



Technical Assistance Panel

The Revitalization of Ettrick Village at Virginia State University

February 25-26, 2013

Sponsored by:



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ULI – the Urban Land Institute – is an international nonprofit research and education organization that promotes responsible use of land and responsible leadership to enhance and sustain communities worldwide. Founded in 1936, the institute now has more than 30,000 members worldwide representing the entire spectrum of land use and real estate development disciplines, working in private enterprise and public service.

Part of ULI's community outreach program is to offer professional services to evaluate specific issues. One of those programs is ULI's Technical Assistance Program (TAP). A TAP session is usually a day and a half long and brings together experts in the real estate and development industry to deal with three to four well defined questions related to a land use issue. The TAP is staffed by local ULI members and Fellows with ULI. Expenses are covered by the sponsor or contracting entity requesting ULI's services. Briefing books are provided to the TAP panel members prior to the TAP and a written report of the finding follows the event.

A TAP session for "The Revitalization of Ettrick Village at Virginia State University" was requested by Chesterfield County's Planning Department and the Virginia State University Foundation and supported by the Richmond District Council of ULI, and coordinated by the TAP committee.

For more information about the Technical Assistance Program or to explore how a formal request can be made, please contact Muriel Rodriguez, Chairperson of the ULI Richmond TAP committee.

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Or contact ULI Richmond via email at abbie.zwicke@uli.org. For more information on the Urban Land Institute visit www.uli.org.

Acknowledgements

ULI-Richmond District Council would like to acknowledge those whose generous contributions of time and knowledge made the Revitalization of Ettrick Village at Virginia State University TAP a success. We recognize and thank TAP's sponsor representatives from the County of Chesterfield Zach Mayo, Kirk Turner, and Glenn Larson for their invaluable assistance and for the production of the panel briefing books.

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We gratefully acknowledge County staff for making themselves available for questions and answers during the panel discussion. Thank you to Matoaca District Supervisor Steve Elswick and Planning Commissioner Dr. Edgar Wallin for addressing concerns and questions from the stakeholders during the Panel's presentation.

We give a heartfelt thank you to each of the Panel members for generously sharing their time and expertise. And finally, thanks to the ULI Richmond TAP committee members for their hard work and diligence throughout the TAP process.

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The Panel

The Urban Land Institute (ULI) Richmond District Council's Technical Assistance Panel (TAP) was tasked to formulate a vision for the Redevelopment of Ettrick Village at Virginia State University. A multi-disciplinary panel of commercial real estate professionals was assembled for this TAP. Participating panel members are listed below followed by brief summaries of their individual qualifications.

Panelist	Specialty
John D. Keegan, P.E.	TAP Panel Chairperson, Moderator Mixed-use student housing development
Randy Holmes, Jr., AIA	Architecture and land planning
Erich Strohacker	Transportation engineering, traffic, and parking studies
Nancy Buchanan	Real estate finance and investment; acquisitions, sales, and development of mixed-use retail and housing projects for higher education
Craig Amos	Hotel development
Loretta Cataldi	Retail leasing and sales
Chris Corrada	Large commercial and residential community development



John D. Keegan, P.E. is Vice President for Gilbane Development Company and head of its Mid-Atlantic regional office based in Tysons Corner, Virginia. A 26-year veteran of Gilbane, Mr. Keegan possesses experience in both real estate development and construction management and has over the past several years developed a notable

portfolio of public-private partnership (PPP) projects for state, local, federal, K-12, and higher education clients.

Mr. Keegan has been particularly active in delivering projects under Virginia's Public-Private Education Facilities and Infrastructure Act (PPEA). Of note, he has led Gilbane's development of several healthcare and higher education facilities, certain of which were among the first such PPEA projects in Virginia.

For higher education clients, Mr. Keegan has provided real estate development services under public-private partnerships, including land use and development consulting, finance and advisory services, and turnkey delivery of recreation centers, performing arts centers, life sciences facilities, and mixed-use student housing (both on and off-campus).

Randy Holmes, Jr., AIA, is the President and Senior Principal at Glavé & Holmes Architecture in Richmond, Virginia. For more than 25 years, he has specialized in the design, renovation and adaptive reuse of historic buildings or projects in unique settings. His expertise allows him to work on a number of project types including cultural facilities, academic buildings, private residences and hospitality venues throughout Virginia and the southeast. Several prominent Virginia structures, such as the William Smith Morton Library at Union Presbyterian Seminary, the Morven Carriage Museum, and buildings on the campuses of the Lewis Ginter Botanical Garden and the Jamestown Settlement, have been influenced by his enduring design that aspires from a contextual understanding and celebrates the human spirit.

An award-winning architect, Mr. Holmes has received recognition for many of his designs including *Architectural Digest*, the Virginia Society of the American Institute of Architects, and *American School & University*.

