



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

EPRPC

UDA
URBAN DESIGN ASSOCIATES

WPA
WORK PROGRAM ARCHITECTS
Ray Gindroz, FAIA

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

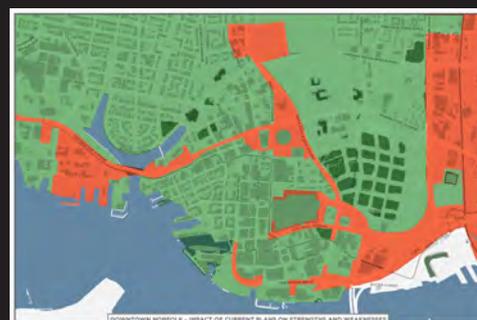
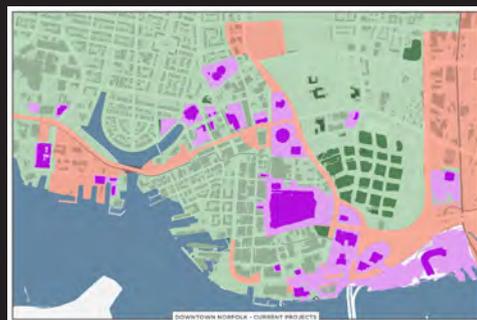
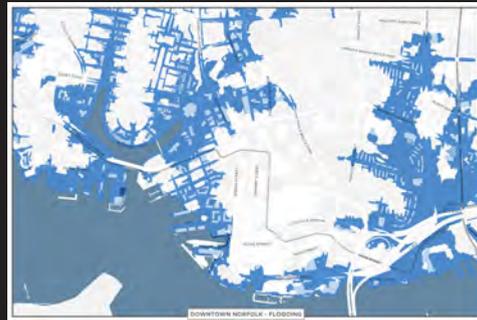
- The Tide light rail system
- Slover Library
- Selden Market
- The Main
- Wells Fargo and Monticello Station
- Waterside District
- Brambleton Avenue residential and hotel
- NEON District





2030

X-RAYS:



THE PROCESS IDENTIFIED KEY DRIVERS FOR THE 2030 PLAN:

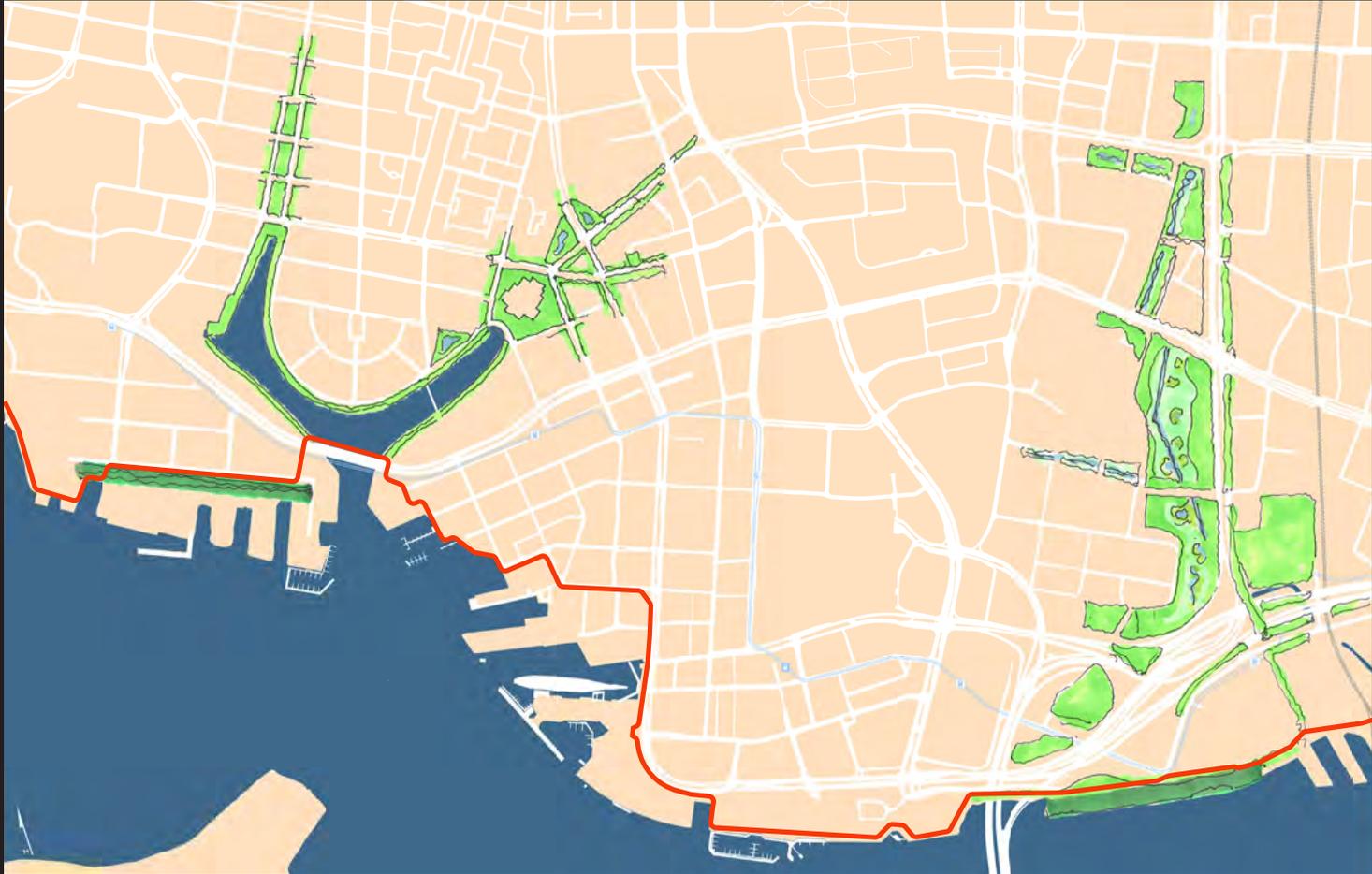
1. **Coastal Resilience:** Sea Level Rise & Flooding Protection
2. **Multimodal Plan:** Downtown = Pedestrian first zone
3. **East-West Connections:** Focus on improving these connections
4. **Development Projects:** Should respond to the above drivers. Focus on building equity and diversity through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



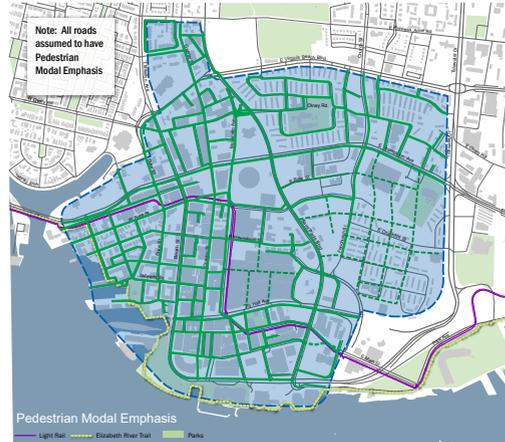
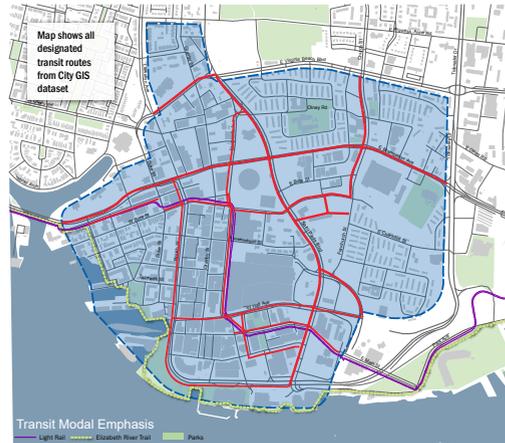
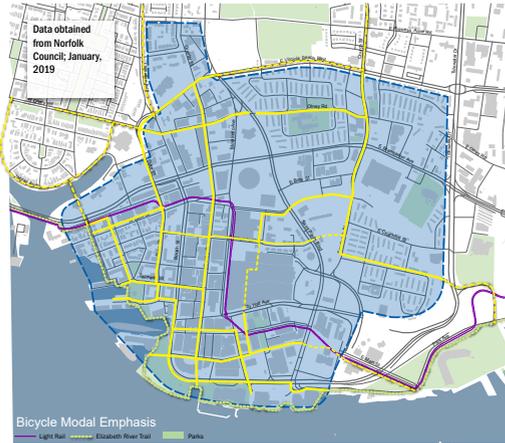
2. Multimodal Plan: Barriers



