

April 2022

# CITY OF NORFOLK MIDTOWN PLAN



Norfolk, VA





# PROJECT SUMMARY



# Midtown Norfolk

## CREATING A VISION

This Midtown Norfolk document is the culmination of a 5-month community outreach and engagement process which set out to create a vision for the neighborhood.

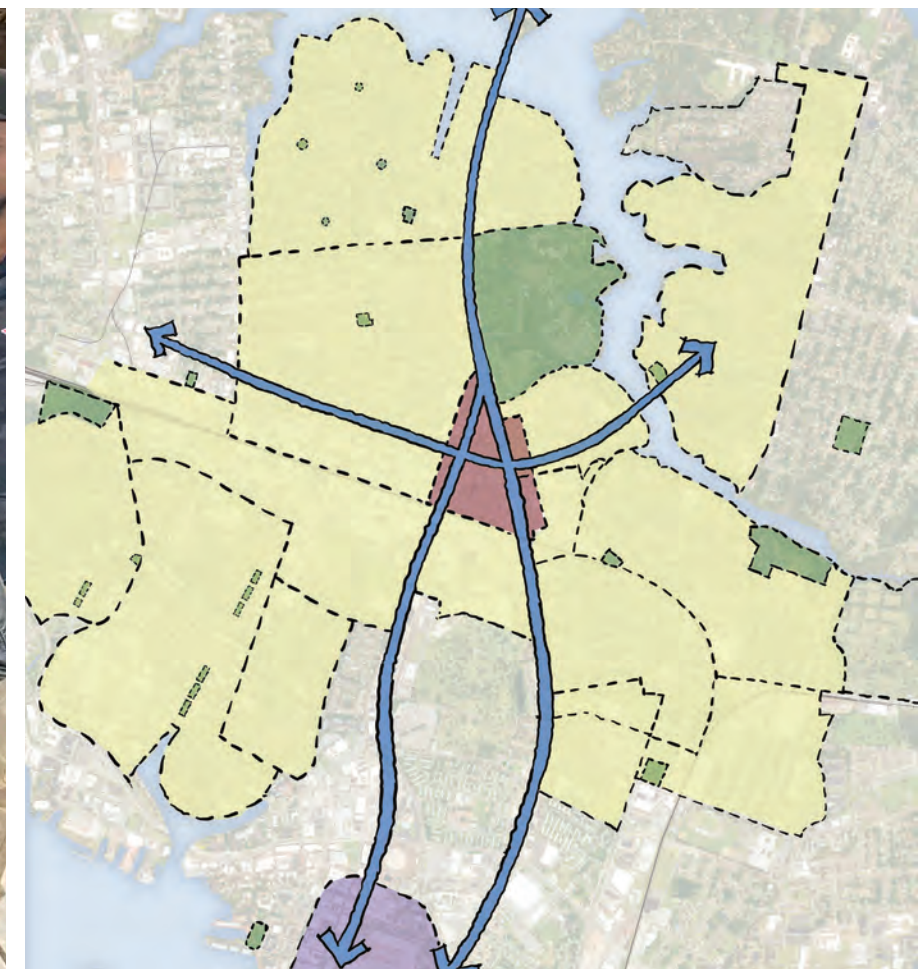
Through 16 stakeholder meetings, 8 community engagement zoom meetings and a final in-person weekend engagement session, this document summarizes the conclusions of the visioning process.

## BACKGROUND & KEY TAKEAWAYS

Midtown sits at a key location in the city, surrounded by Villa Heights, Park Heights, Lindenwood, the Railroad District and others. The neighborhoods surrounding Midtown have a strong sense of community identity and have high aspirations for what the Midtown district could be. However, there is concern about displacement and equitable development. In order to ensure the future of Midtown reflects the desires of the community it will be important to create equitable development opportunities, build on the community work already happening in the neighborhood, and work with existing businesses and residents to prevent any future displacement.

