



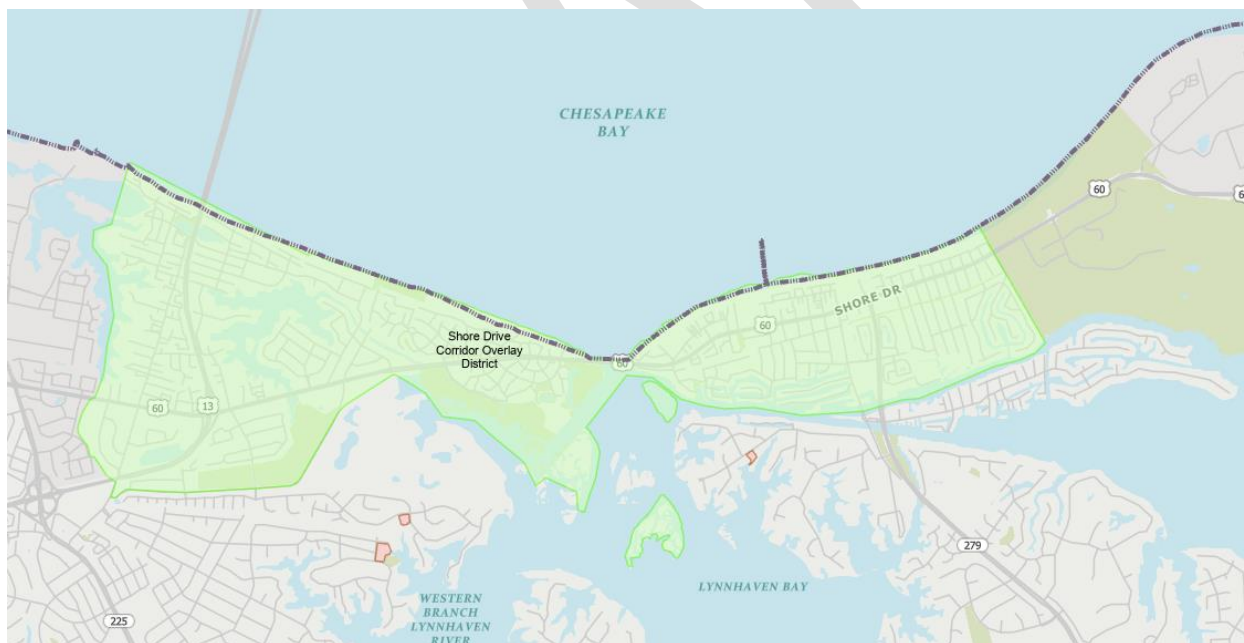
CITY OF VIRGINIA BEACH

Planning & Community Development

DRAFT Scope of Work for Shore Drive Corridor Plan and Design Guidelines Virginia Beach, VA

I. Project Overview

The City of Virginia Beach is seeking professional planning, urban design, transportation, landscape architecture, public engagement, and related consulting services to prepare an updated Shore Drive Corridor Plan and Design Guidelines that will guide development and redevelopment within the Shore Drive Corridor Overlay District (highlighted in green below).



The Shore Drive Corridor is one of Virginia Beach's most recognizable destinations, characterized by established residential neighborhoods, waterfront communities, regional parks, natural resources, locally owned businesses, tourist destinations, and recreational amenities. The corridor serves residents, visitors, and military personnel while functioning

as both a neighborhood main street and an important regional transportation corridor connecting the eastern and western parts of Virginia Beach.

As development and redevelopment occurs, the City seeks a long-range vision that preserves the corridor's unique coastal identity while accommodating appropriate infill and redevelopment, improving multimodal transportation, protecting environmental resources, and enhancing the public realm.

The project shall result in a comprehensive Small Area Plan and illustrated Design Guidelines that establish a shared community vision, provide predictable expectations for future development, identify implementation strategies, and support public and private investment throughout the planning area.

PLEASE NOTE: ALL DIGITAL DELIVERABLES MUST BE ADA ACCESSIBLE

II. Project Goals

The consultant shall prepare a plan that:

- Establishes a shared vision for the future of the Shore Drive Corridor.
- Preserves and enhances the corridor's unique coastal character and sense of place.
- Protects important viewsheds, waterfront vistas, environmental resources, and neighborhood character.
- Encourages context-sensitive redevelopment that complements surrounding neighborhoods.
- Improves the quality, consistency, and predictability of development through clear design guidance.
- Promotes resilient and high-quality architecture reflective of Virginia Beach's coastal identity.
- Expands the urban tree canopy and enhances landscaping throughout the corridor.
- Improves pedestrian, bicycle, transit, and vehicular connectivity and safety.
- Strengthens commercial areas while supporting existing businesses.
- Identifies incentives and implementation strategies that encourage desired redevelopment outcomes.
- Creates an implementation strategy that can guide public investment, private development, and future regulatory updates.