2. Multimodal Plan

What is Modal Emphasis?

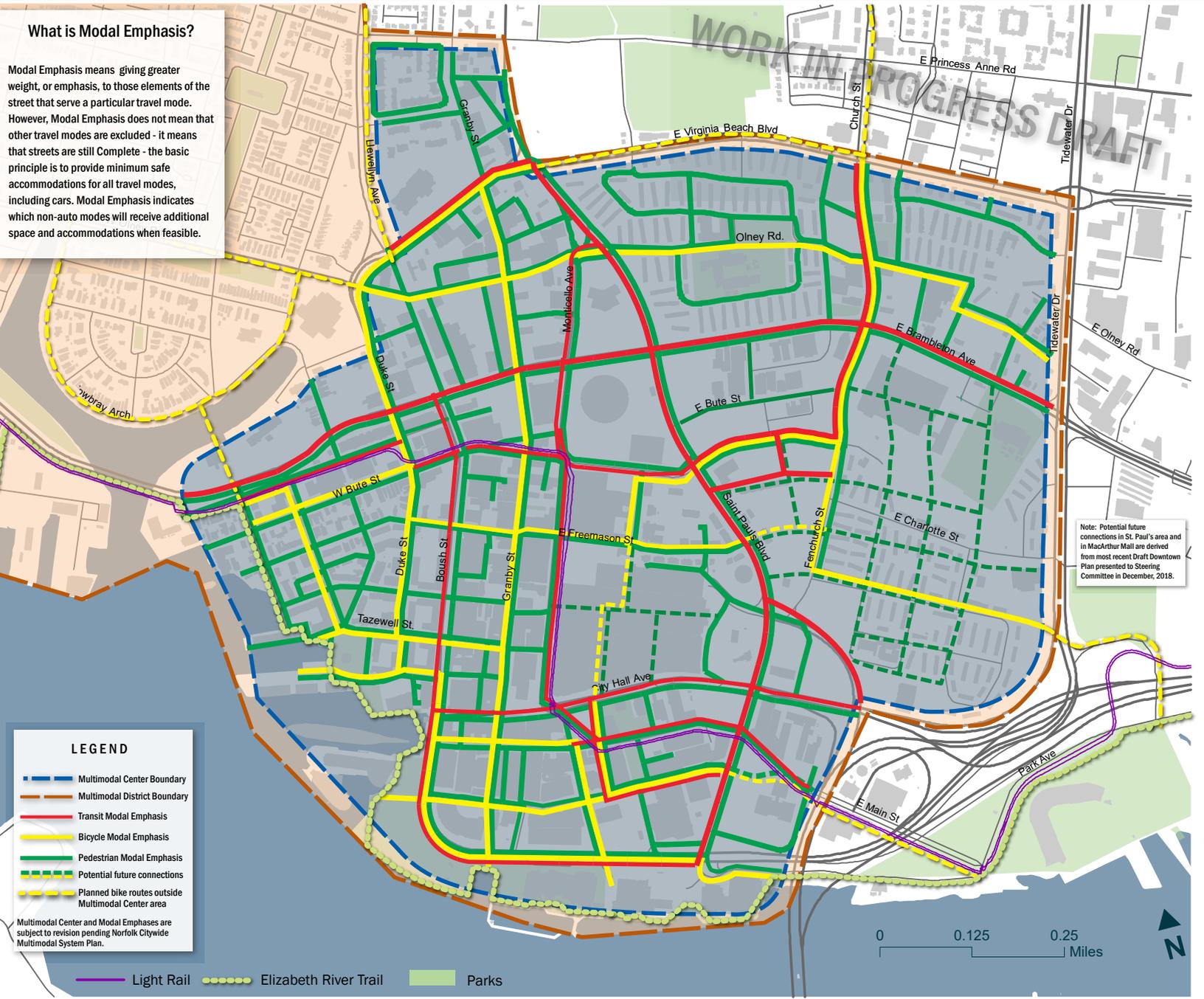
Modal Emphasis means giving greater weight, or emphasis, to those elements of the street that serve a particular travel mode. However, Modal Emphasis does not mean that other travel modes are excluded - it means that streets are still Complete - the basic principle is to provide minimum safe accommodations for all travel modes, including cars. Modal Emphasis indicates which non-auto modes will receive additional space and accommodations when feasible.



LEGEND

- Multimodal Center Boundary
- Multimodal District Boundary
- Transit Modal Emphasis
- Bicycle Modal Emphasis
- Pedestrian Modal Emphasis
- Potential future connections
- Planned bike routes outside Multimodal Center area

Multimodal Center and Modal Emphases are subject to revision pending Norfolk Citywide Multimodal System Plan.



Note: Potential future connections in St. Paul's area and in MacArthur Mall are derived from most recent Draft Downtown Plan presented to Steering Committee in December, 2018.