Erich Strohhacker is the Transportation Group Leader at Bowman Consulting. He has over 16 years of experience in providing transportation engineering services to public and private clients. Mr. Strohhacker has provided transportation services in VA, NC, WV, MD, DC, SC, and TX markets, obtained professional registration in VA, NC, and MD, and earned his Professional Traffic Operations Engineer (PTOE) certification. Mr. Strohhacker is a member of the Institute of Transportation Engineers and has been honored to participate in presentations at Hirschler Fleischer, GRACRE, and McGuire Woods with a focus on the latest issues concerning the transportation industry. To date, Mr. Strohhacker has provided his engineering expertise on 100+ projects in delivering professional services throughout the southeast, but with a focus on the Commonwealth.

Since moving to the Metro Richmond area in 2002, Mr. Strohhacker has had the opportunity to provide his expertise in conducting a wide range of traffic studies to

include Chapter 527 TIA Studies, parking studies, transportation safety studies, access management waivers/ studies, and signal system timing plan studies.

Nancy Buchanan is an Executive Director and serves as the President and Chief Executive Officer of the William and Mary Real Estate Foundation. The Foundation's mission is to acquire, manage, sell, lease, and develop real properties in support of the educational goals of William and Mary. Most recently Nancy took the lead in developing Tribe Square, a mixed-use retail and housing project on Richmond Road in Williamsburg, Virginia. Nancy is an active member of and past President of the National Association of University Real Estate Officials (AUREO). Nancy was also named one of the Top 20 Women in Richmond Commercial Real Estate in 2010. She holds the MAI designation from the Appraisal Institute and is past President of the Richmond Chapter of Society of Real Estate Appraisers.

Before coming to the Real Estate Foundation in January 2007, she was Director of Real Estate and Insurance Services at Virginia Commonwealth University (VCU). Nancy was instrumental in the acquisition of numerous small properties in order to create what is now the VCU School of Business and the VCU School of Engineering, not to mention additional university housing. She also taught Advance Real Estate Appraising in VCU's School of Business.

Craig Amos serves as the Executive Vice President of Capital Investments for four sister real estate investment trusts collectively referred to as "Apple REIT Companies". Apple REIT Companies currently hold 288 Hilton and Marriott branded hotels located in 36 states within the US. Craig is responsible for overseeing the Capital Investments team, representing the interests of the owner in order to increase shareholder value through asset development, protection, maintenance and improvement.

Craig currently serves on the Residence Inn By Marriott Design and Construction Committee, he holds a Master of Business Administration from Duke University and is an Alumnus of the Harvard Graduate School of Design AMD Real Estate Program.

Loretta Cataldi serves as Senior Vice President at Colliers International. Loretta has over 20 years of commercial real estate experience that includes landlord representation on leasing and sales of mixed-use projects, strip shopping centers, urban storefronts and development properties throughout the Baltimore, Washington and Virginia regions, along with national and local tenant representation. Her background also includes property management. She has exclusive tenant representation for clients including Advance Auto, BJ's Brewhouse, Café Rio, Hand & Stone, Family Dollar, For Eyes, Knockouts, The Children's Place, My Weight Doctor and Vestique.

Loretta is a member and former State Operations Chairman for Southern Virginia ICSC. She has been affiliated with the organization for the past 17 years and currently serves on the Southern Virginia Committee.

Chris Corrada is a Principal of Riverstone Properties, the real estate division of the Riverstone Group/CCA Industries. The Riverstone Group is a private family holding company based in Richmond, Virginia. Riverstone owns numerous operating companies and real estate assets such as the Jefferson Hotel, Kiawah Island Golf Resort, Sea Pines at Hilton Head, the Hermitage Hotel in Nashville, and Keswick Hall and Golf Club.

Riverstone Properties owns and manages a large land portfolio which includes West Creek and CenterPointe in the Richmond area and many large commercial, residential, and timber properties in Virginia, North Carolina, South Carolina, and Florida. Chris is intimately involved in the acquisition, disposition, and development of these properties. He is experienced in the entire development lifecycle including negotiation, acquisition, entitlement, market analysis, financial modeling, master planning, engineering and construction plan analysis, permitting, horizontal and vertical construction management, marketing and sales.

Prior to joining Riverstone in 2011, Chris served as a Vice President and Project Manager with East West Partners of Virginia, a private community development company headquartered in Midlothian, Virginia. He began with the firm after completing his MBA with a concentration in Real Estate and Land Development from Virginia Commonwealth University in 2001. Prior to receiving his MBA Chris worked for the Colorado Section of the PGA in Denver.

In addition to the real estate business, Chris is involved in several professional organizations. He has acted as Treasurer, Programs Chair, Vice Chairman, and Chairman of the Richmond District Council of the Urban Land Institute. He also is a Past President of the Home Building Association of Richmond. He currently is a member of the Virginia Commonwealth University Real Estate Circle of Excellence and serves on the board of the Richmond Golf Association. In his spare time Chris plays competitive amateur golf.

