



# VIRGINIA BEACH RESORT AREA STRATEGIC ACTION PLAN 2030

## FEBRUARY 2020



## ACKNOWLEDGMENTS

### PREPARED FOR:

City of Virginia Beach

### PREPARED BY:

The Strategic Growth Areas Office, Planning & Community Development Department

&

### THE CONSULTANT TEAM



### STEERING COMMITTEE:

Guy King Tower, Virginia Beach City Council

Rosemary Wilson, Virginia Beach City Council

Mike Inman, Virginia Beach Planning Commission

Elizabeth "BJ" Baumann, Resort Advisory Commission

Star Boyles, Shadowlawn Civic League

Linwood Branch, Virginia Beach Hotel Association

Kristina Chastain, 17th Street Gateway Association

Sal DaBiero, Virginia Aquarium & Marine Science Center Foundation

Bill Gambrell, Virginia Beach Restaurant Association, Historic Preservation Commission

Laura Wood Habr, Virginia Green Alliance, Green Ribbon Committee

George Kotarides, Atlantic Avenue Association

Preston Midgett, Virginia Beach Vision

Elizabeth "GG" Mills, Seatack Civic League

Nancy Parker, Resort Beach Civic League

Kate Pittman, ViBe Creative District

Mina "Gary" Ryan, Virginia Museum of Contemporary Art

Mike Standing, Jr., Virginia Beach Development Authority

Randy Thompson, Virginia Restaurant, Lodging & Travel Association

Gerrie West, Resort Advisory Commission

### CITY STAFF:

Ronald H. Williams, Jr., Deputy City Manager

Robert "Bobby" J. Tajan, AICP, CFM Planning Director

Kathy Warren, SGA Manager

Deborah Zywna, SGA Planner III

Emily Archer, SGA Planner III / Urban Designer

Ashby Moss, SGA Planning Evaluation Coordinator

Karen Creech, SGA Planner III

Jenizza Badua, SGA Planner I / Urban Designer

# CONTENTS

<b>1. EXECUTIVE SUMMARY</b>	<b>4</b>		
1.0 The RASAP Steering Committee	4	4.4 Sense Of Arrival & Welcome	43
1.1 Executive Summary Of The Consultants	5	4.5 public & private Development opportunities	46
<b>2. REVIEWING THE 2008 RASAP PLAN</b>	<b>7</b>	4.6 Residential & Mixed-Use Development	50
2.0 Resort Area Development — 2008	7	<b>5. IMPLEMENTATION</b>	<b>52</b>
<b>3. THE RASAP 2030 PLANNING PROCESS</b>	<b>10</b>	5.0 Project Matrix	53
3.0 RASAP Steering Committee Vision and Goals	10	<b>6. Appendix</b>	<b>54</b>
3.1 Districts & Connecting Corridors	11	6.0 Glossary	54
3.2 Planning Process Phases	13	6.1 List of Figures	55
3.3 Public Input & Engagement	14		
<b>4. Priorities</b>	<b>15</b>		
4.0 Central Management Entities & the TIP Fund	16		
4.1 Mobility Planning	20		
4.2 Streetscape Design	28		
4.3 Connected Green Open Spaces	39		

# 1. EXECUTIVE SUMMARY

## 1.0 THE RASAP STEERING COMMITTEE

The 2008 Resort Area Strategic Action Plan was created with the intent to provide a document to guide future growth and high quality development within the Virginia Beach Resort area. Challenges and opportunities were identified, studied, documented and vetted by the RASAP Steering Committee, city staff members and stakeholders and resulted in a successful guide for the resort in the subsequent years.

The 2030 RASAP Steering Committee was purposefully designed to provide input from all areas of the resort including stakeholders, resort professional organizations, museums, neighborhoods, the Resort Advisory Commission, a Virginia Beach Planning Commission member and City staff. The intent was to create an inclusive and

transparent process/environment that was indicative of the resort demographic — businesses, residents and visitors. Further outreach was completed with two well attended public workshops which resulted in approximately 350 attendees and 1,487 participants responding to the public surveys.

One of the first accomplishments from this committee was to recognize that all elements of the resort were connected and that it was important to review all issues with connectivity and balance in mind. Using that premise as a guideline, the resulting document became a comprehensive and collaborative visionary plan that the entire community supports.

The RASAP Steering Committee has worked tirelessly with a talented city staff, additional stakeholders and professional consultants towards the goal of enhancing the lifestyles of



FIG. 1.0.0 RASAP STEERING COMMITTEE

residents, improving business opportunities and creating a vibrant community that all citizens of Virginia Beach can be proud of.



## 1.1 EXECUTIVE SUMMARY OF THE CONSULTANTS

The Virginia Beach Resort Area has seen tremendous progress and success since the first Resort Area Strategic Action Plan (RASAP) was written in 2008. This success can be credited to dedicated citizens, property owners, business owners, stakeholders, and city staff who have spearheaded and supported the growth and transformation of the area. However, not all goals were realized, and the need for the resort area to transform and adapt to changing lifestyles and preferences persists.

In 2008, the Resort Area was focused on attracting and retaining seasonal visitors, primarily through striving to become a world-class oceanfront resort. Over a decade later, the goals have shifted slightly as the tourism industry has changed. Cities that focus on providing the highest quality spaces and experiences for locals are seeing the highest return on investment with increasing property values, talent attraction and retention, and visitors who return annually. Who doesn't want

to vacation in a place where the locals love their everyday experience?

The 2019 RASAP Plan is a strategic plan that sets goals for the year 2030. The RASAP Steering Committee began with a clear vision:

1. Create a unique sense of arrival.
2. Provide safe and comfortable places for residents and visitors.
3. Retain the feel of an oceanside resort with a sense of community.
4. Preserve the feeling of Virginia Beach identity, culture and history through art and design.
5. Provide a simultaneous sense of calm and renewed energy for residents and visitors.
6. Address sea level rise and coastal resilience.
7. Rehabilitate and preserve historic structures and properties.

The Consultant team tested these ideas through a three-part planning process and a series of public workshops and surveys. Total public engagement counted over 3,000 people,

resulting in a clear set of priorities to guide the Resort Area to 2030:

- **Adopt the best practices of a Central Management Entity** with increased funding for beautification, placemaking, wayfinding, events and programming, incentives programs, enhanced infrastructure and green infrastructure to alleviate coastal flooding problems.
- **Complete a Mobility Plan** for the Resort Area to form a strategy for traffic calming, pedestrian circulation, bike circulation, shared mobility devices, curbside management, vehicular circulation, public transit, and parking.
- **Complete detailed Streetscape Designs** for high-priority streets such as Atlantic Avenue, Pacific Avenue, 17th Street, and the Central Beach district. This design will be used to reinforce a unique sense of place filled with public art, great lighting, resilient landscaping, and outdoor amenity spaces that are easy to access and navigate with all modes of transportation.

- **Provide Connected Green and Open Spaces**

that connect west into the neighborhoods. It will also provide spaces for residents and visitors to enjoy the outdoors in both programmed park spaces and natural, passive green spaces that slow, store and filter storm water. It will also provide a connected, urban wildlife habitat.

- **Create a Sense of Arrival and Welcome** by designing and constructing a large public art gateway. There will be a primary gateway at 21st Street with secondary gateways into the Resort Area.

- **Support Impactful Projects that benefit the Resort Area and the City of Virginia Beach.** The focus will be to adaptively reuse and rehabilitate historic properties whenever possible, as well as respect those buildings with new, contemporary compatible urban infill projects. This type of development is both sustainable and authentic and will preserve the sense of place that so many residents love.

- **Support Residential and Mixed-Use Development** in the Resort Area. This is a

necessity to achieve the goal of a year-round resort and will enable the Resort Area to become a walkable community, aiding in the alleviation of congestion and parking issues.

The coordination and implementation of the priorities will take time, but it is critically important to begin with big-picture items such as the Mobility Plan that affects all other goals for the RASAP 2030 plan. Other priorities should take advantage of market timing and when new projects are presented to the Resort Advisory Commission (RAC), the RASAP Steering Committee, Planning Commission, City Council, and City Staff. The question should be asked, "Does it support one of the seven priorities of the RASAP 2030 plan?" If these steps are followed, and the hard work of the RASAP Steering Committee and the citizens of Virginia Beach are respected, the end result will hopefully be a thriving, resilient, coastal resort community that is a great place to visit, and a place we'd all love to live in 2030!

— WPA | WPL | SGA | Yard & Co.

## 2. REVIEWING THE 2008 RASAP PLAN

### 2.0 RESORT AREA DEVELOPMENT — 2008

The Resort Area Strategic Action Plan (RASAP) was adopted in December of 2008. Since its adoption, a great deal of development has occurred. Virginia Beach City and Resort Area leadership have agreed that it is time to refresh goals and initiatives, establish priorities, and review the existing boundaries. The RASAP update goals are to: 1) reflect existing conditions with residential and commercial development, 2) establish a transparent, inclusive, comprehensive process that defines and prioritizes the goals of the stakeholders and the City, and 3) produce a plan that has clear, measurable initiatives for implementation.

The top priorities of the 2008 RASAP and current status:

1. Develop Dome site as major entertainment venue. [\(underway\)](#)
2. Build the Convention Center Hotel. [\(not yet started\)](#)
3. Complete the Laskin Gateway street project. [\(complete\)](#)
4. Conduct EIS for Light Rail extension. [\(accomplished; per referendum on 11/8/16, citizens did not support\)](#)
5. Design & build Rudee Walk. [\(complete\)](#)
6. Streetscape Improvements for 19th Street & Central Beach. [\(underway\)](#)
7. Form a management entity.
8. Develop zoning revisions for Resort Area — RT form-based code. [\(accomplished\)](#)



FIG. 2.0.0 2008 RESORT AREA STRATEGIC ACTION PLAN





FIG. 2.0.3 LASKIN GATEWAY – 2008 PLAN



FIG. 2.0.2 CENTRAL BEACH DISTRICT – 2008 PLAN



FIG. 2.0.1 MARINA DISTRICT – 2008 PLAN



FIG. 2.0.4 OCEANFRONT CORRIDOR – 2008 PLAN



## SUMMARY OF PROGRESS FROM 2008-2018

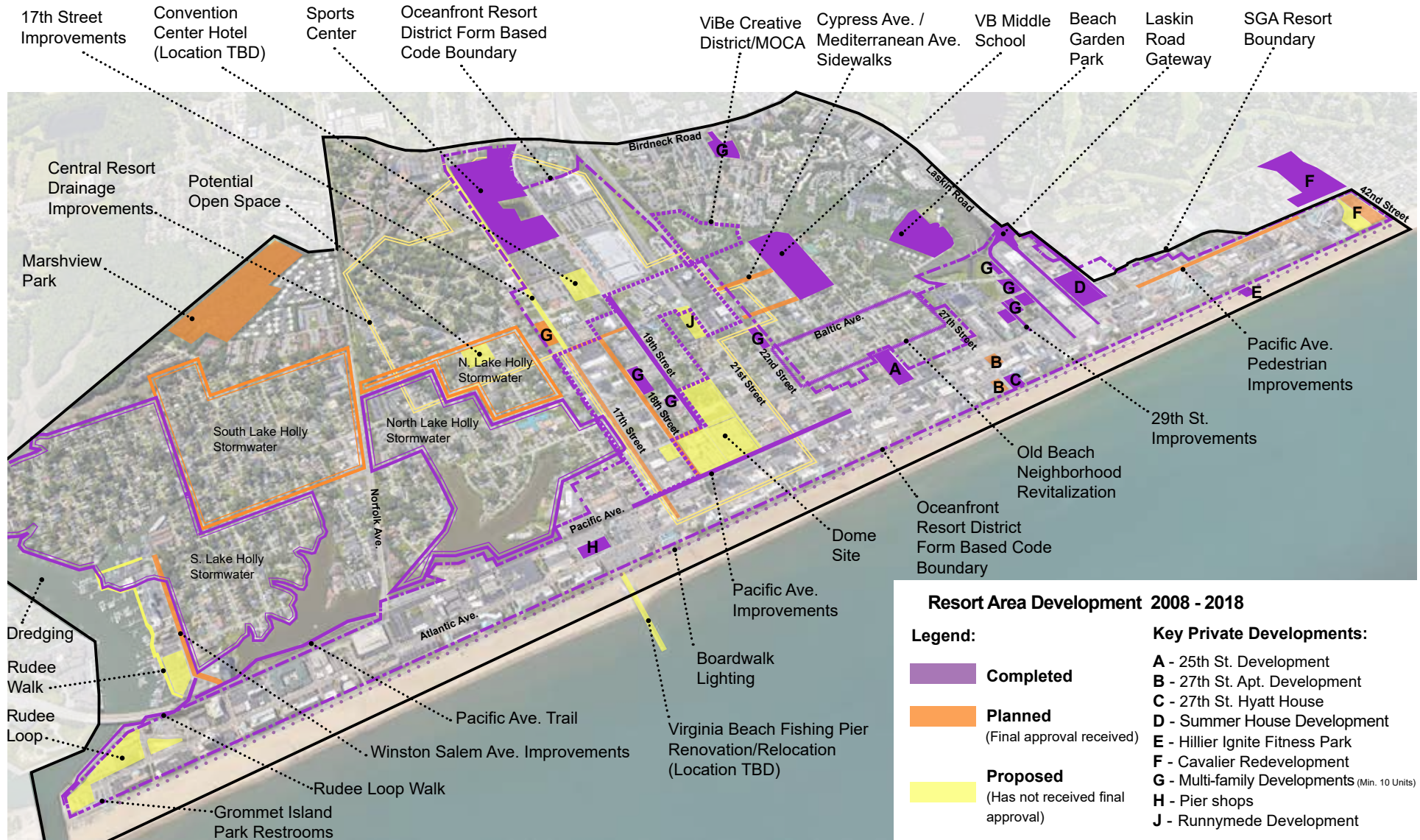


FIG. 2.0.5 2008-2018 RESORT AREA DEVELOPMENTS

## 3. THE RASAP 2030 PLANNING PROCESS

### 3.0 RASAP STEERING COMMITTEE VISION AND GOALS

#### *Resort Area 2030 Vision*

Identify and implement public amenities and infrastructure improvements and update codes, guidelines, and city review processes to encourage private development, enabling the Virginia Beach Resort Area to become a diverse, world-class, year-round coastal community for residents and visitors.

