

Atlantic Avenue Projection Mapping Light and Structure Study

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Architect An Immersive Experience

With an eastern facing approach in mind and visual recognition from Atlantic Avenue North and South we assess target structure potential. From North to South we have evaluated and noted 17 structures that have stand out features or potential.

Basic structure pros and cons, projection considerations and any obvious ambient lighting challenges are denoted here. An initial projection solution for each building is included as a starting point for technical evaluation.

- Initial impressions yield close to twenty viable structures on Atlantic Ave.
- Ambient light challenges are minimal with most being hard-scape lighting, followed by parking, and minimal city lighting.
- Most structures mappable with common combinations of readily available large venue projectors.
- Rooftops across the way and on site parking garages are the most common mounting points.
- Real world projection tests done with an HD6KM, 6000 lumens from Christie Digital.
- Real world projection viewable [HERE](#)



1.0 - Hilton Garden Inn

3315 Atlantic Ave.

Aspect/Floors (approx): 16x9 - 15

Pros: Light colored. Beautiful, stunning, curvilinear structure. Two mapping facades possible.

Cons: Northern location. Large structure.

Projection: Rooftop of garage across way. Ideal. Large building would require higher lumen and/or multiple units.

Ambient Challenges/Solutions: Minor. On site lighting with a couple up-beams. No city lighting.

Notes/Misc: Would be a fantastic showpiece, I am unsure if its location is worth the investment. Would love thoughts from city or property owner.

2.0 - Marriott Residence Inn

3217 Atlantic Ave.

Aspect/Floors (approx): 9X16 - 15

Pros: Light colored. Two potential mapping surfaces. Good visibility.

Cons: Northern location. Less than beautiful structure. Basic.

Projection: Rooftop of shops across way. Ideal.

Ambient Challenges/Solutions: Minor. Virtually no problematic lighting to deal with.

Notes/Misc: This building was chosen for projection tests on site due to its general size, facade and lighting scenario. Projecting actual imagery gives a 'real world' sense of application. This information is presented in Addendum A.

3.0 - Hampton Inn VAB North

3107 Atlantic Ave.

Aspect/Floors (approx): 16X9 x2 - 9

Pros: Light colored. Large, expansive mapping surfaces. Good visibility. South facing facade provides additional options.

Cons: Large structure width.

Projection: Variable. Building across street, on property portico. Width would necessitate multiple units and/or 4K solutions. This is a very wide building in terms of aspect ratio.

Ambient Challenges/Solutions: Very bright on-structure up-lighting. This would need to be controlled. City lighting minimal.

Notes/Misc: The low, wide nature of this makes for a nice canvas. The addition of the southern facing facade could be of interest?

4.0 - Laskin Rd Pedestrian Bridge

Atlantic Ave. & Laskin Rd.

Aspect/Floors (approx): 16X9 x3 - 1 floor – elevated crossing

Pros: Opportunity to create something with extreme distance visibility.

Cons: Awkward structure.

Projection: Challenging. Further site assessment to find projection lanes and mounting positions. Considerations for traffic distraction.

Ambient Challenges/Solutions: High ambiance due to interior lighting, city lights and adjacent structure lighting.

Notes/Misc: This could be really interesting if mapped with ambient, artistic content that was more of a visual landscape than specific recognizable imagery. Abstract.



5.0 - Oceanfront Inn

2901 Atlantic Ave.

Aspect/Floors (approx): 9X16 center, 9X16 x2 left and right - 8

Pros: Light colored. Large, expansive mapping surfaces. Good visibility.

Cons: Large structure width.

Projection: Variable. Building across street, on property portico. Width would necessitate multiple units and/or 4K solutions. This is a very wide building in terms of aspect ratio.

Ambient Challenges/Solutions: Very bright on-structure up-lighting. This would need to be controlled. City lighting minimal.

Notes/Misc:

6.0 - Best Western Plus

2809 Atlantic Ave.

Aspect/Floors (approx): 9X16 x2, or 16X9x4 - 10

Pros: Light colored. Southern facing facade has long range view down Atlantic on Northern approach. Front is unremarkable, mostly glass with large surface on left front of building.

Cons: Mostly glass. Small, unremarkable surfaces.

Projection: Variable. Building across street, on property portico.

Ambient Challenges/Solutions: Very bright on-structure lighting on right front facade from parking lights. Left front facade OK. S. facade is viable.

Notes/Misc: I really do not see a lot of value in the front facade. The southern facade has long range view potential and I recommend further testing.

7.0 - Hyatt House

2705 Atlantic Ave.

Aspect/Floors (approx): 9X16 center x4 per side - 19

Pros: Insane Brutalist structure. This is the most striking structure on VB in my opinion. It's stark, stoic form begs to be mapped.

