

ImagineVB 2040 Comprehensive Plan

Rachael Miller, WEDG

VBDA Retreat, September 6, 2024



CITY OF
**VIRGINIA
BEACH**

Community Engagement (So Far)

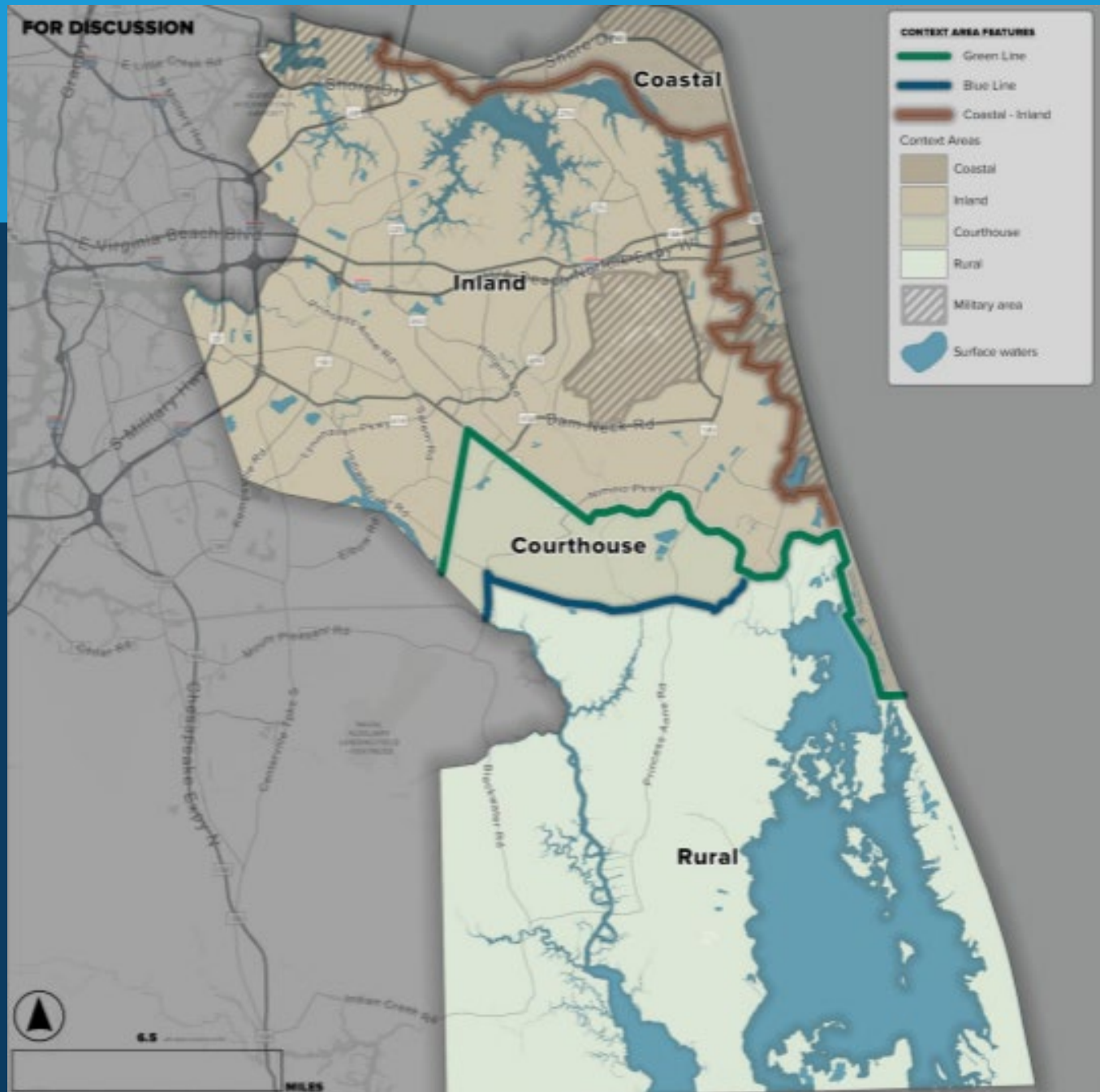
- 3 Surveys
 - 9,000 responses
- 10 focus groups; 10 public meetings
 - 1,500 participants
- 65 total stakeholder meetings attended by staff

What Staff Heard:

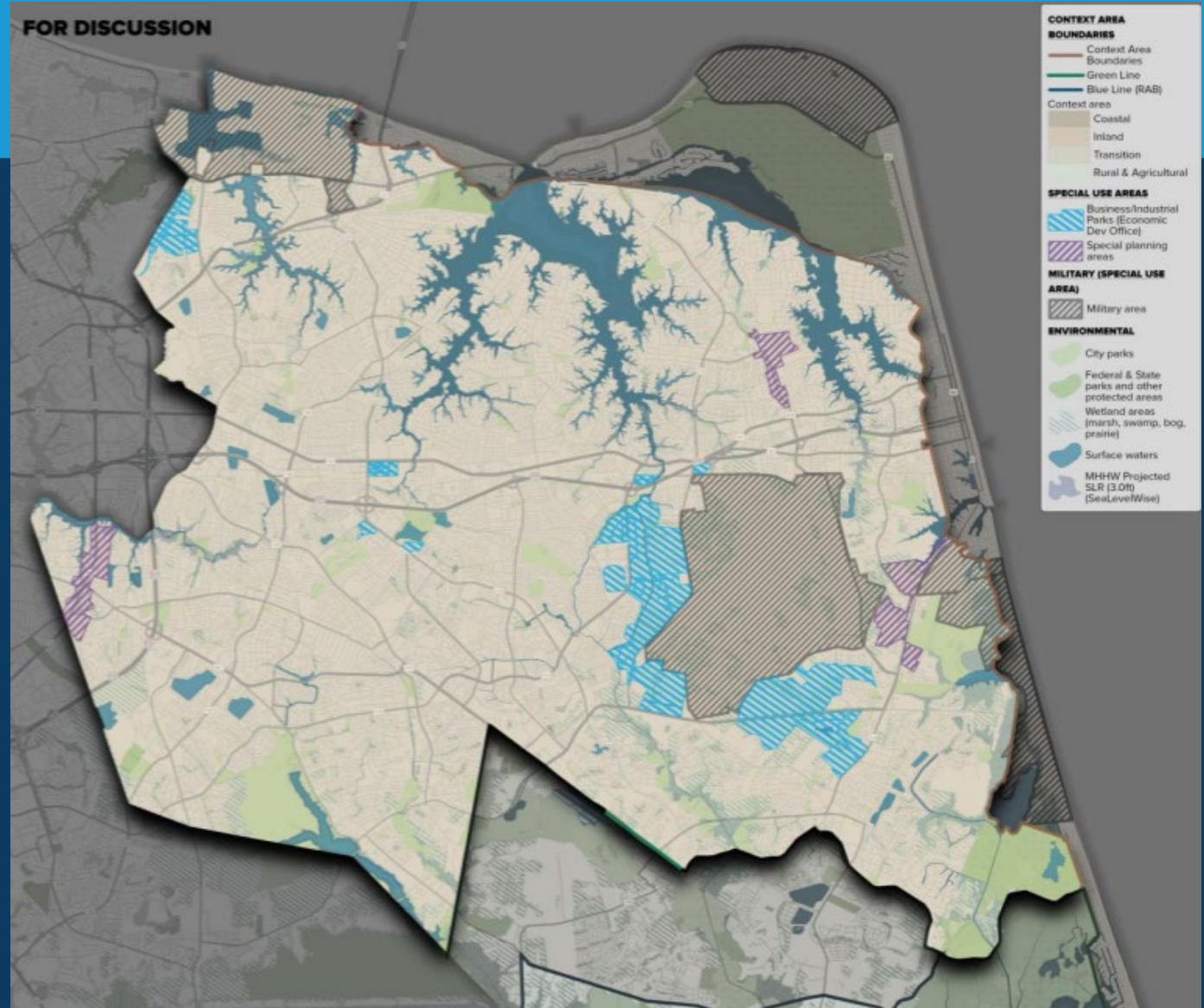
- Be a city where people want to stay a lifetime
- Balanced Growth
 - Protect established neighborhoods
 - Appropriate infill and redevelopment
 - Maintain the Green Line
 - Identify areas for Economic Development
- Resiliency – environmental, social, and economic
- Ability to walk, bike, drive, or use transit safely and efficiently