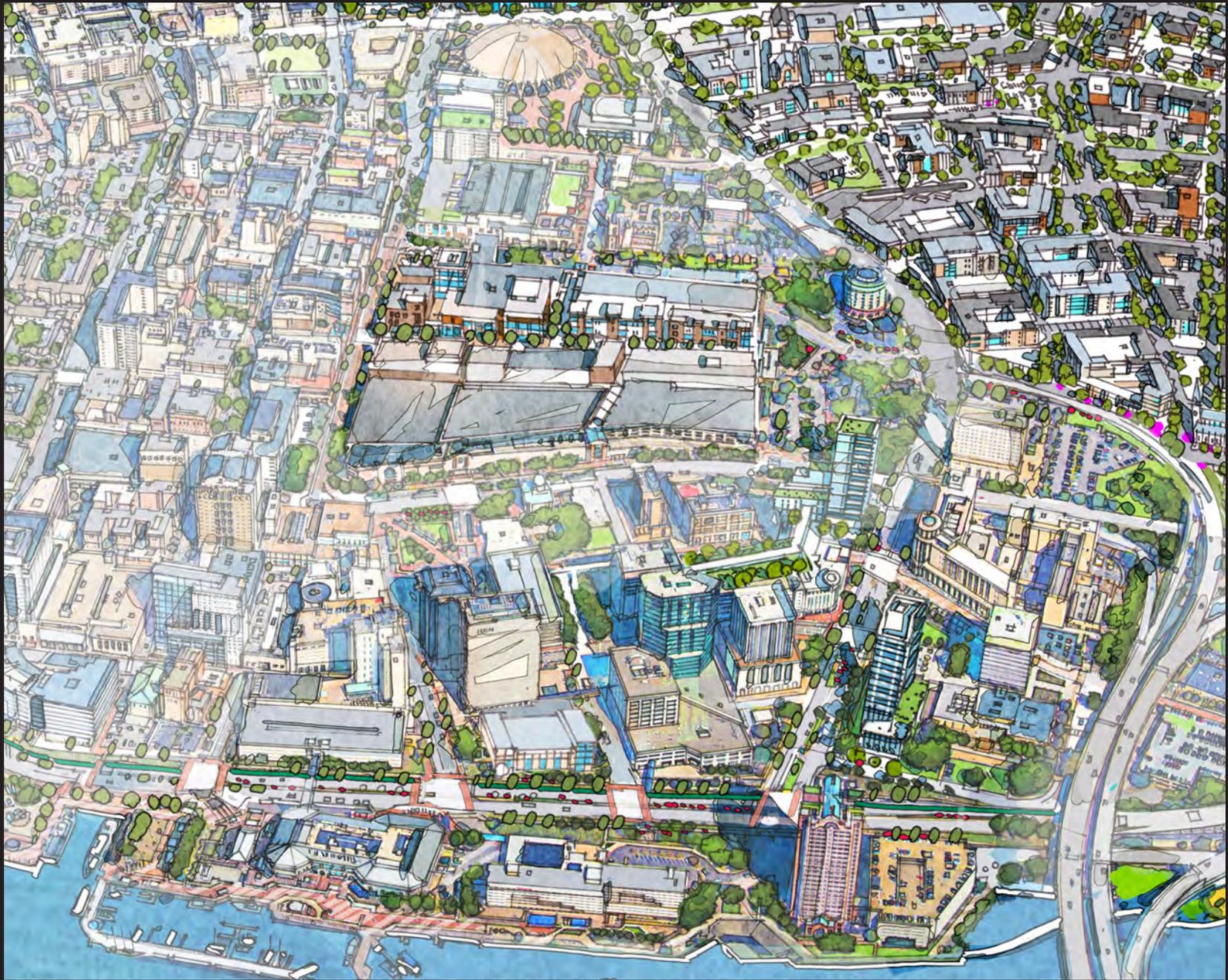
3. East-West Connections: Interconnected Pedestrian-Scale Network



