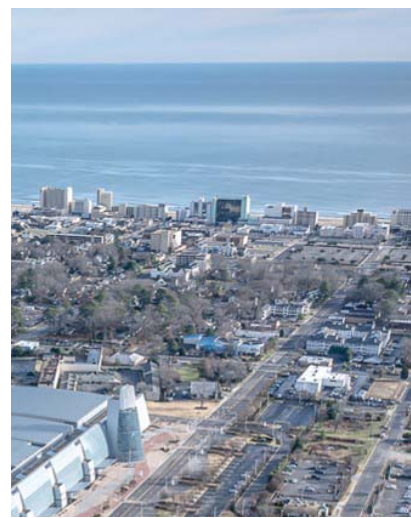


Central Beach Entertainment District Update



July 2018

Central Beach Entertainment District Updates

iBe District – 19th Street Improvement Project

Sports Center – PPEA Comprehensive Agreement
for Design-Build

Home Site – Status Update

Mariner Development – Status Update

MUNICIPAL TOP PRIORITIES FROM FEBRUARY 2010

treat

Public Safety Salary Compression

Sports Center: Agreement/Construction

Home Site: Development Agreement

Central Resort Area Parking Plan

er Place

Antibiotics Initiative Reduction Strategy

Mental Health Initiatives

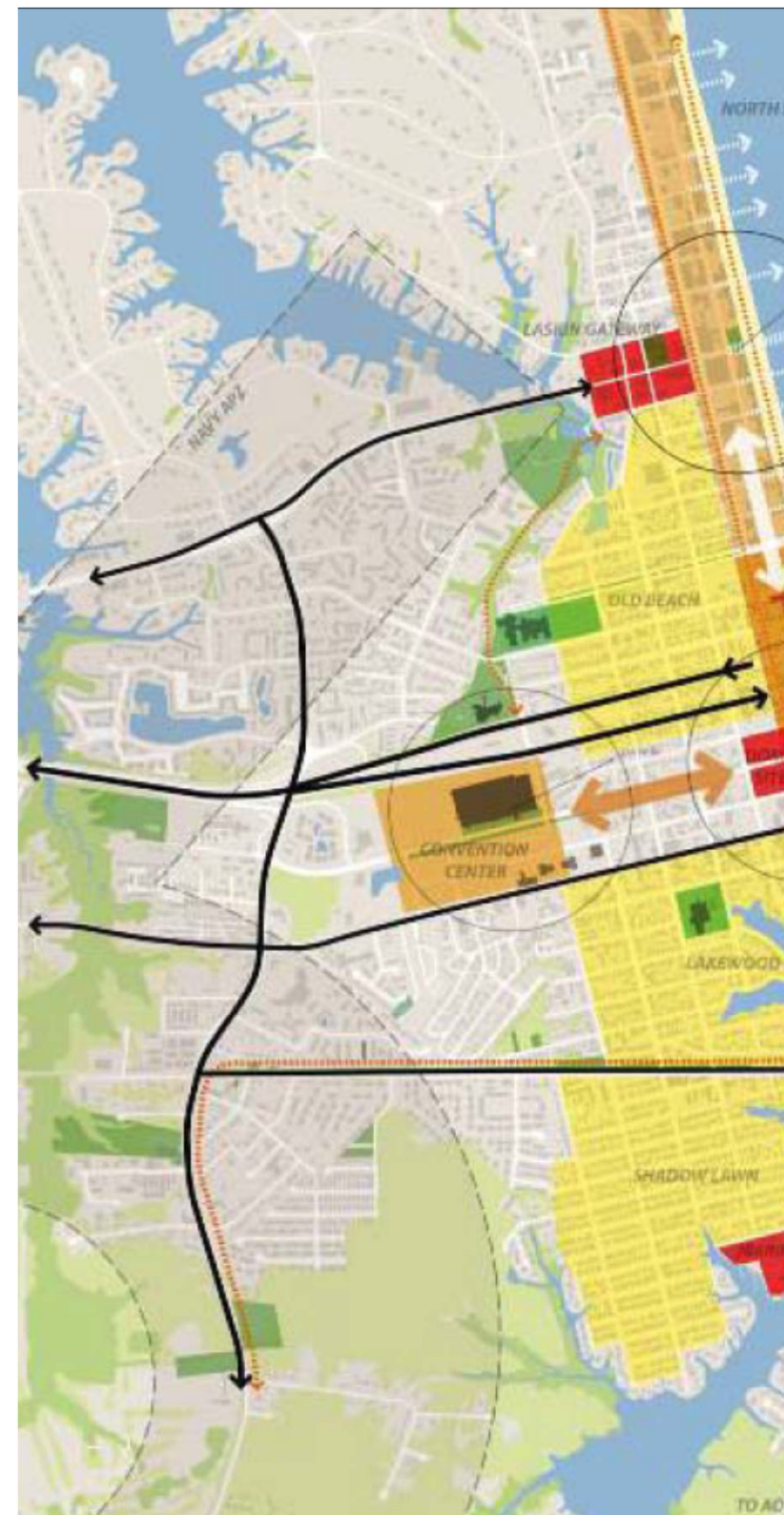
DU Health Sciences School Nursing Program: Relocation

Flooding/Stormwater Projects: Additional Funding

Strategic Action Plan (2008)

Implementation Strategies

- great districts with distinctive identities
- transit and pedestrian connections between districts
- transition from the resort area to the urban neighborhoods
- visual access to the Oceanfront
- residential
- additional higher-quality hotels
- concentrate retail
- office uses near Convention Center and downtown
- focus on achieving a "YearRound Resort"



RILLIST

RAVEL

AMERICAN CITIES MAKING BIG DEVELOPMENTS IN 2018

BY JEFFREY M. MELTZER
Published On 02/14/2018
jeffrey.meltzer

Look for Virginia Beach within a few years to be considered a primo American beach destination, a jewel on one of the country's most underrated stretches of coast."



HANBURY ARCHITECTS

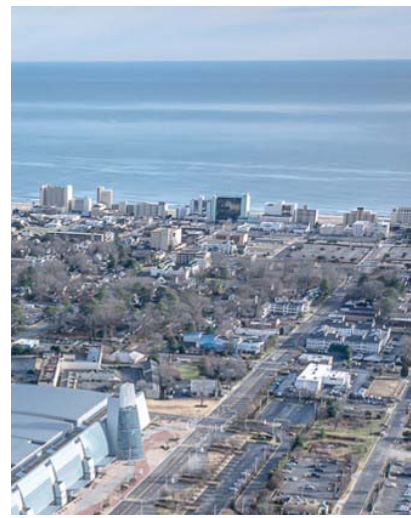
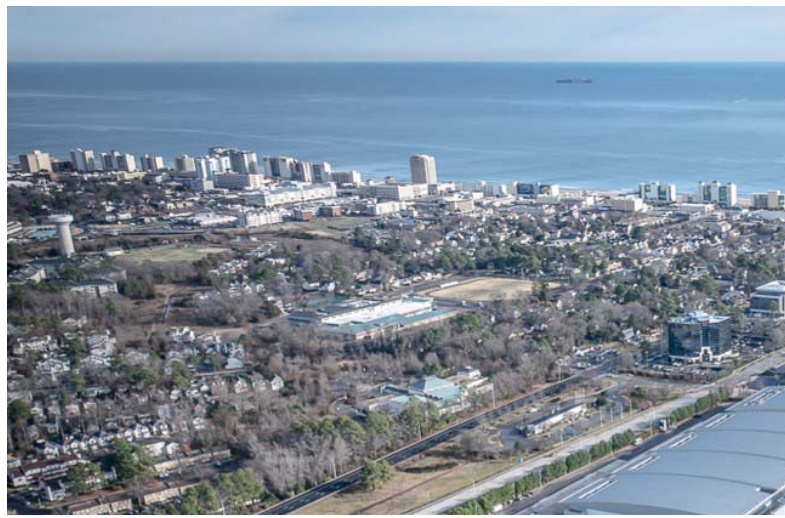
Virginia Beach, Virginia: Surf Park

Pharrell brings waves of energy to the Oceanfront Dome

For more than 20 years, the former site of the Oceanfront Dome music venue in Virginia Beach has sat as an oceanfront parking lot. The city views its development as the lynchpin in making VB a year-round tourist destination, and musician Pharrell Williams thinks he has the answer: a surf park. Last year, he and his partners entered into a deal with the city to develop a \$20 million park as part of a \$300 million retail development, where surfers can catch 6-foot artificial waves, 30 per hour.

Beyond the surf park, Virginia Beach has seen some other attractive new developments. The historic Cavalier Hotel reopened this year, and after a \$75 million restoration also opened the first distillery completely set in a US hotel at Tarnished Truth. Plans for a new 880-foot concrete pier jutting out from 15th Street are also in the works, complete with a Ferris wheel. Look for Virginia Beach within a few years to be considered a primo American beach destination, a jewel on one of the country's most underrated stretches of coast.

Be District





SPORTS CENTER

CONVENTION CENTER

19th STREET IMPROVEMENTS

18th STREET IMPROVEMENTS

DOME SITE DEVELOPMENT

PIER DEVELOPMENT



VIRGINIA BEACH ENTERTAINMENT DISTRICT

19th Street Improvements – CIP 9.100

The contractor, Gaston Brothers, started on June 4, 2018.

Project completion is scheduled for June 2020.

Citizens should start seeing lane closures next week. Two lanes will be closed and a lane in each direction will be open at all times. Construction is year round.