The Stakeholders

Local businesses and organizations considered interested/relevant parties to any significant changes that may occur at VSU and Ettrick Village were identified as Stakeholders. These Stakeholders included:

- City of Colonial Heights
- City of Petersburg
- County of Chesterfield
- CSX Railroad
- Ettrick Neighborhood and Business Foundation
- Virginia Department of Transportation
- Virginia State University
- VSU Real Estate Foundation



Stakeholders were invited to meet with the Panel for discussions regarding history, challenges, concerns, and needs at the subject property. The following stakeholders were invited to attend:

Stakeholder	Business/Specialty
Brandon Randleman	President, VSU Student Government Association
Butch Sirry	VDOT
Charles & Brenda Epps	Owners, Appomattox Drugs, Chesterfield Avenue
Daphne Reid	Member, VSU Board of Visitors
David Meadows	Vice President, Administration and Finance, Virginia State University
Dr. Ronald Terry	Dentist, Local Business Owner
Joyce Henderson	Executive Director, Virginia State University Real Estate Foundation
Keith T. Miller	President, Virginia State University
Latisha Jenkins	Revitalization Office, Chesterfield County
Robert Eanes	Assistant to the County Administrator, Chesterfield County

Roderick Jackson	Owner, Petersburg Realty Company
Sterling Hawkins	Ettrick Neighborhood and Business Foundation
Thomas Mattis	Colonial Heights City Manager
William Johnson	Petersburg City Manager
Young Grant	Owner of multiple properties on Chesterfield Avenue

Stakeholder Feedback

A brief summary of issues and concerns raised by the stakeholders is provided below:

- Students park off campus in front of businesses and in residential areas all day while attending classes. This takes away parking spaces available for customers and business and residential property owners. On-campus student parking passes are available for the academic year. However, students prefer to park for free and walk to class.
- On campus housing is 100% leased and there is a waiting list for apartments. VSU does not plan to develop additional student housing. There is also inadequate housing for returning VSU alumni and college faculty that want to live nearby. In addition, accommodations for out of town guests and visitors to the university are insufficient.
- There is an elementary school in Ettrick Village across the street from the new multi-use center. Should that school remain at its current location or should it be relocated?
- The existing fire station was built in 1932 and is inadequate to accommodate modern firefighting equipment.
- Lack of retail uses. There is a bookstore located on campus and a couple small shops in Ettrick Village.
- Traffic flow in and out of new multi-purpose center along River Road is of concern especially during special events.
- The Ettrick Train Station serves the campus, as well as surrounding community. The station gets very high use during University breaks and at the beginning and ending of the school year. Roads need improvement around the train station.

Questions for TAP Panel

1. How can the University and County best capitalize on the new student convocation/multi-use center? What potential does the planned development of retail (signature restaurant, fast food, banking, VSU bookstore, cleaners, etc.) office space and apartments bordering the facility on Chesterfield Avenue have? How can these developments be designed and integrated with each other, the surrounding community and the main VSU campus? How will growth in the area impact the needs for more student housing and affordable housing for VSU faculty and staff?
2. What is the economic feasibility and impact of a four or five star hotel along the Appomattox River (current site of Simms Hall)?
3. What are the traffic impacts of the planned growth for the area? How will these impacts be addressed?
4. How can we enhance the Ettrick train station and make improvements to make it better for the community?
5. Is there a need or advantage to moving the site of the current fire station to a new location?

Chesterfield County and VSU partnered their request for the Urban Land Institute Richmond to convene this TAP to help tackle the issue of the growth of VSU and the redevelopment of Ettrick Village.

In advance of the meeting, panelists were provided briefing books containing pertinent demographic information, surveys, maps, etc., for review. On the initial meeting day, the panel took a guided bus tour of the area and met with stakeholders prior to deliberations on the questions.



Day two involved discussion of the questions provided to the TAP by the County and VSU. The panel then developed recommendations which were followed by a presentation of the recommendations to the public.

Ettrick is an unincorporated village within Chesterfield County, Virginia. It is located on the Appomattox River across from the City of Petersburg and adjacent to the City of Colonial Heights. The community is centered around Virginia State University, one of two land grant institutions in Virginia. Chartered in 1882 as the oldest state-supported traditionally black universities, the university and its campus is of economic, cultural, and historical significance.

The university is planning to greatly expand its enrollment and facilities, and is studying how to best accommodate and integrate this expected growth into the Ettrick community. The current enrollment of 6,000 students is projected to grow to nearly 10,000 by 2018. The addition of 4,000 students comes with no plans for new on-campus housing thereby increasing the demand for student housing in the immediate area.