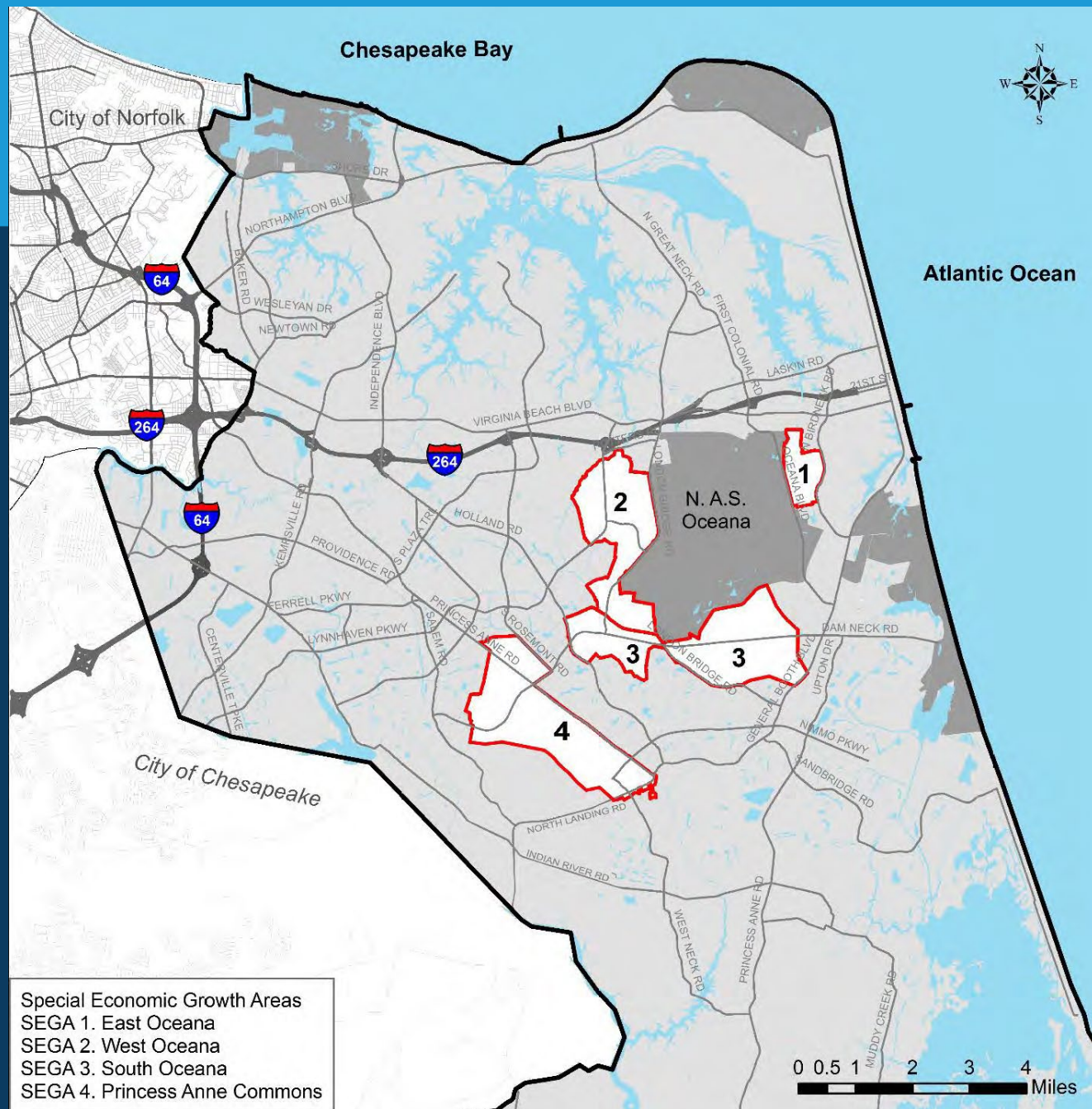
Context Areas



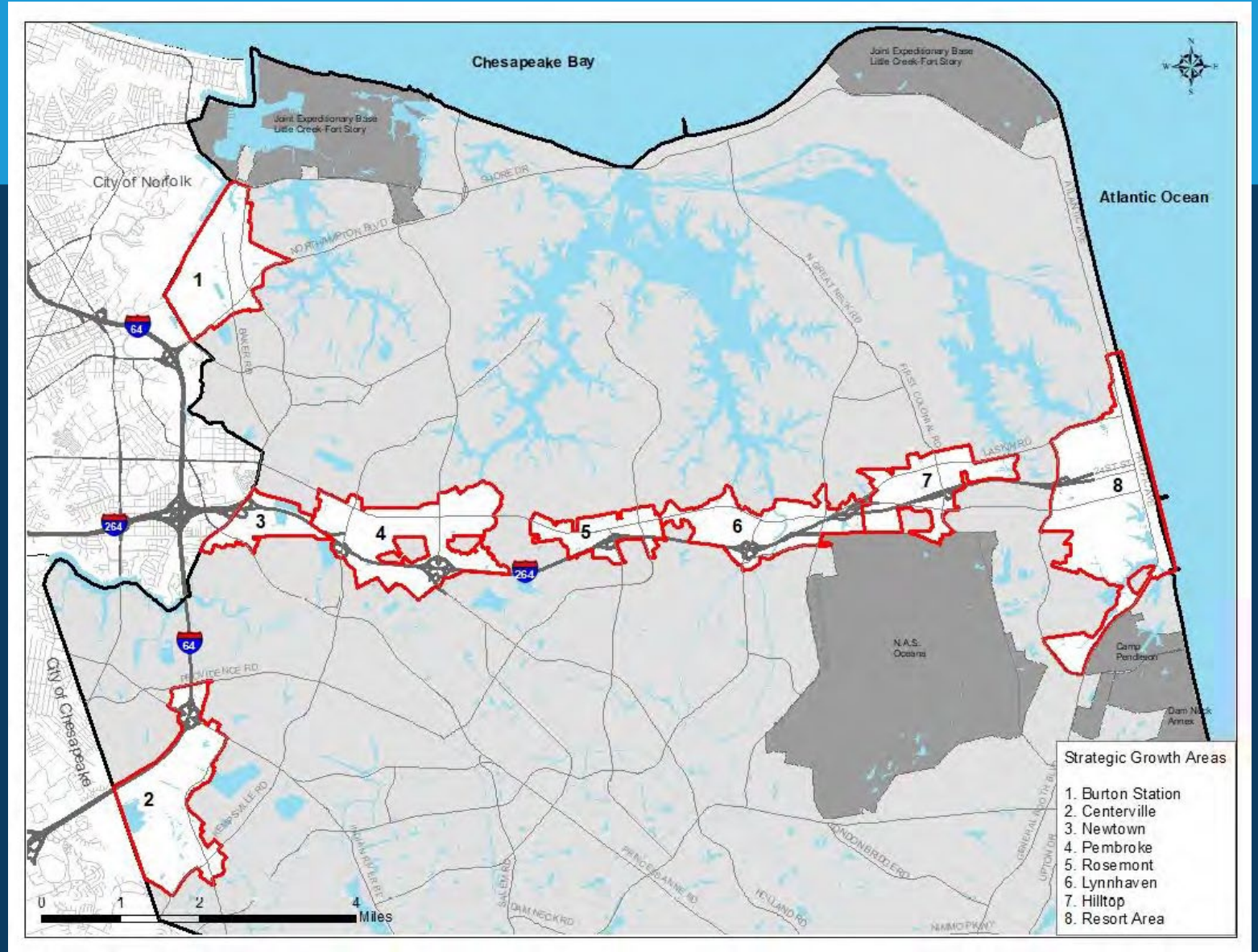
Planning Areas & Districts



