



## ***“Activate Atlantic Avenue” Initiative: Funding Needs for the 2019 Budget***

Key Actions Council can take this year to help make the Atlantic Avenue corridor clean, safe and vibrant:



**1. PARKING:** Actions to spur activity Council can accomplish now at no cost:

**A- Make street parking free in October and April, like it used to be.**

**B- Allow Uber/ride-share drop offs at all times on Atlantic Avenue.**

**C- Increase hours for parking on Atlantic Avenue to midnight, or later.**

**D- Stop the heavy-handed policy of towing cars that are parked after hours on Atlantic Avenue. This is horrible PR - ticket instead.**

***If a vehicle is still parked by 9AM the next day, then tow.***

***This policy also would discourage drunk driving.***



These actions would deliver a positive, welcoming message. While more employee and public parking is needed and will hopefully be an integral part of the updated Resort Area Strategic Action Plan (RASAP), there also needs to be better public parking pricing/communication for Virginia Beach residents. Surveys show that many (if not most) Virginia Beach residents have a negative perception of resort parking and, therefore, stay away. Let's start to change this perception. By these actions, AAA sees a net gain to City tax coffers by increasing commerce and jobs, which would offset the lost income from street meters in October and April. **Cost Est: \$0.**



**2. LIGHTING/UPDATE ELECTRICAL:** Repair/replace outdated and broken electrical work throughout the central Atlantic Avenue corridor to allow for improved programming and place-making aesthetic lighting. Install better ambient lighting, especially between 17th & 19th Streets, westward 2 blocks. Mobile flood lights can be used NOW in flat parking lots. Gateways and lighting will be part of the updated RASAP plan in process, but better lighting is needed in many areas now throughout the resort: **Cost Est: Unknown.**



**3. ARTISTIC PROJECTED LIGHTING:** This unique, impactful art form has been successfully tested at 24th Street. A subsequent Atlantic Avenue Projection Mapping Light and Structure Study shows 5 recommended locations between 15th and 25th Streets. Coordinate memory-making artistic projection light shows with Live! On Atlantic programming. For more information: Strategic Growth Office/Cultural Affairs/Resort Management Office. The cost decreases after mapping a building. **Cost Est: \$100,000.**



**4. LIVE! ON ATLANTIC:** Build on the success of this Street Entertainment program with higher quality talent, increased marketing and by expanding the season. The initial purpose of this program in the 1990s was to “put feet on the street.” Does it do that now, or are we primarily entertaining the visitors we already have? Why not do both: attract and entertain? We believe the present budget is not enough to deliver consistent high quality street programming that attracts people to visit our unique resort and city. Contact Domenick Fini, IMG Live! On Atlantic Program Director at [domenick.fini@imgoingevents.com](mailto:domenick.fini@imgoingevents.com), and reference the attached document “LIVE! ON ATLANTIC” for more details. Increase the Live! On Atlantic Street Entertainment programming budget. **Cost: \$272,500.** (See attachment for details)



**5. MANAGED DISTRICT:** The central resort is an unmanaged district, and AAA sees this as both a quality and a public safety issue. We need a manager who oversees the resort area and coordinates various city agencies and community groups to ensure the smooth running of day to day resort activities. This person would encourage code compliance and oversee the nightly coordinated closure of the core resort area, especially on busy nights. **Cost Est: \$150,000 salary.**



**6. NIGHTLY CLOSURE:** Manage the orderly and coordinated closure of the core Atlantic Avenue area every spring and summer evening. Choreograph closure of the resort like a top theme park or concert venue. Coordinated closure might look something like this: At a predetermined time near “last call,” pipe in jazz or soft rock (not too loud for hotel guests), turn up lights along streets and parking lots (may need portable spotlights), start street cleaning and emptying public trash cans in busiest areas first, work with private trash collection (Bay Disposal) to have trash picked up starting 2AM instead of in the morning before 10AM, and power wash sidewalks in the Central Beach area. **Cost to repair music system and add additional sidewalk and street cleaning days – unknown.**



**7. MATCHING GRANT:** To spur private capital investment, we ask Council to provide a 2 to 3 year City matching grant program for small businesses along Atlantic Avenue that upgrade their facilities and facades. This will help make the area more attractive and help keep real estate tax assessments from decreasing. Due to the scope of the area, the success of the VIBE matching grant program and the large number of business entities along Atlantic Avenue, consider a maximum of \$25,000/project for at least 10 projects.

