

An aerial architectural rendering of Rudée Park, showing a coastal park area with green spaces, walkways, and a beach. The park is situated between a city skyline on the left and a body of water on the right. The text "RUDEE PARK" is overlaid in large white letters.

# RUDEE PARK

## MASTER PLAN

City Council Briefing  
May 20, 2025



# AGENDA

Engagement, Design Goals, & Process

Park Master Plan & Design Features

Park Economics & Operations

Opinion of Probable Cost

Cost Participation Opportunities

Next Steps



# ENGAGEMENT

8 city-wide community  
events in all Districts

Surveys & Digital  
Presence

Connected to over  
14,110 People

58,510 Data Points  
3,372 Comments

98% POSITIVE SUPPORT





# TAKEAWAYS

Natural Ecology

Active & Passive Uses

Naturalized Built Elements

Connect to Water & Views

Authentic to the Culture of  
Virginia Beach

98% IMMERSIVE & NATURAL





An aerial photograph of a coastal city. In the upper left, several modern high-rise buildings are visible. Below them is a beach area with many people and umbrellas. To the right of the beach is a large park area with green lawns, trees, and a winding path. The park is bordered by a rocky coastline. In the foreground, a large body of water (likely a harbor or bay) is visible, with a few boats and a stone breakwater. The text "DESIGN GOALS & PROCESS" is overlaid in the center of the image.

# DESIGN GOALS & PROCESS



An aerial photograph of a coastal city, likely Virginia Beach, showing a mix of urban development and natural features. A large body of water is in the foreground, with a bridge crossing it. The city skyline is visible in the background, and a large, curved promenade or boardwalk runs along the water's edge. The text is overlaid on the left side of the image.

**“Bring nature back to Rudee Loop and connect the City to the authentic culture of Virginia Beach with a world class oceanfront destination designed for generations to come”**





THE JETTY

RUDEE INLET

LAKE WESLEY

RUDEE PARK

LAKE RUDEE



**EMBRACE ALL SIDES OF THE PARK**

*VIRGINIA BEACH BOARDWALK*

*ATLANTIC AVE*

**BEACH**

**HEART**

**INLET**

**CHANNEL**



# FINAL CONCEPT DEVELOPMENT

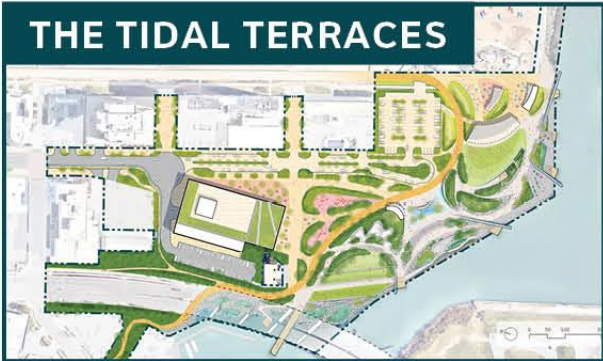
## THE RISE



### WHAT PEOPLE LIKED:

- Elevated walkway with views
- Flexible lawns
- Scattered play pockets

## THE TIDAL TERRACES

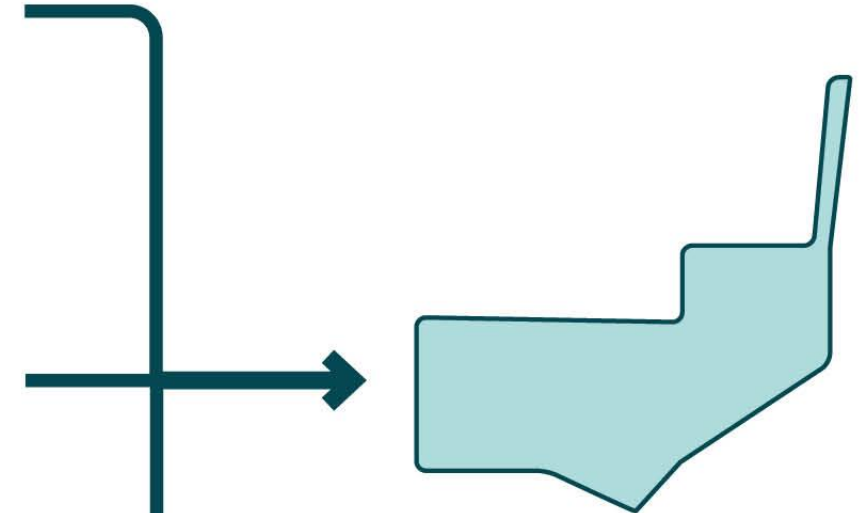


- Beach village
- Water plaza & steps to the water
- Natural, exploratory play
- Sunset lawn under the bridge
- Angled parking garage

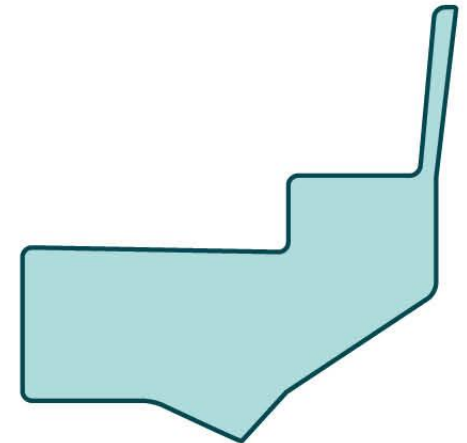
## THE DUNEWALK



- Coastal, natural look and feel
- Community lawn
- Shade structures



## FINAL CONCEPT





# VIBRANT OCEANFRONT DESTINATION

VIRGINIA BEACH BOARDWALK

JETTY WALK

BEACH VILLAGE

WATER PLAZA

INLET STEPS

PICNIC GROVE

NATURE PLAY

ATLANTIC AVE

PARKING STRUCTURE

LAWNS & SHARED  
USE PATH

RUDEE INLET



# PROGRAM

VIRGINIA BEACH BOARDWALK

ATLANTIC AVE

VB TRAIL

92% OF ONLINE RESPONSES WANTED PARK PATHS IMMERSSED IN NATURAL SETTINGS

68% OF ONLINE RESPONDENTS PREFERRED NATURAL PLAY ELEMENTS

88% OF ONLINE RESPONDENTS WANTED THE SHARED USE PATH TO WEAVE IN AND OUT (90% WANTED ALONG THE WATER)

