

# VIRGINIA BEACH

Activate Atlantic Avenue



**Kimley»Horn**

CONCEPT DESIGN/WORKSHOP

PREPARED FOR THE CITY OF VIRGINIA BEACH



# contents

|                                     |    |
|-------------------------------------|----|
| HISTORIC IMAGES                     | 04 |
| TEAM                                | 05 |
| PROGRESSION TIMELINE                | 06 |
| WORKSHOP #1 SUMMARY                 | 07 |
| OPPORTUNITIES                       | 09 |
| WORKSHOP #2                         | 13 |
| RECOMMENDATIONS                     | 20 |
| RECOMMENDED SHORT TERM ACTION ITEMS | 22 |
| A OFF-SEASON PARKING                | 24 |
| B BETTER BLOCK                      | 29 |
| C FESTIVE LIGHTING                  | 33 |
| D VIDEO PROJECTION                  | 37 |
| E STREET IMPROVEMENTS               | 42 |
| F OTHER CONSIDERATIONS              | 47 |
| APPENDIX                            | i  |

**VIRGINIA BEACH**

Activate Atlantic Avenue

“Enhance quality of life for Virginia Beach Residents while continuing to exceed guest expectations.”

- Atlantic Avenue Guiding Principles

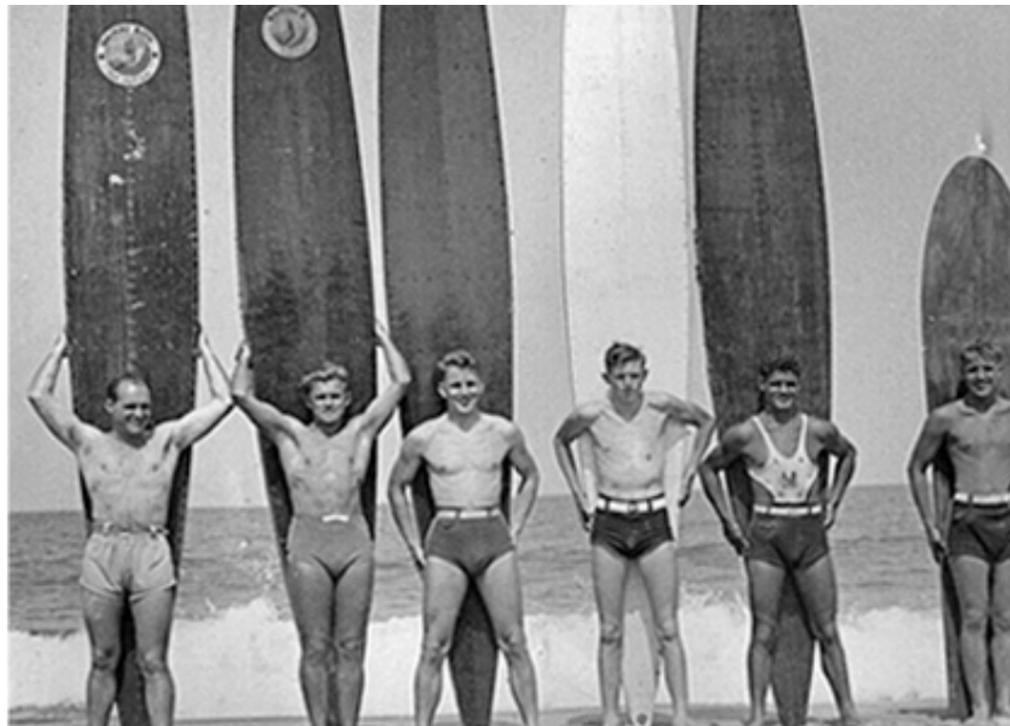


# Historic Images of Virginia Beach

**VIRGINIA BEACH**  
Activate Atlantic Avenue



ATLANTIC AVENUE 1979



# VIRGINIA BEACH

Activate Atlantic Avenue

## PROJECT TEAM

- Atlantic Avenue Property Owners/Operators
- City of Virginia Beach
- Kimley-Horn (Prime Consultant)
- EDSA – Master Planning, Landscape Architecture , Urban Design
- WPL – Local Landscape Architect



## Activate Atlantic Avenue Progression Timeline



## Workshop #1 Summary

### Opportunities

#### 1 Public Opportunities

- Streetscape Upgrades
- Parks

#### 2 Public & Private Opportunities

- Business Improvement District
- Atlantic Avenue Branding
- Programming

#### 3 Private Opportunities

- Redevelopment
- Existing Property Enhancements

### Guiding Principles

- Enhance **quality of life** for Virginia Beach Residents while continuing to exceed guest expectations.
- Provide a safe, **walkable** public realm that enriches the resort community lifestyle on Atlantic Avenue.
- **Prioritize** people! Provide places for the Virginia Beach locals to mingle and enjoy Atlantic Avenue.
- Encourage smart redevelopment and sustainable design that promote a **healthier environment**.
- Preserve the **history** and **tradition** of Virginia Beach while embracing the community.

# Interview Notes and Summary Recommendations

- Consider extending the study to Birdneck Road. I-264 entry at Birdneck starts the resort  
Clay Massey (Previous Engineer for Atlantic Avenue)
- Update Resort Master Plan to keep momentum going  
BJ Bauman (Vice chair Resort Advisory Commission)
- Break up the 42 blocks into districts, RSAP plan are the guiding principles  
John Uhrin (Resort District VB City Councilman)
- Need more detailed plans  
Barry Frankenfield (VB Planning Director)
- Work with the RSAP plan  
Ron Williams (Deputy City Manager)
- Consider parking as the main issue, Change the perception of Atlantic Avenue / Lighting  
/ Bathrooms / Amenities  
George Kotarides (President Atlantic Ave. Assoc.)



# OPPORTUNITIES

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Sports Center / Virginia Beach, VA

# OPPORTUNITIES

## VIRGINIA BEACH

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The Wave/Dome Site / Virginia Beach, VA

# OPPORTUNITIES

**VIRGINIA BEACH**

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Virginia Beach Pier Development / Virginia Beach, VA

# OPPORTUNITIES

## VIRGINIA BEACH

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Virginia Beach Pier Development / Virginia Beach, VA

# Workshop #2

# VIRGINIA BEACH

Activate Atlantic Avenue



# SWOT (Strengths, Weaknesses, Opportunities and Threats) Analysis

**S**

- . Community | Place
- . Destination | Access
- . Local Rest. / Attractions
- . Small / Energy
- . Events on Beach / Entertainment
- . Blank Canvas
- . Brand (Virginia)
- . Infrastructure in Place
- . Central Entry
- . Concerned Community

**W**

- . Parking
- . Maintenance / Landscape
- . Traffic Flow / One-Way?
- . Conflicts - car | bike | ped
- . Lack of Bathrooms
- . No Local Involvement
- . Communication
- . Trolley
  - Loop:
  - None:

**O**

- . Year Round Resort
- . More People
- . Residences in Resort
- . Locals | Perceptions
- . “Spreading the Word”
- . Community Driven Future
- . East to West Development
- . Increased Visibility
- . Investments

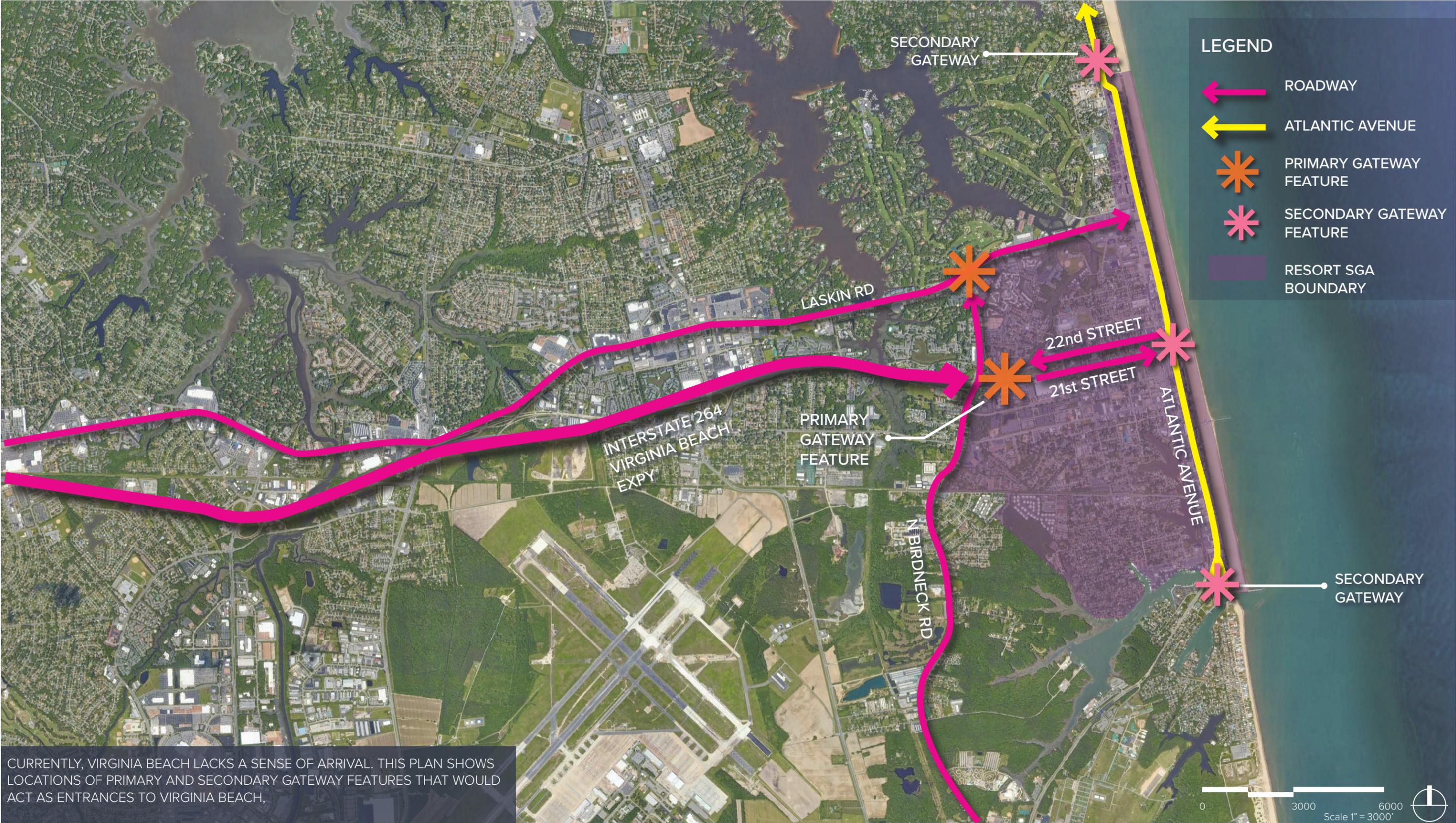
**T**

- . Election 2018
- . Ignore Diversity
- . Behavioral Issues
- . Off Shore Drilling
- . Sea Level Rise
- . Safety
- . Public Projects vs. Private Projects | Business

# Strategy Plan

# VIRGINIA BEACH

Activate Atlantic Avenue

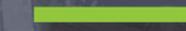
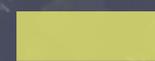
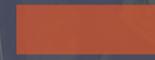


CURRENTLY, VIRGINIA BEACH LACKS A SENSE OF ARRIVAL. THIS PLAN SHOWS LOCATIONS OF PRIMARY AND SECONDARY GATEWAY FEATURES THAT WOULD ACT AS ENTRANCES TO VIRGINIA BEACH,

# Site Opportunity



## LEGEND

-  MAIN ARRIVAL/EXIT ROADWAY
-  TROLLEY LANE
-  PROPOSED TWO-WAY TROLLEY
-  BIKE LANE
-  SHARED BIKE LANE
-  KEY FEATURES (PROPOSED AND EXISTING)
-  VIBE DISTRICT
-  KEY EXISTING SITES

THIS DIAGRAMMATIC PLAN HIGHLIGHTS OPPORTUNITIES AS MAJOR ATTRACTIONS, ACTIVITIES, AND ACCESS FOR VIRGINIA BEACH. IN ADDITION, TROLLEY LANES AND BIKE PATHS ARE PROPOSED TO CONNECT THESE KEY FEATURES. THE ONE LANE TROLLEY IS A COLLABORATIVE IDEA BETWEEN THE STAKEHOLDERS AND TEAM DURING WORKSHOP #2.



