



Fall ISSUE

- Oceanfront Parking New Marketing Plan & Programs
- Planning Commission & Environmental Team Stats
- 864 Business licenses reviewed
- 660 Customers Served at the Zoning Counter
- Development Services Center Reviewed 752 Submittals
- 7,516 Permits Issued
- Camp Ashby Historic Highway Marker Dedicated
- Transportation Analysis Zones?
- Atlantic Avenue Block Party - November 3
- Pirates Loot Award Winners

Volume 4 - Issue 3
2018 July, August, September

MESSAGE FROM THE DIRECTOR



Hello Planning People...welcome to fall.

Summer went way too fast! I don't know about you but I could use a couple more beach days. There is no turning back the clock so now we can look forward to a glorious fall. The sky is absolutely the bluest in October and November here in the "greatest city in the world."

Now that it is October, it's time to celebrate! The Achievements of Planning are celebrated in October via National Community Planning Month. Designated by the American Planning Association, this month celebrates and honors the process and individuals involved in creating communities that are desirable places to work and live.

Speaking of desirable places to work, office renovations started in August. Even though Hurricane Florence slowed down progress, the first section, the area between the Director's Office and the DSC Coordinator's office, has been painted and carpeted. All five sections identified are scheduled to be painted and carpeted by the end of the year.



Building 1, First Floor Renovations Areas

This newsletter is filled with information on our work and new members, along with tributes to professional development and service.

Happy National Community Planning Month and thank you for all that you do every day to reach toward the mission of our department: People helping people create and sustain the most livable community in the world.

Barry

J. Barry Frankenfield
Director of Planning & Community Development

Oceanfront Parking New Marketing Plan & Programs

The Parking Management team launched a new marketing plan and programs for the 2018 Oceanfront parking season. The marketing plan focused on program awareness, promoting visitor diversity, increasing return customers, and enticing Virginia Beach residents to come to the Oceanfront. The promotional materials included new print ads, parking surveys, social media, promotional giveaway items, and an updated website with visuals, user friendly information, and a where to park and how to pay PassportParking® app, usable wherever you see the PassportParking® app sign. By placing the PassportParking® app in two print ads, app usage increased by 14 percent.



Two new parking programs were introduced for 2018. The Customer Loyalty Program, a free punch card that grants drivers one free parking visit after five paid visits at any municipal parking lot or garage. The loyalty card rewards customers for using municipal parking facilities and is available for use all year. The second program is the seasonal parking pass. You pay one price, \$80, and it allows unlimited parking access at City surface lots from April 1 to October 31. Both programs were initiated to provide ways to make parking at the Oceanfront easier and more convenient for residents and visitors.

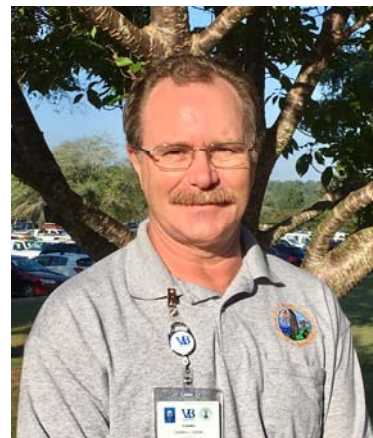
Welcome New Members



Bill Landfair, Planning Evaluation Coordinator
Planning Administration



Karen Creech, Planner II
Strategic Growth Areas (SGA)



Darrell Orsak, Code (Fire) Inspector
Permits & Inspections

Planning Administration

Planning Administration provides staffing support for the Planning Commission, City Council, the Chesapeake Bay Preservation Area Board, Wetlands Board, Historical Review Board, and the Historic Preservation Commission. Planning Administration members work with applicants on each phase of the process to ensure land use compliance with ordinances and plans.



Carolyn Smith
Planning Administrator

Planning Items

In the third quarter of 2018, staff worked with applicants, reviewed and wrote 36 agenda applications for rezonings, conditional use permits, street closures, subdivision variances, alternative compliance, and non-conforming planning items. Agenda request forms and presentations were also prepared for City Council on 32 Planning items.

Environmental Team

Chesapeake Bay Preservation Area (CBPA) Board - Generally projects located in first 100 feet seaward portion of buffer: 18 submittals, 14 approvals, 4 in review

Chesapeake Bay Preservation Area (CBPA) Administrative Variances - Generally projects located in the landward portion of buffer: 5 submittals, 1 in review, 4 approved

Preliminary Project Request (PPR) - An informal process to determine which formal process is required, if any, for projects located in the CBPA Resource Protection Area (RPA): 32 submittals, 27 approvals, 4 In review. Tree Removal: 15 submittals, 2 In review, 13 approvals.

