



DOWNTOWN **2030** UPDATE:  
PUBLIC WORKSHOP #2 — MARCH 12, 2020





A VISION FOR THE NEXT DECADE  
**NORFOLK**  
2030

This plan update continues Norfolk's tradition of using physical planning as a primary tool for economic development. As in the previous five updates, Synergy — using every project to create another — will continue to be the Downtown Plan's driving force. Public investment will be used strategically to catalyze private development to create vibrant urban spaces and resilient districts.



# UPDATE:

## 1980

- Cleared blighted areas
- Main Street development
- Golden Triangle
- Core surrounded by empty land



## 1990

- Town Point Park and The Waterside on the waterfront
- Granby Street in the middle of vacant land

## 2000

- Freemason Neighborhood connected to Granby Street
- Tidewater Community College
- MacArthur Center



## 2010

- Infill development along Boush Street
- East Freemason Street
- Connections between Granby Street and West Freemason Neighborhood



# UPDATE:

## 2020

- The Tide light rail system
- Slover Library
- Selden Market
- The Main
- Wells Fargo and Monticello Station
- Waterside District
- Brambleton Avenue residential and hotel
- NEON District

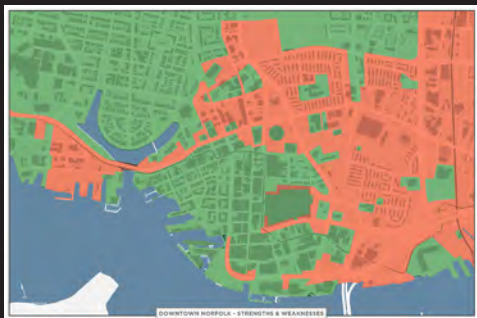






2030







## THE PROCESS IDENTIFIED KEY DRIVERS FOR THE 2030 PLAN:

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1. **Coastal Resilience:** Sea Level Rise & Flooding Protection
2. **Multimodal Plan:** Downtown = Pedestrian first zone
3. **East-West Connections:** Focus on improving these connections
4. **Development Projects:** Should respond to the above drivers. Focus on building equity and diversity through mixed-income residential and small businesses development



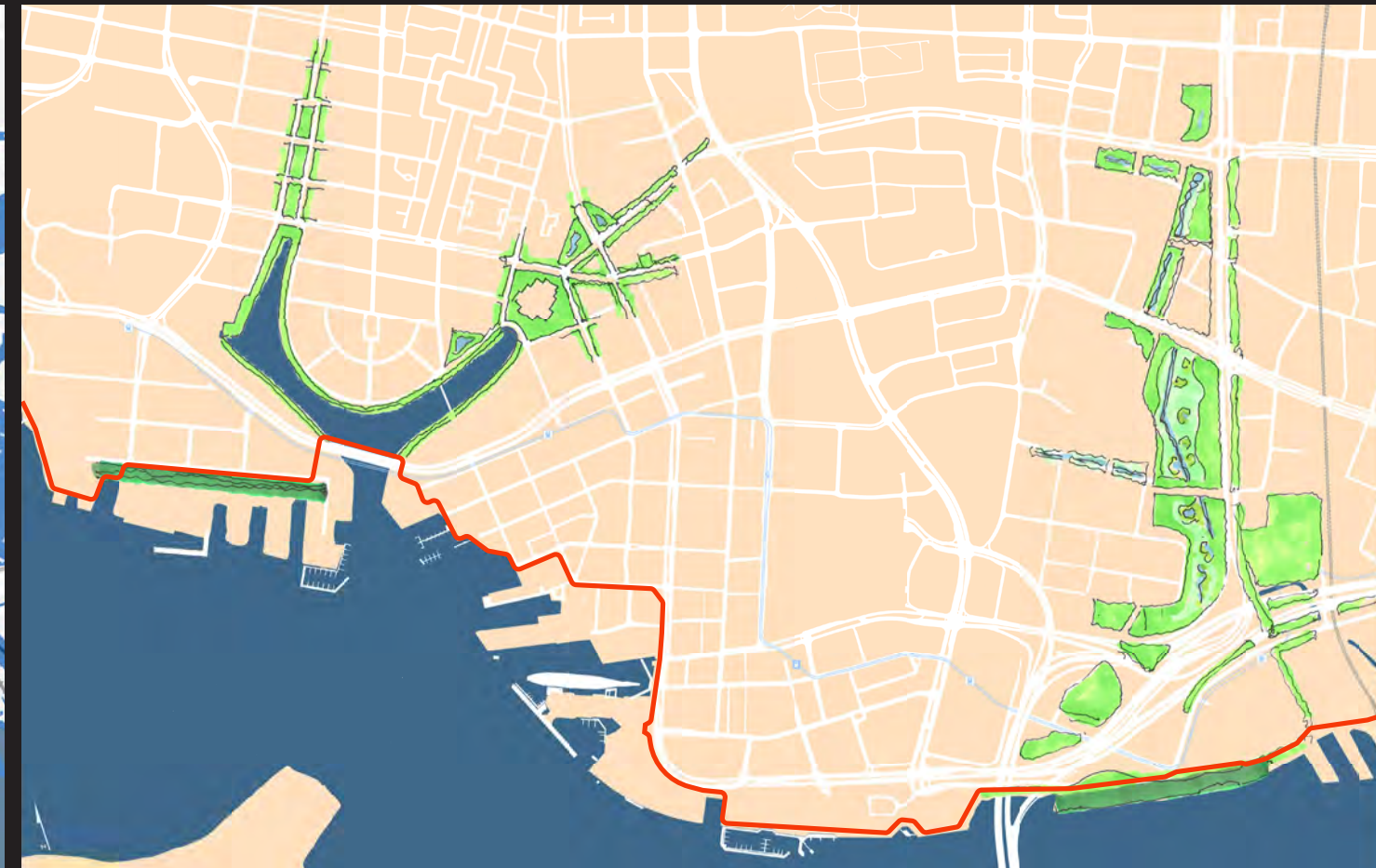
# UPDATE: 2030 Plan

- Build on Downtown's success to revitalize surrounding areas
- MacArthur Center revitalization
- Taming traffic and Multimodal Plan
- Extend waterfront to Harbor Park
- Support NEON District
- Include Fort Norfolk





