Virginia Beach Resort Area

STRATEGIC ACTION

PLAN

Adopted by City Council
December 2, 2008

ERA
Kimley-Horn
HCD
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<td>November '07</td>
<td>Kick-Off/ Stakeholder Interviews</td>
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<td>Advisory Committee Worksession</td>
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Meetings attended by over 350 citizens
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

CONNECTIONS
OPEN SPACE
PLACEMAKING
DEVELOPMENT OPPORTUNITIES

DECEMBER 2007
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
31st Street
- More pedestrian-friendly street thru utilization of 30th/32nd streets as vehicular routes

VEHICULAR PRIORITY STREETS
Pacific Avenue
- Add left turn lanes, right-of-way width will expand
17th Street
- Add left turn lanes, right-of-way width will expand
30th/32nd Streets
- Merge with 31st 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

17TH 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 25th
• One way loop on Atlantic / Pacific north of 25th

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
Districts and Connecting Corridors

19th / Central Beach
Laskin Gateway
Marina District
Pacific Avenue
Atlantic Avenue
RESORT AREA  Central Beach District
RESORT AREA | Central Beach District | 19th Street | existing
RESORT AREA  Central Beach District  19th Street  proposed
RESORT AREA    Central Beach District
17th Street  existing
RESORT AREA | Laskin Gateway
RESORT AREA | Laskin Gateway | Birdseye | existing
RESORT AREA | Laskin Gateway | Birdseye | proposed
RESORT AREA | Laskin Gateway | 31st Street | existing
RESORT AREA | Laskin Gateway | 31st Street | proposed
RESORT AREA | Marina District | Birdseye | proposed
RESORT AREA    Marina District    Boardwalk    proposed
RESORT AREA | Connecting Street Corridors
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 19th Street and Central Beach area
   • Determine ROW/property impacts
   • Establish roadway/sidewalk widths
   • Provide transit between Convention Center and Oceanfront using 19th Street corridor
TOP 8 PRIORITIES

7. Form a management entity
   • Evaluate TIF District and/or SSD for Central
     Beach District (19th Street) and Laskin
     Gateway District (31st 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

ACTION PLAN | Near Term | Management Entity Examples
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

ACTION PLAN   |   Near Term   | Management Entity Examples
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

ACTION PLAN | Near Term | Management Entity Examples
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

ACTION PLAN | Near Term | Administrative / Policy Recommendations
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 17th 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

ACTION PLAN | Mid Term
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