Construction of a new student multi-purpose center is currently in the works. The center is proposed at 165,000 square feet with a seating capacity for 6,500 people. It will be located between Second and Third Avenues, adjacent to the VSU campus. Preliminary planning is in progress for a mixed-use development along Chesterfield Avenue - the area's historic main street. This proposed development will consist of private, market rate apartments above retail and service uses.

In addition to VSU, Ettrick also is the home of the Petersburg-Ettrick Amtrak train station. The train station is an asset to Ettrick, Chesterfield County, and the surrounding region.

Key Assumptions

While the County provided overall objectives for the project; no specific decisions have been made with regards to a development vision for Ettrick. The TAP was provided the following assumptions:

- VSU will continue to expand its enrollment and facilities at a rapid rate.
- Ongoing construction of the multi-purpose center will be completed. This center is the key focus of this study, and many of the questions revolve around its construction and incorporation into the overall fabric of the surrounding community.
- The Petersburg-Ettrick Train Station will continue serving the area as a passenger rail stop.

Key Development Objectives

The key objective for Ettrick Village, particularly for the area immediately surrounding VSU, is to provide services that will accommodate the planned expansion of the University. Together with the university, the County sees this opportunity for growth as a way to revitalize the aging Ettrick area and to provide economic development opportunities to area residents.

Another key objective is enhancing the train station within Ettrick. Being able to better tie the train station into the community and region will provide better access for both citizens of the region and VSU students.

Observed Advantages and Barriers

Advantages:

- VSU has continued to acquire parcels of land along Chesterfield Avenue, becoming the primary land owner.
- VSU has identified its interest in growth and expansion. The growth of the University is integral to the revitalization of the area.
- VSU and Chesterfield County leaders enjoy an open and amicable working relationship and communicate effectively.
- Chesterfield County actively supports the expansion of VSU as identified in the recently adopted Comprehensive Plan.
- The train station.

Barriers:

- Access roads to and from VSU (in particular, the multi-purpose center) are all single-lane, leading to traffic congestion that could inhibit use of the facility and cause traffic delays for the surrounding community. The County plans to widen East River Road to four lanes from the County/Colonial Heights line to Chesterfield Avenue. Funding for the project is anticipated in fiscal years 2014 and 2015.

Panel Discussion and Recommendations

Unifying Vision – Putting the “Town” in College Town

VSU is a growing campus with a current enrollment of 6,000 students. Its location is unique because of its proximity to the historic village of Ettrick. Ettrick provides few services and amenities to the University and its residents. The County and VSU are trying to develop plans to help Ettrick Village grow with VSU. The TAP panel noted that efforts need to focus on “Putting the ‘Town’ in College Town.”

VSU and the County have a unique opportunity to create a plan for development of a strong connection between the multi-purpose center as the heart of VSU’s campus and Ettrick Village. Actions suggested to enhance connections included using signage and landscaping at the arrival points at both ends of Chesterfield Avenue. The Panel recommends development of an Architectural Pattern Book containing guidelines for design and construction materials to provide direction for future development so that the historic character and history of Ettrick Village can be preserved. Areas that have successfully maintained architectural consistency are able to grow and change without losing the look and feel that made them desirable in the first place. This could serve as a bridge between the University and the Ettrick community for a growth plan that makes sense for both VSU and Ettrick Village.

Multi-Purpose Center

VSU is currently constructing a multi-purpose center located between Second and Third Avenues that will serve the University as well as Ettrick Village and Chesterfield County. The center will house the University’s mass communications department and replace the current campus gymnasium for indoor sporting events. In addition, the center will be used for concerts, conferences, commencements, and other large events.

The main entrance into new multi-purpose center will face east toward the campus center. The rear of the facility containing the loading docks and delivery area will be visible from East River Road. The Panel recommends the use of landscaping to dress-up and screen the view of the rear loading docks and delivery area from East River Road.

The new multi-purpose center will provide an additional 1,500 parking spaces. Landscaping and the addition of “liner buildings” along Boisseau Street will visually minimize the large parking lot associated with the multi-purpose center. Sidewalks and landscaping along Boisseau Street will also create a walkway that would encourage pedestrian traffic. This walkway can help integrate the VSU campus, the Ettrick community and the multi-purpose center.

Traffic Impacts and Parking

The Virginia State University campus is serviced by three primary corridors. Dupuy Avenue provides access to the campus from the east and north. River Road provides access from the west. Chesterfield Avenue provides access from the south. Based on estimates provided by Chesterfield County, existing traffic demands on these corridors are expected to increase by 100 to 200 percent by the year 2035. With the limitation of overall funding for roadway infrastructure, the village concept envisioned for the campus and adjacent Ettrick Village will provide for overall trip reductions ranging from 25% to 40%. These reductions will capture trips within the Village thereby reducing the overall increase of traffic on the regional facilities that serve the Ettrick Village and the VSU campus.

