

CITY OF CHESAPEAKE, VIRGINIA

Chesapeake Design Guidelines

Visual Preference Survey

March 28 – April 24, 2006

- Rank what you like most about living in Chesapeake.
- Rank each photo of residential architecture.
- Rank each photo of a place to go shopping.
- Rank each photo of a new house which might be built in South Norfolk.
- Rank each photo of a new single family residential neighborhood.
- Rank each photo of a townhouse neighborhood.
- Rank each photo of an apartment or condominium neighborhood.
- Rank each photo of a walkable community where people can live, work, and play.
- Rank each photo of a residential parking location.
- Rank each photo of parking near shops.
- Rank each photo of leisure time activity outdoors.
- Rank each photo of screening method.
- Rank each photo of street lighting on a main street.
- Rank each photo of a roadside commercial sign.
- Rank each photo of painting on a residential street.
- Rank each photo of a public sidewalk.
- Rank each photo of a town center development.
- Rank each photo of a drainage feature.
- Rank each photo of a new park.
- Rank each photo of a gateway to Chesapeake when entering the city from one of the adjacent cities: Suffolk, Portsmouth, Norfolk, or Virginia Beach.
- Rank each photo of a gateway to Chesapeake when entering the city from North Carolina.

The City of Chesapeake is issuing a Design Guidelines Manual to help inform and guide development in the City. The Manual is a key component of the City's Comprehensive Plan. The purpose of the Manual is to provide guidance and direction to the City for the review of proposed structures, site amenities, landscaping, and streetscape improvements. Guidelines provide a design context for site planning, building design, and landscape plans. They are intended to provide flexibility to allow for individual diversity but at the same time provide a comprehensive framework to promote a unique and identifiable character for the City and its neighborhoods. Design inspiration should be drawn from the local geography, climate, vegetation, history, and the City's social and cultural patterns. As the City continues to thrive and grow, future development and redevelopment should be appropriate to Chesapeake's history, culture, and natural setting.

You can also pick up copies of the survey at all Chesapeake Public Libraries and the Chesapeake Planning Department located in City Hall.

What are we looking for? We need your input for the Manual - send a letter back to us, call us, or email us. Thank you for your input!

You can access the survey on line at www.cityofchesapeake.net

EDAW

CITY OF CHESAPEAKE, VIRGINIA

Chesapeake Design Guidelines

Visual Preference Survey

March 28 – April 24, 2006

"Chesapeake is a combination of an old county, a city, and many villages and settlements."

"In Chesapeake, natural landforms and the location of waterways have always influenced the pattern of settlement and development and continue to do so today."

"The City is very diverse in terms of its land use patterns... urban, suburban, or rural in nature, the City exhibits all three."

Urban Overlay District

Suburban Overlay District

Rural Overlay District

Great Dismal Swamp

Gateway

Mixed Use Area

Why Design Guidelines?

Design guidelines provide a consistent framework for high quality development and redevelopment within the City of Chesapeake. Chesapeake is a city composed of villages, neighborhoods, and districts that often have distinct settings and separate design characters. By emphasizing quality in the design of the built environment, these disparate places can be enhanced and harmonized with the look of the City as a whole.

Chesapeake's 2026 Comprehensive Plan contains a goal to create a distinctive and high quality design for the City in order to strengthen the city's economic base and long term desirability as a place to live, work, and play. To best reflect the City's development pattern, the Comprehensive Plan establishes three character districts: Urban, Suburban, and Rural. Given the unique character of each of these districts, the Comprehensive Plan calls for the City to develop distinct design guidelines for the mixed use and infill areas within each of the districts.

In addition to the three character districts, the Comprehensive Plan calls for the establishment of distinctive gateways at key entry points into the City. The quality of Chesapeake's gateways, edges, and main transportation corridors leaves an important impression on visitors and residents alike. The current sameness and lack of visual distinctiveness to much of the City's gateways and corridors presents a key opportunity to strengthen Chesapeake's image and identity.

The Design Guidelines project will establish the design principles and standards in a cohesive manual to give guidance and direction to the City for the review of proposed structures, site amenities, landscaping, and streetscape improvements. Guidelines provide a design context for site planning, building design, and landscape plans. They are intended to provide flexibility to allow for individual diversity but at the same time provide a comprehensive framework to promote a unique and identifiable character for the City and its neighborhoods. Design inspiration should be drawn from the local geography, climate, vegetation, history, and the City's social and cultural patterns. As the City continues to thrive and grow, future development and redevelopment should be appropriate to Chesapeake's history, culture, and natural setting.

EDAW

Development of the Manual

This Design Guidelines Manual was developed through a collaborative process led by the City of Chesapeake Planning Department and EDWA. EDWA reviewed existing documents, reports, and studies, including the 2026 Comprehensive Plan and specific area plans including the Transportation Corridor Overlay District, Historic and Cultural Preservation Overlay District Design Guidelines for South Norfolk, South Military Highway Corridor Study, Western Branch Study, Poindexter Corridor Strategic Plan and Design Guidelines, Great Bridge Village Master Plan, and the Zoning Ordinance.

Public participation was key to the development of the guidelines. Public agencies, the two city council liaisons with the Planning Department, local residents, and community representatives participated in the process. Stakeholder interviews were conducted by EDWA with both public agency officials and representatives of the business community. On March 28, 2006, a community open house was held at the Central Library to introduce the project and the Visual Preference Survey to citizens. Following the meeting, the survey was conducted over a period of four weeks, concluding on April 24, 2006 (see Appendix A).

The survey consisted of 23 questions and was made available on the City's web site and at listening stations located in City Hall and the six public libraries. A total of 460 citizens completed the survey. Images of open space, green areas, preservation of mature trees, consistent design, and quality development were themes that emerged. The survey results and the draft outline of this manual were presented at a second community open house held on June 8, 2006, at the Indian River Library. The presentation was also posted on the city's website.



Development of the Manual

Based on the results of the survey and input from City staff, EDAW developed an Initial Draft and Final Draft of the proposed guidelines for review and comment. The public was invited to provide comment via the City's web site. Advertisements were published in the Chesapeake Clipper describing how the public could review the document and provide comment.

A second Stakeholder Workshop was held on January 12, 2007. This all-day workshop allowed City staff, the business community, and neighborhood representatives to review the draft document and provide comment.

Based on this input offered by the community and stakeholders, EDAW refined the guidelines. Planning Commission and City Council work sessions were scheduled for March 28, 2007, and April 10, 2007, respectively, to consider possible adoption of the manual as an amendment to the 2026 Comprehensive Plan. Planning Commission and City Council public hearings on amendments were scheduled for April 11, 2007, and May 15, 2007, respectively. The City Council adopted the guidelines as an amendment to the City's 2026 Comprehensive Plan on May 15, 2007.