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Taking Public Engagement to New Levels

Engaging our citizens in what we do is critical: after all, our work is on behalf of and for our residents. Like communities around the country, we hold public meetings as a primary means of obtaining citizen feedback. What usually happens? Except for particularly controversial subjects, staff typically outnumbers residents at these meetings and we get feedback from just a handful of people.

Even when people are interested, it's not easy to engage them. Asking people to give up an evening to attend a public meeting, while so many other duties call is challenging.

While there's value engaging citizens face to face, the cost of public meetings is high. This presents a challenge. How can we reach more residents in a variety of ways so we can effectively engage more people?

The City's increasing use of social media is one solution.

Using our web-based Virtual Town Hall app is another.

While both methods have broadened our audience base, we still think we can do better, so the City is experimenting with a couple of new ways we can reach more people.

The first idea was to create a mobile app that would help us gather feedback. A local company has worked with the City to develop SpeakUp!VB that can be tailored to different situations. It will work in concert with Virtual Town Hall.

The second approach is to flip the format of public meetings: instead of only asking people to come to us, we'll go to them. We'll set up booths at a variety of locations where people already gather: like malls, office buildings, recreation centers, college campuses, and libraries.

We'll be using these methods in January to gather community feedback on the recommendations in the updated Comprehensive Plan, so we will report on the results in the next issue.



MESSAGE FROM THE DIRECTOR

Happy New Year! The start of the new year marks my 30 years with the City of Virginia Beach and also marks new beginnings.



2016 brings some significant changes to the leadership and organizational structure of the Department of Planning and Community Development (PCD) and I am honored to have been selected to lead the PCD. As I stated in our September newsletter, it is mind boggling how much is accomplished in this department. It's been six months since I was named the Interim Director of the PCD and, as of December now Director, and I thank all of you inside and outside of

the department for welcoming me to be a part of this team!

Two new initiatives I'm excited about for our customers in 2016 is the new public engagement pilot introducing new opportunities for people to engage, learn and provide feedback in our planning efforts and the new Accela automation system that went live October 19.

This issue recognizes the PCD's divisions and a few fourth quarter accomplishments such as more than 8,000 building permits and 22,000 inspections, more than 400 plans submitted for review in the DSC, and more than 50 rezoning requests and conditional use permits. The continued management of five major boards and commissions (Planning Commission, Chesapeake Bay Board, Wetlands Board, Board of Zoning Appeals, and Historic Preservation Commission). Not to mention more than 3,000 customers assisted at our PCD counters. This issue also highlights the Commonwealth's Secretary of Transportation City Council briefing and reports the Master Transportation Plan (MTP) Roadway modeling results.

This is the second of many updates. We hope you enjoy it and find something of interest. Please let me know how we're doing!

A handwritten signature in blue ink that reads "Barry".

Barry Frankenfield

In The Office...



New Member, Jimmy McNamara, Planner I,
Current Planning



Celebrating the Season - Department Party



Kevin Kemp, Current Planning, 2015 Ugly
Sweater Winner!



Suzanne Hollingsworth, Retiree—DSC
Thank you for 32 years of dedicated service!

Comprehensive Planning

Leave Your Mark on our Future:

Our Public Engagement Campaign for the Comprehensive Plan

We're looking for citizen feedback on the recommendations in the updated Comprehensive Plan and have the month of January in which to do it. We want people to "leave their mark" on the plan and its recommendations. So, we developed a campaign to help get the word out about the public engagement opportunities. At the center of the campaign is the icon and tagline. Around that, we created collateral material, including brochures, stickers and t-shirts, to support the campaign.

Next, we developed a schedule to take our show on the road. We cut down on the number of traditional public meetings and will have booths set up at a number of public venues to take advantage of built-in audiences. The public engagement process kicked off on January 10 with a presence at three recreation centers that had open house events. Then, we'll set up at Tidewater Community College and Lynnhaven Mall. We'll also have displays at area libraries and recreation centers designed to drive traffic to the [SPEAKUp!VB](#) app and the [VBgov.com/2016CompPlan](#) website. We'll finish out the month with three public meetings that each start at 6:30 p.m.:

- Wednesday, January 20: Tallwood High School, 1668 Kempsville Road
- Monday, January 25: Creeds Ruritan Club, 1057 Princess Anne Road
- Thursday, January 28, Virginia Beach Convention Ctr., 1000 19th Street

LEAVE YOUR MARK.
#VBLOCALS4LIFE



JOIN THE CONVERSATION



#VBLOCALS4LIFE

Download our SpeakUp!VB App
from your app store



Comprehensive Planning provides staff support to various City Council appointed Boards, Commissions and Committees

Three members of the Virginia Beach Historic Preservation Commission attended the 30th Annual Virginia Preservation Conference held in Richmond October 18-20. Bernice Pope, Chairman, Mac Rawls, Vice-Chairman and Bill Gambrell represented Virginia Beach along with Planning staff member Mark Reed. Although the theme of the conference was a look back at 50 years to the establishment of the National Historic Preservation Act (1966), the most compelling and thought provoking sessions looked to the future and explored the threat of sea level rise to Virginia's archaeological and architectural resources.