Wetlands Board - Shoreline projects located in tidal wetlands and coastal primary sand dunes: 13 submittals, 7 approvals, 8 wetlands approvals released for construction.

Waterfront - Generally all shoreline projects alongside City waterways not involving tidal wetlands and coastal primary sand dunes: 35 submittals, 30 approvals.

Sand Management Applications - 5 approvals released for construction.



Division Picnic Fun!

Zoning Administration

Zoning Administration is responsible for the interpretation and enforcement of the City's Zoning Ordinance, processing zoning approvals and permits for residential and commercial uses, administering the City's Zoning Ordinance by processing appeals and variances to the Board of Zoning Appeals, verifying the proffers and conditions of City Council actions are met, and responding to citizen inquiries and concerns regarding zoning regulations and violations.



Kevin Kemp,
Zoning Administrator

Third Quarter Highlights

It's political season... and the theme is signs, signs, signs

reviewed 99 sign permits;
conducted 436 sign inspections; and
picked up too many signs to count.

But signs aren't the only thing zoning has been up to

addressed 211 complaints;
issued 42 fence permits;
30 zoning verification letters sent;
10 APZ-1 compatibility reviews;
22 restaurant floor plans reviewed;
864 business licenses reviewed; and
84 site plans reviewed.

And through it all, amazing customer service remains paramount.

We assisted 660 customers at the counter;
1,690 on the phone;
1,505 via email; and
served 5,218 customers total. Great job Zoning Team!

Zoning Highlights

- The short term rental ordinance is on its way. City Council created a draft ordinance and referred it to the Planning Commission for a public hearing on November 14.
- If you have been at the Oceanfront lately, you probably have seen numerous black bird scooters. They appeared overnight, almost magically. Now they are disappearing, not magically, but because the City has been removing them from the right-of-way.

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 helps to assure reasonable time frames and quality results for our community.



Carrie Bookholt, Interim Development Services Administrator

Third Quarter

752 total submittals reviewed

Held 42 project meetings with consultants and developers, including pre-submittal meetings, pre-design meetings and meetings to resolve review issues

Issued 31 Right of Way and 21 land disturbing/stormwater permits and currently managing \$46,807,394.94 in sureties

Notable Projects Permitted for Site Work

Thoroughgood Elementary School Replacement - 1444 Dunstan Lane

Shea Farms Subdivision - 4448 Indian River Road

Princess Anne Masonic Lodge No. 25 - 2849 Princess Anne Road

Chick-Fil-A Store - 2013 Lynnhaven Parkway

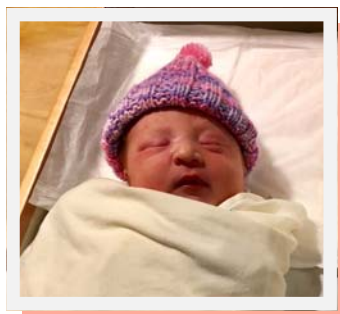
Bickford Senior Living of VB - 2633 Princess Anne Road

Virginia Aquarium MACC Facility - 1008 Bells Road



Thoroughgood Elementary School

Our Planning Family has Grown!



Welcome Mallory Edwards, born October 3
Congratulations Seth and Lindsay!

Permits & Inspections



Cheri Hainer, Permits and Inspections Administrator

Permits & 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
September 2018	1,997	\$ 33,252,205.47	\$ 239,922.32	6,185
August 2018	2,844	\$ 41,126,505.13	\$ 292,476.52	10,172
July 2018	2,675	\$ 39,363,506.52	\$ 258,981.58	8,663
Calendar Year to Date	25,196	\$ 647,662,150.60	\$ 2,884,937.17	73,845
Fiscal Year to Date	7,516	\$ 113,722,217.12	\$ 791,380.42	23,665
September 2017	2,698	\$ 113,432,754.54	\$ 479,188.68	7,630

Number of Active Development Sites: 1,989

Acreage: 33,963.457

Camp Ashby Historical Highway Marker Dedicated

A Virginia Historical Highway Marker to commemorate the World War II era German prisoner of war camp at Camp Ashby was dedicated on October 11. Vice Mayor Jim Wood was a featured speaker at the event, as was Delegate Jason Miyares. Other speakers included military historian Fielding Tyler and JEBLCFS Executive Officer

William Johnson. Councilperson Rosemary Wilson also participated in the ceremonies. The marker is located on the north side of Virginia Beach Boulevard just east of Thalia Road.



The marker installation was the result of a research grant awarded local historian Julie Spivey by the Historic Preservation Commission. Ms. Spivey researched the camp history, developed the marker text, and prepared and submitted the application materials to the Virginia Department of Historic Resources.

