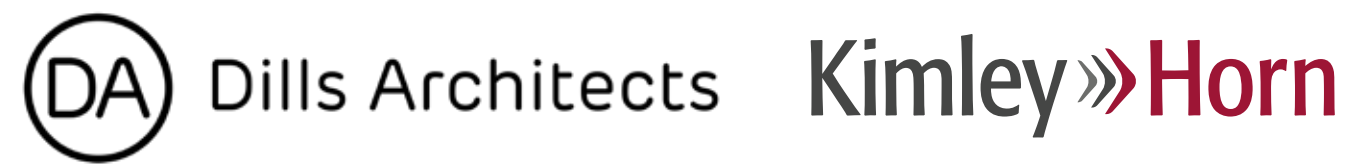




RESORT AREA SIGNAGE & WAYFINDING CREATIVE ANALYSIS & CONCEPTS.

FEBRUARY 2024



O'BRIEN ET AL. ADVERTISING

DESIGN | DIGITAL | WEB DESIGN | MARKETING | MEDIA | PR
PROMOTIONAL PRODUCTS | SOCIAL | VIDEO/PHOTOGRAPHY



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0.0 OVERVIEW & GOALS

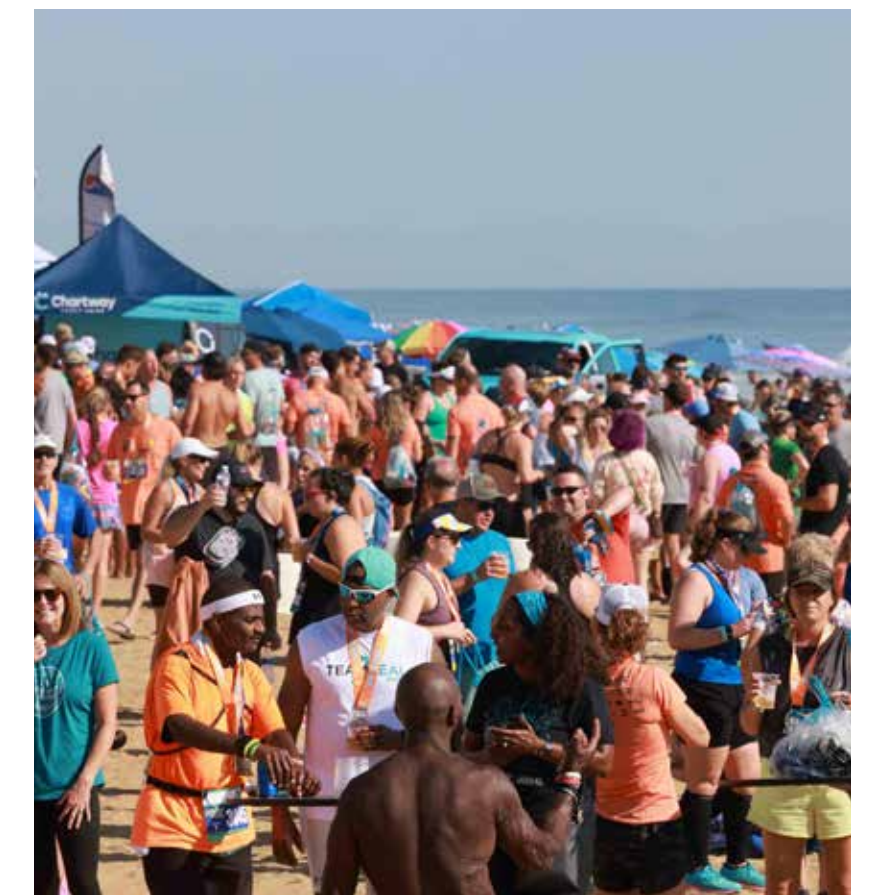
OVERVIEW

The Virginia Beach Resort Area Wayfinding project is a comprehensive strategy designed to enhance navigation and overall visitor experience. The wayfinding signage developed in collaboration with city staff and appropriate stakeholders, will help tourists and residents easily navigate the resort area attractions, districts and other destinations as identified. The primary objective is to provide clear, intuitive and consistent guidance to users, promoting exploration, reducing frustration and ultimately fostering a positive impression of the Virginia Beach Resort Area.