# Conceptual Diagram

# VIRGINIA BEACH

Activate Atlantic Avenue

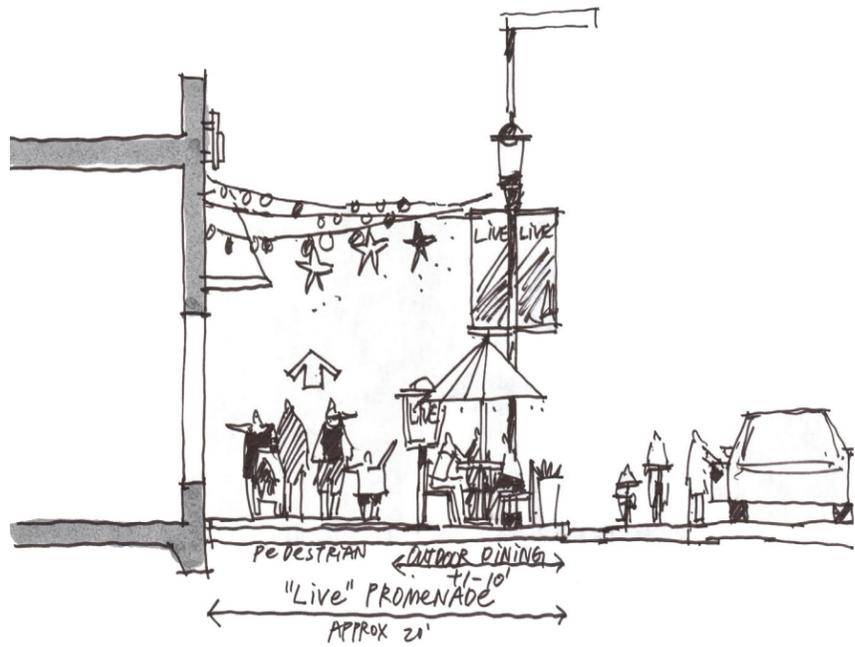


THIS CONCEPTUAL DIAGRAM SHOWS THE IDEA OF RESIDENTIAL MIXED-USE DEVELOPMENT IN THE FUTURE. IT ALSO SHOWS OPPORTUNITIES FOR OPEN SPACE AND PEDESTRIAN ACCESS TO THE BEACH AND BOARDWALK.