# 1. Coastal Resilience



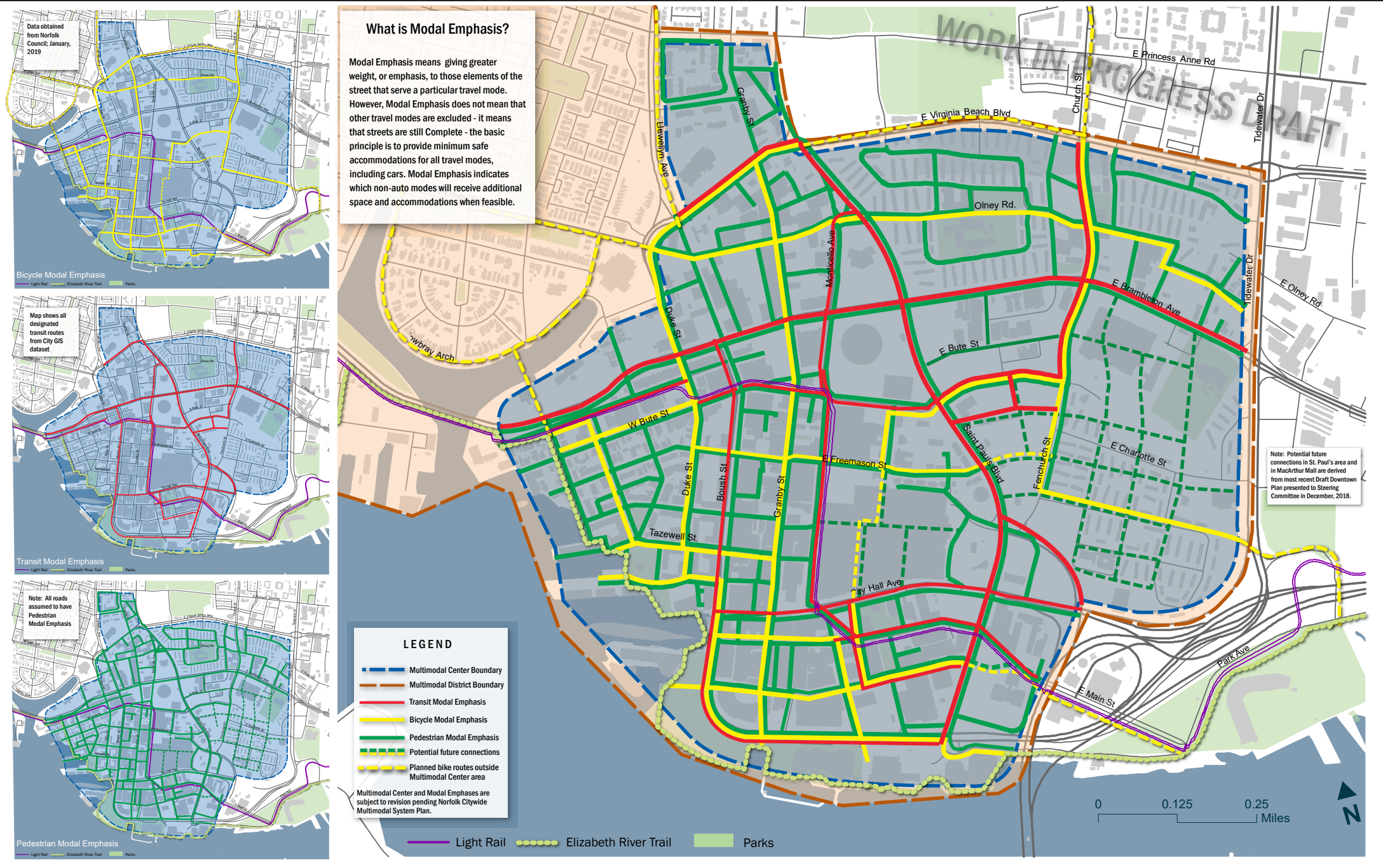


## 2. Multimodal Plan: Barriers





# 2. Multimodal Plan





### 3. East-West Connections: Interconnected