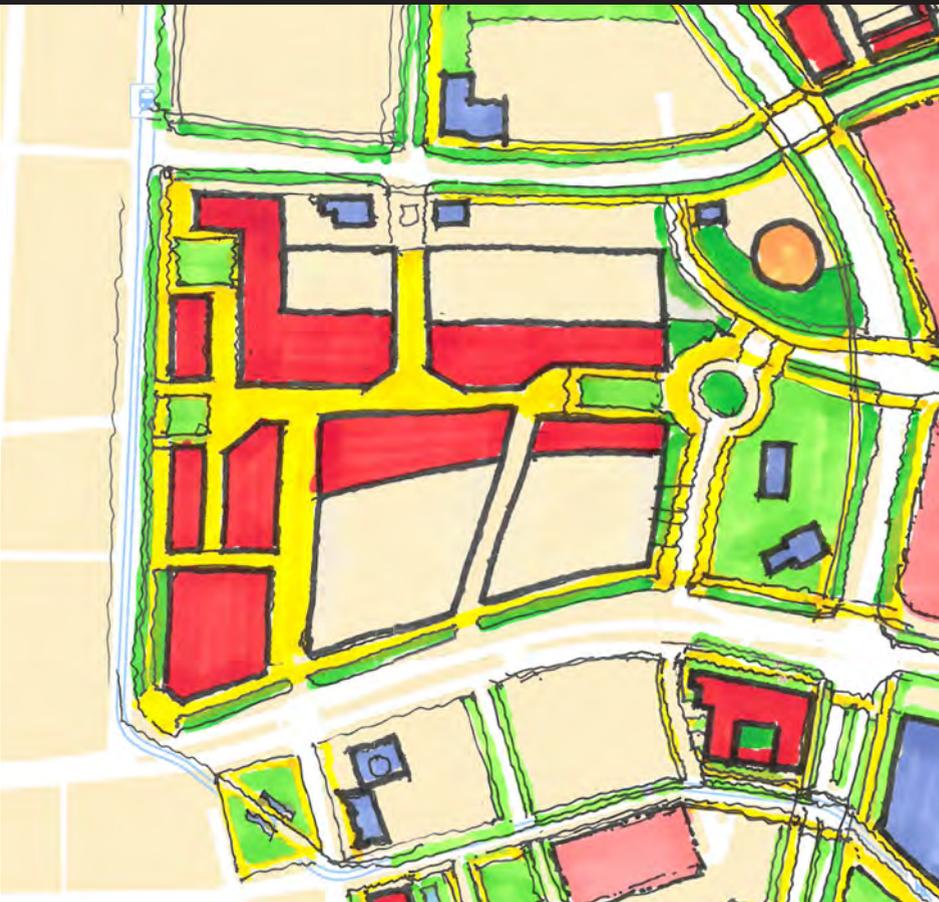
UPDATE: 2030 Plan



UPDATE: Downtown Core

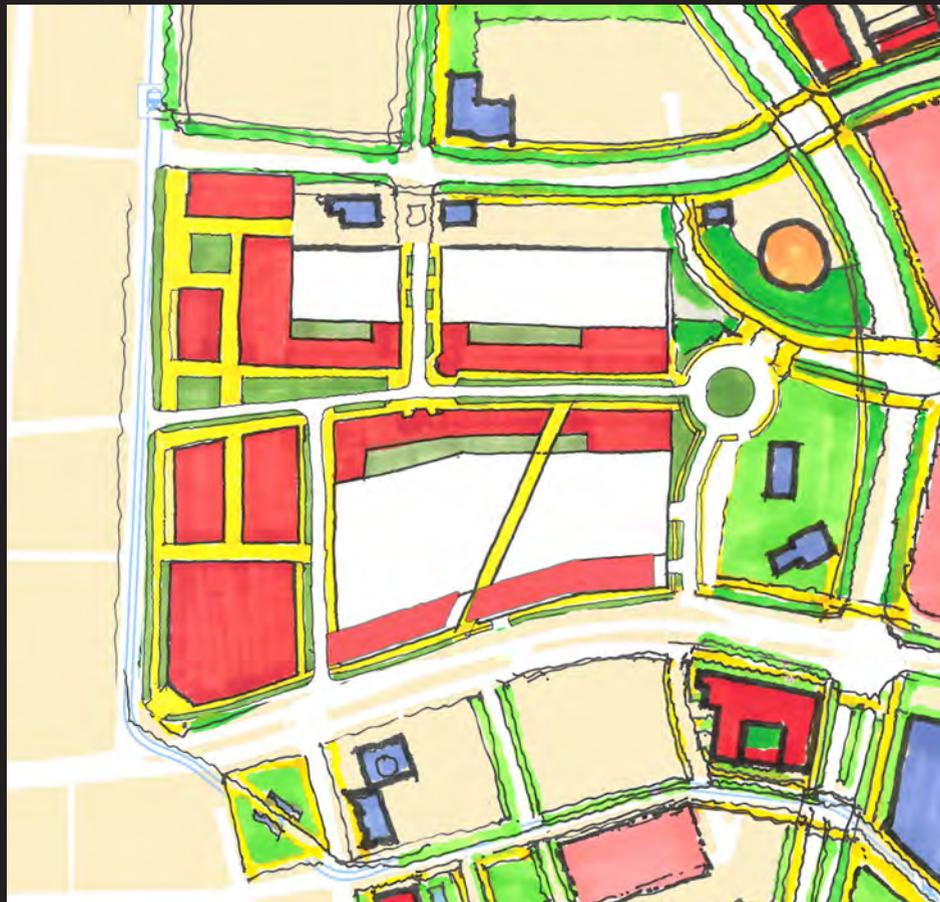


MacArthur Center



1

Minimum



2

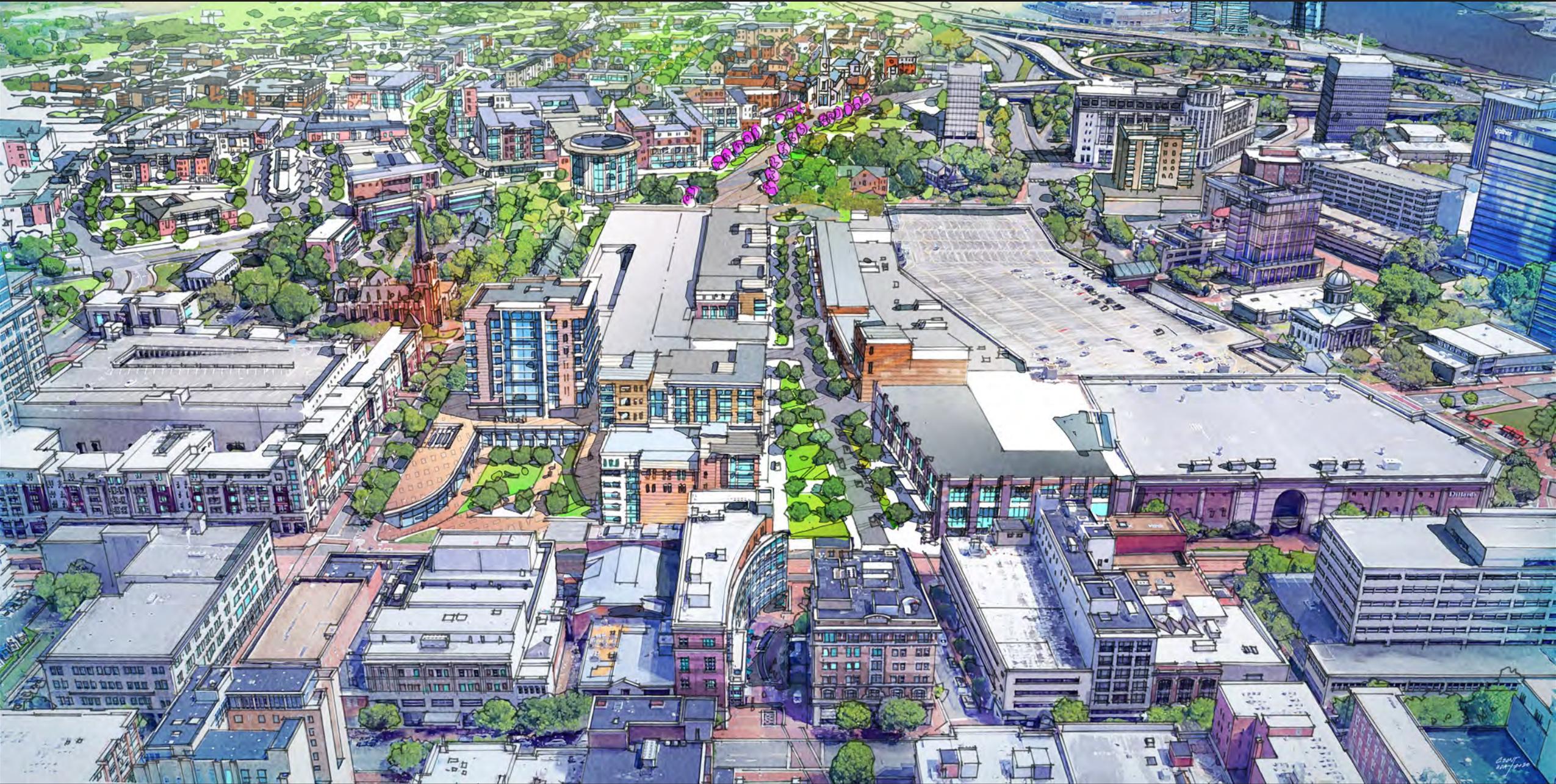
Medium