#### RASAP Steering Committee Goals:

1. Create a unique sense of arrival.
2. Provide a safe and comfortable place for residents and visitors.
3. Retain the feel of an oceanside resort with a sense of community.
4. Preserve the feeling of Virginia Beach identity, culture and history through art and design.
5. Provide a simultaneous sense of calm and renewed energy for residents and visitors.
6. Address sea level rise and coastal resilience.
7. Rehabilitate and preserve historic structures and properties.



FIG. 3.0.0 SOMETHING IN THE WATER FESTIVAL 2019



## 3.1 DISTRICTS & CONNECTING CORRIDORS

The Resort Area Strategic Action Plan Boundary includes multiple sub-districts. Each of these districts has its own distinct character which, through additional placemaking efforts aimed at further distinguishing each district, will be the key to a diverse resort area that has something for everyone to enjoy year-round.

- 1. Central Beach** encompasses the 21st Street Gateway, the growing ViBe Creative District, the Virginia Museum of Contemporary Art (MOCA) and 19th Street (which is planned to be a key multimodal corridor).
- 2. Laskin Gateway** is a key connection point for North End businesses and neighborhoods and the Hilltop commercial area to the west. Linkhorn Bay is a beautiful tidal backdrop to this gateway.
- 3. Marina District** showcases the working waterfront. There is great opportunity for mixed-use redevelopment that includes hotels, retail, restaurants, business and residential uses that are compatible with the adjacent Seatack and Shadowlawn neighborhoods. All development should be connected with a public walk that

offers recreational connections to Rudee Inlet and is integrated with future flood gates and barriers.

- 4. Oceanfront Corridor** includes **Atlantic** and **Pacific Avenues**. This is the main north-south connector in the Resort Area and is the area where the majority of visitors stay and gather. This corridor welcomes millions of people to Virginia

Beach and must be a beautiful and inviting place for pedestrians to shop and dine, as well as carry a significant amount of traffic. A mobility plan and streetscape improvements are needed to accomplish these goals.

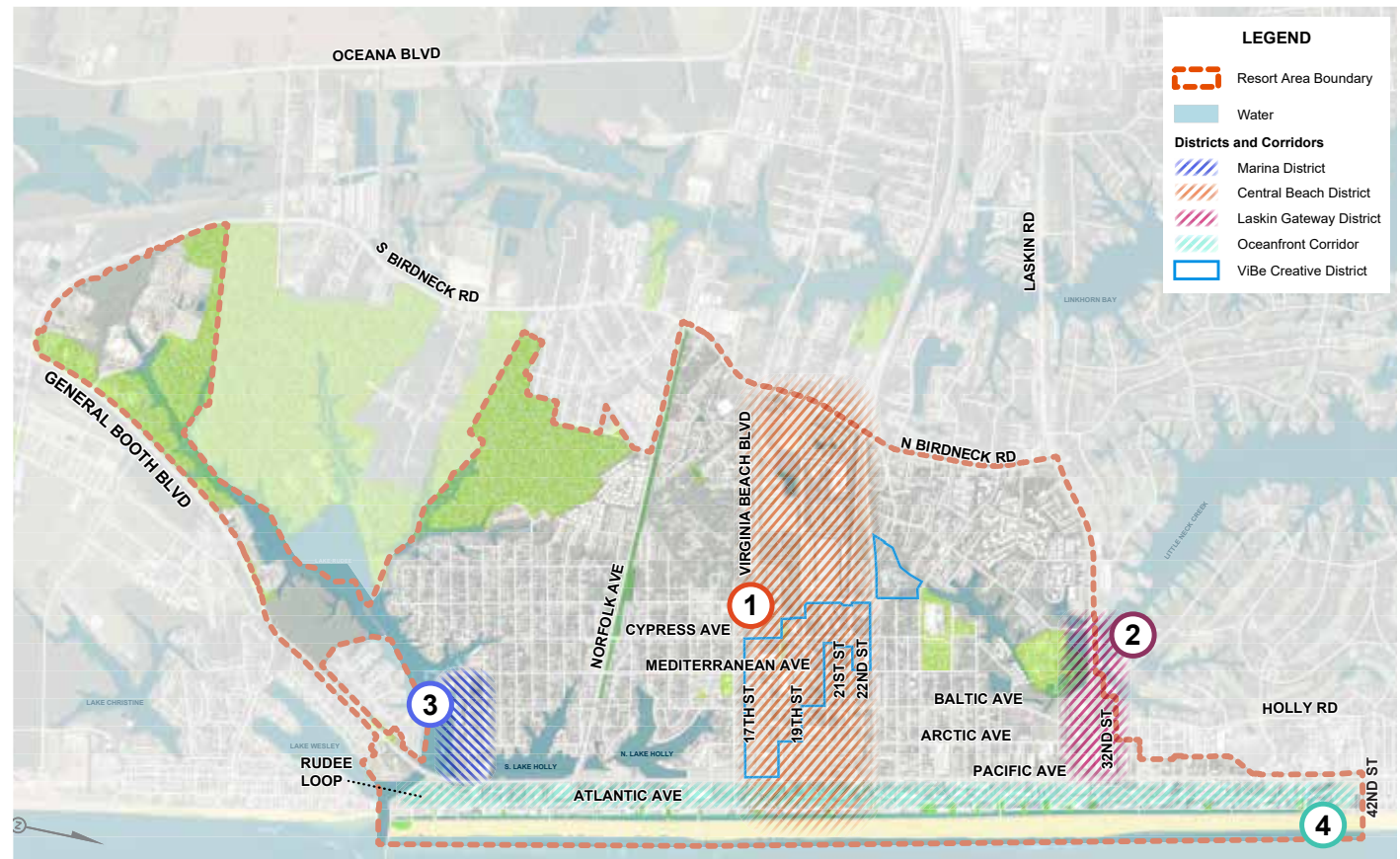


FIG. 3.1.0 DISTRICT & OCEANFRONT CORRIDOR MAP

## EXPANDED BOUNDARY FOR THE 2030 RESORT STRATEGIC GROWTH AREA



**FIG. 3.1.1 RESORT AREA STRATEGIC GROWTH AREA BOUNDARY**

The 2008 boundary has been expanded to include the Virginia Aquarium & Marine Science Center



## 3.2 PLANNING PROCESS PHASES

Virginia Beach City staff, supported by the consultant team, prepared an implementation plan for the update using recommendations generated through a citizen and stakeholder input. The planning process included **three phases**:

1. **Understanding** — Reviewed the 2008 RASAP plan for a detailed understanding of the challenges, opportunities and goals of the stakeholders.
2. **Exploring/Prioritizing** — Facilitated by the WPA team, citizens evaluated and prioritized feedback from Phase 1 to establish development/design strategies and project priorities.
3. **Deciding** — The WPA team, stakeholders, RASAP Steering Committee and city staff narrowed the development strategies and prioritized projects to produce an initial draft RASAP update document.

### PHASE 1 – UNDERSTANDING

The RASAP update effort began with an organization and goal-setting meeting on October 31, 2018 followed by monthly RASAP Steering Committee meetings, generally held the first Wednesday of each month. During Phase 1, city staff worked to refine the RASAP Steering Committee goals, developed tracking and baseline maps of existing conditions, started outreach efforts, and provided a RASAP update presentation to the Resort Advisory Commission (RAC).

### PHASE 2 – EXPLORING/PRIORITIZING

The WPA Consultant Team, RASAP Steering Committee, and city staff conducted outreach to stakeholder groups to obtain input, identify development and design principles and priorities for the Resort Strategic Growth Area. Citizens were invited to a public workshop on Monday, June 17, 2019 at the Virginia Beach Convention Center where they viewed work in progress and offered input on important topics like open space and recreation, placemaking, storm water management,

connectivity, streetscape improvements, parking, mobility, development opportunities, public improvements, public safety and implementation strategies.

### PHASE 3 – DECIDING

The WPA Consultant Team, RASAP Steering Committee, and city staff reviewed and interpreted input from the first public workshop and survey results and developed a list of priorities and action items. In order to validate the final priorities, they conducted additional outreach to stakeholder groups. Citizens were invited to a second public workshop on Thursday, August 22, 2019 at the Virginia Beach Convention Center where they viewed initial drafts of the renderings and plan elements. A public survey was released that mirrored the presentation and questions asked in the public meeting, offering residents, business owners and visitors the opportunity to participate in the RASAP update.

### 3.3 PUBLIC INPUT & ENGAGEMENT

A robust public engagement workshop was held on June 17, 2019 and August 22, 2019 at the Virginia Beach Convention Center. The first workshop had approximately 150 participants and the second workshop had over 200 active participants. A corresponding survey was released with each workshop, garnering over 1,236 participants and 30,368 survey responses in June–July and 1,351 participants and 29,607 survey responses in August–September. The consultant team also attended the Seatack Community Health Fair Day at the Seatack Community Recreation Center on June 1, 2019, bringing **total public engagement to just over 3,000 people**. From this input, the RASAP Steering Committee, the consultant team, and city staff developed the RASAP 2030 Priorities.



**FIG. 3.3.0 PUBLIC WORKSHOP IMAGES**

Workshop held at the Virginia Beach Convention Center on June 17 and August 22, 2019

## 4. PRIORITIES

4.0 CENTRAL MANAGEMENT ENTITY (p.16–19)

4.1 MOBILITY PLANNING (p.20–27)

4.2 STREETScape DESIGN (p.28–38)

4.3 CONNECTED GREEN OPEN SPACES (p.39–42)

4.4 SENSE OF ARRIVAL & WELCOME (p.43–45)

4.5 KEY DEVELOPMENT PROJECTS (p.46–49)

4.6 RESIDENTIAL & MIXED-USE (p.50–51)



FIG. 4.0 RENDERING OF THE FUTURE 17TH STREET CORRIDOR



## 4.0 CENTRAL MANAGEMENT ENTITIES & THE TIP FUND

In order to maintain an attractive, welcoming environment with clean, safe, pedestrian-friendly sidewalks and streets, a Central Management Entity is needed to coordinate services.

Central Management Entities exist within a variety of operational structures. There are over 1,500 central management entities in the United States alone. They provide services in partnership with the City, but above and beyond what the City can typically provide. They are especially effective in high-density and highly-trafficked areas such as downtowns and resort areas where enhanced services, infrastructure, marketing, and communication are necessary to attract and retain talent and provide a high-quality environment. They often have a non-profit side to operations that allows the area to benefit from donations, volunteer and pro bono work.

The RASAP Steering Committee is committed to adopting the best practices of a Central Management Entity in the most highly-trafficked areas of the resort. These enhanced services and service area will be resolved in the implementation phase.

### DUTIES/ATTRIBUTES OF CENTRAL MANAGEMENT ENTITIES MAY INCLUDE:

- Beautification
- Placemaking
- Wayfinding
- Complete Streets Program
- Facade Grant Programs
- Enhanced Infrastructure
- Enhanced Communication
- Enhanced Maintenance
- Code Enforcement for Repairs and Upkeep, signage, aesthetics
- Community Policing
- Responsible Person-in-Charge
- Centralized Coordination with Increased Funding and a Discretionary Budget

### TOURISM INVESTMENT PROGRAM (TIP):

On July 1, 2011, Virginia Beach City Council established the TIP (Tourism Investment Program) fund by merging two existing funds: the Tourism Growth Investment Fund (TGIF) and the Major Projects Fund. Revenue streams from both of these funds come from Trustee Taxes, which were diverted to the TIP fund operating budget upon its creation. The purpose of each fund is explained below:

**TGIF** — Established by Virginia Beach City Council in FY 1993–1994. The TGIF provided funding for tourism-related capital projects and initiatives with dedicated revenue streams of ten percent of the Amusement Tax, two percent of the Hotel Room Tax, and one-half percent of the Hotel Room Tax for Beach Events. This program also included dedicated revenues for oceanfront entertainment events.

**Major Projects Fund** — Established by Virginia Beach City Council in FY 2001–2002 to provide funding for the construction and debt costs surrounding the rebuilding of the Convention Center, the Sandler Center for the Performing Arts, and the Virginia Aquarium & Marine Science Center parking lot expansion. Using dedicated revenue streams of 80 percent of the Amusement Tax diverted from TGIF, 2.5 percent of the Hotel Room Tax, 0.56 percent of the Restaurant Meal Tax and 5 percent of the Cigarette Tax.



## PLACEMAKING

Placemaking is a multi-pronged approach to the planning, design and management of public spaces. It takes into account the unique characteristics, culture, art and history of a community. Placemaking inspires people to collectively reimagine and reinvent public spaces, and aims to create authentic spaces and experiences that build community and promote healthy and happy lifestyles.

Placemaking is one aspect of an urban design process and can be led by a municipality or by a grassroots organization of citizens. Tactical urbanism is a placemaking approach that uses quick pilot projects to test out ideas with paint, sidewalk chalk, planters, parklets, etc.

During the public input process, respondents overwhelmingly supported placemaking efforts such as public art, artistic and projected lighting, outdoor dining and lounge areas, and small performance parks.



**FIG. 4.0.0 COLIGNY CIRCLE**  
Hilton Head, South Carolina



**FIG. 4.0.1 BOARDWALK**  
Myrtle Beach, South Carolina



**FIG. 4.0.2 PROMENADE STREET**  
Bluffton, South Carolina



**FIG. 4.0.3 VENICE BEACH HANGING STREET SIGN**  
Venice Beach, California



**FIG. 4.0.4 PIAZZA DELLA FAMIGLIA**  
San Diego, California



**FIG. 4.0.5 THE PLAZA IN CITY PLACE**  
West Palm Beach, Florida



## EVENTS

The Resort Area is fortunate to have a variety of events to take advantage of every week. Visit Virginia Beach organizes concerts, festivals, fireworks, holiday lights, and Beach Street USA — Live! on Atlantic. The Virginia Museum of Contemporary Art (MOCA) hosts art exhibitions, studio art classes, educational programs, and events. The Virginia Aquarium & Marine Science Center hosts daily events, as well as special educational, community, and holiday programming.

Predictable, scheduled events such as the Old Beach Farmer's Market and the Virginia Beach Flea Market in the ViBe District make the area fun for residents as well as visitors. As tourism trends shift toward travelers wanting an authentic experience, it is even more important that events be planned around what locals want to see and take part in. If events are planned with the intention of creating a vibrant, year-round community that locals will enjoy, it is highly likely that visitors to Virginia Beach will enjoy the Resort Area events as well.