Mac Rawls (left), and Bernice Pope (right) with Kathleen Kirkpatrick former Virginia Dept. of Historic Resources, Director

Current Planning and Zoning Administration

Current Planning and Zoning Administration provides staffing support for the Planning Commission, the Board of Zoning appeals, and planning items that are brought to City Council. Current planning members work with applicants on each phase of the process that ensures land use compliance with ordinances and plans. The zoning staff is responsible for interpretation and enforcement of the City's zoning ordinances.

Fourth Quarter Current Planning/Zoning Division Accomplishments:

- Planning Commission Agenda Items: Worked with applicants, reviewed and wrote 50 agenda applications for rezonings, conditional use permits, alternatives compliance and street closures
- Agenda request forms and presentations were also prepared for City Council on 40 Planning items
- Board of Zoning Appeals: Worked with applicants, reviewed and wrote 25 variance requests
- Performed 2,119 zoning inspections throughout the City
- Removed 2,831 illegal signs from the public right-of-way

Serving Our Customers at the Planning Department Counter

Zoning inspectors working at the public counter answered 2,150 zoning related phone calls and e-mails and waited on 1,082 customers. A total of 670 business license applications were reviewed for zoning compliance and the counter staff also advised 244 customers about Board of Zoning Appeals applications, Accident Potential Zone 1 regulations and Bar/Nightclub regulations.



Ed James, Code (Zoning) Inspector
Supervisor

Development Services Center (DSC)

Development Services Center (DSC) reviews, approves and permits development projects and subdivision plats to ensure public safety while promoting quality development throughout the city consistent with City Council's Vision of "A Community for a Lifetime." We do this by applying City Code and policies to all development projects in a fair and impartial manner. Establishing partnerships between the development community and the City to assure reasonable timeframes and quality results for our community.

Fourth Quarter Highlights

476 Total Submittals

34 project meetings with consultants and developers including pre-submittal meetings and predesign meetings and meetings to resolve review issues

55 permits issued, 32 Rights of Way Permits, 23 Land Disturbing Permits, and currently holding/managing \$34,231,586 in sureties

Notable Projects Permitted for Site Work

7-Eleven Convenience Store at 300 South Rosemont Road, site of the old service station and auto sales

Lynnhaven Car Wash at 1108 Lynnhaven Pkwy—new carwash replacing old one

Old Virginia Beach Road Condominiums — 13 units

Office/Warehouse building at 2561 Horse Pasture Road

Kiddie Academy at 1644 Upton Drive, new childcare facility next to Ocean Lakes Elementary School

East Coast Appliance Builders Store at 2000 Virginia Beach Blvd, next to East Coast Appliance Super Store

Kotarides Corporate Office at 1128 Independence Blvd, just north of Wishart Road

Family Dollar Retail Store at 540 Newtown Road, undeveloped New Pointe shopping center outparcel

Autobell Car Wash at 3557 Holland Road, new car wash in front of Lowe's

JT's Camp Grom at 1181 Prosperity Road, day-use adventure camp for individuals with special needs or disabilities, wounded veterans and families of fallen heroes

Point Chesapeake Apartments and Point Chesapeake Condominiums at Shore Drive and Page Ave, site of the old Duck Inn; 171 apartments, 48 condominiums



Point Chesapeake Apartments and Condominiums

Permits & Inspections

Building Permits and Inspections administers the uniform statewide building code and associated laws and ordinances, issues permits for, and performs inspections of, building construction, plumbing, electrical and mechanical systems installation and alteration.

Permit Totals

Reporting Period	Permit Count	Value	Fees	Inspections
December 2015	2,384	\$31,662,490.31	\$244,145.94	7,823
November 2015	2,874	\$37,127,209.53	\$277,751.26	7,218
October 2015	2,886	\$42,640,292.54	\$329,492.82	7,679
Fourth Quarter Totals	8,144	\$111,429,992.40	\$51,390.02	22,720
Calendar Year To Date	25,508	\$651,015,679.95	\$3,675,823.50	92,437
Fiscal Year To Date	8,994	\$338,748,614.51	\$1,865,731.06	47,236
December 2014	2,715	\$60,101,259.52	\$229,802.32	8,080

Number of Active Development Sites: 1,702

Acreage: 2,7812.262

Projects of Interest: Top Golf, Greenwich Road - C/O Issued 12/17/15

Meet Curtis Muller and Scott Steen—Commercial Building Plans Examiners

Curtis Muller and Scott Steen, Commercial Building Plans Examiners, reviewed more than 480 sets of commercial building plans and revisions, which included the Cavalier renovations and garage, the

Hyatt Place and Hyatt House hotels at 27th Street, and Green Flash distilleries and breweries, to name a few. They also assisted both our internal and external customers by answering calls, meeting with co-workers, citizens and designers concerning construction and permitting procedures as well as filling in at the P & I counter issuing building permits, as needed.