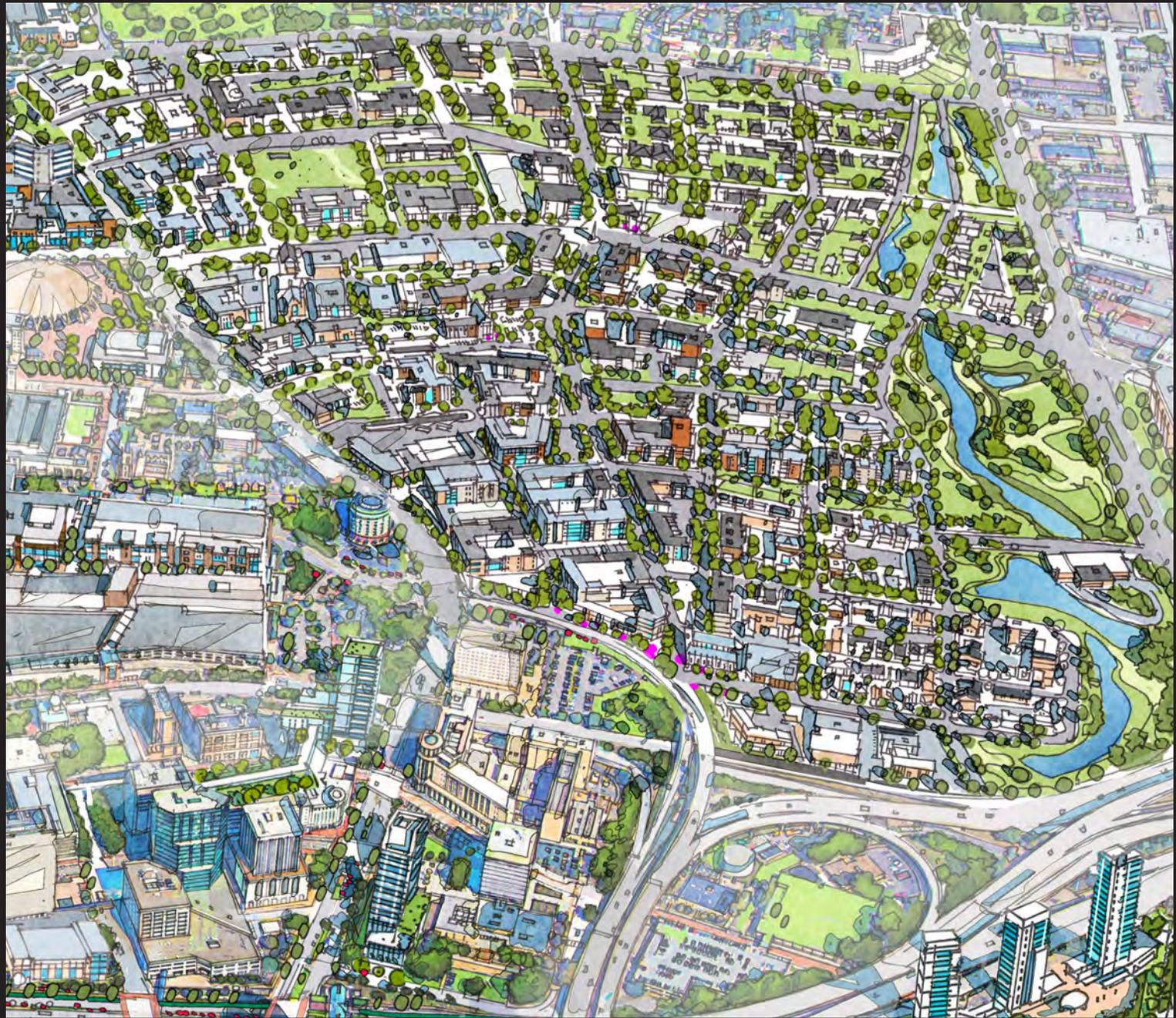
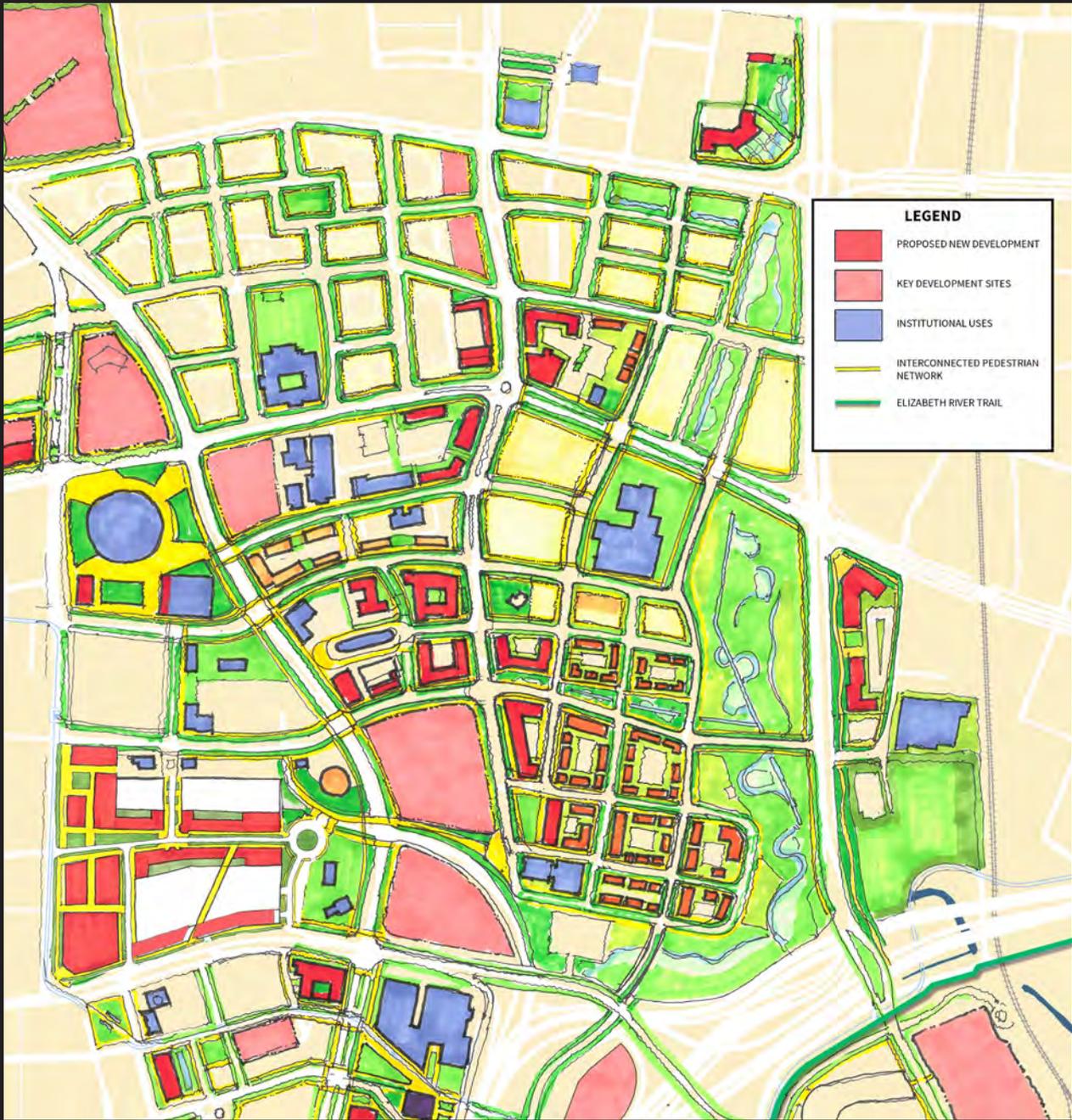
3

Maximum

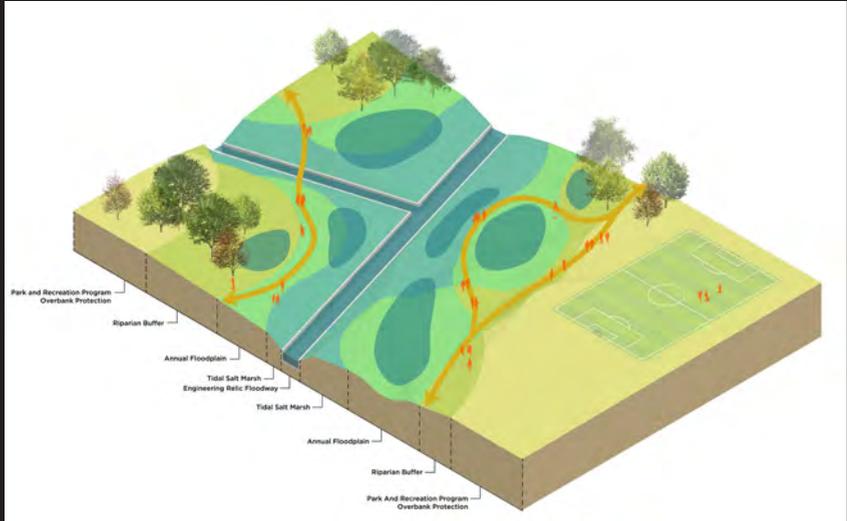
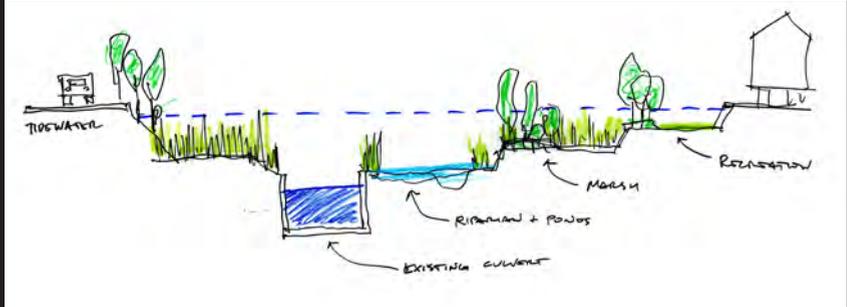
MacArthur Center: View looking east to St. Paul's