Pedestrian-Scale Network





# UPDATE: 2030 Plan



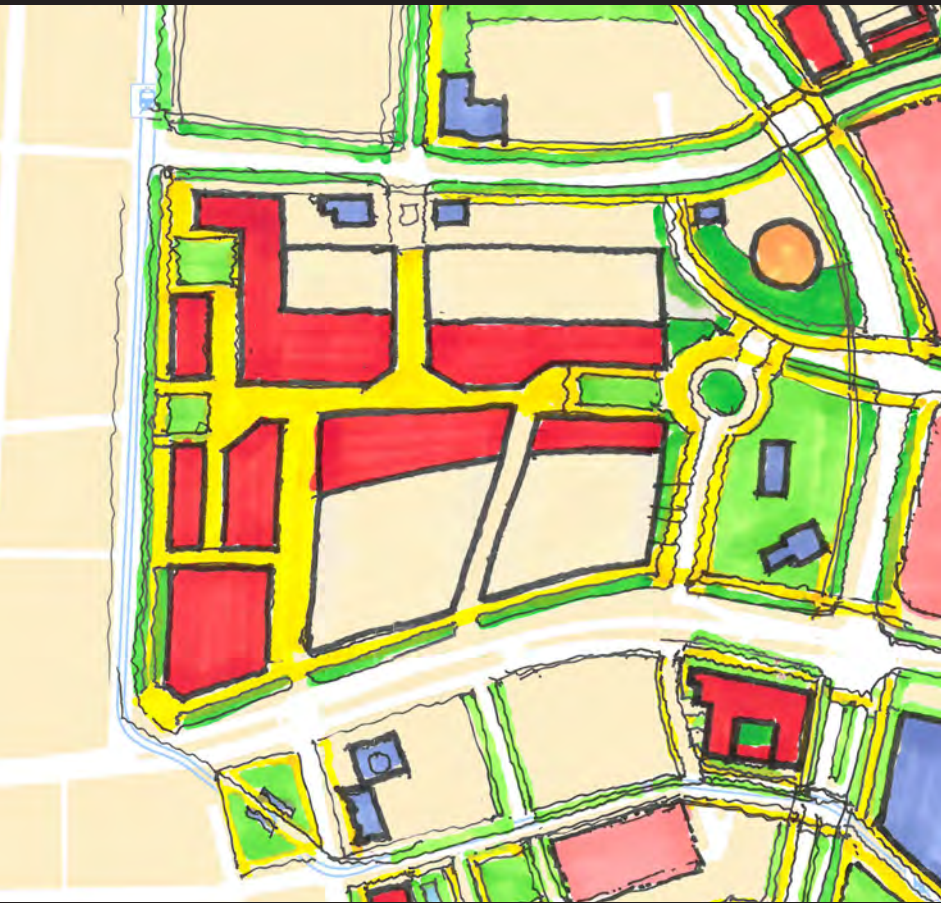


# UPDATE: Downtown Core

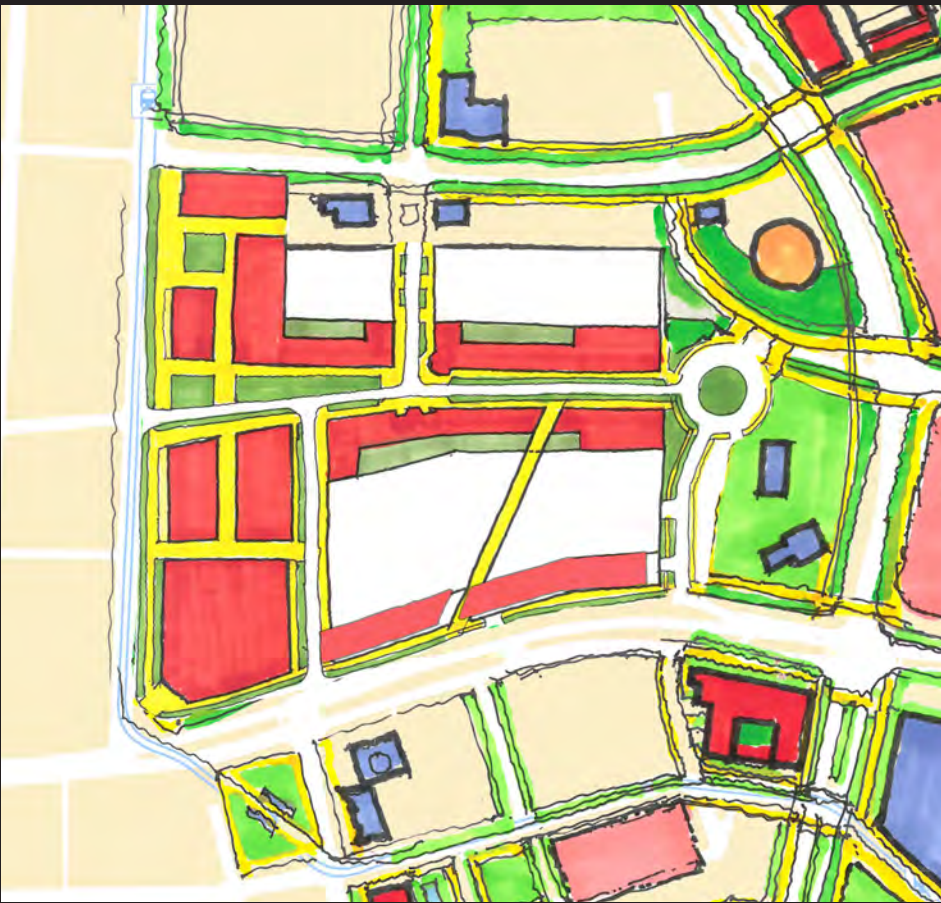




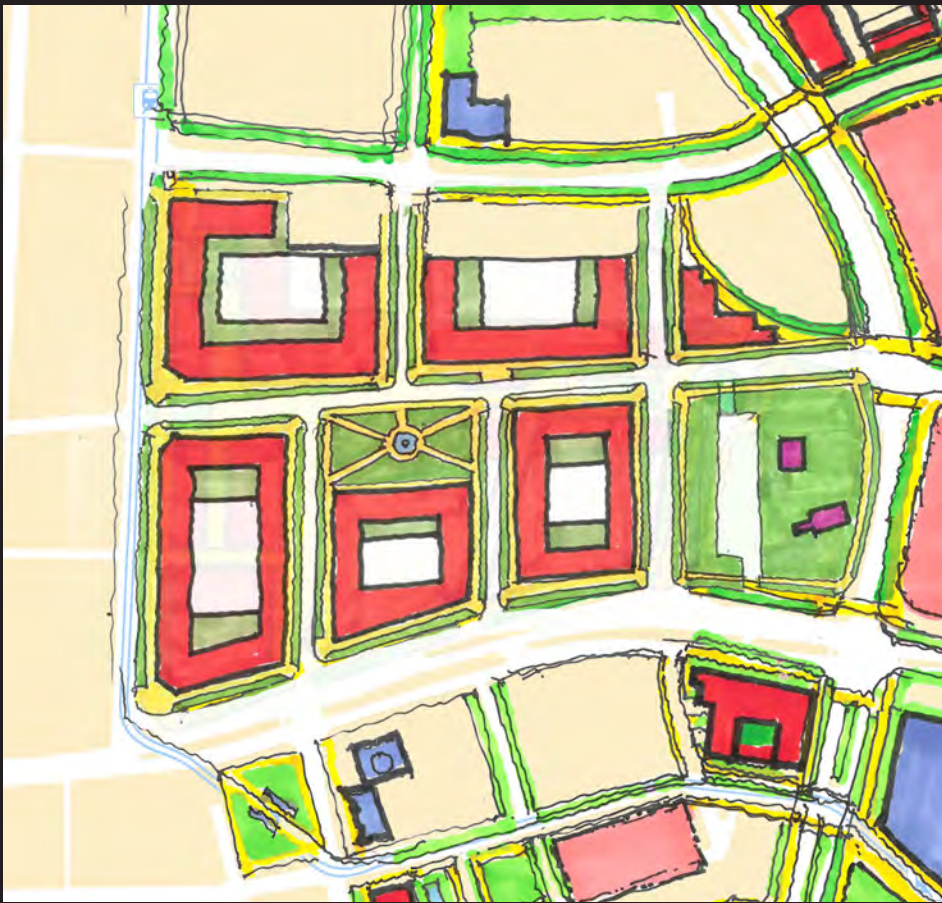
