



PO Box 825 Virginia Beach, VA 23451

## 10 Ideas For A Clean, Safe and Vibrant Resort

1. Who's in charge? Create a permanent Managed District along Atlantic Avenue and side streets.
2. Support funding of Phases II and III of the resort security camera initiative.
3. Ideas 3 through 5 are designed to create a sense of closure every evening. Continue to turn up street lights at the conclusion of entertainment programming (perhaps sooner in shoulder/off season). Include parking lots. Add more lighting on certain dark side streets. Treat the area like a concert/live performance venue.
4. To foster orderly closure, coordinate starting street cleaning along the west side of Atlantic Avenue between 15<sup>th</sup> and 25<sup>th</sup> Streets as close to when the bars close as possible. Coordinate sweeping sidewalks and emptying sidewalk trash cans as early as practicable every evening. Coordinate sidewalk pressure washing activities as often and as early as legally possible. Treat the area like a top-notch theme park.
5. Consider piping in soft rock/jazz music/etc along Atlantic Avenue as soon as *Live! On Atlantic* shows conclude (sooner during the shoulder season when there are no performances along the sidewalk). Work with VBHA on the proper music volume. Priorities #3, #4 and #5 should be carefully managed and choreographed, with the goal of creating a definitive sense of closure. Timing is most important.
6. Implement the six "Activate Atlantic Avenue" priorities to help revitalize the Atlantic Avenue area as soon as possible. Public safety officials say execution of this proposal would make law enforcement's job easier (*See attachment for details of the "Activate Atlantic Avenue" proposal*).
7. Consider booking every spring weekend after Shamrock Sportsfest with a major sporting or other event that reserves a similar number of rooms. Perhaps add another salaried position for just this purpose. This expense would be offset when just one more large-scale annual event/competition/expo is procured.

8. Continue deploying police to hotspots. This is much appreciated by the Atlantic Avenue Association.
9. Permanently fix vertical and horizontal police pay compression.
10. Consider adding a Police Substation on Atlantic Avenue or 17th Street. Also, as an aspect of this facility, add a VB Visitor Center/International Student Hub and a Community Design Center, with an emphasis on how Virginia Beach welcomes the diversity of its residents and visitors.