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

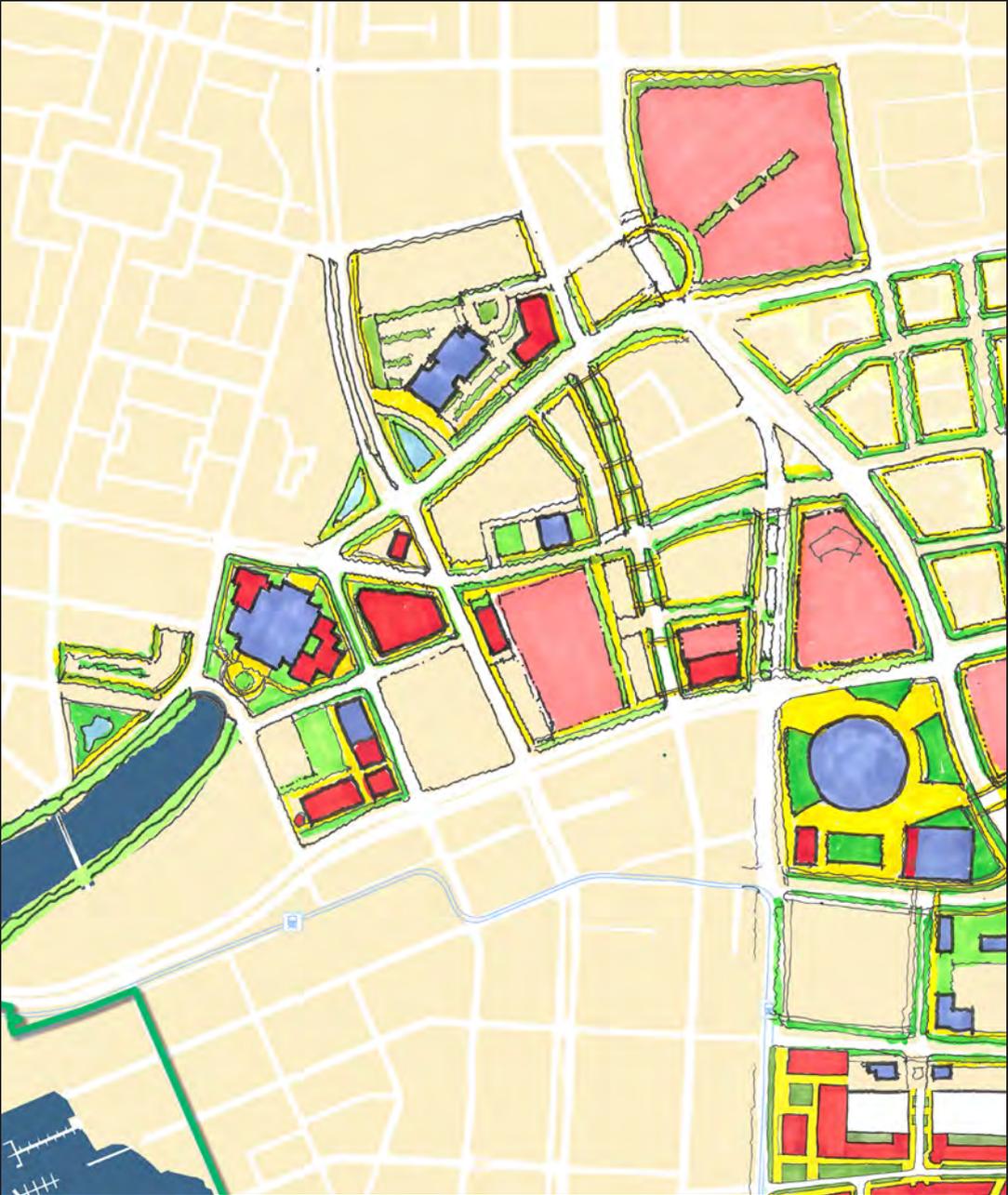


Freemason Street



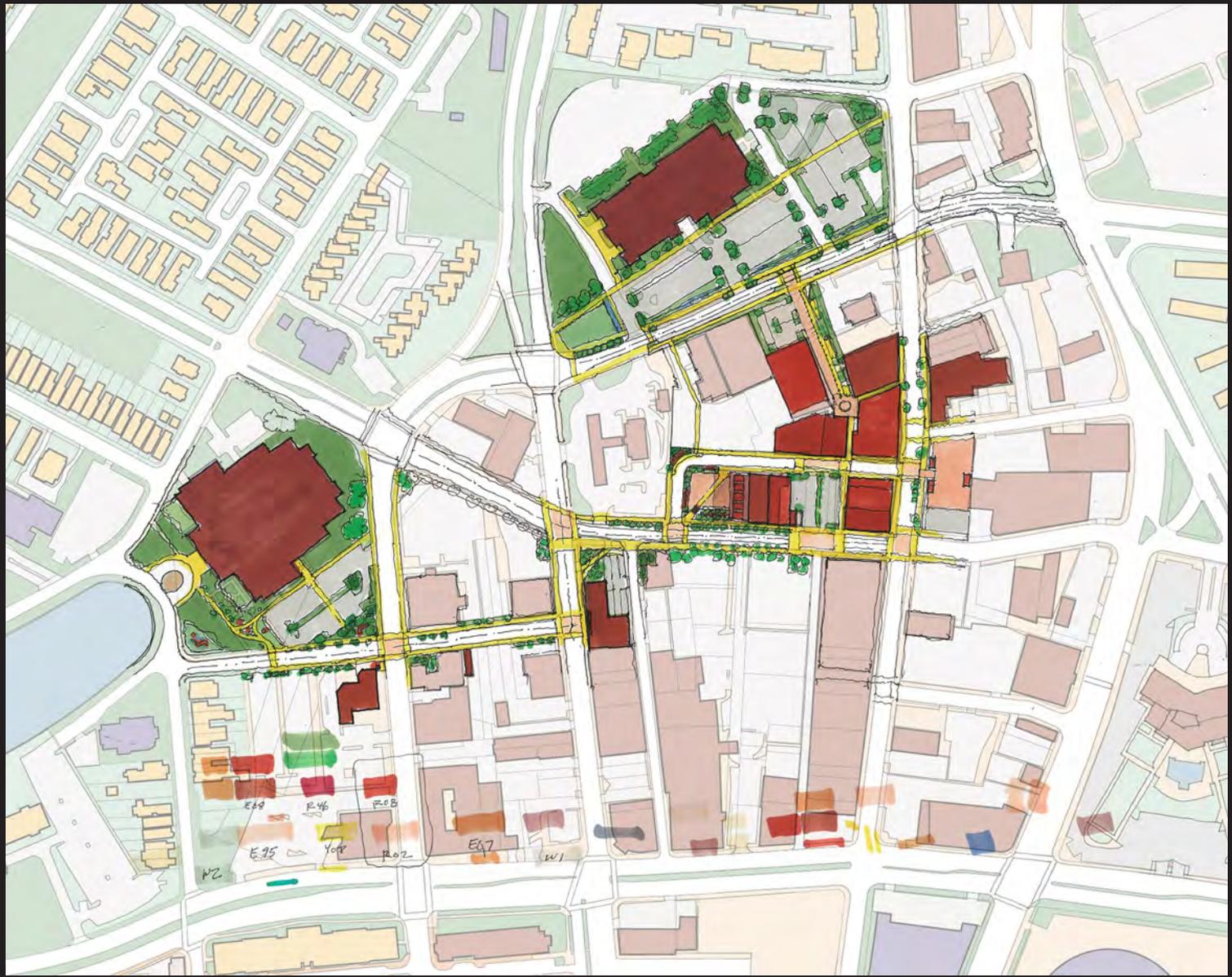
Option 1 - large development parcel

UPDATE: NEON District

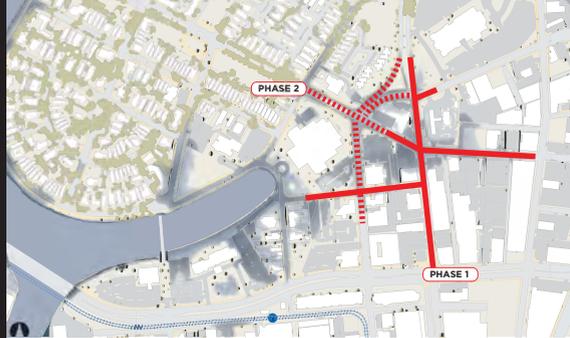
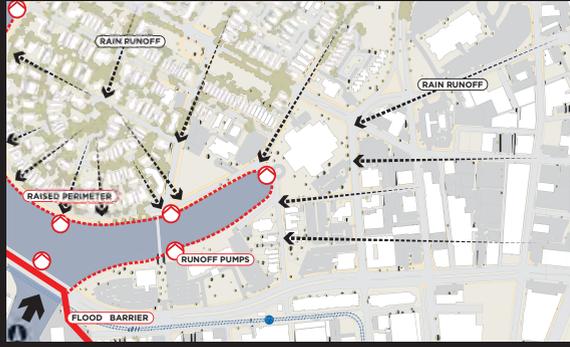