During the early stages of the development of the study area, efforts to improve transportation facilities should focus on providing sidewalk facility improvements that provide interconnection of key areas. Providing a pedestrian crossing on East River Road between the train station and VSU is important. In addition, focus should be placed on pedestrian-friendly traffic control at key intersections along Chesterfield Avenue within the 'heart' of the Village. Currently, Chesterfield Avenue provides for two-way stop control at all intersections within this area of the village. Consideration should be given to signalized and/or four-way stop control at each intersection between River Road and Main Street. These stop control measures provide improved pedestrian access within a typical cross street intersection.

Parking has been identified as a problem in the Ettrick Village area. Parking will be critical to the success of the village concept as it relates to commercial land uses. University parking uses and village parking uses differ in terms of parking turnover. Turnover is defined as the number of different users utilizing the same parking spot over the course of time. University parking turnover is typically low, as noted by the stakeholders, students leave their cars parked in the same parking spot for a day or more which reduces parking availability for commercial uses that can be measured in minutes or hours.

Implementing parking control measures within the Chesterfield Avenue corridor to prevent long term parking during normal business hours is recommended. These measures should provide ample opportunity for patrons of the existing and future businesses to park. Further, it is recommended to conduct a parking study for the University to better assess overall student demand for parking. The study should provide recommendations on utilizing existing parking areas and plan for future adequate parking areas as the University grows and that meet University goals. University goals may look to modify demand with various parking pricing. One possible solution for meeting long term parking demand is to provide for satellite parking facilities.

Additional concerns related to parking within the study area are specific to non-University users. On-street parking for the residential areas of Ettrick Village will need to be set by the County. As measures are undertaken to protect commercial parking areas, parking demand is expected to increase for on-street parking spaces in the non-University residential areas. One possible solution to address Ettrick citizen concerns is to provide for special parking permits within the residential areas adjacent to the University.

As plans move forward, coordination between the University and the County will be critical to implement parking measures within Ettrick Village and the University that complement each other and balance the need for parking spaces with each user type in the Village. Further, the location of parking areas that are expected to serve the Village 'heart' can be strategically placed to spread traffic demand along the three primary roadway corridors. By placing parking areas on the southern side of the Chesterfield Avenue corridor, it is expected that patrons visiting the area on a daily basis will look to utilize the Petersburg access, lessening traffic demand on the Dupuy corridor. This is a reasonable expectation provided that the parking area is located convenient to the commercial area (five minute walk) with good pedestrian facilities.

Stakeholders expressed their concern regarding increased traffic related to the operation of the new multi-purpose center. The significance of these concerns are evidenced by the plans to improve the existing two-lane roadway of River Road/Dupuy Avenue to a four-lane facility between Chesterfield Avenue and the Chesterfield/Colonial Heights line and to a three-lane facility between the Chesterfield/Colonial Heights line and US 1. These improvements are expected to be completed by 2015 and 2016, respectively.

The Dupuy Road/River Road corridor is expected to serve as the primary corridor for access to the multi-purpose center. With the disconnect in the corridor from a four lane traffic facility in the immediate vicinity of the University to a three lane traffic facility in Colonial Heights, the Panel recommends implementation of a traffic management plan to be utilized on days that the center is expecting high demand. The traffic management plan should permit VSU to determine if an event traffic management plan should be implemented. As attendance increases for a particular event, thresholds should be set that trigger usage of the traffic management plan. When needed, the traffic management plan should include measures that will maximize roadway infrastructure along the Dupuy Road/River Road corridor and utilize 2nd Street, 3rd Street, and 4th Street, as needed, to increase access to the parking areas serving the multi-purpose center.

The Panel recommends that the traffic management plan include development of a 'two lane corridor' between the Center and Interstate 95. A basic two lanes of operation either entering the facility or exiting the facility is expected to reasonably meet peak traffic demands during events. In order to achieve a 'two lane corridor' between the

Center and Interstate 95, spot roadway improvements may be required and a 'reversible lane' on Dupuy between the Chesterfield/Colonial Heights line and US 1 will be needed. Coordination between Virginia State University, Chesterfield County, Colonial Heights, and VDOT will be needed to achieve an effective traffic plan.

Retail

There are currently several small stores along Chesterfield Avenue, nail and hair salons, and auto garages. The Ettrick Deli is the only restaurant in the Village along with a convenience store. The Food Lion shopping center located across the Triple-Nickel Bridge serves the area's grocery needs.

The Panel recommends approximately 10,000 to 15,000 square feet of retail space be developed at the corners of the intersection of Chesterfield Avenue with Boisseau Street to provide a critical link between Ettrick and VSU. This retail would serve both residents and the campus community, capturing off-campus trips and promoting pedestrian traffic. A campus bookstore, restaurant, and other retail/services would be ideal at this retail corner.