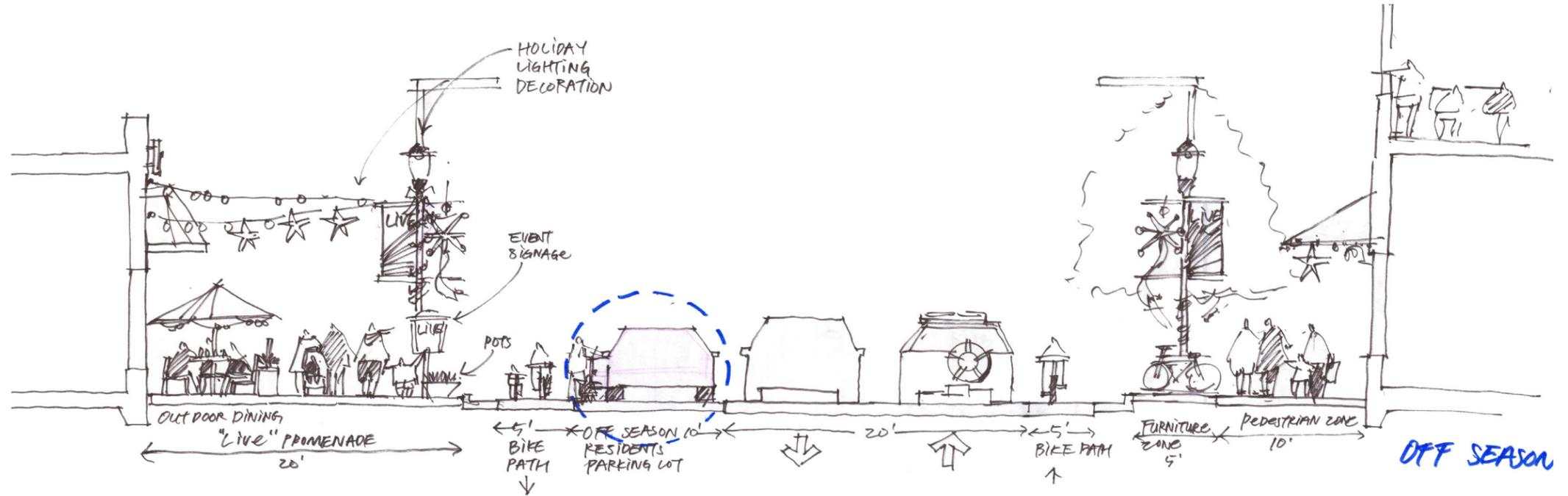
# Workshop Sections and Sketches

## VIRGINIA BEACH

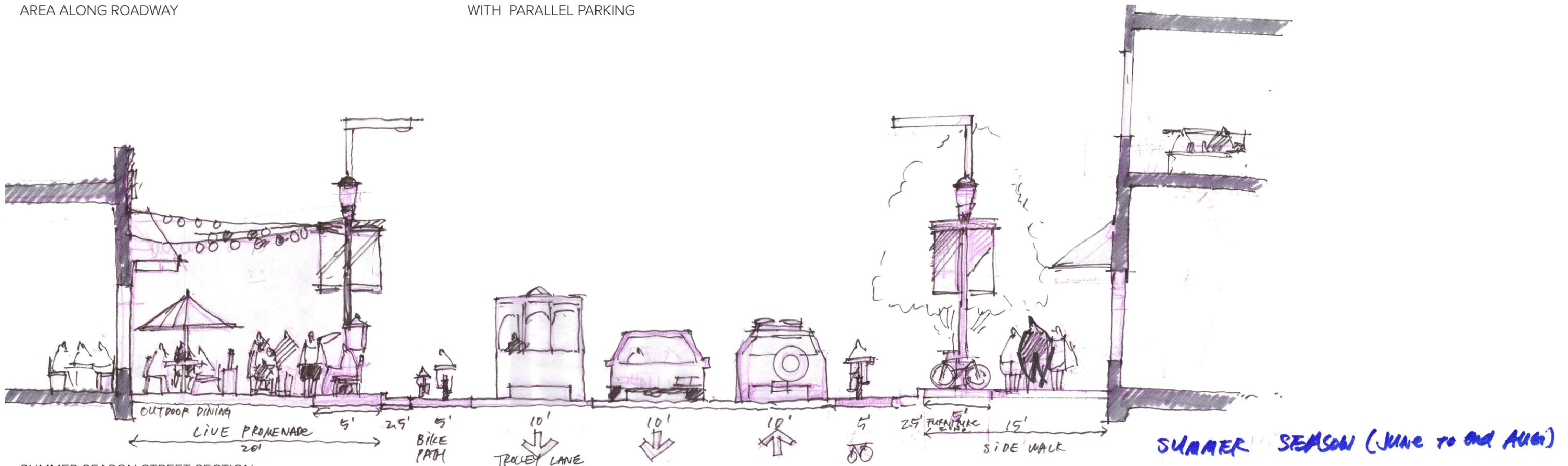
Activate Atlantic Avenue



PROPOSED OUTDOOR DINING AREA ALONG ROADWAY



OFF-SEASON STREET SECTION WITH PARALLEL PARKING

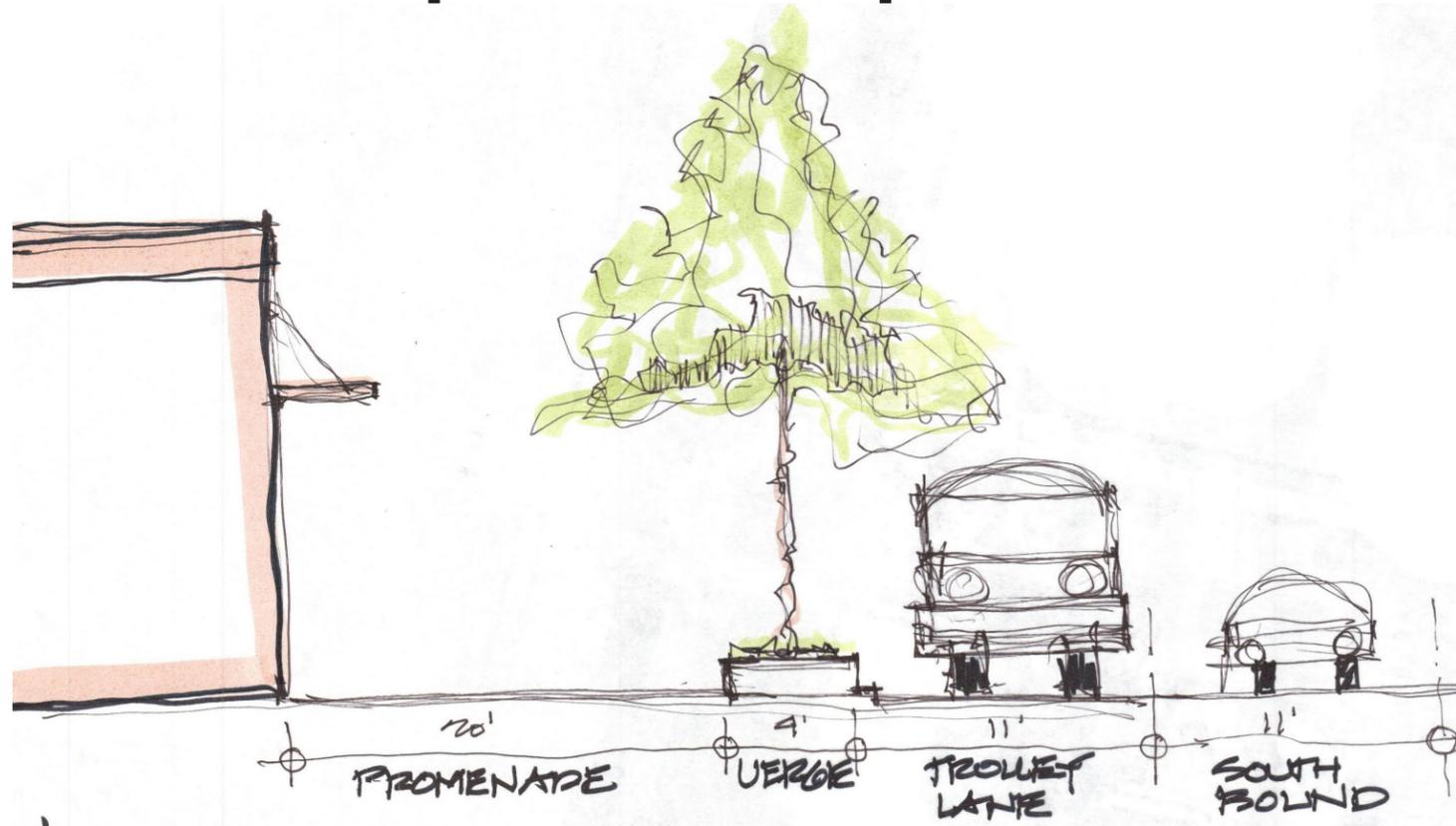


SUMMER SEASON STREET SECTION WITH TROLLEY LANE AND BIKE PATH

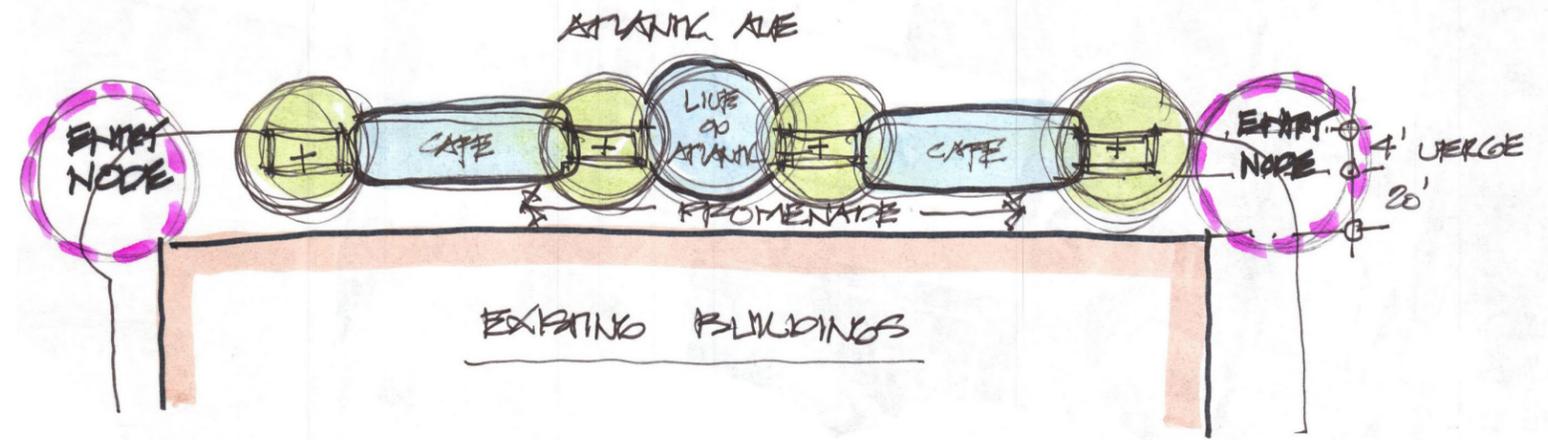
# Workshop Street Improvement Sketches

# VIRGINIA BEACH

Activate Atlantic Avenue

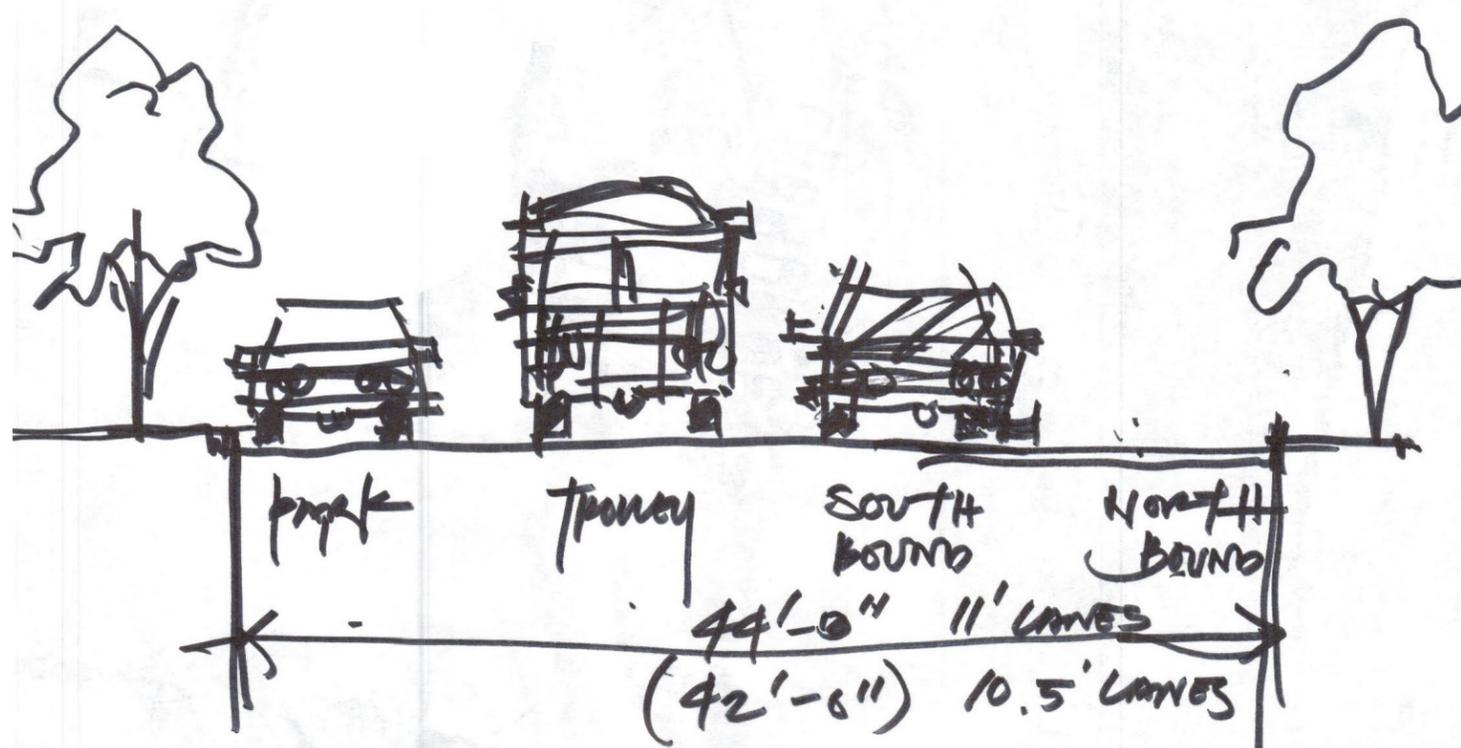


VERGE SECTION  
PLANTER STREET SECTION

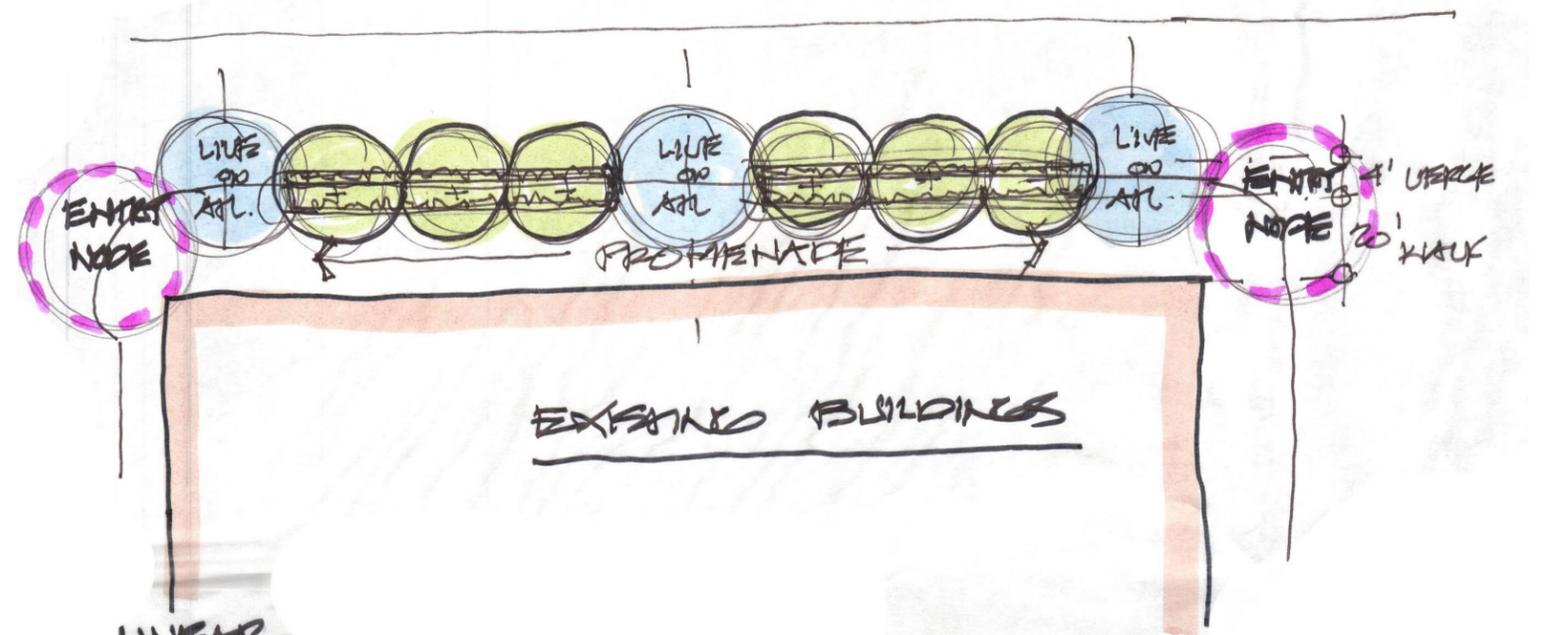


VERGE PLANTERS  
DIAGRAM

LIVE AT ATLANTIC LOCATION  
DIAGRAM TYPE 1



TROLLEY LANE AND PARALLEL  
PARKING IDEA SKETCH



LINEAR  
VERGE DIAGRAM

LIVE AT ATLANTIC LOCATION  
DIAGRAM TYPE 2

# Recommendations

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# Project Program and Initiatives

## Immediate / Pilot **Fall 2018 - Winter 2019**

- Provide parallel parking for Winter 2018 and 2019
- Introduce video projection
- Better Block initiative as an idea kick-start
- Institute full-street closures for off-season events for designated blocks
- Develop a pilot project that implements the proposed modified trolley route
- Utilize the southbound trolley lane on Atlantic Avenue (15th to 25th streets - length of the study area) for events
- Integrate pop-up kiosks to provide information about the Atlantic Avenue Renaissance
- Incorporate Pop-up art displays
- Establish a Hot Chocolate street party along Atlantic Ave after the Christmas parade
- Coordinate street entertainment programs with already scheduled events along the boardwalk and Atlantic Avenue
- Begin lighting and electrical improvements
- Develop a pilot 3-5 block demonstration project for infrastructure improvements
- Develop a plan with specific block locations for street events
- Include design team information at gatherings

# Recommended Short Term Action Items

BELOW IS A SUMMARY OF THE IMPROVEMENTS DISCUSSED WITH THE LOCAL COMMUNITY FROM THE ATLANTIC AVENUE AREA (STAKEHOLDERS) WHO PROVIDED INPUT DURING THE WORKSHOP.

## Funding

- Increase funding for Resort Maintenance
- Increase funding for Resort Landscaping
- Fund and Initiate a new updated Resort master plan with a focus on Urban Design

## Maintenance

- Immediately begin street cleaning of all sidewalks and building facades.
- Clean up litter and other eyesores
- Determine paving schedule for Atlantic Avenue and make improvements/modifications to pavement markings, including art

## Ordinance

- Enforce zoning ordinances on signs and illegal products in the public right away

## Public Relations

- Begin with public relations campaign through CVB's advertising agency to Market to our local community the Renaissance of Atlantic Live
- Atlantic Avenue Association start a door-to-door campaign with information regarding what is happening with the Renaissance of Atlantic Avenue so everyone is aware

## Recommended Short Term Action Items

**1** Immediate / Pilot  
6 months to 1 year

- A Off-Season Parking
- B Better Block (Tactical Urbanism)
- C Festive lighting
- D Video projection on buildings
- E Atlantic Avenue Street Improvements
- F Other Considerations

**A****Off-Season Parking****Description**

- Provide temporary on-street parking along the west side of Atlantic Avenue between November 1 - March 31

**Locations**

- 6th Street to 25th Street
- No Parking from 10th Street to 11th Street, and from 21st Street to 22nd Street

**Implementation**

- Utilize the southbound outside lane, along the west side of Atlantic Avenue for 2-hour, no fee, parking
- Install signage during the off-season that designates the on-street parking areas and limits the period to 2 hours
- Install temporary parklets at street corners on the west side of Atlantic Avenue
- Test Better Block ideas on street corners