3RD ST PLAZA

WATER PLAZA

BEACH VILLAGE

COMMUNITY LAWN

PLAY

PICNIC

SUNSET LAWN

INLET STEPS

81% OF ONLINE RESPONSES LIKED THE STEPS DOWN TOWARD THE WATER

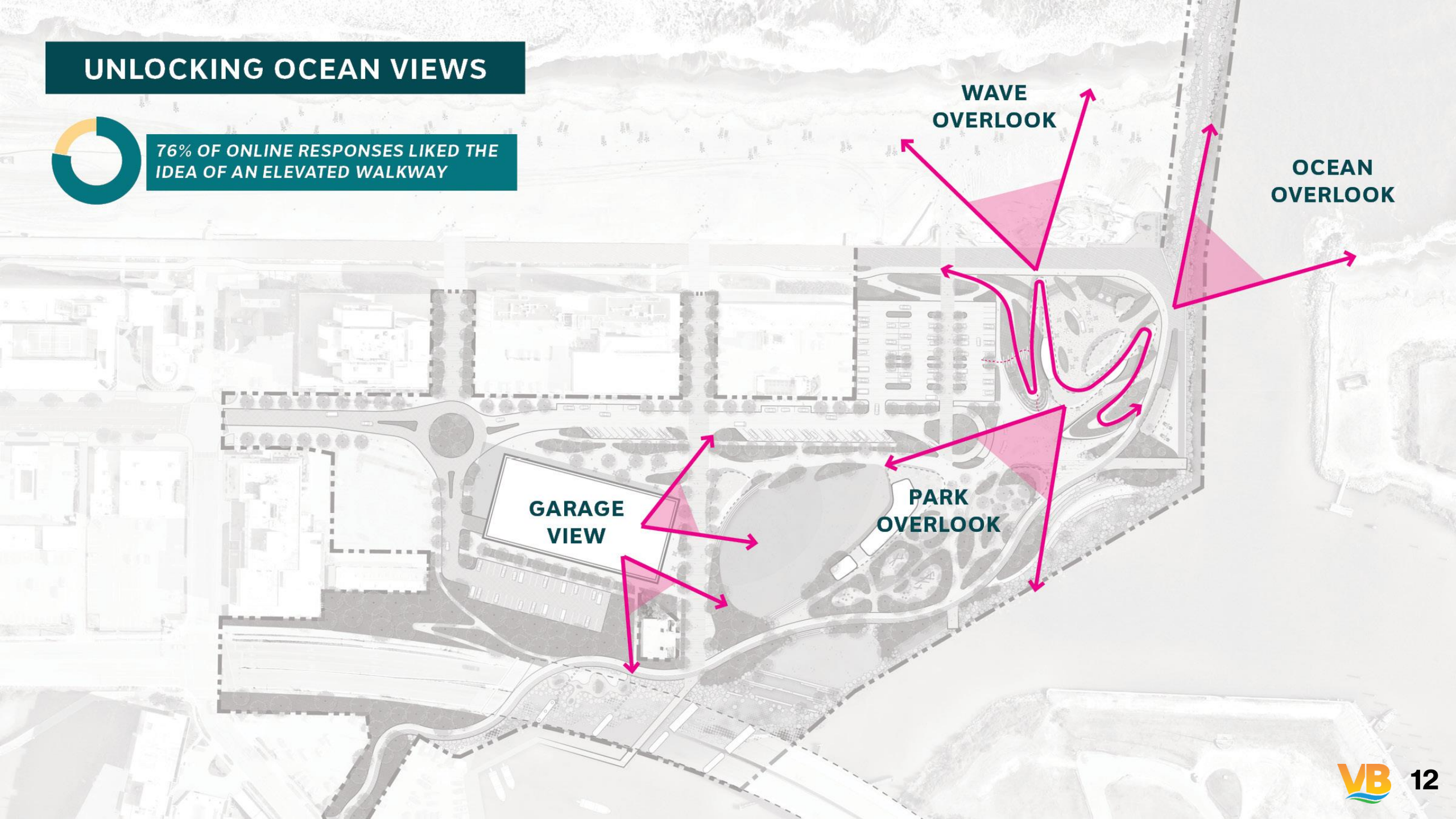
88% OF ONLINE RESPONSES WANTED FISHING AREAS SEPARATED FROM OTHER PARK USES



# UNLOCKING OCEAN VIEWS



76% OF ONLINE RESPONSES LIKED THE  
IDEA OF AN ELEVATED WALKWAY





# FROM LOOP

RUDEE INLET BRIDGE

VIRGINIA BEACH BOARDWALK

RUDEE INLET

ATLANTIC OCEAN



# TO DESTINATION OCEANFRONT PARK







SUNSET LAWN

COMMUNITY LAWN

INLET STEPS

WATER PLAZA

BEACH VILLAGE

SHARED USE PATH

FISHING

JETTY WALK



# THE BEACH VILLAGE





# BEACH VILLAGE & WATER PLAZA

INLET STEPS

WATER PLAZA

WAVE OVERLOOK

SHARED USE PATH

BEACH VILLAGE

OCEAN OVERLOOK















JETTY WALK

WAVE OVERLOOK

SURFER'S SCRAMBLE

BOARDWALK SWINGS