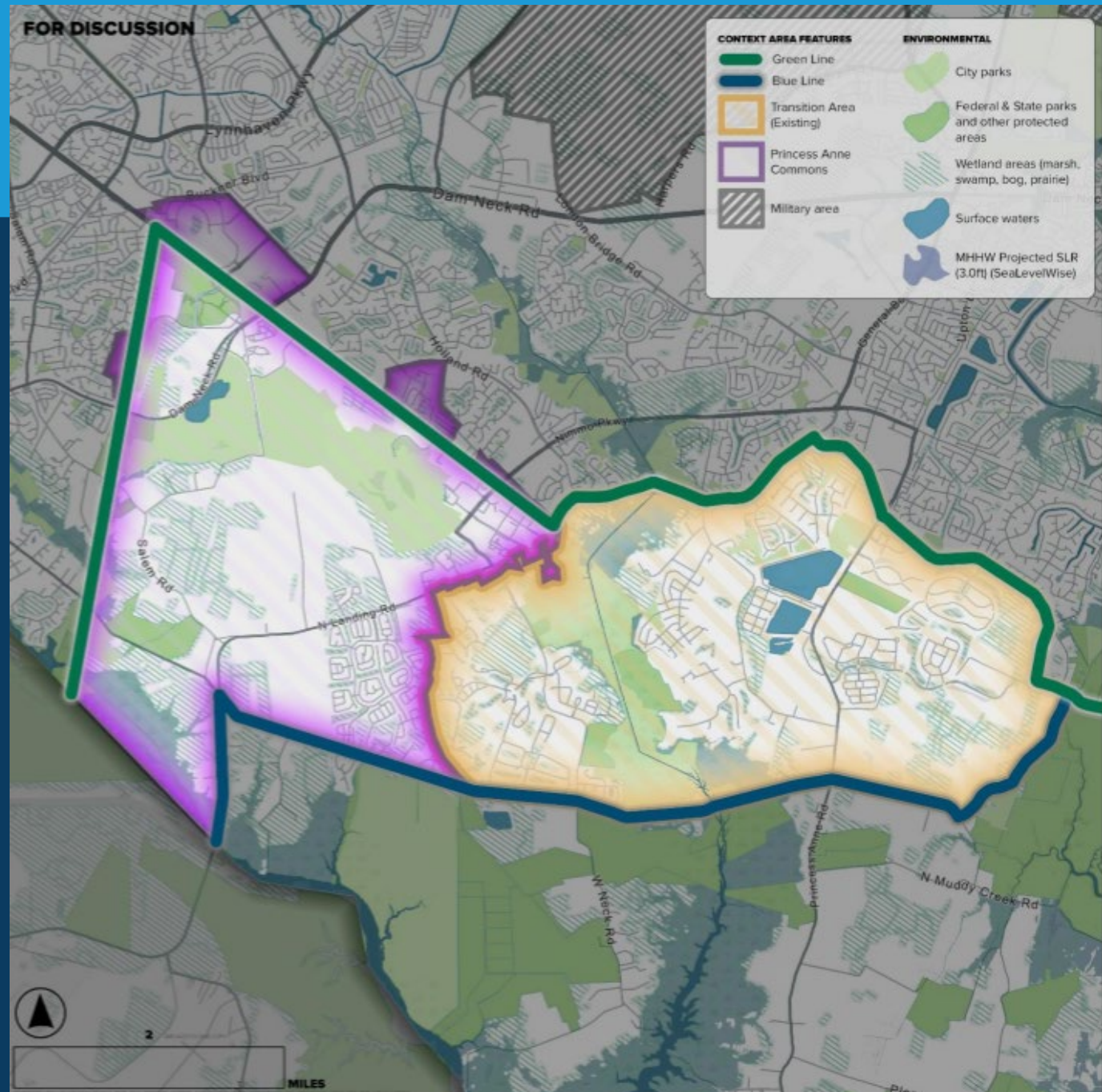
Special Economic Growth Areas (SEGAs)



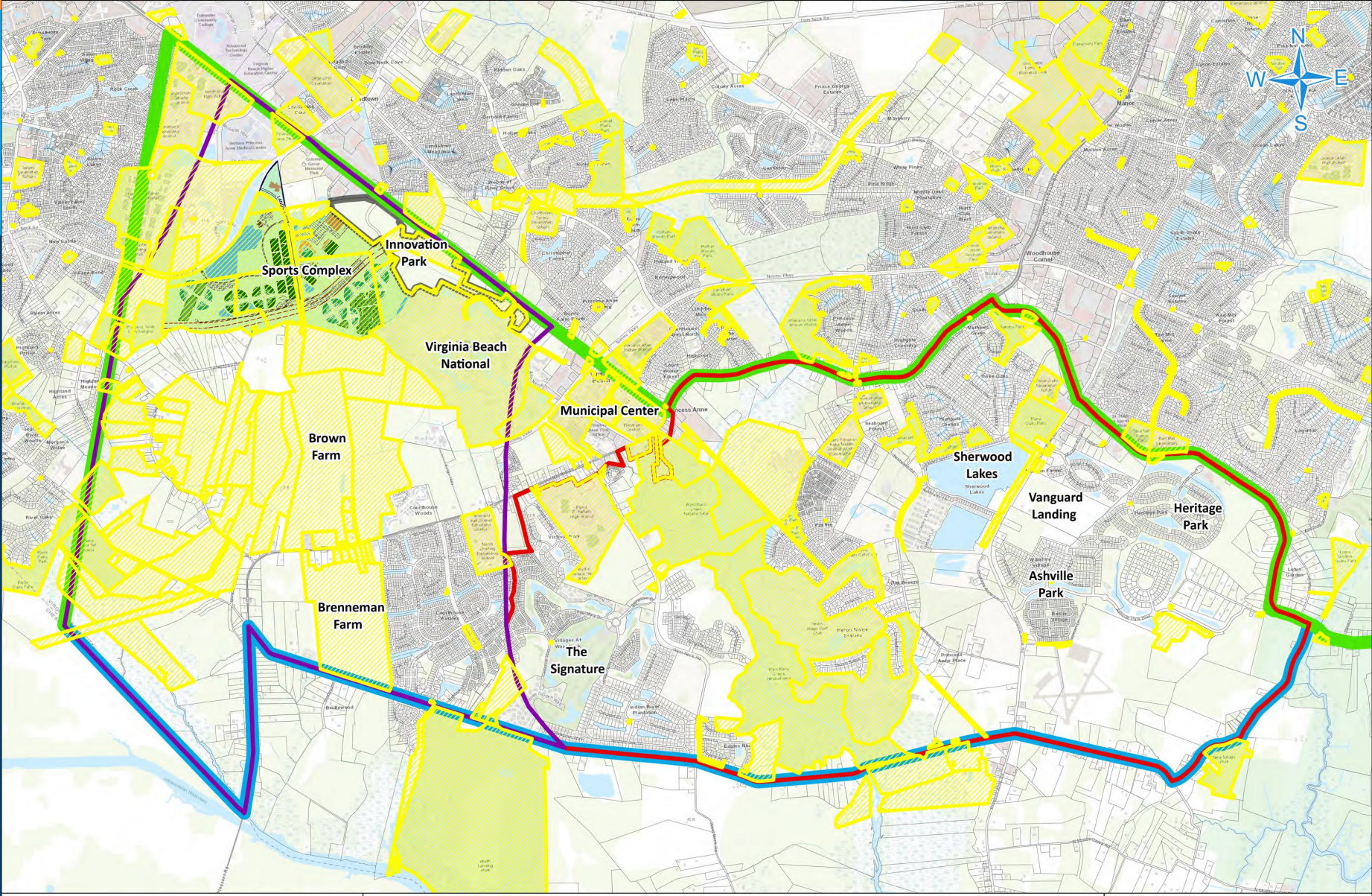
Strategic Growth Areas (SGAs)



Transition/ Courthouse Context Area



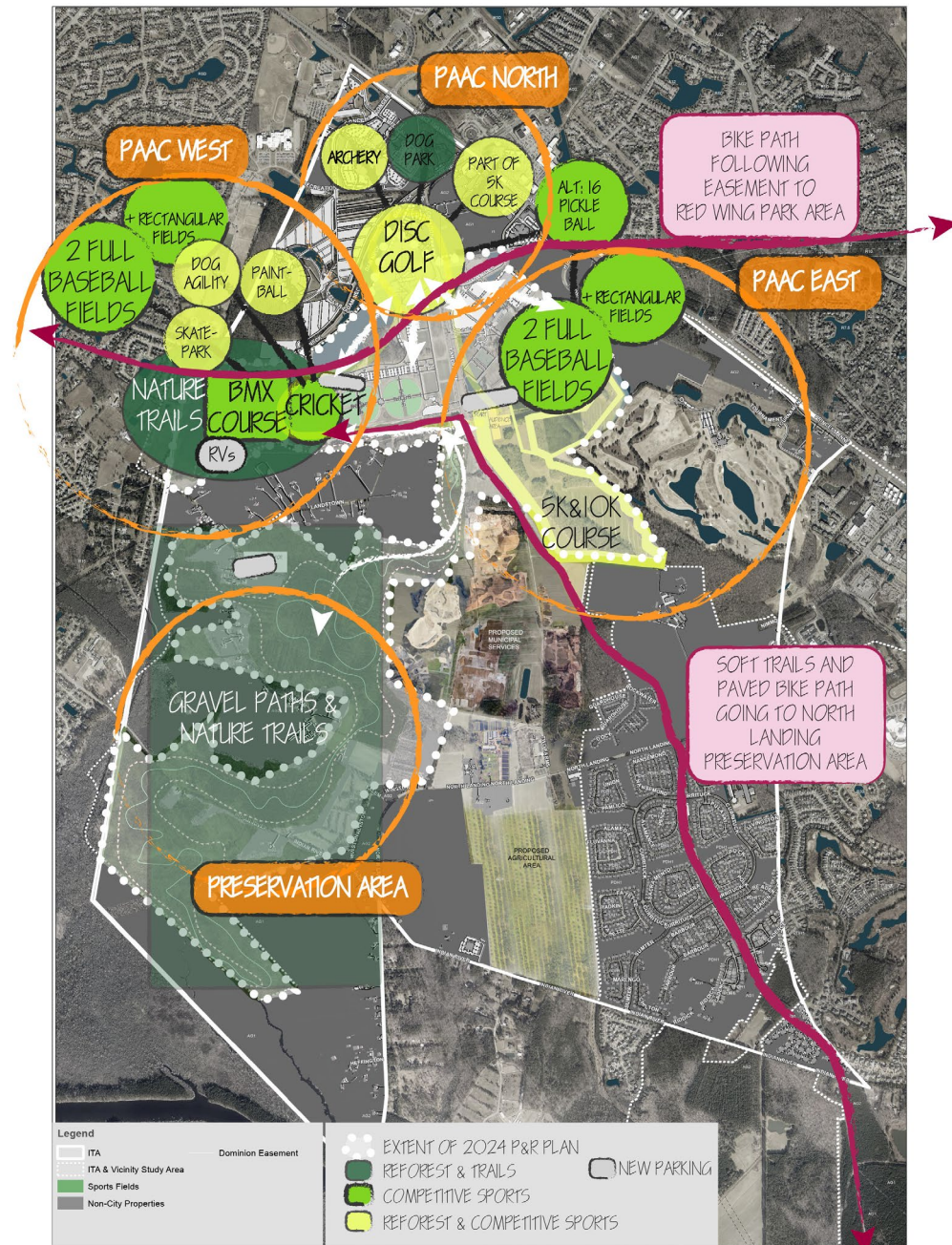
Transition/ Courthouse Context Area & Economic Development Opportunities



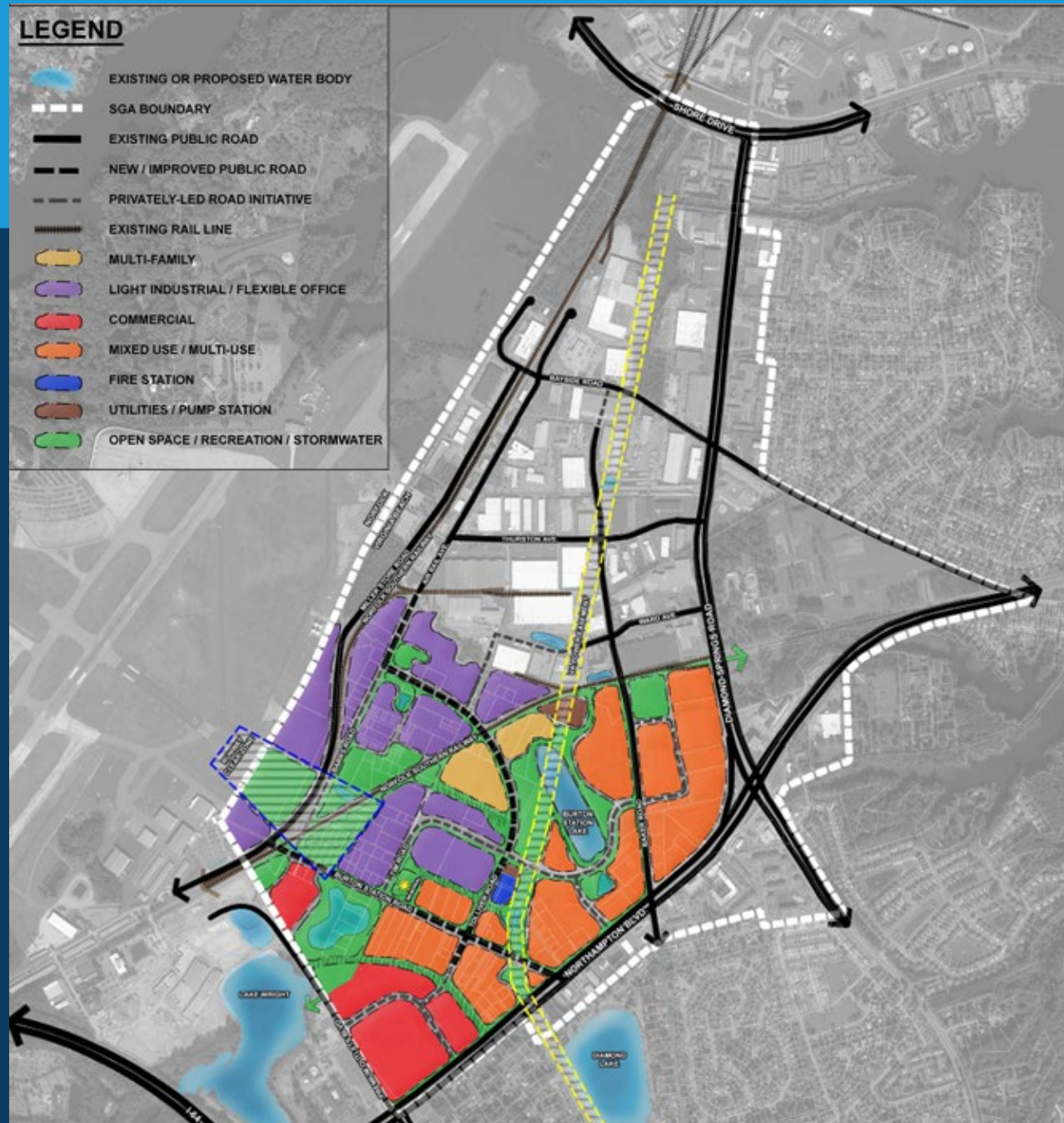
- Innovation Park
- Parcels
- City Property
- Transition Area
- Interfacility Traffic Area
- Green Line
- Blue Line



ITA Princess Anne Athletic Complex Plan: Stakeholder Ideas



Burton Station SGA Master Plan



Next Steps

- Staff and consultant are currently drafting Comprehensive Plan document.
- A preliminary draft is expected to be available in early fall (September/October).
- Comp Plan draft documents will be reviewed internally by Planning and other departments, then by community .
- A workshop with the Planning Commission will be scheduled when a draft is prepared.
- Targeted Time of Adoption: Early 2025

Thank you

COMPREHENSIVE PLAN 2040

The logo for 'imagineVB' features the word 'imagine' in a lowercase, rounded font and 'VB' in a larger, bold, uppercase font. The letters are white with a thick black outline. The background is a vibrant, abstract design with a rainbow arching over the text and stylized waves below it. The colors include blue, orange, yellow, green, and white.

imagineVB

Navigating Our Future

Questions?