# 6th to 25th Street Diagram

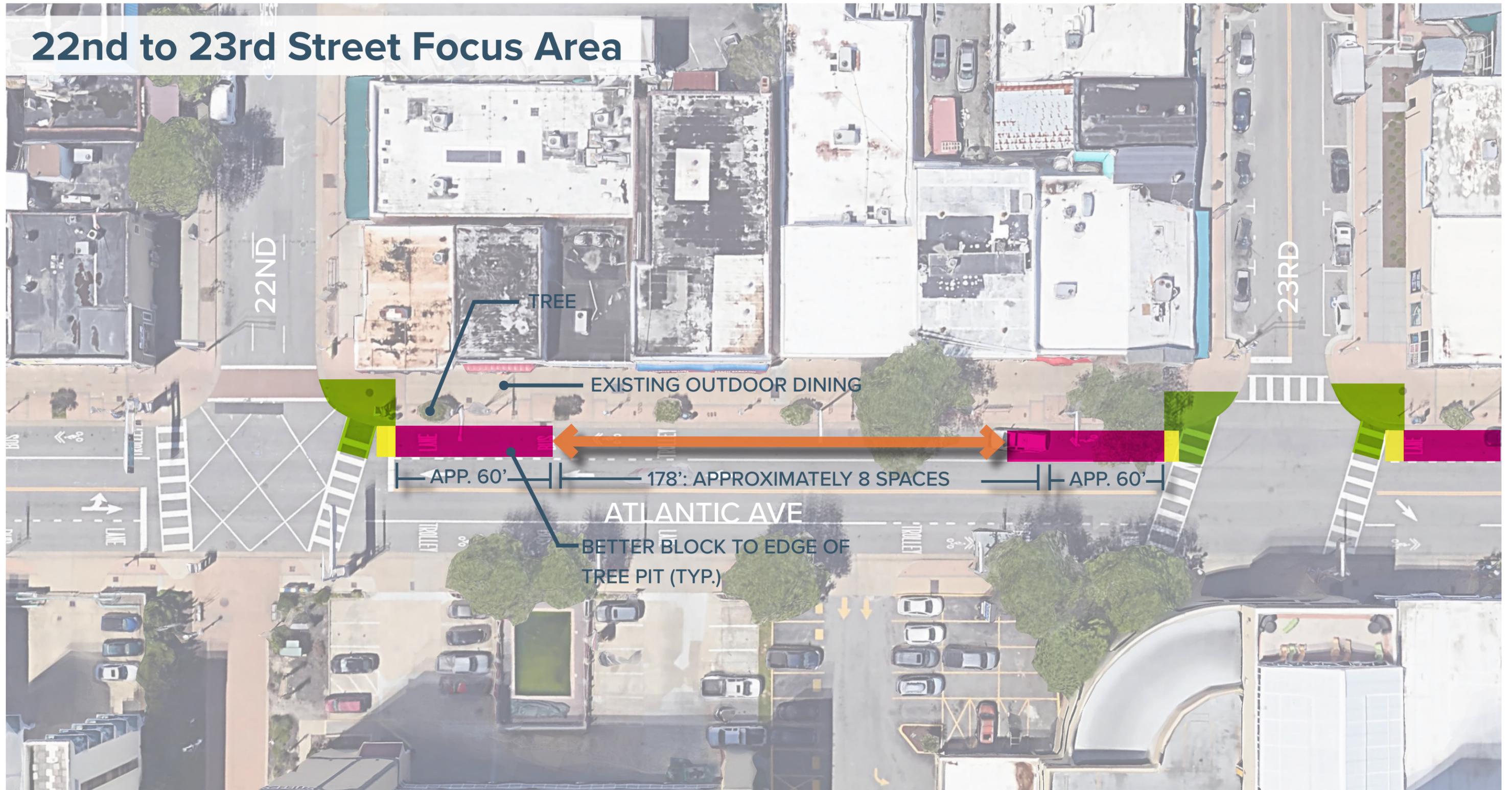


6th to 15th Street



15th to 25th Street

# 22nd to 23rd Street Focus Area



- BETTER BLOCK
- PARKING SIGNAGE
- PAINTED SURFACES BY VIBE LOCAL ARTISTS
- OFF SEASON PARKING; APPROXIMATELY 8 SPACES



# 22nd St. West Side of Atlantic

EXISTING  
OUTDOOR CAFE

Before I die

THOUGHT WALL

LAST YEAR TREATMENT

SEATING AND PARK BARRIERS

PAINTED SURFACES VIBE LOCAL ARTISTS (WASHABLE PAINT)

PARKING SIGNAGE

# Off-Season Parking Character Imagery



## **B Better Block (Tactical Urbanism)**

### **Description:**

- Enhancements to the current image and amenities along various blocks of Atlantic Avenue

### **Locations:**

- Option 1 - 18th Street between Pacific and Atlantic Ave
- Option 2 - 23rd Street from Pacific and Atlantic Ave

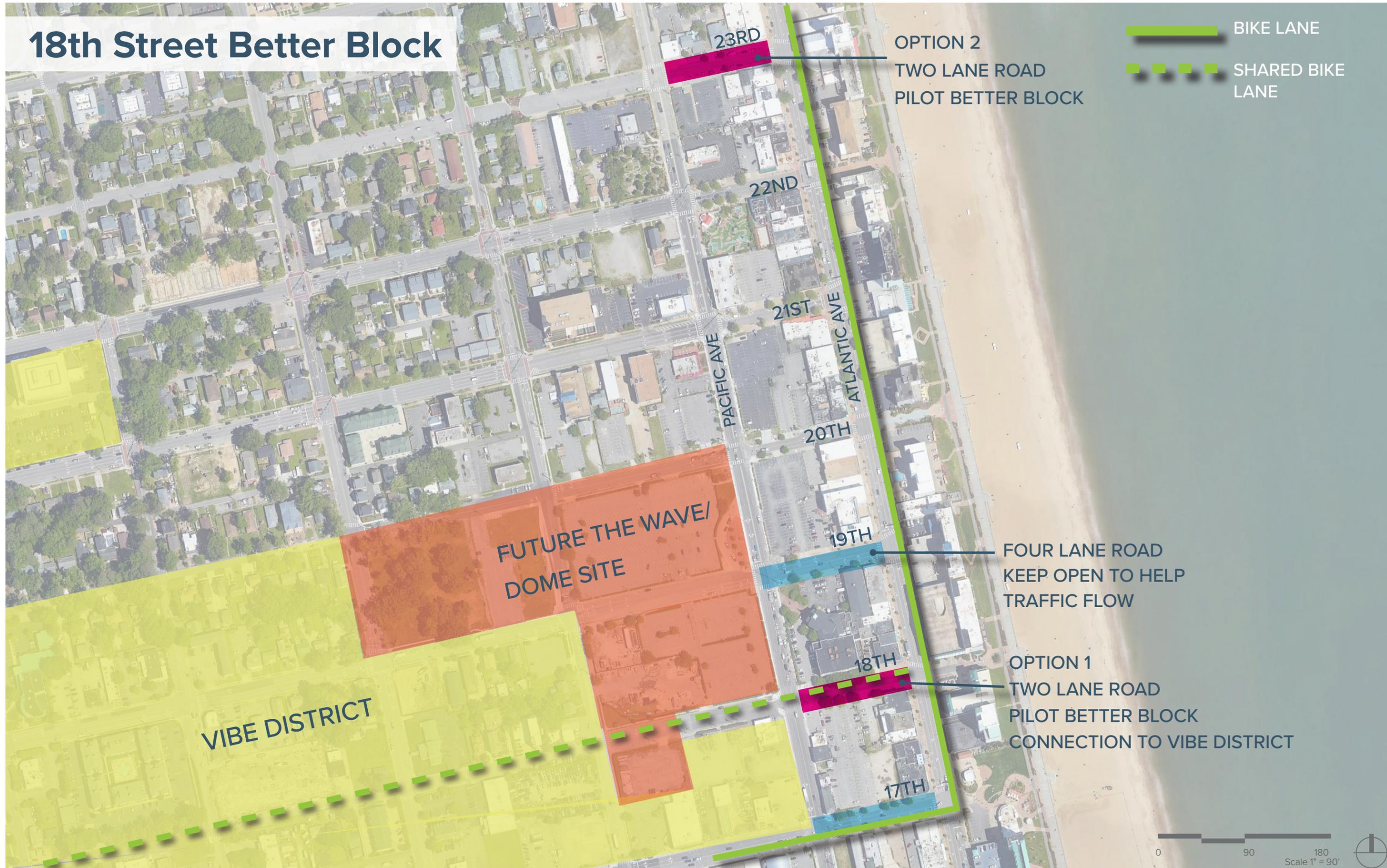
### **Implementation:**

- After Labor Day, create parklets for Option 1 and 2 that are associated with the restaurants on these blocks in order to extend the activity out to Atlantic Avenue
- 18th Street has a connection to the VIBE District
- The Better Block improvements are listed on pages 18, 20, 22
- We suggest that these lite transformations stay in place until Easter

### **Resources:**

- Better Block <http://betterblock.org/resources/>
- Trust for Public Land <https://www.tpl.org/>
- Project for Public Spaces <https://www.pps.org/>

# 18th Street Better Block

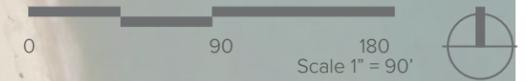


OPTION 2  
TWO LANE ROAD  
PILOT BETTER BLOCK

BIKE LANE  
SHARED BIKE LANE

FOUR LANE ROAD  
KEEP OPEN TO HELP  
TRAFFIC FLOW

OPTION 1  
TWO LANE ROAD  
PILOT BETTER BLOCK  
CONNECTION TO VIBE DISTRICT



# 18th Street Concept



LIVE@ ATLANTIC

STREET MARKET

BEACH SEATING AREA

VIBE PAINTED STREETS

KOHR'S BROS.

# Better Block Character Imagery



## **C Festive Lighting**

### **Description:**

- Provide and install overhead lighting, such as strand lights, that will span across the Atlantic Avenue sidewalk and temporary parklets at street corners

### **Locations:**

- Lighting proposed for the West side block of Atlantic Avenue from 22nd Street to 23rd Street

### **Proposed Implementation:**

- For the 2018 Off-Season, we suggest installing festoon lights during the Fall (Labor Day to Thanksgiving) from 22nd Street to 23rd Street
- In early December, expand the impact area to the Central Beach area (14th Street to 24th Street) and transition the festoon lights to holiday lights
- We suggest that the lights remain installed through Spring and are activated during special Atlantic Avenue events

# 22nd / 23rd Festive Lighting



FESTIVE LIGHTING  
FOCUS AREA

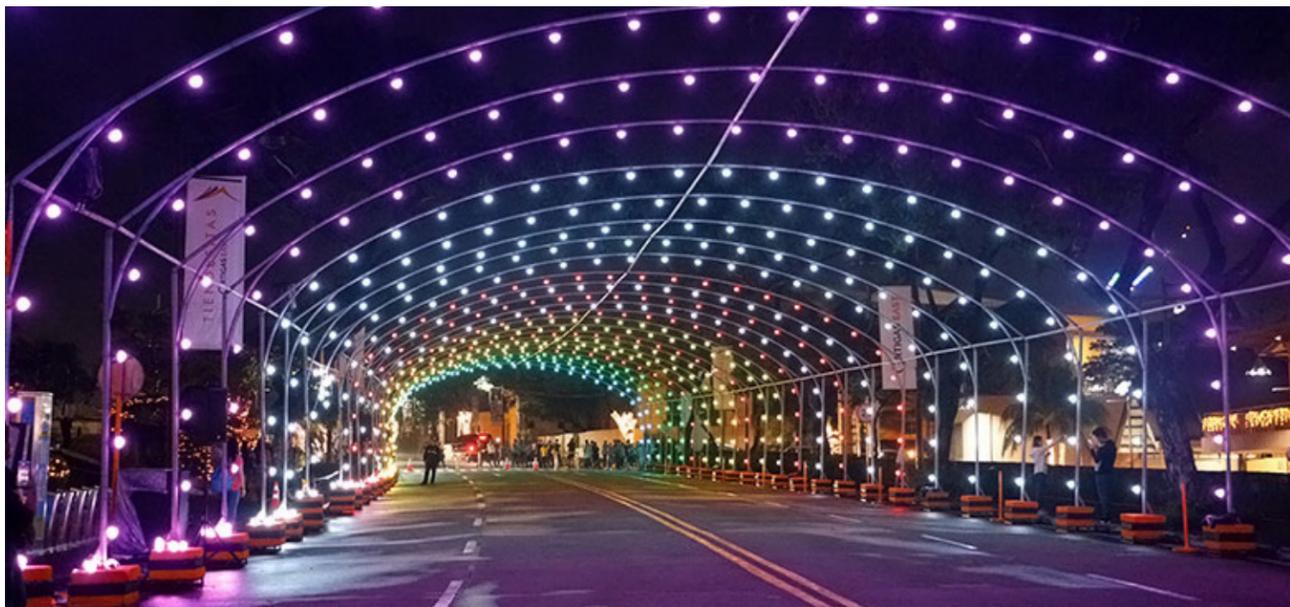
0 65 130  
Scale 1" = 65'



# 22nd to 23rd Street West Side of Atlantic



# Festive Lighting Character Imagery - Holiday Lighting



## **D Video Projection**

### **Description:**

- Provide image projection capabilities on existing building facades (south and/or north sides) that can be viewed from the Boardwalk, Atlantic Avenue or along the east-west connector streets. Video projection would be permanent and could be used to display a multitude of media, both static and video imagery.

