



RUDEE PARK MASTER PLAN

Next Steps Briefing

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CITY OF
**VIRGINIA
BEACH**

AGENDA



1. BACKGROUND, PUBLIC DIRECTION & ENGAGEMENT
2. PARKING & BEACH EVENT LOGISTICS
3. PARK & RESORT RESILIENCE
4. ECONOMIC & CULTURAL IMPACT OF WORLD CLASS PARKS
5. GOVERNANCE & CAPITAL CAMPAIGN
6. RECOMMENDED ACTIONS

BACKGROUND, PUBLIC INPUT

An aerial photograph of a beach. The top half shows the ocean with white-capped waves breaking onto a sandy shore. The bottom half shows the sandy beach, which is mostly empty except for a small figure of a person in the lower-left corner. On the right side, a rocky shoreline or breakwater extends into the water.

“Access to this place is so important....I can’t get this at my house”

TIMELINE



2022 PUBLIC FEEDBACK #1 (RFII)

9,272 Responses

4,010 People

96%

CREATE A PARK

“More green space and public access to the water and views”



2024-2025 Community Engagement

8 City Wide Community Events

18 events in total across all 10 Districts



2025 PUBLIC FEEDBACK #2

62,615 Responses from all 10 districts (4,393 for final plan)
16,782 people

98%

DELIVER THIS PARK

“Make it Natural, Active, & Connected to Water & Culture”



PARKING & BEACH EVENT LOGISTICS



“Rudee Park can connect the oceanfront with the entire City as an iconic destination”