III. Scope of Services

Task 1 – Project Initiation and Management

Consultant responsibilities shall include:

- Conduct a project kickoff meeting.
- Prepare a detailed work plan and project schedule.
- Coordinate regularly with City staff.
- Attend regular project management meetings.
- Prepare meeting agendas and summaries.
- Monitor project schedule and budget.
- Maintain quality assurance and quality control procedures.

Deliverables

- Detailed Project Schedule
- Monthly Progress Reports
- Meeting Summaries

Task 2A – Existing Conditions Assessment

The consultant shall prepare an existing conditions analysis that documents current conditions, opportunities, and constraints within the planning area.

The assessment shall include, at a minimum:

Land Use and Development

- Existing land uses and development patterns
- Redevelopment trends
- Vacant and underutilized properties
- Development constraints
- Property ownership patterns

Zoning and Regulatory Framework

- Existing zoning

- Development standards
- Recent rezonings
- Existing design review processes

Transportation

- Roadway network
- Traffic operations
- Bicycle facilities
- Sidewalk network
- Transit service
- Parking
- Access management
- Safety and crash analysis

Environmental Resources

- Flood hazards
- Sea level rise
- Wetlands
- Tree canopy
- Shorelines
- Parks
- Open space
- Habitat areas

Community Character

The consultant shall identify and evaluate defining characteristics that contribute to the identity of the corridor, including:

- Neighborhood character
- Historic neighborhoods and buildings

- Legacy residential areas
- Community gathering places
- Parks and open spaces
- Beach and waterfront accesses
- Scenic resources and significant viewsheds
- Architectural patterns and building types
- Landscape character

Economic Conditions

- Commercial activity
- Tourism
- Market conditions
- Housing trends
- Demographics

Deliverables

- Existing Conditions Report
- GIS files
- Opportunities and Constraints Assessment

Task 2B – Existing Plans and Regulatory Review

The consultant shall evaluate the previous Shore Drive studies, the 2040 Comprehensive Plan, zoning ordinances, planned capital improvements, and other adopted City plans before developing recommendations.

Task 3 – Public and Stakeholder Engagement

The consultant shall develop and implement a substantial and inclusive public engagement strategy designed to build community consensus and gather meaningful input throughout the planning process.

The engagement program should include a variety of techniques such as:

- Public workshops

- Open houses
- Stakeholder interviews
- Focus groups
- Business roundtables
- Neighborhood meetings
- Online engagement
- Interactive mapping
- Surveys
- Pop-up events

Stakeholders should include residents, business owners, property owners, civic organizations, environmental groups, the Bayfront Advisory Commission, development representatives, transportation agencies, and other interested parties.

Deliverables

- Public Engagement Plan
- Meeting Materials
- Survey Results
- Public Engagement Summary

Task 4 – Vision and Corridor Framework

Based upon technical analysis and community input, the consultant shall develop a long-term vision for the Shore Drive Corridor.

The consultant shall prepare:

- Vision Statement
- Infill and Redevelopment Framework
- Character Areas
- Opportunity Areas
- Preservation Areas
- Public Realm Framework

The framework shall identify locations where redevelopment should be encouraged while recognizing areas where preservation of neighborhood character is a priority. It shall also provide design guidance for infill housing and transitions between commercial and residential areas.

Deliverables

- Vision Framework
- Character Area Map
- Corridor Framework Plan

Task 5 – Shore Drive Corridor Plan

The consultant shall prepare a comprehensive corridor plan addressing future land use, transportation, urban design, environmental stewardship, economic development, and public investment.

The Corridor Plan shall include recommendations for:

Future Land Use

- Infill and Redevelopment
- Mixed-use opportunities
- Neighborhood transitions
- Public spaces
- Civic uses

Transportation

- Complete Streets improvements (Shore Drive CIPs, Pleasure House Road CIPs, etc.)
- Bicycle/Pedestrian network and Trail Oriented Development
- Transit enhancements
- Intersection improvements
- Access management
- Parking strategies

Environmental Stewardship

- Flood resilience
- Green infrastructure
- Living shorelines
- Water quality
- Habitat protection

Public Realm

- Streetscape improvements
- Gateways
- Public gathering spaces
- Waterfront access
- Wayfinding and community identity
- Public art opportunities

Economic Development

- Commercial revitalization
- Redevelopment priorities
- Catalyst projects

Deliverables

- Draft Corridor Plan
- Illustrative Concept Plan
- Framework Maps

Task 6 – Design Guidelines

The consultant shall prepare an illustrated Design Guidelines document intended to improve the quality, compatibility, and predictability of future development and redevelopment. The Design Guidelines should provide examples of development that is encouraged as well as examples that would be discouraged.

