

RAC Priorities 2018*

*All RAC subcommittee priorities were ranked and voted on by the RAC,
shown in descending order from highest to lowest priority.

1. Support Product Development, Investment and Infrastructure
 - Laskin Gateway - Continue to monitor private re-investment and facilitate discussions between property owners and the SGA office;
 - Central Beach – Advance Atlantic Avenue Initiatives; Review, monitor and facilitate all redevelopment projects including the development of the Dome Site, Pier Project, 17th Street Redevelopment, and land use issues regarding residential and hotel ratios.
 - Marina District - Explore the development of a large green space/park for Rudee Loop, the further implementation of the Marina District RASAP Plan, completion of the Winston Salem Streetscape project.
 - Facilitate the Streetscape improvements for Pacific Avenue from 5th to 40th Streets
2. Establish and Maintain Safe Environment
 - Secure Lighting (improvements)
 - Wide Sidewalks on Atlantic Avenue and Pacific Avenues
 - Enhanced police presence (generate support for camera funding)
 - Improve uniform strategies for behavioral management
 - Improve Bike and pedestrian access
3. Facilitate Activate Atlantic Avenue
 - Beautification of Atlantic Avenue / EDSA
 - Add public restrooms
 - Better signage
 - District Identification
 - Stricter code compliance
 - Lighting
 - Biking & Pedestrian access
 - Better signage to direct traffic on one-way streets
 - Enhanced Resort Maintenance
4. Monitor TIP fund and make annual/as-needed recommendations about prioritizing
5. Complete an updated RASAP, facilitated by a third party independent design consultant
 - Extend study area to Atlantic & Pacific Ave back to Birdneck Road
 - Revisit Gateways + Sense of Arrivals (17th, 21st, 22nd, Rudee Bridge, North End)
 - Resort vs residential development on east side Atlantic Ave (need for balance)
 - Promote /secure green/open space

6. Improve two-way communication with VBDA, Planning, CVB, BAC, LOA, AAC, City Manager's Office and other agencies as indicated in RAC Bylaws
 - Revisit re-establishing City Manager annual resort report

7. Enhance Aesthetics of Publicly-owned Streets and Corridors
 - Enhanced Resort Maintenance
 - Enhanced Plantings
 - Enhanced Streetscapes
 - Stricter code compliance

8. Encourage Private Renovation, Redevelopment & New Developments
 - Resort Design Assistance Program
 - Resort Incentive Programs
 - Resort SGA Storefront Office with design + planning staff

9. Promote Positive Resort Perception

10. Encourage and support more involvement in projects with public participation

11. Promote in-market Advertising from TIP fund

12. Enhance Resort Traffic and Parking Plan
 - Increase awareness of parking apps
 - Prepare for limited parking during construction projects: 19th Street, Sportsplex
 - Review and Revise Commercial Parking Lot Ordinance

13. Update the PDRC Review Process
 - DSC Site plan review process requirement
 - SGA office promote PDRC reviews
 - SGA and DSC staff follow-up

14. Maintain, improve/enhance the beach and water quality
 - Water quality monitoring
 - Support for recycling and clean beach programs
 - Generating support for funding to address resort stormwater and flooding issues
 - Continued opposition to offshore drilling and seismic testing, and advocacy for offshore wind energy

15. Establish small group meetings with City Council members

16. Improve Subcommittee Coordination + Communication
 - Reduce overlap of issues with OEC + TPPC
 - Joint subcommittee of TPPC/PDRC to study common issues

17. Support the efforts of Virginia Green concerning renewable energy efforts for resort businesses
 - Support the efforts of Virginia Green concerning renewable energy efforts for resort businesses by focusing on energy efficiency and waste management programs