# MacArthur Center



1 Minimum



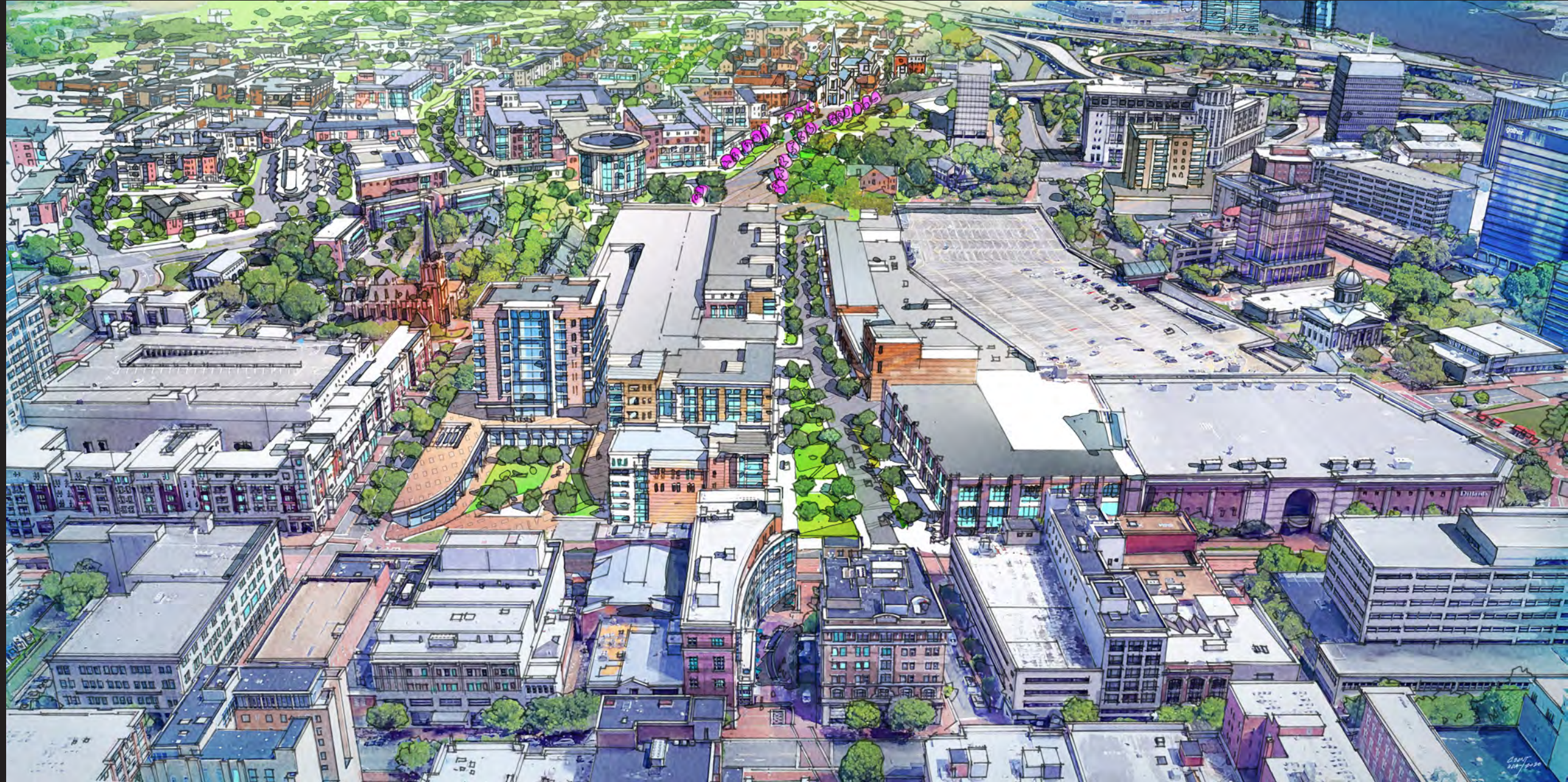
2 Medium



3 Maximum

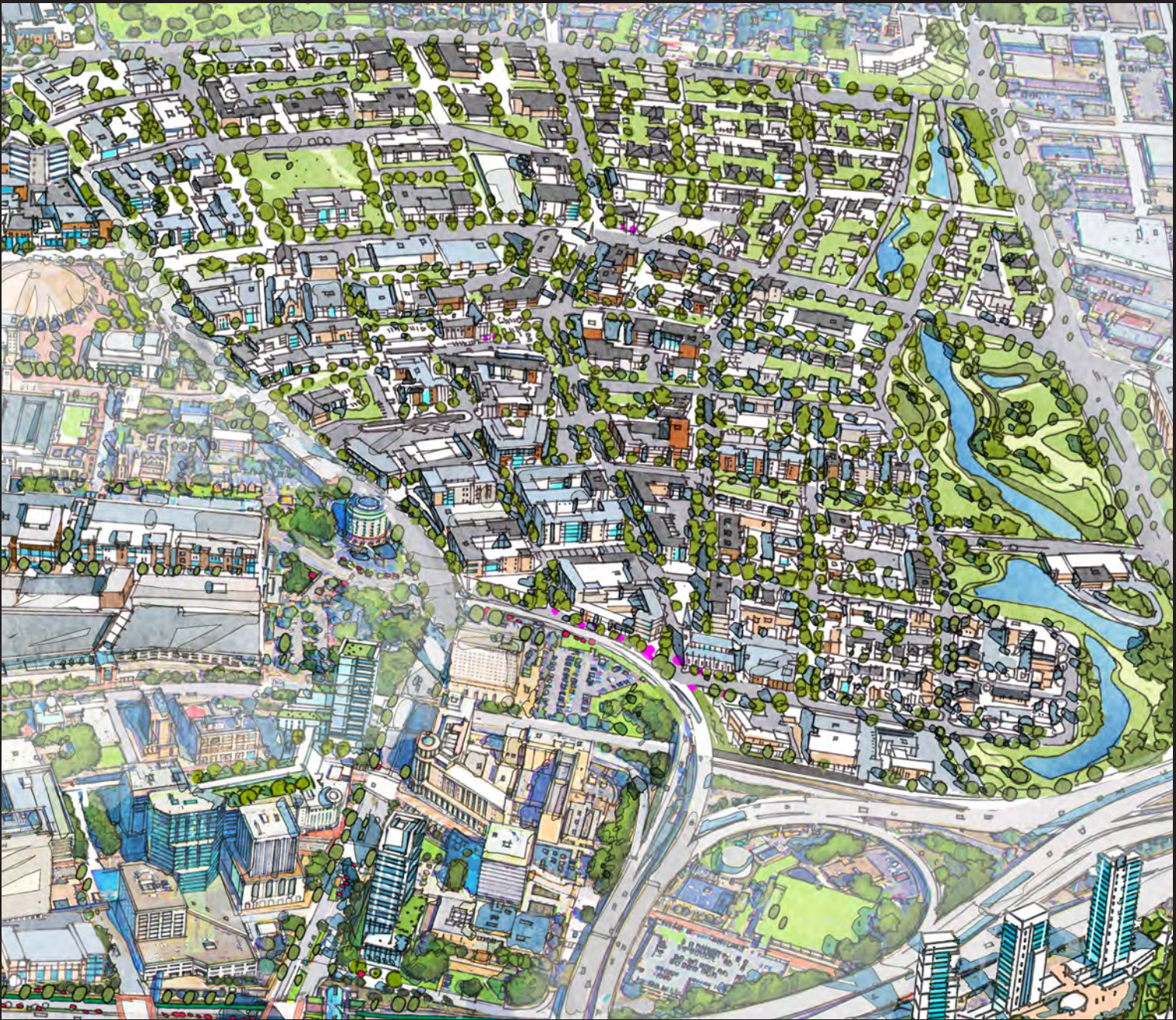
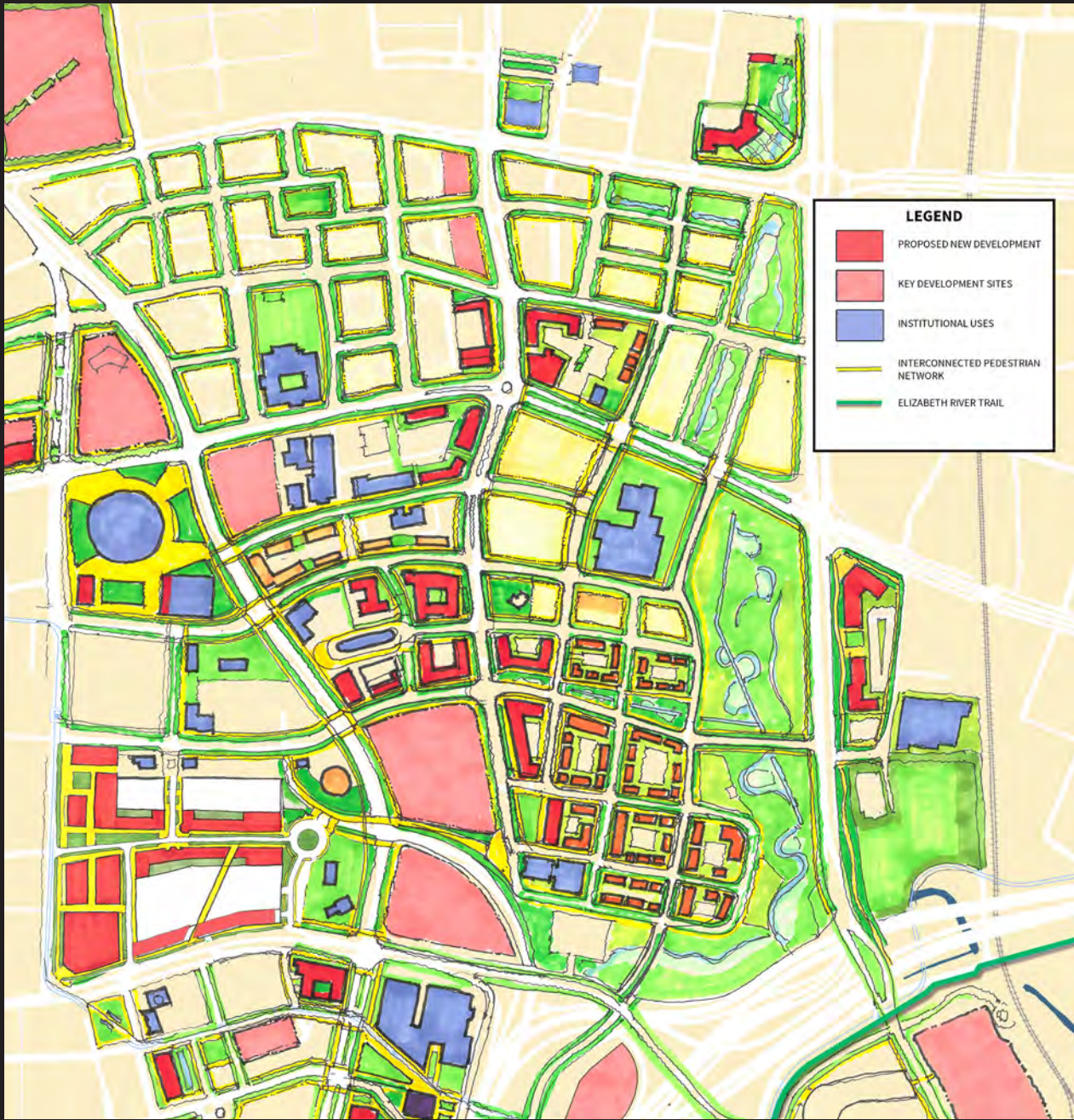


