



Virginia Beach Resort Area

# STRATEGIC ACTION PLAN


Adopted by City Council  
December 2, 2008



S A S A K I

ERA  
Kimley-Horn  
HCD

# PROJECT SCHEDULE

November '07	Kick-Off/ Stakeholder Interviews	 Meetings attended by over 350 citizens
December '07	Advisory Committee Worksession	
January '08	Presentation to City Council	
February '08	Community Charrette	
June '08	Public/Advisory Committee Presentation	
September '08	Presentation to Planning Commission	
October '08	Presentation to City Council	

# STAKEHOLDER INPUT

NOVEMBER 2007

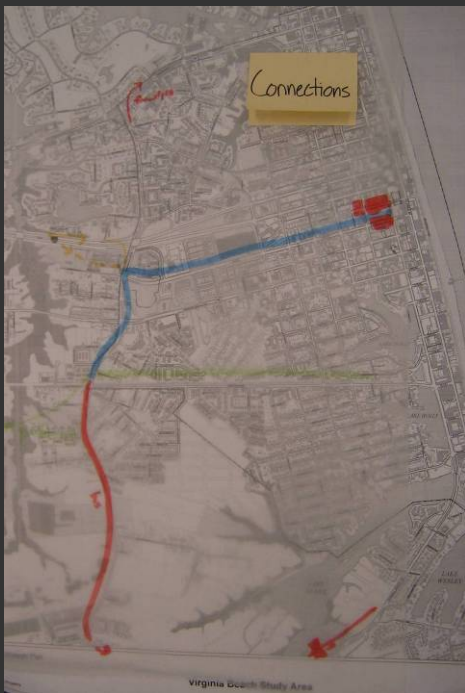
- Think holistically about the Oceanfront
- Retain local identity
- Change the pattern of development
- Increase residents – key to year round viability
- Bring focus to open space beyond the beach (inlets, lakes, marina)
- Increase the depth of the market – hotel, retail, residential, entertainment





# INITIAL CONCEPTS

DECEMBER 2007



CONNECTIONS



OPEN SPACE



PLACEMAKING



DEVELOPMENT OPPORTUNITIES



# FEBRUARY 2008 CHARRETTE

## NORTH BEACH

- Open space **connections** to the beach
- Laskin is the ORA's best location for a concentration of **high-end retail**
- Development and **traffic** patterns should be sensitive to needs of adjacent neighborhoods

## CENTRAL BEACH

- Bring the **LRT** alignment through Colony
- Linear park to connect the Convention Center to the Dome Site
- **Mixed-use** entertainment district, with the Dome as an indoor activity counterpart to the beach

## SOUTH BEACH

- **Boardwalk** connection is a priority
- Beach/Boardwalk needs to remain **public** as private development moves forward
- Open space should emphasize views to beach and marina

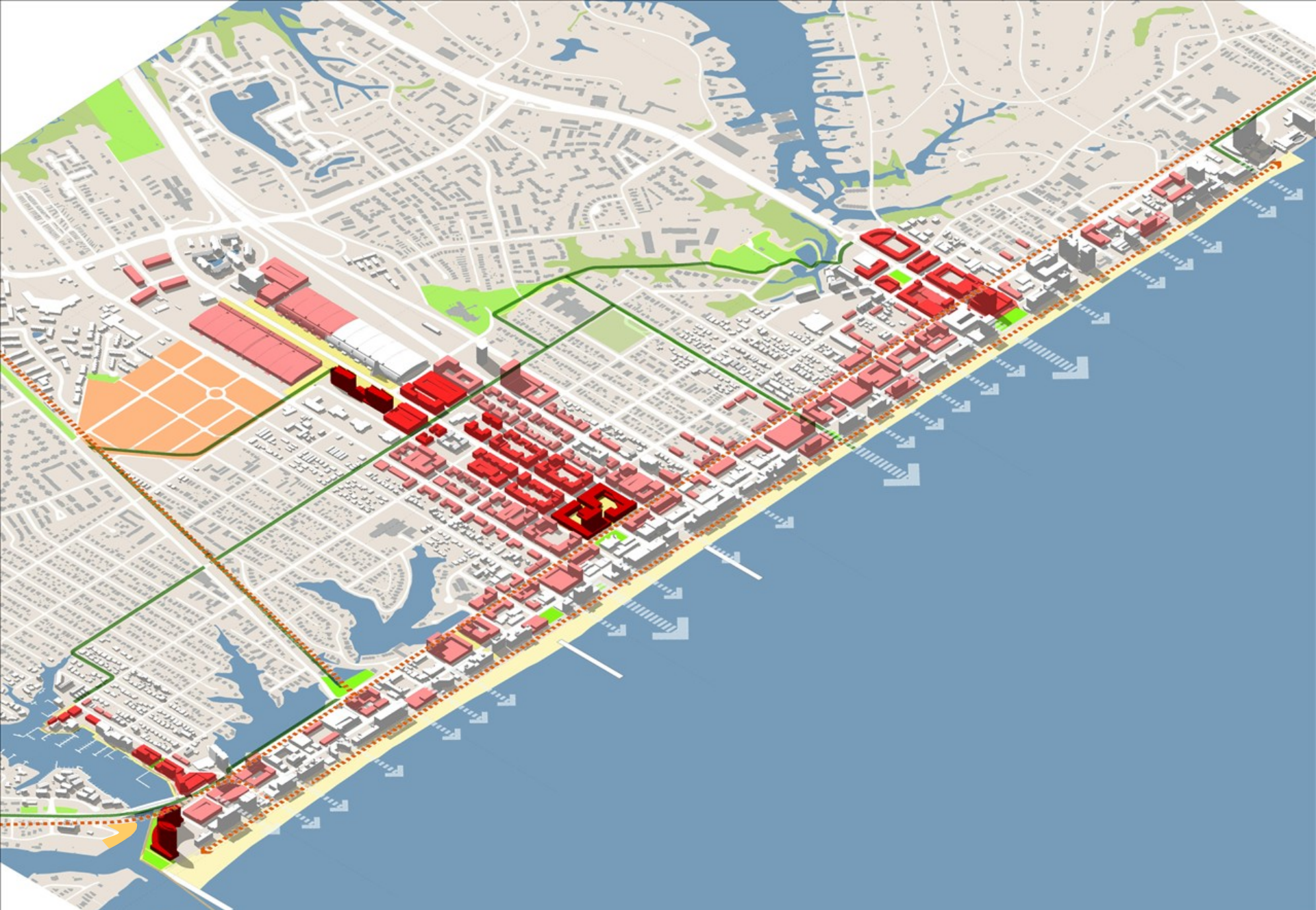


# DEVELOPMENT STRATEGIES

- Create great districts with distinctive identities
- Improve transit and pedestrian connections between destinations
- Create a transition from the resort area to the neighborhoods
- Enhance visual access to the Oceanfront
- Grow residential
- Provide additional higher-quality hotels
- Concentrate retail
- Cluster office uses near Convention Center and Birdneck
- Continue to focus on achieving a "Year-Round Resort"









## TRAFFIC IMPACTS

- Non-vehicular modes of traffic will grow
- Multi-modal accommodations will increase
- Typical sections and right-of-way will expand  
Travel lanes may narrow
- Wider sidewalks, bicycle accommodations, transit corridors & facilities

## PEDESTRIAN ORIENTED STREETS

### Atlantic Avenue

- Maintain existing roadway and right-of-way width

### 19th Street

- Narrows to 3 lanes including transit

### 31<sup>st</sup> Street

- More pedestrian-friendly street thru utilization of 30<sup>th</sup>/32<sup>nd</sup> streets as vehicular routes

## VEHICULAR PRIORITY STREETS

### Pacific Avenue

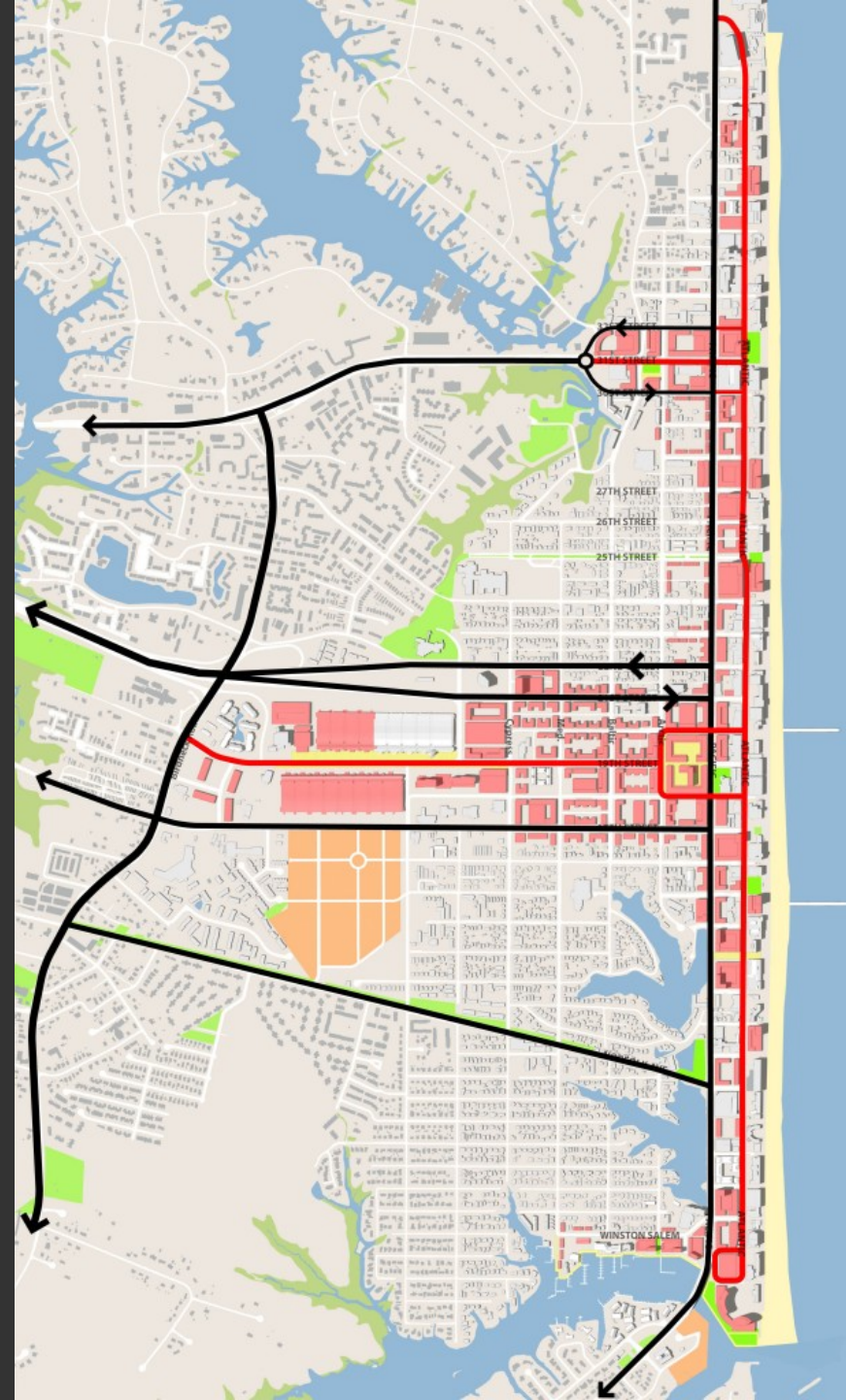
- Add left turn lanes, right-of-way width will expand

