulation system.



**FIGURE 2.2** Existing multi-modal pathway in the Innovation Park.

To the greatest extent possible, parking areas should be located in the rear of the site, well planted and broken up into separate sub-areas to avoid the 'sea of asphalt' appearance.

**Access:** Access between parking areas on separate lots should be accomplished through use of shared-access easements, which join the lots. Individual curb cuts for each parking area onto roadways is discouraged. Internal circulation roads on a parcel should be designed with stubs to adjoining undeveloped parcels that will provide future shared access.

**Bicycle Parking:** As required by Sec. 203(b) of the City Code, areas for the parking of bicycles and motorcycles must be provided on site with ready



## 2.3 FENCING

Perimeter fencing is a crucial physical security element to certain facilities in order to funnel visitors to designated entry points. Therefore fencing is permitted where it is necessary for security and screening purposes only.

Fencing should be limited to side and rear yards and coupled with planting. When fencing fronts any primary public roadways it shall be located behind a continuous landscape screen or vegetated berm a minimum of three foot in height, making the plantings the most visible feature from the street or adjacent parcels. Fencing in front yards shall be decorative use only and not visually obstruct the building. Metal fencing with neutral color is preferred.



**FIGURE 2.3** An example of planted buffer at the Park.



**FIGURE 2.4** Metal perimeter fencing with neutral color is preferable.

Source: [Lang+Fulton](#)

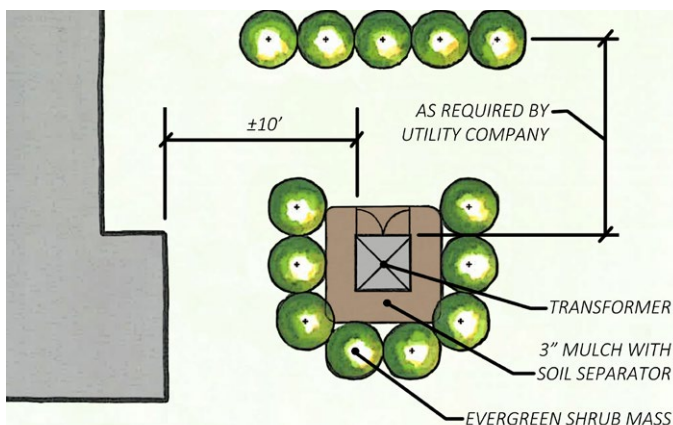
## 2.4 LANDSCAPE AND PLANTINGS

The Innovation Park is intended to have a park-like setting with continuity of open spaces from the surrounding Princess Anne Commons. Therefore, in addition to adherence to the City of Virginia Beach Landscape Ordinance for plant species, parking lot and foundation landscaping, screening and tree planting specification standards, the following additional requirements apply within the Innovation Park:

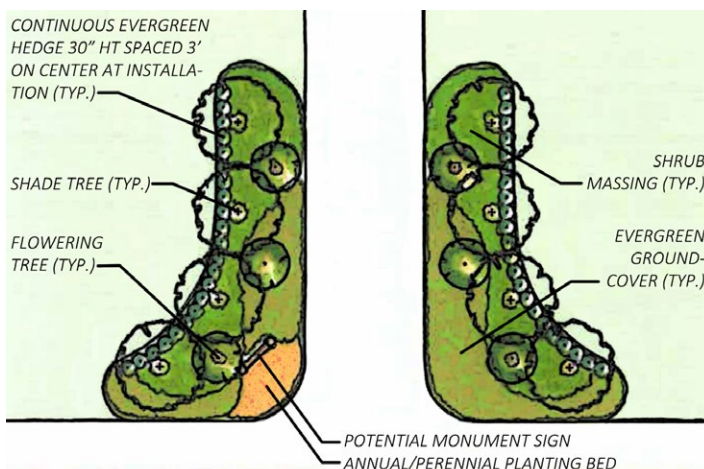
1. Existing natural characteristics, such as the site's topography, hydrology, soils, vegetation, natural drainage patterns and wetlands, should be identified and conserved. Building design placement should be configured to work with these natural site conditions.
2. Building entrances, utility transformers, loading refuse, and outdoor storage areas, parking lots, entry drives and any property frontage along Princess Anne Road, shall be well landscaped with a combination of trees, shrubs and ground covers above and beyond what is required in the City of Virginia Beach Landscape Ordinance, as amended. Any existing healthy, mature vegetation within the required setback from Princess Anne Road shall be preserved and protected.
3. Sod, rather than seeding is required within 50' of the front of the building; all adjoining roads shall have sod along the entire property line for a minimum of 30'. All other lawn areas not receiving sod may be seeded.
4. All planting beds should be covered with a 3" layer of shredded hardwood mulch.
5. Street trees shall be placed along all roadways within the Park at a minimum of one shade tree every 35' of the property line that abuts the roadway. The spacing of all new required street trees should tie into existing trees and maintain the 35' spacing on center. Existing healthy, mature vegetation that is preserved along the frontage of Princess Anne Road may be counted in lieu of the required street trees for Princess Anne Road at the discretion of the City of Virginia Beach Planning Department.