2ND ST BEACH ENTRY









JETTY WALK

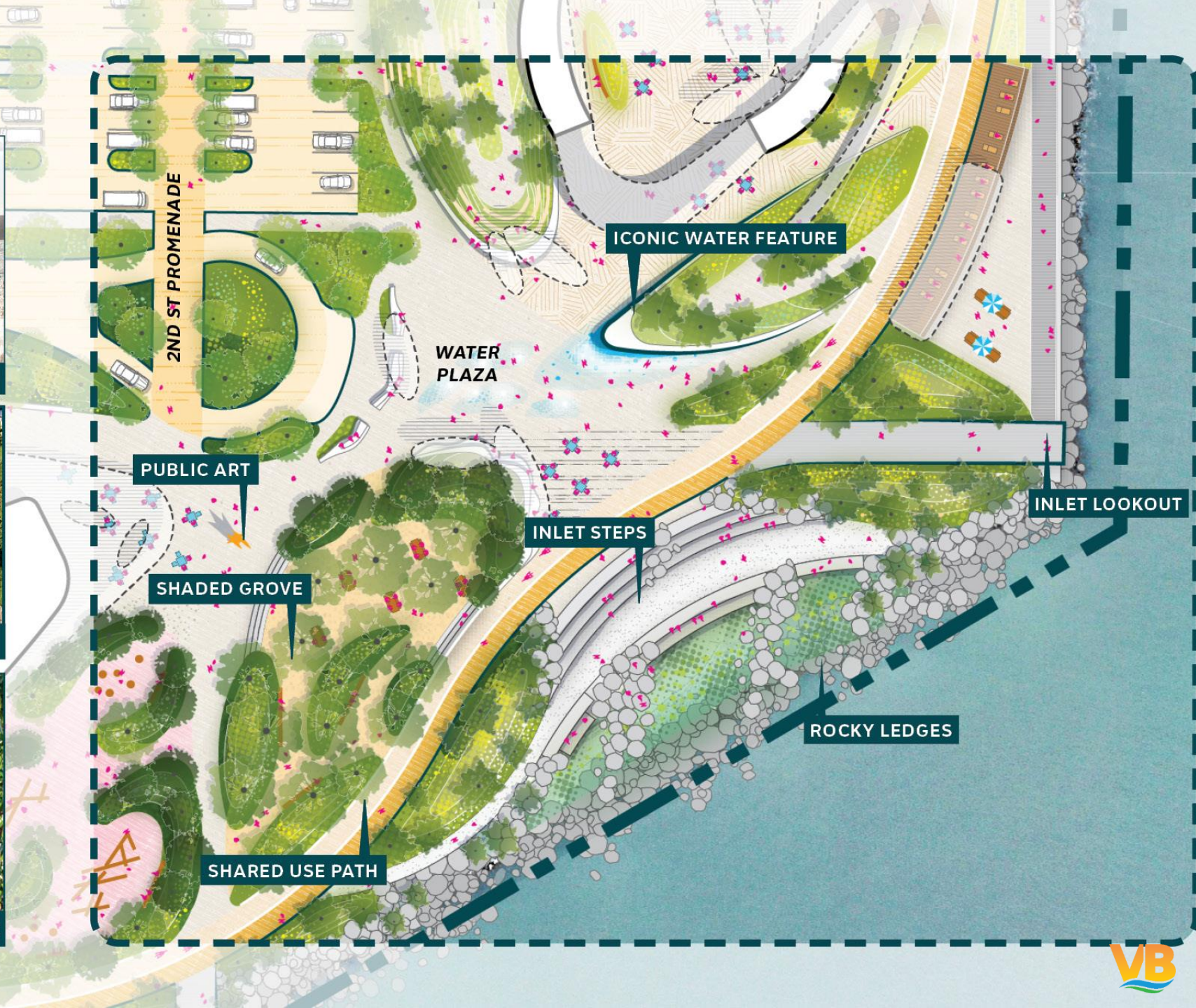
FARMER'S MARKET

BEACH PLAZA

OCEAN OVERLOOK



# THE WATER PLAZA





# INLET STEPS & WATER PLAZA

OCEAN GATEWAY

WATER PLAZA

PICNIC GROVE

INLET STEPS

SHARED USE PATH

INLET LOOKOUT









GATEWAY TO THE OCEAN

THE "WAVE" WATER FEATURE

SCULPTURAL DUNE SEATING







PARK OVERLOOK

THE "WAVE" WATER FEATURE

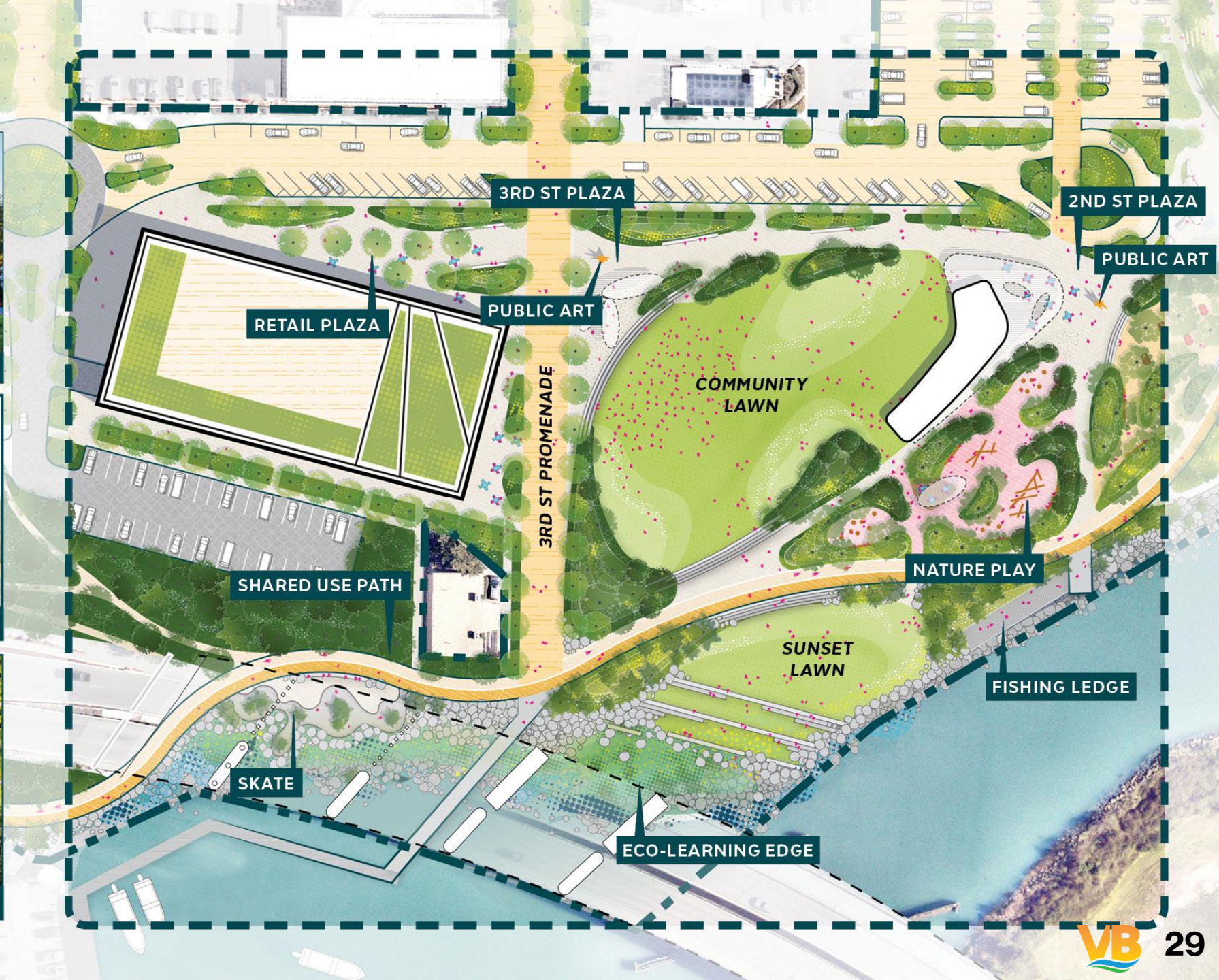
WATER PLAZA

INLET STEPS

ROCKY TIDE POOL



## LAWNS & PLAY





# LAWNS, NATURE PLAY, & PAVILION

SHARED USE PATH

COMMUNITY LAWN

PARK PAVILION

SUNSET LAWN

NATURE PLAY

PICNIC GROVE









SUNSET LAWN

COMMUNITY LAWN

NATURE PLAY

NATIVE PLANTING

SHARED USE PATH









SHARED USE PATH

PICNIC TABLES

EVENT PAVILION

NATIVE PLANTING









SUNSET LAWN

COMMUNITY LAWN

PUBLIC ART

EVENT PAVILION

WATER PLAZA