### 17<sup>th</sup> Street

- Add left turn lanes, right-of-way width will expand

### 30<sup>st</sup>/32<sup>nd</sup> Streets

- Merge with 31<sup>st</sup> Street at western end



## ARCTIC AVENUE

- Primary north-south bike way for commuters and locals

## OCEANFRONT BIKEWAY

- Primary north-south bikeway for tourists and locals

## ATLANTIC / PACIFIC

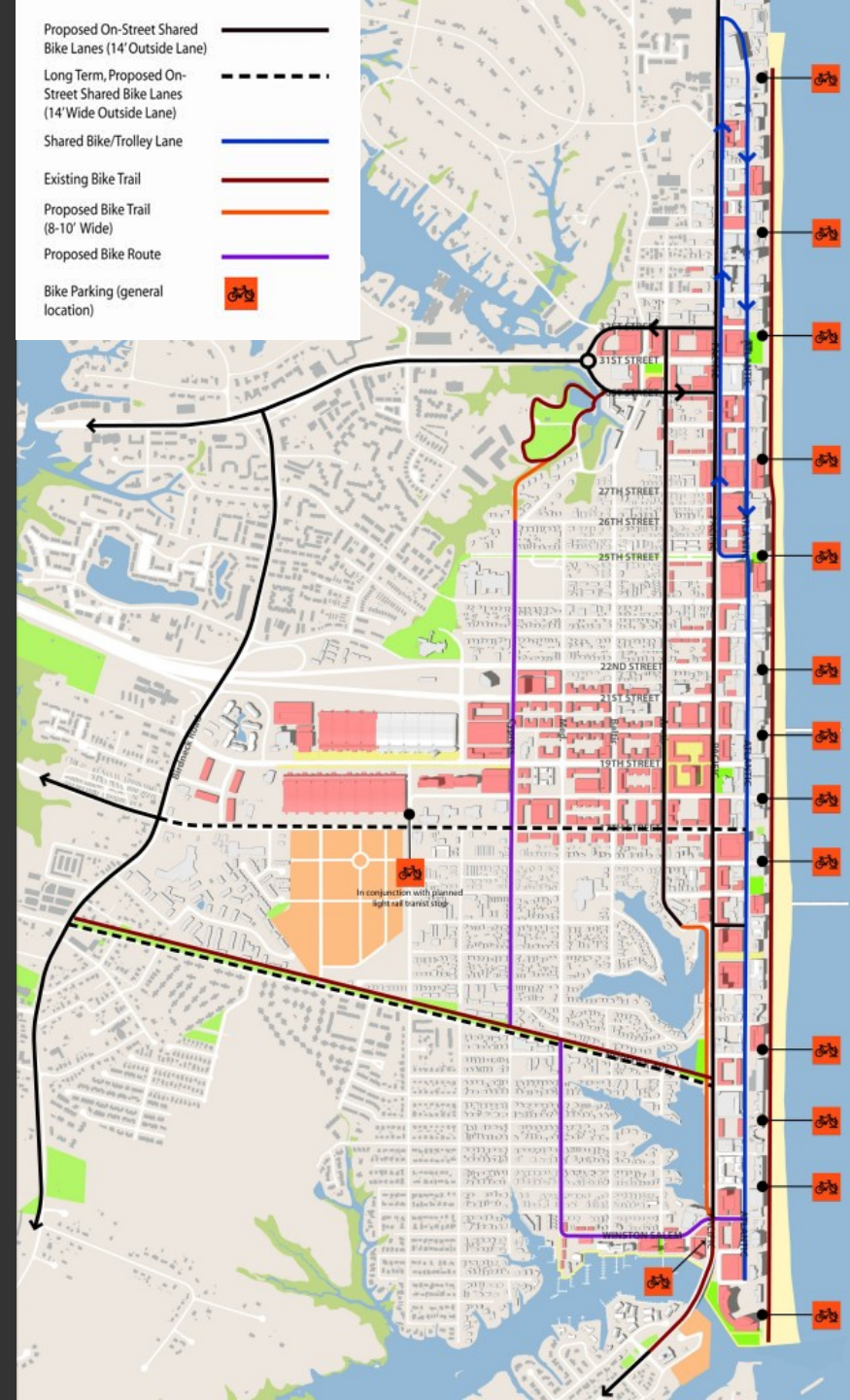
- Shared bike-trolley lanes

## NORFOLK AVENUE

- Short term: shared bike / multi-use trail
- Longterm: shared on street bike/travel lane

## 17<sup>TH</sup> STREET

- Shared on street bike/travel lane





## LIGHT RAIL TRANSIT LINK

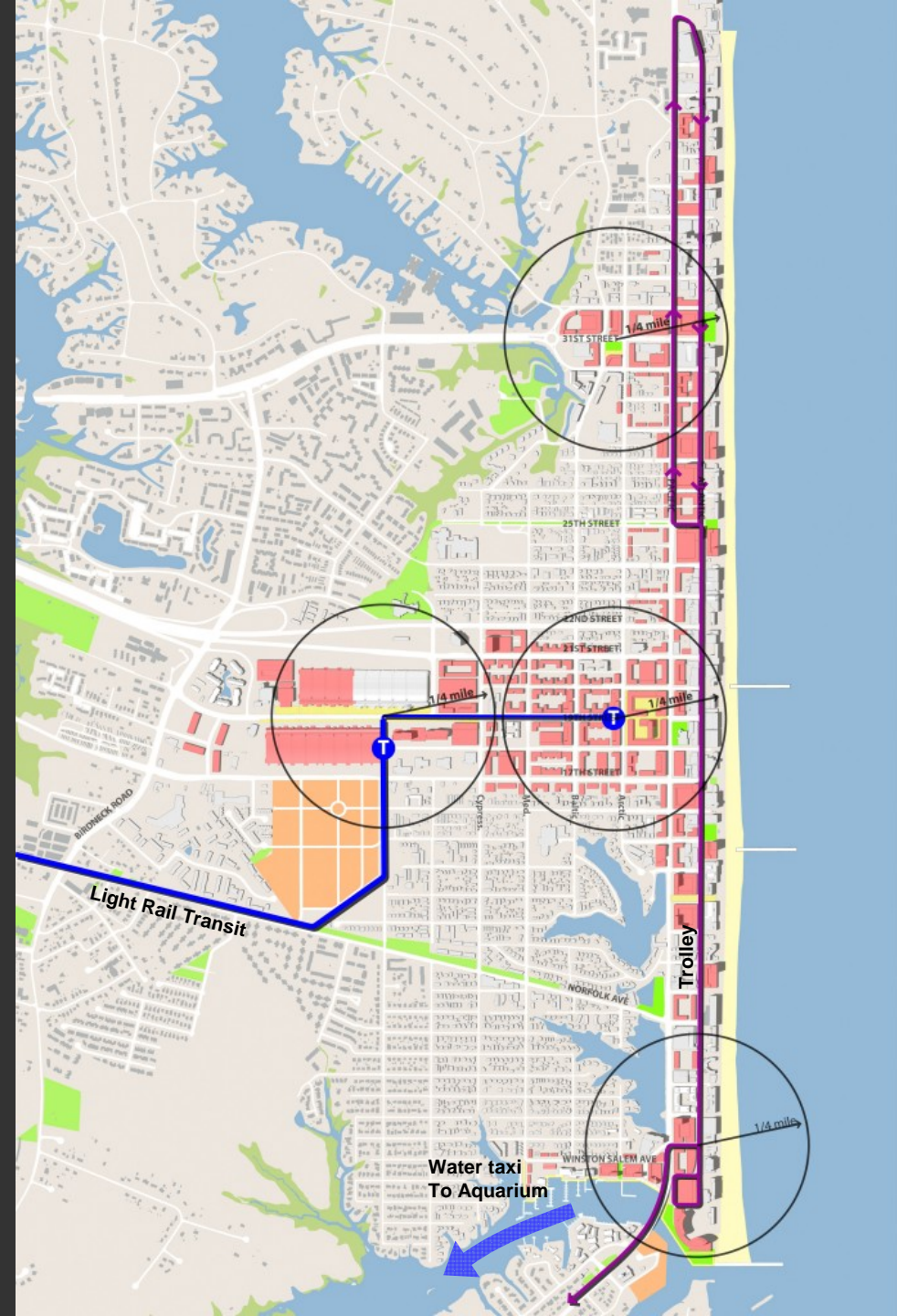
- Connects Norfolk to Town Center and Oceanfront
- Stations at Convention Center and Dome Site
- Adjacent development benefits from transit service

## TROLLEY

- Primary north / south connector along Atlantic / Pacific
- Two way on Atlantic south of 25<sup>th</sup>
- One way loop on Atlantic / Pacific north of 25<sup>th</sup>

## WATER TAXI / SHUTTLE

- Link to Aquarium





## DISTRICT PARKING

- Centralized and shared parking alleviates growing traffic demand
- Reduces surface parking
- Concentrates traffic flow, maximizes traffic management

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# Districts and Connecting Corridors