The consultant shall evaluate expanding the applicability of the Design Guidelines beyond parcels fronting Shore Drive to include the entire Shore Drive Corridor Overlay District where coordinated design guidance would advance the goals of the Corridor Plan.

The Design Guidelines shall address:

Community Character

- Character areas
- Context-sensitive development
- Neighborhood transitions
- Preservation of community identity

Viewsheds

- Protection of significant public views
- Building placement
- Building height considerations
- Waterfront visibility
- Scenic corridor preservation

Architecture

- Coastal architectural character
- Building orientation
- Building massing
- Rooflines
- Scale
- Materials
- Transparency
- Ground-floor design
- Entry design
- Façade composition
- Blank wall treatment

- Screening of mechanical and equipment
- Compatibility and integration of additions, exterior renovations, and adaptive reuse

Sustainable and Resilient Site Design

- Building placement
- Parking location
- Stormwater management
- Open space
- Public gathering areas
- Access management

Landscaping

- Streetscape planting
- Tree preservation
- Tree canopy expansion
- Native landscaping
- Green infrastructure
- Buffering
- Landscape character

Lighting and Signage

- Pedestrian-scale lighting
- Dark-sky principles where appropriate
- Residential compatibility
- Public safety
- Accent lighting

Streetscape

- Sidewalks
- Street furniture

- Bicycle facilities
- Crosswalks
- Transit amenities
- Street trees

The guidelines should emphasize objective, clearly illustrated recommendations that provide greater predictability for developers, property owners, City staff, and reviewing bodies.

Deliverables

- Illustrated Design Guidelines
- Character Area Design Standards
- Streetscape Standards
- Architectural Design Guidance

Task 7 – Regulatory and Incentive Strategy

The consultant shall evaluate existing development regulations and recommend implementation tools that encourage redevelopment consistent with the Corridor Plan.

The consultant shall:

- Review existing zoning regulations.
- Identify regulatory barriers.
- Recommend zoning amendments.
- Recommend updates to development standards.
- Identify incentives that encourage desired redevelopment.
- Evaluate financial and non-financial incentive programs.
- Recommend implementation strategies for public investment.

Deliverables

- Regulatory Assessment
- Incentive Strategy
- Recommended Ordinance Updates

Task 8 – Implementation Plan

The consultant shall prepare a detailed implementation strategy identifying actions necessary to achieve the vision established in the Corridor Plan.

The implementation plan shall include:

- Short-term actions (1–3 years)
- Mid-term actions (4–10 years)
- Long-term actions (10+ years)
- Responsible agencies
- Potential funding sources
- Capital improvement priorities
- Public-private partnership opportunities
- Performance measures
- Recommended updates to City policies and regulations

Deliverables

- Implementation Matrix
- Action Plan
- Funding Strategy

Task 9 – Final Documents and Adoption

The consultant shall prepare all materials necessary for public review, Planning Commission consideration, Bayfront Advisory Commission review, and adoption by the City Council.

Deliverables

- Administrative Draft Plan
- Public Review Draft
- Final Shore Drive Corridor Plan
- Final Design Guidelines
- Executive Summary

- Adoption Presentation
- GIS Files
- Editable Source Files
- Print-ready and ADA accessible PDF documents

IV. Anticipated Consultant Team

The consultant team should include expertise in:

- Urban Planning
- Urban Design
- Landscape Architecture
- Transportation Planning and Engineering
- Environmental Planning and Resilience
- Economic Development
- Public Engagement
- GIS Analysis
- Graphic Design

V. City Responsibilities

The City will provide available GIS data, previous planning studies, mapping resources, technical review, meeting coordination, public outreach assistance, and project oversight. City staff will facilitate coordination with City departments, the Bayfront Advisory Commission, and other advisory bodies as appropriate.

VI. Anticipated Project Schedule

The project is anticipated to be completed within approximately 12-18 months from notice to proceed. The consultant shall prepare a detailed schedule identifying key milestones, public engagement activities, draft deliverables, review periods, and final adoption.