



City Council Staff Report

Subject: Former MOCA Property, 2200 Parks Avenue
Author: Patrick A. Duhaney, City Manager 
Department: Economic Development
Date: January 31, 2025
Type of Item: Directional

Focused Action Plan Initiative

Govern: 1.12 Explore options and future plans for City-owned physical assets to include Virginia Museum of Contemporary Art building, the Visitor's Center, and the 22nd Street Library.

Envision: 2.27 Provide recommendations for the Central Beach District for potential development, capital improvements, and infrastructure projects.

Summary

On February 4, 2025, City Council will receive a briefing on the former Virginia Museum of Contemporary Art (MOCA) property at 2200 Parks Avenue and seek City Council's direction on its future. In July 2023, MOCA announced their relocation to a new facility at Virginia Wesleyan University. This facility is currently under construction and is anticipated to be completed in the first quarter of 2026. The City of Virginia Beach has received interest regarding the 2200 Parks Avenue facility once MOCA vacates.

Background

2200 Parks Avenue is in the Central Beach Area of the Resort District and is owned by the City of Virginia Beach and leased to MOCA until April 30, 2025. Further property details:

- Property Area: 9.6 Acres
- Building Area: 38,500 SF
- Year Building Constructed: 1989
- Assessed Value: \$7,146,200
- Zoned: P-1 (Preservation)
- Noise Zone: 70-75 dB
- City Council District: 6

Property Constraints

The current P-1 Preservation District Zoning does not permit residential, commercial, lodging or offices uses. A rezoning could permit more land uses, such as:

- Business, offices, and clinics
- Eating and drinking establishments
- Museums and art galleries
- Public buildings/offices
- Retail establishments

However, the following uses will not be prohibited due to the 70-75 dB noise zone, regardless of a rezoning:

- Residential
- Lodging
- Public assembly

Additionally, significant environmental constraints exist for 2200 Parks Avenue:

- Almost the entire property is within a flood hazard zone (Approximately 60% of the property is within the 100-yr floodplain and 38% is within the 500-yr floodplain)
- Approximately 33% of the property (3.3 acres) contains wetlands
- Approximately 37% of the property (3.5 acres) is within the 100-foot of the Chesapeake Bay Resource Protection Area. An increase in impervious cover or further encroachment into this area will not be permitted.

Resource Impacts

The City currently collects \$1 a year in rent and is responsible for the building and ground maintenance of 2200 Parks Avenue as well as certain utilities. The Tenant is currently responsible for some utilities, furnishings, and art collections. The tables below summarize the current annual maintenance expenses for the property as well as recently identified capital maintenance items.

Current City Maintenance Items	Annual Costs
Routine Facility Maintenance	\$20,111
Utilities (all City and MOCA paid)	\$170,248
HVAC Contract Maintenance	\$18,936
Landscape Maintenance	\$40,000
TOTAL	\$209,296

Capital Items Maintenance	Estimated Cost
Windows and Doors Replacement	\$711,614
10-Yr Roof Warranty Renewal	\$195,000
TOTAL	\$906,614

Alternatives for City Council to Consider

The City of Virginia Beach has received interest from two non-profit organizations for adaptive reuse of the facility for:

1. A Naval Museum
2. A performing arts theater

Additionally, the City capital improvement project #100062, the Central Resort District Drainage Improvements, has preliminarily identified the need to reclaim portions of the property for stormwater storage and future flood reduction. The project is in the early stages, and further study is still needed to determine the extent of the stormwater improvements to the property.

Staff is seeking direction on the following alternatives for City Council's consideration:

- A. Proceed with one of the inquiries received
- B. Issue an RFP/RFI
- C. Pause further action until the conclusion of Central Beach Small Area Plan and/or further progress on the Central Resort Drainage Improvements
- D. Other as directed

Should you have any additional questions or concerns, please contact Deputy City Manager Amanda Jarratt at ajarratt@vbgov.com or Economic Development Deputy Director Emily Archer at earcher@vbgov.com or 757-385-2912