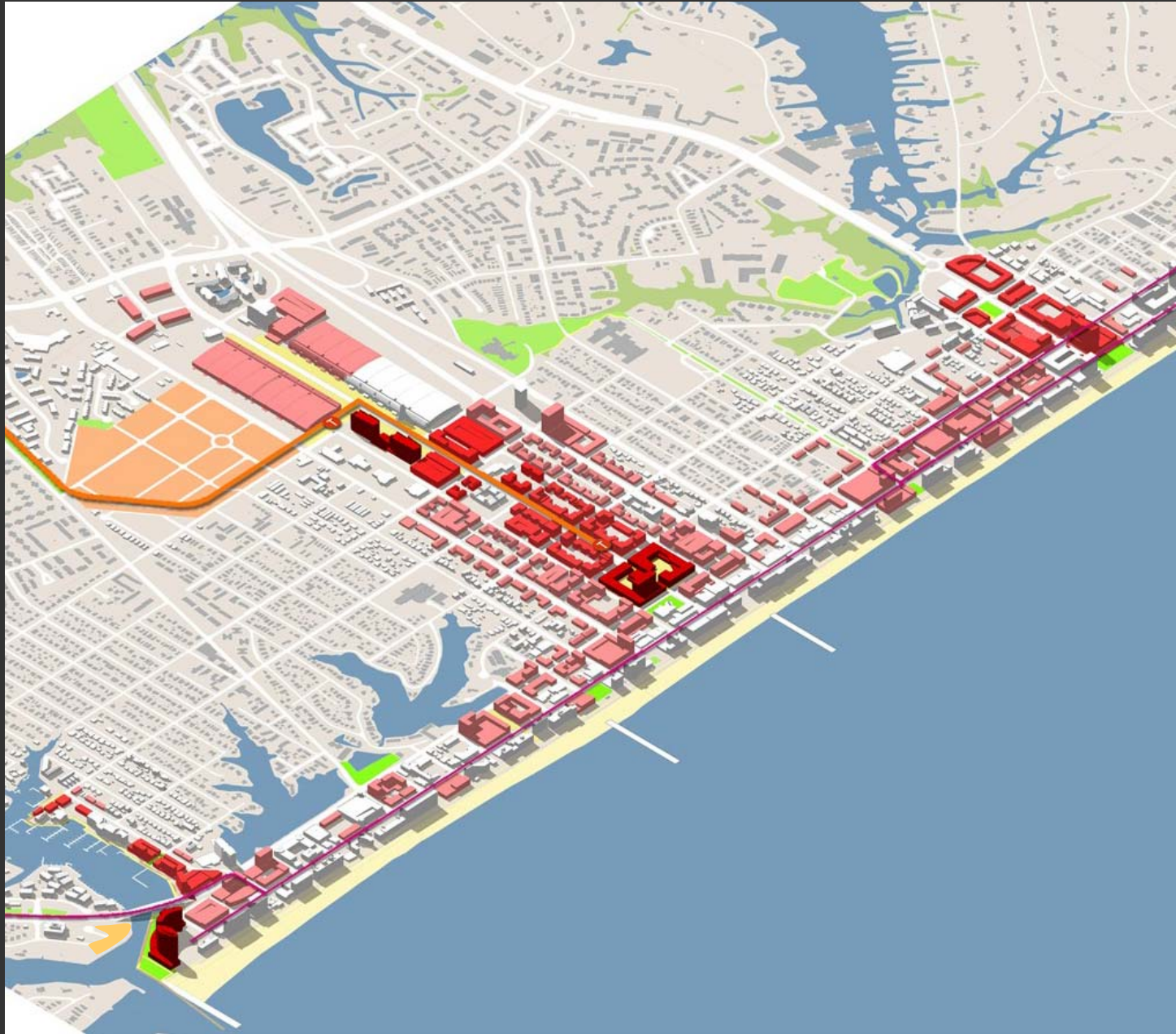
19<sup>th</sup> / Central Beach

Laskin Gateway

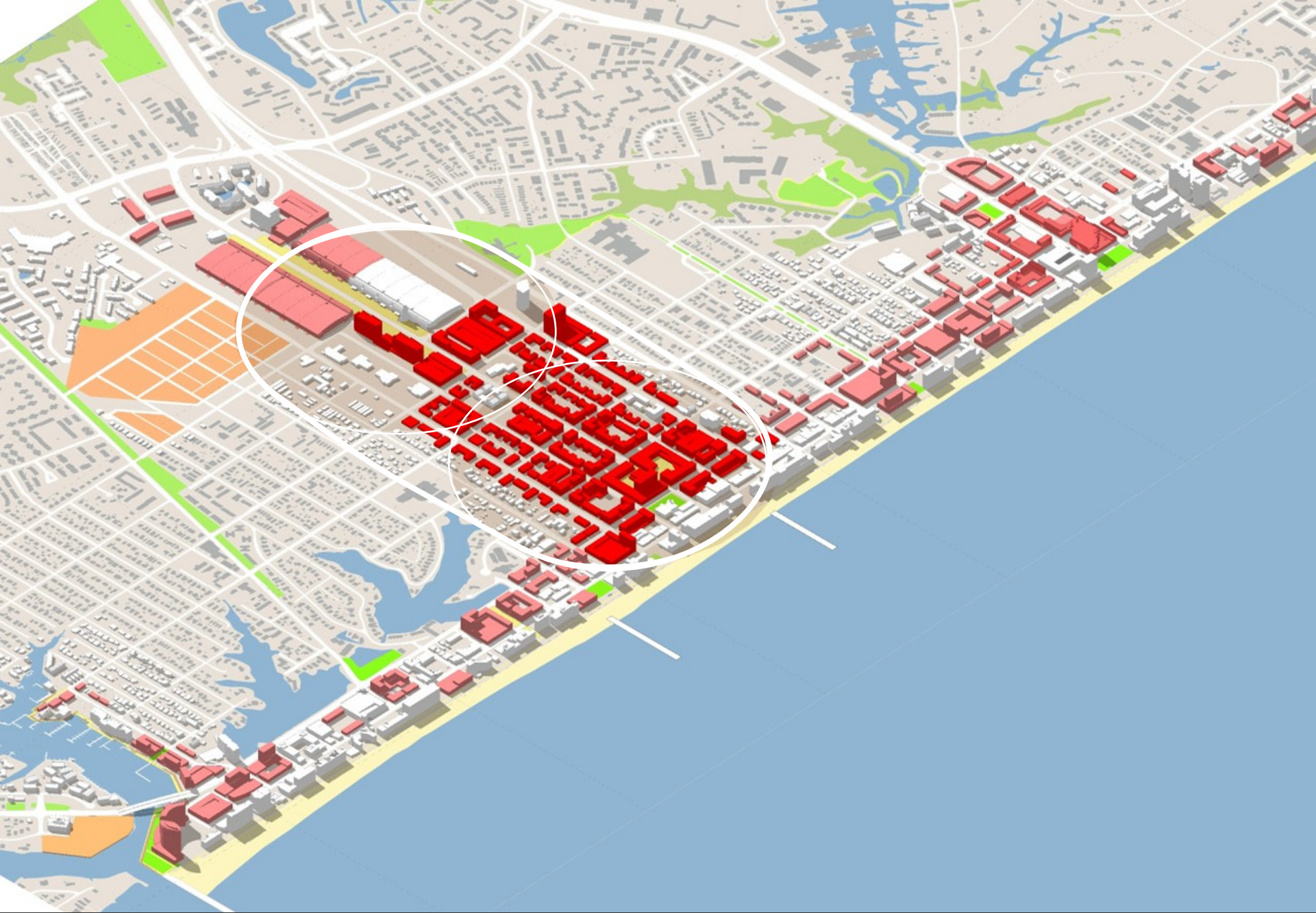
Marina District

Pacific Avenue

Atlantic Avenue







**RESORT AREA** | **Central Beach District**





**RESORT AREA** | **Central Beach District** | Birdseye | *existing*





**RESORT AREA** | **Central Beach District** | Birdseye | *proposed*



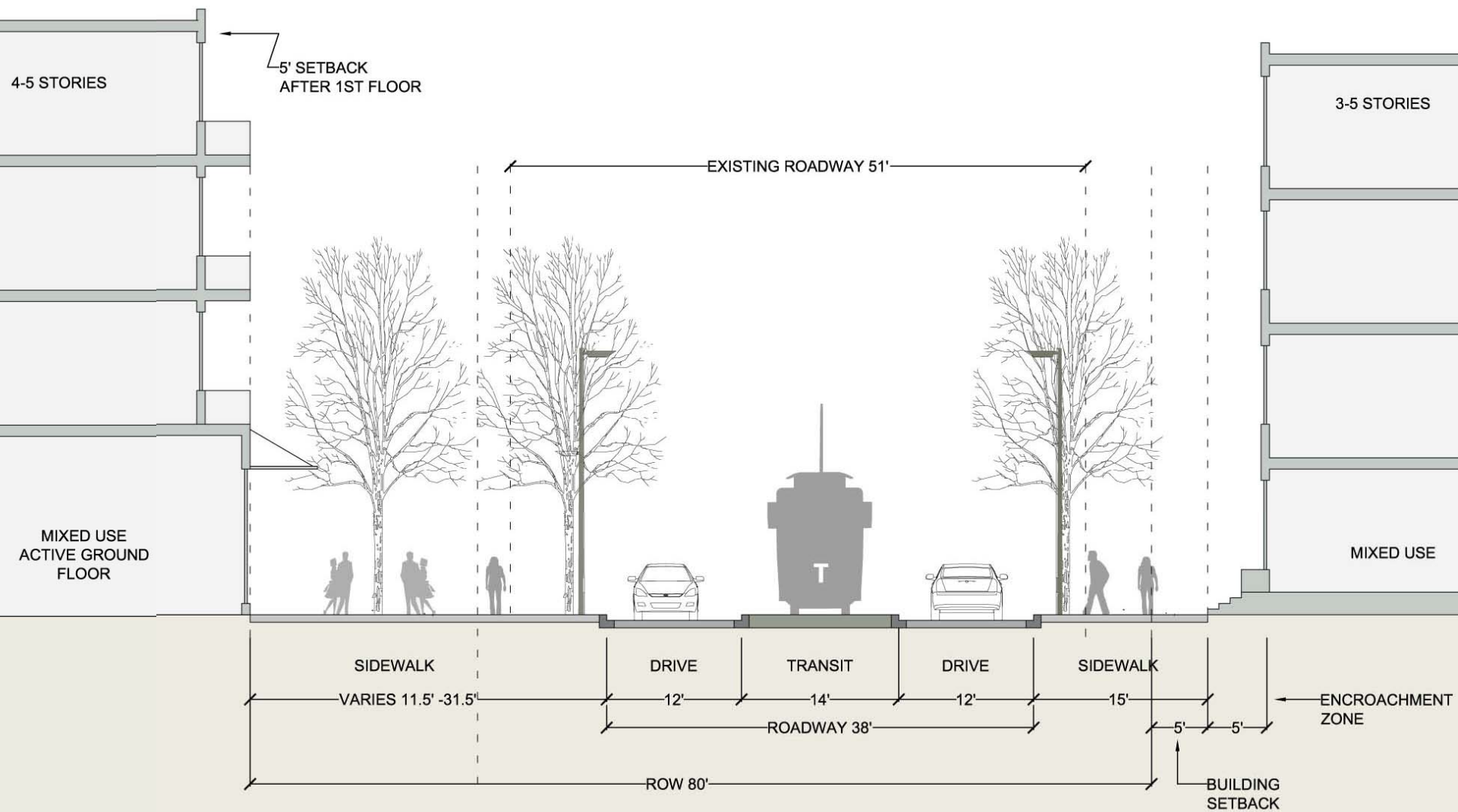




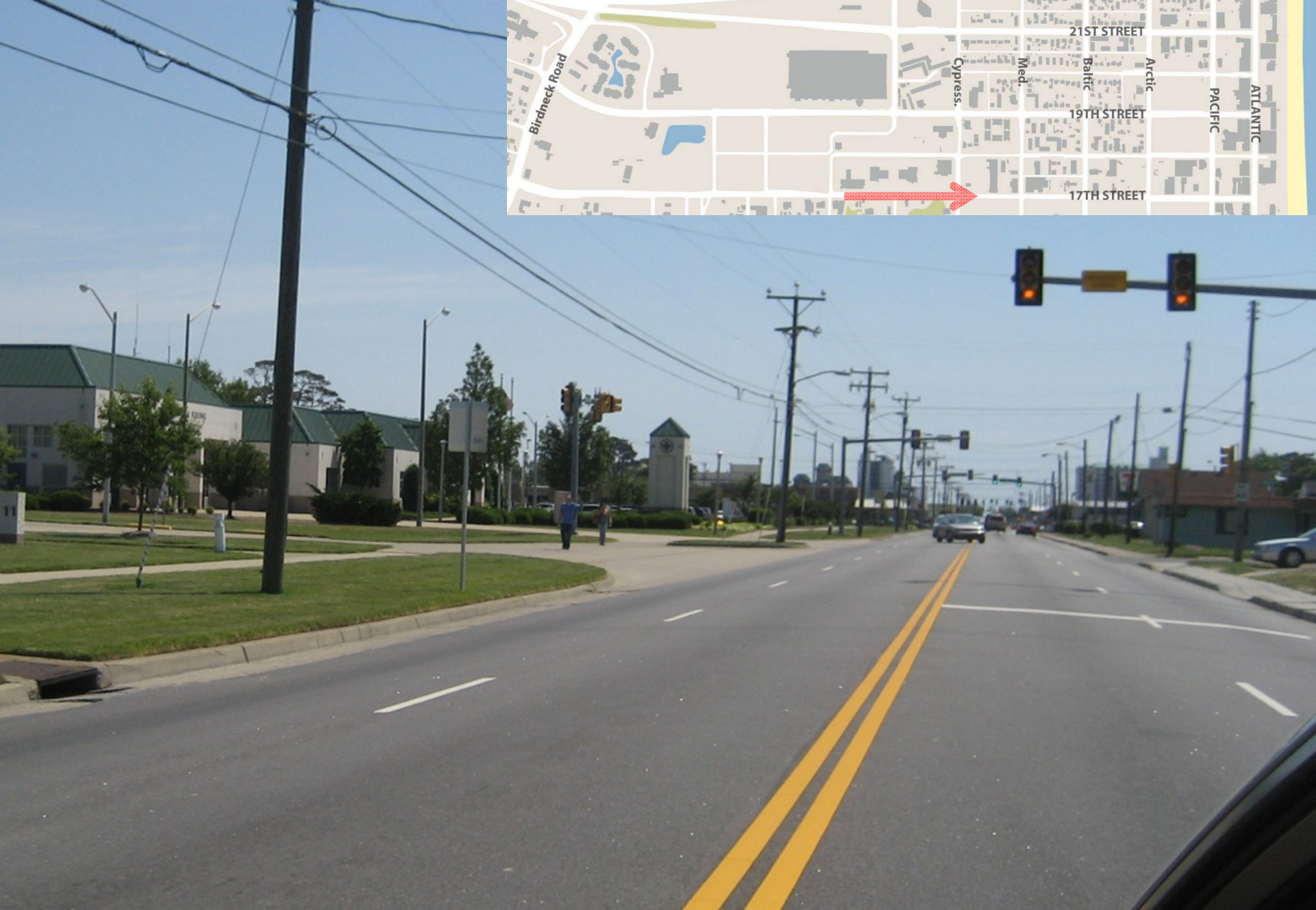


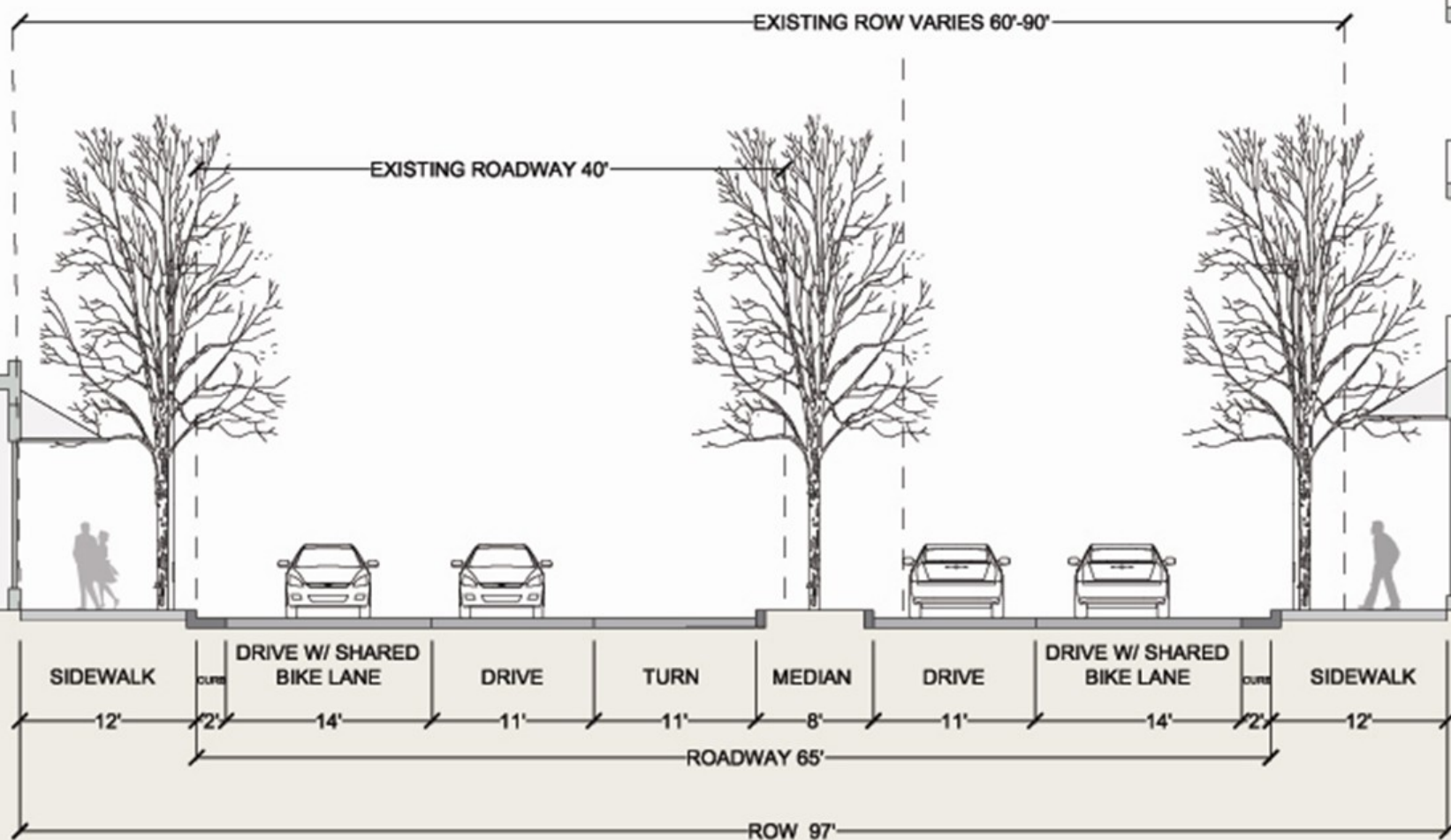
**RESORT AREA** | **Central Beach District** | **19<sup>th</sup> Street** | *proposed*