Improving the network of sidewalks for pedestrian uses between the VSU campus and Chesterfield Avenue will reduce vehicular traffic. Including building setbacks will help create pedestrian open areas at key intersections. Creating and enforcing parking limitations along Chesterfield Avenue will allow businesses to serve additional patrons.

Apartment housing with future street level retail could be located along Chesterfield Avenue. The Panel recommends that new developments be subject to architectural guidelines that preserve the area's historic character.

Train Station/Hotel

The Ettrick passenger rail station is located on 10 acres off East River Road, northwest of the multi-purpose center. The station is owned by CSX Transportation and leased by Amtrak. Amtrak trains run daily with service to cities as far north as Boston, south to Miami, and east to Norfolk. With the expansion of VSU, Ettrick Station is expected to experience a substantial increase in student ridership and become a more important gateway to the University and Ettrick Village. The current train station was built in 1955 and is visually uninviting. The Panel recommends County leaders meet with Amtrak to develop plans to enhance the character of the train station and its parking area.



Road access to the train station is awkward and needs improvement. Pedestrian enhancements to the train station will improve walkability between the station and the VSU campus. The Panel recommends realignment of Bessie Lane and Granger Street to create a better link between the train station, VSU and Ettrick Village. This improvement will also provide the opportunity to create a gateway to the main part of the Village. In addition, there is an opportunity for this gateway to be a green space/park including location of a monument or historic marker to commemorate important history from the area.

Lack of accommodations for out of town visitors to the campus was expressed as a problem for Ettrick Village. A local hotel would also provide lodging for special events held at the multi-purpose center. The Panel identified the area between the Amtrak station and the Triple Nickel Bridge as a logical space for a limited service hotel.

Fire Station

Ettrick Fire Station #12 was built in the 1930's and is inadequate to accommodate modern firefighting apparatus. The County plans to relocate the fire station to a new facility on land located west of the elementary school. The Panel recommends that the County utilize architectural elements from the design guidelines to create a visually pleasing facility in accordance with Ettrick's history.



The Panel also recommends that the existing fire station building be repurposed into a restaurant with outdoor seating or retail/office space.

Elementary School

The Ettrick Elementary School is located in Ettrick Village across the street from the University. The school serves students from pre-kindergarten to 5th grade. Its close proximity to VSU is not consistent with University uses. Relocation of the school has been studied by the County but such relocation could take years until an appropriate site is identified and funding is available.

If the school is relocated, the Panel recommends that the 15-acre school property be redeveloped into a 500 unit apartment complex to serve VSU's increasing housing demand. Converting the property to residential housing would also provide additional residents to help spur retail growth along Chesterfield Avenue. Private developers would likely be willing to take on this redevelopment opportunity.

Parking at the elementary school site could also be used for overflow parking during special events at the multi-purpose center.

Simms Hall

Simms Hall is located on the southern part of the campus along the Appomattox River. It is also a prominent building at the border between Ettrick and the City of Petersburg. The facility was built in 1938 and is currently vacant. It overlooks the Appomattox River at the gateway to VSU. Nearby is the walking trail and park along the Appomattox.



The Panel recommends redevelopment of Simms Hall with VSU retaining architectural approval. Possible uses include market-rate student/alumni condominiums/apartments,

riverfront dining, or as a public event space for private weddings, receptions, etc. A restaurant/bar user could serve food provided by the University's Agricultural Department.