# MacArthur Center: View looking east to St. Paul's





# UPDATE: St. Paul's Area

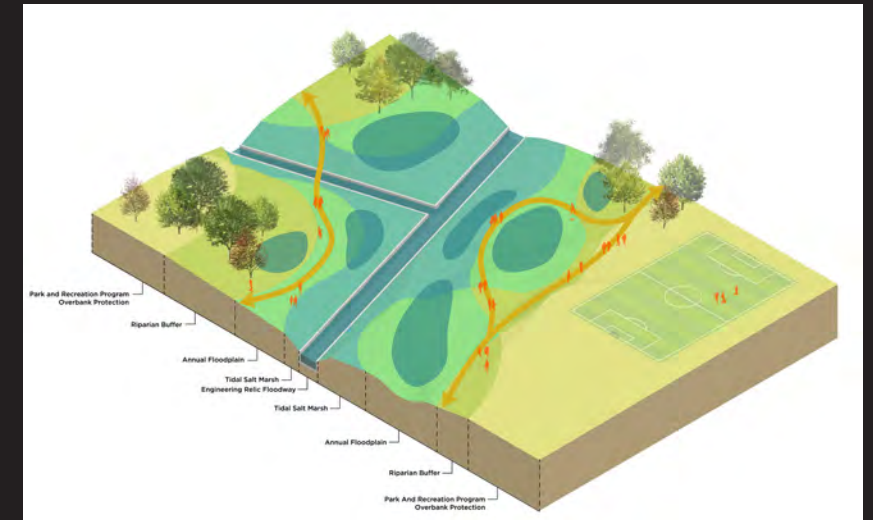
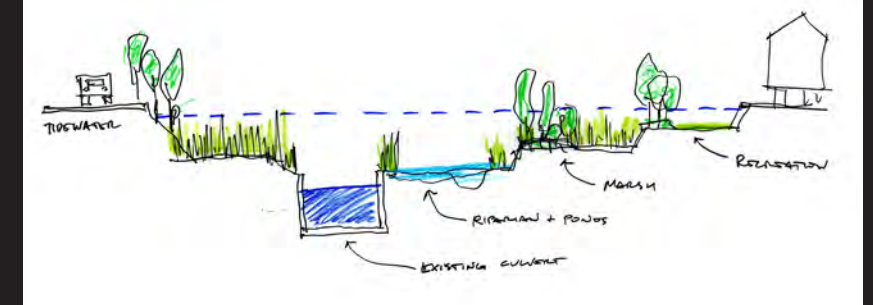