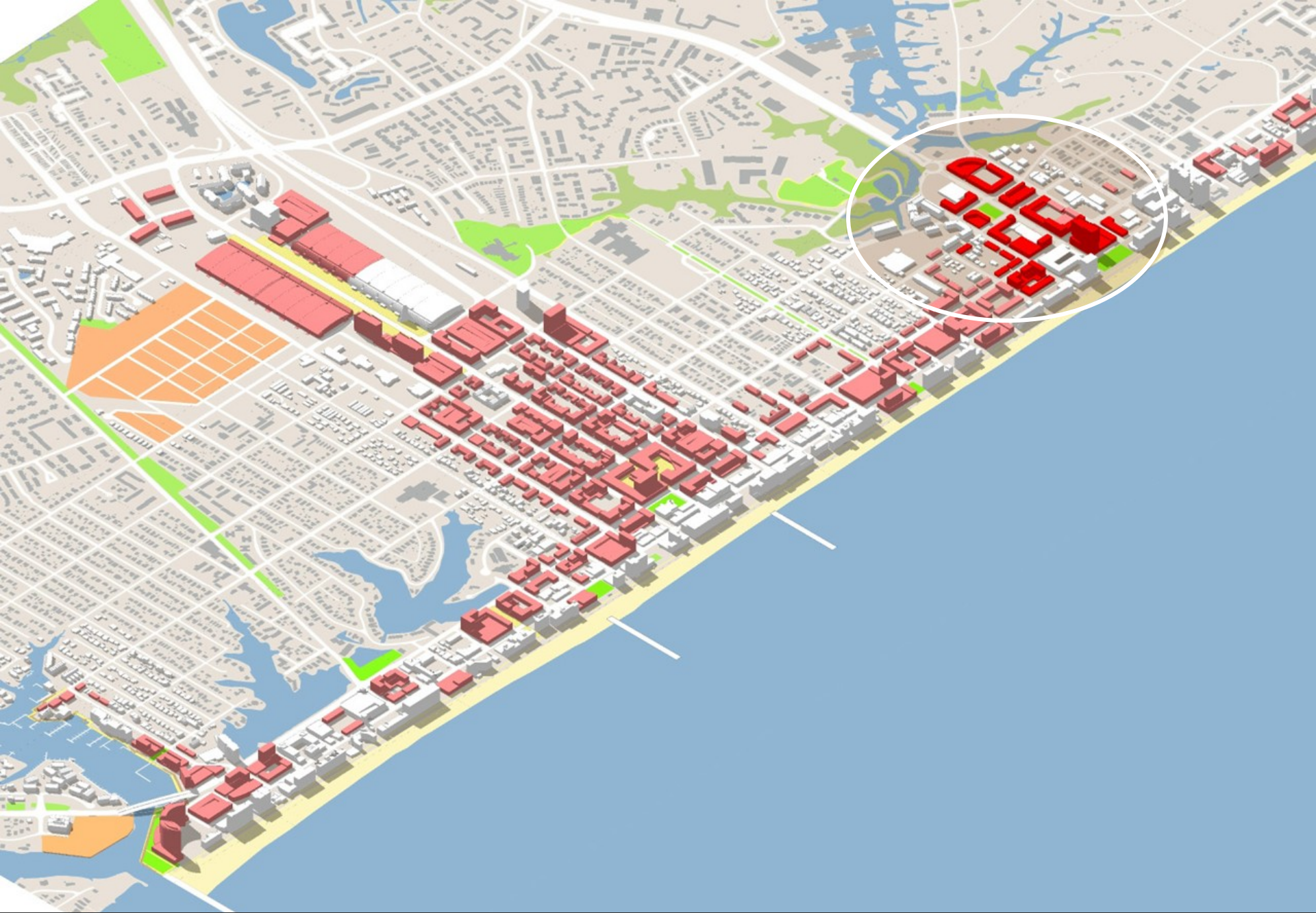
















**RESORT AREA** | **Laskin Gateway** | **Birdseye** | *existing*





**RESORT AREA** | **Laskin Gateway** | Birdseye | *proposed*



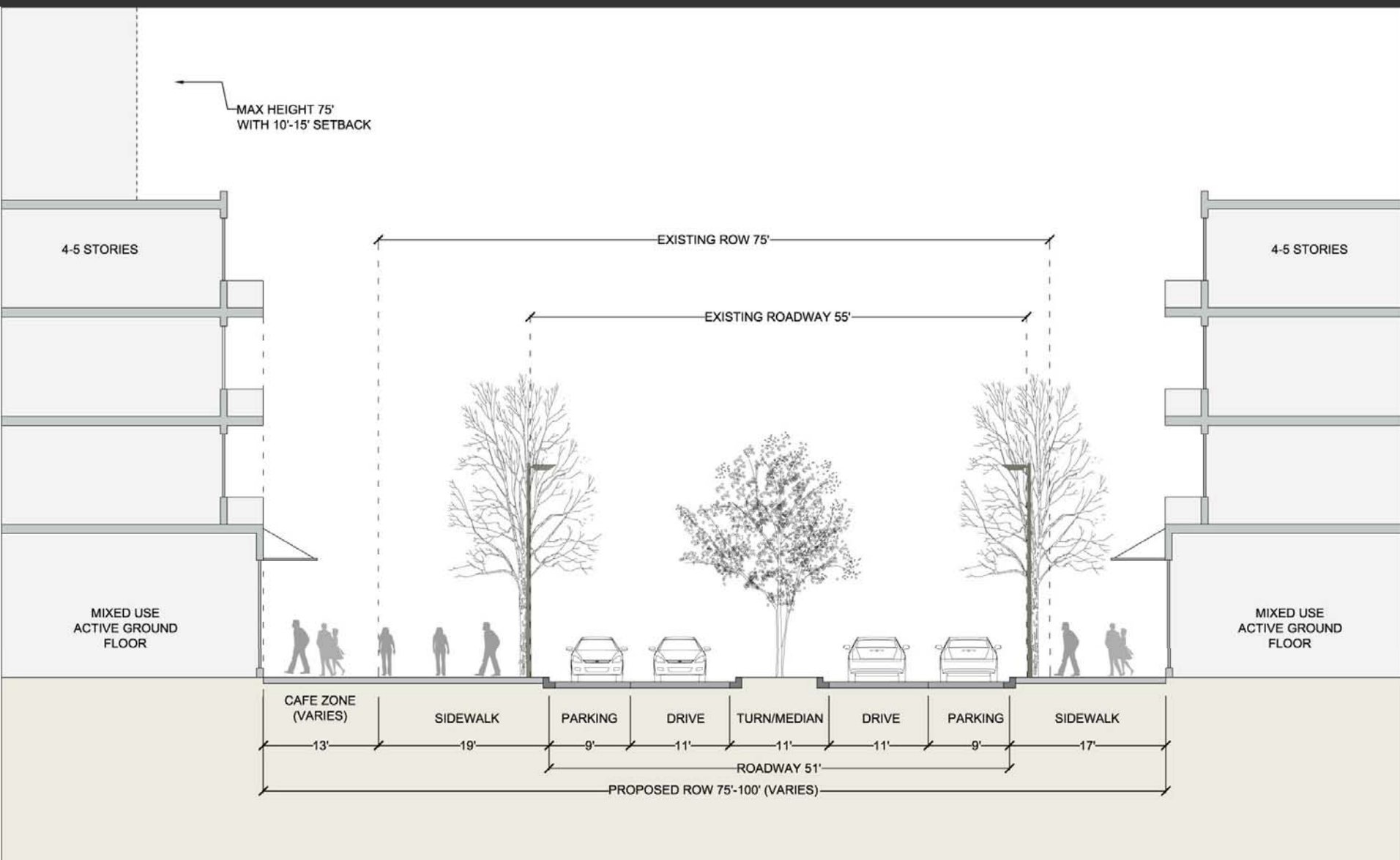
**RESORT AREA** | **Laskin Gateway** | **31<sup>st</sup> Street** | *existing*