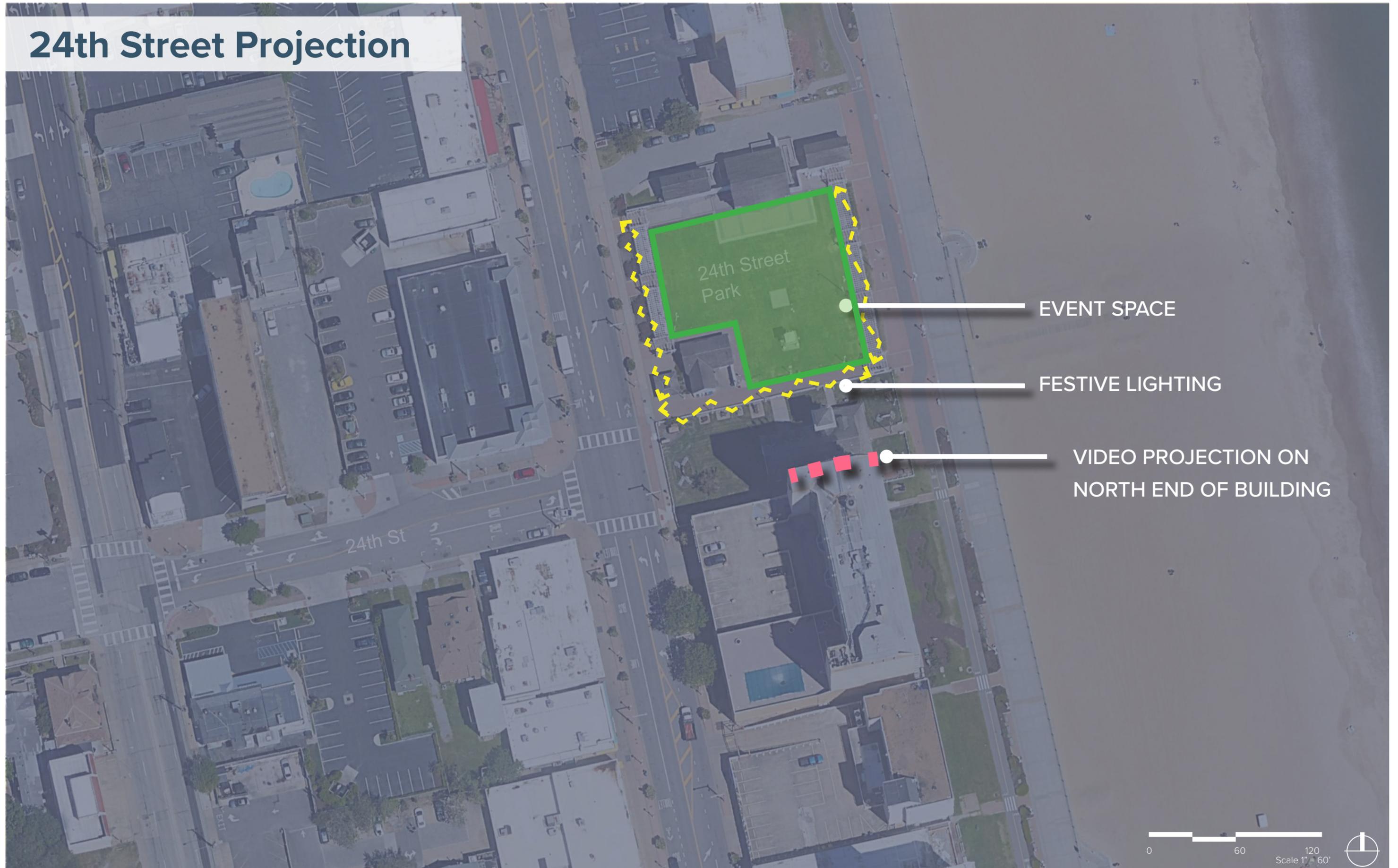
### **Locations:**

- Option 1 – 24th Street Park
- Option 2 – 21st Street Entrance/Gateway

### **Implementation:**

- The City has tested video projections on Marriott Hotel. The Team recommends video projection for 24th Street Park during events. The Team Recommends to test 21st Street for Entrance/Gateway improvements