**FIG. 4.0.6 OLD BEACH FARMER'S MARKET**  
Virginia Beach, Virginia



**FIG. 4.0.7 SAIL-IN CINEMA**  
Toronto, Canada



**FIG. 4.0.8 JAZZ ON THE BEACH**  
Naples, Florida



**FIG. 4.0.9 VA. MOCA'S BOARDWALK ART SHOW**  
Virginia Beach, Virginia



**FIG. 4.0.10 COMMUNITY YOGA**  
Virginia Beach, Virginia



**FIG. 4.0.11 SPRUCE STREET PARK**  
Philadelphia, Pennsylvania

## SERVICES

Central Management Entities provide services in partnership with the City, but above and beyond what the City can typically provide. Services may include:

**Housekeeping** — employees keep the area clean by disposing of trash more frequently and picking up trash and recycling items left on sidewalks and streets.

**Data Collection** — employees report on potholes, cracked sidewalks, broken streetlights, malfunctioning traffic signals, illegal dumping, etc.

**Enhanced Public Safety** — by providing a recognizable presence on the street, employees serve as the eyes and ears of an area, and a deterrent to crime.

**Enhanced Hospitality** — Ambassador programs (volunteer or paid employees) are a great way to create a welcoming environment for locals and tourists. They greet visitors, offer assistance and directions, and provide suggestions on places to go and things to do.

**Beautification** — by working to keep landscaping on streets and public plazas and parks in top shape by planting, watering, and weeding them, and by supporting public art projects and street furniture installation, employees of a central management authority make the area a more beautiful and enjoyable place.



**FIG. 4.0.12 LA JOLLA BLVD. (BEFORE)**  
Bird Rock, La Jolla, California



**FIG. 4.0.13 LA JOLLA BLVD. (AFTER TRAFFIC-CALMING & BEAUTIFICATION PROJECT)**  
Bird Rock, La Jolla, California

## INCENTIVES

The City offers a variety of incentives to qualifying new or expanding businesses:

- Tax advantages
- Economic Development Investment Program (EDIP)
- Funds to qualifying business locating or expanding in the City
- District Improvement Program (DIP) matching grants for small and locally-owned and operated businesses to assist with building improvements, modernization and façade improvements
- Business License Incentive Program for new businesses
- Fast-track Permitting Program
- Energy-Efficient Buildings Tax Reduction
- YESOceana APZ-1 Incentives to foster the conversion of nonconforming uses into conforming uses
- Public-Private Partnerships to help defray costs
- Small businesses assistance to encourage startups and business growth; including financial assistance, facilities development grants, tax credits and exemption.

The RASAP 2030 supports expanding local, small business incentives.



## 4.1 MOBILITY PLANNING

A mobility plan is a strategic plan designed to satisfy the mobility needs of people and businesses in order to provide a better quality of life. It prioritizes good pedestrian connectivity, which allows people to have a broader and more in-depth experience in discovering a city. It ensures that all citizens are offered quality transportation choices to key destinations and services, improves safety and security, reduces air and noise pollution, and improves the efficiency and cost-effectiveness of transportation. A successful mobility plan will enhance the look and feel of the resort area for everyone, encourage commerce, and make it easy and desirable for resort visitors to get out, explore, and see all that the Resort Area has to offer. It will provide ease of access to resort attractions and the beach, and convenient, easy-to-find parking. It will comprehensively address the following:

- Traffic Calming
- Pedestrian Circulation
- Bike Circulation
- Shared Mobility Devices
- Curbside Management
- Public Transit
- Vehicular Circulation
- Transportation Network
- Parking Management (strategic land acquisition and solutions)



FIG. 4.1.0 E-PIIONEER SCOOTER



FIG. 4.1.1 E-CRUISER

© Bird.



FIG. 4.1.3 WATER TAXI

The Wharf, Washington D.C.



FIG. 4.1.2 BIKE RACK IN THE VIBE

Virginia Beach, Virginia

© Echard Wheeler



#### TRAFFIC CALMING:

- Reduce speeds where appropriate and increase pedestrian, cyclist, and micro-mobility safety.
- Divert traffic out of the neighborhoods.

#### PEDESTRIAN CIRCULATION:

- Streetscape design will need to address a safe, pedestrian-friendly environment where people feel encouraged to walk, explore, and enjoy the experience of traveling on foot.

#### BIKE CIRCULATION:

- A bike network plan will need to address the range of options such as family-friendly off-road trails, protected on-road bike lanes, and on-road sharrows.
- A bikeshare program will provide a fun way for both residents and visitors to experience the resort area, promote health and wellness, and reduce the need for parking.

#### SHARED MOBILITY DEVICES:

- Shared mobility devices use technology such as mobile apps to allow bikes, electric bikes, and electric scooters to be shared among users.
- They provide low or zero-emission options that are diverse, convenient, and readily accessible. They allow visitors and residents to make short trips without needing a car.

- They are frequently run by private companies and can pose challenges to vehicular safety and curbside management.
- These devices can provide the critical first and last mile connections to public transit often lacking from service providers. This missing link is commonly attributed to causing the majority of stress and complications for transit users.

#### CURBSIDE MANAGEMENT:

- Prioritizes reliable transit and safe bicycling infrastructure followed by curb uses, such as deliveries, passenger pick-ups, green storm water infrastructure, small public spaces and managed parking.
- Should be measured and kept flexible as technology and modes of transportation continue to evolve.

#### PUBLIC TRANSIT:

- Develop strategies in coordination with the local transit agency to increase reliability of service for all users.
- To increase ridership, transit should leverage technology and real-time data to provide up-to-date information on arrival and departure times. Transit should be kept affordable for all users.
- Identify a location for a central beach mobility hub where multiple modes of transportation can be accessed.

#### VEHICULAR CIRCULATION:

- A mobility plan will need to address private vehicles, transit vehicles, delivery vehicles, tour buses, charter buses, designated drop-off and pick-up spaces and rideshare infrastructure.

#### TRANSPORTATION NETWORK:

- A mobility plan will address the modes of transportation that will be emphasized in each area of the transportation network.
- Certain streets will emphasize distinct modes, creating a safe, user-friendly and efficient transportation network.

#### PARKING MANAGEMENT:

- A comprehensive parking plan and strategy is needed to address: 1) equal distribution of parking spaces, 2) on-street parking, 3) district parking, 4) event parking, 5) valet parking, 6) parking and beach shuttle services for employees and visitors, 7) protection of residential neighborhood parking, and 8) removal of surface parking east of Pacific Avenue as land is developed to its highest and best use, 9) future changes as parking evolves.



FIG. 4.1.4 BEACH SHUTTLE

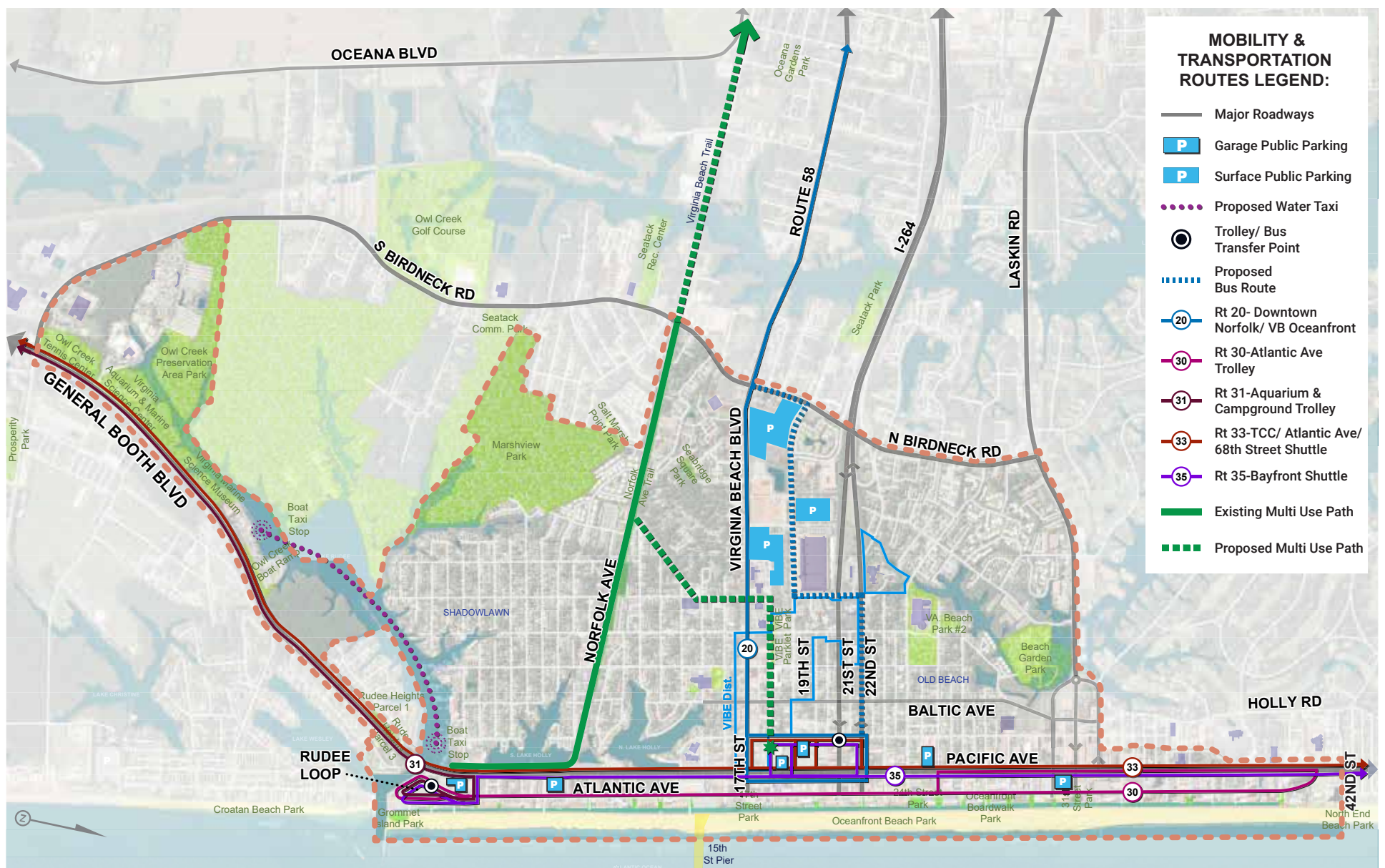
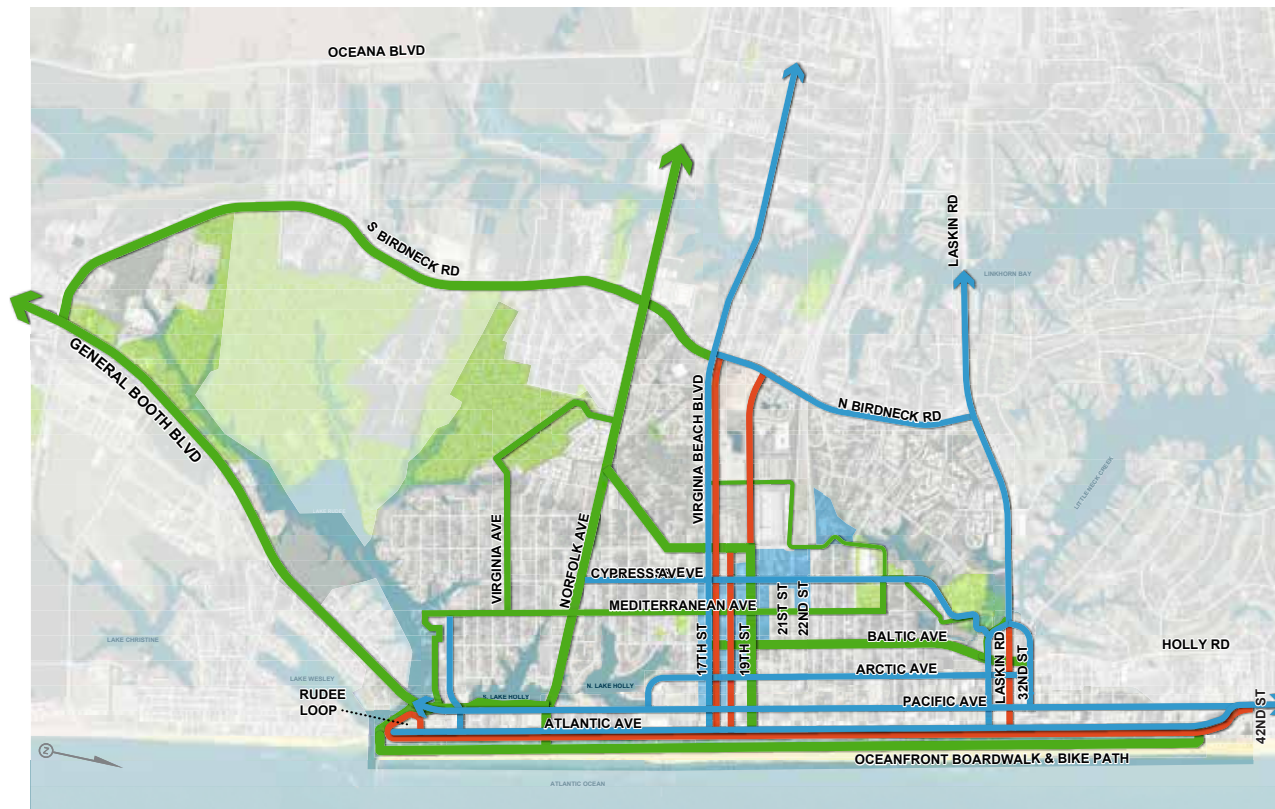


FIG. 4.1.5 MOBILITY IMPROVEMENT DIAGRAM

This diagram illustrates an overall connected network of transit, trails, and a new water taxi that enhance the existing road network.





**FIG. 4.1.6 BICYCLE/PEDESTRIAN/MICRO-MOBILITY CIRCULATION DIAGRAM**

This diagram represents the need for the mobility plan to address the public's desire for increased ease of pedestrian, bike, and micro-mobility transportation. The connection between the beach and the neighborhoods

should be just as strong as the connection along the oceanfront. Multi-use paths denote protected, off-road options that are safe and enjoyable for families and commuters.