We will collaborate closely with the core team of city representatives and stakeholders to ensure the project meets the identified goals and expectations.

GOALS

- Enhance Visitor Experience
- Improve Navigation Efficiency
- Build Awareness for Resort Area Destinations
- Promote Exploration
- Strengthen Brand Identity
- Support Economic Development
- Identify and Eliminate Problems with Existing Signage



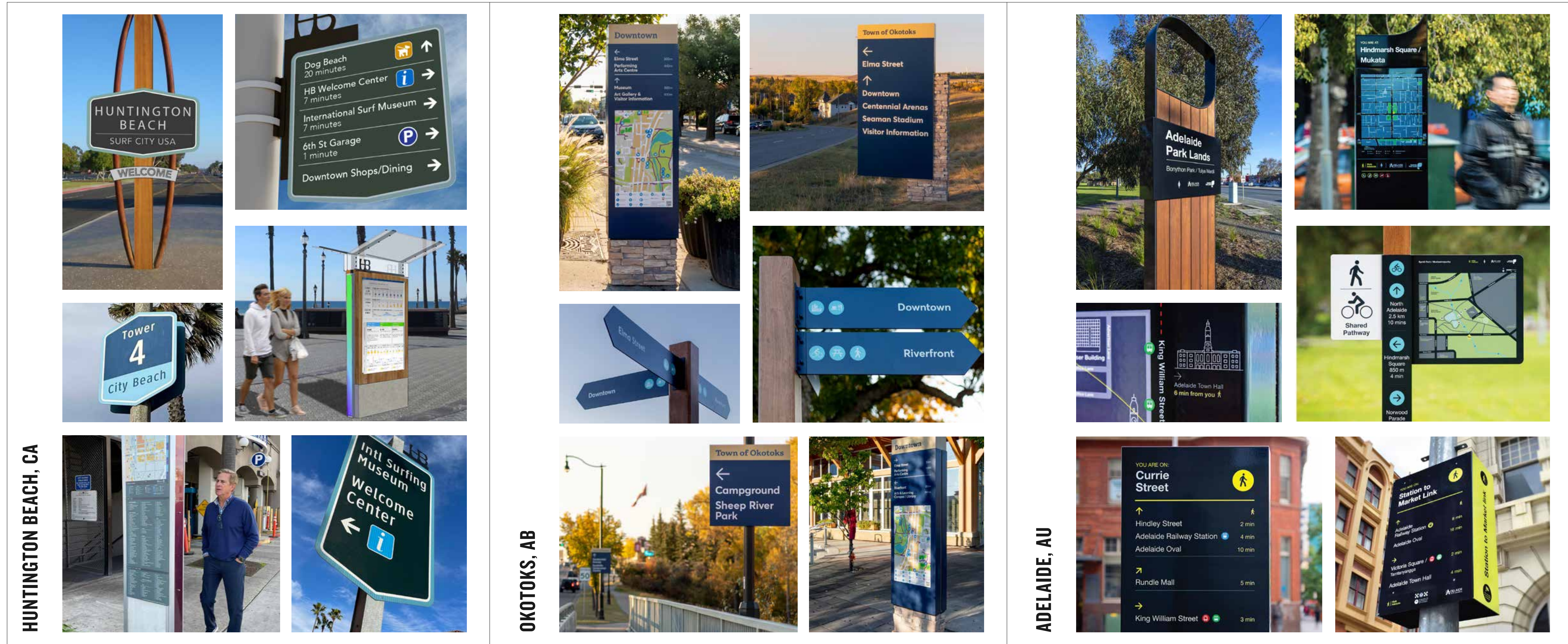
0.0 RESEARCH

OVERVIEW

We researched significant historical themes, events and figures from the Virginia Beach resort area for creative inspiration and insights for our wayfinding concepts and approach to visual representation.