Project Manager:
Hank Morrison, AICP, CZA
757-385-4319

Jmorrison@vbgov.com

CompPlan@vbgov.com

Public-Private Partnerships Incentives Overview

City of Virginia Beach Development Authority

September 6, 2024, VBDA Retreat

Kathy Warren, Director, Planning and Community Development



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Public-Private Partnerships

- Agreement to leverage large scale development, generate public benefit or increase tax revenues
- Used across country to spur private investment
- Strategy for growing economy, distributing risk
- Should be a Desirable and Feasible Project
- Guided by City Council Policy: *Guidelines for Evaluation of Investment Partnerships for Economic Development (found in VBDA binders)*

Process for Investment Partnerships

- RFQ, PPEA, RFP or unsolicited developer proposal
- City Council briefed on proposed project (Executive Session)
- City Council liaisons (and VBDA if needed/involved) assigned
- Due diligence
- Public engagement
- Development agreement for City Council approval

Current and Past Examples

- Town Center
- Pembroke Square (Pembroke Mall Redevelopment)
- Veterans United Home Loans Amphitheater at Virginia Beach
- Heron Ridge Golf Course
- Atlantic Park (Multi-Venue) Entertainment Development



Atlantic Park Construction Progress as of 8/7/2024



Town Center



Heron
Ridge Golf
Course



Veterans United Home Loans
Amphitheater



Economic Development Investment Policy Amendments

AMANDA JARRATT, DEPUTY CITY MANAGER | VBDA Retreat

September 6, 2024



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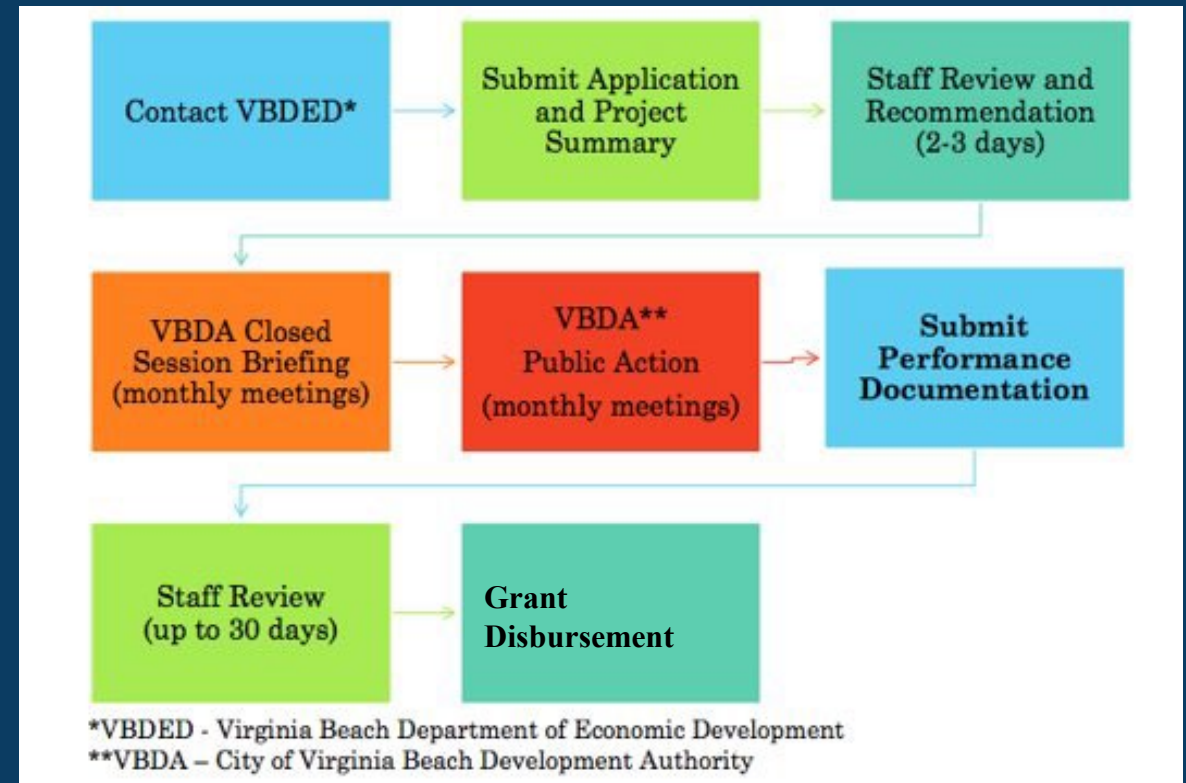
Purpose

- Provide an overview of the EDIP Program
- Provide an overview of recommended changes adopted by the City of Virginia Beach Development Authority (VBDA)
- Seek City Council Direction on next steps

VBDA – EDIP Policy Background

The Economic Development Investment Program (EDIP) is a resource the VBDA administers. It provides discretionary grants to qualifying businesses that are relocating to or expanding in Virginia Beach in support of projects that create new jobs and capital investments.

Last revised in 2020



VBDA EDIP Policy Background

- **Part A** – qualifying new businesses to locate and existing businesses to remain or expand operations
 - Awards based on (i) jobs created or retained and/or (ii) capital investment
- **Part B** – covers development or redevelopment of properties in Strategic Growth Areas, Special Economic Growth Areas, Economic Redevelopment Areas, or Opportunity Zones.
 - Awards based on capital investment
- **Part C** – covers the development or redevelopment of properties in APZ-1 or Clear Zones
 - Awards based on capital investment
- **Part D** – covers general provisions applicable to Parts A, B, and C.

EDIP – Policy Amendments

- February 20, 2024 – VBDA approved the amendments to the EDIP Policy:
 1. More closely align with the State policies;
 2. Adjust the thresholds for job creation awards to be at or above the Average Annual Wage;
 3. Clarify the required documentation for the disbursement of awards; and
 4. Remove Part E from the Policy as the local pandemic emergency justifying the inclusion of Part E has ended.
- June 18, 2024 - VBDA approved the addition of Part F to the Policy:
 - Part F would provide for grants, in an amount up to ten thousand dollars (\$10,000) each, to increase access to funding for historically underserved and marginalized small businesses

Proposed EDIP Policy Amendments

1. Capital Investment Definition and Coordination with State

- When the Project is being incentivized by the State, VBDA may approve an EDIP varying from the Policy to ensure it matches the requirements provided by VEDP
- Cost of the acquisition of land and existing buildings will not count toward the required capital investment, unless being purchased from a governmental entity and being returned to the tax rolls
- Add Qualifying Jobs definitions such as
 - Remote Jobs - *Residence not to exceed 115 miles*
 - Contractors - *located in Virginia Beach and provide dedicated full-time service to the Applicant*



Proposed EDIP Policy Amendments Cont.

2. Wage Levels for New or Retained Jobs Incentive above the Average Annual Wage (AAW)

- Tier 1: \$1,000 for an employee paid at least 1.2x the AAW
- Tier 2: \$3,000 for an employee paid at least 1.7x the AAW
- *Average Annual Wage determined by Virginia Employment Commission's Quarterly Census of Employment and Wages report. Currently \$58,032 – equating to Tier 1 at \$69,638.40 and Tier 2 at \$98,654.40*

Proposed EDIP Policy Amendments Cont.

3. Clarify the Required Documentation for Disbursement of Awards:

- Funds based on capital expenditure must include invoices and evidence of payment
- Funds based on Jobs must include the Applicant's Virginia Employment Commission Quarterly Tax Report
- Funds based on remote worker jobs, must include:
 - Individual titles and salaries
 - Hire Date
 - Zip code of residence or remote work site

4. Remove Part E from the Policy that was adopted in 2020 for temporary emergency assistance during the COVID-19 pandemic.

- All awards made under Part E have been fully administered

EDIP Addition of Part F: Small Business Grant

In response to a 2023 City Council Winter Retreat request for small business assistance, staff is proposing a Small Business Grant Program to qualifying small, women-owned, minority-owned, veteran-owned, and service-disabled veteran-owned businesses.

- *Size of Grants and Funding:* grants up to \$10,000 per approved business
 - Available funds for first round: \$150,000
 - Future rounds dependent on performance and direction by VBDA and City Council
 - Source of Part F program will be funds remaining from Part E, emergency fund program enacted during the COVID-19 pandemic

EDIP Addition of Part F: Small Business Grant

Qualifying Businesses:

- Micro-business with fewer than twenty-five (25) employees
- Hold a valid Virginia Beach business license
- Operated in the City for at least one year
- Current on the payment of all local taxes and fees
- Have not received any other grant from VBDA or the City for the past 12 months
- Does not employ an officer, official or employee of the City of Virginia Beach, VBDA, and the Minority Business Council



EDIP Addition of Part F: Small Business Grant

The Proposed Application and Program Schedule

- Interested Businesses must attend a pre-application workshop and submit a complete application
- City Council Authorizing Vote: September 17, 2024
- Press Release and Marketing Kickoff: September 18, 2024
- Pre-Application Workshops: September 30, October 2, 8, and 10, 2024
 - Eight sessions (four in-person and four virtual)
- Begin Accepting Applications: October 21, 2024 - until funds are depleted, at least 10 days' notice will be given before subsequent rounds open



SMALL BUSINESS DEVELOPMENT GRANT

Up to \$10,000 in grant funding
APPLICATION OPEN UNTIL NOVEMBER 7, 2024

BUSINESS DEVELOPMENT

For a full list of eligibility requirements and to apply,
Virginia Beach HIVE Business Resource Center



EDIP Addition of Part F: Small Business Grant

Selection Committee

- Four members, with one representative from VBDA, The Minority Business Council, The Department of Economic Development and the City Manager's Office
- Selection Committee will review applications and score based on points system of eligibility criteria stated in the application
- Businesses must commit to attending business counseling sessions at the HIVE if awarded the grant



Use of Funds

Permitted Uses:

- Working capital (purchase of inventory or renewables)
- Marketing & advertising
- Development of online or mobile presence
- Equipment/supplies purchase
- Business expansion
- Real estate acquisition
- Other business development purpose approved by VBDA

Not Permitted Uses:

- Payroll
- Salaries
- Insurance
- Lease payments
- Personal expenses

Recommendation

The VBDA requests City Council adopt an ordinance approving the Amended Policy, to include the February 2024 Amendments and addition of Part F as presented.