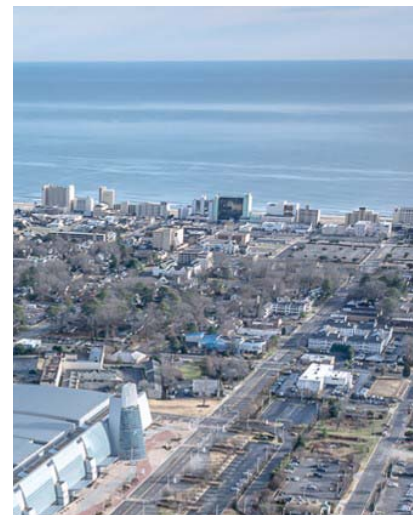


19th & Cypress –
Intersection Art By
Allison Termine

19th & Mediterranean –
Intersection Art By
Richard Nickel

19th & Baltic –
Intersection Art By
Scuba Steve

Sports Center Update





Birdneck Ferry

SPORTS CENTER

CONVENTION CENTER

19TH STREET IMPROVEMENTS

18TH STREET IMPROVEMENTS

DOME SITE DEVELOPMENT

PIER DEVELOPMENT

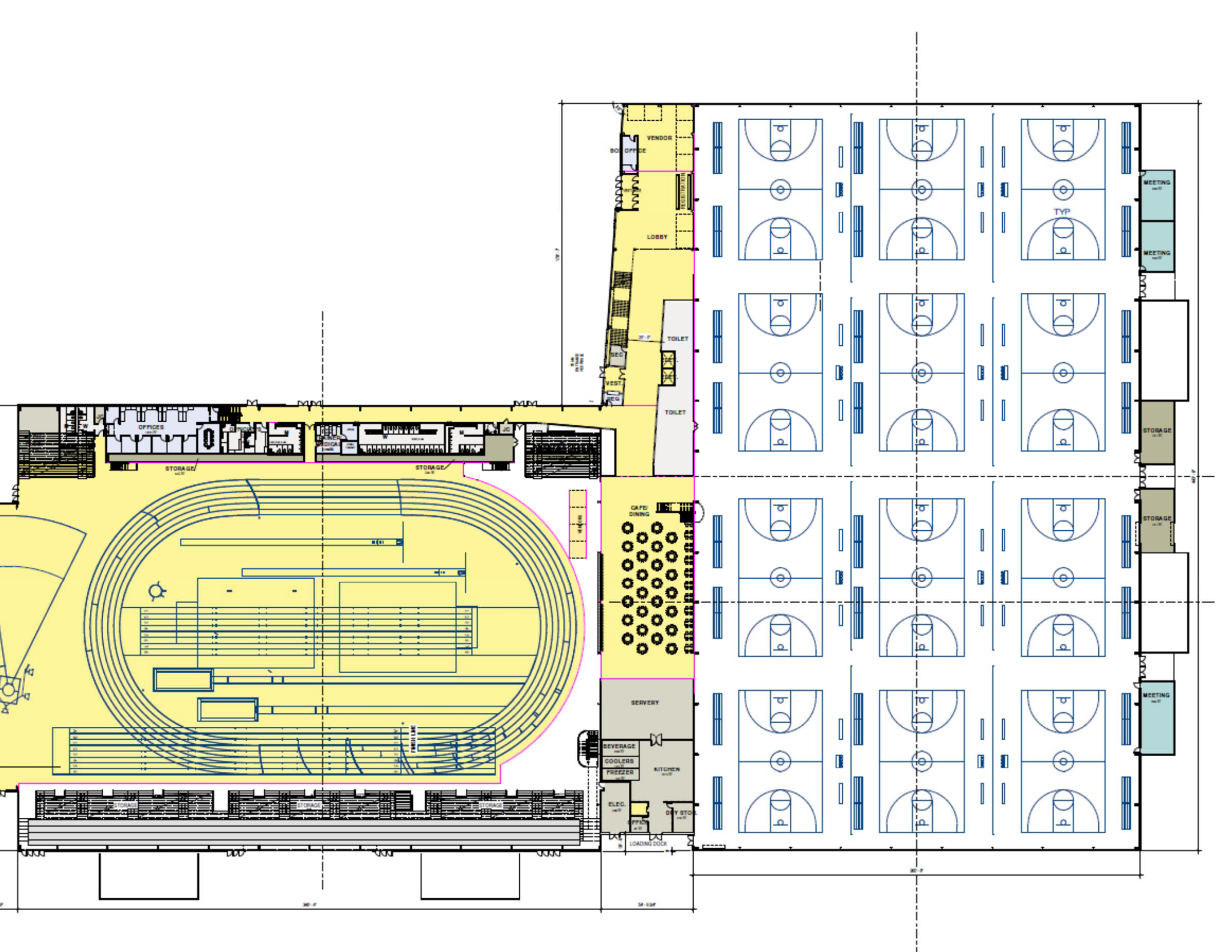


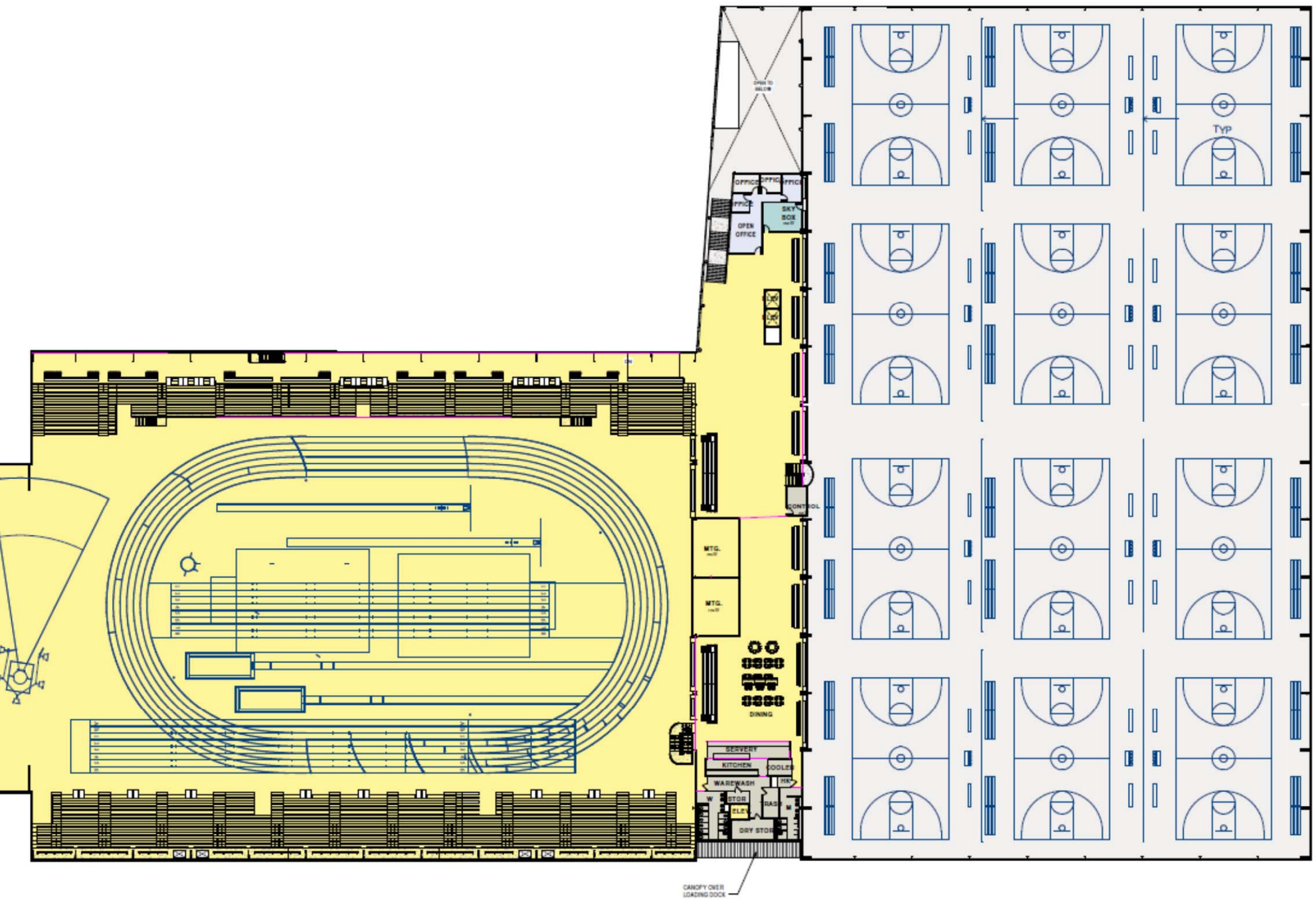
VIRGINIA BEACH ENTERTAINMENT DISTRICT











Sports Center Fly Through

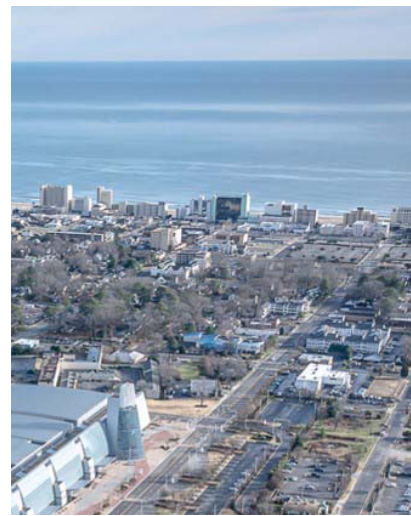