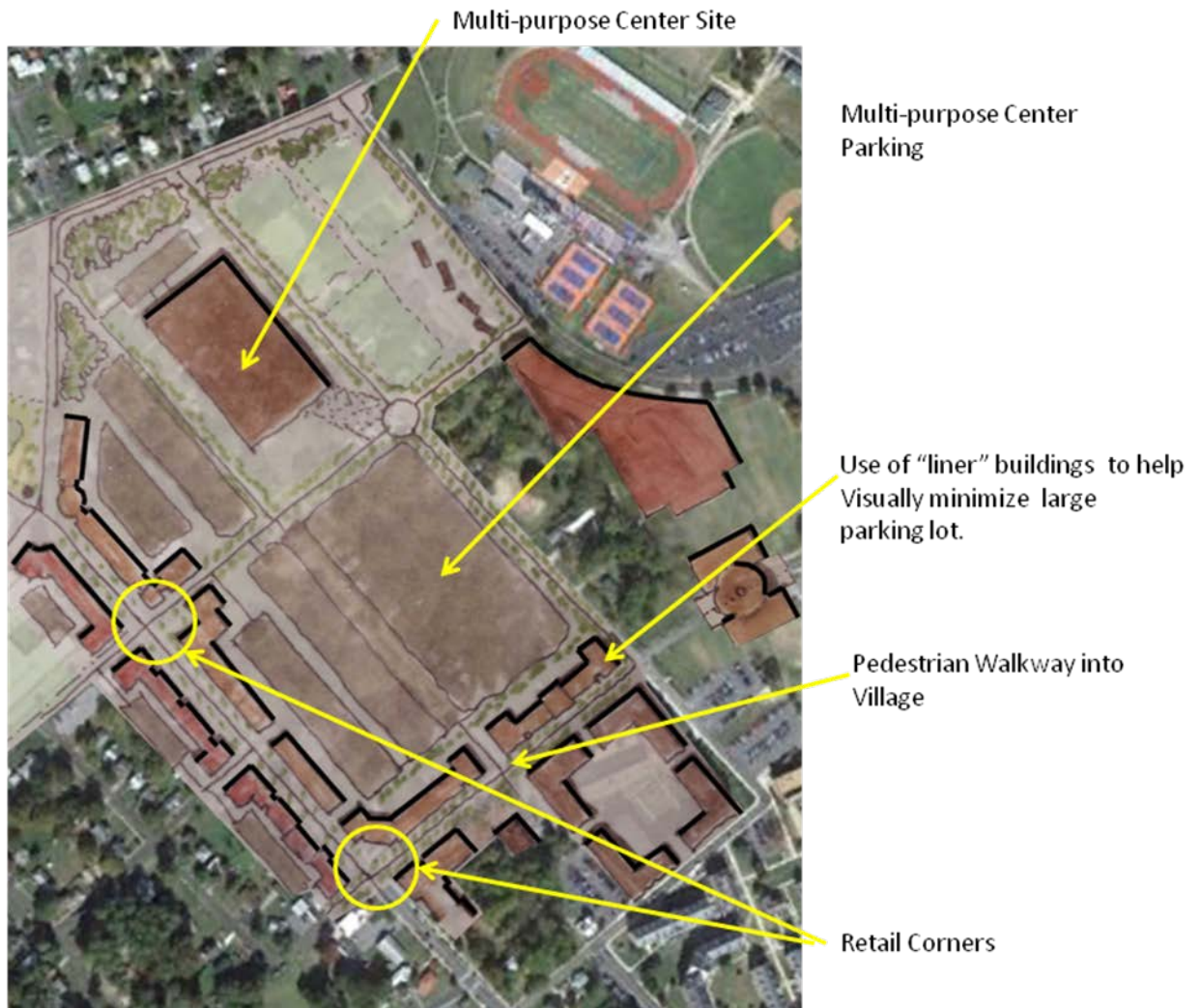
The VSU Foundation and VSU Real Estate Foundation could potentially take advantage of historic tax credits for redeveloping this facility. Funding could also be provided using public-private partnership (PPP or P3).

Linkages/Connectivity

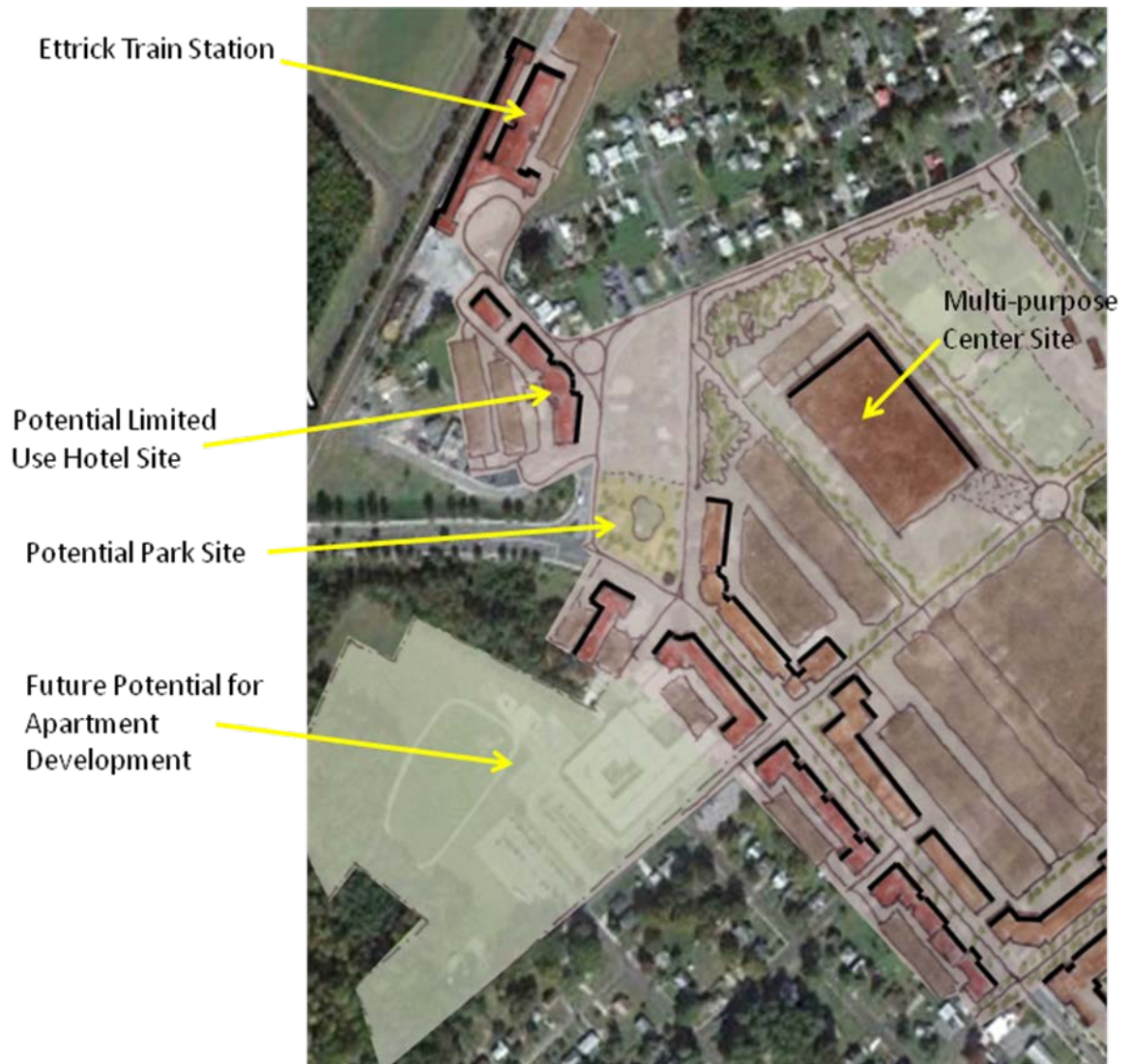
Creating pedestrian friendly corridors and destination points between VSU and Ettrick will promote foot traffic and better connect VSU with to the village. Creating sidewalks along Boisseau Street and creating a "retail corner" of shops, restaurants, etc., at its intersection with Chesterfield Avenue will reduce the need for increased vehicular traffic and trips into Colonial Heights.