0.0 REFERENCE POINTS



0.0 SIGN TYPES, DISTRICTS & DESTINATIONS

DISTRICTS

- Oceanfront
- ViBe
- Laskin Gateway
- Central Beach
- Marina

SIGN TYPES

- District gateway
- Vehicle directional
- Parking direction
(possibly a series – one in route and another at destination)
- Neighborhood identifiers
(Old Beach, Shadowlawn, Lakewood, etc.)
- Pedestrian directional
- Boardwalk street identifiers
- Bicycle directional
- Street names
(Atlantic Ave, Pacific Ave and numbered street in between only)
- Informational
 - o Static/Dynamic Kiosk
 - o Entertainment
 - o Alternative transportation
(trolley, Freebee, bike network, bike parking, etc.)
- Banners and flags

DESTINATIONS*	DESTINATION CATEGORY	DESTINATION TYPE	DISTRICT
Virginia Beach Information Center	Cultural	Centers of Government	Central Beach
Virginia Beach Convention Center	Cultural	Civic Center	Central Beach
Little Theater of Virginia Beach	Cultural	Performing Arts	Central Beach
Transit Transfer	Parking/Transportation	Transit	Central Beach
Atlantic Park	Recreational	Performing Arts	Central Beach
Virginia Beach Sports Center	Recreational	Sports Complex	Central Beach
Virginia Beach Trail	Recreational	Trails and Trailheads	Central Beach
31st Street Parking Garage	Parking/Transportation	Public Parking	Laskin Gateway
Virginia Beach Fishing Center	Recreational	Waterfront	Marina
Fishing Charters	Recreational	Entertainment	Marina
Ocean Activities and Rentals	Recreational	Entertainment	Marina
Atlantic Avenue	Cultural	Culturally Significant District	Oceanfront
Virginia Beach Police Substation	Cultural	Government	Oceanfront
Neptune Statue	Cultural	Monument or Memorial	Oceanfront
Norwegian Lady	Cultural	Monument or Memorial	Oceanfront
Naval Aviation Monument Park	Cultural	Monument or Memorial	Oceanfront
Navy SEAL Monument	Cultural	Monument or Memorial	Oceanfront
Virginia Beach Law Enforcement Memorial	Cultural	Monument or Memorial	Oceanfront
Dewitt Cottage/Atlantic Wildfowl Heritage Museum	Historic	Museum	Oceanfront
Surf and Rescue Museum	Cultural	Museum	Oceanfront
17th Street Park and Stage	Cultural	Performing Arts	Oceanfront
24th Street Park and Stage	Cultural	Performing Arts	Oceanfront
Neptune's Park and Stage	Cultural	Performing Arts	Oceanfront
5th Street Stage	Cultural	Performing Arts	Oceanfront
7th Street Stage	Cultural	Performing Arts	Oceanfront
Live! On Atlantic	Cultural	Performing Arts	Oceanfront
9th Street Parking Garage	Parking/Transportation	Public Parking	Oceanfront
25th Street Parking Garage	Parking/Transportation	Public Parking	Oceanfront
Accessible Beach Access	Recreational	Beaches	Oceanfront
Experiential Retail	Recreational	Entertainment	Oceanfront
Historic Cavalier Hotel	Recreational	Historic Hotel	Oceanfront
Hillier Ignite Fitness Park	Recreational	Park	Oceanfront
Virginia Beach Fishing Pier	Recreational	Public Piers	Oceanfront
Public Restroom	Recreational	Public Restroom	Oceanfront
Boardwalk	Recreational	Trails and Trailheads	Oceanfront
Boardwalk Bike Path	Recreational	Trails and Trailheads	Oceanfront
Grommet Island Park	Recreational	Park	Rudee Loop
2nd Street Surface Lot	Parking/Transportation	Public Parking	Rudee Loop
4th Street Surface Lot	Parking/Transportation	Public Parking	Rudee Loop
Rudee Loop Surface Lot	Parking/Transportation	Public Parking	Rudee Loop
Trolley Transfer	Parking/Transportation	Transit	Rudee Loop
Rudee Inlet / The Jetty	Recreational	Waterfront	Rudee Loop
Rudee Inlet Observation Point	Recreational	Waterfront	Rudee Loop
Cape Henry Lighthouse	Historic	Historic Site	Unassigned
Fort Story	Historic	Historic Site	Unassigned
The Virginia Aquarium	Recreational	Aquarium	Unassigned
Ocean Breeze/Motor World	Recreational	Experience	Unassigned
The Adventure Park	Recreational	Experience	Unassigned
Shore Drive	Recreational	Scenic Parkway	Unassigned
Pickleball Virginia Beach	Recreational	Sports Complex	Unassigned
First Landing State Park	Recreational	Park	Unassigned
ViBe Creative District	Cultural	Culturally Significant District	ViBe
Oceanfront Area Library	Cultural	Regional Library	ViBe
Mural Walk	Recreational	Trails and Trailheads	ViBe

* Final destinations to be determined by city staff

0.0 REVIEW PROCESS

OVERVIEW

This phase of the creative process is considered **preliminary** and **high-level**. Our goal is just to consider the overall themes and concepts presented and come to a consensus on the general creative direction (i.e. concept) that will inform our design direction for the next phase of creative development.