Questions?



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HIVE Overview & Workforce Updates

City of Virginia Beach Development Authority

September 6, 2024 | Retreat

Ihsane Mouak- Economic Development Project Manager



The HIVE-VB Business Resource Center

July '23-July '24 Metrics

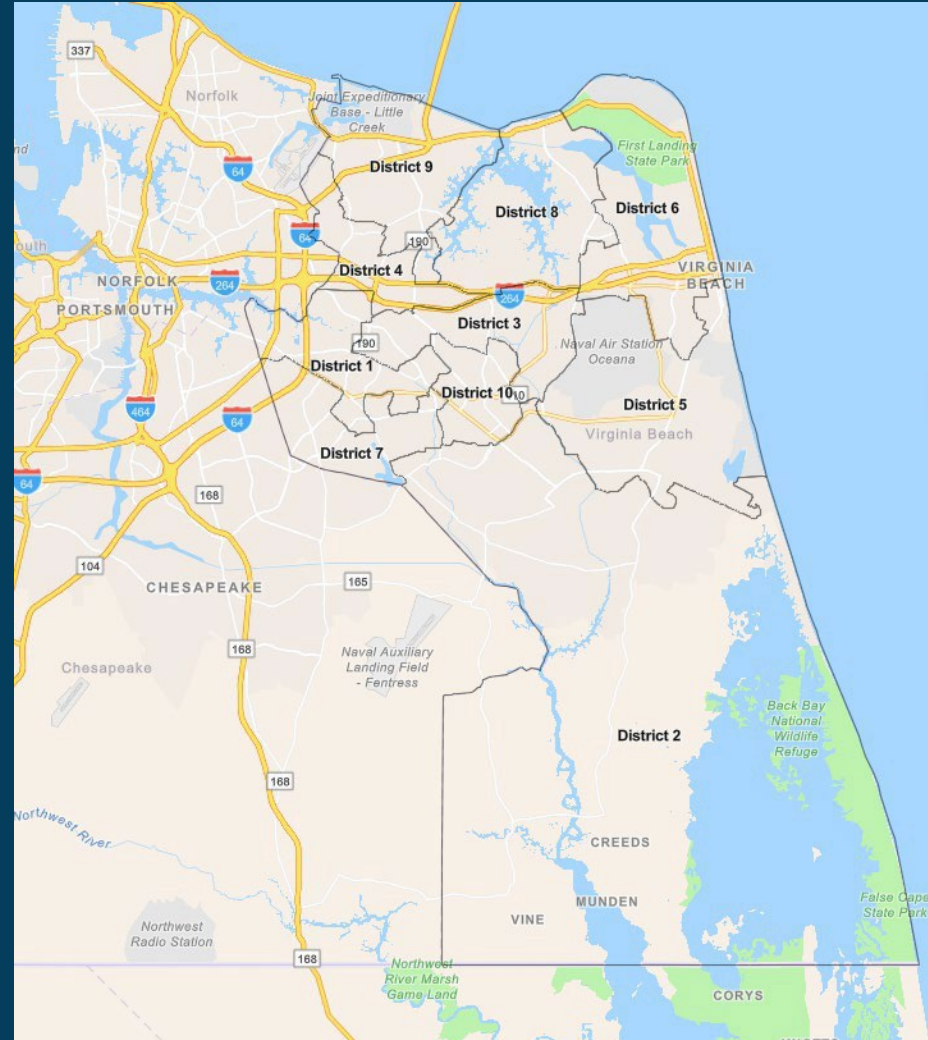
- New Clients: 550
- Business Resource Partners: 145+
- Trainings/Workshops: 245
- SWaM Certifications: 191
- One-On-One Business Counseling: 1,310
- Business Plan Graduates: 104
- Veteran Owned Business Assistance: 48
- Thrive @ The HIVE, No-Cost Workspace: 19



HIVE One-On-One Business Assistance

135 Business Assistance:

- **District 1:** 11 businesses
- **District 2:** 6 businesses
- **District 3:** 15 businesses
- **District 4:** 21 businesses
- **District 5:** 17 businesses
- **District 6:** 11 businesses
- **District 7:** 12 businesses
- **District 8:** 11 businesses
- **District 9:** 14 businesses
- **District 10:** 17 businesses



HIVE Monthly Newsletter

HIVE September Newsletter



The HIVE VB Business Resource Center September 2024

NEWSLETTER



Celebrate National Hispanic Heritage Month!

As we celebrate National Hispanic Heritage Month, the HIVE- VB Business Resource Center is highlighting the contributions of Hispanic entrepreneurs and businesses to the local economy. This annual observance recognizes the history, culture, and achievements of individuals with roots in Spanish-speaking countries.

Hispanic Business Impact in Virginia

Hispanic-owned businesses play a significant role in Virginia's economy:

- In Virginia, Hispanics/Latinos make up 10.6% of the state's population.
- The Hispanic population in Virginia is projected to double over the next two decades.
- Hispanic entrepreneurs are starting businesses at a faster rate than any other demographic group in the United States.

HIVE Initiatives

The HIVE is actively supporting Hispanic entrepreneurs through various programs:

- Partnerships: Collaborations with [Chamber for Hispanic Progress](#) and [ExpandLogy](#) to provide resources and education.
- One-on-One: Recent consultations like "[Comienza Tu Futuro Financiero](#)" by Chartway Federal Credit Union offers financial skills training for Hispanic businesses.
- HIVE Newsletter: A dedicated Hispanic page "[Creciendo Juntos @ The HIVE](#)" is added to the newsletter.

Talent Innovation- Partnerships & Programs

Virginia Wesleyan University (7/23-6/24)

- 1,070 learners
 - 726 in-person classes
 - 344 Online
 - 1,000 certifications

In-person at the HIVE or on campus

- 64 total courses with 541 registrants
Project Management Essentials with CAPM, CompTIA A+ Certification Workshop Core 7, CompTIA Security+, Logistic SupplyChain A to Z, Entrepreneurship, Microsoft Office Specialist...

VWU Online

- 81 total courses with 344 registrants
Business Marketing and Writing, Fundamentals of Supervision and Management, Business Budgeting, Professional Sales Skills, Managing Customer Service...



Talent Innovation- Partnerships & Programs 1

Tidewater Community College



- Career Studies Certificate- Offshore Wind Energy Technician
- Introduction to Wind Energy- 4wks, 8 modules
- Augmented Reality Welding
- NCCER Core
- NCCER Pipelayer
- Mobile Welding
- FAME- VB Chapter

HRWC Veteran Employment Center- Military talent employment & entrepreneurship

- 757 Career Summits
 - NAS Oceana 2/29, JEB Little Creek 6/6, Fort Eustis 9/11, Naval Station Norfolk 11/7
- DOD Skillbridge Expo
- HIRE Vets Now
- HIVE @ the VET Center in Newport News
- At the HIVE: After TAP workshops, New V3 certified companies' event, Executive military transition seminars, Mil spouse programs, Vet Business Roundtable