PARKING OPTIONS

STRUCTURED PARKING 530 SPACES



SURFACE PARKING 437 SPACES



PARKING

EXISTING PUBLICLY AVAILABLE
392

PROPOSED PUBLICLY AVAILABLE
SURFACE PARKING
397

SURFACE OPTION REDUCES
CAPITAL COST BY \$27.8 M

ALLOWS FOR EVENTS, STAGING,
& BETTER VISITOR EXPERIENCE

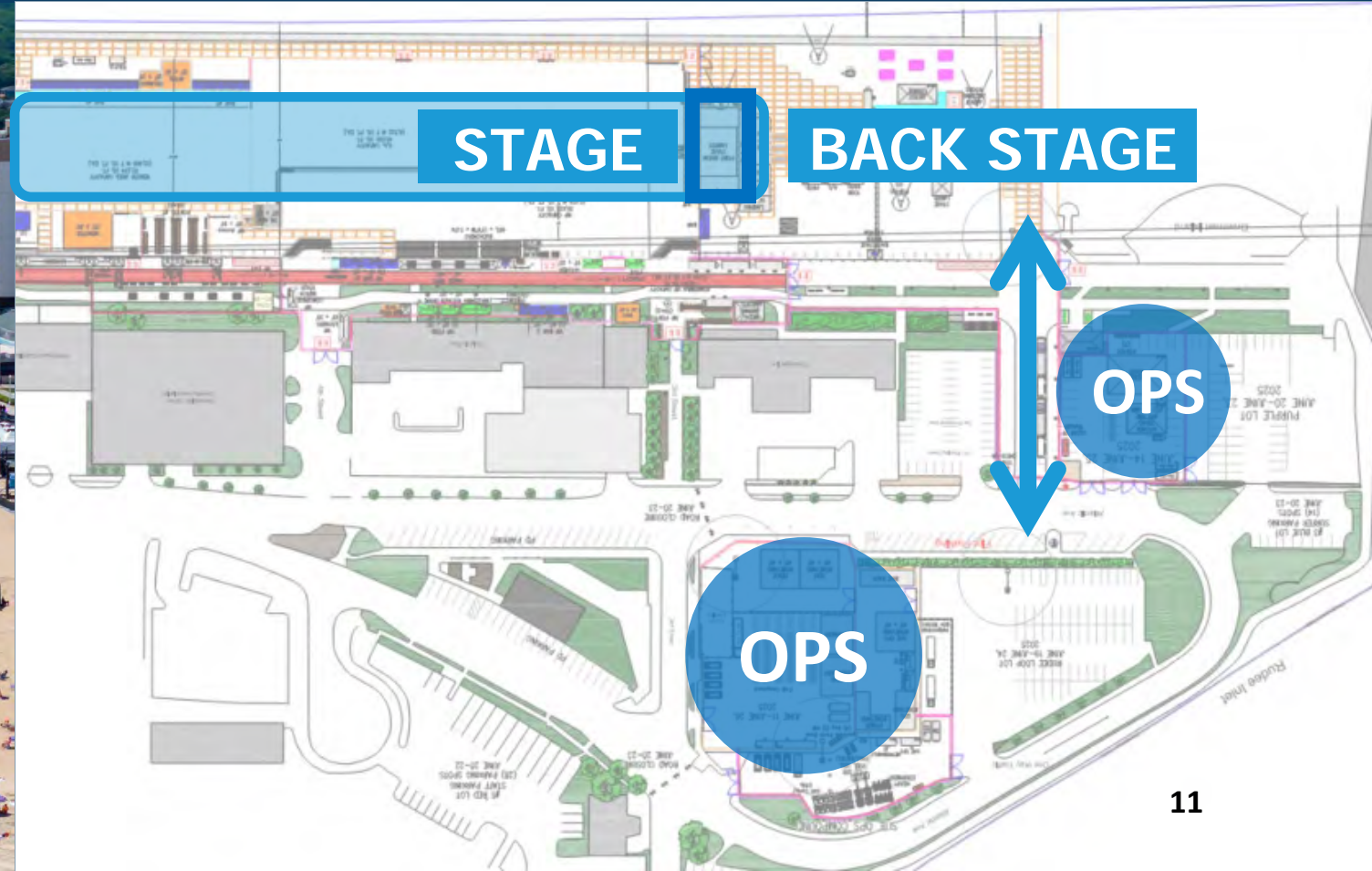


POINT BREAK, TESTING LOGISTICS

2025 EVENT SET UP



2025 EVENT STAGING AND LOGISTICS PLAN



BEACH EVENT PLANNING

We can flip the event layout and Rudee Park becomes a gateway for admissions and a part of the event experience.