# 24th Street Projection



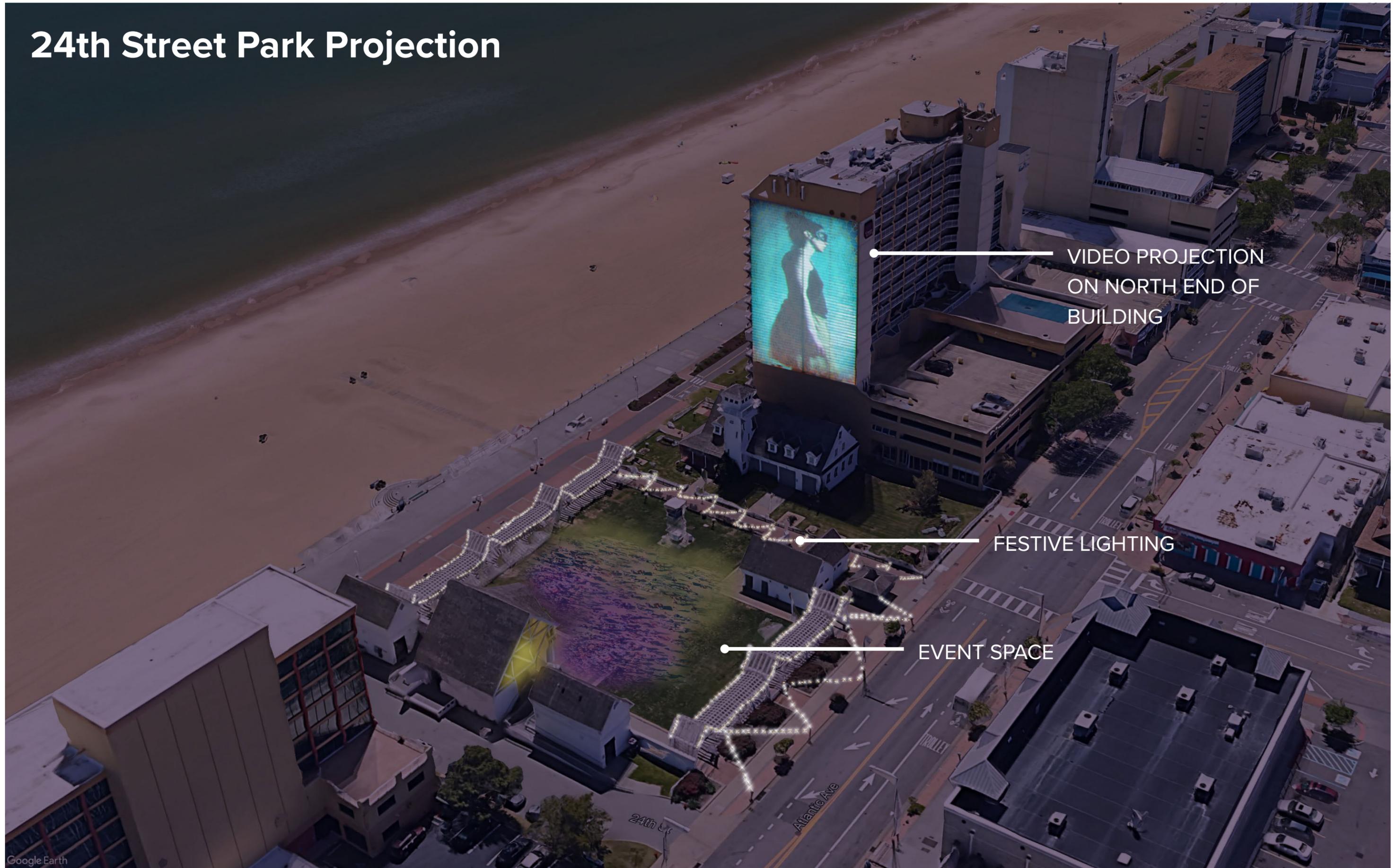
EVENT SPACE

FESTIVE LIGHTING

VIDEO PROJECTION ON  
NORTH END OF BUILDING



# 24th Street Park Projection

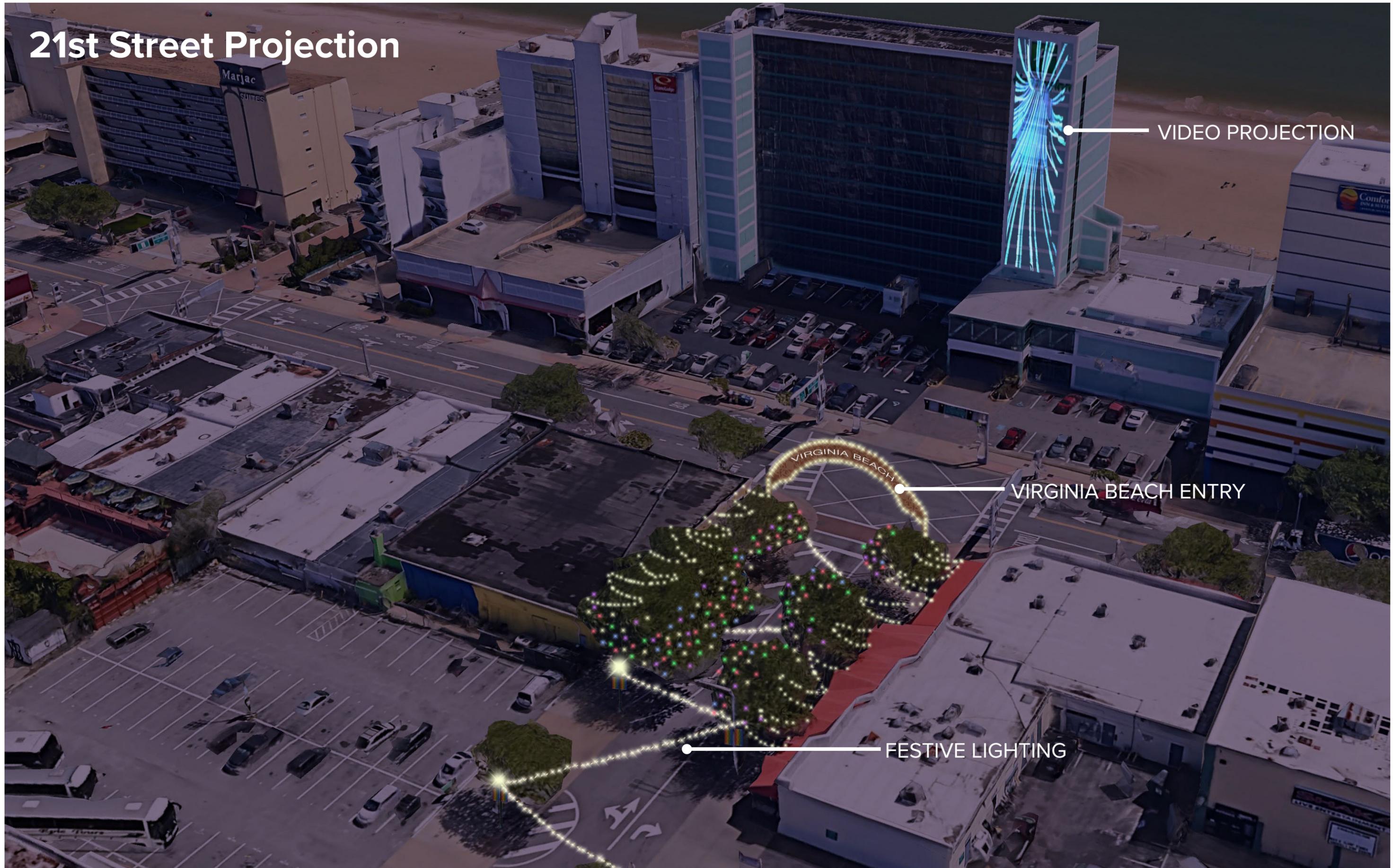


VIDEO PROJECTION  
ON NORTH END OF  
BUILDING

FESTIVE LIGHTING

EVENT SPACE

# 21st Street Projection

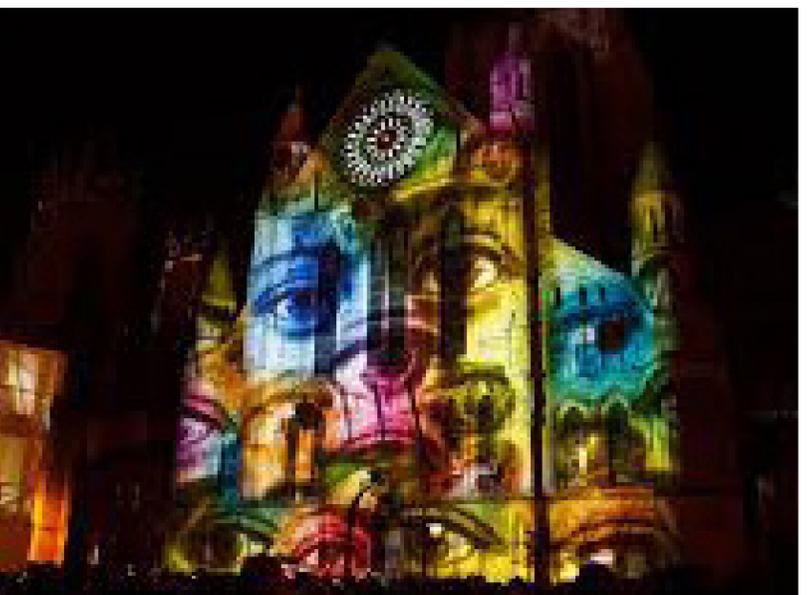
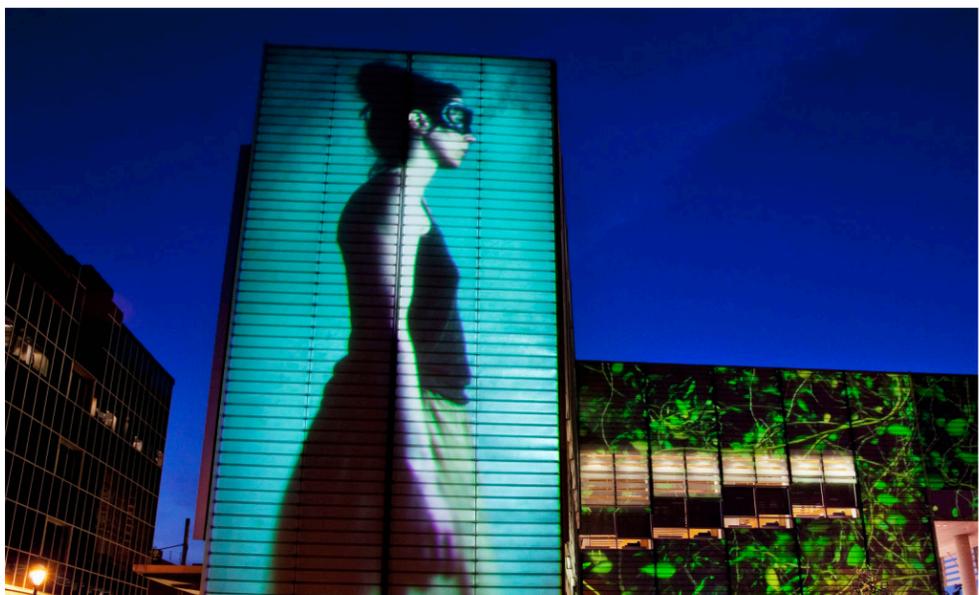
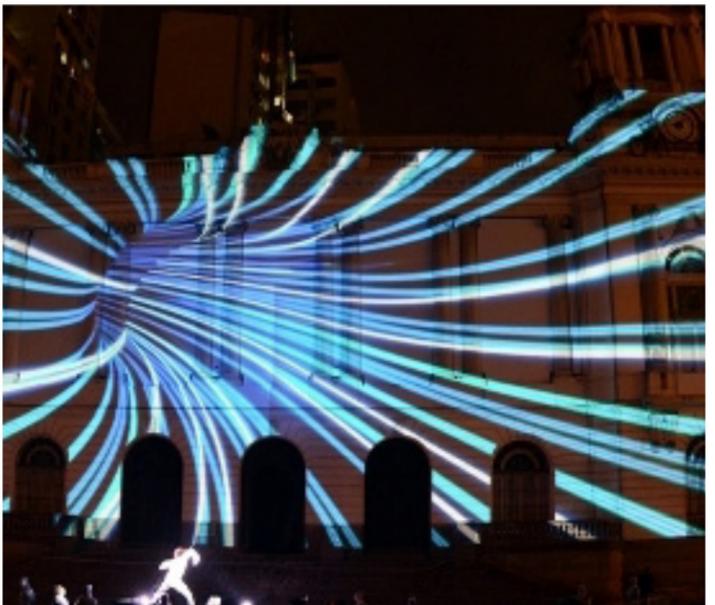


VIDEO PROJECTION

VIRGINIA BEACH ENTRY

FESTIVE LIGHTING

# Video Projection Character Imagery



## E Atlantic Avenue Street Improvements

### Description:

- By reorganizing vehicular traffic lanes and pedestrian spaces along Atlantic Avenue, the City will provide safer transportation options, as well as enhance the streetscape. The combined efforts with other short-term implementations will influence economic development.

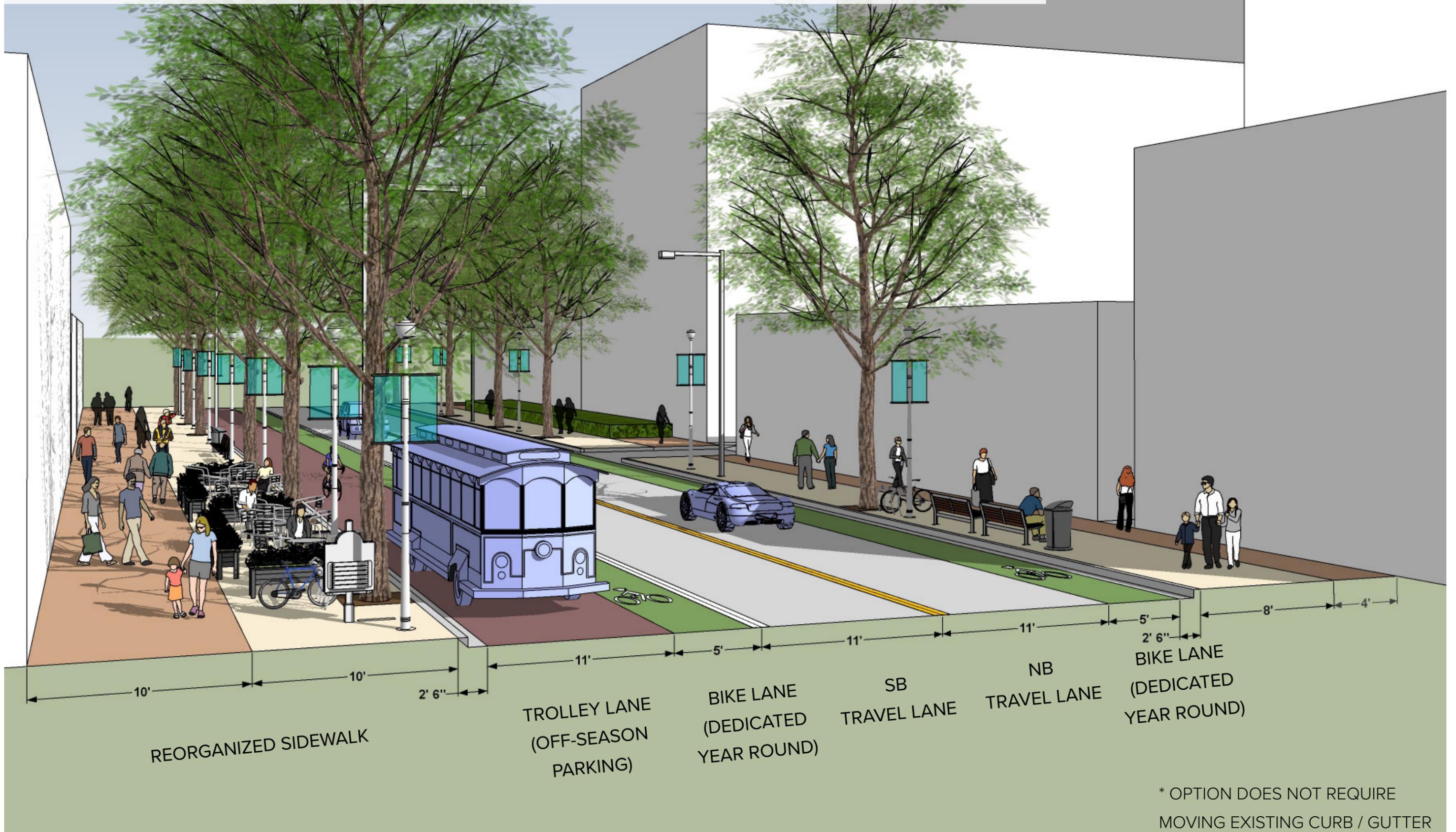
### Locations:

- Along Atlantic Avenue from 25th Street to 15th Street

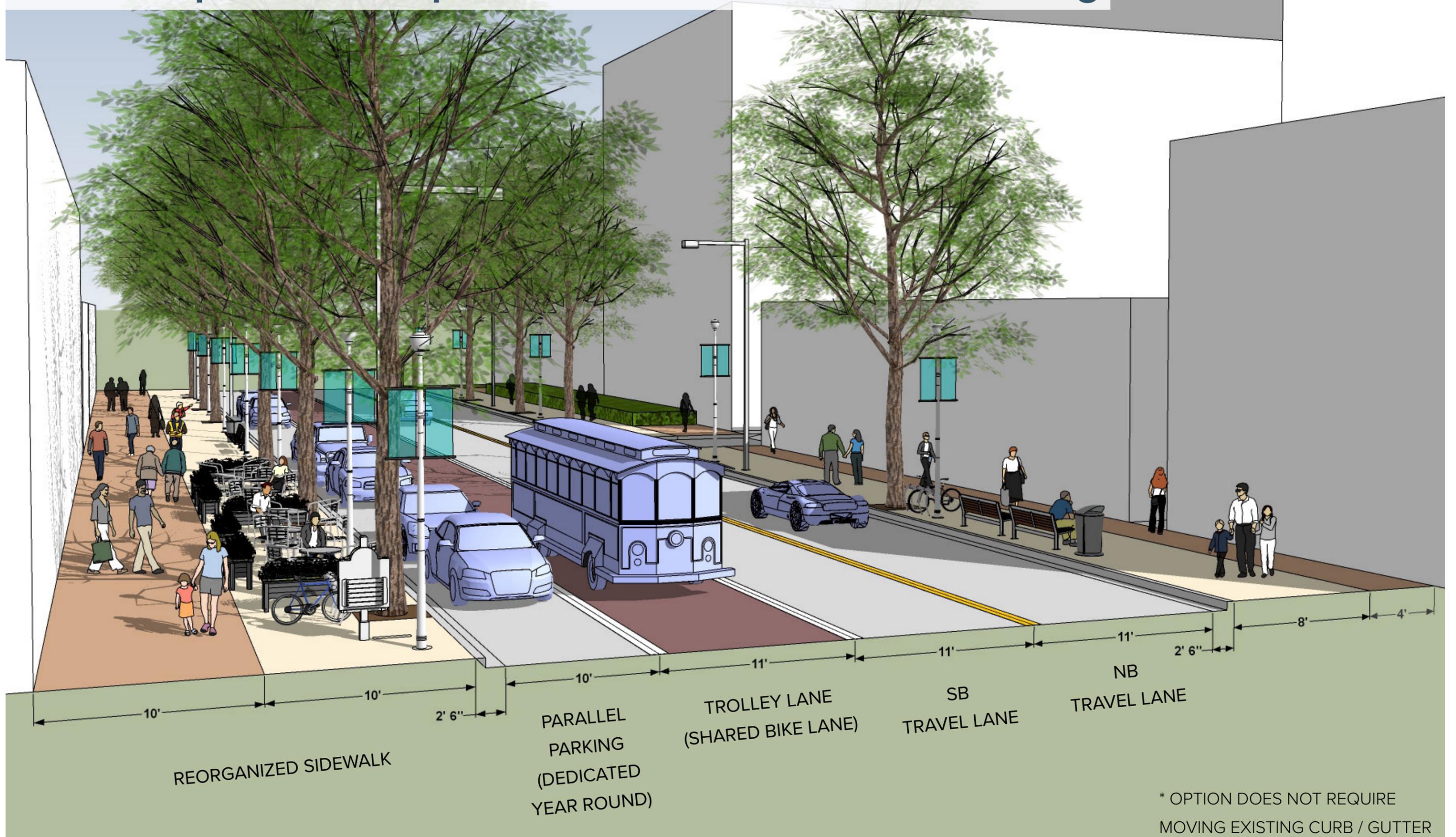
### Implementation:

- The City will conduct a trial run of Option 1 for two years
- In year 3, the City will transition to Option 2 going forward

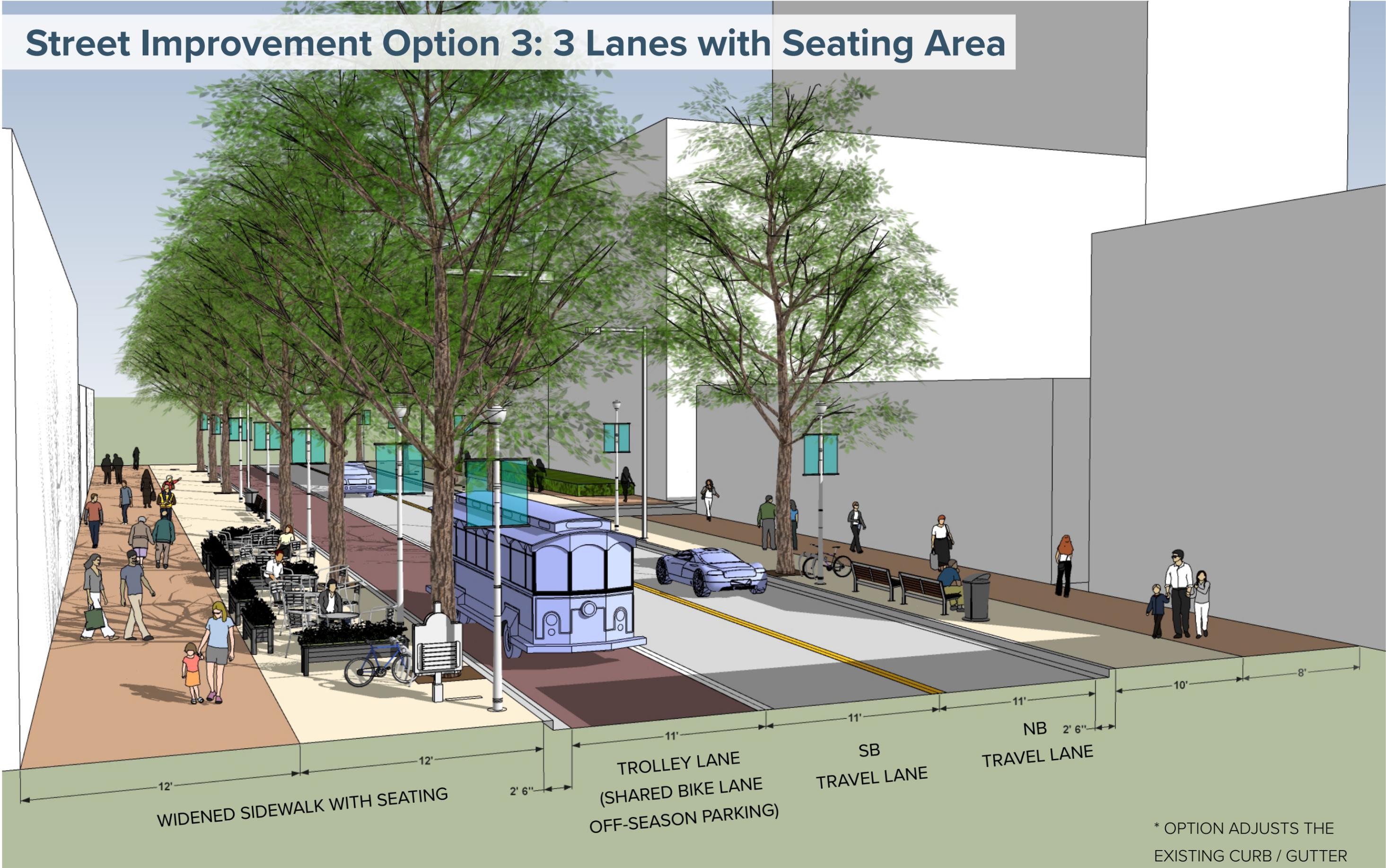
# Street Improvement Option 1: 3 Lanes with 2 Bike Paths



# Street Improvement Option 2: 3 Lanes with Parallel Parking



# Street Improvement Option 3: 3 Lanes with Seating Area



\* OPTION ADJUSTS THE EXISTING CURB / GUTTER

# Street Improvement Character Imagery



**F****Other Considerations**

- Dog parks in the connector parks between Atlantic Avenue and the Boardwalk.
- Atlantic Avenue street events/parties involving temporary block closures during the off-season to host social gatherings. Gatherings may involve craft shows, food, open alcohol, activities, etc.

# VIRGINIA BEACH

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## Appendix

### WORKSHOP #1

INITIAL OBSERVATIONS

ii

OPPORTUNITIES

iii

VISIONING

iv

GUIDING PRINCIPLES

v

PHASING PLAN

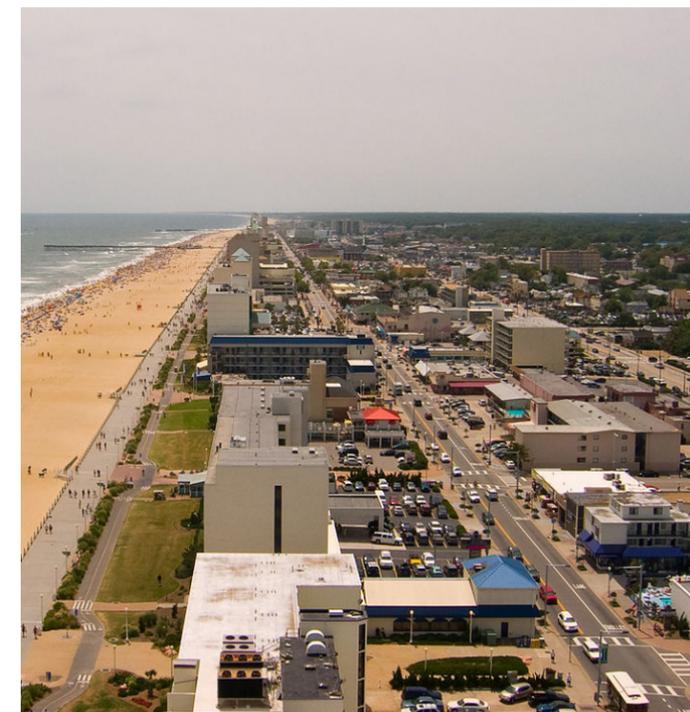
vi

ACTIVATE ATLANTIC AVENUE PUBLIC SURVEY RESULTS

vii

SHOPPING LIST

x



# Initial Observations

- . Everyone wants positive change
- . Parks are desired
- . People need a Vision for Atlantic Avenue
- . Redevelopment between 20th and 24th is key
- . A variety of retail product and experiences is needed
- . Locals need to be attracted to Atlantic Avenue
- . Business owners want incentives
- . There is no sense of arrival
- . We need a common goal and theme
- . Provide parking for resort residential
- . Atlantic Avenue should be fun
- . Enhance the perception of safety and security
- . Additional public restrooms and changing rooms are desired
- . Embrace culture and history of Atlantic Avenue



# Opportunities

## **1** Public Opportunities

### **Streetscape Upgrades**

- . Intersections
- . Connector Parks
- . Wider Sidewalks
- . Site Furniture
- . More Shade
- . Canopy Trees
- . Upgraded Lighting
- . On Street Parking

### **Parks**

- . 17th Street and 24th Park Improvements
- . Interactive Water Features
- . Skate Park

## **2** Public & Private Opportunities

### **Business Improvement District**

- . Create a BID and special service district

### **Atlantic Avenue Branding**

- . Vision
- . Community Outreach
- . Public Relations Campaign

### **Programming**

- . Car Shows, Extreme Sports, Light Projections, Movies, Wine and Food Festivals Block Parties, Christmas Parade, Atlantic Avenue Retail Events

## **3** Private Opportunities

### **Redevelopment**

- . Mixed Use (2 or more land uses)
- . Residential
- . Office
- . Retail
- . Restaurants / Entertainment

### **Existing Property Enhancements**

- . Facades Upgrades
- . Property Improvement Incentives
- . “Front Porch” element

# VISIONING

100% CDs  
MAR. 13<sup>th</sup> - 100% CDs  
FEB. 20<sup>th</sup> - 50% CDs  
MAR. 6<sup>th</sup> - CD REVIEW (Sutter)  
MAR. 11-17 - FINAL REVIEW & COORDINATION

FEB. 14<sup>th</sup> - CONCEPT DRAWINGS

FEB. 10<sup>th</sup> - PRELIM. DIAGRAMS  
MAR. 13<sup>th</sup> - FINAL DIAGRAMS

FEB. 12<sup>th</sup> - 1<sup>st</sup> DRAFT  
MAR. 20<sup>th</sup> - SITE PLAN

MAR. 10<sup>th</sup> - REVIEW SUBMITTAL

MAR. 10<sup>th</sup> - PACKAGE SUBMITTAL

MAR. 17-18 - NEXT WORKSHOPS

FEB. 17<sup>th</sup> - DRAFT GUIDELINES

FEB. 13<sup>th</sup> - SKETCHUP MODEL

- VILLAGE I  
- CORAL SPRINGS  
- MARSH PARKWAY  
- HILTON  
- NSU BALLFIELDS & 36<sup>th</sup> ST.  
- NSU U.P.P.

## Guiding Principles

- Enhance **quality of life** for Virginia Beach Residents while continuing to exceed guest expectations.
- Provide a safe, **walkable** public realm that enriches the resort community lifestyle on Atlantic Avenue.
- **Prioritize** people! Provide places for the Virginia Beach locals to mingle and enjoy Atlantic Avenue.
- Encourage smart redevelopment and sustainable design that promote a **healthier environment**.
- Preserve the **history** and **tradition** of Virginia Beach while embracing the community.

# Phasing Plan

## 1 Immediate / Pilot 6 months to 1 year

- Market Economic Study
- Atlantic Avenue Vision and Concept Approval

### A On-street parking pilot\*

### B Better Block (Tactical Urbanism)\*

- Seasonal parking passes
- Atlantic Avenue Events\*

### C Festive lighting\*

### D Video projection on buildings\*

- Local business promotion
- Public Relations Campaign

\* Pilot Projects

## 2 Short Term 2 to 5 years

- Complete Lighting upgrades
- Branding / Public Relations Campaign
- Submit RFP for Residential Infill
- Design and Fund The New Atlantic Avenue
- Build phase one project (19th to 23rd street)
- Redevelop 17th Street Park
- Acquire available property
- Code Amendments
- Implement development incentive program
- BID formation
- Reuse vacant buildings in off-season

## 3 Long Term 6 to 10 years

- Build phase two project (5th to 19th)
- Submit RFP for Residential Infill on private property
- Redevelop 24th Street Park
- Build phase three project (23rd to 29th street)
- Upgrade all connector street parks
- Revisit Master Plan and Develop Capital Improvement Strategy for next 10 years