Cons: Massive.

Projection: Variable. Building across street. Would require heavy projection, multiple units.

Ambient Challenges/Solutions: No challenges.

Notes/Misc: Relevance aside, this is a striking structure that could showcase a lot of art. Who owns it? *Creative Discount available.

8.0 - Holiday Inn Express & Suites

2607 Atlantic Ave.

Aspect/Floors (approx): 9X16 center, 9X16 x2 left and right - 8

Pros: White color, symmetry with 1 large center flanked with two wing facades left and right make for a great 'traveling' piece that interacts across all surfaces

Cons: none.

Projection: Variable. Building across street. Would require heavy projection, multiple units.

Ambient Challenges/Solutions: Blue up-lights on center would need to be controlled.

Notes/Misc: Great structure to map. A Personal fave.



9.0 - Days Inn by Wyndham

2417 Atlantic Avenue

Aspect/Floors (approx): 9X16 x2 or 16X9 x4, same for southern facade - 8

Pros: Large, flat center facade with no distraction

Cons: Unremarkable structure in general. Dirty.

Projection: Variable. Building across street.

Ambient Challenges/Solutions: No challenges.

Notes/Misc: Nice location on bend in road. Building is dirty ;) And needs accent lighting or such.

10.0 - Ocean Sands Resort

2207 Atlantic Avenue

Pros: N/A

Cons: Dirty. oo heavy on street side for much impact. Parking...Etc.

Projection: N/A

Ambient Challenges/Solutions:

Notes/Misc: Suggest cleaning and some exterior lighting :)

11.0 - Dolphin Inn

1705 Atlantic Avenue

Aspect/Floors (approx): 9X16 x3 or 16x9 x2 - 10

Pros: Tall structure, good visibility and two surfaces in proximity that can play off each other. Also, large southern facing facade facing 17th street park.

Cons: Bright, harsh exterior lighting!

Projection: Multiple options on site parking deck. Most likely multiple units required.

Ambient Challenges/Solutions: Harsh exterior lighting needs attention regardless of mapping.

Notes/Misc: Suggest cleaning too.

12.0 - Breakers Resort Inn

1503 Atlantic Avenue

Aspect/Floors (approx): 9X16 x3 or 16x9 x2 - 9

Pros: Good southern facing wall over parking with long range views to northern approach

Cons: Color off white. Strong hue.

Projection: Southern facade would require site scout for location. Challenging.

Ambient Challenges/Solutions: Minimal light problems. No concerns visible.

Notes/Misc: Suggest cleaning and some exterior lighting :)



13.0 - Colony Condominiums

1301 Atlantic Avenue

Aspect/Floors (approx): 16x9 x3 - 11

Pros: Good solid vertical wall center with long range views.

Cons: Trees. Overall not very remarkable.

Projection: Challenging on site location. Need to scout.

Ambient Challenges/Solutions:

Minimal light problems. No concerns visible.

Notes/Misc: Residential?

14.0 - Hampton Inn Virginia Beach Oceanfront South

1011 Atlantic Avenue

Aspect/Floors (approx): 9x16 x2, and 16x9 x3 - 11

Pros: Large structure with longer range views.

Cons: Huge.

Projection: Challenging on site location. Parking deck potential. Need to scout.

Ambient Challenges/Solutions:

Minimal light problems. No concerns visible.

Notes/Misc: Angle of view needs to be checked with parking deck for angle of incidence. This may only have view recognition from outlying streets.

15.0 - SpringHill Suites by Marriott

901 Atlantic Avenue

Aspect/Floors (approx): 9x16 x2 - 11

Pros: Large structure with longer range views. Good mapping facade in center area.

Cons: Huge. Many vertical surfaces to map at this scale. No ROI.

Projection: Parking deck mounting options.

Ambient Challenges/Solutions:

Minimal light problems. No concerns visible.

Notes/Misc: Good Norfolk Ave approach.

16.0 - Ramada by Wyndham Virginia Beach

615 Atlantic Avenue

Aspect/Floors (approx): 9x16 x2 per facade - 8

Pros: Large structure with longer range views. 4 mapping facades that could interplay with art spanning all areas. Solid south end choice.

Cons: Huge.

Projection: Parking deck mount.

Multiple units per area and high lumen requirement

Ambient Challenges/Solutions:

Minimal. On property lights.

Notes/Misc: Good Norfolk Ave approach.



17.0 - Dolphin Run Condominiums

303 Atlantic Avenue

Aspect/Floors (approx): 16x9 x4/6 - 14

Pros: Huge, architecturally interesting surface with few windows. Long range southern views.

Cons: Huge structure.

Projection: Parking deck mount.
Multiple units per area.

Ambient Challenges/Solutions:
Minimal. On property.

Notes/Misc:

