



Virginia Beach's First Creative Arts District

VIBE = Virginia BEach

#1 – A geographic location designated by our local City Council

#2 – A non-profit established by local community leaders following a grass roots effort



ViBe = POSITIVE PRESS FOR CITY OF VB

SINCE THE CREATION OF THE VIBE CREATIVE DISTRICT IN 2015:

- ⚡ **50+** new or expanded small businesses have opened
- ⚡ **DOZENS** of large-scale murals (50+) were added
- ⚡ **HUNDREDS** of artists commissioned to create new works (200+)
- ⚡ **HUNDREDS** of new public artworks for the community (350+)
- ⚡ **HUNDREDS** of earned media articles, blogs and videos (750+)
- ⚡ **THOUSANDS** of public participants on community events
- ⚡ **\$200,000** paid out in artist stipends since 2016
- ⚡ **\$1 MILLION** dollars raised by nonprofit since 2016
- ⚡ **MILLIONS** in private commercial development
- ⚡ **\$20+ MILLIONS** increased real estate values

⚡ **ALL GARNERING NATIONAL ATTENTION**

**ADJACENT
TO NORFOLK,
THIS CITY
HAS ABOUT 30 MILES
OF OCEANFRONT &
A CREATIVE DISTRICT
CALLED ViBe**

JEOPARDY![®]

The Arts District Extends Beyond Music

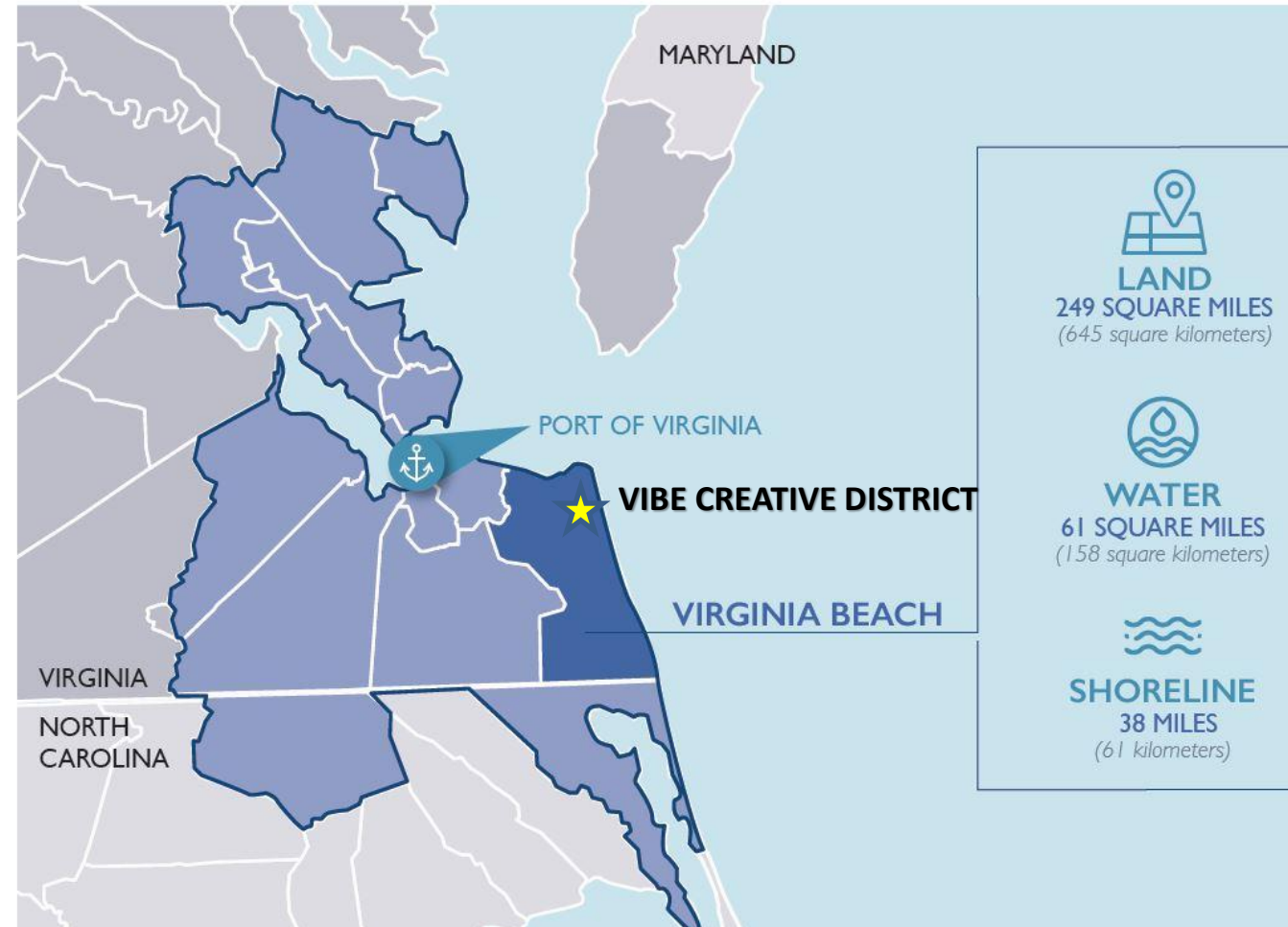


ViBe District. Photo credit: Courtesy of Visit Virginia Beach

About Virginia Beach



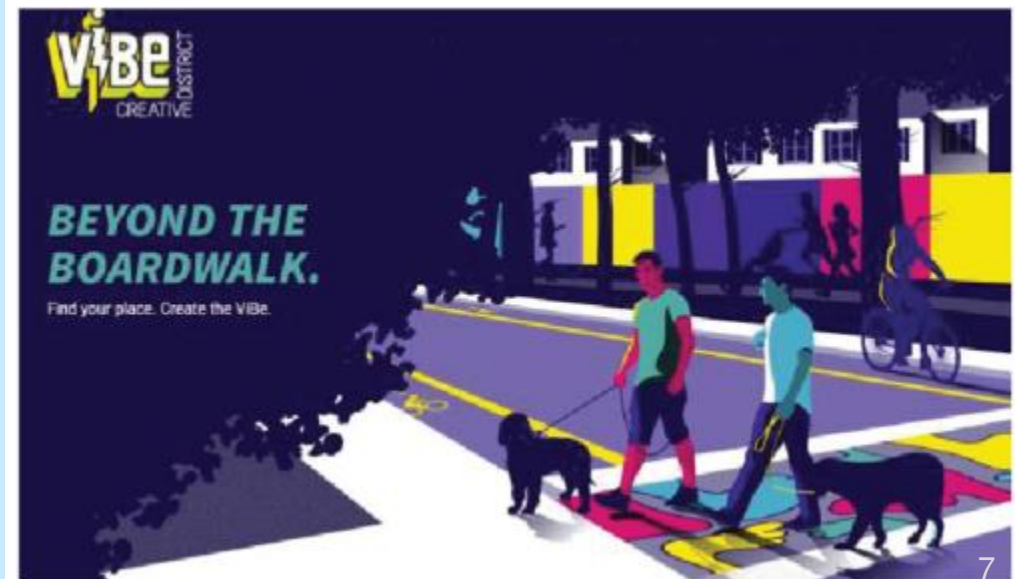
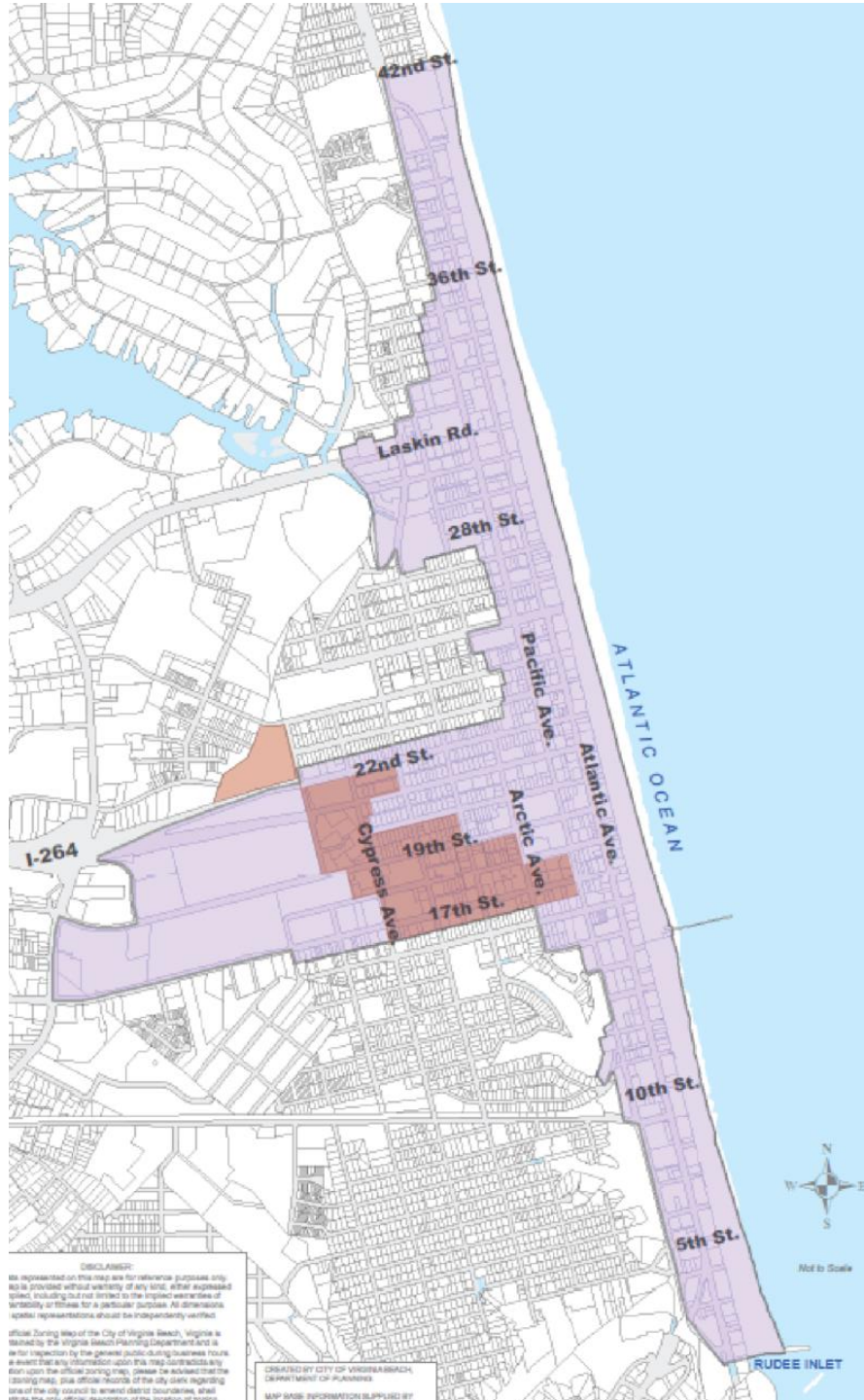
VIRGINIA BEACH – NORFOLK MSA



⚡ 1.7 Mil MSA population | 450,000 City population | Largest City in State

What is the ViBe in Virginia Beach?

- ⚡ ViBe is Virginia Beach's first arts district
- ⚡ Located within the Virginia Beach Resort Area
- ⚡ Central Beach District / Entertainment District





VIRGINIA BEACH CENTRAL BEACH RESORT DISTRICT

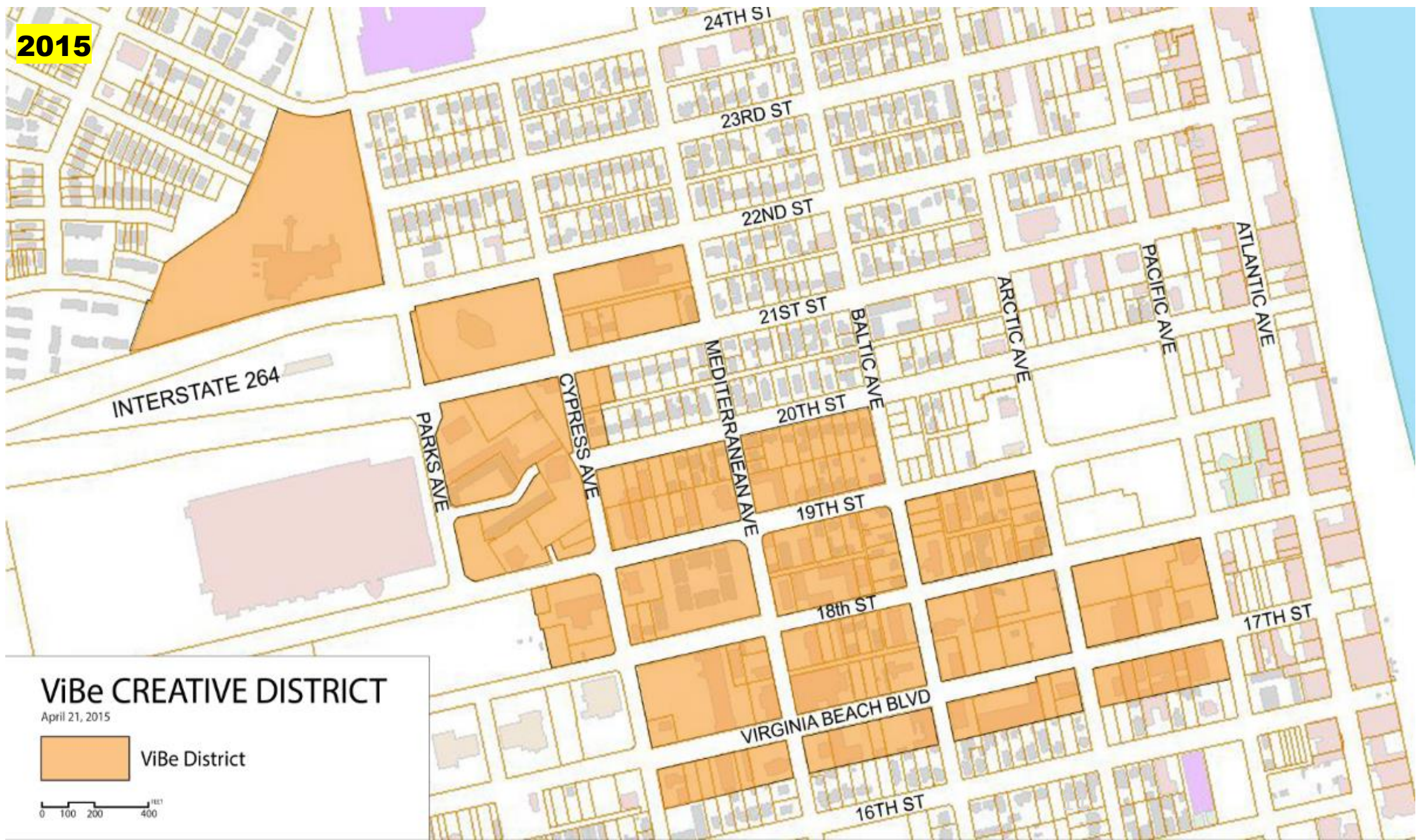
Establishing the ViBe Creative District



Virginia Beach City Council established an ordinance in April 2015 to:

- ⚡ Spur economic development
- ⚡ Attract residents, business and visitors
- ⚡ Create a unique place for local artists and creative businesses

2015



ViBe CREATIVE DISTRICT

April 21, 2015

 ViBe District

0 100 200 400 FEET

VIBEDISTRICT WALKING MAP



A ViBe-rant Part of Life in VB

#1 OCEANFRONT

#2 TOWN CENTER

#3 VIBE DISTRICT



ViBe Incentives from the City of Virginia Beach

⚡ “Creative Business” Certification:

- ⚡ Visual and performing arts, music
- ⚡ Design, architecture, historic preservation
- ⚡ Film, software and other media development
- ⚡ Culinary Arts and farmers markets
- ⚡ Publishing and advertising
- ⚡ Renewable energy technology
- ⚡ Hand crafted furniture, goods and antiques

⚡ Certification qualifies a business to be eligible for:

- ⚡ Business tax rebate
- ⚡ Reimbursement for permit and zoning fees
- ⚡ Partial real estate exemption for rehabilitated structure (for 10 years)
- ⚡ Live-Work Provisions

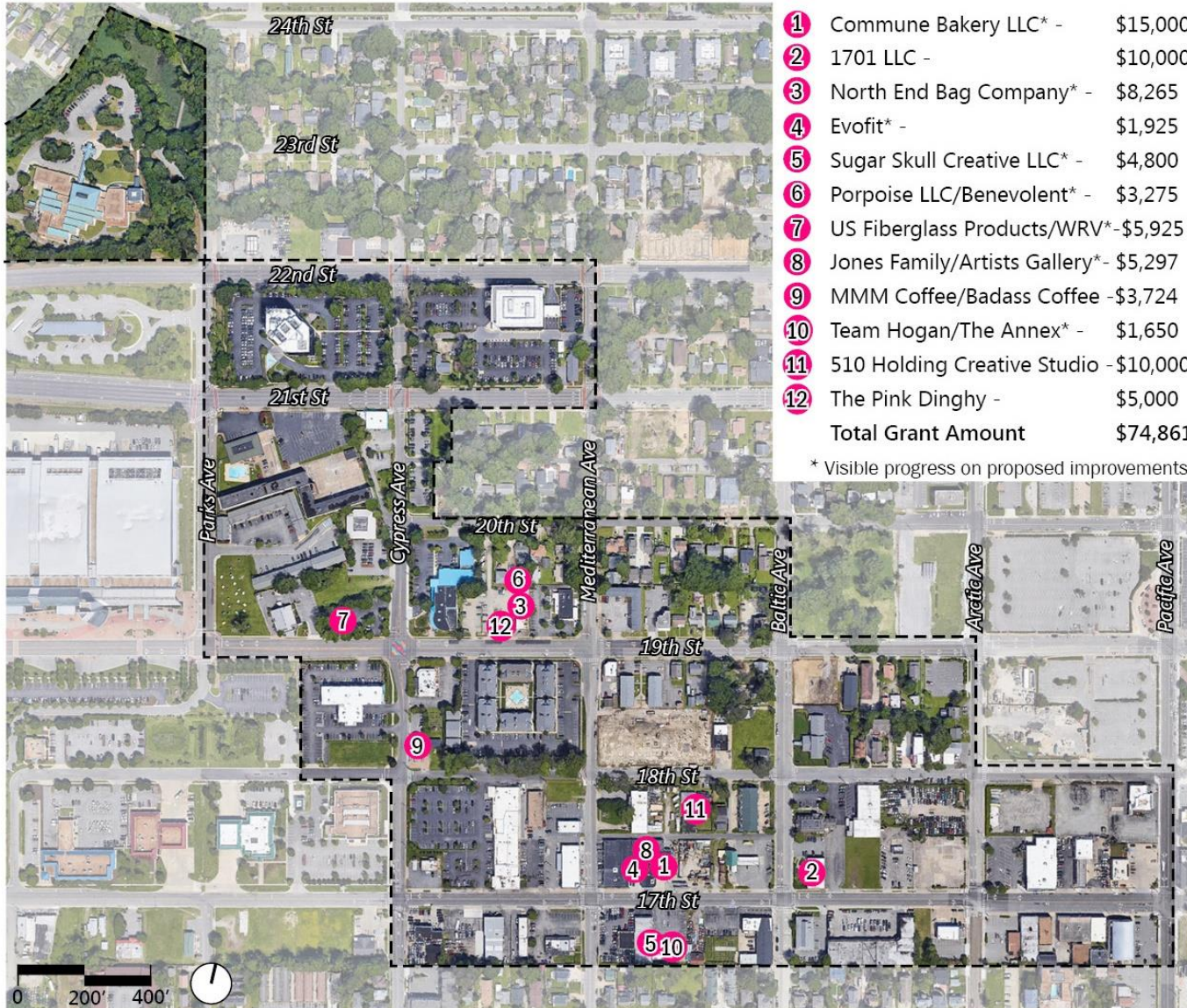


Small Business Matching Grant Program

- ⚡ Researched over 15 other districts across the nation
- ⚡ In 2018, \$75,000 was made available for a matching grant program
- ⚡ Matching private investment over \$375,000
- ⚡ Program went City-wide in 2021



Matching Grant Program to Spur Business Growth



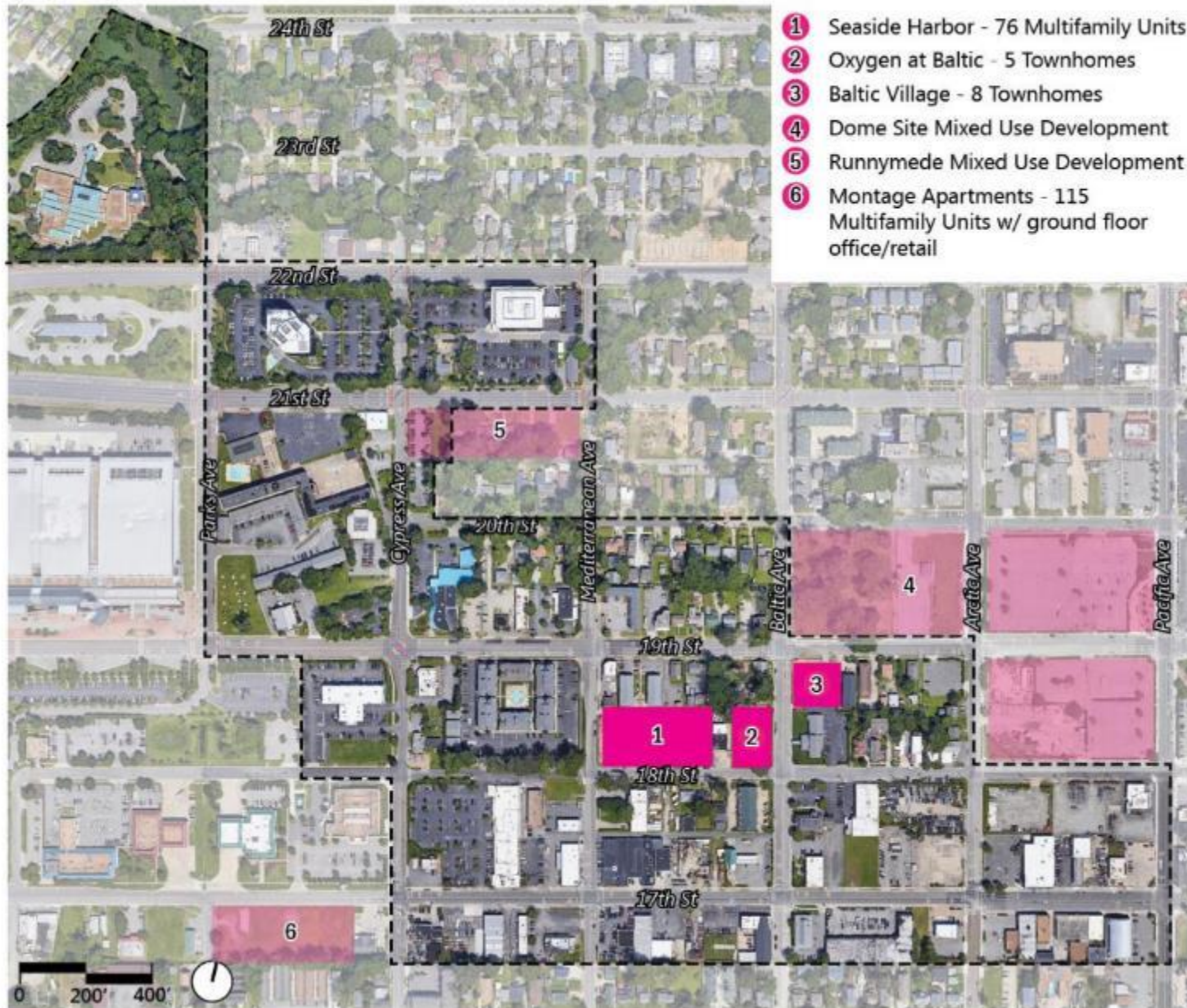
Virginia Beach Real Estate Assessor's Report



- ⚡ 5-year report from 2015 to 2019 illustrates a \$20 Million Dollar increase in property values
- ⚡ \$12.8 Million of that is from direct Private Investment
- ⚡ New businesses are transforming entire street corners



Private Development



1



2



3



4



5



6



⚡ More than 200 new residential units to date since 2016.

Connectivity Planning

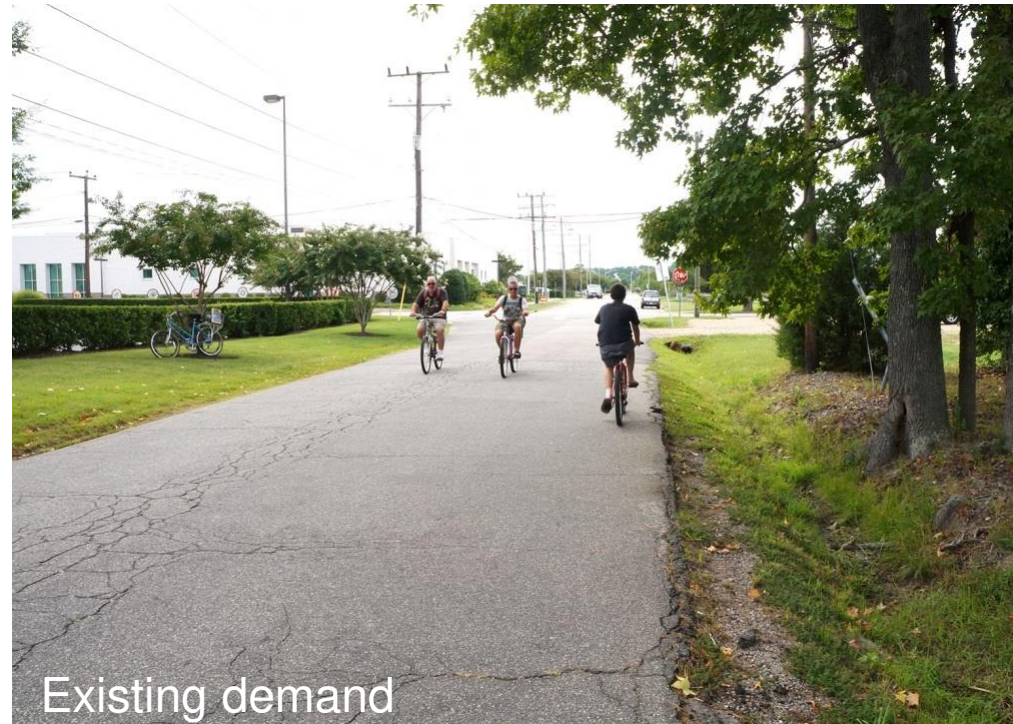
⚡ How to connect and facilitate growth on a disparate and historically auto-centric area?



Lack of sidewalks



Stakeholder input

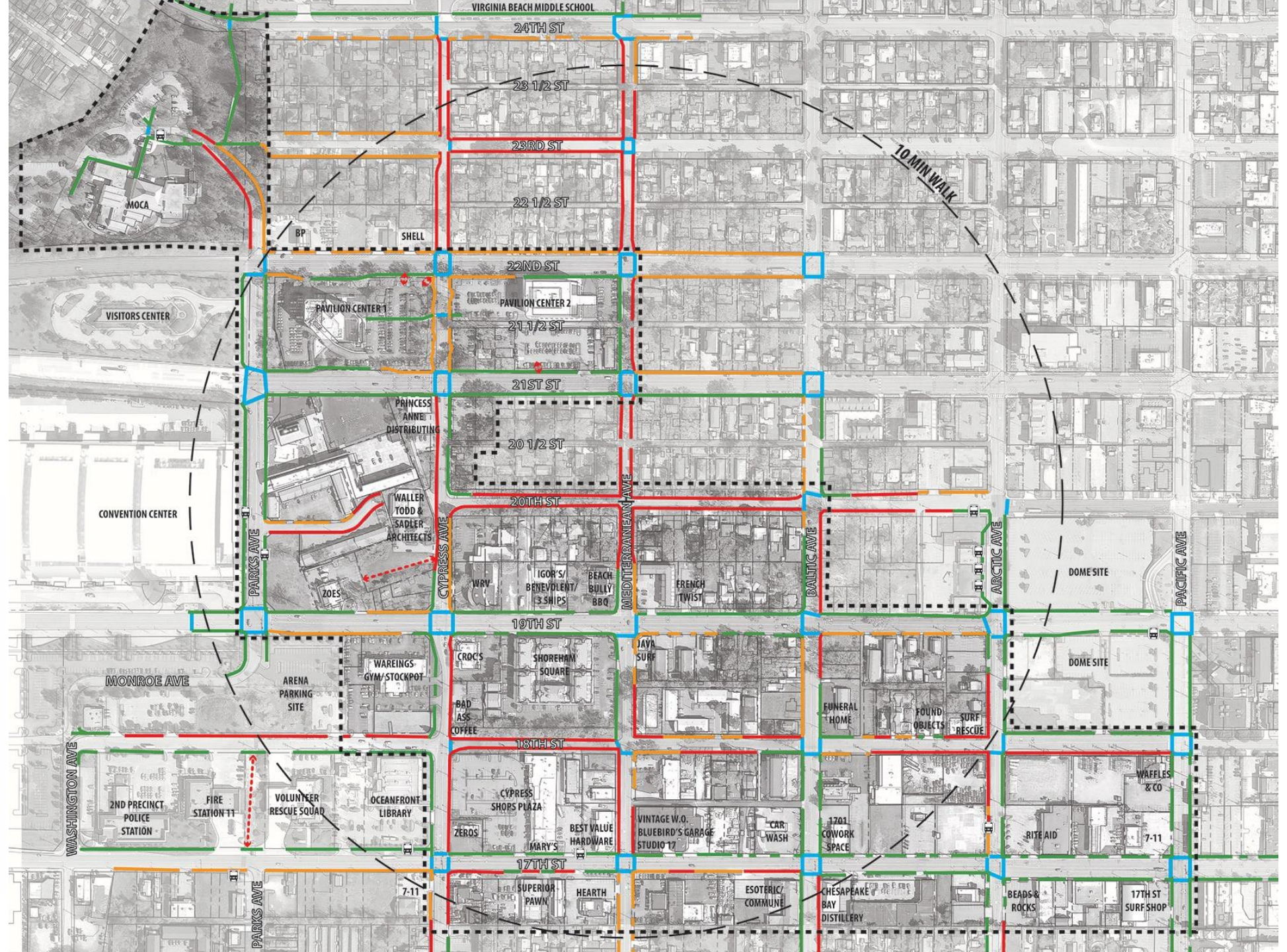


Existing demand

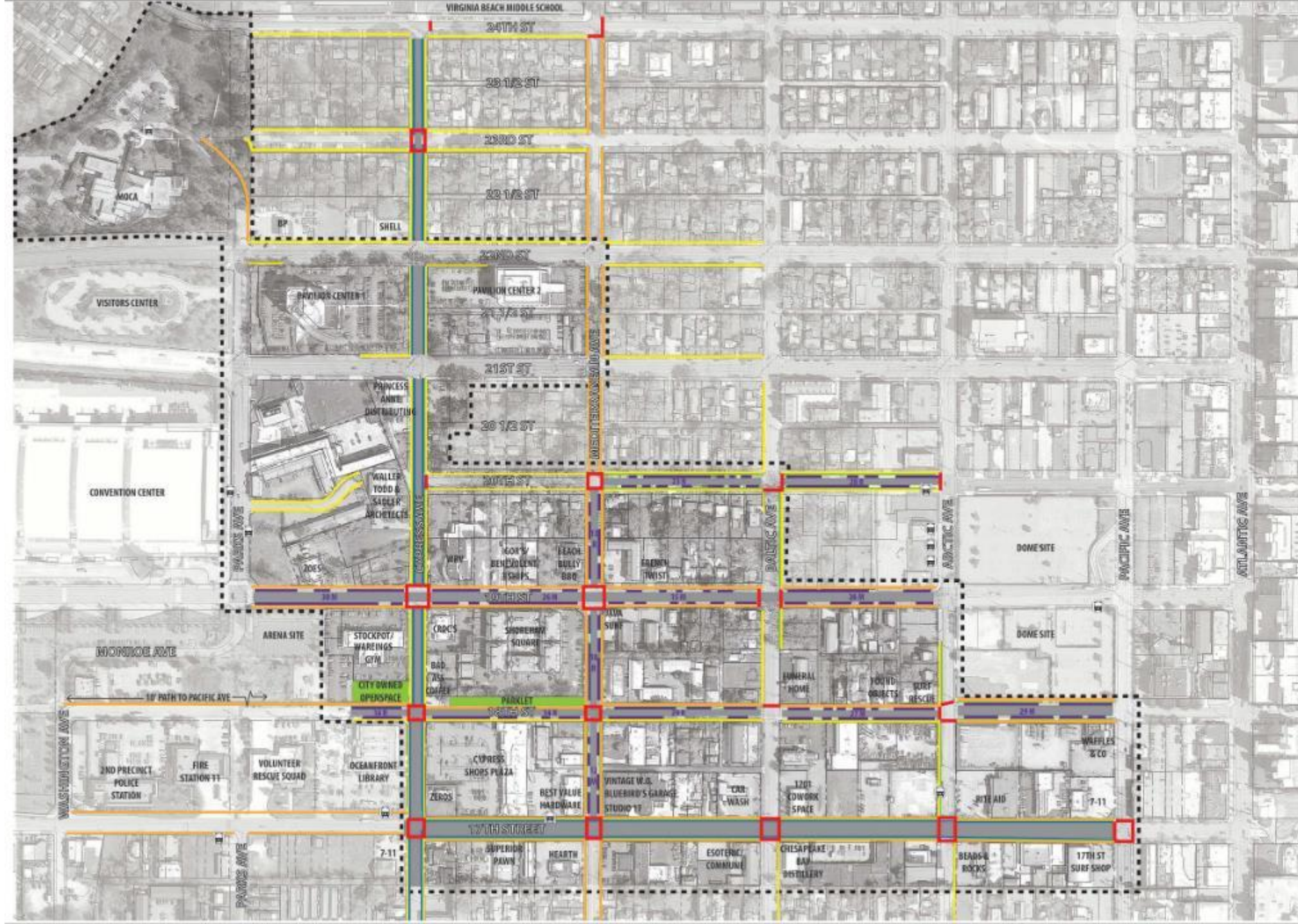
2015 Walking Audit

LEGEND

-  Crosswalk
-  No Sidewalk
-  Poor Sidewalk
-  Decent Sidewalk
-  Evidence of Nonvehicular Traffic
-  ViBe District Boundary
-  10 Minute Walking Distance
-  Bus Stop



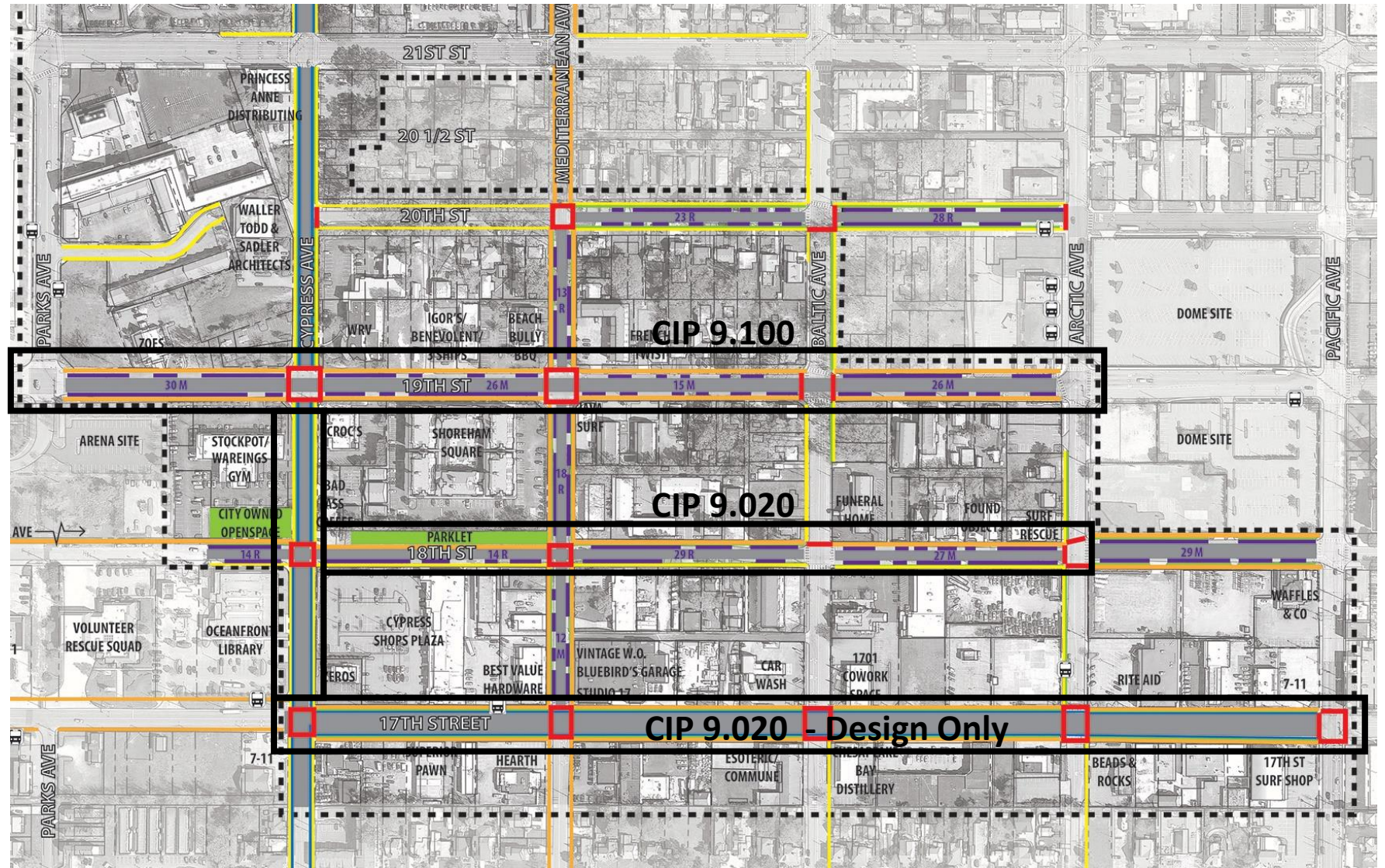
CONNECTIVITY VISION PLAN



- LEGEND**
- 6'-8' Sidewalk
 - > 8' Sidewalk
 - On Street Bike Facility
 - Vegetated Buffer
 - On Street Parallel Parking
 - Roadway Infrastructure Improvements
 - New Crosswalks
 - Vibe District Boundary
 - Existing Bus Stop
- XX M Number of Metered Spaces On Street
- XX R Number of Residential Spaces On Street

Connectivity Planning with Major Road Improvements

- ⚡ ViBe Infrastructure Improvement Fund first established for \$4 Mil in 2017 (CIP 9.020)
- ⚡ Grew to include budgeted CIP projects for 17th, 18th, 19th Streets



19TH STREET CORRIDOR IMPROVEMENTS



19TH STREET CORRIDOR IMPROVEMENTS



18TH STREET CORRIDOR IMPROVEMENTS



18TH STREET CORRIDOR IMPROVEMENTS



18TH STREET CORRIDOR IMPROVEMENTS



17TH STREET CORRIDOR IMPROVEMENTS

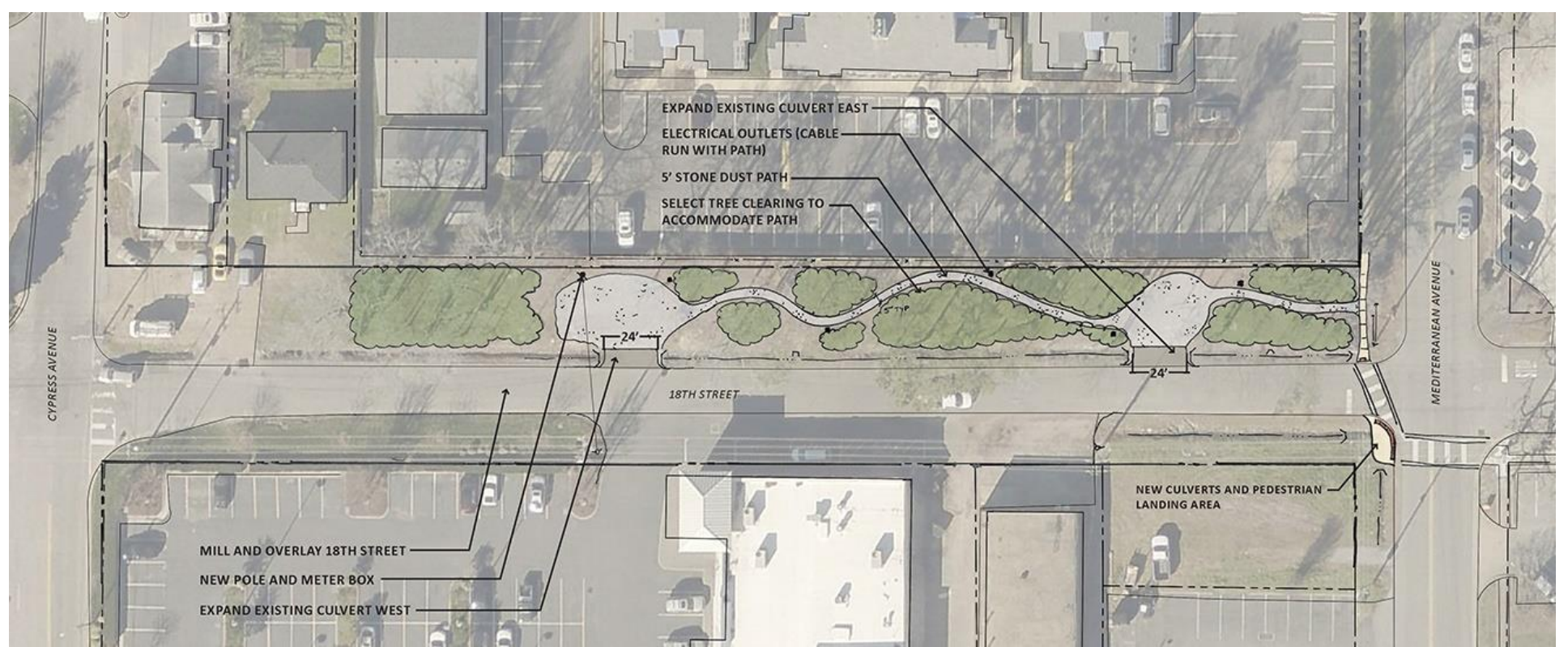


17TH STREET CORRIDOR IMPROVEMENTS



Interim Improvements

- ⚡ Interim parklet improvements
- ⚡ Permitting the first creative crosswalk
- ⚡ Getting banners on utility poles
- ⚡ Creative street furniture



Custom Bike Rack Options

A



B



C



D



Bike Rack Stations throughout the District



19th Street Improvements



Capital Improvements - 19th Street

- ⚡ Project Length:
2,300 linear feet
(4 blocks) within
an 80' ROW
- ⚡ Cost: \$16 Mil by
the local Tourism
Investment
Program Fund
- ⚡ Completed:
October 2020
- ⚡ Owner: City of
Virginia Beach
- ⚡ Designer: Clark
Nexsen
- ⚡ Contractor:
Gaston Brothers
Utilities



19th Street Improvements - Before



19th Street - During Construction

June 2018 – October 2020

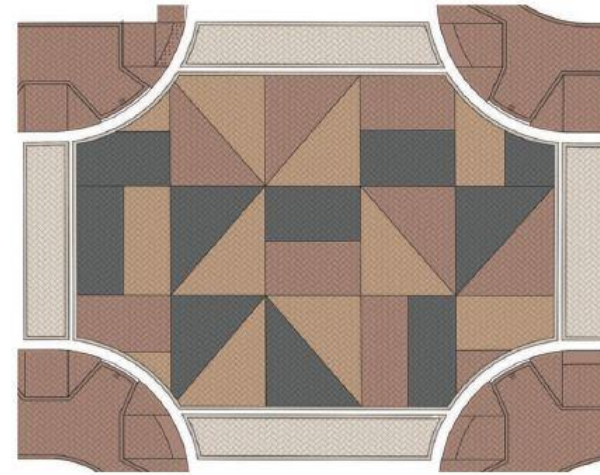
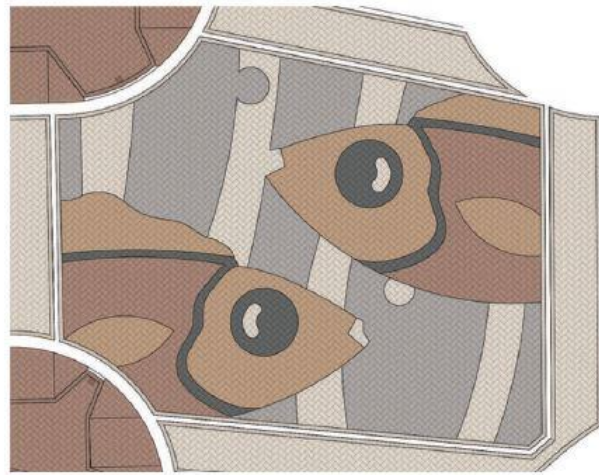
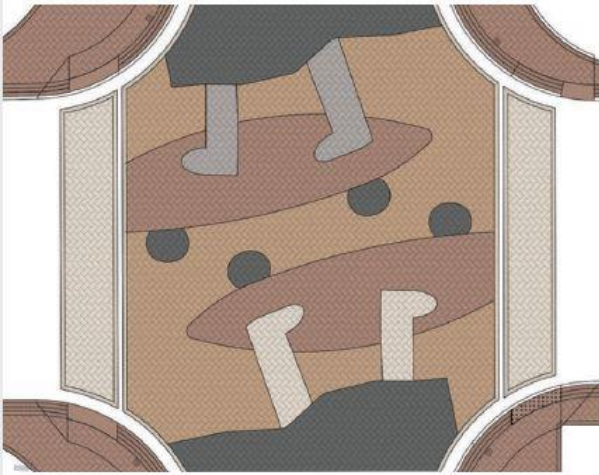


19th Street Improvements - After

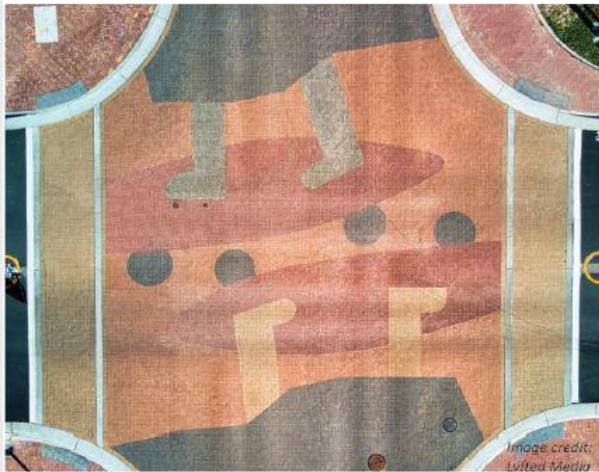


19th Street Improvements

PROPOSED



FINAL CONSTRUCTION



"Skateboarding Moms"
ARTWORK BY RICHARD NICKEL



ARTWORK BY TROY SUMMERELL
AKA ONIE TONIE™



ARTWORK BY ALLISON TERMINE



ARTWORK BY STEVE SCHMUCKER
AKA SCUBA

19th Street Improvements

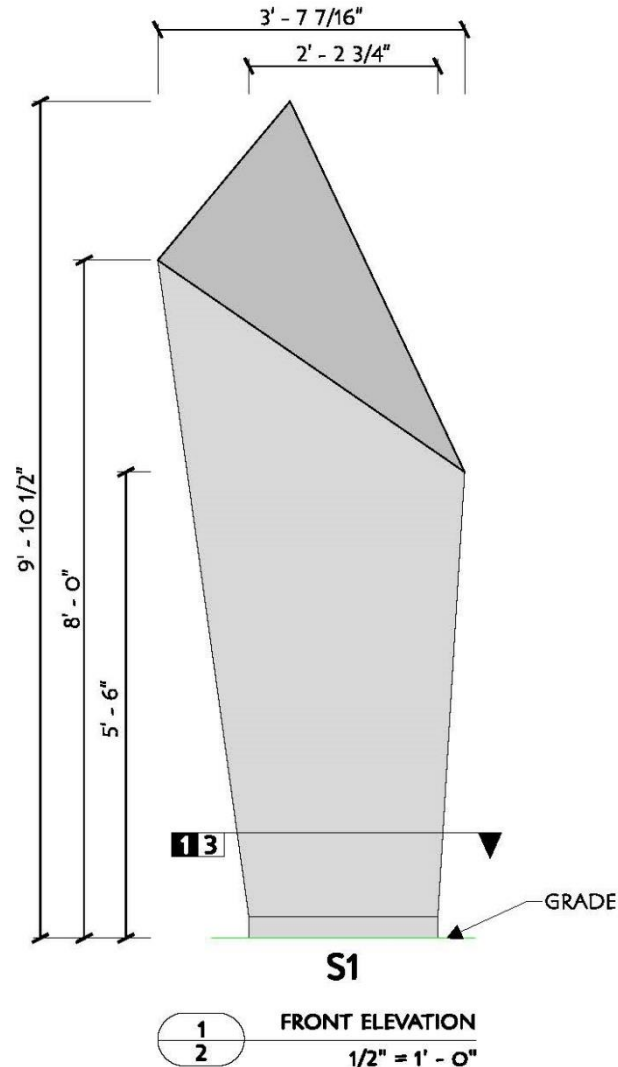
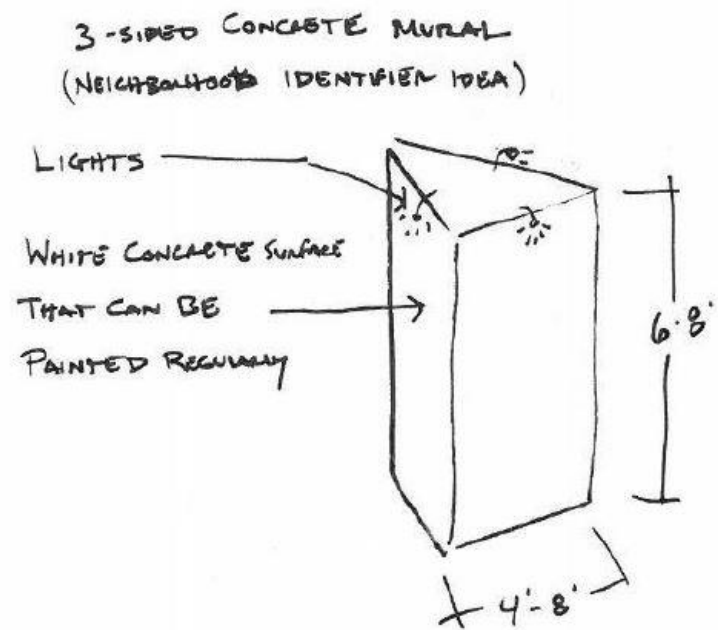


19th Street Improvements



19th Street Improvements

Neighborhood Identifiers offer changeable canvases for art on a semi-annual basis



19th Street Improvements





0:07 / 4:42



Non-profit & Business Association

- ⚡ Local business supporters
- ⚡ Passionate community leaders
- ⚡ Philanthropic individuals



Surviving construction, COVID-19 and a world-wide pandemic hit...



[ViBe District COVID-19 Response - ViBe Creative District](#)



VISITVIRGINIABEACH.COM
ViBe District COVID-19 (Coronavirus) Response
From curbside pick-up to closings, here is everything ViBe District is...



[Incredible Virtual Tours To Explore Virginia From Home](#)

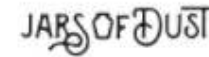
2+ years of construction for 1 major road project-- 2 more roads to go!