# St. Paul's Area: Resilience



Freemason Street Resilience Park





## St. Paul's Area: Mixed use and employment, multimodal friendly



Church Street



## St. Paul's Area: Housing & small-scale neighborhood streets



Typical Local Street



# St. Paul's Area: Mixed use and employment, multimodal friendly



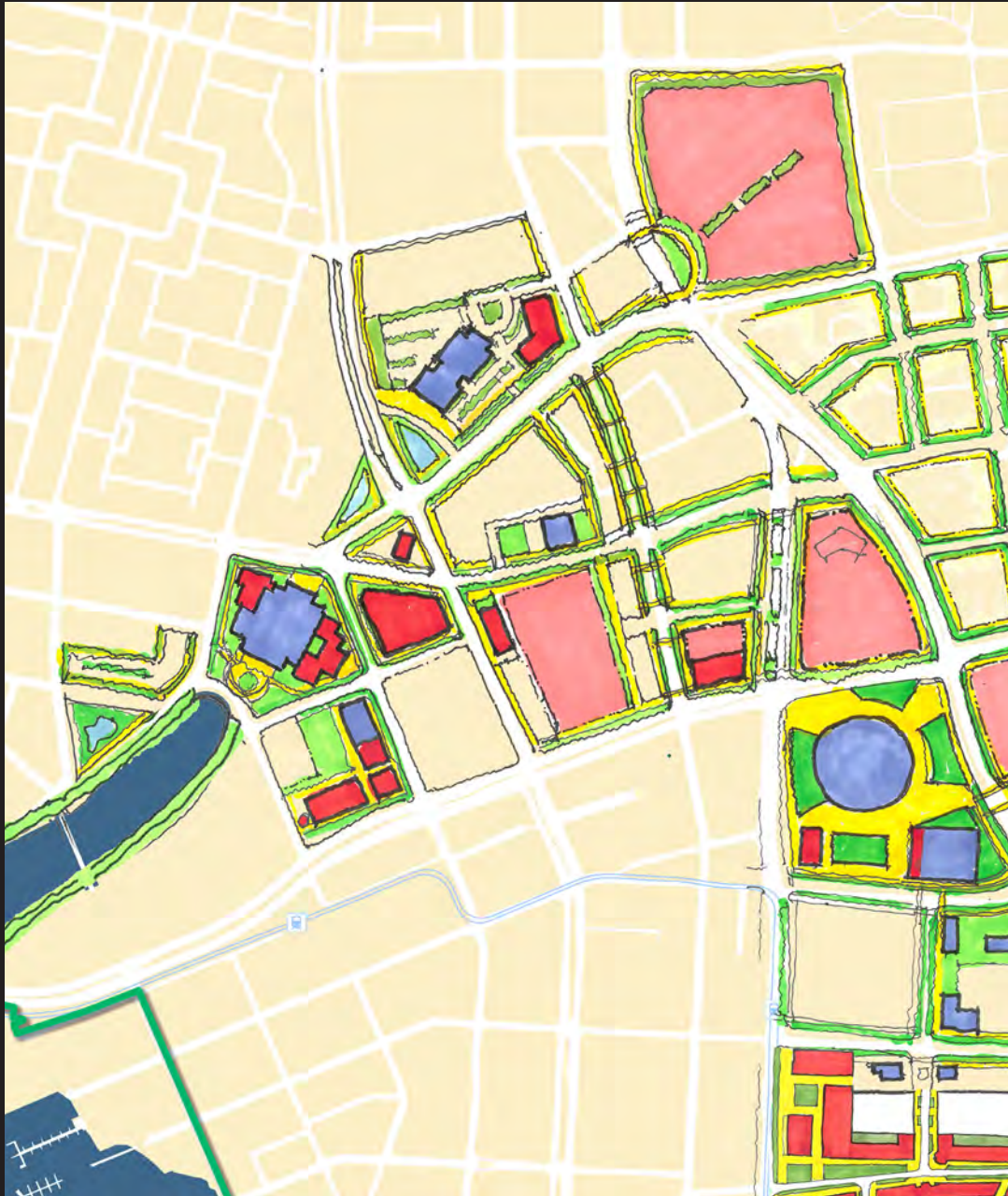
Freemason Street



Option 1 - large development parcel



# UPDATE: NEON District



Granby Street and Olney Road

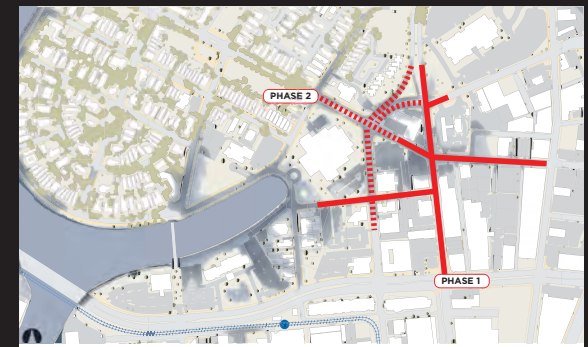
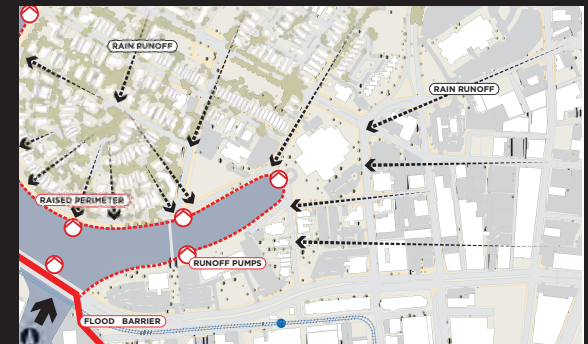