6. Flowering trees should be provided in front of buildings and along main entryways.
7. An irrigation system is required for all new planting and sod areas up to the property line. The irrigation system should be adequate to maintain healthy plant life.
8. Continuous evergreen screening is required around any visible loading, storage, staging or refuse area. The minimum height of shrubs at installation should be three feet with maximum spacing of three feet on center. The minimum height of evergreen trees should be four to five feet in height with maximum spacing of eight feet on center. A planted landscape berm may be substituted and shall be a minimum height of three feet.
9. All site utilities should be screened with evergreen shrubs with maximum spacing of three feet on center. The height of shrubs at installation should be a minimum height of four to five feet.



**FIGURE 2.5** Example transformer screening plan



**FIGURE 2.6** Example entry drive planting plan

Note: The landscape architect shall respond to all visibility triangle requirements for intersections.

## 2.5 SIGNAGE

All signage in the Innovation Park must comply with the Sign Regulations of the City of Virginia Beach zoning ordinance, as amended. In addition, the following sign regulations apply:

1. Plastic letters shall not be permitted for building-mounted signs.
2. The size, location on the façade, color, material and finish of the letters and/or logo shall be compatible with the building architecture.
3. All conduits, raceways and transformers shall be concealed so that they are not visible.
4. In multi-tenant buildings where storefront entrances are used, sign information shall be limited to the company name, company logo and suite number.
5. Maintenance of all signs is required and the responsibility of the tenant/owner. Signs shall be kept clean and in a state of good repair at all times.
6. Temporary signs are only permitted during active construction of the permanent facility and shall be removed upon issuance of the Certificate of Occupancy by the City of Virginia Beach.
7. All temporary signs shall be ground mounted.
8. Only one project construction sign located on site shall be permitted.
9. Only one real estate sign shall be permitted per building and shall be allowed for six months maximum.
10. Violations and/or non-compliance with the above will allow the VBDA to remove the non-conforming signs at the expense of the owner/tenant.

## 2.6 OUTDOOR AMENITY AREAS

Outdoor amenity areas, such as entry courtyards, break areas, patios and pavilions, for employees and visitors to the businesses within the Park are highly encouraged. When provided, the outdoor amenity area must be well lit, connected to the Park circulation system, well maintained and provide shade and low-maintenance durable site furniture designed for outdoor use.



## SEC. 3 INNOVATION PARK

# BUILDING DESIGN

The relationship of buildings to the public and private spaces is critical to the overall success of the Innovation Park's site development. A building's architectural elements provide an environment that ensures quality and a sense of place.

Building placement, massing, and appearance define this relationship. Each building's architectural style, form, architectural details, exterior materials, textures, and color work together to provide an environment that ensures quality and a sense of place.

### 3.1 BUILDING PLACEMENT AND ARCHITECTURAL STYLE

The following provides general guidelines about the placement and design of buildings on a site for corporate, research, medical facilities, light industrial, office, advanced manufacturing and academic facilities. Construction of such facilities are governed by the City of Virginia Beach Zoning Ordinance and the Virginia Statewide Building Code, latest amended edition.

- Building designs shall express a unified theme by means of architectural style, materiality, colors, form and scale.
- Building placement and architectural style shall be a development of one-story or multi-story buildings (dependent on use), set in a landscaped environment, maintaining an aesthetic continuity.
- Building design's individuality and creativity shall be expressed and integrated into the design context of the surrounding area.
- All building designs will be subject to the approval of the City (through the Proffers of the Conditional Zoning Agreement) and the VBDA.



**FIGURE 3.1** Illuminated glass façade strategically creates a unique focal feature to a building's facade. Image: Regional Health Professions Center, Tidewater Community College; Source: [EYP Architecture + Engineering](#).