**FIG. 4.1.7 PROTECTED BIKE LANES – ARLINGTON, VIRGINIA**





FIG. 4.1.8 PUBLIC TRANSIT CIRCULATION DIAGRAM

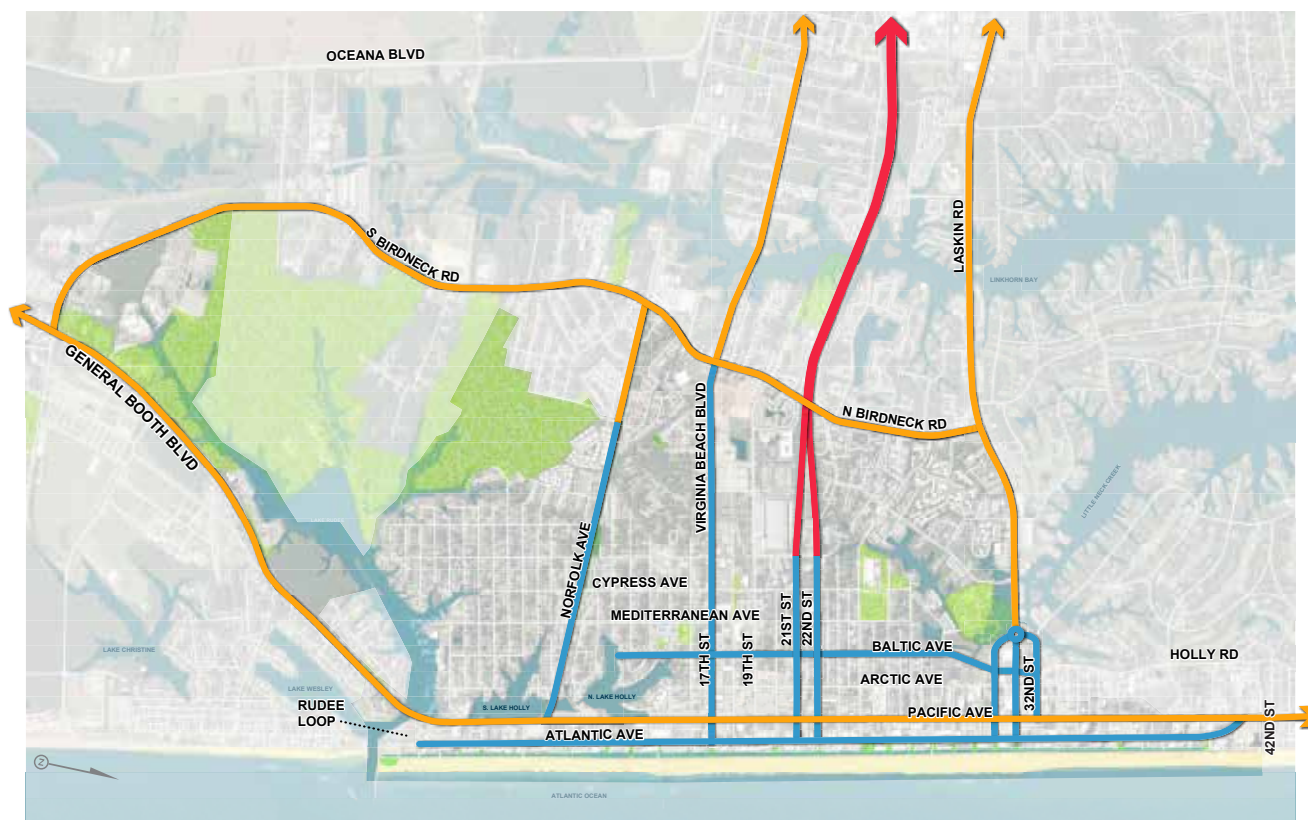
- Intercity bus route
- Bayfront shuttle
- Oceanfront trolley
- Aquarium trolley
- - - Proposed expanded bus route
- Bus/trolley transfer station

This diagram represents the need for the mobility plan to explore the option of a new bus/trolley transfer station at Rudee Loop and Arctic Avenue,

a new trolley route, and expanded transit services to the ViBe Creative District, Virginia MOCA, and the Virginia Beach Convention Center.



FIG. 4.1.9 VIRGINIA BEACH RESORT TROLLEY



**FIG. 4.1.10 VEHICULAR CIRCULATION DIAGRAM**

- Local Streets
- Through-Streets
- Interstate

This diagram represents the idea of street character (this is not a technical analysis of VDOT classifications). Local streets should be walkable and commercial or residential-focused. Through-Streets are predominately for

traffic going into or through an area. Interstates are high-speed, vehicular-focused. In order to meet the RASAP 2030 goal of increasing pedestrian connectivity, more streets need to be designed as local streets.

As self-driving vehicles appear on the market, there is uncertainty about the impact they will have on urban infrastructure and parking. While autonomous vehicles guided by a centralized parking system have been shown to be up to 80% more efficient in their use of space, these systems will not be possible to deploy until the majority of vehicles on the road are autonomous. In the near term future, systems such as self-driving valets can decrease the need for parking areas by up to 60% as well as decrease the amount of time needed to store and retrieve vehicles.

Much of the traffic and congestion in the Resort Area is caused by people searching for parking. By adding systems as described above, congestion could be decreased.



**FIG. 4.1.11 AUTOMATED, SELF-VALET**  
© Stanley Robotics



FIG. 4.1.12 EXISTING PUBLIC PARKING DIAGRAM

Existing Public Parking

This diagram gives a general overview of the location of public parking lots and garages found in the Resort Area. A more detailed look at parking can be found on the next page.

Microtransit, or shared mobility devices, is seen as a way of extending the distance between parking areas and major attractions. The next generation of micro transit vehicles are larger, more comfortable, and provide an on-demand, flexible mobility service in smaller geographic areas. They will likely require serious consideration of dedicated right-of-way, but their range, compactness, and convenience make them perfect for visitors to the resort area to get where they want to go without requiring the significant parking structures that automobiles demand.



## PARKING AND PARKING TRENDS

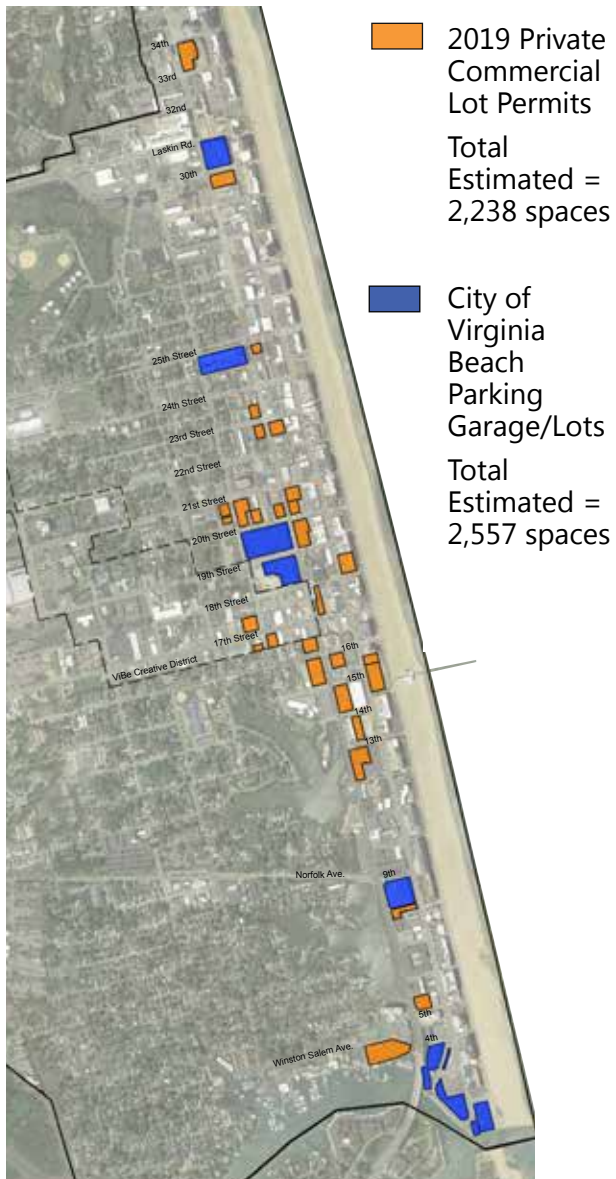


FIG. 4.1.15 RESORT COMMERCIAL LOTS & VB PARKING

The City of Virginia Beach Parking Management Office continues to introduce new technology and services to improve the overall parking experience. New services include adding vehicle count systems at all locations to display the amount of spaces available to the public. This data is also integrated into two parking apps that allows users to efficiently plan their trip to a municipal parking location by finding available parking spaces with digitized directions to the available spaces making the trip to the resort and finding an open space hassle-free. Future services will include enhanced wayfinding and linking customers to other mobility options to easily move around the resort.

### CURRENT PUBLIC PARKING GARAGES:

3 Garages at the Oceanfront  
1,701 spaces (943 reserved)  
340,600 vehicles park here annually

### CURRENT PUBLIC OFF-STREET LOTS:

5 Lots  
856 spaces (117 reserved)

### CURRENT ON-STREET METERED PARKING:

680 estimated spaces

### ADDITION OF SEASONAL ATLANTIC AVENUE STREET PARKING (OCTOBER 1–APRIL 15):

201 estimated spaces

**CURRENT DAYS/YEAR THAT PUBLIC PARKING IS FULL:** 25 days. Examples: 4th of July/Patriotic Festival/Something in the Water Festival



FIG. 4.1.13 SMART PARKING DISPLAY



FIG. 4.1.14 SMART PARKING APP

### PARKING TRENDS:

- Artificial Intelligence for parking spot locators
- Smart Parking displays
- Reduction in space needed with autonomous vehicles

## 4.2 STREETSCAPE DESIGN

Great streetscapes create a unique sense of place. They provide a clear separation between pedestrians and vehicles to make a safe and family-friendly street. They provide full accessibility for those traveling in wheelchairs as well as other mobility devices. The design of a streetscape may include:

- Bike Lanes & Multi-use Paths
- Streetscape Character and Public Realm
- Raised Intersections, Crosswalks & Curb Extensions
- Landscape & Plantings
- Sidewalk Organization Standards
- Pop-up Event/Entertainment Spaces
- Outdoor Amenity Spaces/ Outdoor Dining
- Pervious Paving
- Site Furnishings
- Green Infrastructure for Storm Water Management
- Original Art Displays
- Historical Markers
- Outdoor Lighting

### FIRST PRIORITY STREETSCAPE IMPROVEMENTS:

- 17th Street / Virginia Beach Boulevard west of Cypress Avenue
- Atlantic Avenue (15th–25th Streets)

### SECOND PRIORITY STREETSCAPE IMPROVEMENTS:

- Atlantic Avenue (1st–15th Streets)
- Central Beach – North/South Avenues Cypress to Arctic
- Pacific Avenue (5th–15th Streets)
- Pacific Avenue (25th–42nd Streets)

**NOTE:** Priority should be given to complete the under-grounding of utility lines on Pacific Avenue.



FIG. 4.2.0 17TH STREET (EXISTING CONDITIONS)



FIG. 4.2.1 17TH STREET (CONCEPTUAL RENDERING OF FUTURE STREETSCAPE – TO BE DESIGNED)



## BIKE LANES & MULTI-USE PATHS

Bike lanes and multi-use paths are a convenient way for visitors and locals to explore a large urban environment like the Virginia Beach Resort Area. They provide a safe way to walk, bike, scooter, and skate to restaurants, stores, the beach, and other neighborhoods. When people are on foot or on a bike, they move more slowly and can take in more of their surroundings. Additionally, when they see something interesting, it is easier for them to stop and interact than if they had to find a place to park a car.

Trees and plantings help keep the hot summer sun off of trail and path users and also protect them from vehicles. In flat areas or where path users will be traveling long distances, curving the path in a serpentine fashion and subtly changing the elevation of the path makes for a more enjoyable trip in a more casual environment.



**FIG. 4.2.2 BIKE LANES**

Coronado, California  
© Jorge Salcedo, 2015/Adobe Stock



**FIG. 4.2.3 MULTI-USE PATH**



**FIG. 4.2.4 BIKE TRAILS**

Watercolor, Florida



**FIG. 4.2.5 COLIGNY BEACH PARK**

Hilton Head, South Carolina



## STREETSCAPE CHARACTER & PUBLIC REALM

In addition to being a conduit of navigation, the street is also a place for people to gather. It is very important to provide comfortable and safe places for small and large groups of people to walk, shop, dine and convene. Outdoor dining areas on sidewalks, seating areas along paths, plazas, and courtyards provide these places. They should always be designed to be comfortable — shade is critical, seating should be placed in clusters so that people can interact and converse, they should be comfortably out of the path of travel, and there should be nearby activity to observe.

The streetscape must support all aspects of pedestrian life. Effective signage and wayfinding is unobtrusive, beautiful, and clearly directs people to public amenities. Bike racks, scooter stands, and other elements should be used to organize forms of micro-mobility so that they do not clutter the streetscape. Trash and recycling receptacles must be conveniently spaced, appropriately sized, and attractive looking.



**FIG. 4.2.6 COMMERCIAL STREET**  
Solavita, Florida



**FIG. 4.2.7 POCKET PLAZA**  
Watercolor, Florida



**FIG. 4.2.8 POCKET PATIO**  
Austin, Texas



**FIG. 4.2.9 COLIGNY CIRCLE**  
Hilton Head, South Carolina



**FIG. 4.2.10 LINCOLN ROAD**  
Miami, Florida



**FIG. 4.2.11 DOWNTOWN STREET**  
Pensacola, Florida



## CROSSWALKS, CURB EXTENSIONS

**Crosswalks** alert drivers to the fact that the roadway is passing through a pedestrian pathway and they need to be prepared to yield to crossing pedestrians. Crosswalks should be placed where people naturally want to cross the street, in line with sidewalks and pedestrian paths. Sometimes it is best to observe how a crowd of people crosses the street and adapt the crosswalk marking to that behavior. When block lengths exceed approximately 600-feet in length, mid-block crosswalks should be evaluated to support a healthy commercial or neighborhood environment.