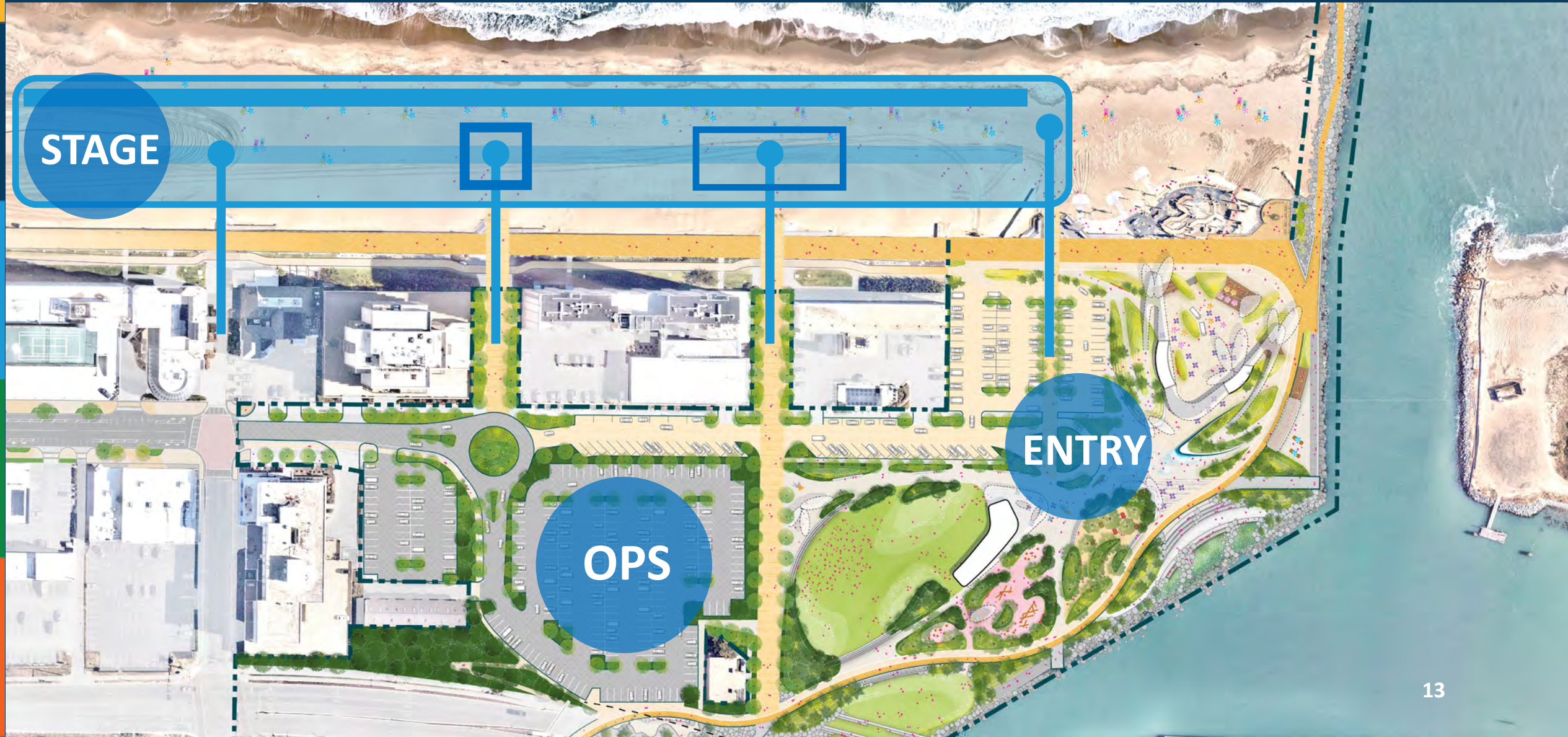


The diagram shows a detailed site plan of Rudee Park. A large blue curved arrow points from the 'entry' area on the right towards the 'event' area on the left. The 'event' area is a large, open space in the center-left, while the 'entry' area is a smaller, more defined space on the right. The map includes various landmarks, parking lots, and surrounding streets.

event

entry

BEACH EVENT EXPERIENCE



PARK & RESORT RESILIENCE



“I travel for local culture, that’s why people visit places....Rudee Park will be that, and it can change our resort by being authentic to our City”

FLOODING & SEA LEVEL

2070

2070s (+3.0 ft SLR)

2020	0.2% Annual Exceedance	500-year Flood
2040	4% Annual Exceedance	25-year Flood
2060	20% Annual Exceedance	5-year Flood
2080	50% Annual Exceedance	2-year Flood

VA DCR Coastal Resilience Master Plan (VA Beach Sea Level Wise)

-48"

FLOODING & SEA LEVEL



+48"

ADAPTION
AREA

FLOODING & SEA LEVEL




FLOOD WALL

+48"

GATE
AREA

ADAPTION
AREA

FLOODING & SEA LEVEL

A photograph of a boardwalk at sunset. The sky is filled with colorful clouds in shades of orange, pink, and purple. The boardwalk is paved and has several white lampposts. To the left, there is a playground area with a blue and white wave-shaped structure. To the right, there is a parking lot with several cars and a white trash can. A blue circular overlay is positioned on the right side of the image, containing the text "48\"/>

48" BELOW
GRADE OF
BOARDWALK

MEET THE BOARDWALK



ADAPTABLE AMENITIES



HEAT (existing)



87%
IMPERVIOUS
COVER

94
SUMMER
SURFACE
AVERAGE

HEAT (park reduction)



43%
IMPERVIOUS
COVER

40%
SHADE
COVER

81
SUMMER
SURFACE
AVERAGE

PLANTING APPROACH



PROTECTIVE
DUNE FORMS,
PLANTINGS, AND
WIND SCREEN

PARK
LANDSCAPE
PLANTINGS,
LAWN, TREES

CULTURAL INFRASTRUCTURE

An aerial photograph of a coastal park and beach area. In the foreground, a modern building with a large, open, curved facade stands on a landscaped area with trees and walkways. To the right, a sandy beach is crowded with people and colorful umbrellas. The ocean waves are breaking on the shore. In the background, several tall apartment buildings are visible. A large blue circular overlay is positioned on the right side of the image, containing white text. Another smaller blue circular overlay is on the left side, also containing white text.

**3M
ANNUAL
VISITORS**

**THIS ADDS A
CULTURAL
DESTINATION TO
THE CITY**

CULTURAL INFRASTRUCTURE

JETTY
WALK

OCEAN
OVERLOOK

CULTURAL
EXPERIENCES
UNIQUE
TO VB

CULTURAL INFRASTRUCTURE

A wide-angle photograph of a modern public park. In the center, a large, circular water fountain with multiple jets of water is the focal point. People of various ages are playing in the water. To the left, a woman is taking a photo of the fountain. In the foreground, a man and a woman are sitting on a low wall, looking at a book. The park features circular walkways, a large circular bridge in the background, and lush greenery. The sky is blue with some clouds.