BEACH VILLAGE

JETTY WALK

FISHING

NATURE PLAY

INLET STEPS

FISHING



# BEACH VILLAGE & JETTY WALK



OVERLOOK

WATER PLAZA

OCEAN GATEWAY

OVERLOOK

SHARED USE PATH

JETTY WALK



# ATLANTIC AVENUE ENTRY PLAZA

PARK PAVILION

PUBLIC ART

WATER PLAZA

OCEAN GATEWAY

PICNIC GROVE

SHARED USE PATH

INLET STEPS



# INLET OVERLOOK & FISHING

SHARED USE PATH

FISHING

INLET OVERLOOK



# INLET OVERLOOK & NATURE PLAY

PARK PAVILION

SHARED USE PATH

SUNSET LAWN

NATURE PLAY

FISHING

INLET OVERLOOK

SHARED USE PATH



# PARKING STRUCTURE, RETAIL, ROOF TERRACES



PARKING STRUCTURE

SHARED USE PATH

SUNSET LAWN

COMMUNITY LAWN

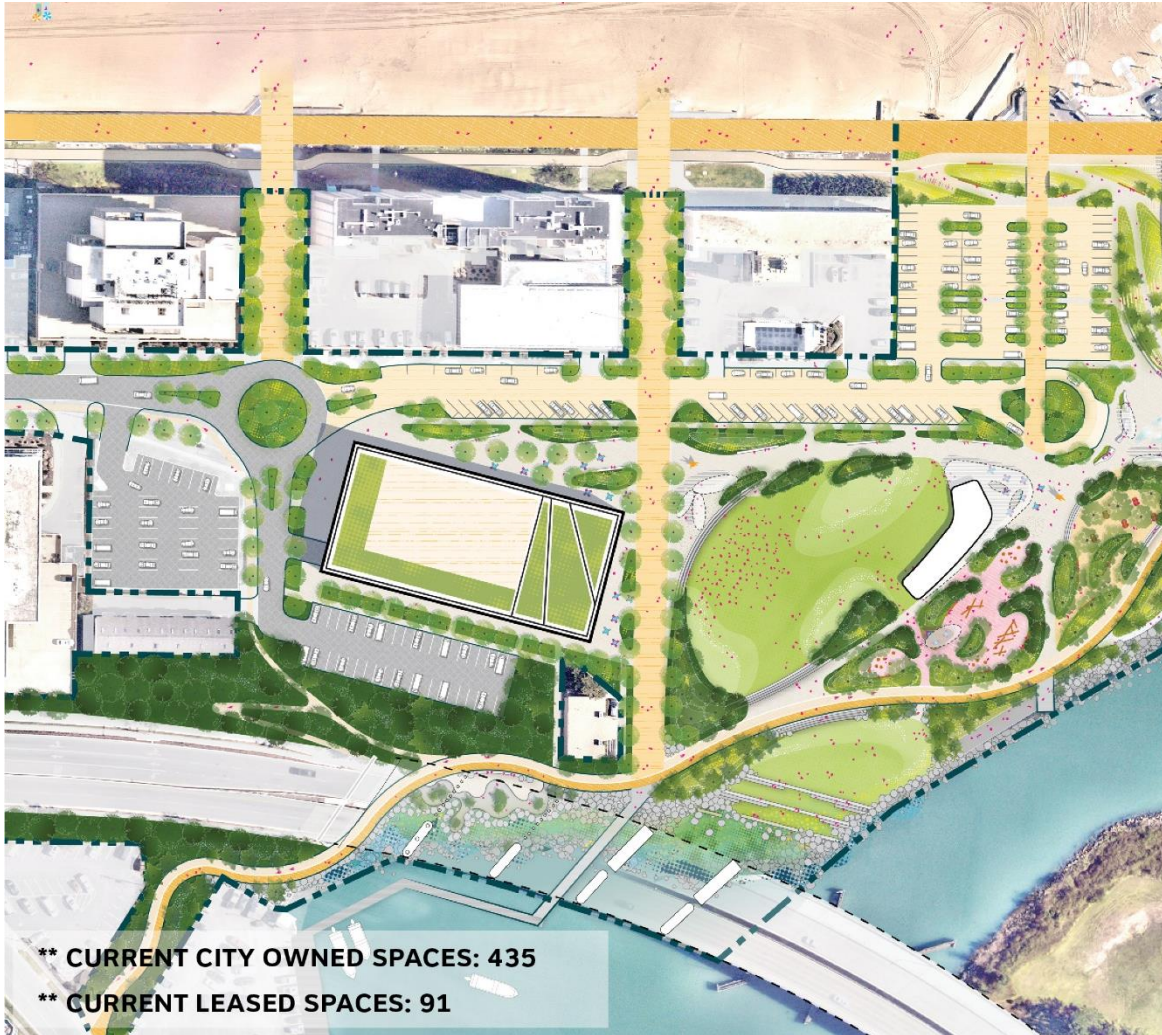
NATURE PLAY

PARK PAVILION



# PARKING OPTIONS

**WITH PARKING GARAGE  
530 SPACES (350 STRUCTURED)**



**WITH SURFACE PARKING  
360 SPACES**