## PROJECT SUMMARY

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## DESIGN PRINCIPALS

The below design principals emerged from the extensive outreach and are the foundation of the proposed future development concepts that follow:

### 1. Make Midtown a Destination

Create a sense of wholeness to this area of Norfolk through new public spaces, retail, and amenities

### 2. Reinforce and Develop High Quality Connectivity

Through improved infrastructure, create better connections to and through Midtown

### 3. Bring New Residential Uses to the Study Area

Expand available housing options in this region of Norfolk for both current and future residents

### 4. Create Equitable Opportunities for development

Allow for different scales and types of development

### 5. Ensure a Continued Mix of Uses

Create a Midtown District where the community can live, work, and play

## DOCUMENT CONTENTS:

- Summary of process
- Site Analysis
- Summary of community feedback & comments
- Masterplan Framework for greenspace & districts
- Design Principals & Vision
- Test development programs for city owned sites
- Development kit-of-parts
- Appendix

## PROJECT SUMMARY

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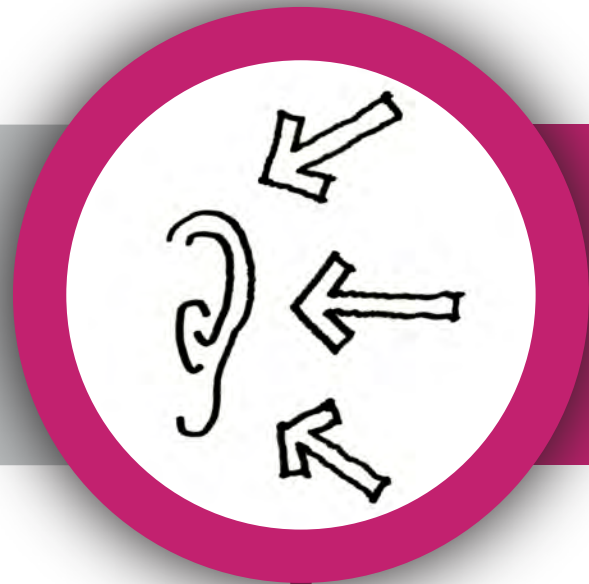






# PROCESS





## LISTENING

**December - January**

Listening and understanding the needs of the residents and the neighborhood



## TESTING

**February**

Testing ideas for the neighborhood with residents and stakeholders during a 3-day community workshop



