



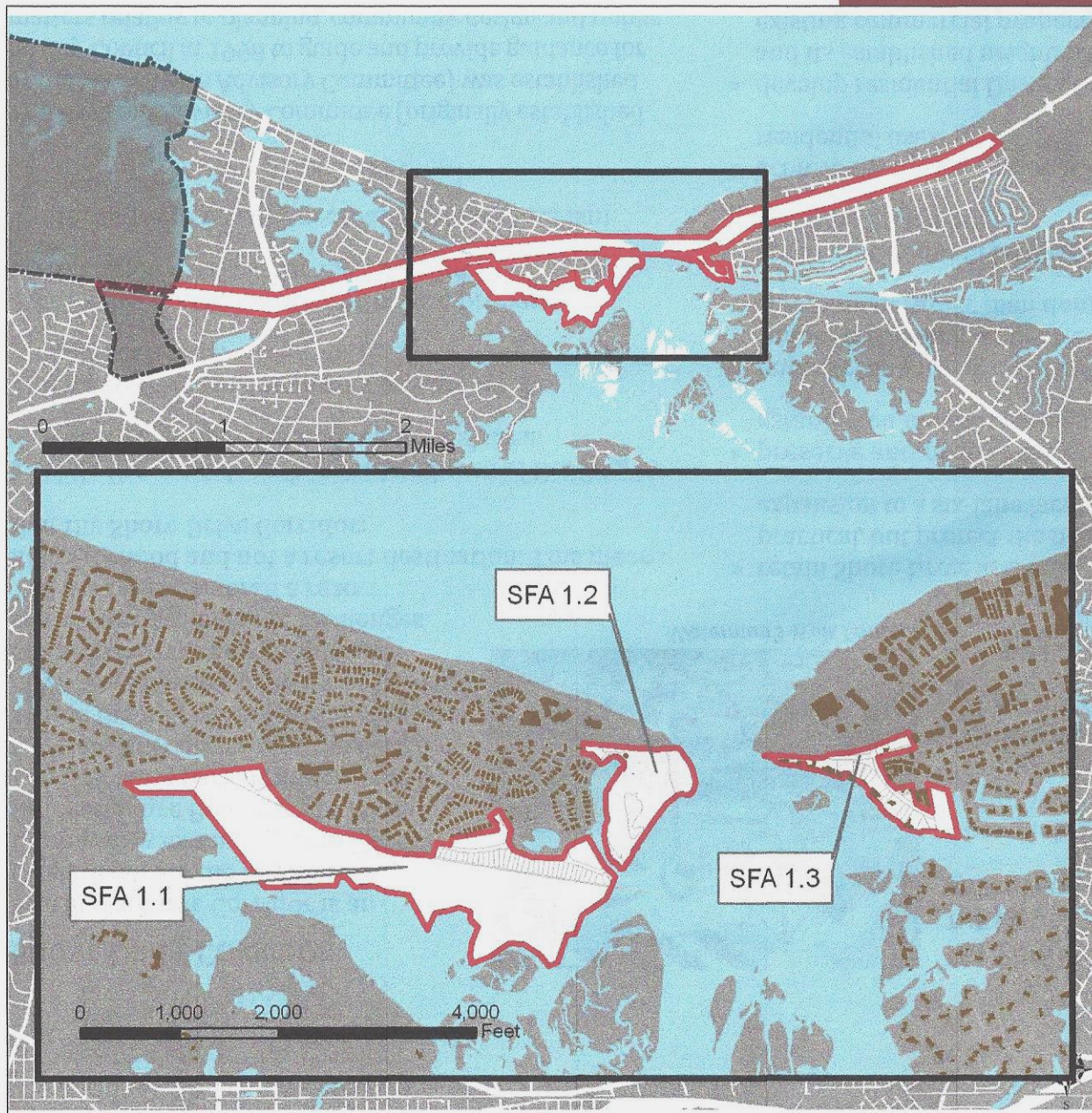
## SFA 1

### SHORE DRIVE CORRIDOR

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This corridor is characterized by:

- › many well-established neighborhoods
- › newer high density residential development
- › neighborhood and resort commercial uses
- › significant parks and open spaces
- › proximity to Chesapeake Bay and Lynnhaven River