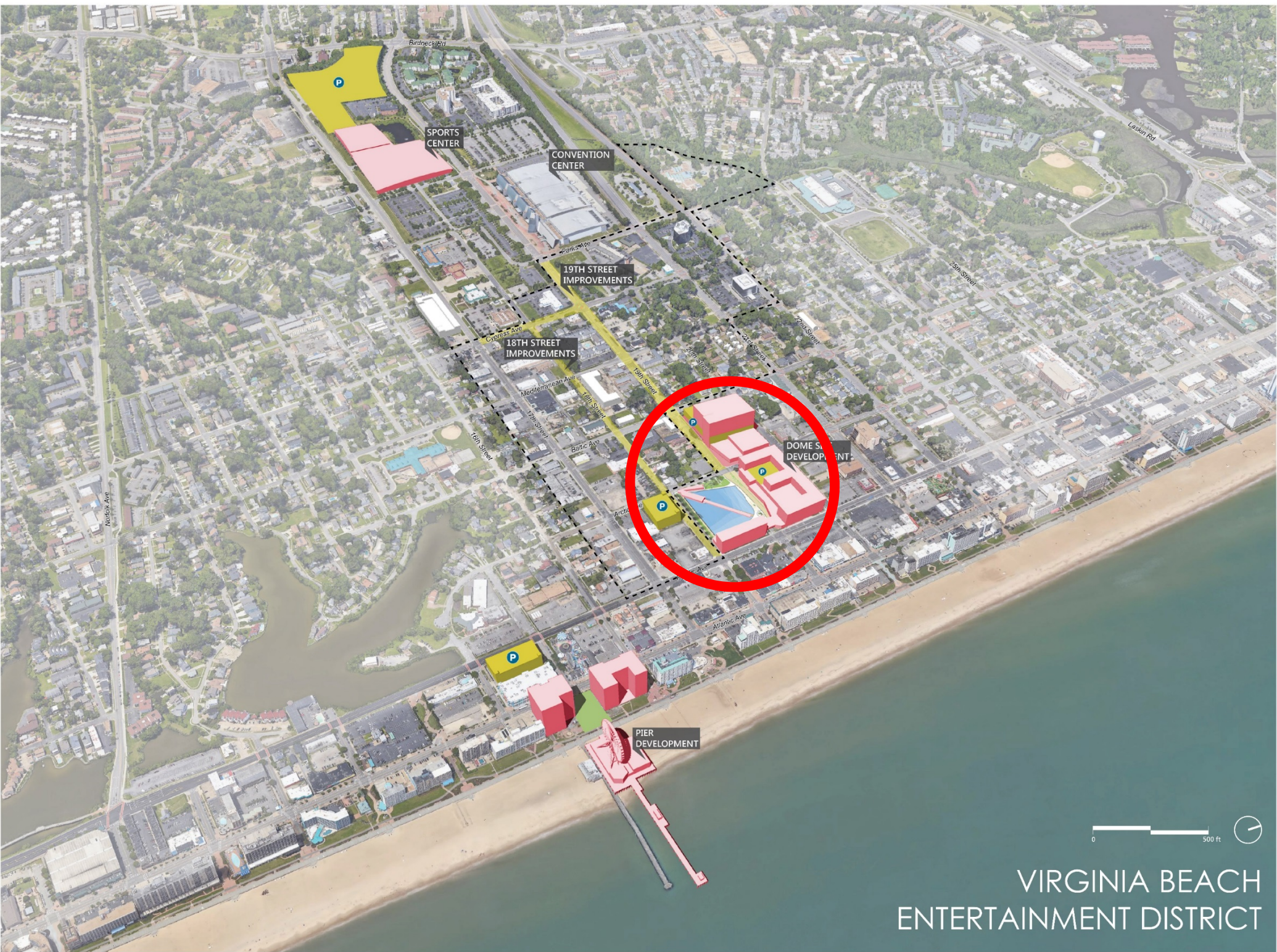


PPEA Design-Build Comprehensive Agreement Summary of Material Terms

| Sports Center Total | \$57,776,725 |
|---------------------|---------------|
| Parking Total | \$10,365,322 |
| Total Project Cost | \$68,141,047 |
| Construction Start | August 2018 |
| Final Completion | November 2020 |

ne Site late





VIRGINIA BEACH ENTERTAINMENT DISTRICT

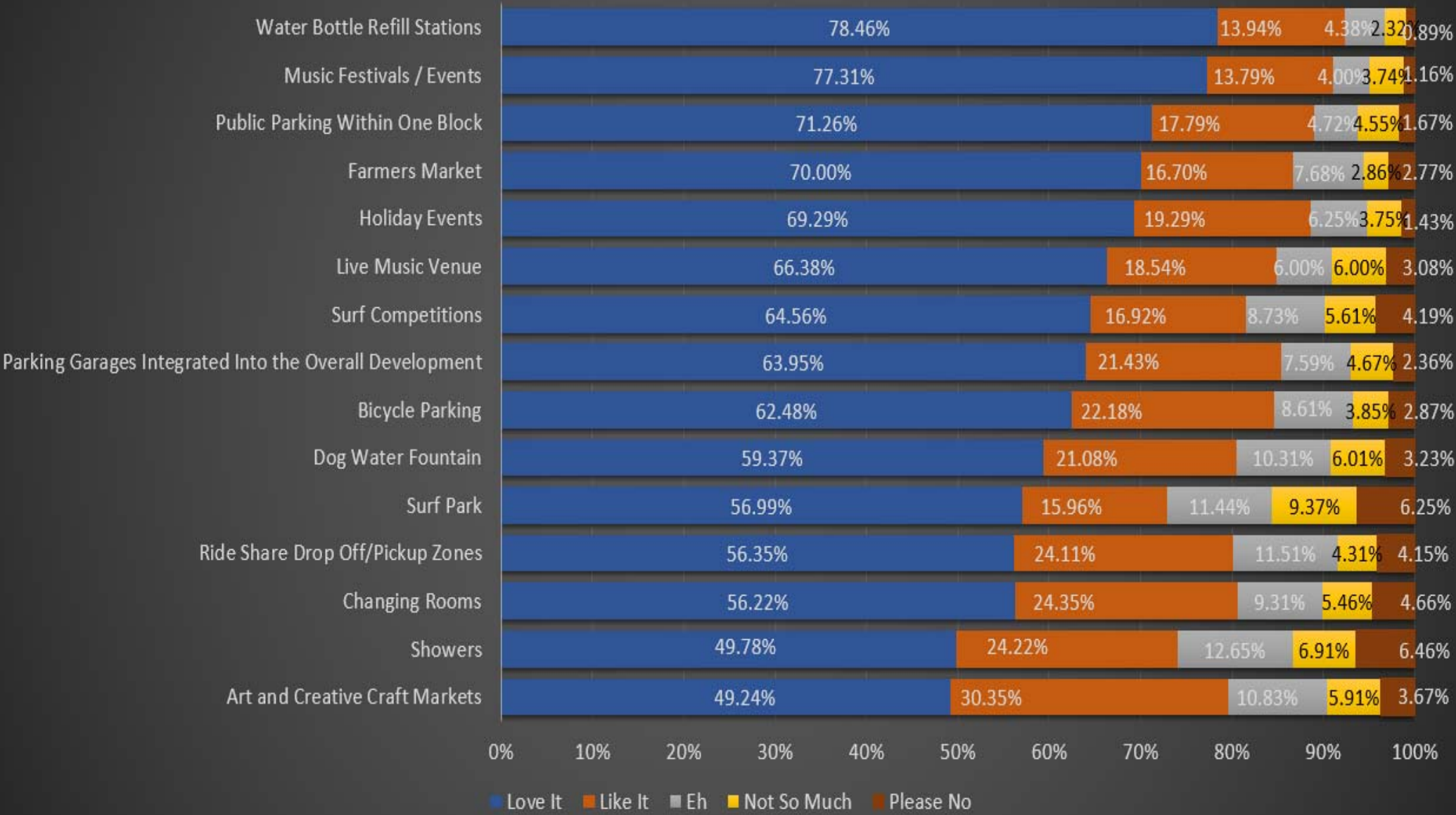


January 31, 2018 – Dome Site Public Engagement Workshop



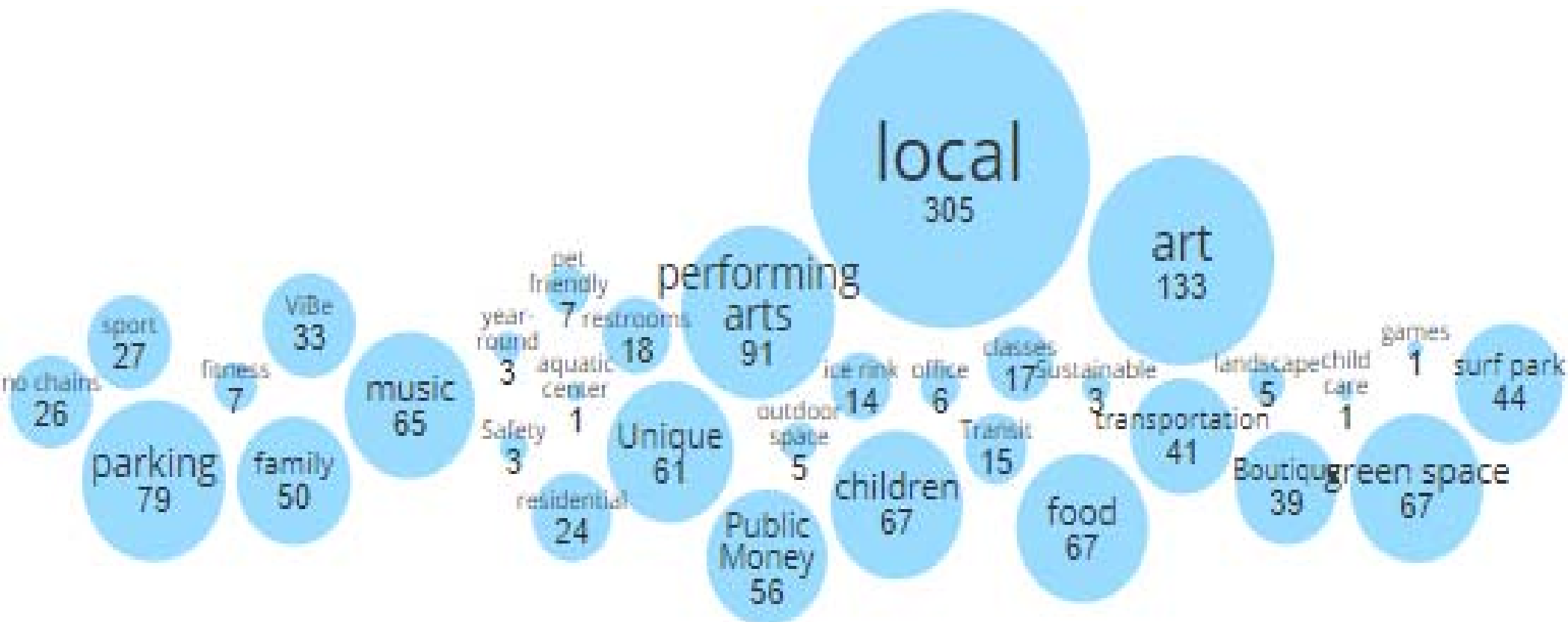
Highlights of Survey Responses (Over 2500)