An aerial photograph of a coastal park and beach area. In the foreground, a large, modern park with green lawns, trees, and winding paths is visible. A large, curved stone wall separates the park from the ocean. To the left, several modern high-rise buildings are situated along the coast. The beach is crowded with people, and the ocean is blue with white waves. A large ferry boat is visible in the water, moving towards the bottom left. The text "PARK ECONOMICS & OPERATIONS" is overlaid in large, white, bold letters across the center of the image.

# PARK ECONOMICS & OPERATIONS



# PARK INFLUENCE ON ECONOMIC GROWTH

## Klyde Warren Park Dallas, TX

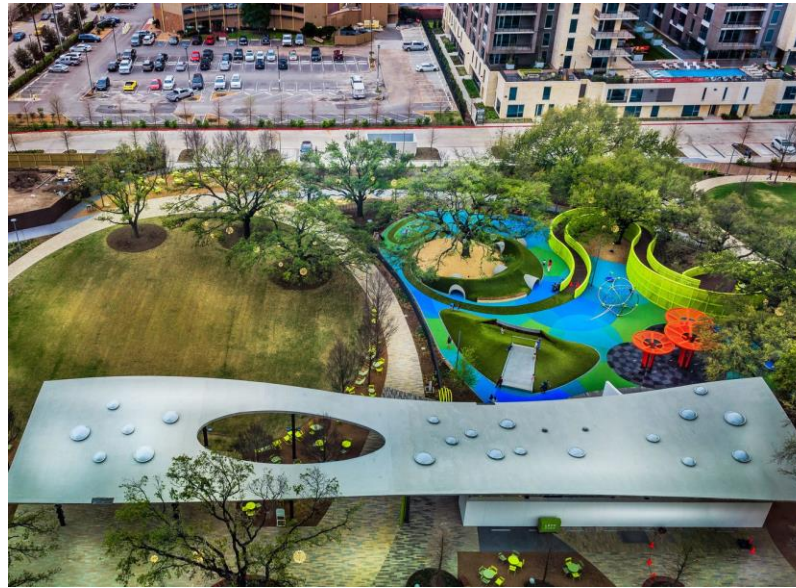
- Field Street District coming in 2027, \$1 billion mixed-use development.
- Rents doubled at the Uptown Buildings by 2016.
- PwC Tower built in 2018, \$300 million development.