DO consider what concept is the best representation of the resort area

DO ask questions and spark conversation

DO consider overall concepts as related specifically to wayfinding executions

DO provide specific feedback on concepts, what you feel works and what does not. Avoid general statements like “I just don’t like it.”

DO NOT get in the weeds with specifics regarding signage types and production

1.0

CONCEPT ONE

LIVE THE LIFE



1.0 CONCEPT ONE | INSPIRATION

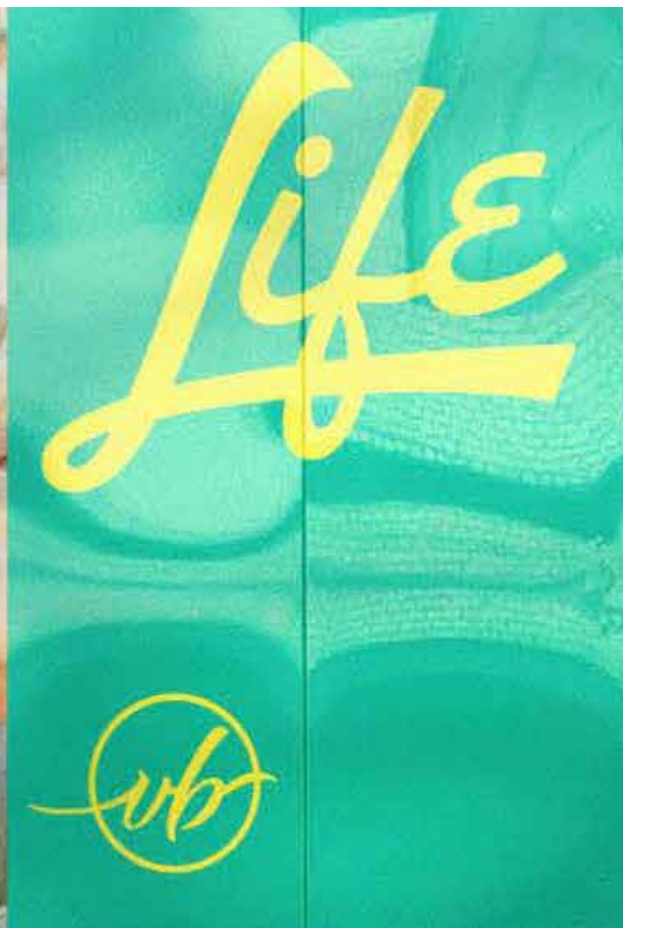
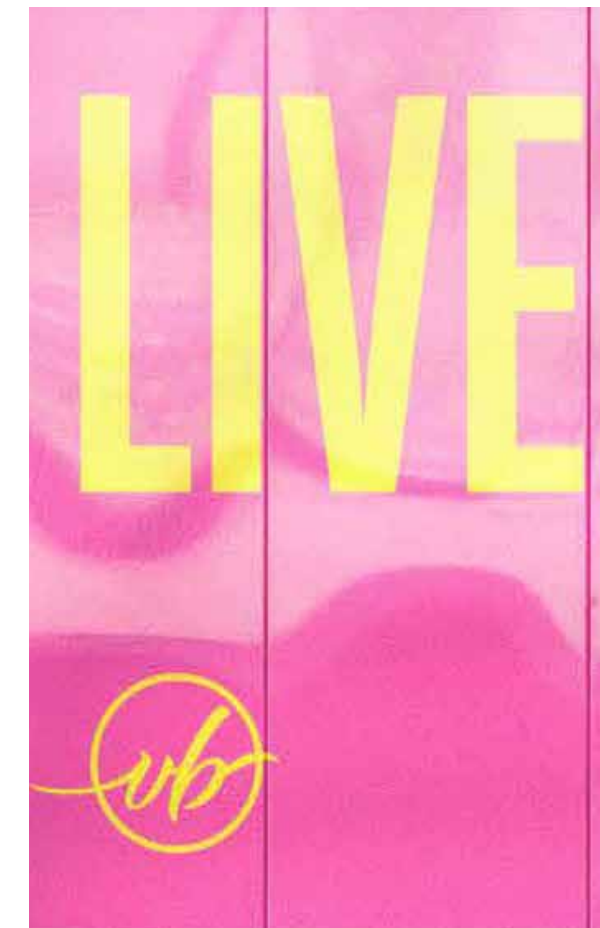
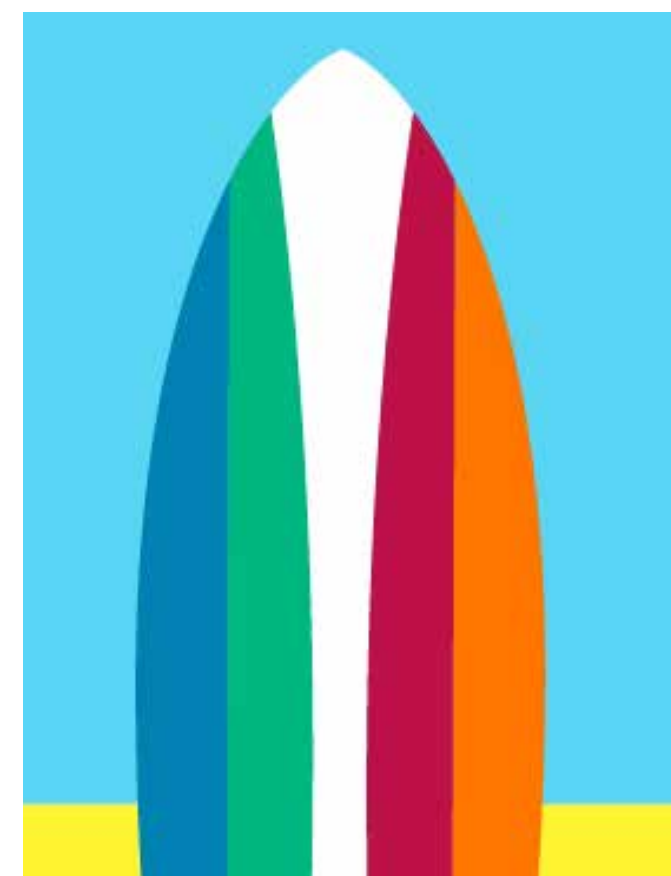
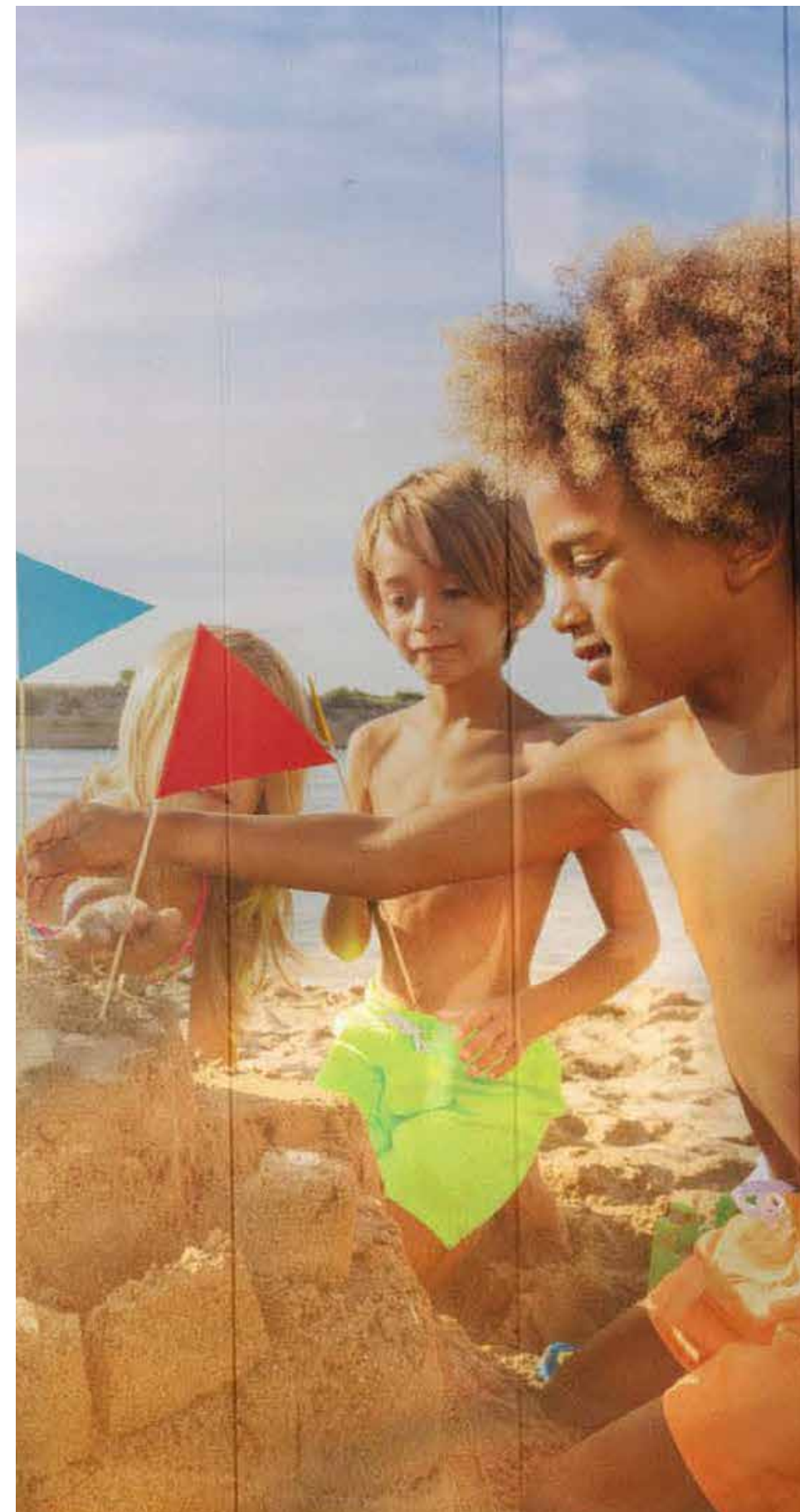
INSPIRATION