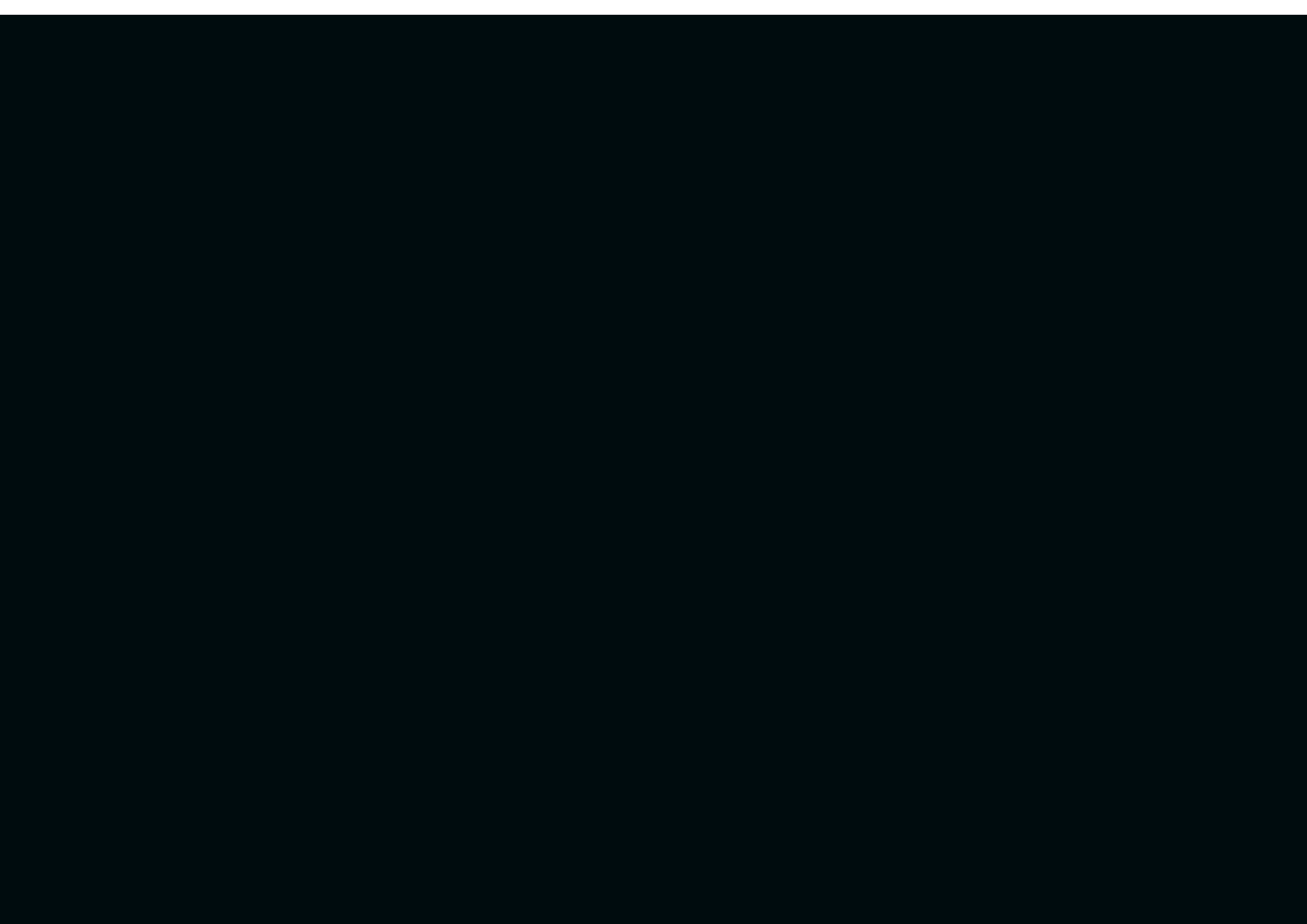
Dome Site Survey – Top 15



Highlights of Survey Written Responses (Over 1400)

Five open-ended questions offered respondents the opportunity to provide additional comments. The survey also enabled participants to provide “upvoting” or support for other participants’ comments. Here is a graphic “wordle” or word cloud of the themes identified in comments across all five questions:





Council Work Session - August 14

Home Site Development

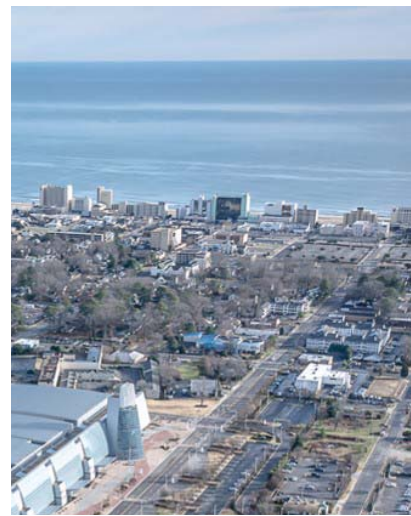
Final Reports of Studies

- Stone Planning – Entertainment Venue Analysis
- SiteWorks – Retail Market Analysis
- Lambert Advisory – Office and Residential Analysis
- Lambert Advisory – Economic Impact Analysis
- Desman – Parking Demand and Cost Analysis