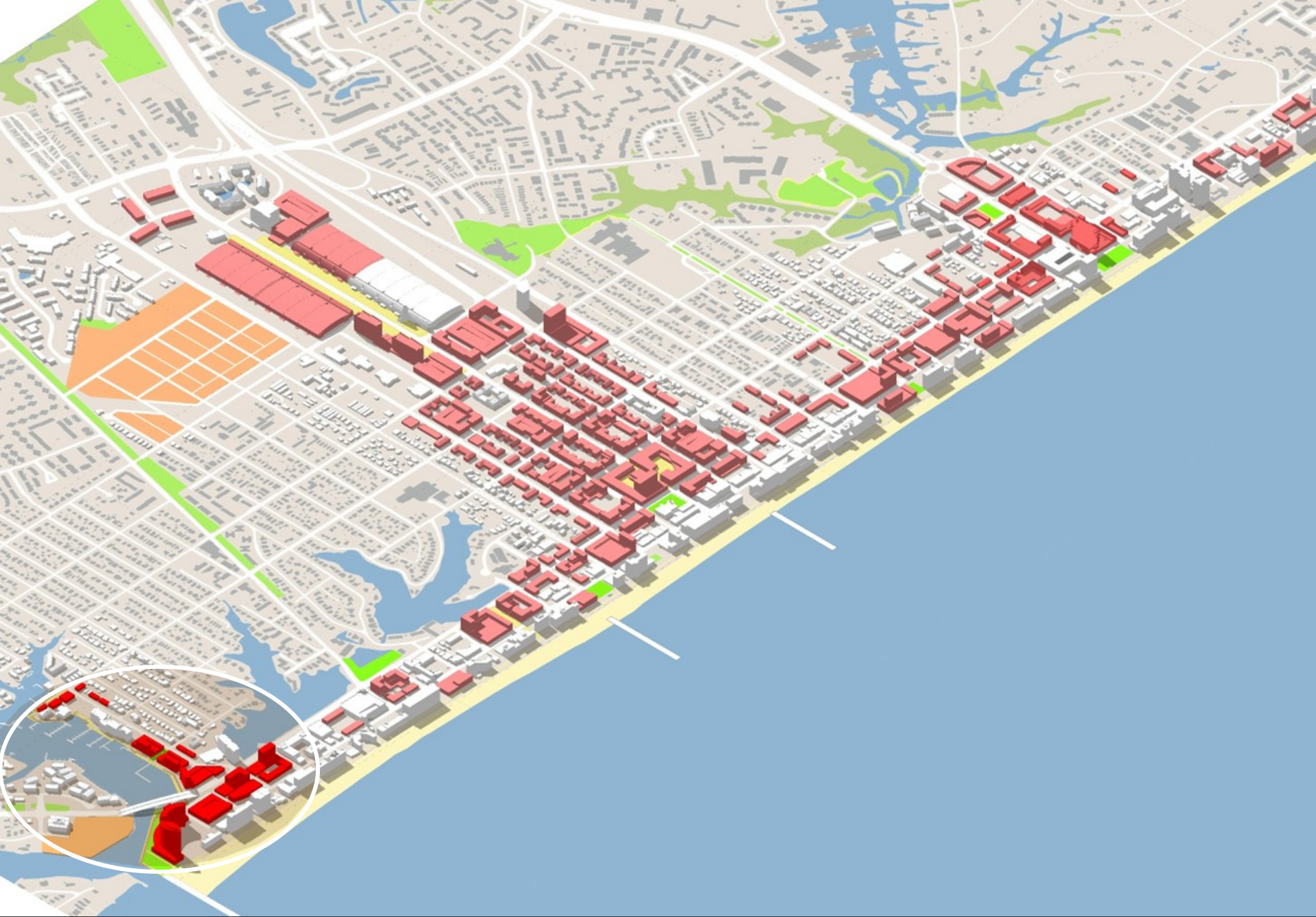


**RESORT AREA** | **Laskin Gateway** | **31<sup>st</sup> Street** | *proposed*









**RESORT AREA** | **Marina District**





**RESORT AREA** | **Marina District** | Birdseye | *existing*





**RESORT AREA** | **Marina District** | Birdseye | *proposed*

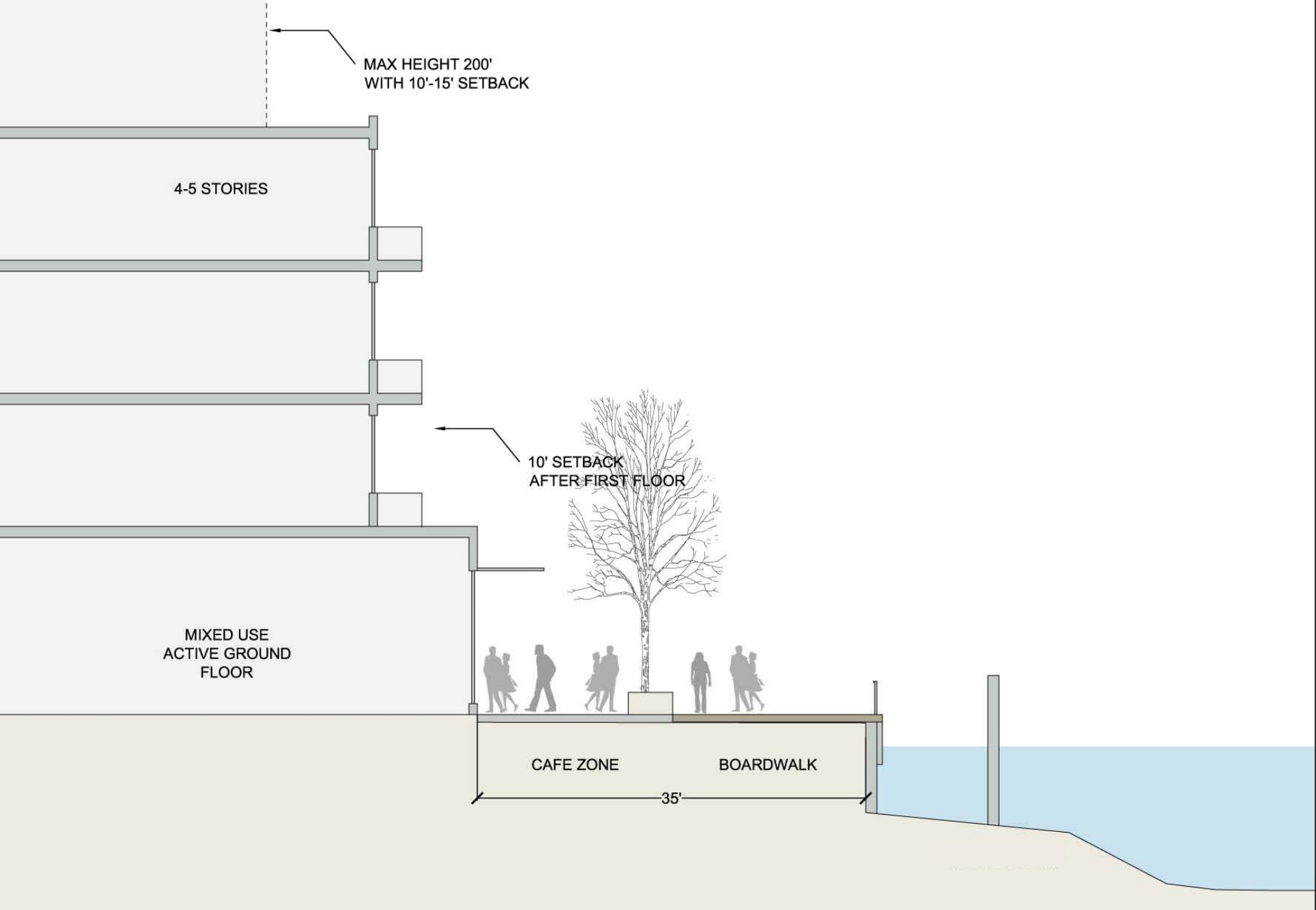


**RESORT AREA** | **Marina District** | **Boardwalk** | *existing*

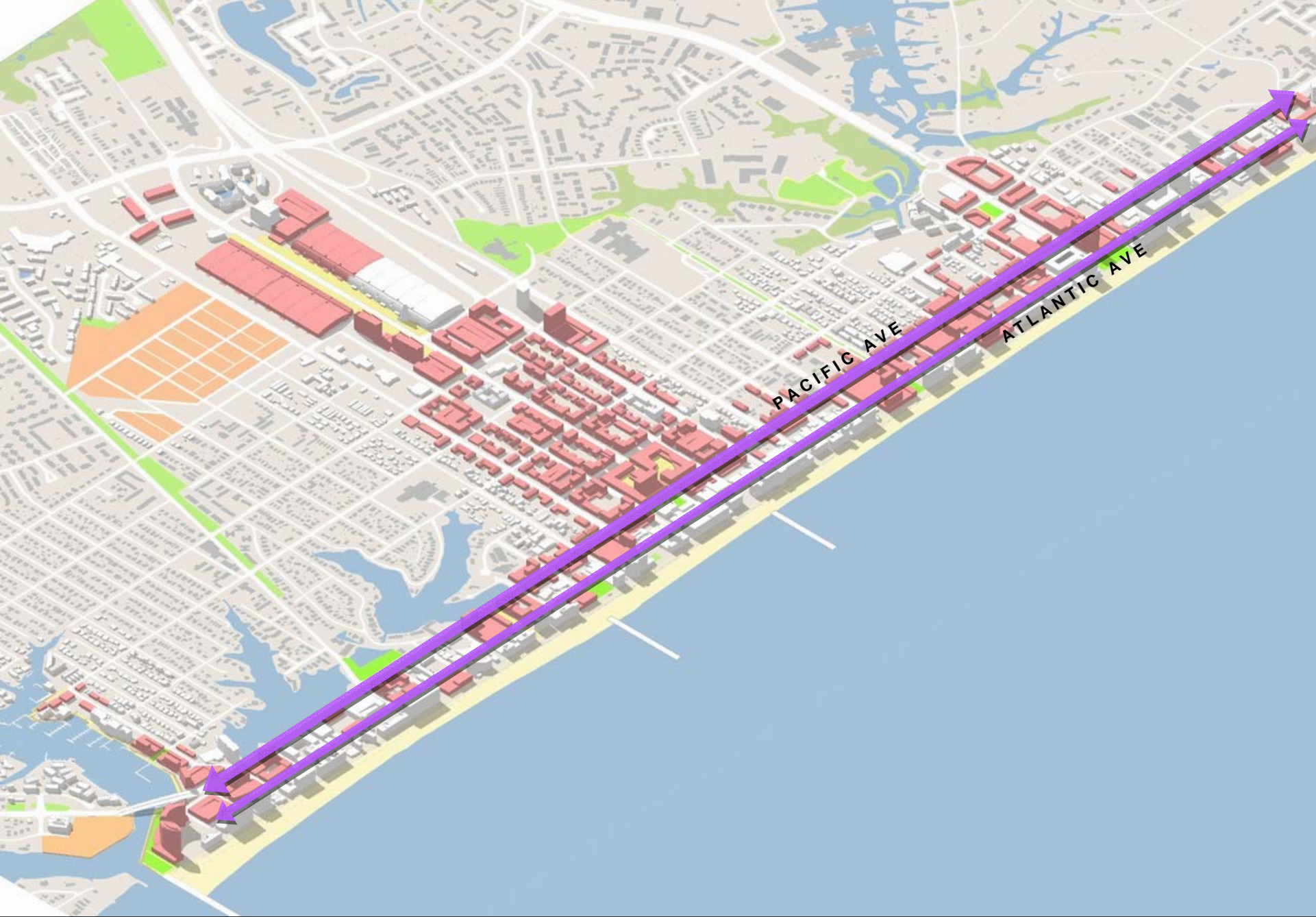




**RESORT AREA** | **Marina District** | **Boardwalk** | *proposed*







**RESORT AREA** | **Connecting Street Corridors**

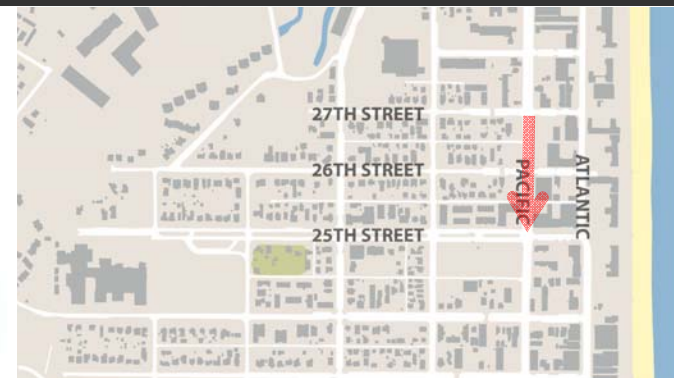
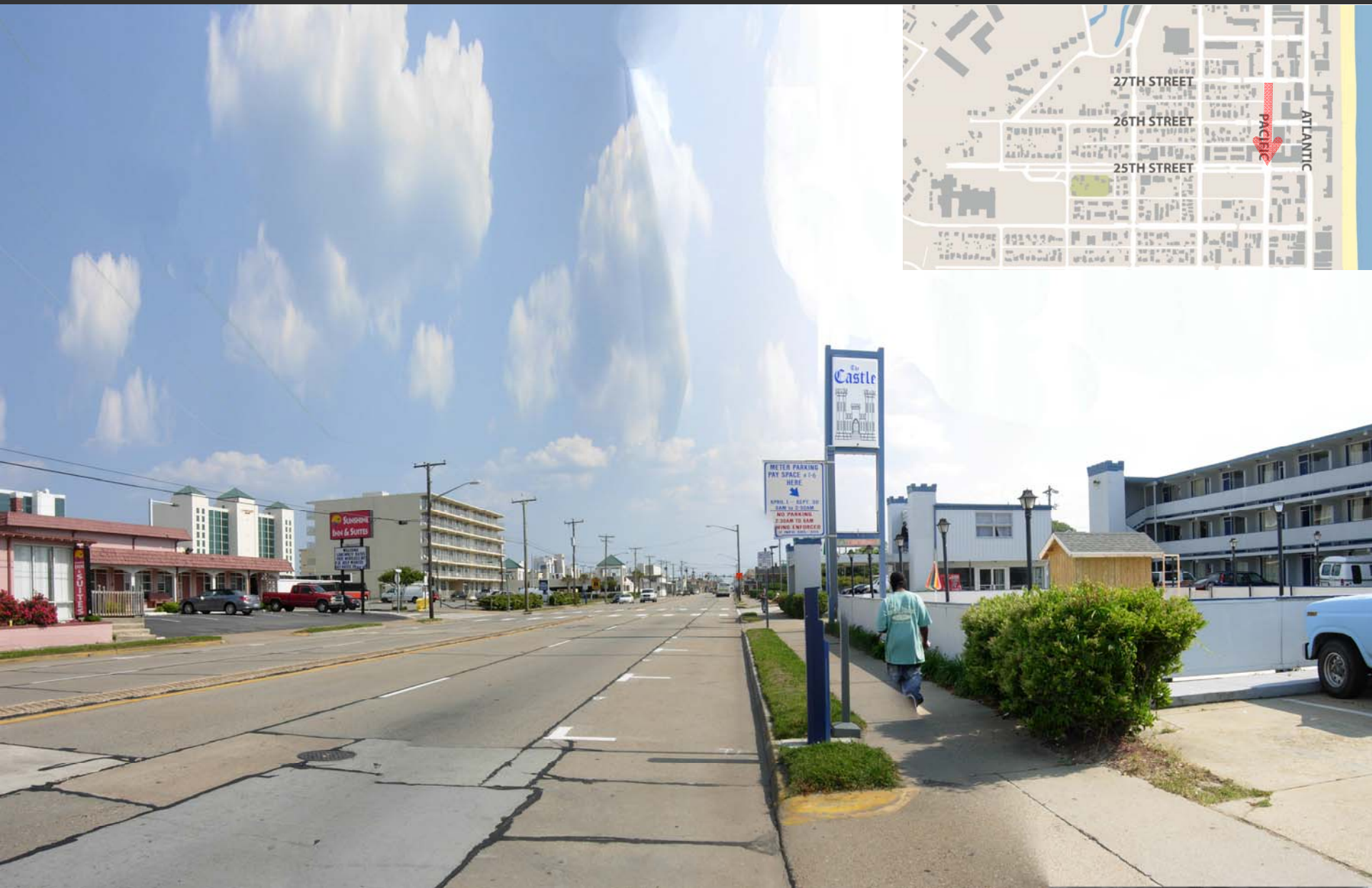