**Curb extensions** serve two primary purposes: 1) reduce the distance that pedestrians are exposed to oncoming vehicles, and 2) constrict the roadway so that drivers slow down and drive carefully. Curb extensions can be effectively employed at mid-block crossings and at intersections.

**Landscape and Plantings** are a critical element of any streetscape design. Tree canopies provide shade for pedestrians and parked cars, and also create a calm environment where drivers tend to drive more slowly. Plantings along sidewalks and near crosswalks contribute to a comfortable space for pedestrians. Since people will naturally gravitate towards places that are comfortable, plantings can be used to guide pedestrians to safe places like pedestrian refuges, which they may be less inclined to use if the space is not comfortable. Additionally, plants animate the street, causing drivers to pay more attention and drive more cautiously.



**FIG. 4.2.12 MID-BLOCK CURB EXTENSION**  
Birdrock, La Jolla, California



**FIG. 4.2.13 MID-BLOCK CROSSING**  
Birdrock, La Jolla, California



**FIG. 4.2.14 INTERSECTION CURB EXTENSIONS**  
Cheyenne, Wyoming



**FIG. 4.2.15 MID-BLOCK CROSSING**  
Birdrock, La Jolla, California



**FIG. 4.2.16 FULL-INTERSECTION CROSSWALK**  
Santa Monica, California



**FIG. 4.2.17 PLANTED CURB EXTENSIONS**  
Main Street, Victor Harbor — South Australia



## PUBLIC REALM DESIGN GUIDELINES

A well-organized and designed streetscape can be just as welcoming as a large gateway or public art piece. Quality materials, good branding, a coordinated color palette, and useful amenities send a signal to residents and visitors that a street is really a place, cared for by its owners. The following items should be considered in the creation of public realm design guidelines:

- Approved Site Furnishings (color and design should reinforce district identity)
- Sidewalk Organization Standards/Public Space Organization and Management (eliminate streetscape clutter)
- Bike Racks
- Lighting
- Landscape & Plantings
- Public Art
- Parklets
- Shade Structures
- Water Fountains/Bottle Fillers/Dog Water Stations
- Waste and Recycling Receptacles
- Security Stations
- Central Newsstand
- Wayfinding System (color coded/branded to districts)
- Flags and Banners (avoid pole clutter)
- Smart Corridor Enhancements



**FIG. 4.2.18 COVERED BIKE STORAGE**



**FIG. 4.2.19 PROPOSED E-SCOOTER PARKING**  
Virginia Beach, Virginia



**FIG. 4.2.20 HYDRATION STATION**  
Combination bottle filler, water fountain, pet drinking station



**FIG. 4.2.21 BRYANT PARK LITTER RECEPTACLES**  
New York, New York



**FIG. 4.2.22 NEWSSTAND (FRONT)**  
Virginia Beach, Virginia



**FIG. 4.2.23 NEWSSTAND (BACK)**  
Virginia Beach, Virginia



## SEA LEVEL RISE & COASTAL RESILIENCE

The Resort Area faces several challenges in being on the coast. The combination of accelerating sea level rise and increased rainfall means that flood waters need to be kept out, without trapping rain water inside.

The Virginia Beach Resort Area covers several watersheds, however, the majority of the resort drains storm water out to Lynnhaven Inlet through a series of pipes, culverts, creeks, and lakes. As the sea level rises, draining the Resort Area through this system will take longer since much of the system will already be full of water or closed off with a flood gate. An alternative drainage system is a possibility that is being studied, but would rely on pumping water from the Resort Area out to the ocean. In either case, slowing the movement of water from rooftops, parking lots, and other impervious surfaces will be critical to not overwhelming the ability of the storm water system to drain the Resort Area. Storing runoff on-site or allowing it to be absorbed into a natural system until a rain event is over, then slowly releasing it into the storm water system will allow the most critical public structures (such as roads) to be drained first.



**FIG. 4.2.24 WATERSHED MAP**  
Virginia Beach, Virginia

The Resort Area is situated on relatively high land compared to much of coastal Virginia Beach, but there are a few low-lying areas which will need to be addressed with constructed flood protection structures. Rudee Inlet is under study to have an operable flood gate built to keep storm surge from flooding areas adjacent to Owl's Creek and in the Resort Area. A seawall would need to be constructed along the boardwalk to tie this flood gate into higher elevations north of the resort area in order to provide effective protection. Both the flood gate and sea wall should be designed in ways that engage the public and enhance the recreational aspects of Rudee Inlet and the Virginia Beach Oceanfront.

A few buildings in the Resort Area will need to be elevated to a level above the flood plain, or modified to be wet or dry floodproofed. In all cases, these measures should be implemented in a way that does not degrade the experience of the pedestrian walking by or approaching the building. Care should be taken to ensure that the lower levels of elevated and protected buildings do not appear as blank or unfinished walls that are unwelcoming to the public.

Finally, it is important to remember that Federal Emergency Management Agency (FEMA) flood plains provide general guidance on areas where floods are most likely to occur. However, flood damage often occurs outside of designated flood zones, and best practices in coastal areas include elevating all structures or floodproofing the ground floor.



**FIG. 4.2.25 RENDERING OF RECOMMENDED RUDEE INLET GATE TYPOLOGY**  
Virginia Beach, Virginia



**FIG. 4.2.26 RENDERING OF RAISED SEAWALL AND SLIDING FLOOD GATE AT OCEANFRONT BOARDWALK**  
Virginia Beach, Virginia

## RESORT LANDSCAPE & PLANTINGS

Plantings in the Resort Area should be a majority of salt-tolerant, native plantings that are able to survive the winter. Landscape should serve multiple purposes, providing beauty and enjoyment for all, and working as a component of the green infrastructure system, helping to slow, store, and drain water during and after storm events. Landscape should be as easy to maintain as possible, and there should be areas designated for businesses to adopt-a-spot and share in the design and ownership of seasonal plantings that make each district within the Resort Area unique with pops of color.



**FIG. 4.2.27 RAIN GARDEN IN BAY AREA GREENBELT**  
San Francisco, California

## PEARL BUSINESSES

Lynnhaven River NOW recognizes that active engagement of the private sector is essential to truly move towards a sustainable Virginia Beach and cleaner waters. Businesses within Virginia Beach are already changing how they work. Some are increasing their energy efficiency, using resources more strategically, reducing waste and pollution, and becoming more sustainable.

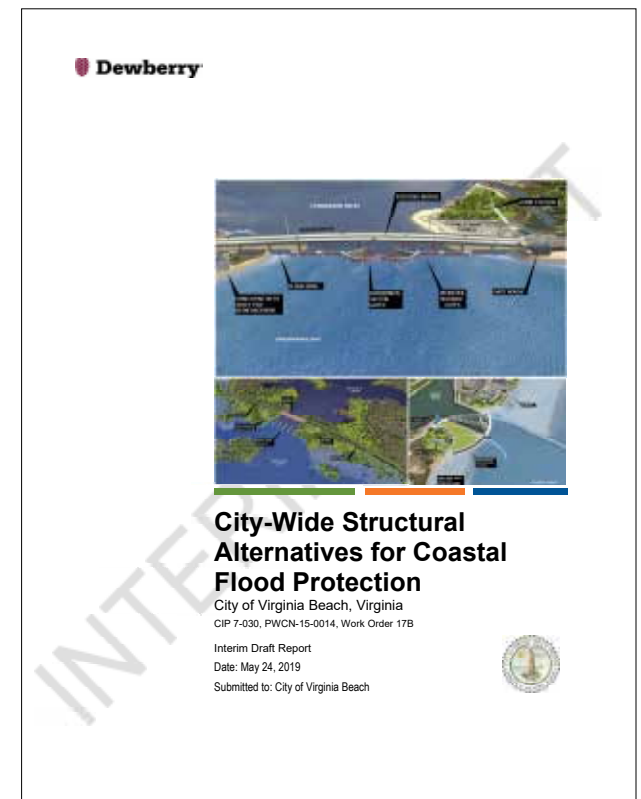
The RASAP 2030 Plan encourages companies to become certified by Lynnhaven River NOW as Pearl Businesses and be recognized for their efforts to restore waterways and sustain the natural beauty found throughout Virginia Beach.

## VIRGINIA GREEN

Virginia Green is the statewide program that works to reduce the environmental impacts of Virginia's tourism industry. It is run as a partnership with the Virginia Department of Environmental Quality, the Virginia Tourism Corporation and the Virginia Restaurant, Lodging and Travel Association.



## COASTAL FLOOD PROTECTION



**FIG. 4.2.28 CITY-WIDE STRUCTURAL ALTERNATIVES FOR COASTAL FLOOD PROTECTION**

Virginia Beach, Virginia

The RASAP 2030 supports the "City-Wide Structural Alternatives for Coastal Flood Protection" Report.



## STREET LIGHTING

**Pedestrian-scale:** Street lighting in walkable areas should be 10-20 feet in height to relate to the scale of a person.

**Matching:** All lighting used within a streetscape or character district should match each other by being of visually similar design, construction, and color.

**Color Temperature and Brightness of Lighting:** Must be of a color temperature between 2,500 Kelvin and 3,000 Kelvin when located in residential, urban and resort areas; 2,700 Kelvin is ideal. The City should select fixtures that have a good color rendering index (CRI) and low glare.

Light Emitting Diode (LED) lamp source: Lighting should be LED in order to keep energy usage and costs low.

## DECORATIVE LIGHTING

**All-Weather:** Lighting used in an outdoor area must be specifically made for outdoor use, and must have a hardwired electrical connection.

**Matching:** All lighting used within an outdoor area should match each other by being of visually similar design, construction, and color.

**Color Temperature and Brightness of Lighting:** Must be of a color temperature between 2,500 Kelvin and 3,000 Kelvin; 2,700 Kelvin is ideal. All lighting must be dimmable, and must not overpower the public street lighting.



**FIG. 4.2.29 OUTDOOR PLAZA LIGHTING**  
Pittsburgh, Pennsylvania



**FIG. 4.2.30 OUTDOOR DINING LIGHTING**  
Plaza Bib-Rambla, Granada, Spain

## PRESERVATION, CULTURAL IDENTITY & HISTORIC STRUCTURES

With development opportunities come the responsibility of respecting and rehabilitating the historic properties in the resort area. Adaptive reuse projects are a sustainable way to preserve the history of the area. New, urban infill projects will need to take a look at historic structures on adjacent sites and respect those buildings both in massing and with a contemporary compatible design.



**FIG. 4.2.31 THE CAVALIER HOTEL**  
Virginia Beach, Virginia  
© Yuzhu Zheng



**FIG. 4.2.32 TAUTOG'S RESTAURANT**  
Virginia Beach, Virginia



## ViBe CREATIVE DISTRICT CONNECTIVITY PLAN

The purpose of the ViBe District Connectivity Plan is to provide a vision for critical pedestrian and bicycle connections between ViBe business and community destinations. The major features of the Connectivity Vision Plan include:

- Connection to the Virginia Museum of Contemporary Art (MOCA).
- A continuous sidewalk network and accessibility upgrades.
- Crosswalks on all legs of every intersection.
- Additional street trees and pedestrian-scaled lighting.
- Two primary north/south corridors for pedestrian and bicycle traffic in the form of on-street bike lanes on Cypress Avenue and wide sidewalks on Mediterranean Avenue.
- Two primary east/west corridors for pedestrian and bicycle traffic in the form of an 8' side path on 18th Street and wide sidewalks and on-street bicycle facilities on 17th Street.

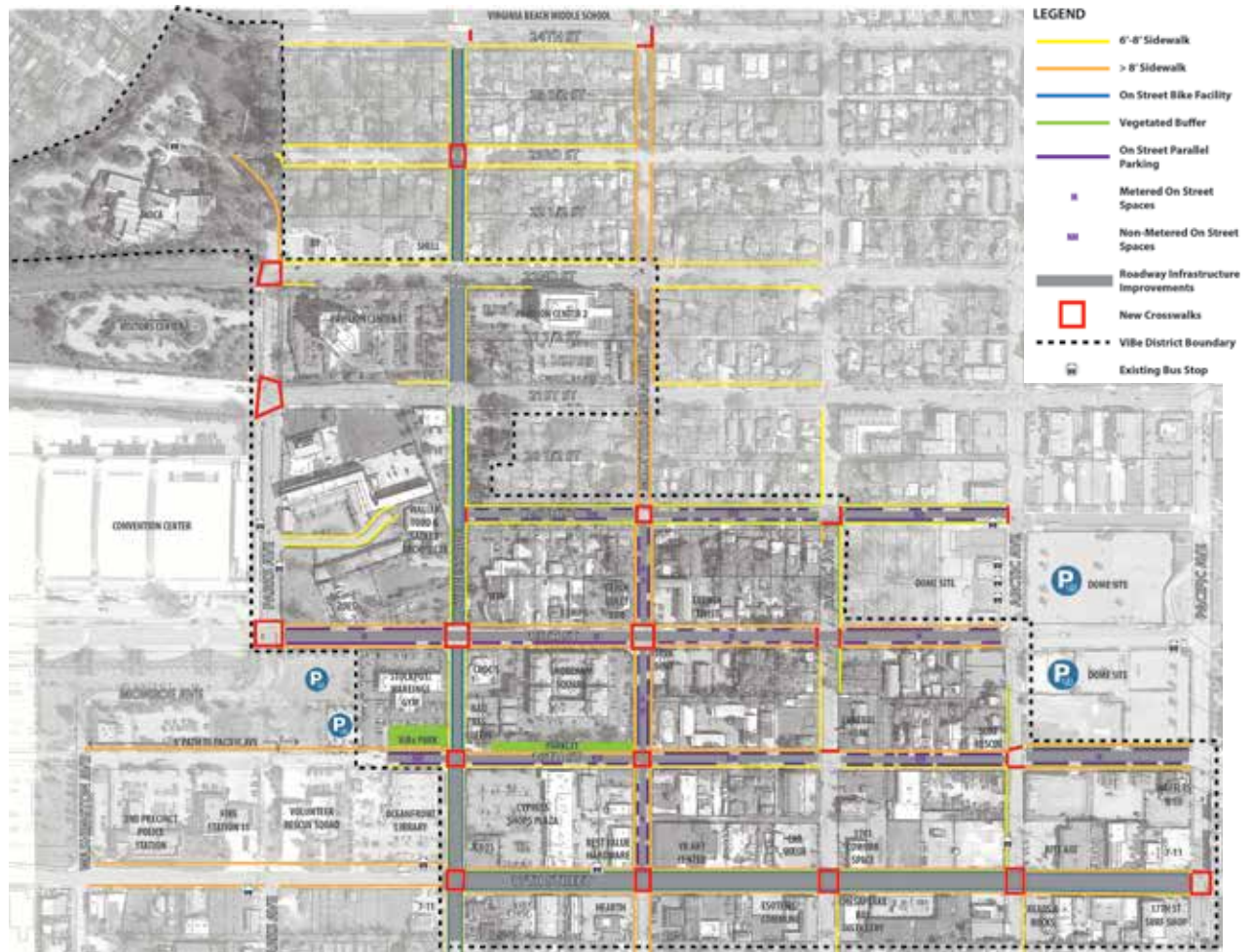


FIG. 4.2.33 2017 ViBe DISTRICT CONNECTIVITY VISION PLAN WITH 2019 UPDATES

- More defined on-street parallel parking opportunities to support businesses and residents on Mediterranean Avenue, 18th, 19th and 20th Streets.
- Designated open spaces along 18th–22nd Streets for informal gatherings, events, outdoor art displays, and low impact development (LID) facilities.
- Storm water and utility infrastructure upgrades.