VISITORS
SEEKING
CULTURE

EXPERIENCES
THAT ELEVATE
THE RESORT

CULTURAL INFRASTRUCTURE



TIE PEOPLE TO
CULTURAL &
EDUCATIONAL
EXPERIENCES

CRITICAL INFRASTRUCTURE

An aerial photograph of a coastal resort development. In the foreground, a modern, multi-story building with a unique, angular design sits on a landscaped area with trees and walkways. To the right, a sandy beach is crowded with people and colorful umbrellas. The ocean waves are breaking on the shore. In the background, more urban buildings and parking lots are visible. A large blue circle is overlaid on the left side of the image, and two smaller blue circles are on the right side. A ferry boat is visible in the water at the bottom.

**FINANCIAL
RESILIENCY FOR
THE RESORT**

**DRIVE TOURISM,
VISITATION, AND
ECONOMIC
ACTIVITY**

**FOSTER
ECONOMIC
REDEVELOPMENT,
ELEVATE THE
VISITOR
EXPERIENCE**

IMPACT OF WORLD CLASS PARKS

“High quality parks add a discrete destination, and the almost immediate increase in desirability and value for properties and rates within ½ mile”

Urban Land Institute



Las Olas Park, Fort Lauderdale



BUILT: 2019 over existing old parking lots
SIZE: 2.5 Acres, Beach Resort location
COST: \$65M including parking structure

- Increased visitation and hotels stays by 30% (added 2M/yr visits)
- Hosts over 300 events annually, Daily programming
- Added \$7.4M in tourism revenue annually
- Maintenance costs of \$1.3M/yr (avg)

Las Olas Park Fort Lauderdale

An aerial photograph of Las Olas Park in Fort Lauderdale. The park features a large, vibrant green lawn in the foreground where several people are walking or sitting. A dense line of tall palm trees separates the lawn from a paved walkway and modern, white buildings. In the background, a sandy beach meets the turquoise ocean under a clear sky. Two blue circular callouts are overlaid on the image, providing key statistics about the park's impact on the local real estate market.

