



March 10, 2020

The Honorable Robert M. Dyer, Mayor
Members of City Council
City of Virginia Beach
Municipal Center – Building 1
2401 Courthouse Drive
Virginia Beach, VA 23456

Dear Mayor Dyer and Members of City Council:

On behalf of the Virginia Beach Vision Board of Directors and its 120 business and community leaders, we wish to express our support for the adoption of the Resort Area Strategic Action Plan 2030.

We applaud the work of the Resort Area Strategic Action Plan Steering Committee in developing a comprehensive planning strategy for the resort SGA. The 2008 plan laid the vision for numerous improvements that have now been realized including development plans for the former Dome Site, the Laskin Gateway Street project, the Rudee Walk, a form-based code inclusive of mixed-use development and streetscape improvements.

The 2030 Plan continues the vision and strategies that will enable the Virginia Beach Resort Area to become a diverse, world-class, year-round coastal community for residents and visitors. The components of the 2030 plan continues streetscape improvements, design of Gateway points of arrival, connected green/open spaces, residential and mixed-use development goals to promote year-round activity and acknowledgement of major projects on the horizon that will further the livability, desirability and economic vitality of the city.

Central to the elements of the 2030 plan is the need for a comprehensive Mobility Plan. It is essential that the mobility planning study be funded and initiated as quickly as feasible. Mobility and parking at the oceanfront has long proved a challenge. We must have an inclusive, comprehensive strategy for moving people safely and conveniently throughout the resort SGA. Failure to successfully address this systemic issue will greatly limit the successful impact of all other elements of the 2030 plan and threaten the long-term vision for the future.

While the RASAP does not set specific parameters on how Rudee Loop should be developed, it does express the findings of the public input sessions where a “Park or Green Space” are the popular choices. While public input should always be a guiding factor, Council and the public must also consider the \$14 million investment made years ago in assembling this land for future economic development. Development of Rudee Loop must weigh the public return on this investment and its ability to enhance

the city's economic growth and fiscal stability. A comprehensive, independent study and public vetting are recommended before any definitive decisions should be made about Rudee Loop's best use.

We thank you for your consideration and your efforts to make Virginia Beach the most livable coastal community on the East Coast.

Respectfully,

Ann Crenshaw

President/Chairman of the Board

Martha S. McClees

Executive Director