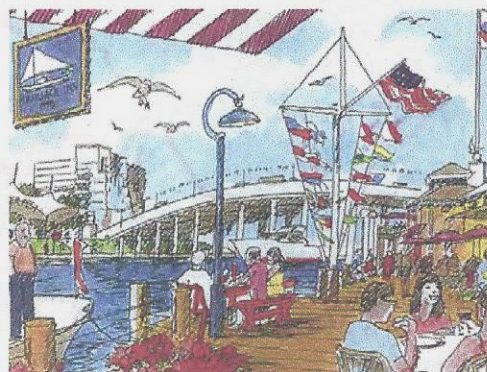


## SHORE DRIVE CORRIDOR

The Shore Drive Corridor is an integral part of the Bayfront Community, extending from North Independence Boulevard to First Landing State Park. While primarily a residential community, the corridor shares the responsibility of being one of Virginia Beach's primary east-west connectors, creating unique and sometimes problematic challenges. The area is considered a resort neighborhood and not a resort destination. This means that the Shore Drive Corridor:

1. while the most densely populated area of the City, is primarily a neighborhood residential area;
2. comprises commercial uses to support the neighborhoods;
3. has to accommodate Shore Drive, a primary circulation corridor for the City; and
4. affords more passive recreational and tourism amenities.

The Bayfront Advisory Committee (originally established as the Shore Drive Advisory Committee) was established by City Council in 1998 to guide and provide guidance for matters relating to planning, community design and public information. More information is provided in the 1997 Bayfront study conducted by the Urban Land Institute. These are supported by a set of Shore Drive Corridor Design Guidelines that provide the form and function of land use in this area. Both of these documents are available in the online document library at [www.ourfuturevb.com](http://www.ourfuturevb.com).



*Waterman's Walk Concept*

## THE PLANNING POLICIES THAT APPLY TO THE ENTIRE SHORE DRIVE CORRIDOR AND BAYFRONT COMMUNITIES ARE:

- » complete remaining roadway improvements (all identified Phases) along Shore Drive to enhance the safety, access and character of the Corridor;
- » replace the aging Lesner Bridge with a new "signature bridge";
- » retain Shore Drive as a four-lane road for as long as is practical, but protect the necessary right-of-way for an expansion to a six-lane facility, if necessary;
- » preserve and protect the character of the established neighborhoods;
- » improve land use compatibilities and avoid over commercialization to insure that resort-based uses compliment rather than dominate this corridor;
- » encourage reuse/ revitalization of existing commercial properties;
- » achieve the lowest reasonable density for future residential uses;
- » develop residential Design Guidelines for the corridor and its established neighborhoods, to complement the existing commercial property guidelines;
- » enhance the use of incentive zoning and overlay districts to include commercial properties, to manage future growth and promote corridor beautification;
- » improve public parking and public access to the beachfronts;



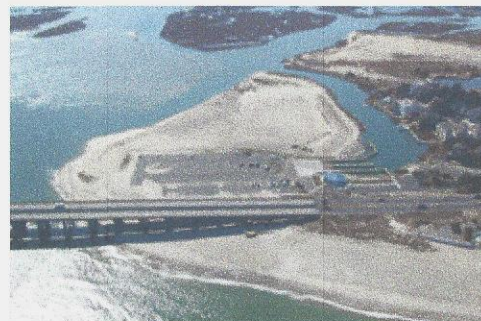
- » provide safe and appropriate pedestrian and bicycle circulation;
- » provide a continuous multipurpose trail through this corridor; and
- » provide continued support for the cleaning of the Chesapeake Bay, Lynnhaven dredging and oyster restoration efforts.

The following sections provide further planning guidance for the three sub-areas in the Shore Drive Corridor and Bayfront Communities:

## SFA 1.1 PLEASURE HOUSE POINT

*RECOMMENDATIONS FOR PLEASURE HOUSE POINT- IF THE PROPERTY IS DEVELOPED THE FOLLOWING SHOULD APPLY:*

- » Support a well planned and well designed project that could include residential, retail, office, institutional, environmental research, or educational components, or other public uses that complement the sensitive site.
- » Include a significant open space component in any potential use, including publicly accessible waterfront open space and multipurpose trails, while adhering to all environmental regulations and minimizing social and environmental impacts.



*Lynnhaven Boat and Beach Facility*

## SFA 1.2 LYNNHAVEN BOAT AND BEACH FACILITY

*RECOMMENDATIONS FOR LYNNHAVEN BOAT AND BEACH FACILITY:*

- » Continue as a public waterway access for motorized and non-motorized watercraft;
- » Add appropriately scaled public park and recreational facilities; and
- » Provide linkage to Shore Drive trail system and Chesapeake Bay beaches.

## SFA 1.3 WATERMAN'S WALK

*RECOMMENDATIONS FOR WATERMAN'S WALK:*

- » Coordinate with property owners to create a thematic waterfront concourse overlooking the Lynnhaven Inlet;
- » Create a special place for people to shop, work, live, and enjoy the exceptional waterfront amenities;
- » Consider establishing a public-private partnership to achieve this vision;
- » Integrate a variety of appropriately scaled mixed uses including marinas, restaurants, residential units, specialty retail shops and offices.



*Scenic View Pleasure House Point*