The multi-purpose center should also be connected between VSU, the Village and the train station by creating better intersections and walkable spaces. Clear arrival points should be enhanced at both ends of Chesterfield Avenue, especially at East River Road and Chesterfield Avenue.

Conceptual Plan for the Unifying Vision



Conceptual Plan for the Unifying Vision



Summary of Recommendations

Unifying Vision

- Create a “College Town” by improving connections between VSU and Ettrick Village and by providing services and amenities that enhance the student and residents experience.
- Develop Architectural Pattern Book with guidelines for design and construction materials to preserve existing historic character and history.
- Use signage and landscaping at the arrival points at both ends of Chesterfield Avenue.

Multi-purpose Center

- Conceal rear of facility with landscaping to screen loading docks from East River Road.
- Visually minimize parking lot with landscaping and by creating liner buildings along Boisseau Street.

Traffic Impacts and Parking

- Implement traffic management plan during peak event hours.
- Use reversible lanes to move traffic in and out of multi-purpose center.
- Create several arrival points to and from the multi-purpose center parking lot.
- Create and enforce parking limits along Chesterfield Avenue and residential area.
- On-street parking permits for residents.
- Parking study for VSU.

Retail

- Create retail corners at intersections along Chesterfield Avenue
- Initially begin with 10,000 - 15,000 square feet of retail space that will serve both students and the Village (restaurants, stores, etc.)
- Improve pedestrian connection between Boisseau Street and Chesterfield Avenue

Train Station/Hotel

- Meet with Amtrak to discuss possible improvements to existing train station.
- Improve road access from the station to Granger Street.
- Possible location for a limited services hotel with green space for a park.
- Improve signage to this area that will enhance gateway entrance.
- Improve sidewalks that link the train station to the multi-purpose center and the Village.

Fire Station

- Relocate to land west of elementary school.
- Utilize architectural guidelines for new development to preserve existing historic character of the area.
- Existing fire station building should be repurposed into a restaurant with outdoor seating or retail/office space.

Elementary School

- Relocate elementary school in future.
- Redevelop existing school property into residential apartments.
- Use existing school property as a parking area for multi-purpose center event overflow.

Simms Hall

- VSU Foundation and the VSU Real Estate Foundation use historic tax credits to redevelop.
- Adaptive reuse may include:
 - Market rate student/alumni apartments/condominiums.
 - Unique restaurant/bar using food produced by the University's agricultural department.
 - Public event space for private parties, weddings, receptions, etc.

Linkages/Connectivity

- Establish pedestrian corridor along Boisseau Street to Chesterfield Avenue.
- Create clear arrival points at both ends of Chesterfield Avenue.
- Realignment of Bessie Road to Granger Street to improve access to the train station.
- Pedestrian enhancements to improve walkability between the train station, multi-purpose center, and Village.