

1 A RESOLUTION OF THE RESORT ADVISORY
2 COMMISSION REQUESTING THE REESTABLISHMENT
3 OF A RESORT MANAGEMENT OFFICE, THE EXPEDITED
4 COMPLETION OF THE MOBILITY PLAN, THE
5 DEVELOPMENT OF A REVITALIZATION PROGRAM FOR
6 ATLANTIC AVENUE INFRASTRUCTURE
7 IMPROVEMENTS, AND THE DEVELOPMENT OF
8 STRATEGIES TO ADDRESS CRIMINAL AND
9 BEHAVIORIAL ISSUES WITHIN THE VIRGINIA BEACH
10 RESORT
11

12 WHEREAS, the City Council recognized that the Virginia Beach Resort is a major
13 asset of the City of Virginia Beach and created the Resort Advisory Commission to make
14 recommendations to the City Council to maintain and enhance the Resort Area for visitors
15 and residents and to implement improvements to the Resort Area; and
16

17 WHEREAS, the recommendations and proposed improvements by the Resort
18 Advisory Commission with the City Council's approval have resulted in improvements within
19 the Resort Area and a history of steadily increasing tourism and tax dollars generated by
20 the Resort Area; and
21

22 WHEREAS, Virginia Beach's hallmark is welcoming families to a safe, diverse
23 environment along Atlantic Avenue and the entire Resort Area; and
24

25 WHEREAS, previous administrations funded a Resort Management Office to
26 facilitate resort initiatives and enforce zoning ordinances; and
27

28 WHEREAS, the Virginia Beach Boardwalk has been recognized as one of the "Top
29 Ten Best Boardwalks in America;" and
30

31 WHEREAS, Virginia Beach consistently has been recognized as one of the best
32 family-oriented beach resorts in America; and
33

34 WHEREAS, it has been thirty years since the last major resort infrastructure
35 improvements were made within the Resort Area, and the need for additional public
36 infrastructure improvements and the reestablishment of a Resort Manager's Office has
37 become apparent; and
38

39 WHEREAS, the resort has experienced different behavioral issues historically, and
40 Virginia Beach residents, visitors and businesses are united in expressing grave concern
41 in the continuing deterioration in the environment due to behavioral issues, criminal activity
42 and infrastructure concerns; and
43

44 WHEREAS, the continuation of such a state will cause more harm to citizens and
45 businesses and do irrevocable damage to the City's image; and
46

47 WHEREAS, we collectively support increasing and maintaining the police presence
48 on Atlantic Avenue and their role in ensuring positive behaviors, protecting public and
49 private properties, and creating a safe and welcoming visitor environment; and

50 WHEREAS, the Resort Area competes not just with the Mid-Atlantic states, but
51 with beach resorts throughout the United States, Mexico, and Europe; and
52

53 WHEREAS, the Virginia Beach Hotel Association, Virginia Beach Restaurant
54 Association, Atlantic Avenue Association, 17th Street Gateway Association, adjacent
55 affected civic leagues and the Resort Advisory Commission are united in their request of
56 the Council to take the appropriate actions to move the Resort Area forward and in a
57 competitive nature in a world market; and
58

59 WHEREAS, we collectively believe that the City risks a decline or loss of the family-
60 friendly, welcoming, inclusive, uniquely attractive, culturally and racially diverse, safe and
61 clean Resort Area unless steps are taken to implement the Resort Area Strategic Action
62 Plan recently approved by the City Council; and
63

64 WHEREAS, Virginia Beach residents are entitled to a resort amenity that is safe,
65 attractive, and well maintained;
66

67 NOW, THEREFORE, BE IT RESOLVED BY THE RESORT ADVISORY
68 COMMISSION:

69 That the Resort Advisory Commission strongly urges the City Council and the City
70 Manager to take the following steps:
71

72
73 1. Immediately re-establish a Resort Management Office physically located in
74 the Resort Area with a manager and appropriate staffing;
75

76 2. Complete the Mobility Plan called for in the Resort Area Strategic Action Plan
77 within the next six months, so that the appropriate budget allocation can be made in the
78 2021 fiscal budget;
79

80 3. Re-initiate Friendship Patrols in conjunction with local churches and increase
81 Atlantic Avenue entertainment programming to maintain a safe and friendly atmosphere for
82 all visitors and residents;
83

84 4. Implement a customer-friendly parking plan with guidelines and hours of
85 operation with public and private lots that put public safety as a top priority;
86

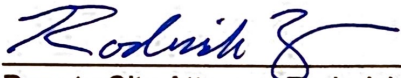
87 5. Cause the Resort Management Office to implement immediate and continuing
88 maintenance actions that can address the growing list of areas in need of immediate
89 assistance;
90

91 6. Provide adequate resources to increase the police presence on Atlantic
92 Avenue; and
93

94 7. Work with the Resort Advisory Commission to develop a Revitalization
95 Program for Atlantic Avenue infrastructure improvements that reflect the art, history and
96 culture of Virginia Beach that would be funded in Budget Years 2021-2025.

Adopted by the Resort Advisory Commission of the City of Virginia Beach this ____
day of _____, 2020.

APPROVED AS TO LEGAL SUFFICIENCY:



Deputy City Attorney Roderick R. Ingram
City Attorney's Office

R-2
August 5, 2020