**WE'RE BUILDING
A BETTER
COMMUNITY**



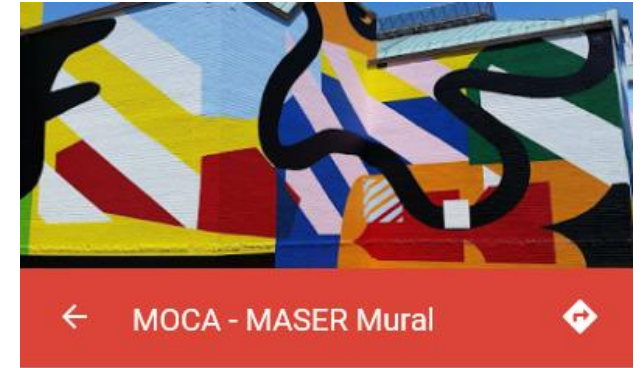
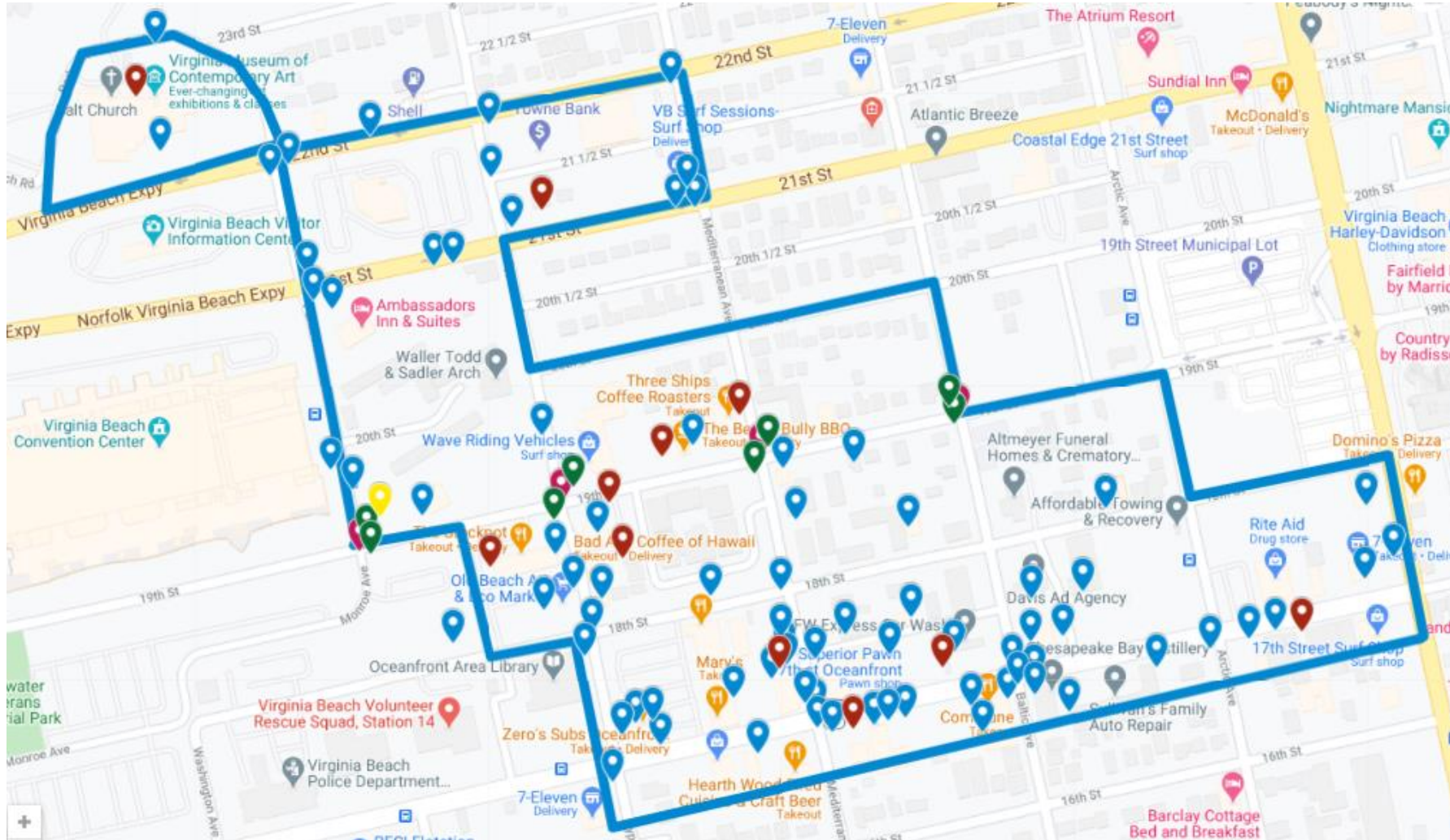
**Don't let a little road construction keep you away from supporting these small, local businesses!
19th Street Corridor is on schedule to be completed by September 2020.**



Public Art Projects to Engage the Community:

- ⚡ Fence Murals
- ⚡ Creative Crosswalk Murals
- ⚡ Sidewalk Art
- ⚡ VB Middle Bird House Installation
- ⚡ Utility Box Wraps
- ⚡ ViBe Creative District Mural Festival
- ⚡ LOVEwork
- ⚡ Neighborhood Identifiers
- ⚡ Parking Meters

Google Maps App –335,000 views & Counting!



name

MOCA - MASER Mural

description

MOCA and the ViBe Creative District in partnership with the City of Virginia Beach Office of Cultural Affairs hosted internationally renowned artist, Maser, for an artist residency in July 2017. Maser created this large mural on the back of MOCA's building (that faces I-264 heading west) with the assistance of local artists and museum staff.

Originally from Ireland, the artist began using the moniker 'Maser' in 1995 painting graffiti on the streets of Dublin. Maser's background in painting and graphic design strongly influences his work. His bold use of color, simplicity of form and geometric patterns has gained international notoriety. Walls installations across Austria, France,



Community Fence Mural Project



Creative Crosswalks & Intersections





PERMANENT CREATIVE CROSSWALKS



PAINTED CREATIVE CROSSWALKS

Sidewalk Art

Emphasis WALKABILITY of district / Add an element of DISCOVERY & SURPRISE

Local News

Art pops up on sidewalks in the ViBe District

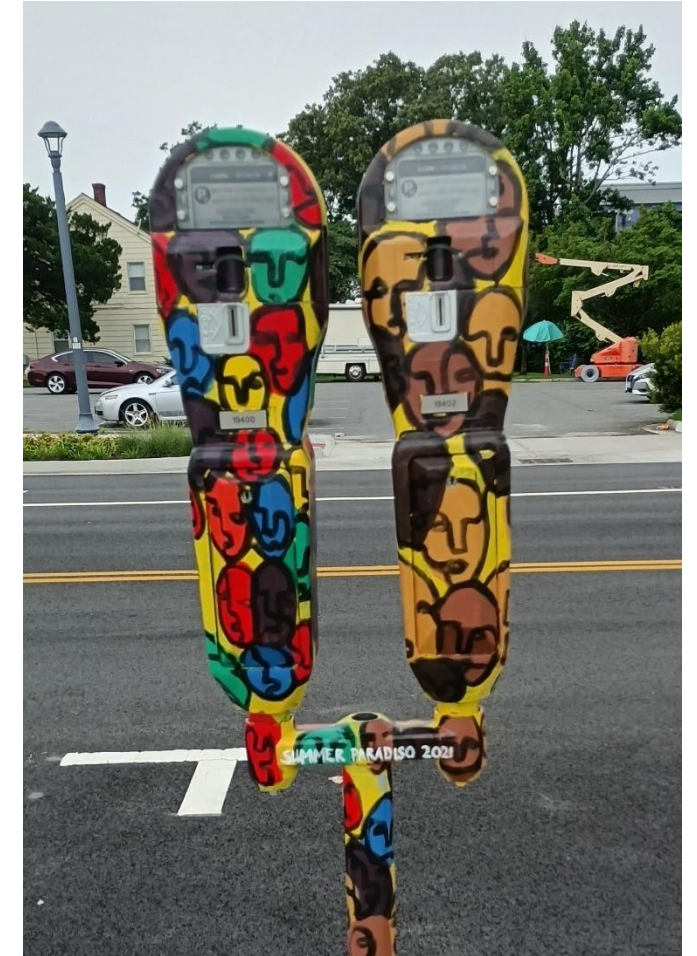
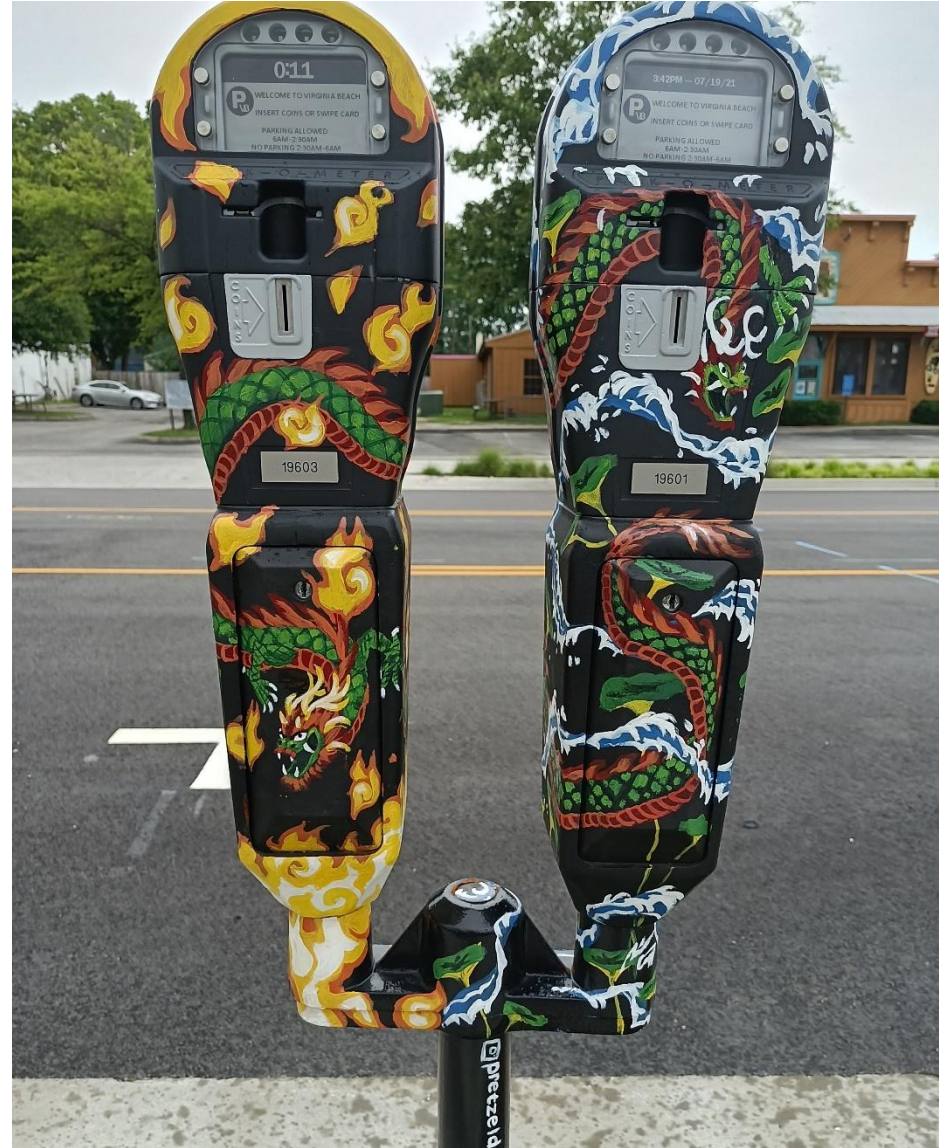
By Rami Yoakum - July 4, 2018