# Activate Atlantic Avenue Public Survey Results

VIEWS

2,695

RESPONSES

24,587

SUBSCRIBERS

9

PARTICIPANTS

1,474

COMMENTS

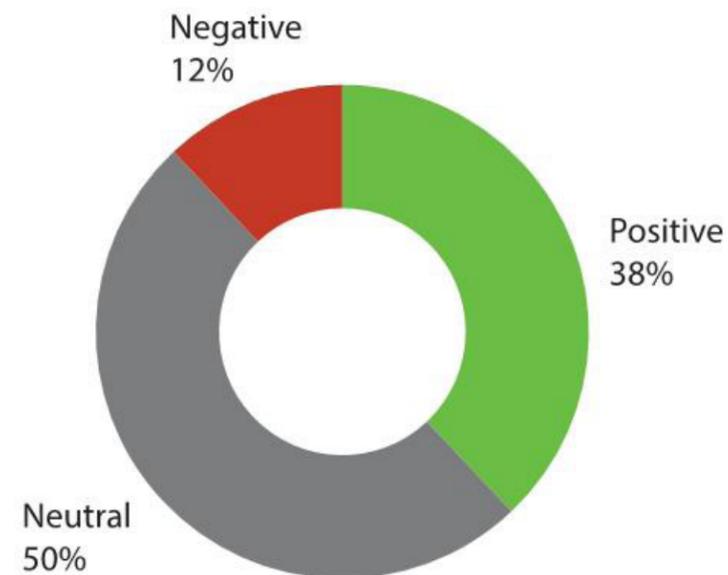
1,259

IMPRESSIONS

0

## Activate Atlantic Avenue Digital Public Survey Results Comment Summary

1259 Total Comments Received  
Comment Sentiment:



Activate Atlantic Avenue public survey ran concurrently with this workshop

### 1. Where do you live?

|     |   |        |
|-----|---|--------|
| 88% | Virginia Beach                                    | 1283 ✓ |
| 4%  | Norfolk   | 54 ✓   |
| 3%  | Chesapeake  | 47 ✓   |
| 3%  | Outside the Hampton Roads region (indicate below) | 46 ✓   |
| 2%  | Other Hampton Roads community (indicate below)    | 34 ✓   |

1464 respondents

### Between October and April, how frequently do you visit Atlantic Avenue?

|     |                               |       |
|-----|-------------------------------|-------|
| 31% | About once a month            | 435 ✓ |
| 19% | I don't visit Atlantic Avenue | 270 ✓ |
| 19% | More than once a week         | 269 ✓ |
| 17% | About once a week             | 235 ✓ |
| 15% | A few times a month           | 207 ✓ |

1416 respondents

# Activate Atlantic Avenue Public Survey Results

How recently have you visited Atlantic Avenue?

|            |                                  |       |
|------------|----------------------------------|-------|
| <b>53%</b> | Within the last week             | 744 ✓ |
| <b>29%</b> | Within the last couple of months | 408 ✓ |
| <b>10%</b> | Within the last year             | 143 ✓ |
| <b>8%</b>  | It's been a long time            | 109 ✓ |
| <b>0%</b>  | Never                            | 7 ✓   |

1411 respondents

What do you usually come to Atlantic Avenue to do? Select all that apply:

|            |                           |       |
|------------|---------------------------|-------|
| <b>68%</b> | Dine at a restaurant      | 895 ✓ |
| <b>49%</b> | Attend an event           | 647 ✓ |
| <b>49%</b> | Go to the beach           | 646 ✓ |
| <b>30%</b> | Visit a bar or club       | 392 ✓ |
| <b>16%</b> | Shop                      | 214 ✓ |
| <b>16%</b> | Other (indicate below)    | 214 ✓ |
| <b>5%</b>  | Stay at a hotel           | 67 ✓  |
| <b>5%</b>  | I work on Atlantic Avenue | 66 ✓  |

1310 respondents

To which area of Atlantic Avenue do you usually go?

|            |                                      |       |
|------------|--------------------------------------|-------|
| <b>53%</b> | North Beach (26th to 41st Streets)   | 684 ✓ |
| <b>45%</b> | Central Beach (13th to 25th Streets) | 587 ✓ |
| <b>42%</b> | South Beach (2nd to 12th Streets)    | 545 ✓ |
| <b>6%</b>  | Other (indicate below)               | 75 ✓  |

1291 respondents

Activate Atlantic Avenue public survey ran concurrently with this workshop

How do you typically get to Atlantic Avenue?

|            |                                       |       |
|------------|---------------------------------------|-------|
| <b>73%</b> | Car                                   | 996 ✓ |
| <b>15%</b> | Bicycle                               | 203 ✓ |
| <b>9%</b>  | Walk                                  | 116 ✓ |
| <b>2%</b>  | Ride share service (Uber, Lyft, etc.) | 29 ✓  |
| <b>1%</b>  | Bus                                   | 14 ✓  |

1358 respondents

When you drive to Atlantic Avenue, where do you usually park?

|            |  |       |
|------------|--|-------|
| <b>24%</b> | In the parking structure or parking lot of the establishment I am visiting | 324 ✓ |
| <b>19%</b> | Municipal parking garage   | 257 ✓ |
| <b>14%</b> | Metered on-street parking space  | 188 ✓ |
| <b>13%</b> | I don't drive to Atlantic Avenue   | 180 ✓ |
| <b>11%</b> | Un-metered on-street parking space   | 142 ✓ |
| <b>10%</b> | Municipal surface parking lot  | 131 ✓ |
| <b>5%</b>  | Privately operated surface parking lot                                     | 72 ✓  |
| <b>3%</b>  | Privately operated parking garage  | 43 ✓  |

1337 respondents

During your most recent visit to Atlantic Avenue, did you ... (select all that apply)

|            |   |       |
|------------|---|-------|
| <b>62%</b> | Walk on Atlantic Avenue for more than a block | 791 ✓ |
| <b>34%</b> | None of the above                             | 431 ✓ |
| <b>15%</b> | Visit a park, monument or memorial            | 190 ✓ |
| <b>9%</b>  | Visit the pier                                | 121 ✓ |
| <b>2%</b>  | Ride the trolley                              | 30 ✓  |
| <b>2%</b>  | Rent a bike or surrey                         | 23 ✓  |

1277 respondents

# Activate Atlantic Avenue Public Survey Results

Of the following categories, which ones do you believe should be addressed to improve Atlantic Avenue? (select up to five)

|                  |   |       |
|------------------|---|-------|
| 51%              | Parking   | 637 ✓ |
| 50%              | Amenities (e.g. benches, bike racks, lighting, shade, public art, etc.) | 632 ✓ |
| 47%              | Public restrooms  | 594 ✓ |
| 38%              | Buildings (updating and renovating)                                     | 474 ✓ |
| 34%              | More things to do rain or shine   | 428 ✓ |
| 33%              | Retail  | 408 ✓ |
| 32%              | Restaurants   | 402 ✓ |
| 28%              | Parks   | 352 ✓ |
| 22%              | Pet-friendly amenities  | 277 ✓ |
| 22%              | Landscaping   | 276 ✓ |
| 22%              | Sidewalks   | 271 ✓ |
| 12%              | Other (please indicate below)   | 145 ✓ |
| 1255 respondents |   |       |

Pop-up dog parks

|                  |           |       |
|------------------|-----------|-------|
| 32%              | eh ...    | 381 ✓ |
| 30%              | Love it   | 355 ✓ |
| 19%              | Like it   | 233 ✓ |
| 19%              | Please no | 233 ✓ |
| 1202 respondents |           |       |

Pop-up skate parks

|                  |           |       |
|------------------|-----------|-------|
| 33%              | Eh ...    | 407 ✓ |
| 28%              | Please no | 339 ✓ |
| 24%              | Like it   | 288 ✓ |
| 15%              | Love it   | 187 ✓ |
| 1221 respondents |           |       |

Temporary interactive art installations

|                  |           |       |
|------------------|-----------|-------|
| 41%              | Love it   | 499 ✓ |
| 37%              | Like it   | 450 ✓ |
| 18%              | Eh ...    | 225 ✓ |
| 4%               | Please no | 51 ✓  |
| 1225 respondents |           |       |

Block parties

|                  |           |       |
|------------------|-----------|-------|
| 35%              | Love it   | 424 ✓ |
| 31%              | Like it   | 378 ✓ |
| 18%              | Eh ...    | 216 ✓ |
| 17%              | Please no | 205 ✓ |
| 1223 respondents |           |       |

3-D video projections on building facades

|                  |           |       |
|------------------|-----------|-------|
| 30%              | Eh ...    | 361 ✓ |
| 28%              | Like it   | 343 ✓ |
| 27%              | Love it   | 323 ✓ |
| 16%              | Please no | 189 ✓ |
| 1216 respondents |           |       |

Activate Atlantic Avenue public survey ran concurrently with this workshop

# Shopping List For Pilot Projects

## A Off - Season Parking

- Traffic Cones
- Planter Barriers
- Signs: Two Hour Free Parking
- Chairs and Tables



## B Better Block

- Planter Barriers
- Kiosks/Vendor Stands
- Chairs and Tables
- Sand Pit/Play Area



## C Festive Lighting

- Lighting
- Seasonal Colored Lighting
- Extension Cords



## D Video Projection

- Tested video projection on Marriott Hotel
- 24th Street Park video projection
- Projectors



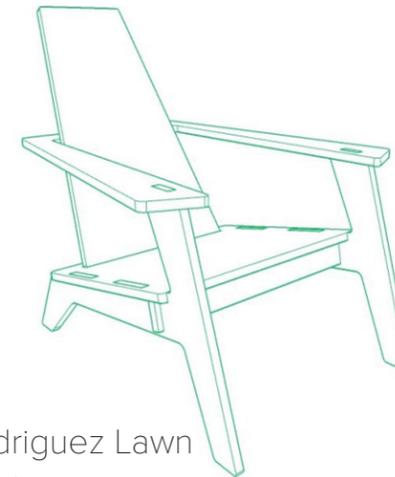
# Shopping List For Pilot Projects



Festive Lighting Bulbs and Cables



Paint



Rodriguez Lawn Chair



Blaydes Rocking Chair

Better Block Site Furniture



Wick Corn Hole

Better Block Site Furniture



Artificial Turf Option 1:  
Nutmeg Lush



Artificial Turf Option 2:  
Fescue XTreme



Pallets



Planters

# Shopping List For Pilot Projects

| Item                        | Product Name  | Manufacturer       | Website   | Specs and Contacts   |
|-----------------------------|---|--------------------|---|--|
| Festive Lighting            | DuraLED STARGAZER Lamp<br><br>DecoLED Cable                     | Dura Lamp          | <a href="http://targettiusa.net/duralamp/du-ralamps/">http://targettiusa.net/duralamp/du-ralamps/</a><br><br><a href="http://targettiusa.net/duralamp/du-raled-cable-light/">http://targettiusa.net/duralamp/du-raled-cable-light/</a>  | Recommend E26 Medium Base, 12” or 24” OC Socket Spacing<br>Lighting Representative:<br>Mads Schmidt<br>mads@infinityal.com<br>954-909-2096 |
| Paint                       | Tempera Paint   | Sargent Art        | <a href="http://sargentart.com/sargent-art-art-time-washable-tempera-paint/">http://sargentart.com/sargent-art-art-time-washable-tempera-paint/</a>   | Contact: marketing@sargentart.com  |
| Better Block Site Furniture | Rodriguez Lawn Chair<br>Blaydes Rocking Chair<br>Wick Corn Hole | Wikiblock          | <a href="http://betterblock.org/wikiblock/designs/cornhole/">http://betterblock.org/wikiblock/designs/cornhole/</a>   | Contact: Better Block Managing Director<br>Krista Nightengale<br>krista@betterblock.org  |
| Artificial Turf Option 1    | Nutmeg Lush   | Easy Turf          | <a href="https://www.easyturf.com/products/nutmeg-lush-artificial-grass/">https://www.easyturf.com/products/nutmeg-lush-artificial-grass/</a>   | Contact Easy Turf HQ: (866) 327-9887   |
| Artificial Turf Option 2    | Fescue XTreme   | XGrass             | <a href="https://www.xgrass.com/products.html">https://www.xgrass.com/products.html</a>   | The Recreational Group<br>Local Contact: Will Lambert<br>email: will.lambert@recreationalgrou.com<br>863-781-0136                          |
| Pallets                     | Wood Pallets  | Home Depot         | <a href="https://www.homedepot.com/p/Crates-Pallet-24-in-x-24-in-x-5-in-Reclaimed-Wood-Quarter-Pallet-94716/203837915">https://www.homedepot.com/p/Crates-Pallet-24-in-x-24-in-x-5-in-Reclaimed-Wood-Quarter-Pallet-94716/203837915</a> | Size Varies (24 in. x 24 in. x 5 in.)<br>Reclaimed Wood Quarter Pallet   |
| Planters                    | Step Planter  | TerraCast Products | <a href="http://www.terracastproducts.com/product/step-planter/">http://www.terracastproducts.com/product/step-planter/</a>   | Contact: Liz Goldring<br>liz@terracastproducts.com   |