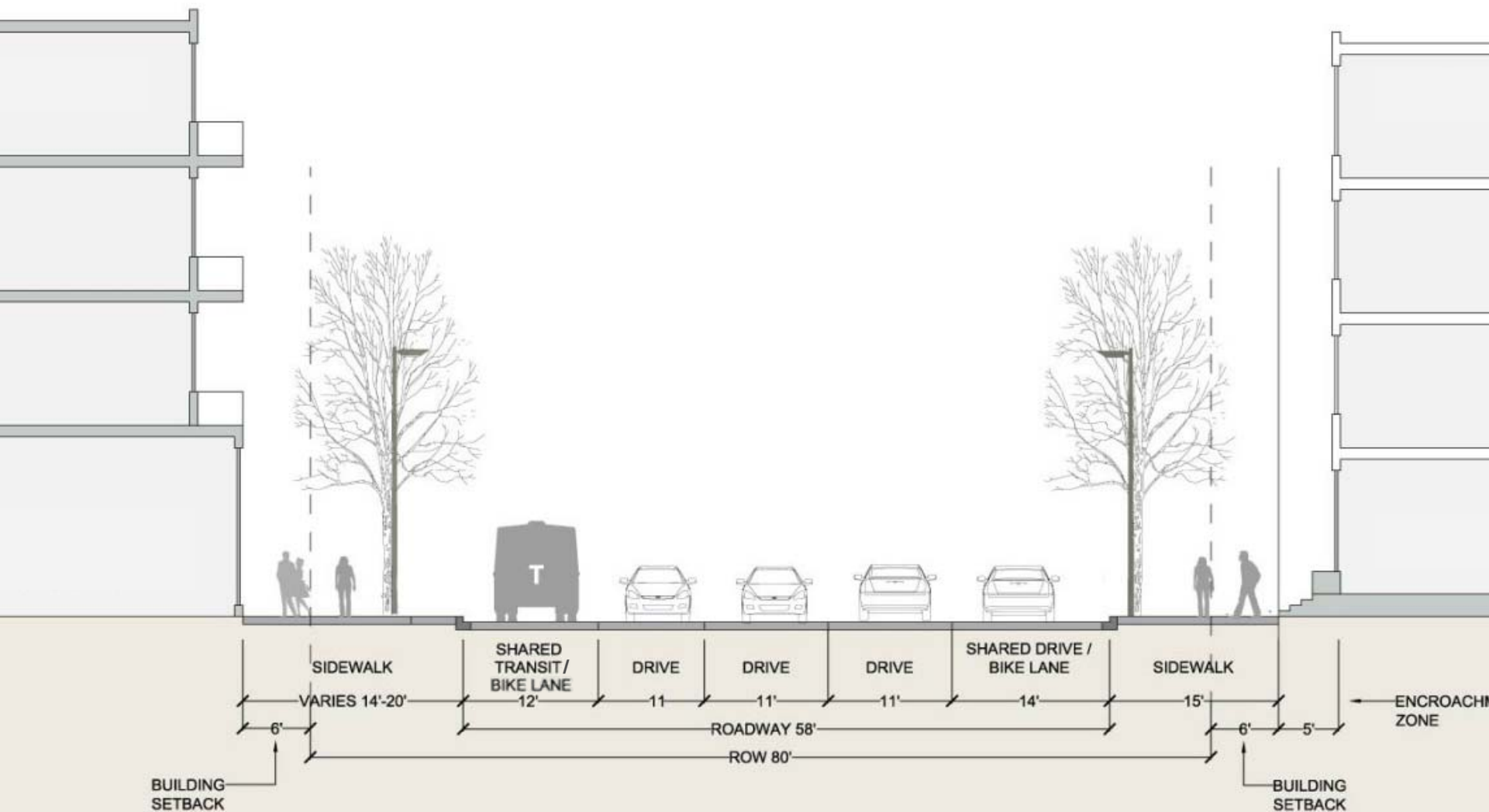


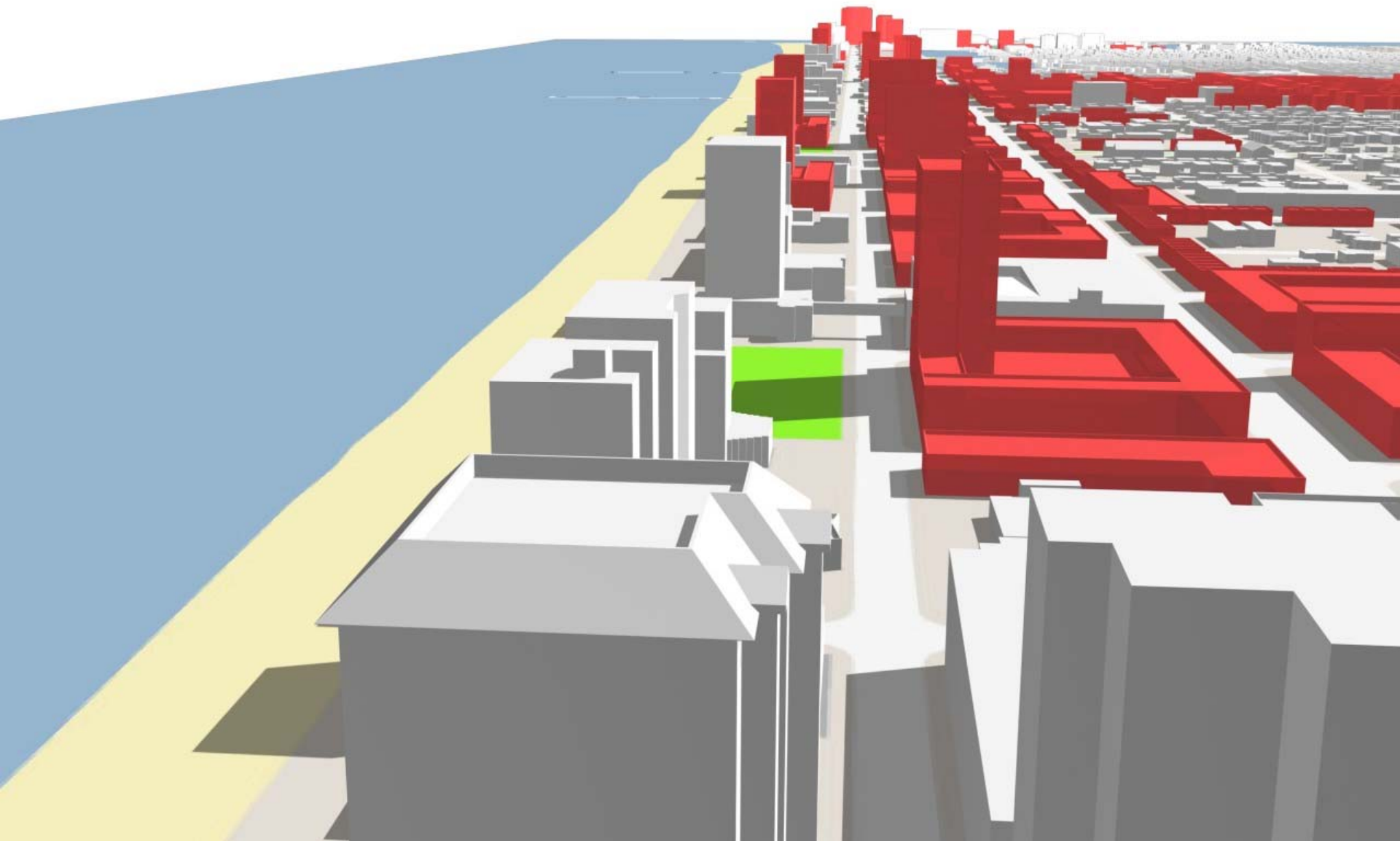




**RESORT AREA** | **Oceanfront Corridor** | **Pacific Avenue** | *proposed*











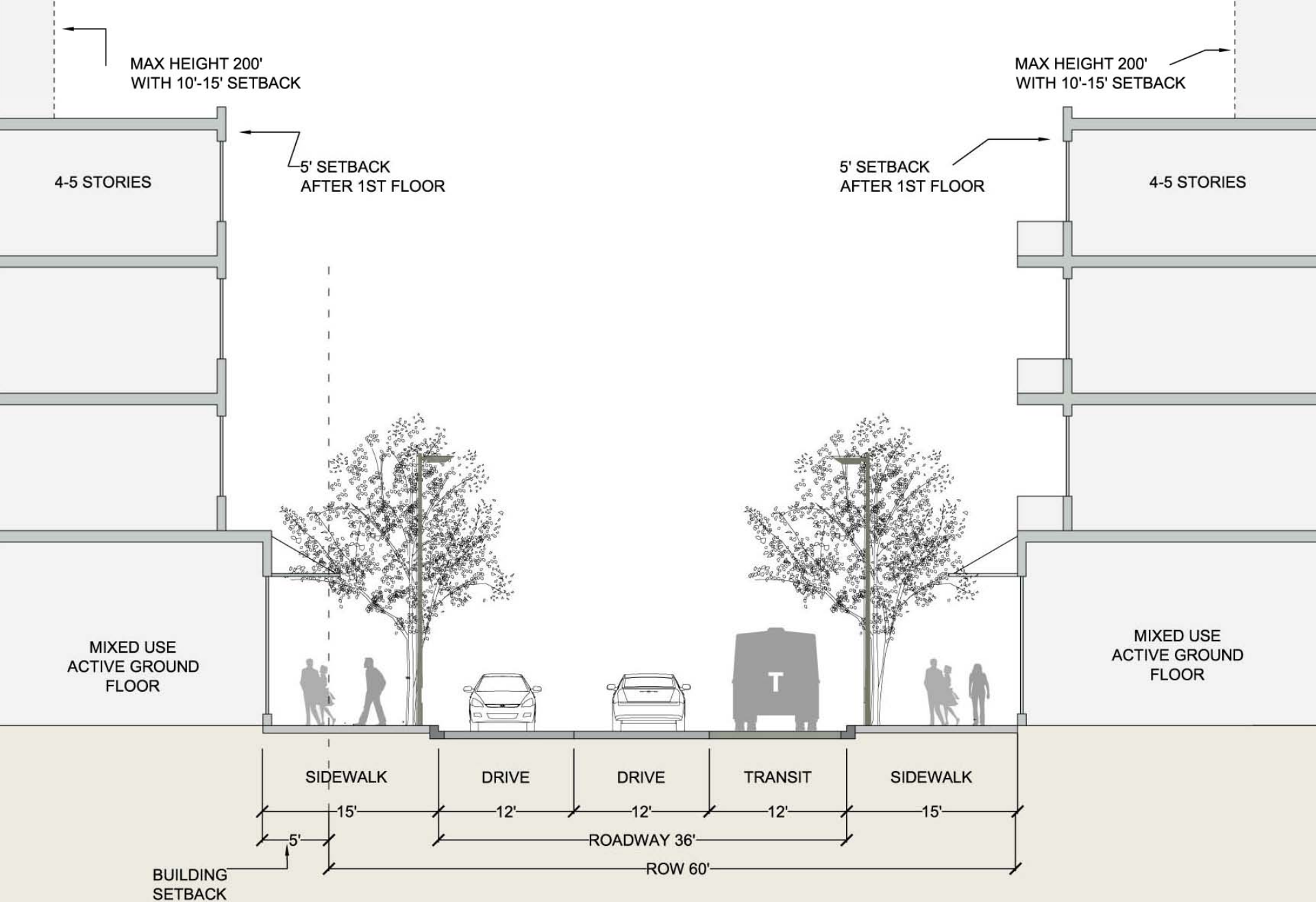
**RESORT AREA** | **Oceanfront Corridor** | **Atlantic Avenue** | *existing*

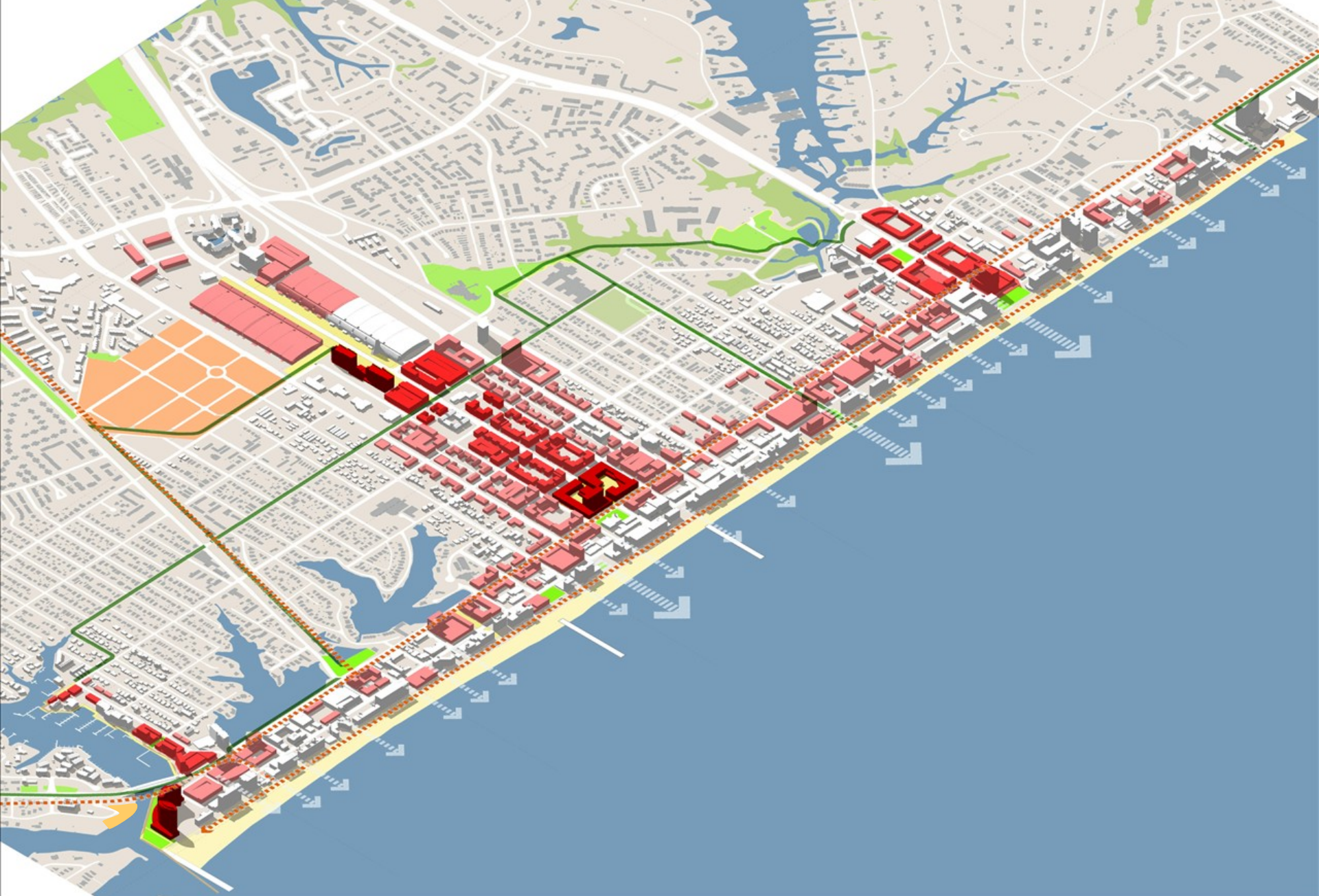




**RESORT AREA** | **Oceanfront Corridor** | **Atlantic Avenue** | *proposed*









# TOP 8 PRIORITIES

1. Develop Dome Site as major entertainment venue
2. Build the Convention Center Hotel
3. Complete the Laskin Gateway street project