**A brief note about RASAP:** In the future, AAA’s recommendations to the RASAP Steering Committee for 2020 and beyond will include: More public and employee parking, new gateways and lighting to create a sense of arrival and place, streetscape improvements (including artful benches, unique and attractive bike racks, attractive planters, sidewalk improvements, experiential art and historical displays, etc...), programming nodes/fixed staging for Live! On Atlantic performers, new street lane improvements per Kimley-Horne-EDSA recommendations, creating east/west connectivity, a police substation, a small business design center, and more resort security cameras as per Phases 2 and 3 of the resort security camera initiative.

# *Live! On Atlantic Street Entertainment Budget Enhancements*



## *New Ideas and Enhancements*

**\$37,500** – Improve professional presentation - Signage including ground decals, directional signage, banners and print material distribution points to direct guests throughout the Program's footprint

**\$60,000** - Increased marketing budget – additional print materials including map, social media and digital heavy promotional campaign including sponsored Facebook ads, Instagram ads, banners and skyscrapers as well as increased website capabilities to include enhanced interactive schedule.

**\$150,000** - New and higher quality entertainment with expanded footprint

**\$25,000** - Additional crew to enhance perception of public safety, set up signage displays, including print materials and distribution centers

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**\$272,500** Total Enhancements

## *Expanded Points*

- ♦ **Presentation** - Introduce technology like backpack-style LED sandwich boards to promote the event and serve as survey stations. Better lighting at stages and along routes. Storage systems at sidewalk stages to hide gear.
- ♦ **Presentation** – Enhance perception of public safety with additional lighting
- ♦ **Entertainment** - entertainer training sessions - “Live! On Atlantic University”
- ♦ **Entertainment** - Traveling shows that perform at 4-star venues including Disney World, Universal, etc (eg. Mulch, Sweat and Shears, SupaFun Band, JAMMitors Trash Can Musical Group, percussion groups)
- ♦ **Entertainment** - Family-friendly EDM shows that include lasers, moving lights, hazers, foam machines and techno DJs
- ♦ **Entertainment** - Themed stages that feature interactive activities like “Idol”-style competitions
- ♦ **Entertainment** - Roaming musical acts that offer flexibility to fill empty spaces and draw crowds to dark spaces along the Live! On Atlantic footprint



# Atlantic Avenue Projection Mapping Light and Structure Study

| happily prepared by: |  
FLOWLAB  
Architect An Immersive Experience

## Please Note Highlighted Properties

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](#)



### 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 :)





Resort Advisory Commission  
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November 7, 2018

The Honorable Louis R. Jones, Mayor  
Members of City Council  
Municipal Center – Building 1  
2401 Courthouse Drive  
Virginia Beach, VA 23456

Dear Mayor Jones and Council Members:

At the November 1, 2018 Resort Advisory Commission (RAC) meeting, a motion was made to recognize the organization Atlantic Avenue Association and support its efforts to improve Atlantic Avenue and the overall resort area.

The motion carried and the RAC respectfully requests that Council also recognize and support Atlantic Avenue Association.

Sincerely,

A handwritten signature in dark ink, appearing to read "Kristina D. Chastain", with a stylized flourish at the end.

Kristina D. Chastain  
RAC Chair

KDC/abb

c: David L. Hansen, City Manager, Virginia Beach, VA  
Ronald H. Williams, Jr., Deputy City Manager, Virginia Beach, VA  
Brad Van Dommelen, Director, CVB  
W. Mike Eason, Resort Management Administrator, CVB