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Pearle Vision Lynnhaven Virginia Beach Announces "Topping Out Ceremony" for New State-of-the-Art Location

Long-Standing Local Pearle Vision Franchise Practice Moves to Standalone Building for Enhanced Patient Experience, Including Advanced Dry Eye Care

VIRGINIA BEACH, VA – June 25, 2025 – Pearle Vision Virginia Beach, a trusted provider of comprehensive eye care and eyewear for over 35 years, is excited to announce the Topping Out Ceremony for its new, purpose-built facility. The event will take place on Wednesday, July 23rd, 2025, at 10:00 AM, at the new site located at 889 S Lynnhaven Rd., Virginia Beach, VA 23452.

This new Pearle Vision building marks a significant milestone for the practice, which has operated inside Lynnhaven Mall (701 Lynnhaven Pkwy) for more than three decades. The move to a standalone building directly across the street will allow for an expanded, modern facility designed to provide an even more comfortable and advanced patient experience. This includes state-of-the-art dry eye diagnosis and treatment equipment and procedures, addressing a growing need in the community.

"We are incredibly excited about this new chapter for Pearle Vision Virginia Beach and our Joyful Eyecare family," said Dr. Daniel Ferrara, owner and optometrist. "For over 35 years, we've been dedicated to serving the eye care needs of this community from within Lynnhaven Mall. Moving to our own dedicated space just steps away allows us to custom-design a facility that truly reflects our commitment to comprehensive medical eye care, routine vision exams, expert contact lens fitting, and a spacious optical showroom with an enormous selection of fashion frames and a full-service lens fabrication lab. We'll continue to offer personalized service, all while remaining in the heart of the community we love."

Dr. Ferrara, who took over the Lynnhaven Mall Pearle Vision location in 2015 from Dr. Marilyn Borza (who established it as one of the first two Pearle Vision franchises in Virginia in 1990), brings extensive experience and a deep commitment to patient care. A native Philadelphian, Dr. Ferrara completed his optometry doctorate at the Pennsylvania College of Optometry. He is well-known for his kind, personalized approach to both routine and complex medical eye care, as well as specialty contact lens fitting.

Beyond his practice, Dr. Ferrara is dedicated to giving back to the community, providing free eye exams and glasses for organizations like the Lions Club (from whom he gratefully received their "Melvin Jones Lifetime Achievement Award" in 2024), the Salvation Army, and Virginia Beach Public Schools. He also affirms his commitment to the community by continuing to offer weekend hours. "Many of our long-standing loyal patients depend on us being open Saturdays and Sundays," Dr. Ferrara added. "Rest assured, we will maintain those hours at the new location because of our unwavering commitment to our community."

The Topping Out Ceremony will be attended by Dr. Daniel Ferrara, his wife Lily, daughters Joy and Grace, and many members of the dedicated Pearle Vision Virginia Beach team. Guests will enjoy refreshments and snacks on the newly laid slab and under the preliminary roof to celebrate this exciting development for local eye care.

The new location at 889 S Lynnhaven Rd. is strategically situated directly adjacent to Lynnhaven Mall, a high-traffic area, ensuring continued convenient access for patients. The property, zoned B-2 (Community Business), boasts a traffic count of 45,000 vehicles per day.

Event Details:

- **What:** Topping Out Ceremony for New Pearle Vision Virginia Beach Location
- **When:** Wednesday, July 23rd, 2025, at 10:00 AM

- **Where:** 889 S Lynnhaven Rd., Virginia Beach, VA 23452
 - **Who:** Dr. Daniel Ferrara (Owner/Optometrist), Lily Ferrara (Wife and Practice Manager), Joy Ferrara, Grace Ferrara, Pearle Vision Virginia Beach Team, Community Leaders, and Guests.
 - **RSVP:** Please confirm your attendance by July 16th at [Pearle Vision Topping Off Ceremony RSVP](#).
 - **Visuals:** Renderings of the new building, groundbreaking activities, interviews with Dr. Ferrara and team members.
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About Pearle Vision Virginia Beach (Joyful Eyecare):

For over 35 years, Pearle Vision Lynnhaven Mall Virginia Beach has been dedicated to providing comprehensive eye care, advanced optical services, and a wide selection of eyewear to the Virginia Beach community. Led by Dr. Daniel Ferrara, O.D., who took over the practice in 2015, the practice focuses on personalized patient care and strong community involvement. The current location is inside Lynnhaven Mall (near Dillard's Department Store) at 701 Lynnhaven Pkwy, Virginia Beach VA 23452. The new standalone building will significantly enhance the patient experience with a modern, expanded facility, including state-of-the-art Dry Eye diagnosis and treatment devices and procedures, which are desperately needed by many patients experiencing the ill effects of dry eye symptoms.

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