Camp Ashby housed German POWs from 1944 to 1946. The prisoners provided labor on local farms and in local manufacturing plants as a way of addressing labor shortages caused by the war. The camp's headquarters was in the former Tidewater Victory Memorial Hospital building and the camp's buildings spread out over an adjacent 200 acre site. Over 6,000 men were housed at Camp Ashby during its operation as a POW camp.

Left to Right – Julie Spivey, Captain William Johnson, Fielding Tyler, Delegate Jason Miyares, Councilperson Rosemary Wilson and Vice Mayor Jim Wood

Strategic Growth Areas (SGA)

Strategic Growth Areas (SGA) Office plans and implements Virginia Beach's vision for its unique growth centers. The office is composed of multiple disciplines collaborating with internal and external stakeholders to incentivize, facilitate, and manage sustainable development in our City.



Kathy Warren
SGA Manager

Transportation and Transit Planning

Have you heard of Transportation Analysis Zones (TAZs)? They're Important. Here's why.

The Hampton Roads Transportation Planning Organization (HRTPO) predicts how travel patterns and transportation modes will change in the future based on localities' Comprehensive Plans showing the location of future households and jobs. The HRTPO bases travel demand on the region's travel demand forecasting (TDF) model. Part of this process includes socioeconomic data known as Transportation Analysis Zones (TAZs), which analyzes an area's population and number of employees to understand commuting patterns. This year, the Transportation Division used US Census data per census block and a geographic information system (GIS) to verify and modify data to ensure the accuracy of the TAZs. The HRTPO will be using this data to predict growth and travel demand for the forecast year 2045 that can have an impact on future funding for transportation projects.

Atlantic Avenue Block Party - November 3

On Saturday, November 3, Atlantic Avenue restaurants and retailers will come alive with specials, discounts and live music throughout the day. The SGA planning team has been coordinating with the Atlantic Avenue

Association on this event and the association has done a great job pulling this party together. The goal is to encourage residents to experience our Ocean-front resort area in the shoulder season to celebrate the fabulous local culinary, shopping and musical offerings.



Activities on Atlantic Avenue kick off in the Family-Friendly Fun Zone in the 24th Street Park where there will be kids' games and DJ Ty Street will be entertaining the crowd from 2 pm-4 pm. Then, at 4 pm, there will be a live multi-band concert on Atlantic Avenue at 24th street culminating with a spectacular projection artistic light show at 6:30 on the hotel adjacent to the park.

For more information visit the Atlantic Avenue Association webpage at <http://atlanticavevb.com/events/party-on-atlantic/>



Helping To Build A Great Community

Proceeds benefit Virginia Beach Surf & Rescue Museum.

FREE PARKING ON ATLANTIC AVENUE!

Management & Support

The Director's Office includes a Management & Support team that exists to provide centralized coordination of activities throughout the department. The essential functions fall into three broad categories: customer service, technical services, and financial systems and controls.

2020 Census - Participant Statistical Area Program (PSAP)



Jolilda Saunders,
Administrative Services
Manager

PSAP allows the City to review and update statistical area boundaries for tabulation of data for the 2020 Census, American Community Survey and economic census. We will review and respond to standard statistical geographies, which include Census tracts (areas with population between 1200 and 8000) and Block Groups (population between 600 and 3000) that build to Census Tracts. We participate because it is our only opportunity to delineate the census statistical area data for comparisons with historical data and to plan for future community needs. In January 2019, Census PSAP training will begin and we will receive the Geographic Update Partnership Software (GUPS). We will have 120 days from receipt of the software to submit updates and this phase will close out July 2019. In January 2020, we will have the opportunity to review and verify the 2020 update to Census geography.

Human Resource Updates

Did you know that:

- Evaluations will be completed online through InSite.
- You may qualify for Parental Care Leave. It is an additional 40 hours if you need it to care for a parent.
- Paperless pay stubs are coming! There is a survey out to make sure that there are no unaddressed concerns.
- Updated mandatory Citywide training is coming!
- There is help for Taleo if you need to sign up for training.
- Open Enrollment for 2019 Benefits closes on October 24 at 5 p.m.
- Do you know when it is advisable to complete FMLA paperwork?



Sarah Banschenbach
Administrative Specialist

Questions? Contact Sarah Banschenbach, Administrative Specialist at 385 4366) or SBansche@vbgov.com

Career Progressions & Promotions

William Morrell, Code Inspector II - Permits & Inspections

Richard Duffee, Code Inspector II - Permits & Inspections

Lewis Blankenship, Construction Inspector III - Permits & Inspections

Dalina Cartwright, Planning Technician - Development Services Center

Service Anniversaries

30 Years - Sharon McCullough, Planning Administration

20 Years - Kevin O'Brien, Permits & Inspections

Pirates Loot Award Winners!