Overview of New Conceptual Development

Overview of Pre-Development Agreement

Development late





SPORTS CENTER

CONVENTION CENTER

19TH STREET IMPROVEMENTS

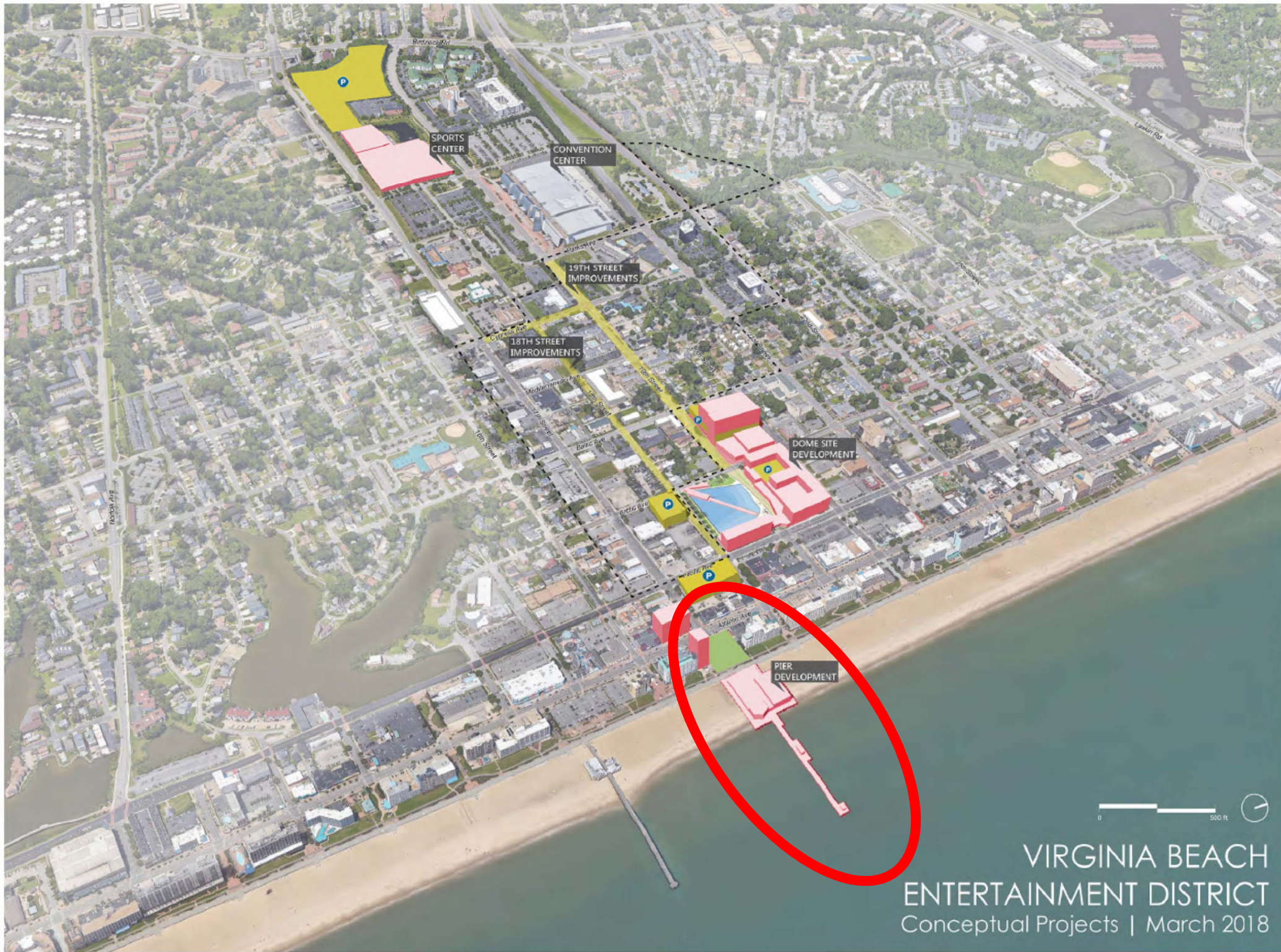
18TH STREET IMPROVEMENTS

DOME SITE DEVELOPMENT

PIER DEVELOPMENT



VIRGINIA BEACH ENTERTAINMENT DISTRICT



Retreats Ave

SPORTS CENTER

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19TH STREET IMPROVEMENTS

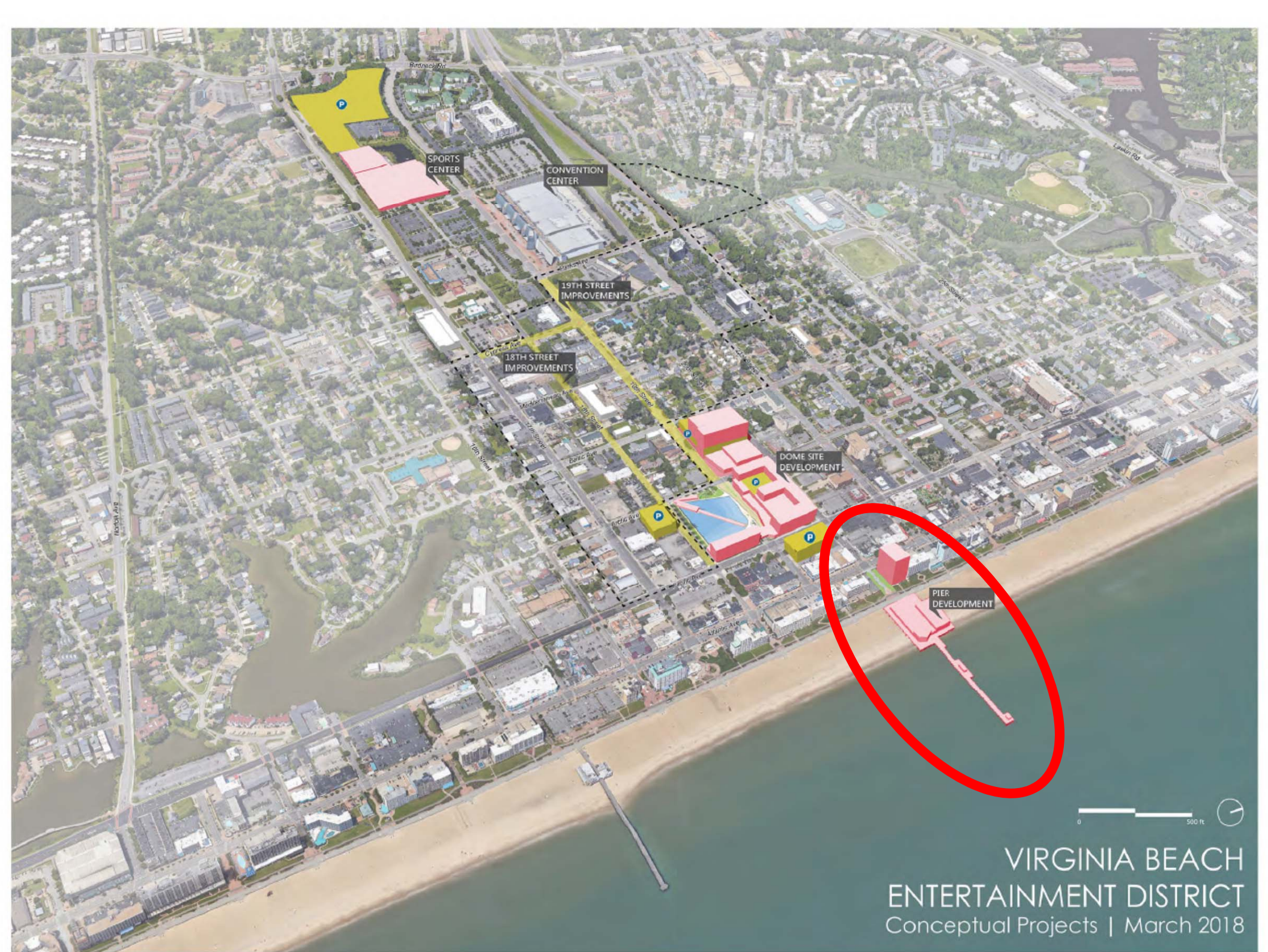
18TH STREET IMPROVEMENTS

DOME SITE DEVELOPMENT

PIER DEVELOPMENT



VIRGINIA BEACH
ENTERTAINMENT DISTRICT
Conceptual Projects | March 2018



SPORTS CENTER

CONVENTION CENTER

19TH STREET IMPROVEMENTS

18TH STREET IMPROVEMENTS

DOME SITE DEVELOPMENT

PIER DEVELOPMENT

0 500 ft

VIRGINIA BEACH
ENTERTAINMENT DISTRICT
Conceptual Projects | March 2018



SPORTS CENTER

CONVENTION CENTER

19TH STREET IMPROVEMENTS

18TH STREET IMPROVEMENTS

DOME SITE DEVELOPMENT

PIER DEVELOPMENT

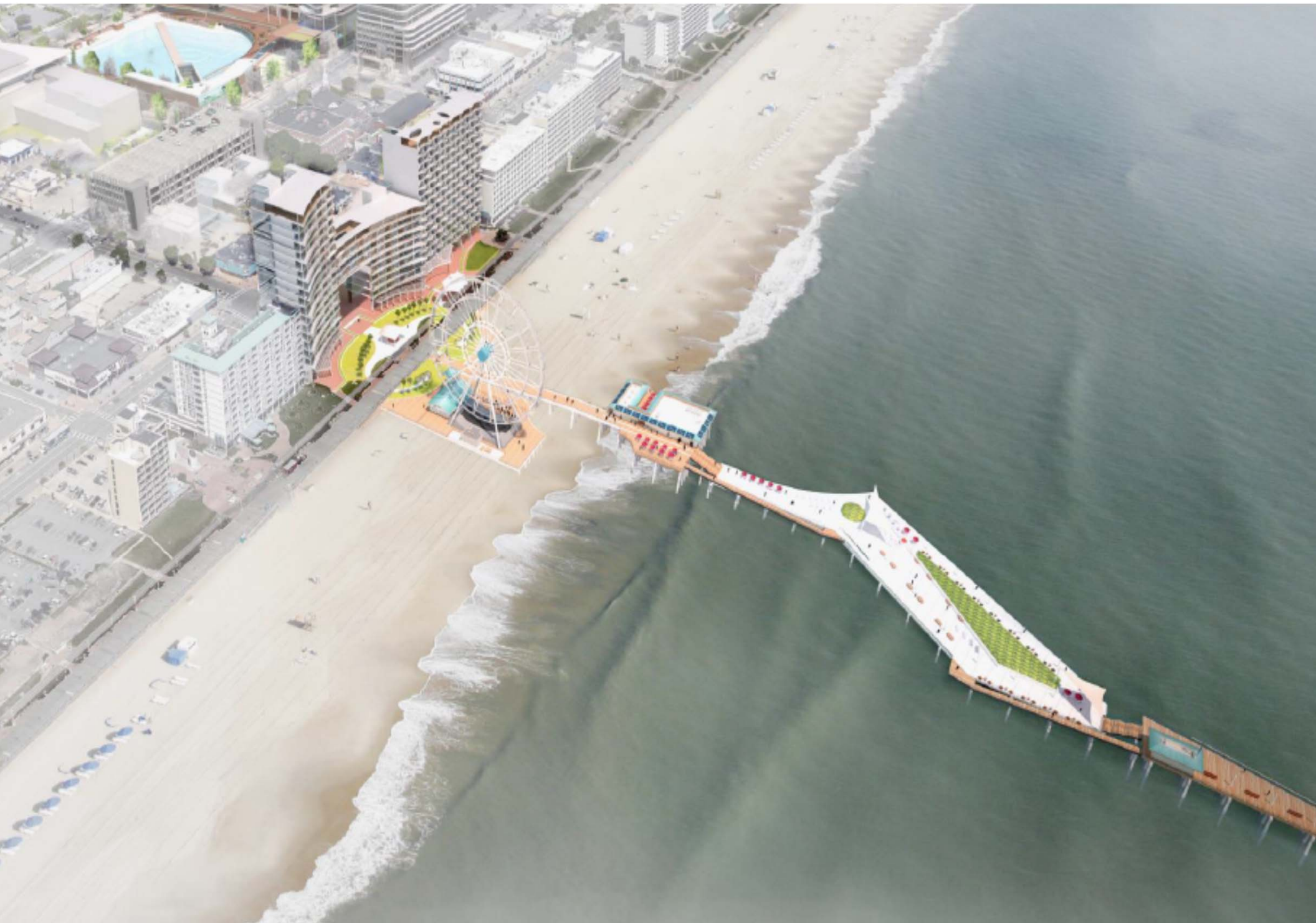


VIRGINIA BEACH
ENTERTAINMENT DISTRICT
Conceptual Projects | March 2018

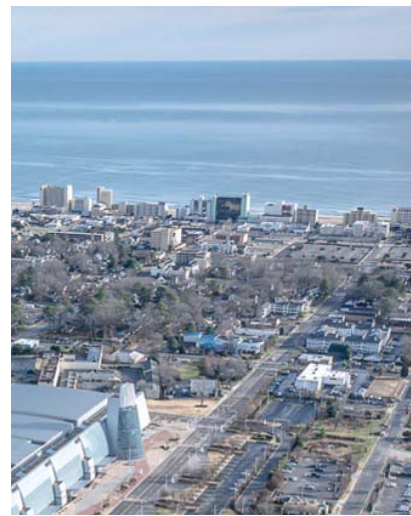
Pier Place @ 15th ST



Pier 17



Funding to Support the Projects



Central Beach Entertainment District Approved / Planned Capital Funding

| Project | Amount | Source |
|---|----------------------|--------|
| Central Beach and Convention Parking | \$52,000,000 | TIP |
| Sports Center | \$58,000,000 | TIP |
| Dome Site Entertainment Venue | \$30,000,000 | TIP |
| Dome Site Streetscapes | \$7,500,000 | TIP |
| Pier Replacement | \$21,500,000 | TIP |
| ViBe District 19 th Street | \$15,000,000 | TIP |
| ViBe District (17 th , 18 th & Cypress) | \$8,800,000 | GF |
| Total | \$192,800,000 | |