Granby Street and Olney Road

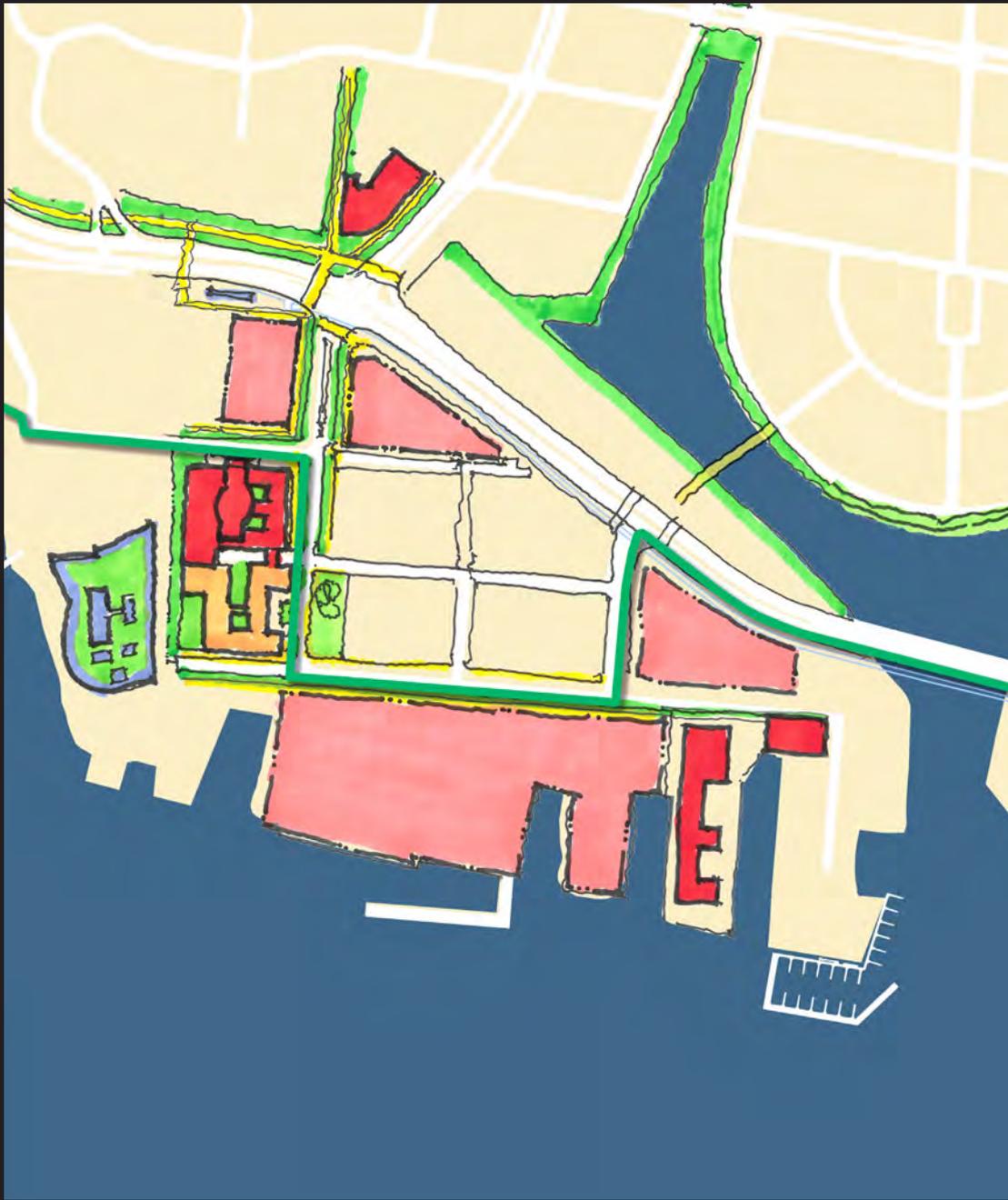
NEON District: Past plans



NEON District: The Chrysler Museum and resilience planning



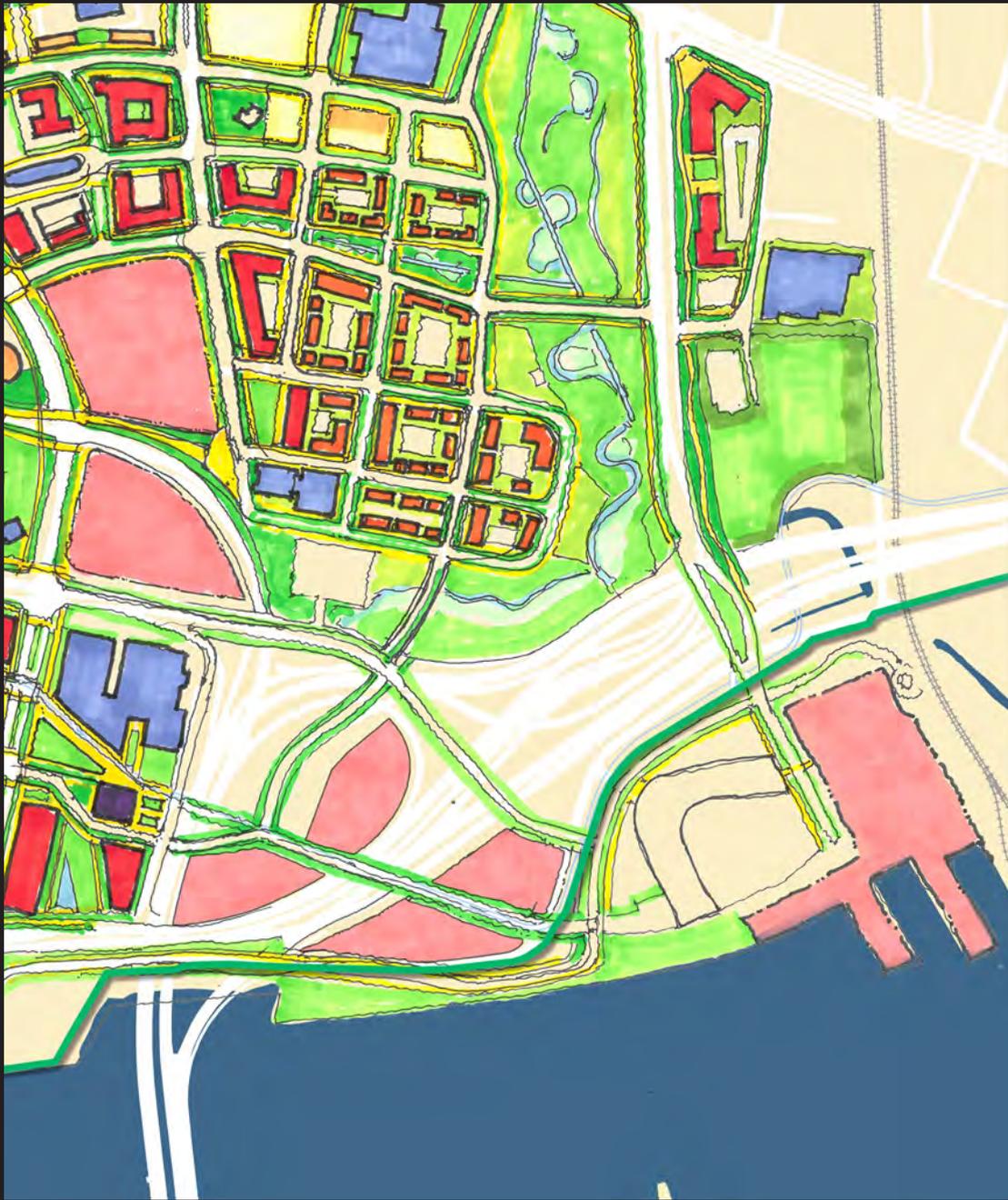
UPDATE: Fort Norfolk



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



Downtown Plan 2030 Update - review the DRAFT poster

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.

THE KEY DRIVERS FOR THE 2030 UPDATE

1 Coastal Resilience: In response to sea level rise, green infrastructure will provide water management and create beautiful urban spaces and amenities for Downtown and adjacent communities.

2 Slow Traffic to Improve Walkability: Improving facilities for walking, bicycling, and taking transit will improve safety and create more freedom of travel options Downtown.

3 East-West Connections: Infrastructure improvements and new development will create pedestrian-friendly connections between the east and west sides of the Downtown area.

4 New Development: will be encouraged to contribute to the character of urban spaces by providing active uses that animate the public spaces. It should include affordable housing and opportunities for small businesses to attract a more diverse market. Public Art should be encouraged to enhance Norfolk's Placemaking.

Previous updates have focused on revitalizing Downtown core by connecting it with the strengths in Freemason and the Waterfront. This update will rely on Downtown's success to reach across barriers and revitalize adjacent areas, including the communities east of St. Paul's Boulevard, the Harbor Park waterfront, the NEON District and Fort Norfolk.

Interconnected Framework of Pedestrian scale streets, urban rooms and parks: The existing network should be extended to areas without pedestrian-friendly streets and enhanced with new trees and native landscape to create a more resilient environment. Additional open space amenities should be provided, especially for families and children, both in the public realm and as part of new development.



1980 Urban renewal had cleared large areas of blight. Some development in the core had been completed but was surrounded by empty land.



1990 Town Point Park and Waterside connected Downtown to the waterfront, but Granby Street remained nearly abandoned and surrounded by cleared land.



2000 New residential development connected the Freemason neighborhood to Granby Street. Tidewater Community College brought activity to Granby Street, and MacArthur Center reestablished Downtown as a retail destination.



2010 Additional infill development along Boush Street, East Freemason Street and in the Downtown strengthened the east-west connections between the Downtown core and the Freemason neighborhood.



2020 The TIDE light rail system connected Downtown and the Sentara/EVMS/CHD Medical Center. The Sover Library, Selden Market and The Main Hotel and Conference Center, together with historic tax credit residential development strengthened Downtown as a dynamic urban

center. The Wells Fargo building and Monticello Station mixed-use development along Brambleton Avenue, and the formation and growth of the NEON District extended the active area of Downtown to the north.



TIDAL FLOODING (shown to elevation 6.0 NAVD88) affects residents and visitors during non-rain events as well as storms.



COASTAL PROTECTION: the red line represents the proposed location for flood protection structures as delineated by the U.S. Army Corps of Engineers.

1 Coastal Resilience

Flooding will be mitigated with three interventions:

- The Corps of Engineers is planning a flood wall along Front Street in Fort Norfolk, across the Hagar Bridge, through West Freemason, past Nautilus, along the Downtown waterfront to Harbor Park.