## Levy Park Houston, TX

- 2811 Kirby Drive \$171 million new mixed-use development set to open 2027.
- The RO, Condo/Hotel and retail village, broke ground in 2024 and set to open 2027.

## LeBauer Park Greensboro, NC

- Carroll Companies to develop a \$210 million mixed-use development.
- AZ Development to develop a surface parking lot into a mixed-use development.





# PROGRAMMING & REVENUE

(\$1.5-2M/yr)

## Events & Series

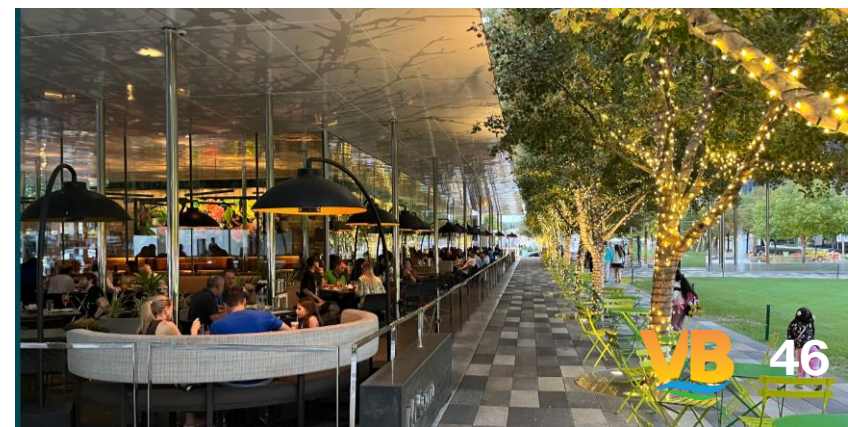
Concerts, Movie nights  
Farmers Market  
Winter Village

## Food & Beverage

3-4 Locations  
Kiosks, Restaurant  
Vendor Events

## Rental & Activation

Event Pavilion  
Parties, Corporate events  
Daily use – Yoga, Education, Games



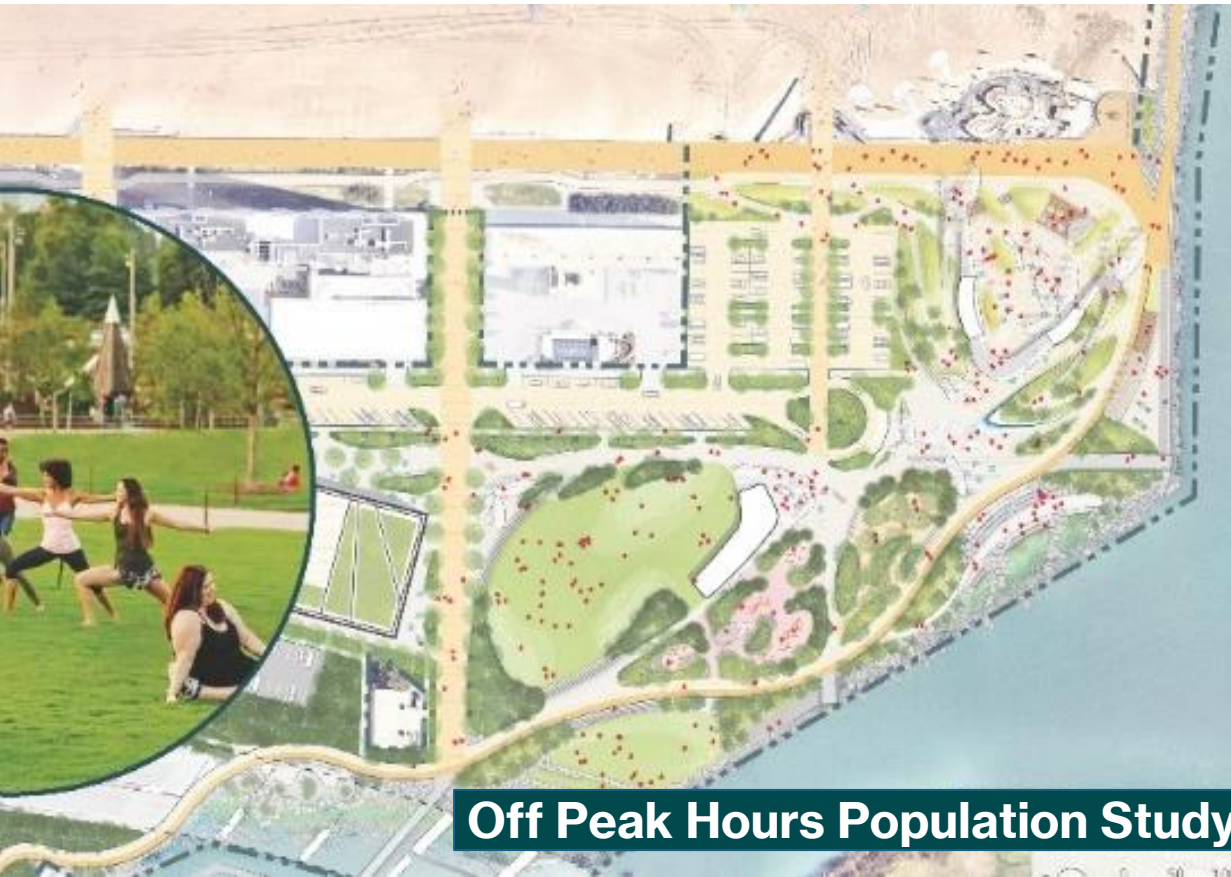


# VISITATION & OPERATIONS

(\$1.5M/yr)