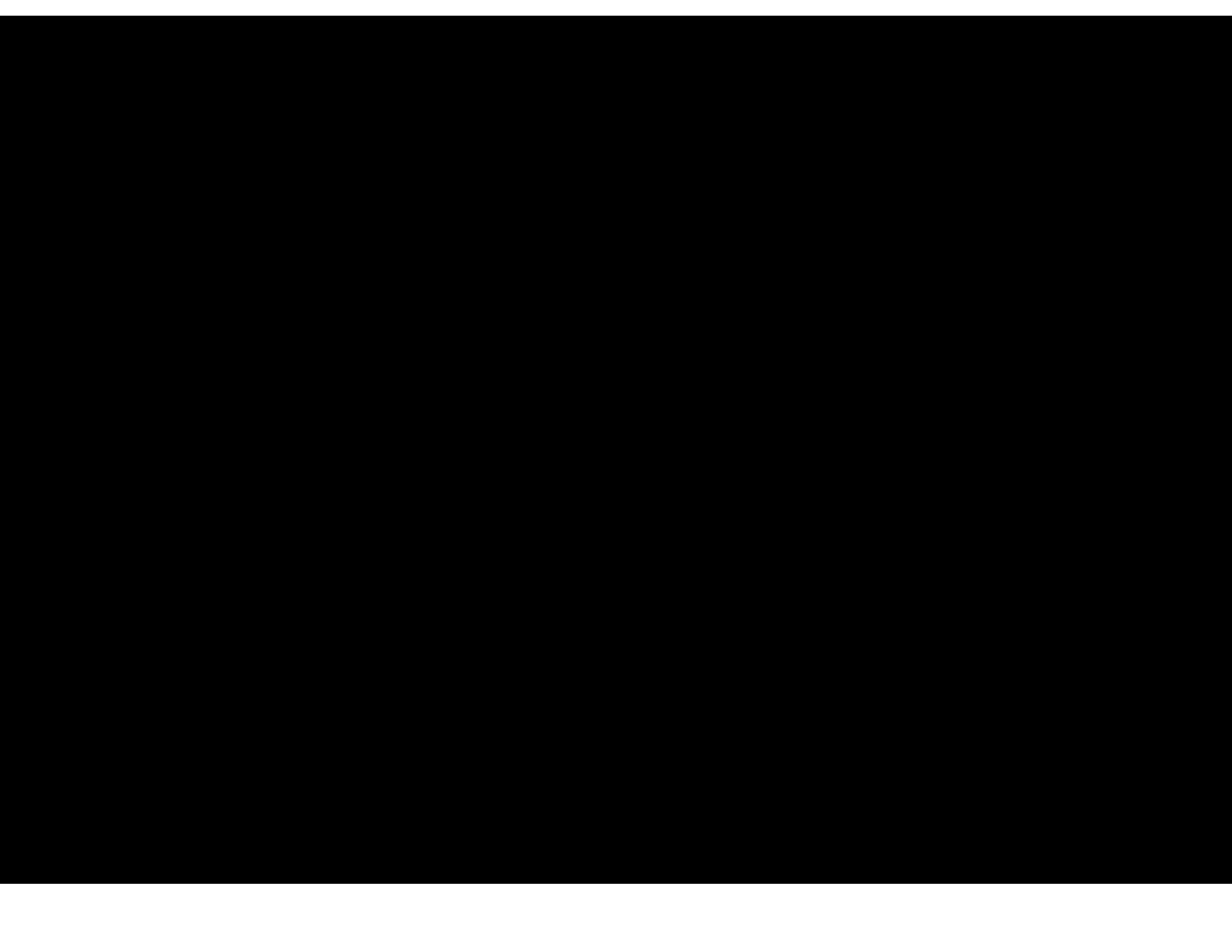
GF = General Fund CIP

TIP = Tourism Investment Fund CIP

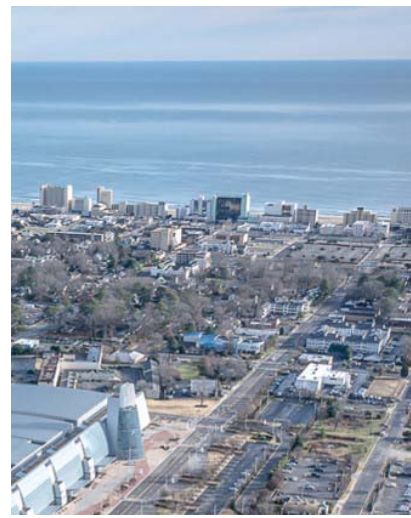
Potential Leveraged Private Investment

| Project | Public | Private |
|---|----------------------|----------------------|
| Central Beach and Convention Parking | \$52,000,000 | |
| Sports Center | \$58,000,000 | \$2,000,000 |
| Dome Site Entertainment Venue | \$30,000,000 | |
| Dome Site Streetscapes | \$7,500,000 | |
| Dome Development – The Wave | | \$200,000,000 |
| Pier Replacement | \$21,500,000 | |
| Pier Development | | \$200,000,000 |
| ViBe District 19 th Street | \$15,000,000 | |
| ViBe District (17 th , 18 th & Cypress) | \$8,800,000 | |
| Total | \$192,800,000 | \$402,000,000 |





Questions / Comments



Central Beach Parking



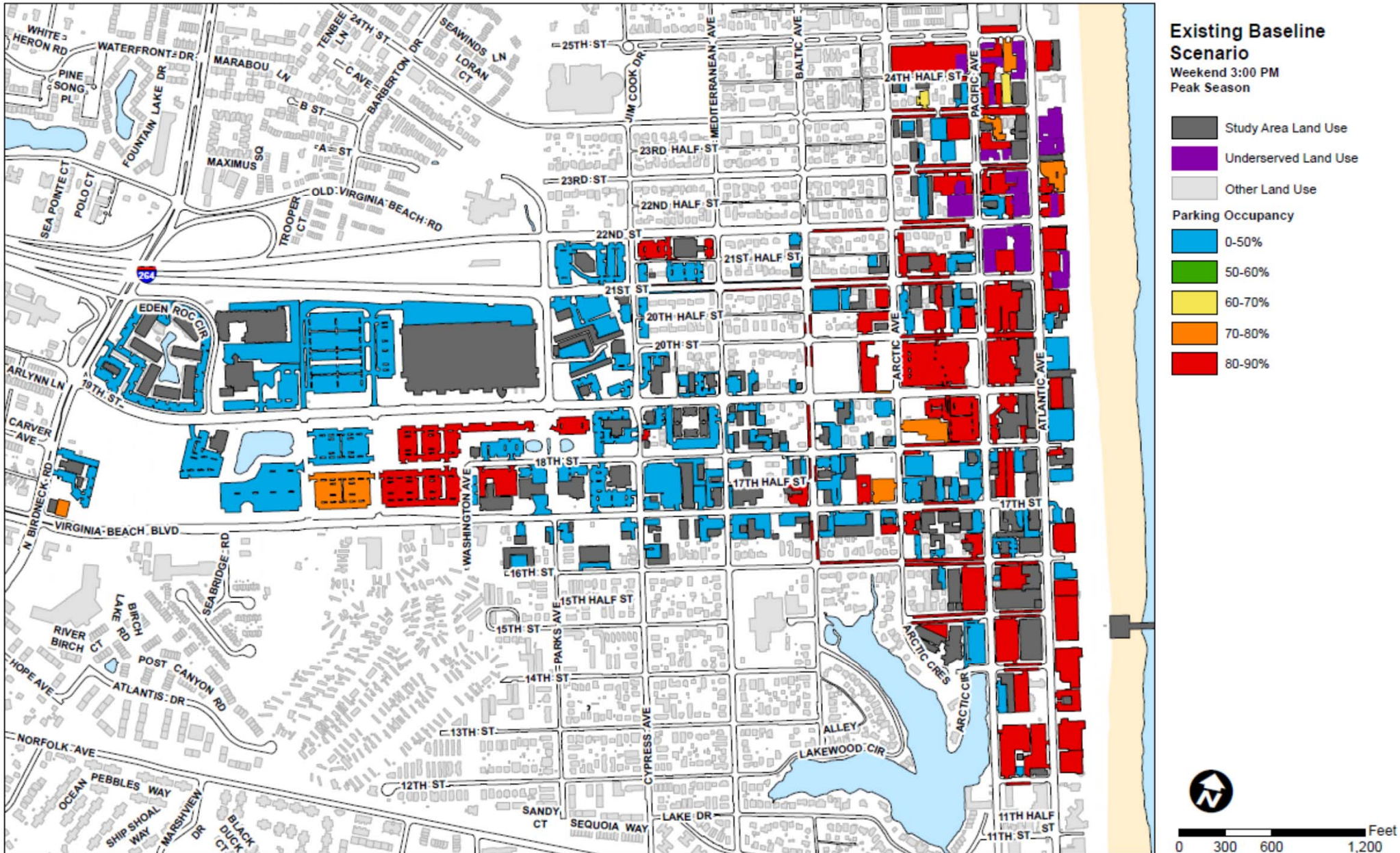
Resort Area Parking Strategy Districts

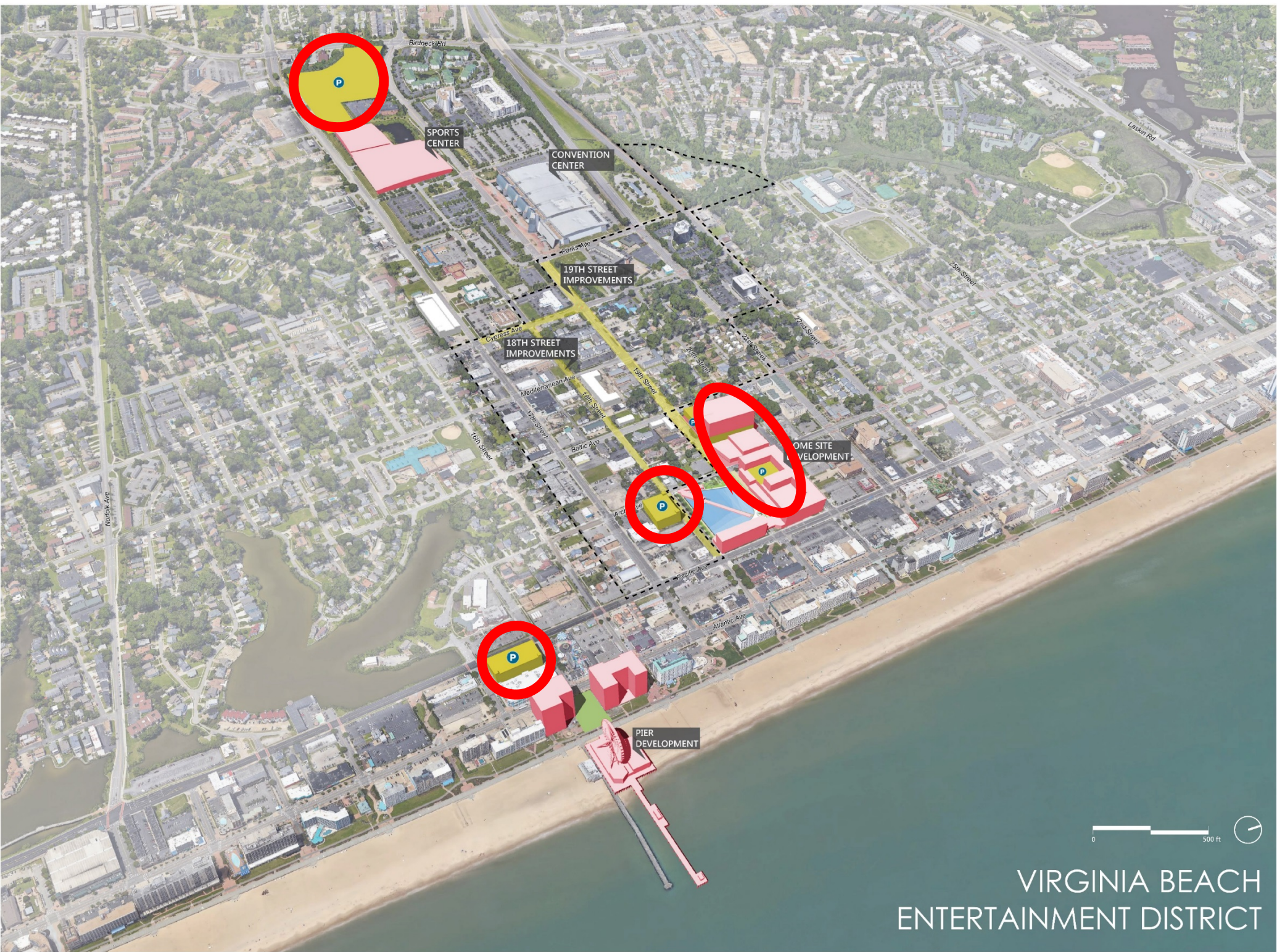


Building on the Resort Strategic Action Plan, the 2013 Resort Area Parking Strategy identified seven parking districts in the Resort Area and the Convention Area.