**FIG. 4.2.34 ATLANTIC AVENUE AT 17TH STREET – EXISTING CONDITIONS (TOP LEFT) AND CONCEPTUAL INTERIM OPTION FOR FURTHER STUDY:**  
Dimensioned street section — off-season (on-street parking and dedicated bike lanes)

This conceptual rendering was used to solicit feedback for Atlantic Avenue during a public workshop and in an online survey. Participants

liked: bike lanes in general, expanded outdoor dining areas, on-street parking, organized street furniture and natural, native, salt-tolerant plantings.

Participants did not like having a bike lane situated between a trolley and vehicle lane (in the summer season), as it made them feel unsafe.



## 4.3 CONNECTED GREEN OPEN SPACES

The number one topic to come out of the public meetings and surveys was the need for enhancements to the existing parks and the creation of new parks and open space that reach west and connect neighborhoods to the oceanfront.

It is clear that residents and visitors enjoy the beach but also need alternative places to go to enjoy the outdoors away from the surf, sand and sun. Respondents noted that there are different needs for parks located directly adjacent to the beach and boardwalk, and those further inland.

### OCEANFRONT CONNECTOR PARKS:

- Maintain public views to the water.
- Improve existing connector parks by adding new amenities such as event and performance spaces, bathrooms and day-use showers.
- Do not add private amenities such as lockers and changing rooms.

### NEW/OFF-BEACH PARKS:

- Prioritize shade, public art, recreational spaces, and smaller amenities.
- Develop passive green/open spaces that connect inland neighborhoods to the beach.



**FIG. 4.3.0 VINE CITY'S COOK PARK**  
*Atlanta, Georgia; photo by Darcey Kiefel*



**FIG. 4.3.1 QUINLI STORM WATER PARK**  
*By Turenscape, China*



**FIG. 4.3.2 YANWEIZHOU STORM WATER PARK**  
*By Turenscape, China*



**FIG. 4.3.3 PERREUX RIVER BANKS**  
*By BASE Landscape Architecture*



**FIG. 4.3.4 CONCEPTUAL VIRGINIA BEACH CONNECTOR PARK**



**FIG. 4.3.5 CONCEPTUAL VIRGINIA BEACH OCEANFRONT RESTROOMS**

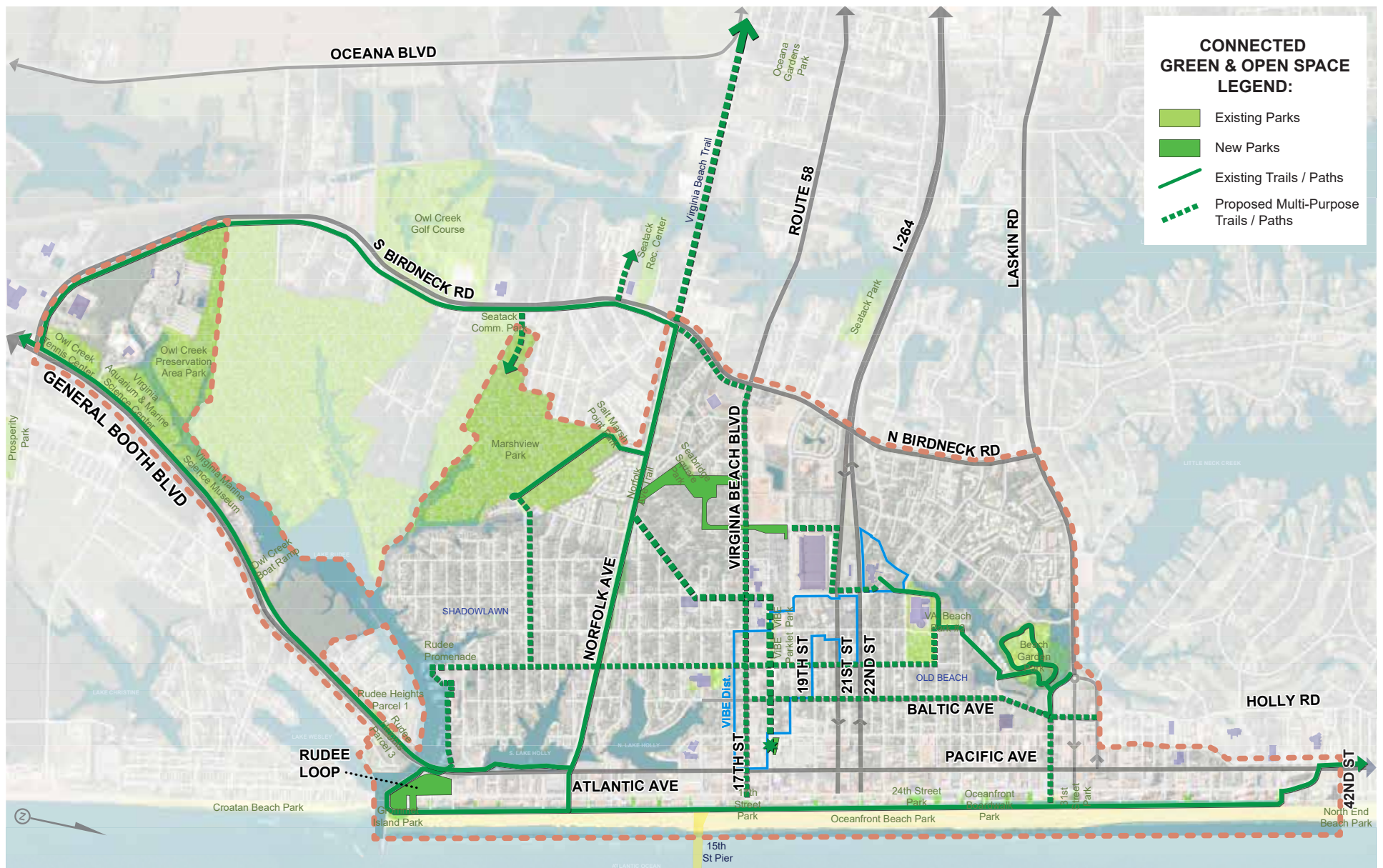


FIG. 4.3.6 CONNECTED/GREEN OPEN SPACE DIAGRAM



## RUDEE LOOP PARK

In the 2008 Resort Area Strategic Action Plan (RASAP), Rudee Loop was identified as a future development parcel and a public promenade opportunity. Since then, citizens and the City of Virginia Beach have come to see Rudee Loop as the best location for a permanent, world-class oceanfront public park. On this page, you will see the existing conditions including temporary art that has recently been introduced.

The RASAP Steering Committee feels strongly that additional citizen input is needed before any decisions are made, or any design work begins in the Rudee Loop area.



**FIG. 4.3.7 RUDEE LOOP – EXISTING CONDITIONS**



**FIG. 4.3.8 “WORLD BELOW THE BRINE” SCULPTURE**  
by WPA & Piece of Cake Productions — Virginia Beach, Virginia  
© Yuzhu Zheng



**FIG. 4.3.9 PRECEDENT IMAGE — SOUTH POINTE PARK**  
by Hargreaves Associates — Miami, Florida  
© Miami Paradise Pass



During the 2019 RASAP process, thousands of citizens weighed-in and stated that a significant amount of open space should be maintained in this area and that Rudee Loop should be converted into a public park. The adjacent rendering shows one concept of what this park could be.

The Rudee Loop Rendering was used as a tool to illicit feedback on the proposed park elements during the public meetings and survey. Here is how the various park elements ranked when citizens were asked what they thought about the park amenities shown:

#### LOVE IT / LIKE IT

- Green / Open Space (88%)
- Stage & Plaza (71%)
- Surfboard Storage & Outdoor Showers (71%)
- New Parking Garage & Development (63%)
- Skate Park (63%)
- Dog Park (63%)
- Sculpture Alley (53%)

#### PLEASE NO

- Skate Park (33%)
- Basketball Courts (31%)
- Dog Park (31%)
- New Parking Garage & Development (26%)



**FIG. 4.3.10 RUDEE LOOP RENDERING – CONCEPTUAL RENDERING FOR DISCUSSION AND PUBLIC INPUT ONLY**

- |                          |   |
|--------------------------|---|
| 1. Parking Garage        | 11. Sculpture & Shade Structure                     |
| 2. Park Parking          | 12. Accessible Parking                              |
| 3. Fishing Opportunities | 13. Sculptural Alley                                |
| 4. Multipurpose Court    | 14. Surfboard Lockers & Outdoor Showers             |
| 5. Public Seating        | 15. Stage & Plaza                                   |
| 6. Bike Racks            | 16. Surfing Area                                    |
| 7. Discovery Meadow      | 17. Walkway & Jetty (Potential Fishing Opportunity) |
| 8. Restrooms             | 18. Flood Gate                                      |
| 9. Game Deck             |   |
| 10. Playground           |   |

## 4.4 SENSE OF ARRIVAL & WELCOME

Public art gateways are a wonderful way to create a sense of welcome and arrival for visitors. The vision for the Resort Area includes providing a simultaneous sense of calm and renewed energy. There are several key gateway locations in the Resort Area and each should be designed to define the character of each district. It will be important to budget for and assign a committee to oversee the design of proposed gateways.

### PRIORITY GATEWAY:

- 21st Street

### GATEWAYS FOR FURTHER STUDY:

- 17th Street/Virginia Beach Boulevard
- Atlantic/Pacific — transition from North End into Resort Area
- Rudee Bridge
- Norfolk Avenue
- General Booth at the Aquarium
- 21st Street at Atlantic/Pacific
- Bay Bridge Tunnel (off-map)

### COMPLETED GATEWAYS:

- Laskin Gateway

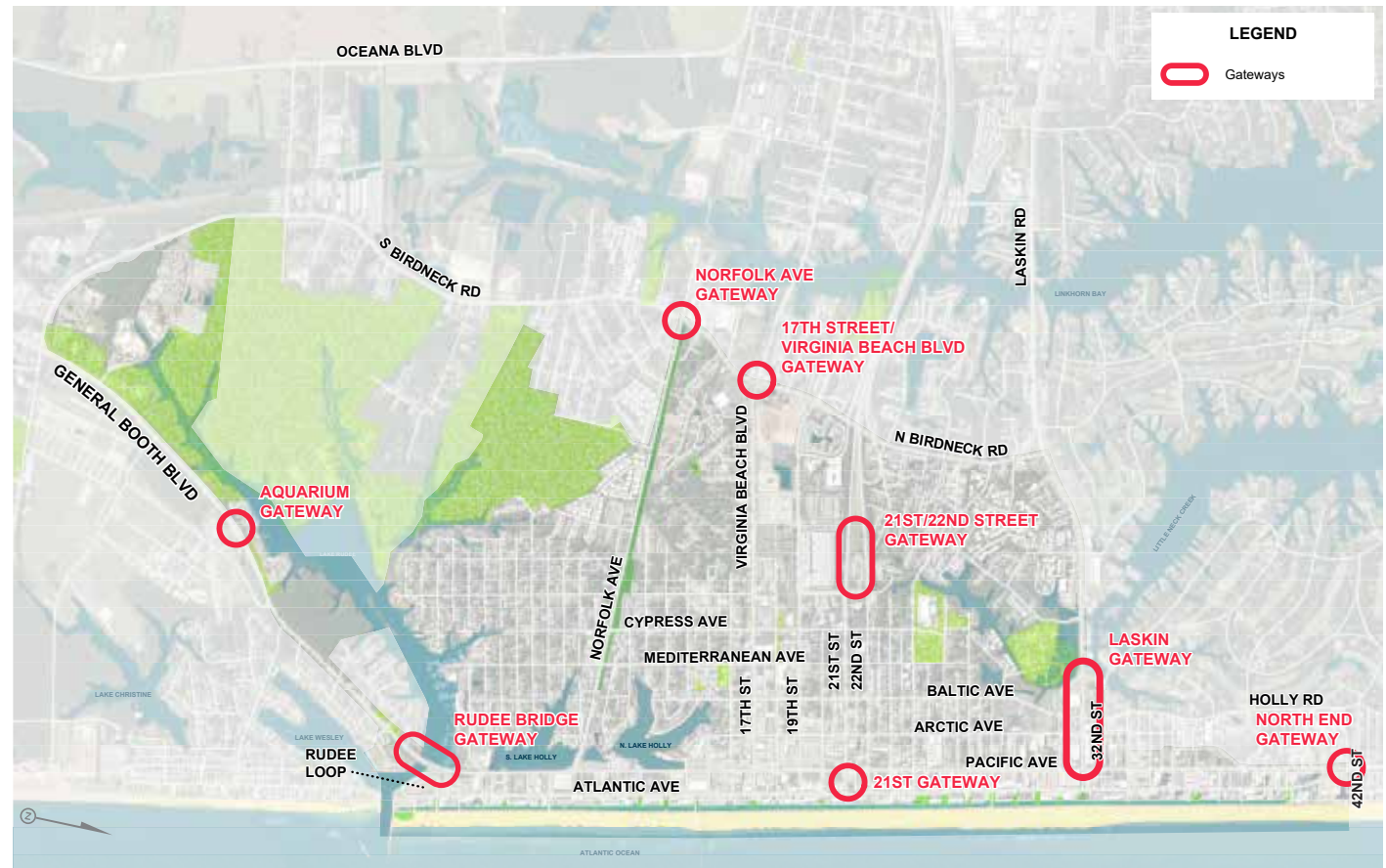


FIG. 4.4.0 GATEWAY MAP



FIG. 4.4.1 "THE WAVE" BY JEFF LARAMORE  
Laskin Gateway, Virginia Beach, Virginia





**FIG. 4.4.2 RESORT AREA GATEWAY – CONCEPTUAL RENDERING FOR DISCUSSION AND PUBLIC INPUT ONLY**

- |   |                                  |
|---|----------------------------------|
| 1. Naturalized Area                     | 8. Horticultural Display Gardens |
| 2. Storm Water Pond / Floodable Gardens | 9. Parking Lot                   |
| 3. Deck Overlook                        | 10. Fountain & Interactive Art   |
| 4. Looped Trail                         | 11. Projected Art                |
| 5. Public Park                          | 12. Visitor Center/MOCA campus   |
| 6. Public Art — Gateway Sculpture       | 13. Welcome Arch Pergola         |
| 7. Turnaround                           | 14. Perimeter Trees & Lights     |

**NOTE:** A majority of survey respondents supported the development of this gateway if the Virginia Museum of Contemporary Art (MOCA) is the anchor for the space.