**2-3 MILLION  
ANNUAL VISITORS**

**Safe, Secure, & Well-Maintained  
Diversity of Year-Round Programming  
Promotion, Logistics, Equipment & Staff**

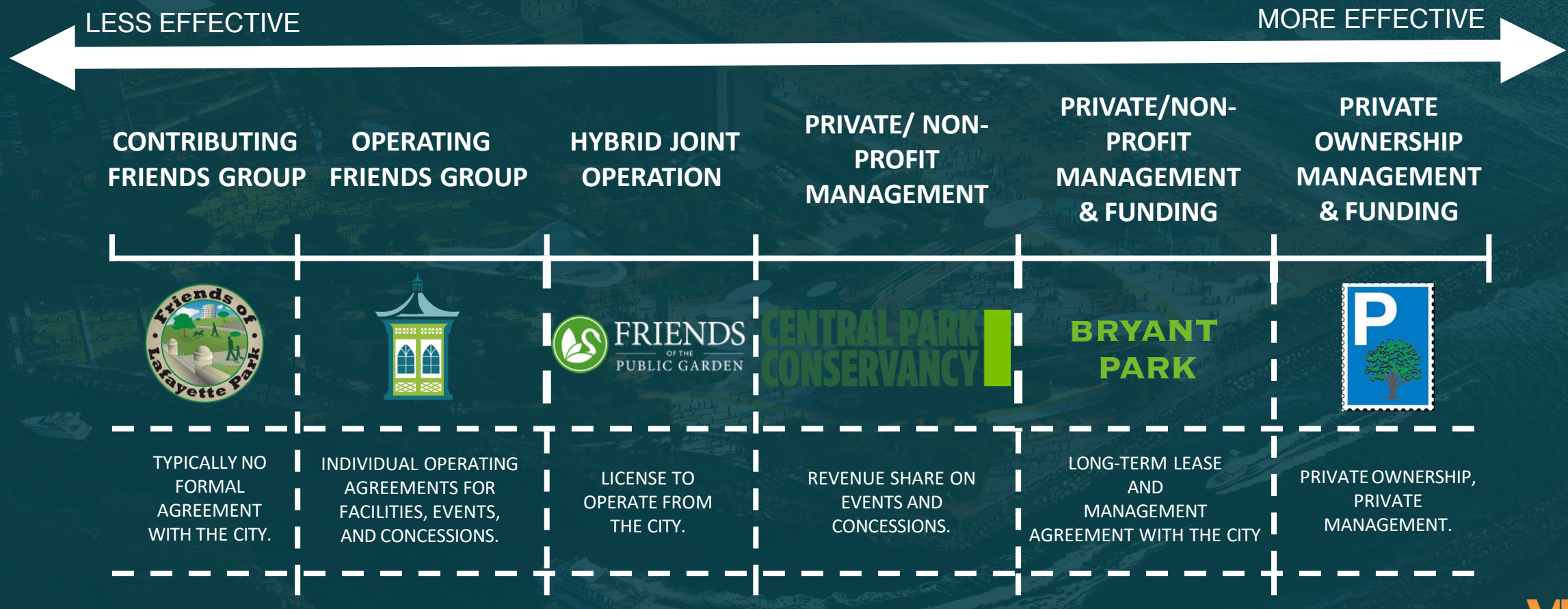




# PARK GOVERNANCE

## Operating & Maintaining a World Class Park

### Safe, Secure, Well maintained, and Vibrant Year-round





An aerial photograph of a coastal city. In the upper left, several modern high-rise buildings are visible. Below them is a sandy beach crowded with people. To the left of the beach is a green park area with trees and a winding path. In the foreground, a large, modern public space with circular paved areas and greenery is filled with people. The city is bordered by a body of water on the right and bottom. A stone breakwater extends into the water on the right. Several boats are visible in the water, including a large ferry in the bottom center. The text "OPINION OF PROBABLE COST" is overlaid in large white letters across the center of the image.

# OPINION OF PROBABLE COST



# PARK WITH PARKING GARAGE


<b>PARKING GARAGE</b> (includes 350 spaces and an allowance for retail & rooftop)	<b>\$22,600,000</b>
<b>PARK CONSTRUCTION</b> (includes roadway and park)	<b>\$30,332,000</b>
<b>CONTINGENCY</b> (10% of construction at 15% design)	<b>\$5,293,200</b>
<b>ESCALATION</b> (10% of construction, 2026/2027)	<b>\$5,293,200</b>
<b>FULL TIME 3RD PARTY CITY INSPECTOR</b> (construction phase on-site field office)	<b>\$1,440,000</b>
<b>SOFT COSTS</b> (design & construction phase fees & services)	<b>\$4,500,000</b>
<b>FURNITURE, FIXTURES AND EQUIPMENT</b> (allowance)	<b>\$1,000,000</b>
<b>TOTAL</b>	<b>\$70,458,400</b>



# PARK WITH SURFACE PARKING

<b>PARK CONSTRUCTION</b> (includes roadway, park & 3 <sup>rd</sup> street surface parking)	<b>\$30,807,000</b>
<b>CONTINGENCY</b> (10% of construction at 15% design)	<b>\$3,080,700</b>
<b>ESCALATION</b> (10% of construction, 2026/2027)	<b>\$3,080,700</b>
<b>FULL TIME 3RD PARTY CITY INSPECTOR</b> (construction phase on-site field office)	<b>\$720,000</b>
<b>SOFT COSTS</b> (design & construction phase fees & services)	<b>\$3,950,000</b>
<b>FURNITURE, FIXTURES AND EQUIPMENT</b> (allowance)	<b>\$1,000,000</b>
<b>TOTAL</b>	<b>\$42,638,400</b>