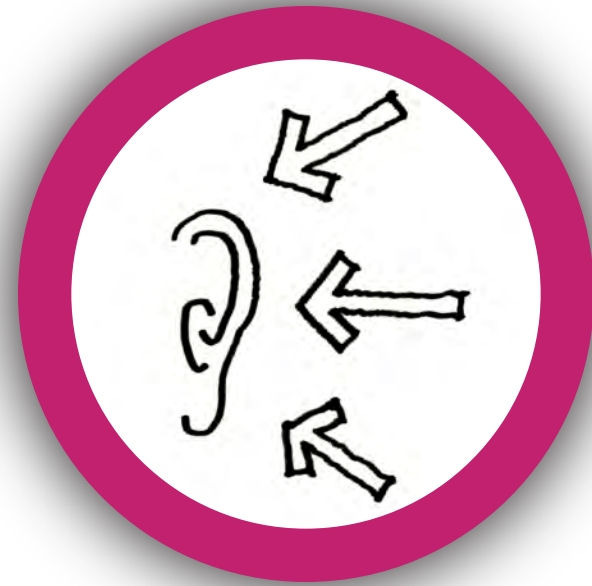
## DECIDING

**March - April**

Deciding what the best solutions are for the Midtown Norfolk Area Plan

# OVERVIEW OF PROCESS





# LISTENING

December - January

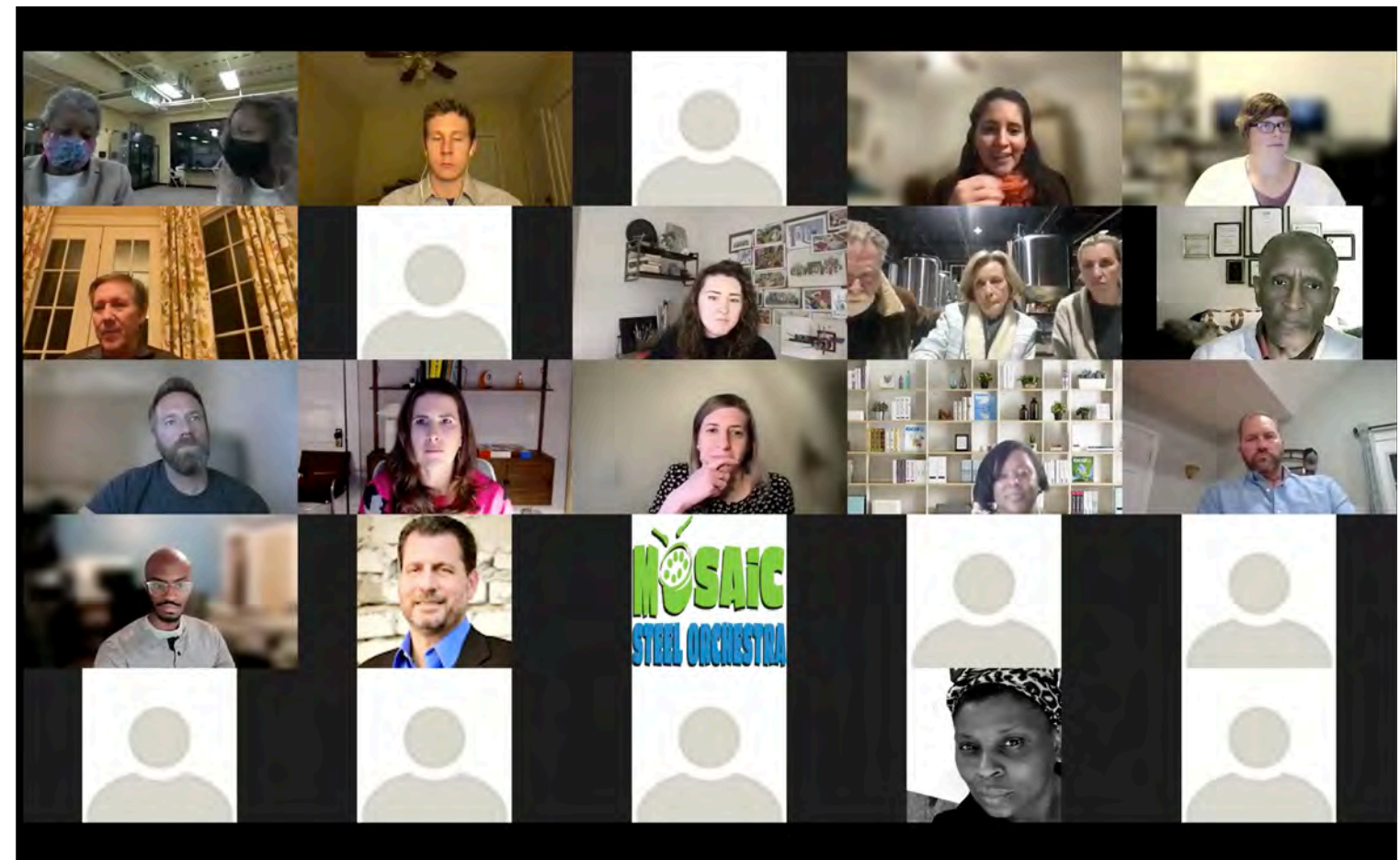
Listening and understanding the needs of the residents and the neighborhood

## Stakeholder Meetings in December & January

- **14** Stakeholder Meetings with Civic Leagues, Business Associations, Nonprofits & Local Business Owners, City Agencies