**FIG. 4.4.3 21ST STREET GATEWAY – EXISTING CONDITIONS**

## GATEWAYS

Precedents for public art gateways have been selected and shown on the following pages. They include large arches, specialty lighting, abstract seaside themes, and natural vegetation growing up into canopies. Organic forms and bright colors connect people to nature and let them know that they are entering into a special area.

The conceptual rendering of the 21st Street gateway (previous page) includes a large, arched pergola sculpture with vines growing up and over the street, creating shade and slowing vehicles as they enter into the resort area. Additionally, there is a large naturalized area that puts Virginia Beach's storm water green infrastructure on display for educational and recreational uses.



**FIG. 4.4.4 "GARDENS BY THE BAY"  
SUPERTREE GROVE**  
Singapore



**FIG. 4.4.5 UNKNOWN**



**FIG. 4.4.6 GASLAMP QUARTER**  
San Diego, California



**FIG. 4.4.7 PEMBROKE PINES GATEWAY**  
Pembroke Pines, Florida



**FIG. 4.4.8 WITCHDUCK ROAD FLYOVER**  
Virginia Beach, Virginia



**FIG. 4.4.9 BROADWAY VIADUCT GATEWAY**  
Council Bluffs, Iowa  
© 2015 Ed Carpenter



**FIG. 4.4.10 LESNER BRIDGE — DONALD LIPSKI**  
Photography by Craig McClure 18144 © 2018 ALL Rights reserved by City of Virginia Beach



## 4.5 PUBLIC & PRIVATE DEVELOPMENT OPPORTUNITIES

Key development projects will be needed to increase density and achieve the goal of a year-round resort. Below are a few examples of developments in progress as well as future opportunities:

1. Virginia Aquarium Expansion
2. Atlantic Avenue Corridor
3. Sports Center
4. Convention Center Hotel
5. Visitor Center/21st Street Gateway
6. Marina District Improvements
7. 17th Street Corridor
8. Rudee Loop
9. Dome Site
10. Fishing Pier (private or public partnership; multiple location options)
11. Potential redevelopment area

**NOTE:** Numbers above are used to key development opportunities to the map and do not in any way represent order of priority or the potential for public funding

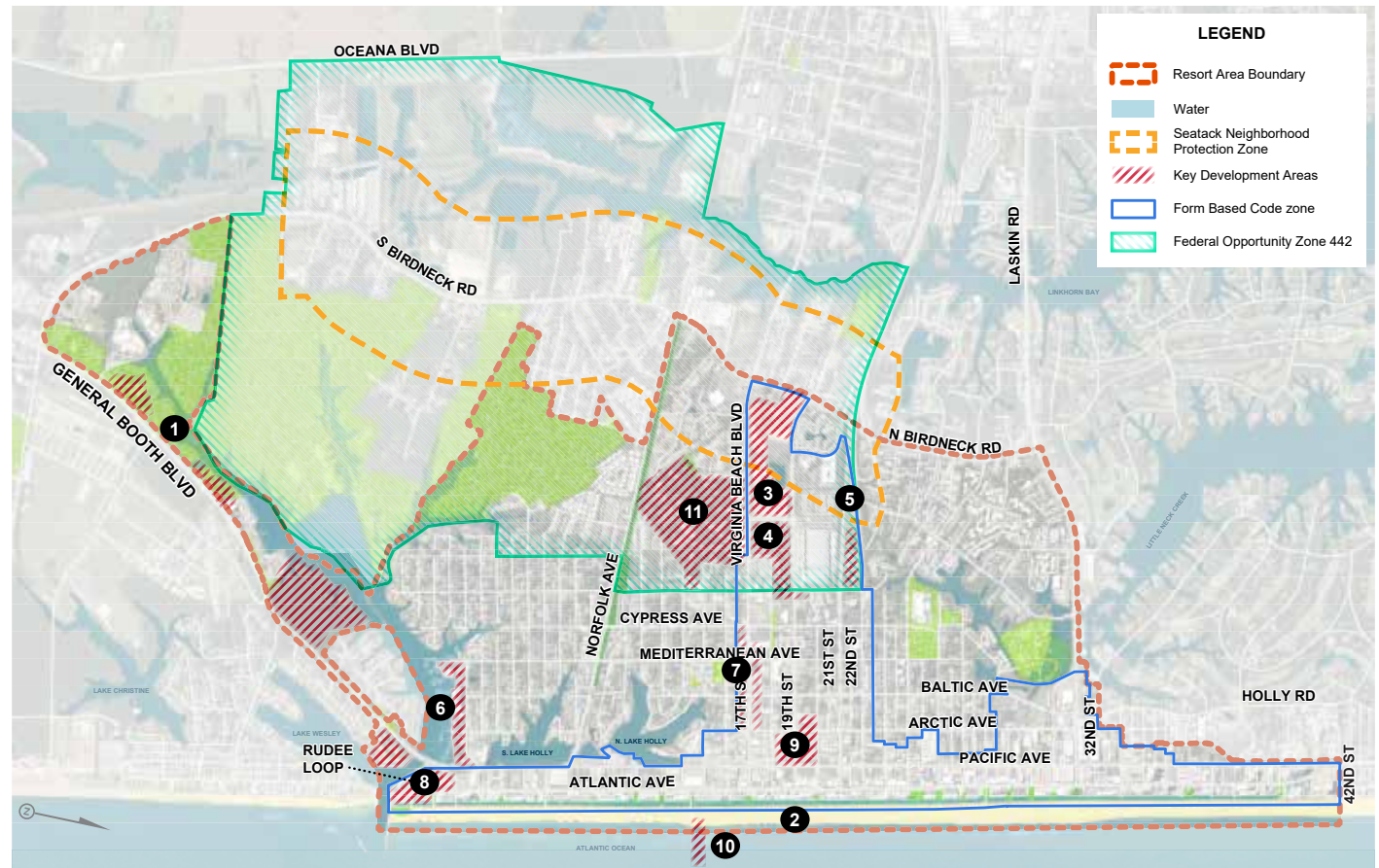


FIG. 4.5.0 DEVELOPMENT OPPORTUNITIES MAP

With development opportunities come the responsibility of respecting and rehabilitating the historic properties in the resort area. Adaptive reuse projects are a sustainable way to preserve the history of the area. New urban infill projects will need to take a look at historic structures on adjacent sites and respect those buildings both in massing and with a contemporary compatible design.

The Federal Opportunity Zones incentive is a community investment tool established by Congress in the Tax Cuts and Jobs Act of 2017 to encourage long-term investments in low-income urban and rural communities.

## THE SPORTS CENTER

The new Virginia Beach Sports Center will be capable of hosting National Collegiate Athletic Association (NCAA) and World Indoor Track & field Tournaments with seating for over 5,000 and will be the largest multi-purpose basketball/volleyball/wrestling indoor facility on the East Coast. The Center includes courts, indoor track, spectator seating, kitchen/cafeteria, meeting rooms, an exhibit area along with an entry plaza area directly across from the Virginia Beach Convention Center.



**FIG. 4.5.1 VIRGINIA BEACH SPORTS CENTER**  
By Hanbury, Clark Nexsen, MEB & Eastern Sports Management

## DOMESITE

The redevelopment of the 10-acre Dome site aims to bring new life to a longtime destination site in the heart of the resort area. The Atlantic Park project includes a “world-class surf park, a 3,500-person entertainment venue, office space, urban residential units, retail, and restaurants — all connected by a walkable, park-like atmosphere.”



**FIG. 4.5.2 DOME SITE DEVELOPMENT**  
“Atlantic Park” By Hanbury & Venture Realty



## THE MARINA DISTRICT

The 2008 RASAP plan called for redevelopment in the Marina District. Since that time, property owners in this area have been working together to plan a mixed-use, walkable, family-friendly environment and have approached city staff about their plans.

The adjacent graphic depicts general ideas about the site as depicted on an update to a graphic in the Owl Creek Master Plan. The development will connect to Rudee Loop and the greater Resort Area and will respect the adjacent neighborhoods by providing adequate parking on site.

The RASAP Steering Committee highly endorses a comprehensive public process for this redevelopment.



**FIG. 4.5.3 MARINA DISTRICT – 2019 UPDATE TO OWL CREEK MASTER PLAN**

## THE VIRGINIA AQUARIUM & MARINE SCIENCE CENTER

The Virginia Aquarium & Marine Science Center is the most visited cultural attraction in the Commonwealth of Virginia with approximately 700,000 visitors each year. Survey respondents and public workshop attendees overwhelmingly supported the Virginia Aquarium & Marine Science Center's expansion plans.

Pictured to the right is a conceptual master plan and rendering that shows a new entry with an exhibit for sea lions and seals. Adjacent to the new entrance is an addition on the existing parking lot, an interior renovation, and a new 1,800 space parking structure across the street, with a landscaped pedestrian bridge.

The parking structure could be multi-purpose serving the oceanfront during events, with shuttles to the center of the Resort Area.

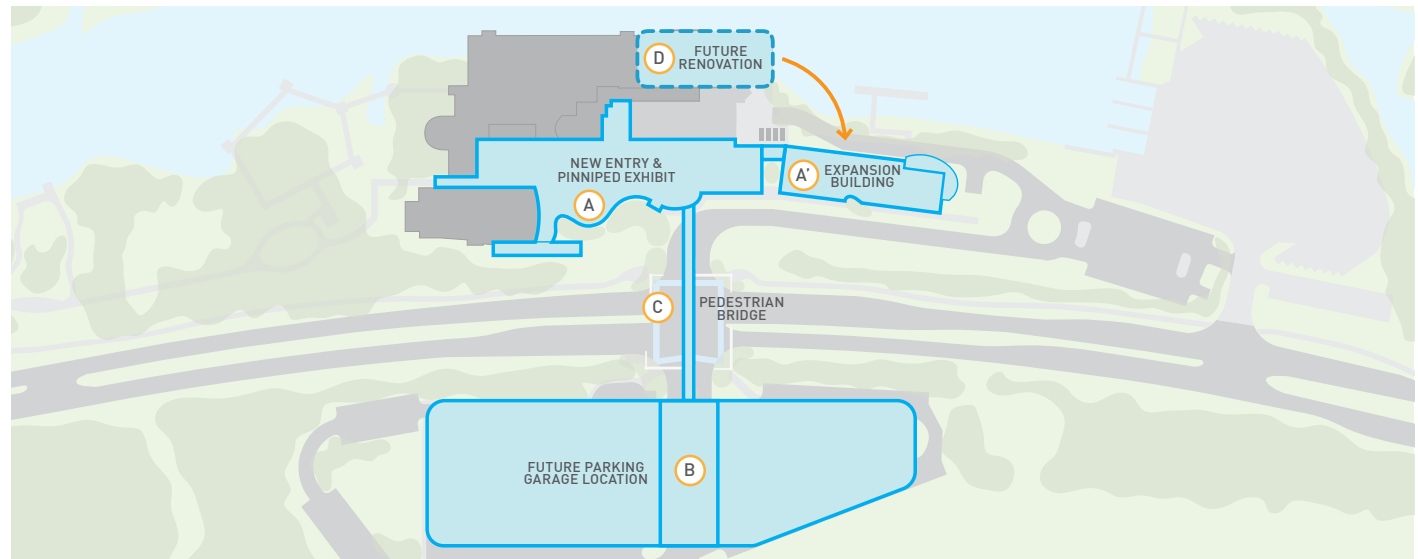


FIG. 4.5.4 VIRGINIA AQUARIUM & MARINE SCIENCE CENTER – CONCEPTUAL EXPANSION MASTER PLAN



FIG. 4.5.5 VIRGINIA AQUARIUM & MARINE SCIENCE CENTER – CONCEPTUAL EXPANSION RENDERING

Image provided by the Virginia Aquarium & Marine Science Center. ©RoTo Architects



## 4.6 RESIDENTIAL & MIXED-USE DEVELOPMENT

Residential developments will be needed to achieve the goal of a year-round resort. Market rate, workforce housing, affordable housing, J-1 housing and office uses are critical components as they will enable the Resort Area to be a walkable community and will alleviate congestion and parking issues.

### CONTENT GOAL:

- Wherever possible, support/incentivize mixed-income residential development that provides housing that can support moderate income households and the resort area workforce.

### PRODUCTION GOAL:

- Seek to ensure that 15/20% of residential development is affordable and/or workforce housing, to help ensure housing opportunities for the resort area workforce and for a diversity of households.

### ACCESSIBILITY GOAL:

- Ensure accessibility is provided in new residential development to ensure access for people with disabilities.