**PROPERTY SALES FOR
REDEVELOPMENT OF
\$450M IN THE
2 YEARS FOLLOWING
THE PARK**


**HOTELS WITHIN
WALKING
DISTANCE
ADDED 60% TO
RATES**

Las Olas Park Fort Lauderdale



**FOOT TRAFFIC AND
VISITATION JUMPED
36% SINCE
CONSTRUCTION,
5M ANNUALLY**

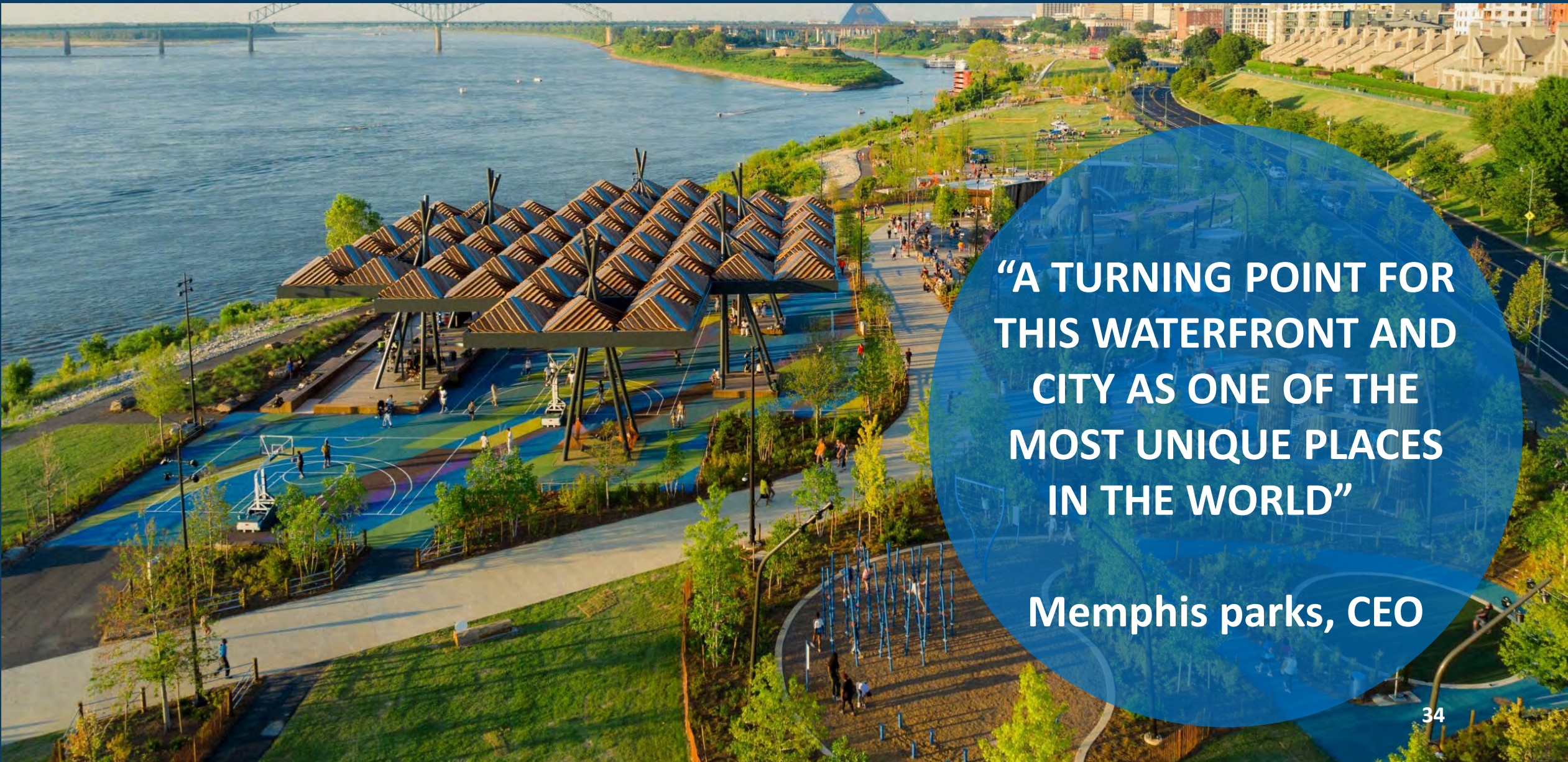
TOM LEE PARK, MEMPHIS



BUILT: 2023, over old fields, parking
SIZE: 31 Acres, Waterfront urban location
COST: \$61M including parking structure
Gov: Memphis River 501c3, COO

- Increased visitation by 300%, 1M annual
- Raised \$28M in private, corporate donations
- Added \$149M in economic activity since open
- Maintenance costs of \$450 - 1.4M/yr (avg)

TOM LEE PARK, MEMPHIS



“A TURNING POINT FOR
THIS WATERFRONT AND
CITY AS ONE OF THE
MOST UNIQUE PLACES
IN THE WORLD”

Memphis parks, CEO

TOM LEE PARK, MEMPHIS

PHILANTHROPY
FOR ONGOING
PROGRAMS BY
OVER 30
ENTITIES

REDEVELOPMENT OF
OVER 20 PROPERTIES
HAS OCCURRED WITH
TOM LEE PARK'S
OPENING

DOWNTOWN CARY PARK, CARY NC



BUILT: 2024, redevelopment
SIZE: 7 Acres, urban location
COST: \$68M
Gov: City, now dedicated operations staff

- Regional & National draw over 1M visitors
- Annual revenue of \$12M
- Annual expenses of 6.5M
- 750 programs & events year 1

DOWNTOWN CARY PARK, CARY NC

**“THIS ANCHOR IS
BREATHING NEW
ECONOMIC LIFE INTO
AN UNDERUSED PART
OF DOWNTOWN”**

- Cary CVB

**ADDED
SURROUNDING
PROPERTY
VALUE TO OVER
28%**

DOWNTOWN CARY PARK, CARY NC



**ADDED 500,000
ANNUAL NEW
VISITORS TO
DOWNTOWN
CARY**

**“EVEN BEFORE
OPENING, WE SAW
BUSINESSES MOVING
IN, UPGRADING, AND
EXPANDING”**

- Cary Park COO

KLYDE WARREN PARK, DALLAS



BUILT: 2012, redevelopment
SIZE: 5.2 Acres, urban location
COST: \$40M
Gov: Woodall Rogers Foundation, 501c3

- \$312M direct benefit, \$12.7M taxes
- Rates and rents increased 32% since opening
- 10M visitors a year (local and national)