Each parking district was identified by considering the parking challenges unique to each district.

Park + Baseline Scenario





SPORTS CENTER

CONVENTION CENTER

19TH STREET IMPROVEMENTS

18TH STREET IMPROVEMENTS

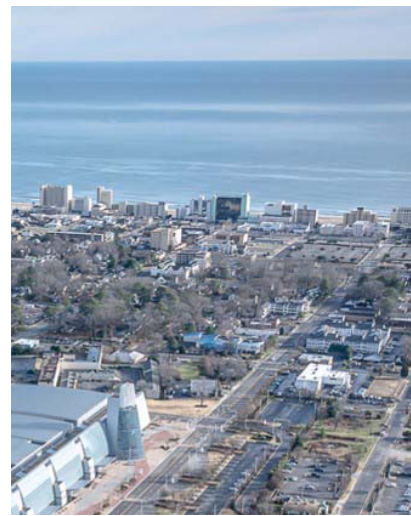
HOME SITE DEVELOPMENT

PIER DEVELOPMENT



VIRGINIA BEACH ENTERTAINMENT DISTRICT

ivate Atlantic nue Initiative





Helping To Build A Great Community Asset

A consists of landlords, restaurateurs, club owners, hoteliers, retailers, entertainment contractors, magazine publishers, advertising executives, artists and local residents.

They are local citizens who care about our resort town and, collectively, want to make Atlantic Avenue a place we can all be proud of.

Recently elected Board of Directors members:

| | |
|----------------|---|
| President | George Kotarides (Dough Boy's) |
| Vice President | Michael Mauch (Karma/I Scream) |
| Treasurer | Chris Kyriakides (Sweet Frog) |
| Secretary | Chris Neikirk (Smartmouth) |
| Large | Bill Dillon (Abby Road) |
| Large | Bill Gambrell (Tautogs/Doc Taylors) |
| Large | Stephan Gordon (SL Nusbaum/landlord) |
| Large | Deepak Patel (King of the Sea/landlord) |
| Large | Clark Winslow (Sunny Day Guides) |

et USA is now....

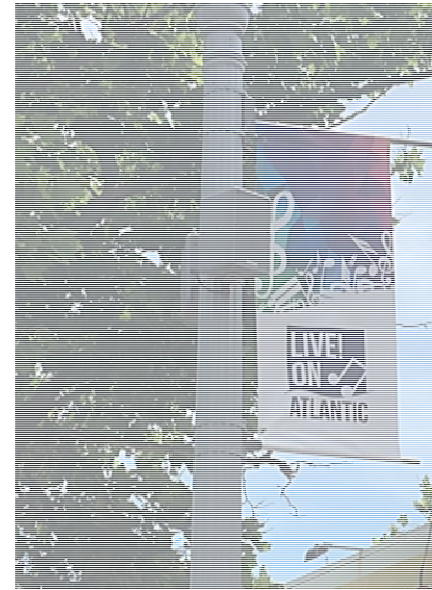


Dates:

June 15-August 26

Programming:

- Musical Entertainment
 - 12 locations: 7th-34th Streets & ViBe Creative district
 - Variety of genres





Fun Zone (19th and 20th Street at Atlantic)

- Side show/variety acts (music, juggling) and kids fun (face painting, balloon characters)

Live! On Atlantic also includes:

- Historical programming (Witch of Pungo, 1619 story, military history)
- Events (fireworks, festivals)



“Activate Atlantic Avenue”
Six Priorities proposed by
the Atlantic Avenue Association



If we agree that Atlantic Avenue is the front door-step to Virginia Beach for millions of visitors every year and that it is in need of revitalization, then it stands to reason that the Activate Atlantic Avenue plan deserves much attention. Presently, the area is outdated, devoid of charm and has sadly become a bit like the old west town of Tombstone, at times a place for outlaws to air out grievances with guns, knives and fists. What could be less attractive! We Virginia Beach citizens - and Coastal

all, these are our streets and sidewalks. Atlantic Avenue Association sees a big blue ocean of untapped potential specifically, the area most critical to improve, if not totally transform, is the area between 15th and 25th Street, and from the Boardwalk to the Boardwalk. For this to happen, there needs to be a fresh new look in many ways bland, grey and lifeless (streets, sidewalks, pavers, plantings, etc, etc).

Just like Atlantic Avenue went to Vegas, with spectacular lights, music, and a vision hatched by resort leaders and stakeholders 25 years ago (Virginia Beach Chamber of Commerce for BeachStreet USA; however, this wonderful vision, the Chamber of Commerce intends to help carry on that vision now, with free public entertainment ON ATLANTIC as the centerpiece.

The following 6 priorities would be important first steps to transform Atlantic Avenue into a safe, active, attractive, exciting, original place locals and visitors want to visit.

...broadly from a "what people really want" through the lens of the specific needs of the economic vitality of Virginia Beach (local and tourist) and increased tax revenue locally and nationally, and to encourage a more vibrant and more important to us. Here are 3



...aspects of the parking piece of the Activate Atlantic Avenue initiative we would like to see happen very soon.

First, parking on Atlantic Avenue is critical to making the Atlantic Avenue district competitive and vibrant. We are grateful the City plans to add parking on Atlantic Avenue this fall, and we feel the start date should be no later than October 1 and continue at least until May 1, maybe with a few busy, crowded weekends excluded. On rainy days, cold days, windy days, etc curbside parking is a huge benefit. Handicapped guests, the elderly and families with small children also appreciate the convenience. Merchants love it.

Free 2-Hour Parking for VB Locals
in City garages is the second parking component we are championing. This special VB locals' deal will generate much goodwill and "show the locals some love."

A LOCALS CARD could be used for discounts at participating local businesses - sort of a "keep it in VB" campaign. We see all over social media that locals feel unwanted at the resort and loath having to pay to park to

...to their beach. The Northern Beaches of Sydney Australia offer FREE parking privileges to locals and a recent South African Study shows that FREE parking is not only very well received by the local community but is critical to the success of retail areas. This gesture would start to shift the very negative conversation about parking at the resort and would encourage locals to make the resort a part of their lifestyles again. This program would tell locals WE WANT THEM. Locals could simply go online to acquire/apply for a locals card. In the process, the City could mine locals' demographic/psycho-graphic data.

The third component relates to parking garages - present and future. Public parking garages need to be well marked with easy to read BIG signage and accessible for beach goers. For example, the parking garage at 25th Street and Pacific is very poorly marked. People drive by and never know it is there. In general, multi-level parking garages are not desired by beach goers carrying beach gear, and if you add in poorly marked garages, beach visitation gets stifled, as is the case at 25th Street.

2. Lighting: Think BIG.

Projected, artistic lighting on building facades is a high-impact way to begin the process of transforming the atmosphere in the Atlantic Avenue zone and making a unique sense of place people will enjoy and talk about. Let's be first with this. We feel transforming the ambient environment this way might very well encourage better behavior and make the police's job easier, too.



LIVE! On Atlantic needs to be wide open and huge. Gateway lighting in strategic areas will designate a special



zone in which good things (not bad things!) are happening. LIVE! On Atlantic should be in big lights, as if Virginia Beach went to Vegas. Make shows centered on musical arts. Whenever possible, music should be original and local - a reflection of Virginia Beach musical culture. These acts will hopefully attract local followers, not just entertain families who happen to stumble on an act.

Two impressive lit gateways for the LIVE! On Atlantic zone would start at the Pier and end at 25th St, both on Atlantic Avenue. Where possible, string lights along and across the street would make for a very festive atmosphere, like they do in the historic arts district of Scottsdale, AZ.

Side-street lighting needs to be uniform - especially in the heart of the resort between 15th and 25th Streets - with the ability to turn them up in the later hours. Now, in many places there's a "dark alley" feel.

3. Sidewalks: Think BRIGHT.

The sidewalks and pavers look terrible along Atlantic Avenue and side-streets. Pavers are badly faded and concrete is cracked and uneven everywhere. However, rather than replacing the pavers and concrete, which would be very expensive, we are getting an estimate from a company that has a relatively inexpensive and quick process that can brighten pavers and concrete back to new. Make needed repairs of broken and uneven, dangerous concrete.

Street art that reflects our beach culture and history would add a wonderful, interactive element to designate this area. Get kids and local artists to paint sidewalks and crosswalks. There could be fun contests, great photo ops and PR here. Very low cost.



4. Bike racks, benches and urban art: Think COOL.

Atlantic Avenue is practically void of art. Cool, hip and functional bike racks on the east and west side of Atlantic Avenue, side streets and connector parks would be a start and would encourage local bike-enthusiast visitation and would again show local folks we want them. Consider bike repair stations, artistic but functional bike racks, and modern covered bike areas.

Benches can mimic rocks or modern art for people to enjoy and photograph. These artful touches should not impede pedestrians and would be designed so people could not sleep or stretch out on them - just a place to "take a load off" for a little while - maybe two per block.

Urban art can be anything anywhere. Sprinkled whimsically throughout the LIVE! On Atlantic area, artistic touches would further transform the area, reflect local beach culture/history and make for fun photographic moments.