**FIG. 4.6.0 SEASIDE HARBOR**

Virginia Beach, Virginia



**FIG. 4.6.1 SUMMER HOUSE APARTMENTS**

Virginia Beach, Virginia



**FIG. 4.6.2 SUMMER HOUSE APARTMENTS RETAIL**

Virginia Beach, Virginia

## DESIGN PRINCIPLES:

In developing new, multifamily and mixed-use buildings, it is important to consider the following:

- New residential properties should be located west of Atlantic Avenue to allow the beach and resort to focus on tourism opportunities.
- Incorporate a Collaborative Public Process.
- Respect the Neighborhood Context.
- Connect to the Street and Pedestrian Network.
- Keep Blocks to a Neighborhood Scale.
- Place Buildings around the Perimeter of Blocks; Conceal Parking in the Center.
- Provide a Mixture of Building Types (no full-block buildings).
- Provide Amenities for both the Residents and the Neighborhood.
- Place windows, doors, and porches to allow for maximum neighborly interaction with the street and with other neighbors.
- Provide ground-level transparency for retail and commercial uses.
- If the above principles are followed, new residential should have a positive effect in building the necessary density to allow for a year-round resort.



**FIG. 4.6.3 TWENTY TWO NEPTUNE**  
Virginia Beach, Virginia



**FIG. 4.6.4 SINGLE-FAMILY WITH SHARED PARKING**  
Virginia Beach, Virginia



**FIG. 4.6.5 JEFFERSON MANOR**  
Historic Midcentury Modern — Virginia Beach, Virginia



## 5. IMPLEMENTATION

### RASAP 2030 PRIORITY ACTION ITEMS: (not in order of priority)

- **Adopt best practices of a Central Management Entity:**
  - » Keep the Resort Area green, clean, safe, and welcoming
  - » Investigate funding stream for enhanced services
- **Develop a comprehensive Mobility Plan that addresses:**
  - » Pedestrian circulation
  - » Bike circulation
  - » Public transit
  - » Vehicular (rideshare and private) circulation and traffic calming
  - » Parking
- **Design and implement streetscape improvements:**
  - » 17th Street/Virginia Beach Boulevard
  - » Atlantic Avenue
  - » Pacific Avenue
  - » **Streetscape improvements to include:**
    - » Outdoor amenity spaces/outdoor dining
    - » Green infrastructure/pervious paving/landscaping and sidewalk organization standards
    - » Site furnishings
    - » Signage and wayfinding
- **Connected Green/Open Spaces:**
  - » Maintain public views to the water
  - » Improve existing connector parks by adding new amenities (event/performance spaces, bathrooms and day-use showers)
  - » Designate new, off-beach parks and open space areas that prioritize shade, public art, recreational spaces and amenities
- » Develop passive/green open areas that connect inland neighborhoods to the beach
- » Collect, retain and drain storm water with green infrastructure (coastal resilience)
- **Design and construct a gateway at 21st Street that provides a sense of arrival:**
  - » Incorporate public art, projection art and significant landscape and artistic lighting components
- **Support impactful projects that benefit the Resort Area and the City of Virginia Beach:**
  - » Convention Center Hotel
  - » Dome Site
  - » Fishing Pier
  - » Marina District Improvements
  - » Rudee Loop Park
  - » Virginia Aquarium & Marine Science Center Expansion
- **Support residential and mixed-use development in the Resort Area**
  - » Include market rate, workforce, affordable, and J-1 housing to promote year-round activity

# 5.0 PROJECT MATRIX

The following project matrix sets a framework for project implementation in short, mid, and long-term phases.

Short 6 mo. – 2 yrs.

Mid 2 yrs. – 5 yrs.

Long 6 yrs. – 10 yrs.

TABLE 5.1 PROJECT MATRIX

Priority Action Item	Schedule
Central Management Entity	Short
Mobility Plan	Short
Detailed Streetscape Design	Short–Mid
Connected Green Open Space	Short–Long
Resort Area Gateway	Mid
Support Impactful Projects	Short–Long
Support Residential & Mixed-Use Development	Short–Long

<sup>1</sup>footnotes



FIG. 5.0.0 ViBe DISTRICT MURALS  
Virginia Beach, Virginia



## 6. APPENDICES

### 6.0 GLOSSARY

**AFFORDABLE HOUSING:** Housing priced so that rent or mortgage plus utilities does not exceed 30% of income of the target market.

**COASTAL RESILIENCE:** The ability of a community to withstand, and recover from, threats from coastal environments such as flooding and storms.

**CONNECTOR PARKS:** Small public spaces that connect the Boardwalk to Atlantic Avenue.

**CURB EXTENSIONS:** An extension of the sidewalk at a crosswalk that narrows the street.

**CURBSIDE MANAGEMENT:** A plan and practice that organizes the various elements that contribute to street level vibrancy in order to have uncluttered, walkable sidewalks.

**GREEN INFRASTRUCTURE:** Landscaping and vegetation that are used to store and treat storm water.

**J-1 HOUSING:** Housing for seasonal workers in the United States with a J-1 Visa.

**MOBIITY PLAN:** A plan that coordinates available means of transportation to ensure that people have options in getting where they need to go.

**PARKLETS:** A small park or seating area that occupies a parking space.

**PASSIVE PARK:** A park area that requires little to no maintenance and only supports activities that require no structures, equipment, or programming.

**PERVIOUS PAVING:** Pavement that allows water to seep down into the soil or a storage area below.

**PLACEMAKING:** Designing and managing public spaces in a way that encourages people to use them as part of their social life.

**RIDESHARE:** Services that provide prearranged rides for compensation using a digital platform that connects passengers with drivers using a personal vehicle.

**SEA LEVEL RISE:** The increase in the sea level elevation due to numerous factors including thermal expansion of water in the oceans and melting of glaciers.

**SHARED MOBILITY DEVICES:** Small transportation devices such as bicycles and scooters that users rent using a digital platform such as an app.

**SHARROW:** On-road shared lane markings.

**SMART CORRIDOR:** A street that is monitored and managed by systems that minimize congestion.

**STORM WATER:** Water runoff from rain.

**TIP FUND:** Provides funds for tourism related capital projects and initiatives.

**TRAFFIC CALMING:** Strategies that create an environment that causes drivers to drive more slowly and carefully, increasing safety for pedestrians.

**WAYFINDING:** Signage specifically designed to help people get from one place to another.

**WORKFORCE HOUSING:** Housing priced to be affordable for middle-income families.

## 6.1 LIST OF FIGURES

### FIG. 6.1.0 LIST OF FIGURES

Fig. 1.0.0 RASAP Steering Committee.....	4	Fig. 4.0.13 La Jolla Blvd. (After traffic-calming & beautification project).....	19
Fig. 2.0.0 2008 Resort Area Strategic Action Plan.....	7	Fig. 4.1.0 E-Pioneer scooter.....	20
Fig. 2.0.3 Laskin Gateway — 2008 Plan.....	8	Fig. 4.1.1 E-Cruiser.....	20
Fig. 2.0.1 Marina District — 2008 Plan.....	8	Fig. 4.1.2 Bike rack in the vibe.....	20
Fig. 2.0.2 Central Beach District — 2008 Plan.....	8	Fig. 4.1.3 Water Taxi.....	20
Fig. 2.0.4 Oceanfront Corridor — 2008 Plan.....	8	Fig. 4.1.4 Beach Shuttle.....	21
Fig. 2.0.5 2008–2018 Resort Area developments.....	9	Fig. 4.1.5 Mobility Improvement Diagram.....	22
Fig. 3.0.0 Something In The Water Festival 2019.....	10	Fig. 4.1.6 Bicycle/Pedestrian/Micro-Mobility Circulation Diagram.....	23
Fig. 3.1.0 District & Oceanfront Corridor Map .....	11	Fig. 4.1.7 Protected Bike Lanes — Arlington, Virginia.....	23
Fig. 3.1.1 Resort Area Strategic Growth Area Boundary.....	12	Fig. 4.1.8 Public Transit Circulation Diagram.....	24
Fig. 3.3.0 Public Workshop Images .....	14	Fig. 4.1.9 Virginia Beach Resort Trolley.....	24
Fig. 4.0 Rendering Of The Future 17Th Street Corridor.....	15	Fig. 4.1.10 Vehicular Circulation Diagram.....	25
Fig. 4.0.0 Coligny Circle.....	17	Fig. 4.1.11 Automated, Self-valet.....	25
Fig. 4.0.2 Promenade Street.....	17	Fig. 4.1.12 Existing Public Parking Diagram.....	26
Fig. 4.0.4 Piazza Della Famiglia.....	17	Fig. 4.1.15 Resort commercial lots & VB Parking.....	27
Fig. 4.0.1 Boardwalk.....	17	Fig. 4.1.13 Smart Parking Display.....	27
Fig. 4.0.3 Venice Beach hanging street sign.....	17	Fig. 4.1.14 Smart Parking App.....	27
Fig. 4.0.5 The Plaza In City Place.....	17	Fig. 4.2.0 17Th Street (existing conditions).....	28
Fig. 4.0.6 Old Beach Farmer’s Market .....	18	Fig. 4.2.1 17Th Street (conceptual rendering of future streetscape — to be designed) .....	28
Fig. 4.0.8 Jazz On The Beach.....	18	Fig. 4.2.2 Bike Lanes.....	29
Fig. 4.0.10 Community Yoga.....	18	Fig. 4.2.4 Bike Trails.....	29
Fig. 4.0.7 Sail-In Cinema.....	18	Fig. 4.2.3 Multi-Use Path.....	29
Fig. 4.0.9 VA. MOCA Boardwalk Art Show.....	18	Fig. 4.2.5 Coligny Beach Park.....	29
Fig. 4.0.11 Spruce Street Park.....	18		
Fig. 4.0.12 La Jolla Blvd. (before).....	19		



Fig. 4.2.6 Commercial Street.....	30	Fig. 4.2.30 Outdoor dining lighting.....	36
Fig. 4.2.8 Pocket Patio.....	30	Fig. 4.2.31 The Cavalier Hotel.....	36
Fig. 4.2.10 Lincoln Road.....	30	Fig. 4.2.32 Tautog's Restaurant.....	36
Fig. 4.2.7 Pocket Plaza.....	30	Fig. 4.2.33 2017 ViBe District Connectivity Vision Plan with 2019 updates.....	37
Fig. 4.2.9 Coligny Circle.....	30	Fig. 4.2.34 Atlantic Avenue at 17Th Street — existing conditions (top left) and conceptual Interim option For Further Study.....	38
Fig. 4.2.11 Downtown Street.....	30	Fig. 4.3.0 Vine City's Cook Park.....	39
Fig. 4.2.12 Mid-Block Curb Extension.....	31	Fig. 4.3.2 Yanweizhou Storm water Park.....	39
Fig. 4.2.14 Intersection Curb Extensions.....	31	Fig. 4.3.4 Conceptual Virginia Beach Connector Park.....	39
Fig. 4.2.16 Full-Intersection Crosswalk.....	31	Fig. 4.3.1 Quinli Storm water Park.....	39
Fig. 4.2.13 Mid-Block Crossing.....	31	Fig. 4.3.3 Perreux River Banks.....	39
Fig. 4.2.15 Mid-Block Crossing.....	31	Fig. 4.3.5 Conceptual Virginia Beach Oceanfront restrooms .....	39
Fig. 4.2.17 Planted Curb Extensions.....	31	Fig. 4.3.6 Connected/Green Open Space Diagram.....	40
Fig. 4.2.18 Covered Bike Storage.....	32	Fig. 4.3.7 Rudee Loop — Existing Conditions.....	41
Fig. 4.2.20 Hydration Station.....	32	Fig. 4.3.9 Precedent image — South Pointe Park.....	41
Fig. 4.2.22 Newsstand (front).....	32	Fig. 4.3.8 “World Below the Brine” sculpture.....	41
Fig. 4.2.19 Proposed E-Scooter Parking.....	32	Fig. 4.3.10 Rudee Loop Rendering — Conceptual Rendering for discussion and public input only.....	42
Fig. 4.2.21 Bryant Park Litter Receptacles.....	32	Fig. 4.4.0 Gateway Map.....	43
Fig. 4.2.23 Newsstand (back).....	32	Fig. 4.4.1 “The Wave by Jeff Laramore.....	43
Fig. 4.2.24 Watershed map.....	33	Fig. 4.4.2 Resort Area Gateway — Conceptual Rendering for discussion and public input only.....	44
Fig. 4.2.25 Rendering of recommended Rudee Inlet Gate typology.....	34	Fig. 4.4.3 21St Street Gateway — Existing Conditions.....	44
Fig. 4.2.26 Rendering of raised seawall and sliding flood gate at oceanfront boardwalk.....	34	Fig. 4.4.8 Witchduck Road flyover.....	45
Fig. 4.2.27 Rain garden in Bay Area Greenbelt.....	35	Fig. 4.4.4 “Gardens By The Bay” Supertree Grove.....	45
Fig. 4.2.28 City-wide structural alternatives for coastal flood protection.....	35		
Fig. 4.2.29 Outdoor plaza lighting.....	36		

Fig. 4.4.6 Gaslamp Quarter.....	45
Fig. 4.4.9 Broadway Viaduct Gateway.....	45
Fig. 4.4.5 Unknown.....	45
Fig. 4.4.7 Pembroke Pines Gateway.....	45
Fig. 4.4.10 Lesner Bridge — Donald Lipski.....	45
Fig. 4.5.0 Development Opportunities Map.....	46
Fig. 4.5.1 Virginia Beach Sports Center.....	47
Fig. 4.5.2 Dome Site Development.....	47
Fig. 4.5.3 Marina District — 2019 update to Owl Creek Master Plan.....	48
Fig. 4.5.4 Virginia Aquarium & Marine Science Center — Conceptual Expansion Master Plan.....	49
Fig. 4.5.5 Virginia Aquarium & Marine Science Center — Conceptual Expansion Rendering.....	49
Fig. 4.6.0 Seaside Harbor.....	50
Fig. 4.6.1 Summer house apartments.....	50
Fig. 4.6.2 Summer house apartments retail.....	50
Fig. 4.6.3 Twenty Two Neptune.....	51
Fig. 4.6.4 Single family with shared parking.....	51
Fig. 4.6.5 Jefferson Manor.....	51
Fig. 5.0.0 ViBe District murals Virginia Beach, Virginia.....	53
Fig. 6.1.0 ViBe District mural by Lisa Ashinoff Virginia Beach, Virginia.....	58





**FIG. 6.1.1 VIBE DISTRICT MURAL BY LISA ASHINOFF**  
Virginia Beach, Virginia