# NEON District: Past plans



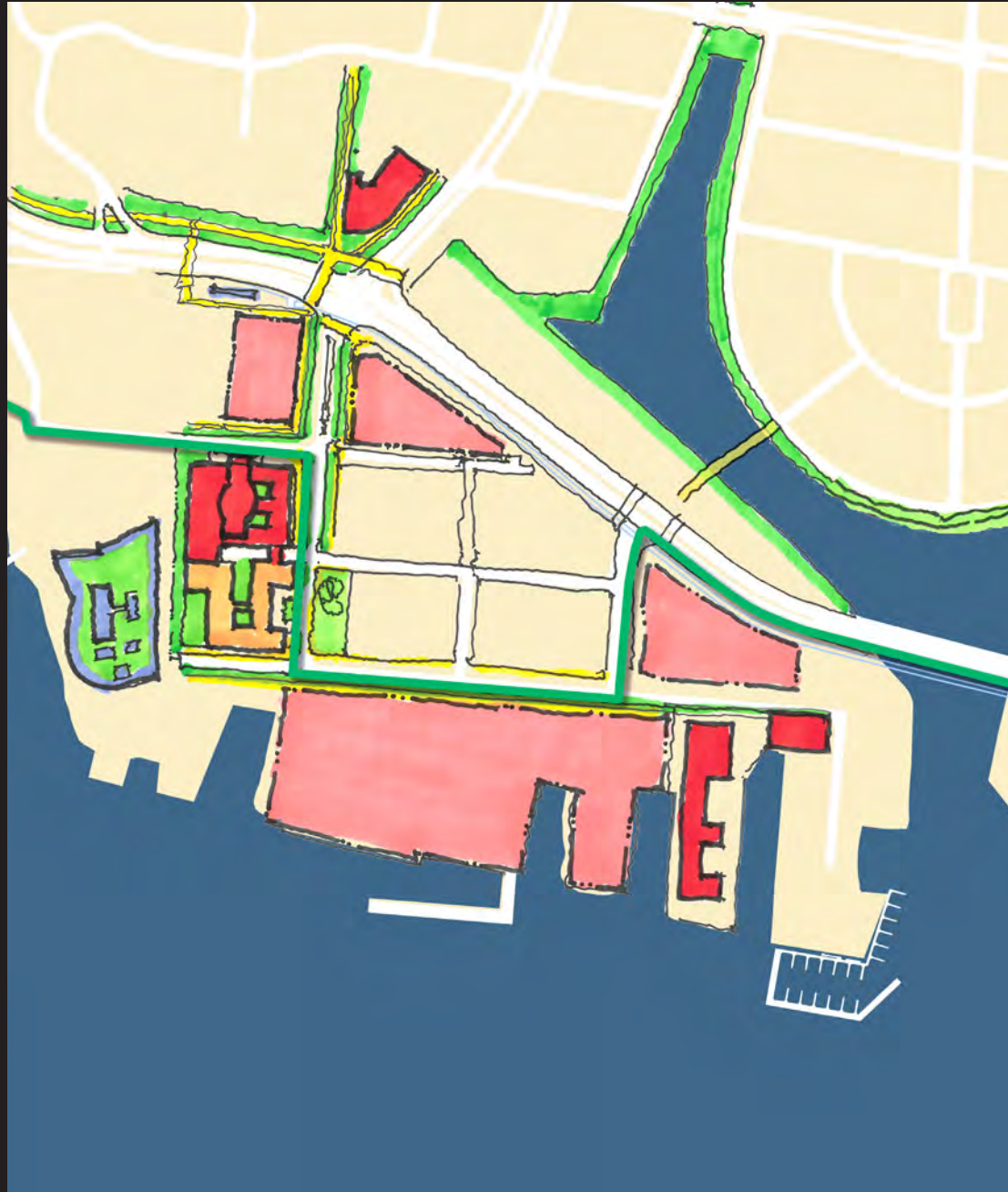


# NEON District: The Chrysler Museum and resilience planning





# UPDATE: Fort Norfolk



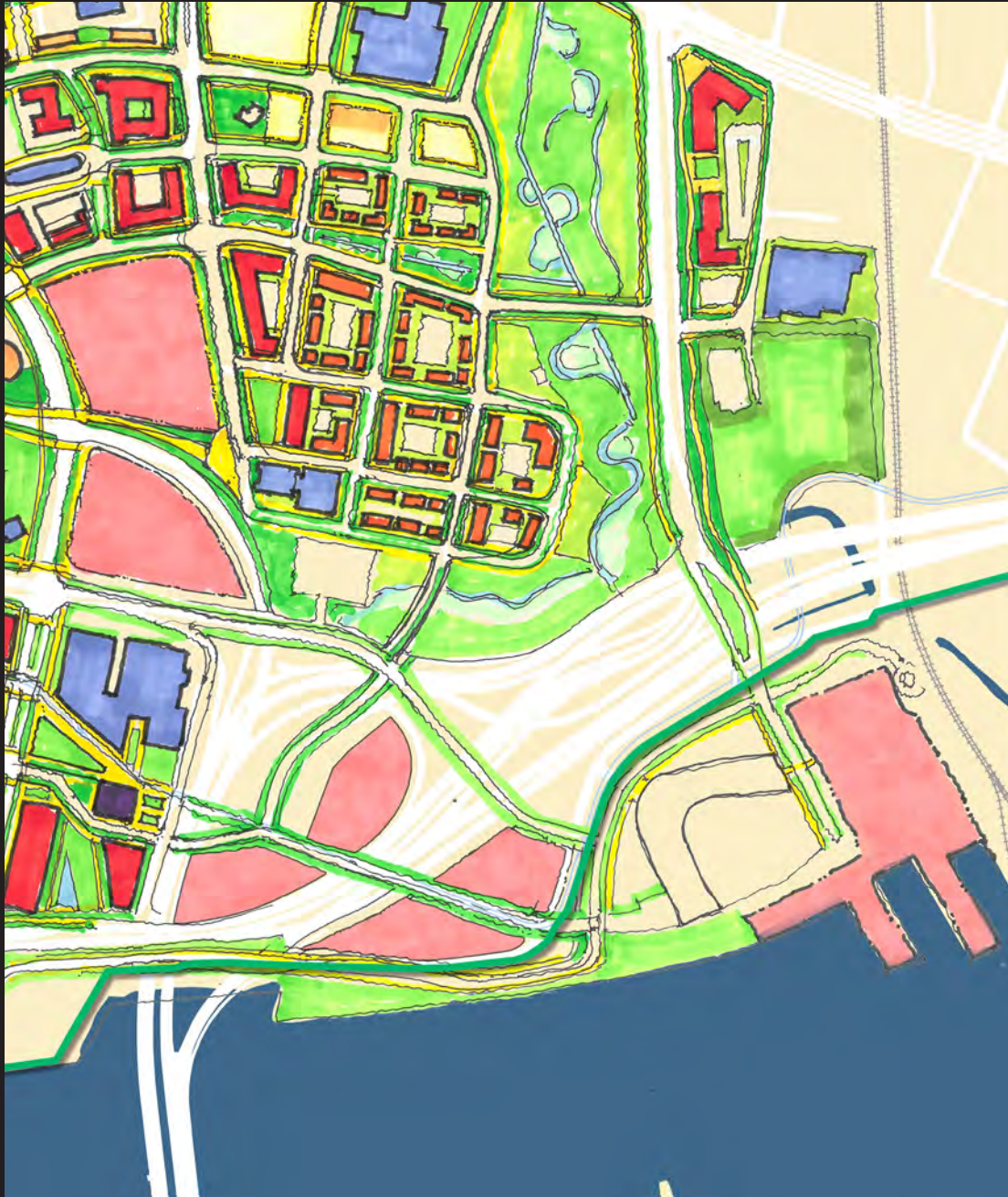


# Fort Norfolk: View of new development at Colley & Brambleton





# UPDATE: Harbor Park





# Harbor Park: A resilient park with high density development





# Harbor Park: The Berkley Bridge Underlook





**E HARBOR PARK WATERFRONT:** The Elizabeth River Trail will be enhanced to better connect Town Point Park along the waterfront to Harbor Park. It will be designed to protect the area from flooding and create major development sites.



# Downtown Plan 2030 Update - review the DRAFT poster

## NORFOLK

### 2030

#### INITIATIVES WITHIN THE FOUR FRAMEWORKS

##### DOWNTOWN CORE

Although the Downtown core is mostly complete, it needs to be better connected – to the east to the St. Paul's Area and to Harbor Park, to the south to the Waterfront, and to the north to the NEON District.

##### WATERSIDE DRIVE

A new intersection at Commercial Place will tame traffic and overcome the barrier effect of Waterside Drive. Future initiatives will include a raised flood wall along the waterfront, making it necessary to raise the level of Town Point Park and the Waterside waterfront. Town Point Park will need to be redesigned to include more year-round, family-oriented amenities to serve the growing Downtown population and retain young families.

##### MacArthur Center

In 1999, the 11 million square-foot MacArthur Center helped reestablish Downtown as a regional retail destination, in the course of the first two decades of the 21st century, retail changed so dramatically that MacArthur Center needs to be re-conceived. Three options are being explored:

- 1 Open up the ends, light up the exterior and provide ground floor retail with offices above.
- 2 Re-open Market Street as a landscaped pedestrian-friendly promenade lined with mixed-use buildings, including residential uses. Line City Hall Avenue with micro retail and small services and businesses.
- 3 Start over and build a new urban district with a street pattern that reopens Bank and Court Streets to connect Scope and Chrysler Hall with Main Street and the Waterfront.



The new urban address created by a re-imagined MacArthur Center will link Granby Street and the TCC Campus to the revitalized St. Paul's Area and provide a visual connection to St. Mary's Basilica. This dramatic vision for reestablishing east-west connections links business, education, neighborhoods, and opportunities for all.

##### HARBOR PARK WATERFRONT

The eastern improvements along the Elizabeth River Trail will include the "Berkeley Bridge Underlook", new resilient parks along the shoreline, mixed-use development around Harbor Park, the re-alignment of Park Avenue and the extension of City Hall Avenue and Tidewater Drive to Park Avenue.