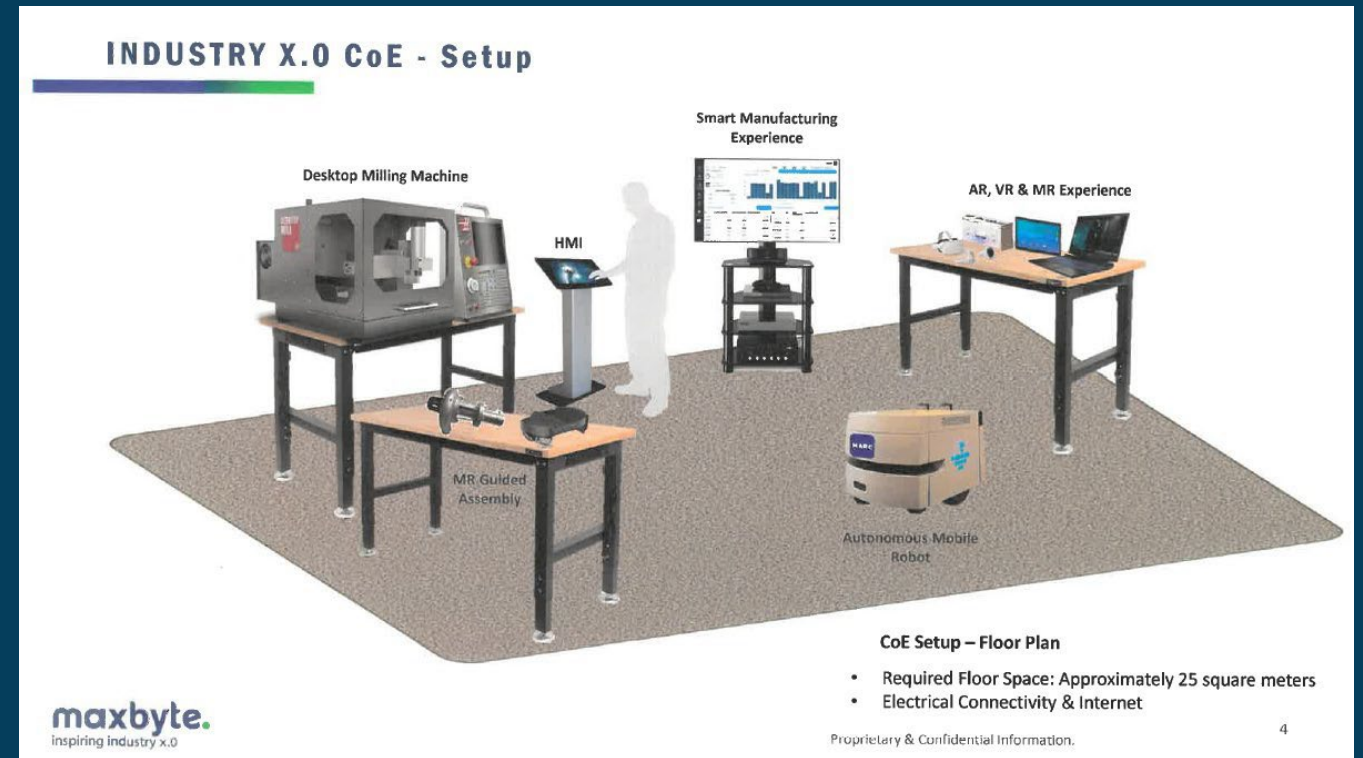


Talent Innovation- Partnerships & Programs 2

- **Hampton Roads Workforce Council**
 - 67 VB business assistance with recruitment services, worker training
 - 12 VB residents with training & career counseling
 - 40 VB residents enrolled in VBThrive
- **ScaleUp USA**- Federal Contracting Accelerator, Win and Execute federal government opportunities
- **Transition Overwtach**- Creating Tech Talent through Military apprenticeship- Train through the transition
- **Maritime Institute**- GWO Training, Welding Labs and Job placement of graduates
- **VB Technical & Career Education**- General Advisory Council, Internships, Entrepreneurship, Skill Trades
- **Kempsville HS Entrepreneurship Business Academy**- Internships, mentorships, pitch competition
- **VB Adult Learning Center**- Entrepreneurship & Employment for ELC students

Talent Innovation- Industry X.0 by Maxbyte Technologies Ribbon Cutting September 12

- CoE at the Advanced Technology Center
- CoE will be used to interactively experience smart manufacturing
- CoE will help manufacturers identify suitable X.0 solutions for their own facility
- Establish a platform to support industry X.0 training programs for industry professionals, academicians and students





STARTUP WORLD CUP
VIRGINIA REGIONAL
AUGUST 28TH, 2024

STARTUP
WORLD CUP

PEGASUS

INNOVATE
HUNTER KNIGHT

ORCA
STRATEGIES

NASA

WILSON TECHNOLOGICAL
THUNDERBOLT INCUBATOR

T2X

ProcureCon
MARITIME

HowWaves Business Forum 2024
August 14-15, 2024
180 Independence Ave
Virginia Beach, VA

BEACH BUSINESS RESOURCE CENTER
THE HIVE

Sign up for the Beach Resource Center today!

THE HIVE

THE HIVE VB BUSINESS RESOURCE CENTER

THE HIVE VB BUSINESS RESOURCE CENTER WAS ANNOUNCED BY

THE GOV OF VIRGINIA'S READY DEPARTMENT OF ECONOMIC DEVELOPMENT

*OCTOBER OF 2023

THE HIVE
Where we sing and thrive

CAPSTONE PROJECT
HUNTER KNIGHT

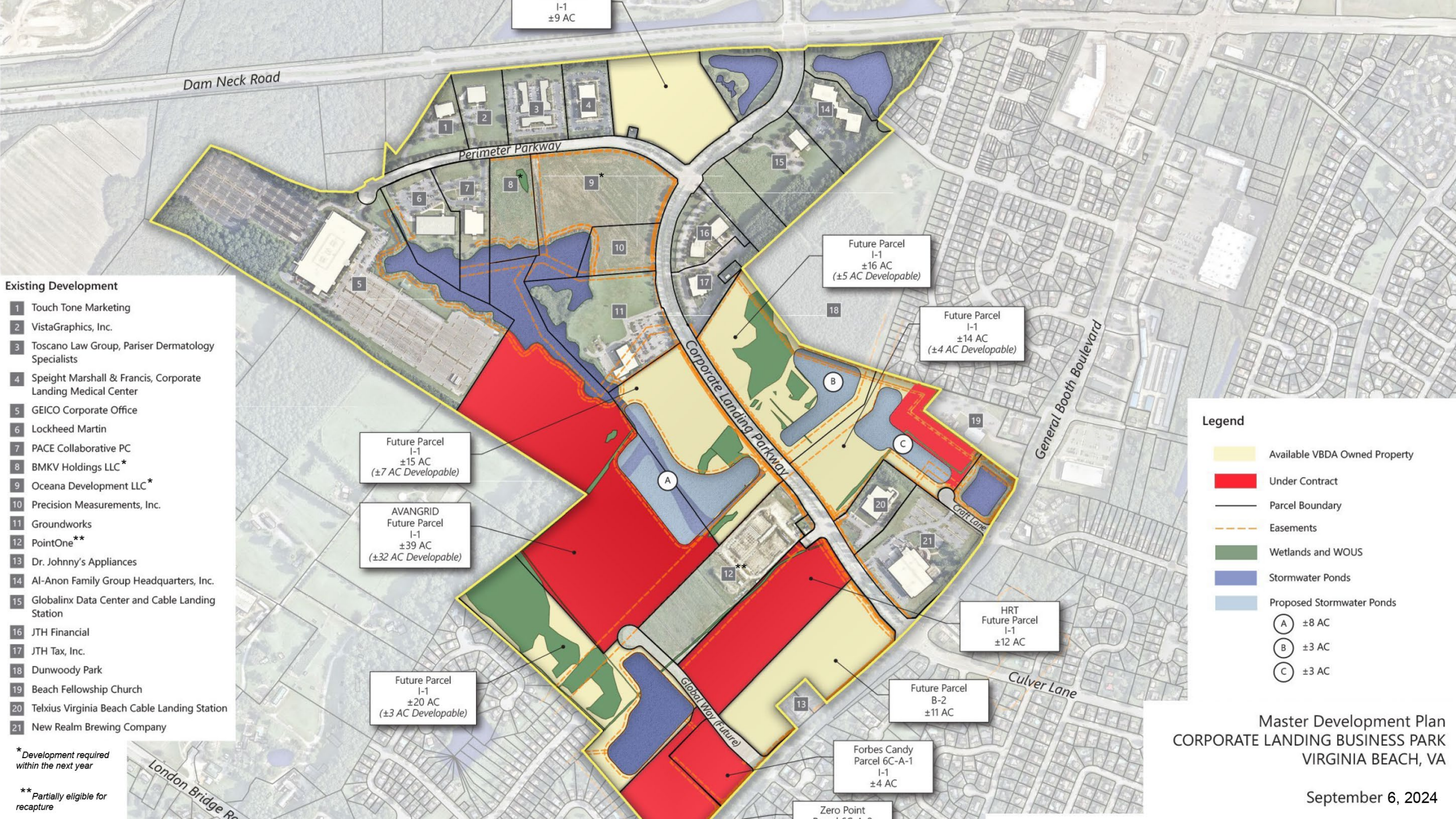
An aerial photograph of Virginia Beach, Virginia, taken at sunset. The sky is a mix of orange, yellow, and blue. In the foreground, a large blue rectangular box is overlaid on the image, containing white text. The background shows a dense urban area with various buildings, including a prominent tall building with a pointed top and a 'WESTIN' sign. A bright light source, likely the setting sun, creates a starburst effect in the middle ground. The city extends to the horizon, with lights beginning to glow as dusk falls.