## Community Meeting January 11, 2022

- **40+/-** Attendees for Virtual Public Community Meeting



## OVERVIEW OF PROCESS









# TESTING

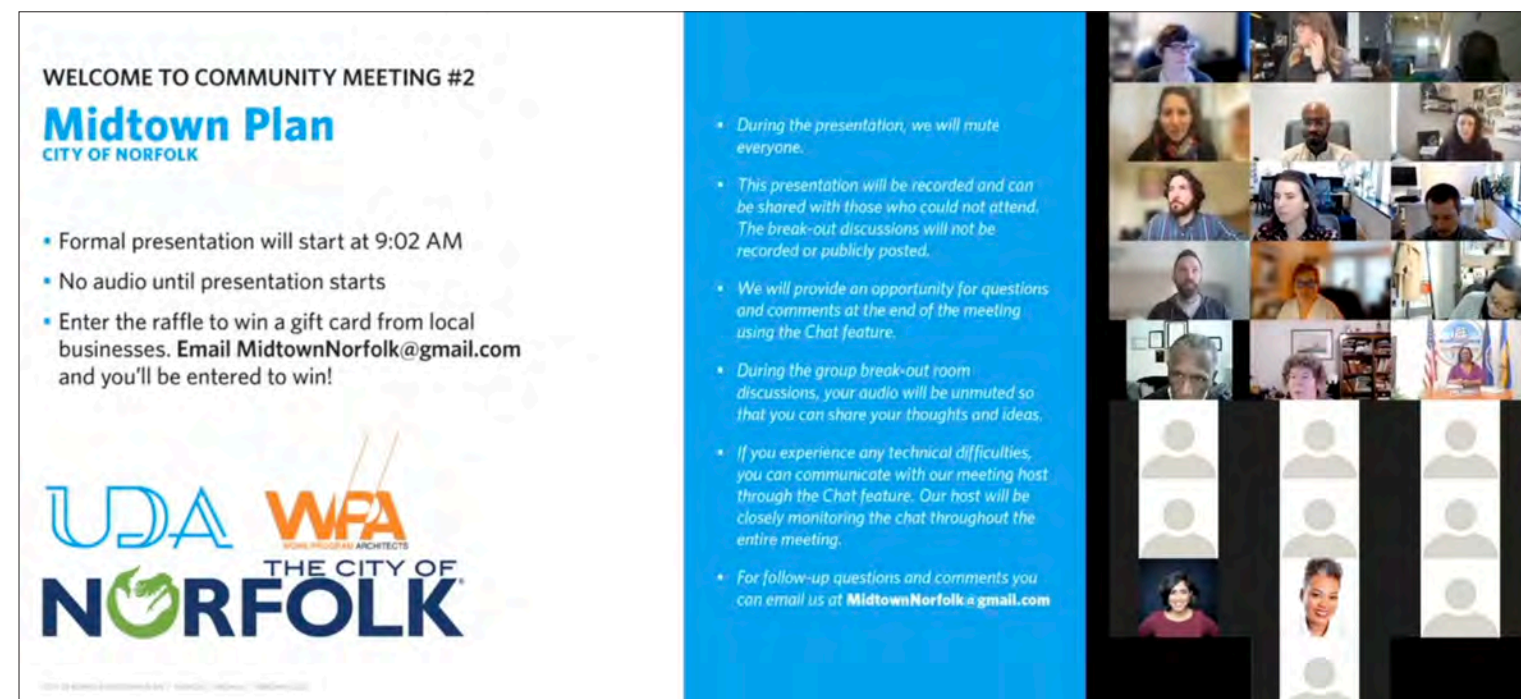
## February

Testing ideas for the neighborhood with residents and stakeholders during a 3-day community workshop

## February 15th -17th 3-Day Community Charrette

- 900 Flyers Distributed around Midtown
- 300+ views of event Instagram Posts
- 7 Opportunites for Public Engagement
- 14+ Hours of Zoom Meetings
- 150+ Recorded Comments
- 5 Raffle Winners

## OVERVIEW OF PROCESS





## MIDTOWN NORFOLK FUTURE AREA PLAN

# Community Brainstorming Sessions

### 7 opportunities to give your comments and feedback on the future of Midtown Norfolk

**Tuesday, February 15**

- 1 9-10 am** Virtual Presentation with Community Discussion
- 2 12-2 pm** Virtual Design Session with Community Discussion
- 3 6-7:30 pm** Virtual Presentation with Community Discussion

**Wednesday, February 16**

- 4 12-2 pm** Virtual Design Session with Community Discussion
- 5 6-7:30 pm** Virtual Design Session with Community Discussion

**Thursday, February 17**

- 6 12-2 pm** Virtual Design Session with Community Discussion
- 7 6-7:30 pm** Virtual Presentation with Community Discussion

**Using Zoom, go to:**

<https://us02web.zoom.us/j/86952707239>

Meeting ID: 869 5270 7239

*(Zoom link is the same for all seven events above)*

**Prizes for Participants!**

Throughout the week we'll be raffling off gift cards for:

- Handsome Biscuit
- Maker's Craft Brewery
- Coalescence Coffee
- Rip Rap Brewery
- Freshtopia

*Don't have a computer?*

*Need alternate access to Zoom meetings?*

**Join Us @**

**The Y on Granby**

2901 Granby St, Norfolk, VA 23504

my kids love splashpads - if not here, Lafayette park

train ride for kids

like the variety of uses

**Active**

**Gathering & Events**

shade would be great

Comments:

- Outdoor fitness and great space for gym
- Farmers Market Large scale farmers market
- Amphitheater for concerts and performances
- Area of open area for walking
- Walkability improvements in general in this area

master gardener space would be nice

**Passive**

community garden space could be great for kids - like purpose park for teens with a purpose

## General Comments

safety/walkability - a series of connected parks, 15-hour city living/working/shop ping-ponging in parks with visibility fence, crosswalks