5. More clean, modern, managed public restrooms:

Think FIRST CLASS.
People judge a place by its restrooms. This is just as true with public facilities as it is with restaurants in restaurants and malls. Local public surveys tell us this should be a top priority. Please recognize that what we have is not nearly enough. The public is saying it's for the public.

6. Incentives and grants: Think NOW.

Consider citywide incentives to spur private investment. We Councilman Uhrin is receptive to exploring this. Essentially, we ship for small businesses. Here are 2 possibilities.

Incentivize landlords and potential top operators to buy out



the entire City of Virginia Beach. There could be a 3+/- year win real estate tax reduction incentives.

Secondly, incentivize capital investment by merchants and p window-tax reduction incentive.

Conclusion:

Transforming Atlantic Avenue would be a big win for every front porch to Virginia Beach and the first and last impression by attractive place locals can love. Proposed developers of the Atlantic Avenue would help them succeed. New visitors drawn Atlantic Avenue area to make a part of their vacation. The Vib

Finally, we have a distinct advantage over other resorts near tourists* within a 45 minute drive of us! Isn't this a big blue ocean Ocean City doesn't have this year-round population density of

The Atlantic Avenue Workshop

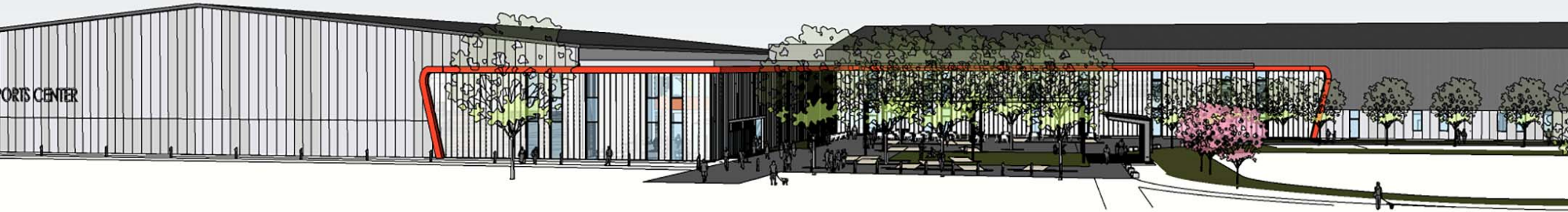
Part 2 of the Stakeholder Workshops will be held June 26-27.

The primary purpose of the follow-up workshop is to finalize recommendations for initiatives that can be deployed over the next 1-3 years to address the issues identified over the past year.

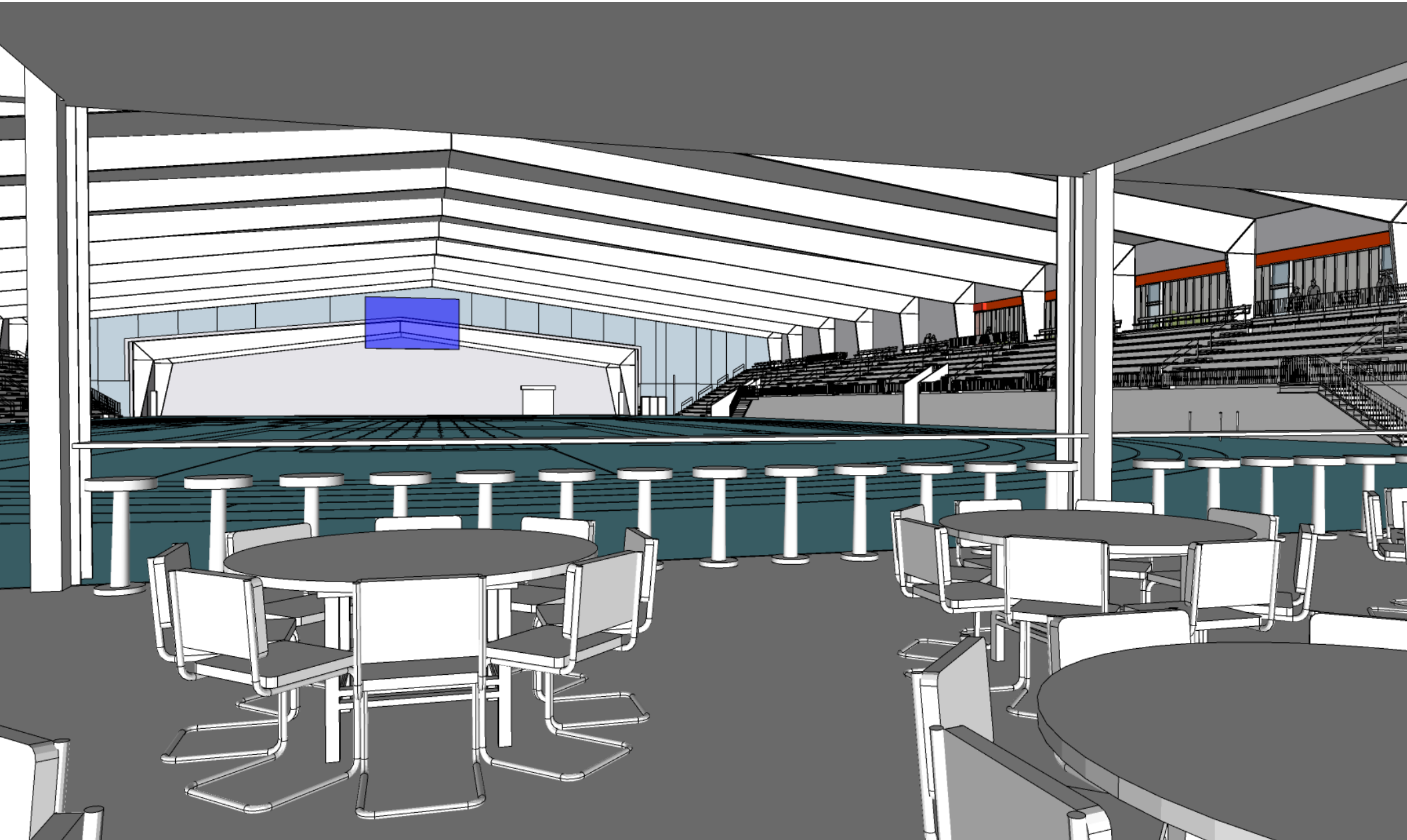
Issues that will be addressed include:

- Branding & Marketing
- Business incentives
- Parking
- Placemaking
- Programming
- Public Infrastructure (lighting, sidewalks, restrooms, etc.)

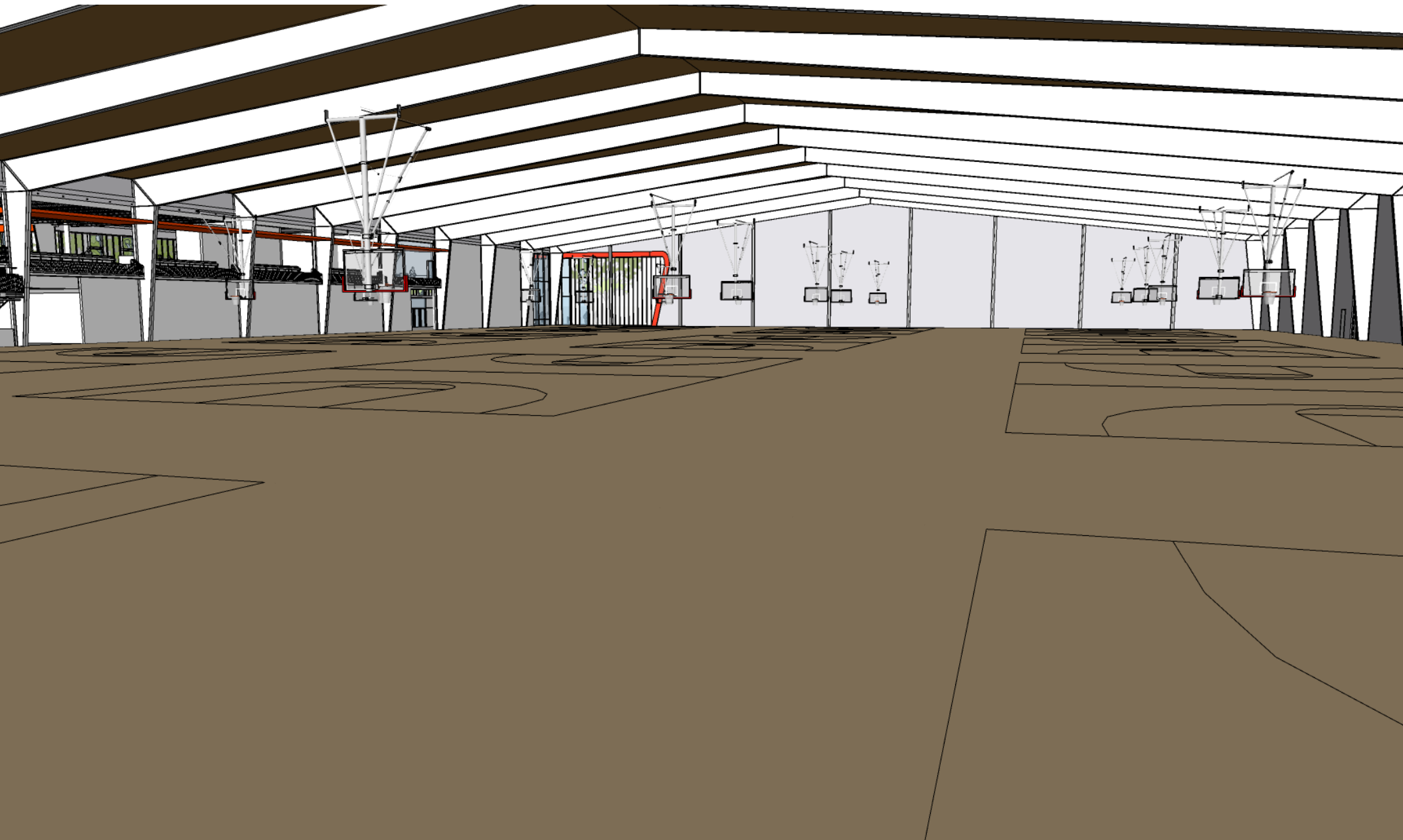
North Elevation



Dining View of Track



Courts



Track