**FIGURE 3.2** Building facade shall include a well-integrated, defined focal entry. Image: Franklin Square Hospital Center



**FIGURE 3.3** Varying building massing is encouraged to break-up large building footprints; Source: [Cal Valley Contractors Inc.](#)



## 3.2 FORM AND BUILDING MASSING

Massing influences the sense of space which the building encloses, and helps define both the interior space and the exterior shape of the building. Employing horizontal and vertical elements can help organize building massing forms. Breaking the footprint of a large buildings into smaller parts and varying a building's height is required along the façades with views from public roadways.

## 3.3 BUILDING FAÇADE

Building façade plays an integral role in providing a unifying element along the streetscape and continuity. The front face(s) and façades with views from public roadways shall incorporate higher

levels of architectural articulation such as cornices, expression of structural or architectural bays, recessed windows or doors, material or material module changes, color and/or texture differences, or strongly expressed mullions. Continuity of design is encouraged on the side and rear faces.

## 3.4 EXTERIOR MATERIALS AND PALETTE

Exterior building materials shall be of high quality, durable, aesthetically pleasing and sustainable. Permitted materials include, but are not limited to, brick, stone, concrete masonry, glass, and metal panels. Combination of compatible materials is preferred.



**FIGURE 3.4** Facility with vertical/horizontal facade articulation and unifying material, such as glazing. Image: Motorola Campus in Libertyville, Illinois; Source: [Blue Water Builders](#)



**FIGURE 3.6** Offsets and cantilevered elements can create a unique building facade and focal feature. Image: Entertainment and Sports Arena, Washington, DC; Source: [Events DC](#)



**FIGURE 3.5** Exterior building materials shall vary by unifying colors and materiality. Image: Tacoma Recovery and Transfer Center (LEED® Gold Certified); Source: [Architect Magazine](#)



**FIGURE 3.7** Use of color is encouraged to enhance focal points and serve as an accents to the structure. Image: Haydon Building Corporation Headquarters, Phoenix, Arizona; Source: [Haydon Building Corp.](#)

However, use of one type of materiality is also acceptable, provided that layering of varying colors or shapes or similar techniques thereof are employed along the building face(s) adjacent to primary right-of-ways to maintain an articulated facade and avoid a monolithic appearance. Bare or painted concrete as the only exterior façade material is strongly discouraged. Exterior insulated finishes (EIFs) should not be used below the first-floor elevation except when used as soffits.

An identifiable break should be provided between a building's ground or second floor and the upper floors. These breaks may consist of material or fenestration changes or similar means. Employing such design contributes to a better articulated building facade.

Colors, materials, finishes, and architectural features shall be coordinated in a consistent manner on all elevations and complement one another. Bright colors shall be used as building accents only to provide visual interest.



**FIGURE 3.10** Subtle use of color and proper integration with natural colored building materials. Image: Regional Health Professions Center, Tidewater Community College; Source: [Greenmun Engineering](#).

### 3.5 BUILDING SCREENING

A side or rear fence or wall system may be used to screen dumpsters, loading areas, storage, staging or mechanical or similar equipment from view from the public right-of-way of any street more than twenty (20) feet in width. Such screening shall be made of the same or compatible material and color of the principal structure.

***Mechanical Equipment:*** Ground level mechanical equipment that cannot be located inside the building should be screened with an enclosure or structure incorporated into the main building. The design, materials, and colors of such screening should be complementary with the main building.

Rooftop mechanical equipment (including elevator rooms) should be screened so as to not be visible from the ground level or areas adjacent to the building. Horizontal (flat) roof forms should be screened by extensions of the building wall planes (parapet).



**FIGURE 3.8** Proper integration of masonry and glass



**FIGURE 3.9** Use of metal panels for light industrial use facilities is acceptable. Layering of the same material or with other compatible materials is preferred. Image: Tacoma Recovery and Transfer Center (LEED® Gold Certified)



**FIGURE 3.11** Ground level mechanical equipment must be screened from public view. Source: [Industrial Louvers, Inc.](#)

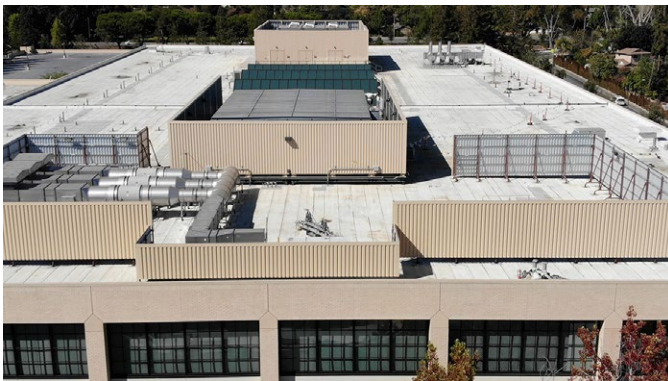


### ***Outdoor Storage, Staging and Services Areas***

Loading/service, outdoor storage and staging areas are permitted in the Park but must be fully concealed from public right-of-way view and located at the rear of the building to the greatest extent possible. Year-round screening may consist of walls and plant materials. Wall screening materials must be compatible with the primary structure. Access to these areas should be minimized and arranged so that maneuvering is avoided on public streets.

