

Request for Information and Ideas (RFII)  
Rudee Loop

SECTION 1 - OBJECTIVE

The City of Virginia Beach and the City of Virginia Beach Development Authority (VBDA) invite qualified local, regional and national real estate developers and their teams to submit responses to this RFII. This RFII is intended to seek interest in, and ideas for, the overall development of the Rudee Loop site. The project (the “Project”) is the development of Rudee Loop, which is an approximate 8-acre peninsula located adjacent to Rudee Inlet on the southern end of the Resort Area of Virginia Beach. Rudee Loop is an assemblage of former retail, restaurant, hotel businesses and street network and is currently used primarily for surface parking and circulation.

The City desires to transform Rudee Loop into a unique redevelopment with an emphasis on open space that attracts residents and visitors and supports surfing, fishing and outdoor recreation.

The City seeks a knowledgeable, experienced, qualified and capable development group with a strong, cohesive internal and external development team experienced in complex projects informed by robust public engagement to submit ideas for what Rudee Loop could become.

During the 2030 Resort Area Strategic Action Plan (RASAP) process, thousands of citizens weighed-in and stated that public open space should be maintained in this area. Current zoning (OR, Oceanfront Resort) allows for mixed-use development with a variety of building types. Public views to the water and public access to the Boardwalk, the beach, the First Street Jetty, Grommet Island Park, Rudee Inlet and Rudee Walk shall be maintained.

The City and the VBDA have assembled prime development property bounded by the Boardwalk to the east, Rudee Inlet to the south, the Rudee Inlet bridge to the west and 4th Street to the north (see exhibit A). The site has been home to many uses over the years to include the Lighthouse Restaurant, the Steel Pier and amusement installations. The oceanfront beach to the east is a popular surf spot and the walkway to the south, an area custom to local fisherman. Rudee Loop has pedestrian connections to the Marina District as well as the boardwalk and Atlantic Avenue. Currently, the interior of Rudee Loop offers public surface parking and staging for special events.

SECTION 2 – REQUIRED SUBMITTALS

Each RFII response requires the following information be provided by a prospective developer or development team:

1. Developer’s concept for the development of the Project. Included in this concept, please provide any anticipated public participation strategies necessary to deliver the Project.
2. Developer's current financial capacity to successfully complete a project of this scope and scale.
3. The developer shall demonstrate that they have successfully completed a minimum of two (2) projects with a similar scope as lead or master developer.

4. Photographs of the projects discussed in #3 and/or other developments completed which are relevant to the scope, and scale of this project.
5. List of current active development projects where the firm is either lead or master developer and oversees the daily operations and management of the project.
6. Resumes of key members of the proposed development team.
7. Disclosure of any potential conflicts of interest that could be relevant to this project in any manner.
8. Three (3) development references including current addresses and telephone numbers, and relationship to the developer.

### SECTION 3 - NON-BINDING RESPONSES

This RFII is not intended to be binding upon the City, the VBDA, or the potential developer, nor is the City or the VBDA going to make a project award based on the response to this RFII. However, in the City or VBDA's discretion, a subsequent request for proposal (RFP) process may occur with the respondents to the RFII. In order to be considered during an RFP process, Developers and their teams must participate in this RFII process, if applicable.

### SECTION 4 - SUBMITTAL QUANTITY, DATE AND PUBLIC DISCLOSURE REQUIREMENTS:

1. The responses shall be no more than 20 pages. Please provide one original and 5 copies and place in a sealed envelope or package for submittal marked "Rudee Loop RFII".
2. All responses shall be received and time-stamped in the office and location described below no later than 3:00 PM Eastern Standard Time, July 25, 2022. This will be a 60-day RFI.
3. All responses are subject to public disclosure under the Virginia Freedom of Information Act. To the extent permissible by law, the City or the VBDA may agree to keep confidential any confidential proprietary information included in a response, provided that (1) the responder identifies the confidential proprietary portions of the response; (2) the responder identifies as confidential and proprietary only those portions of the submittal that are confidential and proprietary; and (3) the responder states why protection is necessary. Responders shall not designate their entire response as confidential and proprietary, nor shall they so designate information that is already public.

### SECTION 5– BACKGROUND:

Virginia Beach is the largest city in Virginia with a population of 459,470. The City is a major national contender in economic development, tourism and conventions. Located in the state's southeast corner, on the Atlantic Ocean, the Virginia Beach Metropolitan Statistical Area is the 37th largest in the United States with a regional population of more than 1.7 million people living in nearby cities including Norfolk, Newport News, Chesapeake, and Williamsburg. Virginia Beach is the #1 vacation destination in the Commonwealth of Virginia and has become a year-round tourism and convention destination. More people come to this city from September through May than in the traditional summer season of June through August.

The 500,000 square foot Virginia Beach Convention Center, which opened in 2005, and neighboring 285,000 square foot Sports Center, which opened in 2020, is located a mile from Rudee Loop. During FY19, the Convention Center hosted 281 events with more than 600,000 attendees, generating an estimated 104,000 room nights, \$78 million in estimated attendee spending and \$11 million in total direct and indirect revenue to the City. The new Sports Center seats 5,000+ spectators and features a 200-meter hydraulic banked track, 12 basketball courts and 24 volleyball courts. It is expected to have a \$4 million annual impact on the City's lodging industry and provide more than \$600,000 a year in City tax revenue.


All relevant documents to this RFII can be found online: [www.yesvirginiabeach.com/RudeeRFII](http://www.yesvirginiabeach.com/RudeeRFII)


All technical questions or requests for a meeting regarding the project should be directed to Kathy Warren, [kmwarren@vbgov.com](mailto:kmwarren@vbgov.com).

ISSUING OFFICE:

City of Virginia Beach Development Authority/Department of Economic Development  
Taylor Adams, Director  
4525 Main Street, Suite 700  
Virginia Beach, VA 23462  
(757) 385-6464

# Exhibit A - City Parcels

 City of  
Virginia  
Beach  
(5.7 Acres)

 Virginia  
Beach  
Development  
Authority  
(0.5 Acres)

6.2 Acres Total

