



January 6, 2026

Virginia Beach City Council
2401 Courthouse Drive
Virginia Beach, VA 23456

Atlantic Avenue Association Statement of Position on Atlantic Avenue Infrastructure Improvements

Honorable Mayor, Members of City Council, and Mr. City Manager,

On behalf of the Board of Directors of the Atlantic Avenue Association (AAA) and our community members, we respectfully submit this statement to share our position on the Atlantic Avenue Infrastructure Improvements and to offer an alternative framework for Council's consideration **alongside** the Atlantic Avenue Task Force recommendations.

We appreciate the hard work of the Task Force and acknowledge many positive elements in its recommendations. However, the proposed plan—adding approximately 70–75 parking spaces **south of 16th Street only** and establishing a broader activation zone with curb bump-outs/micro-commerce zones—does not meaningfully improve parking convenience, guest experience, or commercial vitality along the full length of Atlantic Avenue. Convenient parking remains the number one concern expressed by visitors and residents, and experimental activations introduce operational and economic uncertainty for the City and existing businesses.

AAA also questions the need for a dedicated bike path on Atlantic Avenue, given the close proximity of the Boardwalk's established bike corridor. We believe focus should remain on access and functionality of the street.

AAA supports a balanced, corridor-wide approach that more fully delivers on City Council's unanimously adopted Resolution for Atlantic Avenue Infrastructure Improvements. Specifically:

- **Year-round on-street parking** with meters in season **north of 23rd Street and south of 17th Street**.
- **Free off-season parking** corridor-wide from **October 1 until April 1** (excluding 2100 block).
- A clearly defined **Art & Activation Zone** from 17th to 23rd Streets, but without curb bump-outs or micro-commerce zones. Instead, AAA recommends permitting **limited sidewalk merchandise displays adjacent to permitted businesses**—only where appropriate and only for merchants fully compliant with all codes and ordinances—as well as using the City's existing Café Guidelines. This permitted program could extend beyond the Art & Activation Zone.



AAA's recommended approach includes:

Parking South of 17th Street

Extend the Task Force recommendation by one block, providing year-round on-street parking with meters in season south of 17th Street.

Art & Activation Zone (17th–23rd Streets)

Create a six-block zone aligned with the ViBe District that highlights Virginia Beach's **Culture, History, Art, and Talent (CHAT)**. A six-block zone is more economical to deliver, manage, and maintain, while offering predictability for businesses and guests. Off-season parking would be permitted, excluding 2100 block. AAA does not support micro-commerce curb bump-outs.

Parking North of 23rd Street

Implement year-round curbside parking with meters in season north of 23rd Street. This increases parking supply from roughly 70–75 spaces to approximately 200, improves access on both ends of the activation zone, supports city-sponsored community events and stage performances, and attracts higher-quality retail.

Public Safety & Fiscal Benefits

Emergency access remains fully protected via Pacific and Arctic Avenues, consistent with national best practices. This plan is simple, low-risk, and revenue-positive—potentially generating **up to \$1 million annually** in meter revenue for beautification and **\$6–8 million annually** in nearby business sales—while delivering a measurable return on the City's **\$35 million** investment.

In closing, AAA respectfully submits this alternative because it delivers exactly what Council directed: **more parking, better parking convenience, a culturally expressive activation zone, stronger code compliance, and lasting economic impact**. This is a practical, revenue-positive solution grounded in daily operational reality and designed to position Atlantic Avenue for long-term success.

For more clarity, I hope you will also please review and consider the adjoining proposal that has AAA Board's overwhelming support.

Thank you for your continued leadership on behalf of the City of Virginia Beach.

Respectfully,
D. Nachnani
President, Atlantic Avenue Association