# TOP 8 PRIORITIES

4. Conduct EIS for Light Rail extension from Norfolk to Oceanfront (Dome Site)
5. Design and build (in phases) Rudee Walk b/t Rudee Loop and Mediterranean along Winston Salem Avenue.
6. Streetscape improvements for 19<sup>th</sup> Street and Central Beach area
  - Determine ROW/property impacts
  - Establish roadway/sidewalk widths
  - Provide transit between Convention Center and Oceanfront using 19<sup>th</sup> Street corridor





# TOP 8 PRIORITIES

7. Form a management entity
  - Evaluate TIF District and/or SSD for Central Beach District (19<sup>th</sup> Street) and Laskin Gateway District (31<sup>st</sup> Street)
  - Facilitate land assembly
  - Develop a retail tenant strategy
  - Developer solicitation
  - Create Resort Area Parking Authority

## Examples:

- 3CDC
- River City Company
- Downtown Council



# CINCINNATI CENTER CITY DEVELOPMENT CORPORATION

- Formed in 2003 to focus attention on strategic real estate developments in three downtown areas, including the riverfront
- Coordinates efforts with City of Cincinnati Economic Development Department and Port Authority
- Operating funds provided by business community, foundations, and funding vehicles (tax-credit advantaged New Market Fund, Cincinnati Equity Fund)
- Tasks include:
  - Identifying priority projects
  - Packaging deals between city and private developers
  - Overseeing implementation





## RIVERCITY COMPANY | CHATTANOOGA, TENNESSEE

- Created in 1986 to spur investment in the downtown and riverfront areas
- Coordinates efforts with the City and County governments, the Regional Planning Agency, and the Planning and Design Studio, a public-private partnership
- Funded privately (through substantial foundation support) with board representation from public and private sectors
- Tasks include:
  - Purchasing key properties
  - Creating public spaces
  - Managing the 21st Century Waterfront Plan
  - Enabling public process in planning
  - Promoting housing, restaurants and retail in the downtown



## DOWNTOWN COUNCIL, KANSAS CITY

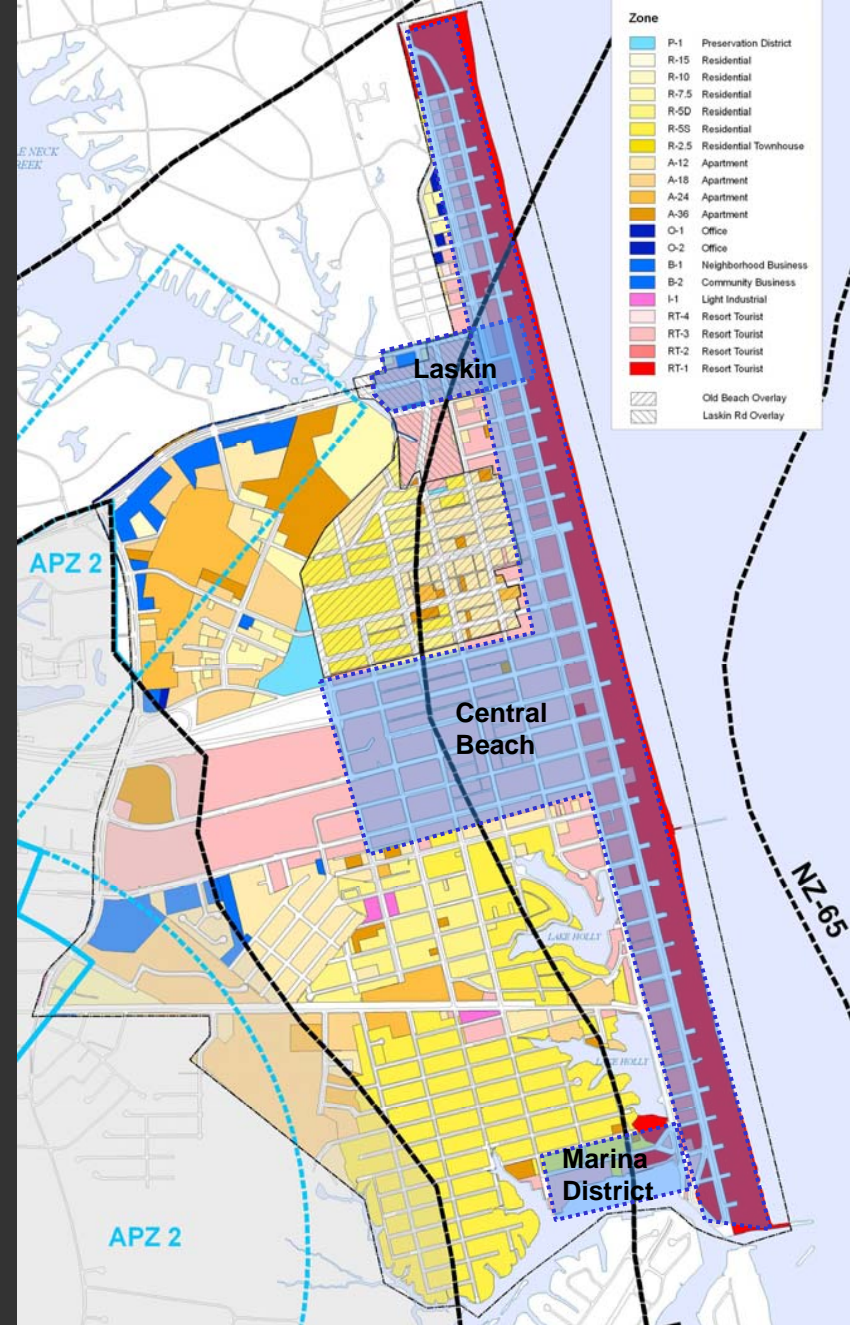
- Funded and executed through the Community Improvement District
- Tasks include:
  - Beyond basic "clean and safe"
  - Unified staffing and management structure
  - Retention and recruitment program for office and retailers
  - Special events and marketing
  - Research and data collection
  - Coordinating with the parking authority





# TOP 8 PRIORITIES

8. Develop zoning revisions for Resort Area - RT
- Develop form-based code (Laskin, Central Beach, Marina districts)
    - Revise allowable uses
    - Consistent set backs
    - Adjust parking requirements
    - Enforce design guidelines
  - Zoning bonuses in target locations for meeting community goals (such as view corridor incentives along Oceanfront)
  - Developer's roundtable on zoning changes
  - Coordination with Navy on AICUZ related policy



## MID TERM

- Detailed transit study for LRT
- Incentives and zoning regulations to enable transition of older hotels along Oceanfront
- Inter-connectivity of pedestrian, bicycle, transit, and water transportation study
- Target office and mixed use near Convention Center and Birdneck and 17<sup>th</sup> Street
- Traffic and parking management plan
  - Traffic study focused on 19th Street and Central Beach area
  - Based on parking supply and demand analysis, create district parking and parking associated with retail to attract locals



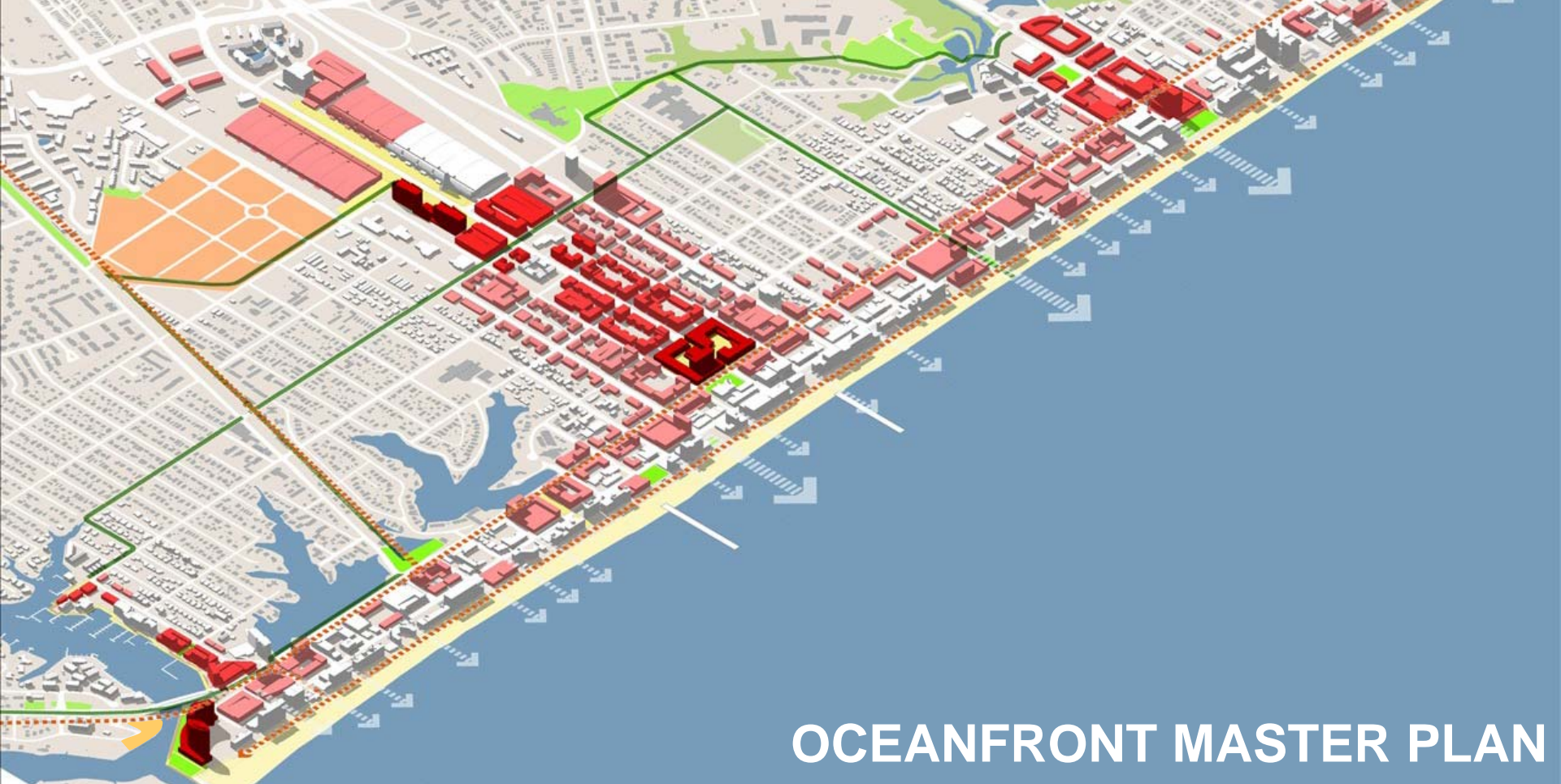


## LONG TERM

- Oceanfront Housing Fund for workforce (year round) housing
- Marketing strategy with VA Aquarium/ water taxi
- Set aside key property for open space
- Rudee Loop Plan







# OCEANFRONT MASTER PLAN