##### ST. PAUL'S AREA

The areas east of the Downtown core have been isolated from Downtown, the waterfront, NSU and the NEON district by high speed roads and a street pattern designed to segregate the predominantly African American, low-income neighborhood. The City is making major investments to transform it into a mixed-income, mixed-use community similar to the Freemason neighborhood west of Downtown. The plan includes traffic calming on major streets, a new interconnected network of pedestrian-scale streets, new housing for all incomes and a beautiful public park that helps mitigate flooding.

##### NEON DISTRICT AND MUSEUM AREA

Major residential developments are underway in the NEON District which incorporates the Auto Row Historic District which will be supported by infrastructure improvements that include street lights, trees, resilient landscape and creative uses of public art. The Chrysler Museum's Master Plan includes resilient landscape and building additions with recommendations for raising streets and installing floodable landscape/ sculpture parks between the Chrysler Museum and the Harrison Opera House as well as along Virginia Beach Boulevard.

##### FORT NORFOLK

Three high rise buildings, the Harbor's Edge River Tower, EVMS' Walter Hall and CHKD's mental health hospital, are establishing Fort Norfolk as an extension of Ghent and the Medical Complex. With a critical mass of redevelopment happening in this area, it is now time to explore options for turning underutilized properties into high-density, mixed-use development.



**LEGEND**

- PROPOSED NEW DEVELOPMENT
- KEY DEVELOPMENT SITES
- INSTITUTIONAL USES
- INTERCONNECTED PEDESTRIAN NETWORK
- ELIZABETH RIVER TRAIL

**HARBOR PARK:** View looking east with the Elizabeth River Trail's proposed "Berkeley Bridge Underlook" in the foreground. A resilient waterfront park with high-density development stretches to the east toward the Harbor Park baseball stadium.

**NEON DISTRICT:** Twilight view over Granby Street looking west on Olney Road showing new streetscapes, residential buildings and landscape features linking the Chrysler Museum & Opera House.

**ST. PAUL'S AREA:** View looking east along the new Freemason Street with mixed-use buildings and active ground floor uses.

**ST. PAUL'S AREA:** View of a typical residential street with resilient landscape and mix of townhouses and small apartment buildings.

**ST. PAUL'S AREA:** Aerial view over the resilience park looking west along an extended Freemason Street. This park provides amenities and educational opportunities for residents and is lined with houses and apartments.

**ELIZABETH RIVER TRAIL:** The Berkeley Bridge Underlook will connect pedestrians and cyclists to the water.

**FORT NORFOLK:** Aerial view over Colley Avenue with the new Harbor's Edge River Tower on the left and EVMS' Walter Hall in the distance. Between the two are underutilized properties which could be transformed into new, high-density, mixed-use development.