Paint the Parking Lot w/ VB Schools



19th Street Parking Painted Meters



Utility Box Wraps



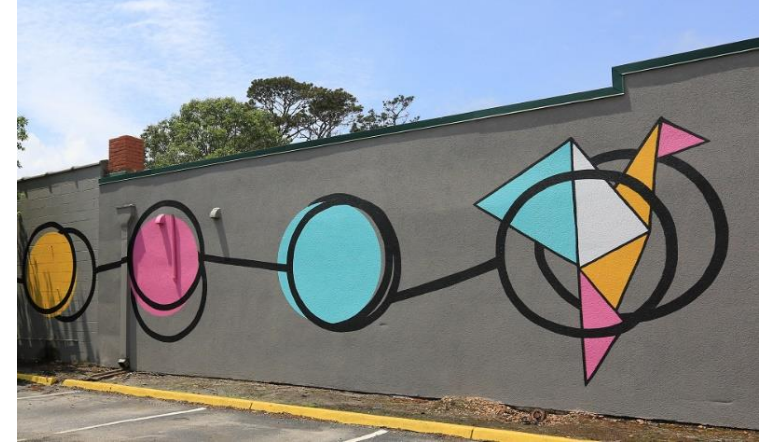
Birdhouse Installation & Sculpture



Virginia Tourism: LOVE sign



ViBe Mural Festival Established In 2018





MAY 2018
10 MURALS IN 10 DAYS

Neighborhood Identifier Sculpture Murals





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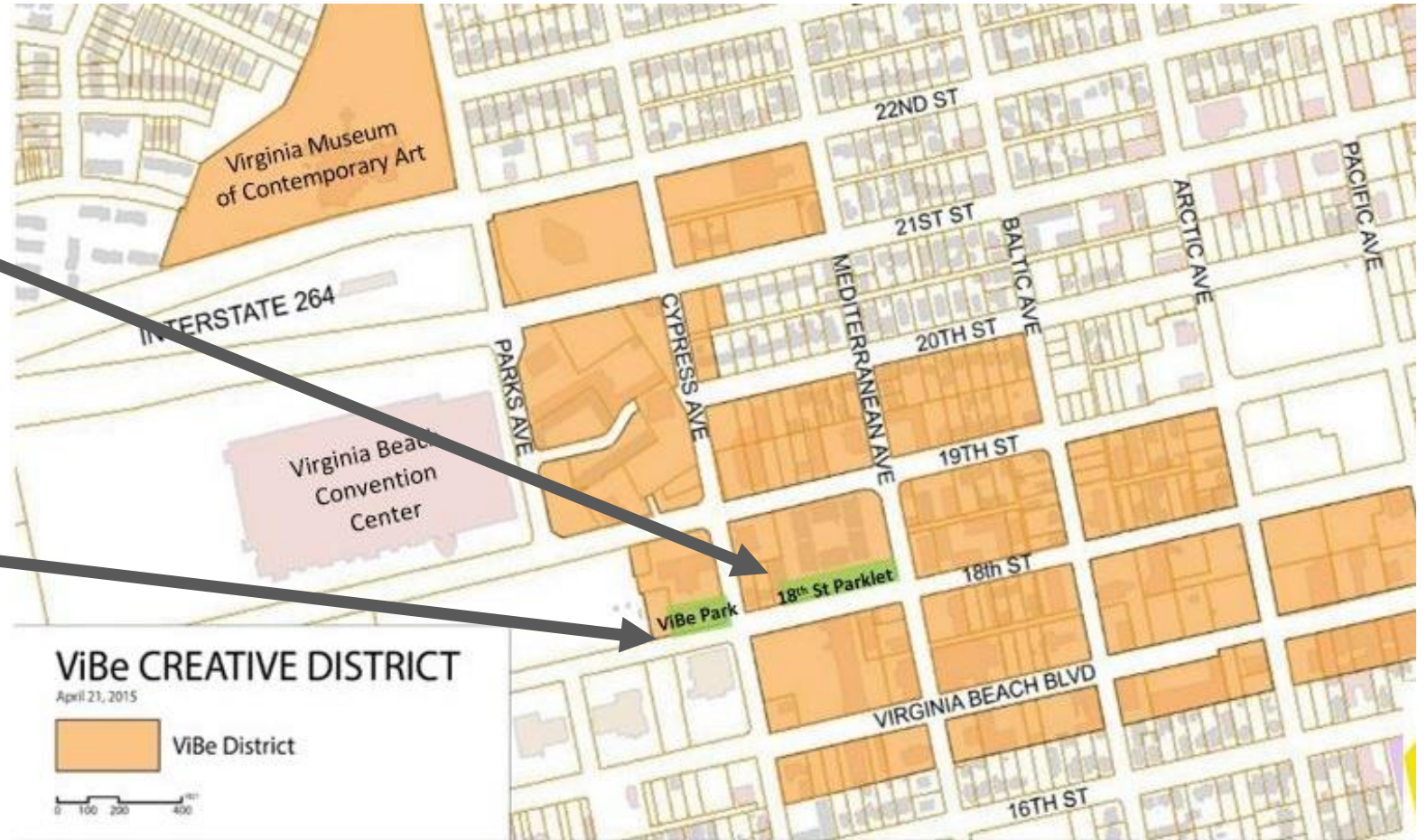


ViBe Parks, Parklets and Green Belts

- ⚡ Art of Humanity Annual Event
- ⚡ Art in the Park (Art & Craft) Pop-ups
- ⚡ Sound Art & Meditation
- ⚡ Art of the Body Yoga
- ⚡ ViBe Story Exchange
- ⚡ Literacy Arts Festival
- ⚡ Pride in the ViBe
- ⚡ VB Flea Third Saturday & First Friday Night Market
- ⚡ Old Beach Farmers Markets
- ⚡ Old Beach Art & Eco Markets
- ⚡ Singer Songwriter Saturdays

#1 – ViBe Parklet
(mini park)

#2 – ViBe Park
(full grass lot w/
stage)



Community Building on Private and Public Ground: Artist Talks | Walking Tours | Golf Cart Tours



Mind & Body | Sound Art | Yoga | Plein Air Painting



Performing Arts | Singer Songwriter Saturdays



Urban Garden Tours & Environmental Gardens

VIBE DISTRICT URBAN GARDEN GUIDE



THE WILD WANDER

Artwork created by The Wild Wander.

The Wild Wander is the creative studio of Virginia based wildlife illustrator Clara Cline



Mental Health Mural in Green Belt Pollinator Garden



Old Beach Farmers Market / Old Beach Art Market



Military-Owned Markets at 1701 Co-working



Pride in the ViBe with Hampton Roads PRIDE



VB FLEA NIGHT MARKETS – First Fridays





ViBeCreativeDistrict.org