



November 11, 2022

Greetings RAC Chair Baumann, TPPC Chair Cayton, and members of both groups:

On behalf of the Atlantic Avenue Association, and in support of my colleagues on the Resort Advisory Commission (RAC) and members of the Transportation Parking and Pedestrian Committee (TPPC), and the desires of so many of our welcome guests from the Virginia Beach community and beyond, the Atlantic Avenue Association (AAA) Board of Directors recently conducted two important votes for your committees' consideration. These two AAA Board votes are in response to the Resort Area Mobility Plan document under careful consideration now by TPPC and RAC.

Background: Free off-season curb-side parking on Atlantic Avenue was AAA's first united initiative and a top priority to activate Atlantic Avenue and help move the resort closer to becoming a year-round destination. We have noticed increased foot traffic and activity with this program and positive sales reports from impacted businesses. Recently, for example, on Saturday, November 6, with very little marketing or public notice, most of the (187+/-) on-street parking spaces were used all day by many shoppers and diners, and there was phenomenal activity and positive energy along Atlantic Avenue. This is something wonderful to celebrate and a successful pilot to build upon!

To that end we submit two votes by the AAA Board:

VOTE #1: Do we (AAA Board of Directors) still support free off-season on-street parking on Atlantic Avenue? AAA Board Vote = YES

VOTE #2: Re this sentence in the current Resort Area Mobility Plan document draft (pg 93, Strategy 4.5): *"On-street parking should be phased out over time as the use of other modes outweighs the need for the parking space and proximal inventory is created."* AAA Board members voted whether or not to leave this sentence in the document? AAA Board Vote = NO

Convenient, safe parking is paramount in consumer decisions to visit any attraction, destination, or retail area. We are supportive of Virginia Beach City Council passing the Resort Area Mobility Plan document without delay, but with the one requested important change reflected in VOTE #2 by the AAA board, and we submit VOTE #1 for your thoughtful consideration as well.

With great love for our city,
D Nachnani,
President
Atlantic Avenue Association