### **3.6 EXTERIOR BUILDING LIGHTING**

Each project should develop a system or family of lighting with layers that contribute to the night-time experience, including façade uplighting, sign and display window illumination, landscape, parking area, security, and pedestrian lighting.



**FIGURE 3.12** If visible from public view, rooftop mechanical equipment should be screened. Source: [ADCO Roofing and Waterproofing](#)



**FIGURE 3.13** Dumpster areas must be enclosed from public views.

Outdoor site lighting must primarily be used to provide safety, accentuate architectural elements, and emphasize landscape features. Light fixtures must be designed as an integral design element complimenting the project design by color and style. Site and building lighting shall meet the following conditions:

- Accent lighting of buildings and signage is required.
- Low bollard fixtures or landscape lighting is recommended for walkways and building entries.
- Lighting in parking lots, walkways, signage and on all buildings shall be LED. Lights spillage onto adjacent properties and the right-of-way shall be minimized.
- All lighting adjacent to residential areas will be placed in such a way to prevent glare or overflow lighting into these areas.
- All lighting fixtures must be shielded and directed downward to minimize the amount of light spill into the night sky. Designs to meet Dark Sky compliance are encouraged.
- Integrate security lighting into the architectural and landscape lighting system. Security lighting should not be distinguishable from the project's overall lighting system. Building-mounted flood lights will not be permitted, except in completely internalized service courts.



**FIGURE 3.14** Example of lighting fixtures at Tidewater Community College Virginia Beach Student Center

The Innovation Park is governed by the recorded zoning proffers of the VBDA. Each potential buyer and site developer shall be responsible for verification of all code requirements at the time purchase and development. This section details the review and approval process of the VBDA. The requirements contained in these guidelines do not supersede a separate and independent review and approval process that will be required from the Department of Planning and Community Development.

#### **4.1 DEVELOPMENT PROCEDURES**

Prior to the commencement of project design, the project owner and the design professionals are required to review the Design Guidelines. They shall be publicly available on the VBDA website and provided upon request from a VBDA representative.

Prior to the commencement of any site improvements such as construction or building modifications, paving, drainage or any other permanent improvements, the owner, lessee, or occupant of any site within the Innovation Park shall first submit plans of the improvements for VBDA's review and approval.

#### **4.2 SUBMITTAL REQUIREMENTS**

The VBDA requires one complete digital set of plans be submitted at:

1. The concept stage before permits for the work are sought or a site plan is submitted.
2. The final approval stage prior to final site plan approval or building permit approval.
3. As-built drawings once the construction is complete for VBDA records.

##### **All submittals shall include:**

- Property lines
- The building location and overall dimensions
- Site circulation and parking

- Anticipated stormwater management practices
- Location of loading, utility and service areas
- Elevations in color with materials described
- Landscape and planting areas

If plan submittals are not sufficient, complete, or are otherwise inadequate, the VBDA shall reject the submittal until requirements are met. Any revisions, additions or alterations to any portion of the approved plans shall be subject to review and approval.

#### **4.3 BASIS OF VBDA APPROVAL**

Review of plans shall be performed by VBDA's Department of Economic Development arm and/or VBDA's architectural, engineering and landscape consultants, who herein afterward shall be referred to as "the Staff".

Approval of plans must be given by the Staff prior to commencement of any construction. Approval of any design will be good for a one (1) year period. After which time, if construction has not started the developer may be required to resubmit.

Variations to the Design Guidelines not encompassed by the proffers of the affected property may be considered upon receiving a written recommendation from the VBDA as to whether the plans submitted should be approved or rejected. Final determination to deviate from the Design Guidelines shall rest solely with the Director of Planning and Community Development.

#### **4.4 REVIEW TIME**

The VBDA staff shall receive proposals for review a minimum of fourteen (14) days prior to the third Tuesday of each month. The review comments shall be available from the VBDA staff within two weeks of the third Tuesday.