- Raised streets and resilient landscape in the low land around the Chrysler Museum, Harrison Opera House and the NEON District will help alleviate the problems caused by flooding.
- A major public open space along the alignment of Newtown Creek will manage the flooding for the New St. Paul's area and Harbor Park.



MAP OF PEDESTRIAN, BICYCLE AND TRANSIT MODAL EMPHASIS



DEMONSTRATION PROJECT — WATERSIDE DRIVE: improves facilities for walking, bicycling, and transit; new sidewalks and a shared bike-bus lane on Waterside Drive.

2 Slow Traffic to Improve Walkability

Seamless networks for walking and bicycling throughout Downtown will create safe and comfortable streets. Transit facilities will connect Downtown's mix of destinations with surrounding neighborhoods. The Multimodal System Plan for Downtown is part of a larger citywide multimodal transportation master planning effort that will identify connected networks for all modes throughout the city.



FUTURE CONNECTIVITY DIAGRAM (2030) shows good connections (green) on both the east and west sides of Downtown, and poor connections (red) where future attention should focus.

3 East-West Connections

Creating an interconnected network of pedestrian-friendly streets and open space is the most important step in creating a walkable city. This has been achieved in the western half of the Downtown and will be extended throughout the area. In combination with the Multimodal System Plan, the entire area will have pedestrian-friendly streets. It will require the addition of a significant number of trees to provide shade, lower temperatures in summer, clean the air and lower carbon dioxide.



CURRENT(2020) INTERCONNECTED PEDESTRIAN NETWORK: shows a clear distinction between the completed, landscaped streetscapes on the west vs. east side of Downtown.



FUTURE (2030) INTERCONNECTED PEDESTRIAN NETWORK: connects the Downtown area east and west and provides equitable, landscaped, pedestrian streets for all.



2030 The 2030 Update expands the area of the vision to include Fort Norfolk, the NEON District, The St. Paul's Area and the Harbor Park Waterfront with some key initiatives in the Downtown Core:

A FORT NORFOLK: The expansion of the Sentara/PUNYCHKO medical center, the Harbor's Edge River Tower and new waterfront residential developments are transforming Fort Norfolk into a high density "midtown" for the City with many economic development opportunities.

B NEON DISTRICT: The NEON District will be enhanced with creative streetscapes and new residential development. Resilient landscapes and street design will mitigate flooding and link the Chrysler Museum and the Harrison Opera House to the NEON core.

C THE DOWNTOWN CORE: MacArthur Center will be opened up to create an extension of the interconnected network of pedestrian-friendly spaces. Modifications to the streets will increase walkability. The flood wall will be raised and extended along the waterfront.

D ST. PAUL'S AREA: The area will be transformed into a mixed-use, mixed-income community with an interconnected network of streets, a large-scale system of public open space and connectors to Downtown, waterfront and Norfolk State University.

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 CHD'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.



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



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



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



K 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.



LEGEND	
[Red Box]	PROPOSED NEW DEVELOPMENT
[Yellow Box]	NEW DEVELOPMENT SITES
[Blue Box]	INSTITUTIONAL USES
[Green Box]	WATER-CONNECTED PEDESTRIAN NETWORK
[Dashed Line]	ELIZABETH RIVER TRAIL