Scott Steen (left) and Curtis Muller (right)

Environment and Sustainability Office (ESO)

Environment and Sustainability Office (ESO) prepares and maintains the City's Environmental Sustainability Plan and advocates responsible stewardship of the City's natural resources. Provides staffing support for the Chesapeake Bay Preservation Area Board and the Wetlands Board. This office is responsible for the interpretation and enforcement of the Chesapeake Bay Preservation and Southern Watershed Management Ordinances, waterfront construction, dredging permits, and inspection coordination.

Environmental Regulatory Work—Fourth Quarter Totals

Chesapeake Bay Preservation Area (CBPA) Board - generally projects located in first 100 feet seaward portion of buffer: 19 submittals, 13 approvals, 2 deferrals, and 1 denial

Chesapeake Bay Preservation Area (CBPA) Administrative - generally projects located in the landward portion of buffer: 70 submittals, 150 inquiries, and 15 Approvals

Wetlands Board - shoreline projects located in tidal wetlands and coastal primary sand dunes: 11 submittals, 10 approvals , and 4 wetlands approvals released for construction

Waterfront - generally all shoreline projects alongside City waterways not involving tidal wetlands and coastal primary sand dunes: 71 submittals and 26 approvals



**Be a Part of the
SEA of Change
(Sustainable Employee Actions)**

A NEW CITY EMPLOYEE INITIATIVE TO HELP SAVE ENERGY, WATER,
MONEY AND MORE!

CHECK IT OUT and JOIN NOW !

GO TO <http://beachnet/organization/sea-of-change/Pages/default.aspx>

Transportation and Transit (T & T) Planning Division

Transportation and Transit Planning Division (T & T) is comprised of two staff members and operates out of the Strategic Growth Areas Office. This division coordinates with several other departments, regional and state agencies to plan the City's transportation and transit network. All of the public transportation services in our City are coordinated with this division through Hampton Roads Transit (HRT).

Fourth Quarter Highlights

This past November 24, Commonwealth's Secretary of Transportation, Aubrey Layne visited our City Council to provide a comprehensive briefing on the demographic shifts and numerous other factors that require a multimodal transportation system, with one important step being the Virginia Beach Light Rail Extension project to Town Center. The Commonwealth is granting the City \$155 million toward the project upfront, with the City funding the remaining balance. Former City Manager Jim Spore provided a synopsis of past City Council approved SGA master plans, seven of eight that include light rail as a part of the City's multimodal transportation system. All eight of the SGA master plans are part of the City's Comprehensive Plan.



Master Transportation Plan (MTP) Roadway Modeling

A macro (regional) transportation model was developed by Parsons Brinkerhoff (PB) to determine if the City's Current Primary Roadway Network Map had the correct lane calls since it has been many years since the network was modeled. Surprisingly, the model results led to only five changes in the ultimate lane calls on the network map as follows:



- Princess Anne (from Providence to Ferrell) increased from 4 to 6
- Baker (from Wesleyan to Newtown) reduced from 4 to 2
- Salem (from North Landing to Indian River) reduced from 4 to 0
- Birdneck (from Norfolk Ave. to General Booth) reduced from 6 to 4
- First Colonial (from Old Donation to great Neck) reduced from 6 to 4

Meet Our newest light rail supporter!
Margot Grace Archer, born November 19.
Congratulations Emily Archer, SGA Office!

Director's Office

The **Director's Office** provides executive leadership, administrative, technical and financial management and support for the Planning Department. The support staff has been steadfast preparing for Planning & Community Development in Virginia Beach with Accela.

Accela the Automated Solution

Accela went live October 19. To Date (January 7) there have been more than 1,100 new submittals in Accela (492 DSC, 86 BZA, 11 CBPA, 43 PC CC, 54 Waterfront and 438 zoning) and more than 97,000 records converted to Accela from previous systems. On November 16, 2015, Barry Frankenfield, Karen Lasley, Cheri Hainer and Nancy McIntyre gave a presentation on the Accela Plan Approval and Permitting Processes to the Virginia Beach Vision DSC Review Task Force. On November 16, 2015, Tidewater Builders Association Municipal Affairs Committee met with City staff, including Interim City Manager Doug Smith and Barry Frankenfield, to discuss various issues. These meetings will be held bi-monthly in the coming year to assist customers with the new processes and receive feedback.



Sandy Leonhardt (left) and Marchelle Coleman (right) - Addressing Team

Addressing Team

Addressing is entering a new era. Project folders are a thing of the past since the implementation of Accela. The addressing team now creates electronic files through Accela Automation containing plans and correspondence materials and reviews plans via electronic document review. The addressing team now creates electronic files containing plans and correspondence materials that can be easily found in one central location affording improved internal and external customer service.

Reception Team

The main reception area is staffed full-time by Lauren Pauly with assistance by Porshia Smith, and Ed Weeden. Together the reception team logged close to 900 inbound calls and assisted more than 400 customers this quarter with staff meetings, plan delivery, fee payment and sign pick-up.



Porshia Smith (left), Ed Weeden and Lauren Pauly (right) - Reception Area