Live the Life.

Using the recently developed Virginia Beach “Live the Life” graphics and images as inspiration, we have pulled and combined elements to incorporate in the wayfinding signage look and feel.

We have included border elements that emulate water and sunshine, all embellished with graphics from the beach balls, surfboards and other vibrant beach-themed elements.

The borders also include a wave pattern that carries on throughout on all the signage for a cohesive, relaxing feel.



1.0 CONCEPT ONE | DESIGN



1.0 CONCEPT ONE | ON LOCATION



2.0

CONCEPT TWO

VIBING

WITH VB



2.0 CONCEPT TWO | INSPIRATION

INSPIRATION

Vibing With VB.

Riding the wave of the Virginia Beach vibe, you'll find everything "up."

Beach umbrellas, surfboards in the sand, beach balls and the spirits of our locals and visitors. To reflect that in our signage, we've given a point to vertical signage, reflecting surfboards standing tall and angular. And we included pops of color and letter cutouts to give a textural and 3D feel to signage. Key location markers are turned on their sides for a tall, vertical treatment of font.



2.0 CONCEPT TWO | DESIGN



2.0 CONCEPT TWO | ON LOCATION



3.0

CONCEPT THREE

TAKE ME WAY

BACK TO VB



3.0 CONCEPT THREE | INSPIRATION

INSPIRATION

Take Me WAY Back to VB.

With a flair for nostalgia and history of the Virginia Beach Oceanfront, we have pulled together fun retro colors in goldenrod, tangerine and aqua to boldly mark wayfinding signage and displays. Historical images are screened back to tell visual stories of Virginia Beach's charm, while wayfinding signage is distinguished by seafoam pillars accented with wave background to reflect our beachfront presence.