VBDA Business Parks

City of Virginia Beach Development Authority

September 6, 2024

Presenter: Emily Archer, Deputy Director



Dam Neck Road

Perimeter Parkway

Corporate Landing Parkway

General Booth Boulevard

Culver Lane

London Bridge Road

I-1
±9 AC

Future Parcel
I-1
±16 AC
(±5 AC Developable)

Future Parcel
I-1
±14 AC
(±4 AC Developable)

Future Parcel
I-1
±15 AC
(±7 AC Developable)

AVANGRID
Future Parcel
I-1
±39 AC
(±32 AC Developable)

Future Parcel
I-1
±20 AC
(±3 AC Developable)

HRT
Future Parcel
I-1
±12 AC

Future Parcel
B-2
±11 AC

Forbes Candy
Parcel 6C-A-1
I-1
±4 AC

Zero Point

- Existing Development**
- 1 Touch Tone Marketing
 - 2 VistaGraphics, Inc.
 - 3 Toscano Law Group, Pariser Dermatology Specialists
 - 4 Speight Marshall & Francis, Corporate Landing Medical Center
 - 5 GEICO Corporate Office
 - 6 Lockheed Martin
 - 7 PACE Collaborative PC
 - 8 BMKV Holdings LLC*
 - 9 Oceana Development LLC*
 - 10 Precision Measurements, Inc.
 - 11 Groundworks
 - 12 PointOne**
 - 13 Dr. Johnny's Appliances
 - 14 Al-Anon Family Group Headquarters, Inc.
 - 15 Globalinx Data Center and Cable Landing Station
 - 16 JTH Financial
 - 17 JTH Tax, Inc.
 - 18 Dunwoody Park
 - 19 Beach Fellowship Church
 - 20 Telxius Virginia Beach Cable Landing Station
 - 21 New Realm Brewing Company

- Legend**
- Available VBDA Owned Property
 - Under Contract
 - Parcel Boundary
 - Easements
 - Wetlands and WOUS
 - Stormwater Ponds
 - Proposed Stormwater Ponds
 - (A) ±8 AC
 - (B) ±3 AC
 - (C) ±3 AC

*Development required within the next year

**Partially eligible for recapture

Master Development Plan
CORPORATE LANDING BUSINESS PARK
VIRGINIA BEACH, VA

September 6, 2024



THE LANDING PKWY

PARK CENTER DR

GENERAL BOOTH BLVD

CULVER LN

CULVER LN

ASHMORE DR

LAS CRUCES DR

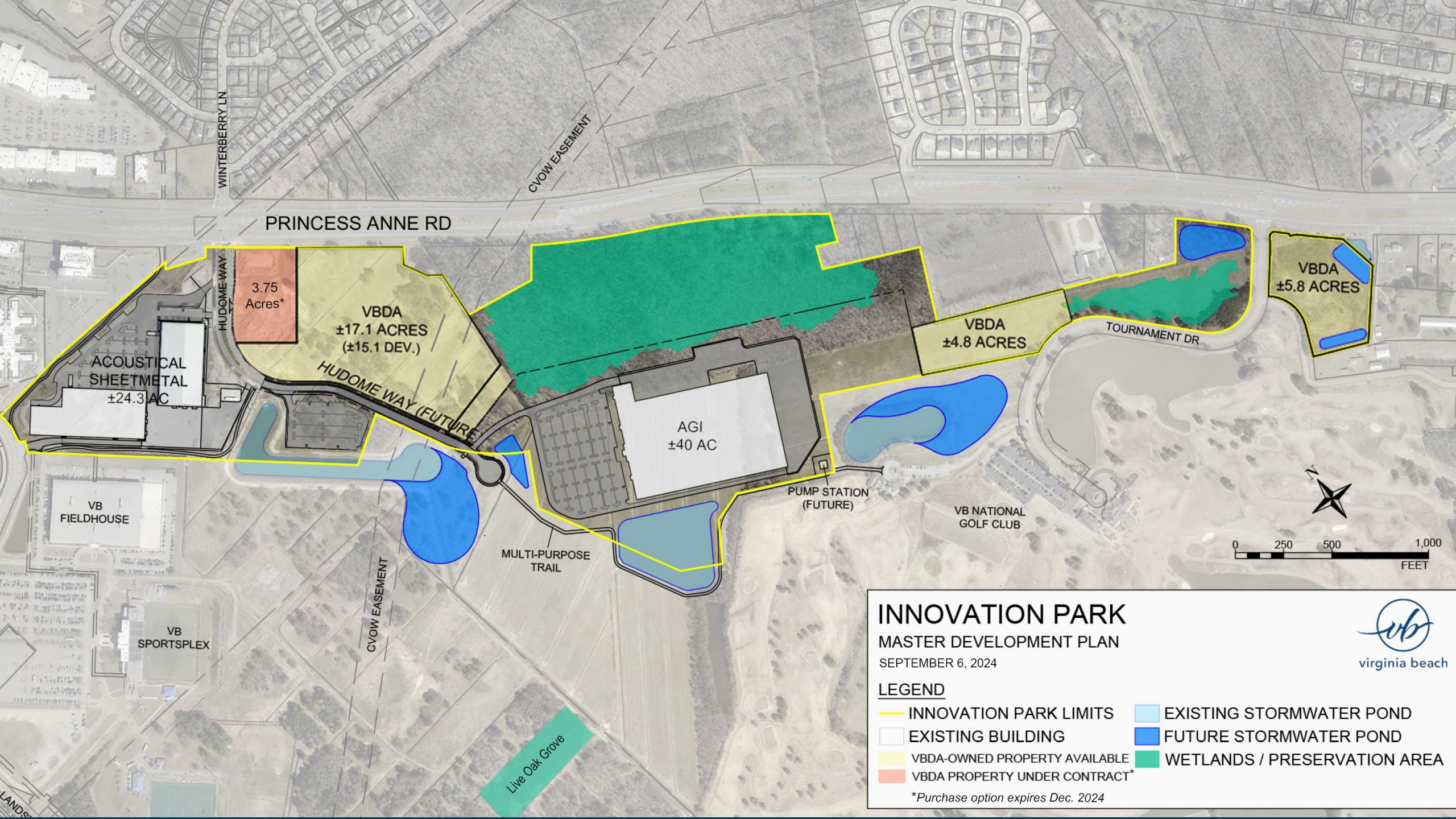
LAS CRUCES DR

AGECROFT DR

KENWO

LEWISHAM WAY

200 ft
100 m



PRINCESS ANNE RD

WINTERBERRY LN

CVOW EASEMENT

HUDOME WAY

3.75 Acres*

VBDA ±17.1 ACRES (±15.1 DEV.)

HUDOME WAY (FUTURE)

ACOUSTICAL SHEETMETAL ±24.3 AC

AGI ±40 AC

VBDA ±4.8 ACRES

VBDA ±5.8 ACRES

TOURNAMENT DR

VB FIELDHOUSE

PUMP STATION (FUTURE)

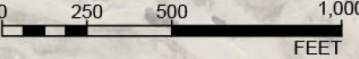
VB NATIONAL GOLF CLUB

MULTI-PURPOSE TRAIL

CVOW EASEMENT

VB SPORTSPLEX

Live Oak Grove



INNOVATION PARK

MASTER DEVELOPMENT PLAN

SEPTEMBER 6, 2024



LEGEND

- INNOVATION PARK LIMITS
- EXISTING BUILDING
- VBDA-OWNED PROPERTY AVAILABLE
- VBDA PROPERTY UNDER CONTRACT*
- EXISTING STORMWATER POND
- FUTURE STORMWATER POND
- WETLANDS / PRESERVATION AREA

*Purchase option expires Dec. 2024





