

N O R F O L K



NEWS RELEASE

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East Beach Named One of America's Top Restored Beaches

City of Norfolk's beach replenishment puts award-winning neighborhood in U.S. spotlight

NORFOLK, Va. – (May 18, 2007) – On the eve of the summer beach season, the American Shore and Beach Preservation Association (ASBPA) named East Beach in Norfolk one of America's Top Restored Beaches. East Beach received the award following successful efforts by local, state and national authorities to reverse the effects of erosion on its shoreline.

Mayor Paul Fraim said, "In a City with 140 miles of waterfront, Norfolk's seven and one half miles of Chesapeake Bay shoreline is our greatest natural asset, and our investment in beach nourishment pays off every year as private investment in neighborhood homes, businesses and recreational activities exponentially grows. We invested in East Beach, and private developers and homebuyers created the \$400-million East Beach community – a national hallmark of New Urbanism."

"I could never understand why such a wonderful site on the Chesapeake Bay was for years littered with ineffective bulkheads and riprap," says Lee Rosenberg, Norfolk's environmental services manager who submitted the nomination. "I always saw East Beach as a diamond in the rough, waiting to be transformed. And now the transformation is so spectacular, my wife and I moved from Virginia Beach to live in the East Beach community so we could enjoy the great beach and stunning views."

In 2003, the City of Norfolk partnered with the U.S. Army Corps of Engineers and the Virginia Port Authority to nourish East Beach with more than 357,000 cubic yards of sand. Prior to the beach nourishment, a total of ten offshore breakwaters were constructed by the City to mitigate the severe erosion caused by the federal navigation channel and jetties at Little Creek. In combination, the two erosion control strategies have successfully regulated the erosion of the beach and continue to maintain a protective sand dune system. One of the more innovative aspects of the project was the creation of a "natural

looking”, non-engineered, dune system. The dune grasses, sand fencing and public walkways create a great beach environment to be enjoyed by the public and residents of East Beach.

The Top Restored Beaches were chosen based upon three criteria: the economic and ecological benefits the beach brings to its community; the short- and long-term success of the nourishment project; and the challenges each community overcame during the course of the project. In addition to East Beach, the 2007 winners included: Chaland Headland Restoration Project, La.; Collier County Beaches, Fla.; Perdido Pass, Ala.; West Hampton Dunes, Long Island, N.Y.; Surfside-Sunset Beach, Orange County, Ca. and Folly Beach, S.C.

“The selection of our coastline as one of the seven beaches named for America’s Top Restored Beaches is a wonderful recognition,” says Bart Frye, managing partner of East Beach Company, LLC. “This award acknowledges the City of Norfolk’s commitment to East Beach and is a fitting follow-up to one of our premier bay front homes being chosen as the 2005 *Coastal Living* Idea House.”

“The Top Restored Beach award was created in 2001 as a way of highlighting nourished beaches,” said Mayor Harry Simmons of Caswell Beach, N.C. and President of ASBPA. “As Americans begin to flock to our nation’s coastline during the upcoming beach season, most beach-going Americans don’t even realize they may be enjoying a nourished beach.”

Beach nourishment – the process of placing sufficient quantities of beach-quality sand on eroding beaches to combat erosion – began occurring in the United States over 40 years ago in coastal communities on the East, West and Gulf Coasts. America now has over 370 nourished beaches, including Miami Beach; Coney Island, N.Y.; Waikiki and Venice Beach, Calif. Studies have shown that each dollar spent on beach nourishment generates an additional four to five in taxpayer benefits.

ABOUT ASBPA: Founded in 1926, the American Shore and Beach Preservation Association represents the scientific, technical and political interests along the coast in an effort to shape national research and policy concerning shore and beach management and restoration. ASBPA strives to engage in a factual debate on coastal issues and economics that will foster sound, far-sighted and economical development and preservation of our beaches; thereby aiding in placing their beliefs within the reach of the largest possible number of people in accordance with the ideals of a democratic nation. For additional information about ASBPA, please visit www.asbpa.org.

ABOUT EAST BEACH:

East Beach is situated on 100 acres along the Chesapeake Bay in Norfolk. Surrounded by water, the traditional neighborhood development is fashioned after classic Southeastern seaboard coastal villages. The master plan, developed by Duany Plater-Zyberk, for the \$400-million development includes 700 residences, neighborhood restaurants, boutique shops, a Bay Front Club and offices. The neighborhood was home to the 2005 *Coastal Living* Idea house, a first for Virginia, and was named Community of the Year in 2006 by the Tidewater Builders Association. East Beach is a unique initiative between the developers, East Beach Company LLC, the City of Norfolk and Norfolk Redevelopment & Housing Authority. For more information, visit eastbeachnorfolk.com

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