3.0 CONCEPT THREE | DESIGN



3.0 CONCEPT THREE | ON LOCATION



4.0

CONCEPT FOUR

NATURAL VB



4.0 CONCEPT FOUR | INSPIRATION

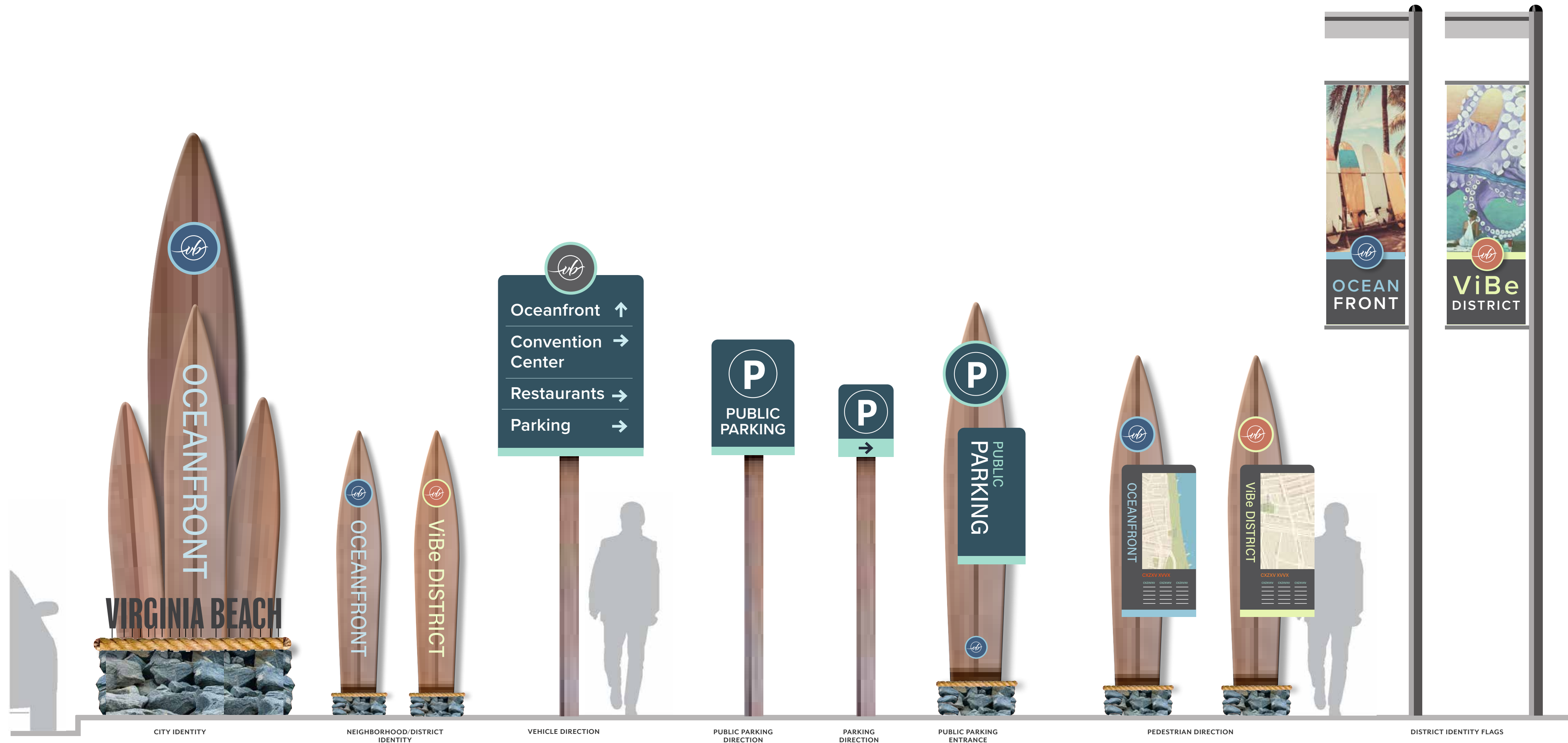
INSPIRATION

Natural VB.

Building a lifestyle surrounded by wind, waves and water comes naturally in Virginia Beach. By sharing coastal elements with Virginia Beach visitors, we give them a sense of our culture, our history, and our nature. Adding a mix of natural wood-look elements, nautical ropes, steel pier structural accents, and rocks that form our jetties, we create a more rustic, natural vibe with which to guide and welcome visitors to our region.