Congratulations to the winners of the third quarter Pirates Loot Awards. All treasure Box Award nominations were logged and calculated and the five people who received the most nominations for the quarter received the Pirates Loot Award (two Regal Cinemas movie passes).

Congratulations Top Five:

Cole Fisher with 4 nominations!

The Following had 2 nominations each!

Carol Dozier (2)

Seth Edwards (2)

Nicole Garrido (2)

Jonathan Sanders



Thank you to all Treasure Box Award nominees. We appreciate all that you do every day. Keep those Treasure Box Award nominations coming in!

Let's Celebrate - National Community Planning Month

To celebrate National Community Planning Month we will be having a breakfast event!

Don't forget to complete the order form that was emailed October 8. The **Breakfast is scheduled for Friday October 26 from 8am -10am**. Please print and fill out your request and give it to a member of the event planning committee by no later than Monday, October 22.

Committee members are: Casi Hansford, Cole Fisher, Ed Weeden, Ernesto Moreno, Lynn Roenker, Melissa Dugan, Pat Burns, Porshia Smith, Sean McNamara, Thressa Gray and Pam Sandloop.

Office Twinning



Ed James, Zoning and
Pat Burns, DSC

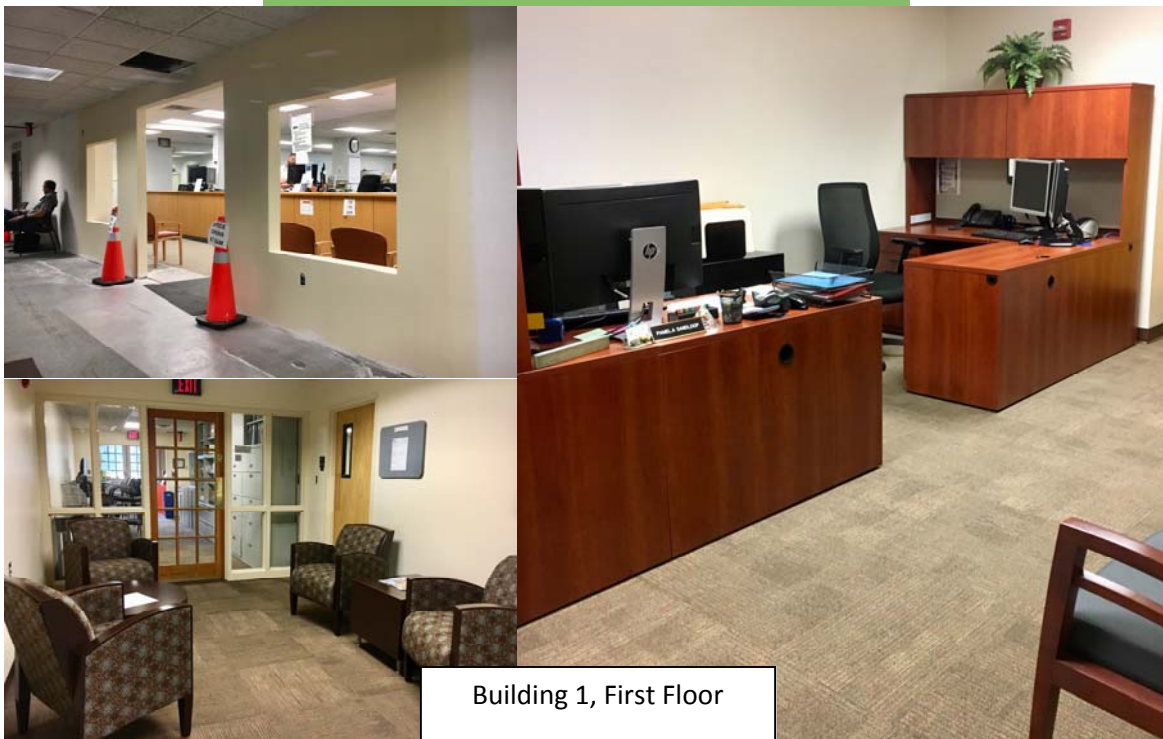


Brian Solis, SGA and Kevin Kemp, Zoning



Debbie Zywna and
Tavis Parker, SGA

Renovations have Started!



Building 1, First Floor

Mark Your Calendar!

Next All Staff Meeting - November 30

PCD Newsletter Submission Deadline: January 4 - please send submissions to dzywna@vbgov.com