# COST PARTICIPATION OPPORTUNITIES



# Participation Opportunities to Reduce Initial Costs & On-going Operational costs

**NAMING RIGHTS**  
(Signature Park Features & Elements)

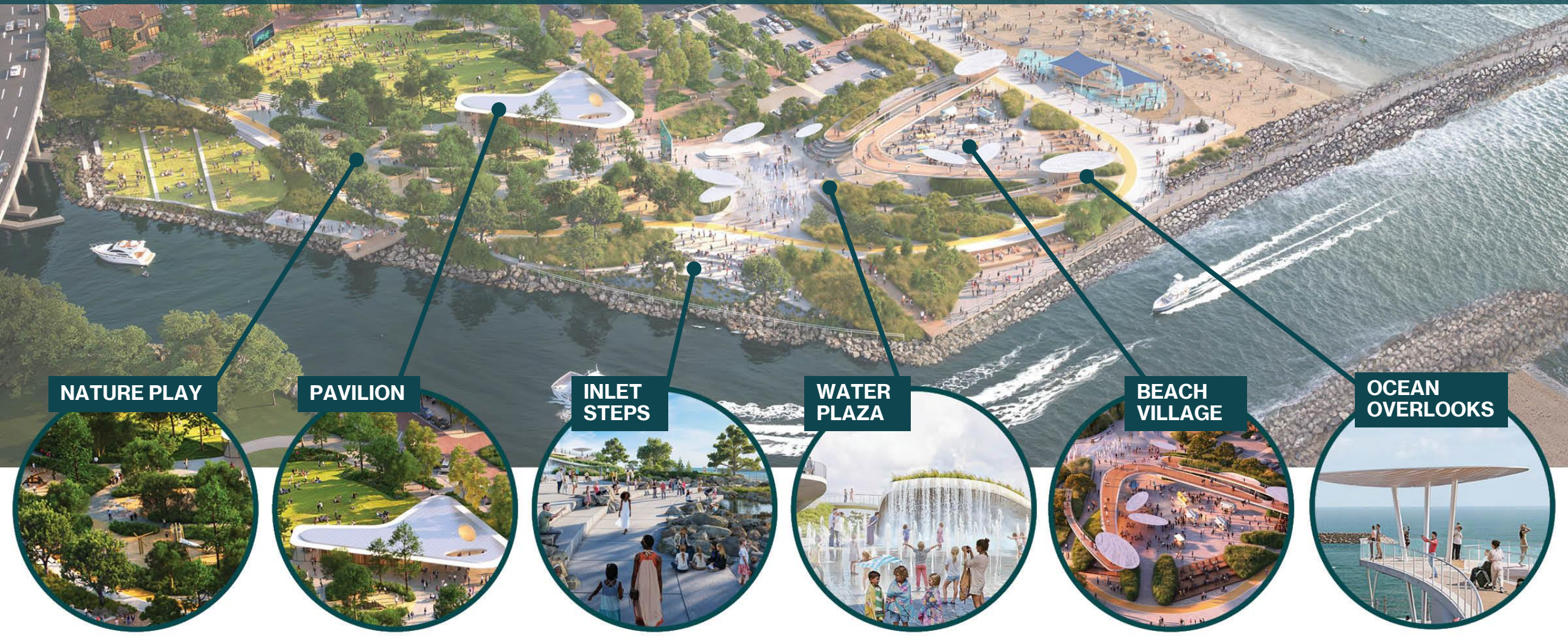
**SPONSORSHIPS**  
(Events, Features, Programming)

**DONATION**  
(Public Spaces & Access, Philanthropy, Legacy)

**IN-KIND DONATION**  
(Construction & Operations Related Industries)



# NAMING RIGHTS, SPONSORSHIPS, & DONATIONS DIRECTED TO PARK FEATURES & PROGRAMS





An aerial photograph of a coastal city. In the upper left, several modern high-rise buildings are visible. Below them is a large, crowded beach with many people and umbrellas. To the left of the beach is a green park area with trees and a winding path. A large, white, curved structure, possibly a sculpture or a piece of playground equipment, is in the center of the park. The word "VIDEO" is overlaid in large, white, sans-serif capital letters across the middle of the image. The ocean is on the right, with waves breaking on the shore. A small boat is visible in the water near the bottom right. A stone pier or breakwater extends into the water on the right side.

# VIDEO



# NEXT STEPS

**Finalize Parking Option Decision for Master Plan**

**June 3 - Parks & Recreation Briefing for Council Direction**

**Finalize Formal Design & Master Plan Document**

**Aug 2025 through Aug 2026 – Construction Documents**

**Jan 2027 through Dec 2028 – Construction**



An aerial photograph of a coastal city. In the upper left, several modern high-rise apartment buildings are visible. Below them is a large, paved parking lot. To the right of the parking lot is a wide, sandy beach crowded with people and colorful umbrellas. The ocean waves are breaking onto the shore. In the foreground, there is a large, landscaped park area with green lawns, trees, and modern architectural features like curved walkways and circular plazas. A stone breakwater runs along the coastline, separating the park from the water. A large ferry boat is moving through the water in the lower center, leaving a white wake. Another smaller boat is visible in the upper right. The overall scene depicts a vibrant, modern coastal community.

# THANK YOU