KLYDE WARREN PARK, DALLAS

**\$123M
INCREASE IN
HOTEL
REVENUES
FROM ADDED
VISITS**

**KLYDE WARREN HAS
HAD A \$3B IMPACT,
WITH \$415M PER YEAR
IN INCREMENTAL TAXES
FROM BUSINESS AND
DEVELOPMENT**


KLYDE WARREN PARK, DALLAS

**“LOCATED AT OUR ARTS
DISTRICT, THIS IS OUR
BEST RESOURCE FOR
VISITORS TO DISCOVER
OUR CITY”**

**Chairman Dallas Tourism
Improvement**

**10M ANNUAL
VISITORS AS A
NATIONAL
DESTINATION**

DETROIT PARKS (CAPITOL PARK, CAMPUS MARTIUS)

A large crowd of people is gathered in a park at dusk. Many people are sitting on the grass, some on blankets and others on folding chairs. The scene is illuminated by warm streetlights and the lights from the buildings in the background. The crowd is diverse in age and appearance, and they appear to be enjoying an outdoor event. In the background, several tall city buildings are visible, their windows glowing with light. The overall atmosphere is relaxed and social.

“A powerful asset is our parks, and their actively programmed spaces. These parks elevate every guest experience and draw people to stay where the parks are. Guests want to find culture, music, food trucks, something memorable and local.”


Andrew Leber,
Shinola Hotel Courtyard Marriott

HOTEL TESTIMONIALS (DETROIT PARKS)

“A park in walking distance fundamentally changes hotel economics, it increases rates, drives bookings, inspires guests to stay longer, and gives them an experience where they are staying”.

Dean Stambules,
Sage Hospitality, hotel operator
across the US

HOTEL TESTIMONIALS (DETROIT PARKS)



“The parks have been transformative for our investment in Book Cadillac. These vibrant programmed spaces enable guests to step outside into a dynamic place, and it’s why they extend stays and come back again and again”.

Matt Kalt,
Oxford Capital Group, owner of Book Cadillac and hotel across the US

RUDEE PARK FINANCIAL RESILIENCY

ANNUAL REVENUE

\$2.5-3.5M

Events, Programs, &
Sponsorships

Local Retail tie-in

Rentals & Activation



FINANCIAL RESILIENCY

ANNUAL EXPENSE

\$2-3M (avg)

Operations & Programs
Maintenance
Capital Expense



GOVERNANCE & CAPITAL CAMPAIGN

“Governance, programming, and operations is what actually makes and keeps public space, world class”

OPERATING ORGANIZATION

LESS
EFFECTIVE

MORE
EFFECTIVE



OPERATING ORGANIZATION

GOVERNING ENTITY, 501c3

(Typically a Conservancy or Foundation)

Oversight by BOARD OF DIRECTORS

(City, Local Business, Parks, CVB, Arts, etc.)

Hire experienced CEO & Operations team

CAPITAL CAMPAIGN

\$20M

- **Establish City liaison lead and fundraising team**
 - Team comprised of national fundraising consultant and a local lead/local non-profit
- **Utilize national fundraising expert**
- **Partner with local and/or existing 501c3 to receive**

CREATE 16-18 MONTH STRATEGY

CAPITAL CAMPAIGN

\$20M

As commitments are raised, draw down or pay back appropriated funds to the TIP.



DONOR MAP



SPONSORSHIPS AND PROGRAMS



MOVIE NIGHT

ART IN THE PARK

FARMERS MARKET

WINTER VILLAGE

CONCERT SERIES

PERFORMANCES

YOGA, FITNESS

NATURE EDUCATION

GAME DAY SERIES

WATER TOURS, TAXI

CULTURAL EVENTS

RECOMMENDED ACTIONS



- 1. MOVE FORWARD WITH SURFACE PARKING DESIGN/MOVE FORWARD WITH CONSTRUCTION DRAWINGS (12-18 months and \$4M)**
- 2. CIP APPROPRIATION IS \$50M (approx. \$2.5M spent to date). \$43.5M REMAINS FOR CONSTRUCTION. ASSUME A \$20M CAPITAL FUNDRAISING CAMPAIGN.**
 - TOTAL PROJECTED ESTIMATED COST TO THE CITY WILL BE \$30M.
 - \$20M RETURNED TO TIP AS DONATIONS ARE REALIZED.
- 3. CREATE FUNDRAISING DEVELOPMENT TEAM WORKING CONCURRENT WITH DESIGN (18 MONTHS)**
- 4. BEGIN CREATION OF GOVERNING ENTITY, 501c3**

THANK YOU

QUESTIONS?



CITY OF
**VIRGINIA
BEACH**