

**From:** George Kotarides gkotarides@yahoo.com 

**Subject:** Art opportunities along Atlantic Avenue

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**To:** Nina Goodale ngoodale@vbgov.com

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GK

Dear Nina,

Thank you for your interest in public art expression, in its many forms, along Atlantic Avenue. The Atlantic Avenue Association views public art as a critical component of beautifying the Central Atlantic Avenue District. Public art that is impactful and INSTAGRAMMABLE can literally "make" a destination relevant. Displaying and promoting artistic expression of all kinds that showcases the talent of Virginia Beach citizens to the world is at the heart of the activate Atlantic Avenue initiative.

To follow are ways various art forms can be used to help realize the potential of the core resort community and make the front doorstep to our city an attractive destination known far and wide - a place the entire Virginia Beach community can be proud of:

**1. Build Impactful Lighted Gateways:**

Create a Sense of Place and Arrival, and add overall better lighting to improve aesthetics and public safety. Proposed gateway attraction location –21st Street & Pacific/Atlantic. Include gateways and artful lighting in the updated RASAP plan.

**2. Install Artistic Projected Lighting Displays:**

This has been successfully tested recently by the city at 24th Street. Recommended locations for impactful projected lighting art displays between 13th & 25th Streets have been identified. Obsolete and inoperable electrical infrastructure needs to be replaced to accomplish this and performance art concepts. Consider coordinating light shows with Live! On Atlantic programming.

**3. Install artful/experiential streetscape improvements:**

Replace/add planters that are decorative; replace damaged pavers with new porous, attractive, sustainable hardscapes; level sidewalks; integrate mini-stages/spaces/nodes for Live! On Atlantic Avenue programming; add place-making street art; add “live” street art and rotating art exhibits; add new, artful bike racks and benches; integrate better block pilot sidewalk street and art project; etc.

**4. Expand Live! On Atlantic programming:**

Build on the success of this musical arts program with higher quality talent that showcases the talent of Virginia Beach citizens, expanding the season, and marketing Live! On Atlantic both in market and out of market. Create performance nodes with attractive, festive lighting and electrical access.

**5. Install public art displays along the street and sidewalk:**

This includes wrapped utility boxes and poles, murals, sidewalk sculptures, sidewalk art, interactive art concepts both permanent and temporary, etc.

**6. Replace the broken sidewalk music/PA system:**

When appropriate/possible, play all genres of music that showcases Virginia's/Virginia Beach's talent and culture: Pharrell and Missy, classic Beach Music, Robin Thompson, Bruce Hornsby, Dave Mathews, etc (copyrighted).

These public art ideas have come from numerous meetings, both formal and informal, with city-hired consultants, city staff, Atlantic Avenue stakeholders, and members of the Atlantic Avenue Association. Besides TIP funds, a funding source might be city directed private sponsorships for public art.

I hope this helps, Nina. Thank you for your support of public art as a major component of the Activate Atlantic Avenue initiative!



*Helping To Build  
A Great Community*

George Kotarides

President, Atlantic Avenue Association

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CC - AAA Board, BJ Baumann RAC Chair