4.0 CONCEPT FOUR | DESIGN



4.0 CONCEPT FOUR | ON LOCATION



5.0
CONCEPTS
AT A GLANCE



5.0 CONCEPTS | AT A GLANCE

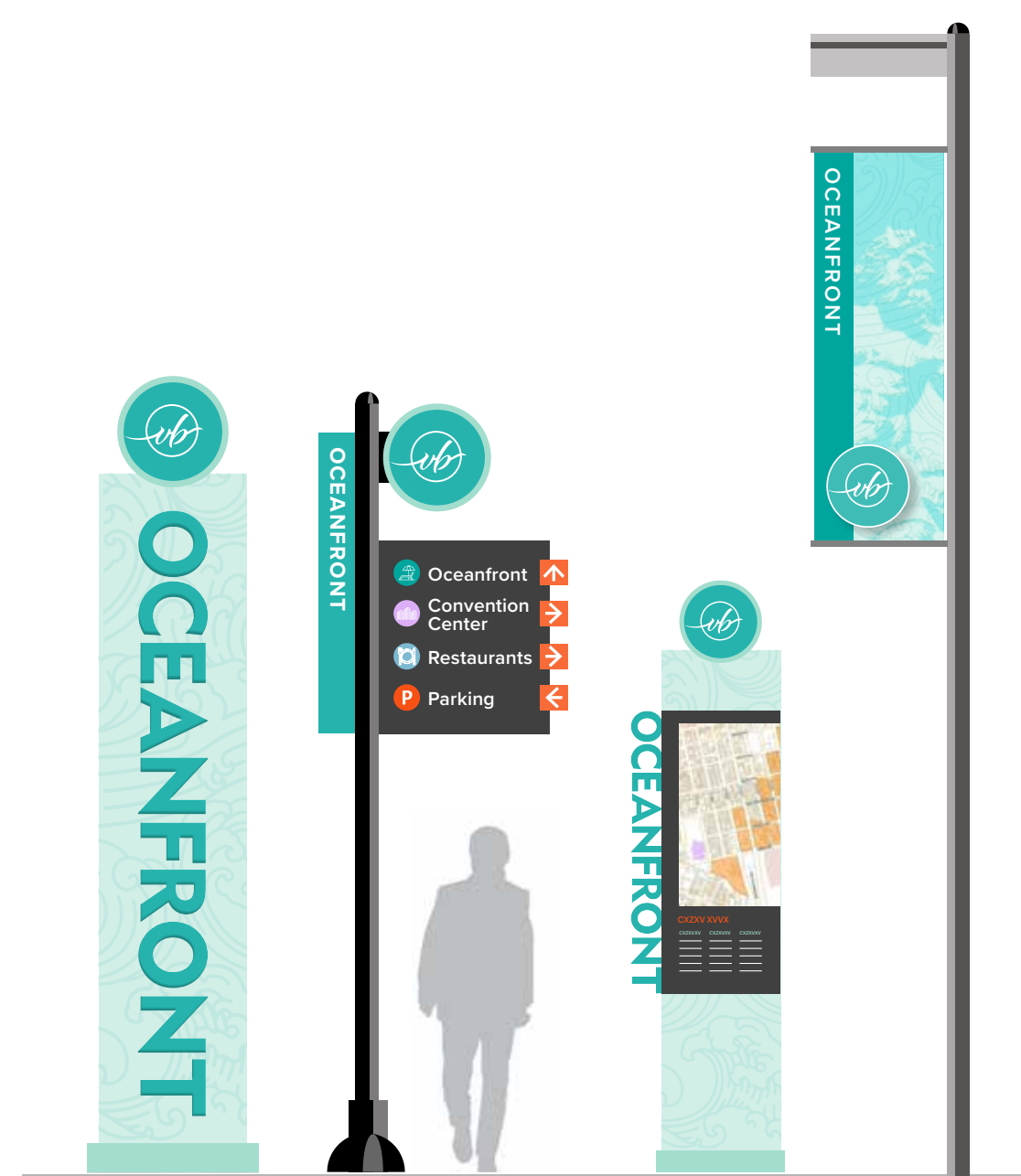
CONCEPT ONE | LIVE THE LIFE



CONCEPT TWO | VIBING WITH VB



CONCEPT THREE | TAKE ME WAY BACK TO VB



CONCEPT FOUR | NATURAL VB



WE'LL HELP SHOW YOU THE WAY. THANK YOU.

DA Dills Architects

Kimley»Horn

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