

Study Group Meeting (#2)
Big Woods EDA-owned assemblage North Side of Victory Blvd
830 Poquoson Avenue – November 29, 2016 – 5:30 – 7:30 pm

Attendance:

Donald Booth, EDA Chairman, Alan Meetze, EDA Vice Chairman, Tim Trant & Henry Freeman, EDA Directors, Carey Freeman, Vice-Mayor, Gus Goddin, Planning Commission, Rick Weddle, HREDA, Dave Callis, Director ED, Charity Gavaza, ED, Dannon O'Connell, Planning

Goals of Chairman for meeting: The primary goal is to finalize the Guiding Principles (one by one) to remove perceived conflicts and identify the final list for refinement and presentation to council. Our next task is to create a master list of known (or unknown) barriers to development, that we will refine and complete a deeper dive into each of these to identify the opportunities that we have to remove, refine, define, or minimize any of these barriers to a future development.

Chairman Booth opened the meeting with pre-assigned sheets for discussion:

- Gateway Quality
- Traffic
- Existing Business Corridor
- Public connection – Y/N – Revenue Generating
- Recreation/Sports/Culture
- Enhance Quality of Life – Shopping Opportunities
- Jobs/Employment
- Prohibited Uses
 - Residential? Mixed use ok?
 - Industrial? Clean ok?
 - Manufacturing/R&D?
 - Use or Aesthetics most important?
- Scale of Development
- Assessment Value

Are the Guiding Principles OK as they stand or need additional discussion of Design Quality?
NOT strip mall, piecemeal, residential or industrial

Considerations for Building Design: Height, Placement, Parking (Hidden in rear vs traditional strip center), Quality Materials, Landscaping, Uses

Much discussion ensued regarding appropriate USES and Design Elements. It was suggested that consideration of what is NOT permitted may be more relevant than what is allowed. Approved design elements of Legacy will help set the standard.

Two, possibly three, paths could assist in controlling aesthetics:

- 1.) By Right Use
- 2.) Village Commercial overlay – bypass ARB - requires submittal of Master Plan (could add architectural Guidelines)
- 3.) CC&Rs could be considered

Desire stringent quality controls, but concern about excessive constraints to development.

Director Meetze wanted to consider how to address smaller parcels.

Director Freeman wanted to define “residential” since not all residential should be restricted. Mixed Use development allowed in overlay and is very popular now. The term “New Urbanism” came up with regard to mixed use projects. (is an [urban design](#) movement which promotes environmentally friendly habits by creating [walkable](#) neighborhoods containing a wide range of housing and job types.^[1] It arose in the United States in the early 1980s, and has gradually influenced many aspects of [real estate development](#), [urban planning](#), and municipal [land-use](#) strategies.)

Uses such as Flex Warehouse would likely be eliminated by requirement for higher quality materials and parking restrictions.

While it was generally agreed that ancillary input of the group would be important to include in its report presentation to City Council, it was acknowledged that the EDA Study Group’s primary focus and charge from City Council is the determination and recommendation of the EDA-owned six (6) parcel assemblage on the north side of Victory Blvd.

TRAFFIC

City Council, likely based on citizen input, is concerned about not having a negative impact on traffic. The study group discussed requiring a master transportation plan when proposals are submitted.

EXISTING BUSINESS CORRIDOR

Perhaps should NOT be a Guiding Principal. While not intent on demolishing existing corridor, desire to bring in new, fresh businesses and allow free market competition to occur. The EDA does not want to have any non-compete clauses .

The potential for putting a public building on the EDA property was discussed and the predominant concern was that the property should be revenue generating. That may not preclude the consideration of a profitable Sports Plex or cultural venue on the property.

Citizens of Poquoson are interested in maintaining Quality of Life and Increasing Assets.

JOBS/EMPLOYMENT

Director Meetze is still interested in removing barriers to development, specifically rezoning R&D parcel.

Chairman Booth suggested merging several Guiding Principles and rewording to meet the tenants of evening discussions.

Next meeting planned for January 17th at 5:30 pm.