25/26/27th at Church Street streets have dangerous traffic accidents

between industrial cottage and MCB - a block between that is missing something

so much empty space - huge opportunity for a park, etc

both ends of the industrial cottage good candidate for improvements

for housing use - make real on foot, foot-ability - right density "what" all would have to be okay with being "in the way"

destinations should be visible in the distance - walkability, safety, connectivity - even if there is industrial "in the way"

bikes + scooters + pedestrians - physical barriers are needed between them and cars/trucks

signage is important - define which areas are for what type of travel mode, refuges for pedestrians

excited by foot traffic, happy to hear about park

Not a light at 25th, there is a light at 26th

parking for retail should be considered

streetscape improvements are really needed

mix of industrial, shops, etc. is classic character of Norfolk

don't have to walk by the auto shops, light industrial uses - big challenge to make these more ped-friendly

empty site by the train tracks at Monticello is a good spot for a park

Amenities that are enticing for residents and visitors to utilize

greenbelt looks like a great connect from the parks to the north to the southern development

surrounding community gardens can be continued here (edible fruit trees)

central park large capacity for water storage, events, community outreach.

good organic growth at Railroad District

workout areas will help residents

midtown greenbelt would work well with the new bike lanes

small parks allow for and support development

outdoor space for community markets - good attraction for neighboring businesses

opportunity for botanical gardens collaboration - allows access to lower income families

active parks are a good way to promote walking & might attract more people than passive parks

trees for shade and edible fruit with water features would be a nice attraction

Challenges of how to get to the site whatever the amenity

Challenges of parking for markets and events.

a greenbelt could bring pedestrians further from the park to midtown area

a string of parks may be closer to neighborhoods but still hard to get across busy streets

a string of parks could be a blur through the entire midtown area at natural pedestrian connections

industrial uses could benefit from a partnership with vocational students - offering jobs to local residents would be great

central park would work well with the operations of the industrial uses by the train tracks

shortening the distance to cross the street would help safety also

Tree Canopy as very important

Driveway from an important amenity for the site

Good lighting of public spaces is important

Industrial uses bring great jobs to local residents

Industrial uses work best surrounded by other industrial

passive parks are easier to make universally acceptable, really equitable solution

active and passive uses can work well together

works well with reducing lanes of traffic, and widening bike lanes.

intersections along the Church St. Corridor would be a good location

wide crosswalk is best for visibility

In favor of the street improvements

Tree Canopy as very important

Driveway from an important amenity for the site

shortening the distance to cross the street would help safety also

**EXISTING**      **PROPOSED**

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Comments:

- concern over pedestrian and traffic use in the same space
- sidewalks should be wider for walkers/runners to each pass one another
- Like this tree canopy - continuation of Church between PA and RR tracks
- Continuation of existing streetscape seen between Princess Anne and RR tracks

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# FEBRUARY COMMUNITY CHARRETTE





## DECIDING

March - April

Deciding what the best solutions are for the Midtown Norfolk Area Plan

## Deciding on the Final Recommendations

- In-Person Weekend Community Meeting - **March 26**
- **150+** Community Members in Attendance



## OVERVIEW OF PROCESS





FEEDBACK:

- FIND A WAY / BUILD IN A LEGAL STRUCTURE TO ALLOW FOR COMMUNITY OWNERSHIP SO THAT BLACK RESIDENTS CAN BEGIN THE PROCESS OF BUILDING GENERATIONAL WEALTH.
- SET HIGHER STANDARDS FOR BLACK CONTRACTORS & DEVELOPERS FOR THIS PROJECT. REFLECT THE SURROUNDING COMMUNITY! (NSO DOES IT WELL)

### IMPROVED PEDESTRIAN ENVIRONMENT

What is your vision for the future?  
We heard that Midtown needs:

1. Better sidewalks and crosswalks
2. More pedestrian-friendly, outdoor seating, landscaped environments near retail areas
3. More lighting
4. Better, more attractive signage
5. More opportunities for outdoor seating in front of retail, restaurants
6. More street trees/shade
7. More active storefronts

These are small improvements that can improve the overall look and feel of the Midtown area.

### STREET TREES

Church Street in Norfolk currently has a developed tree canopy, but you can see that much of Midtown is missing street trees. The addition of a network of street trees will improve walkability in Midtown, promoting health and wellness in addition to stormwater management benefits.

# MARCH IN-PERSON COMMUNITY MEETING





# PROJECT LOCATION & ANALYSIS

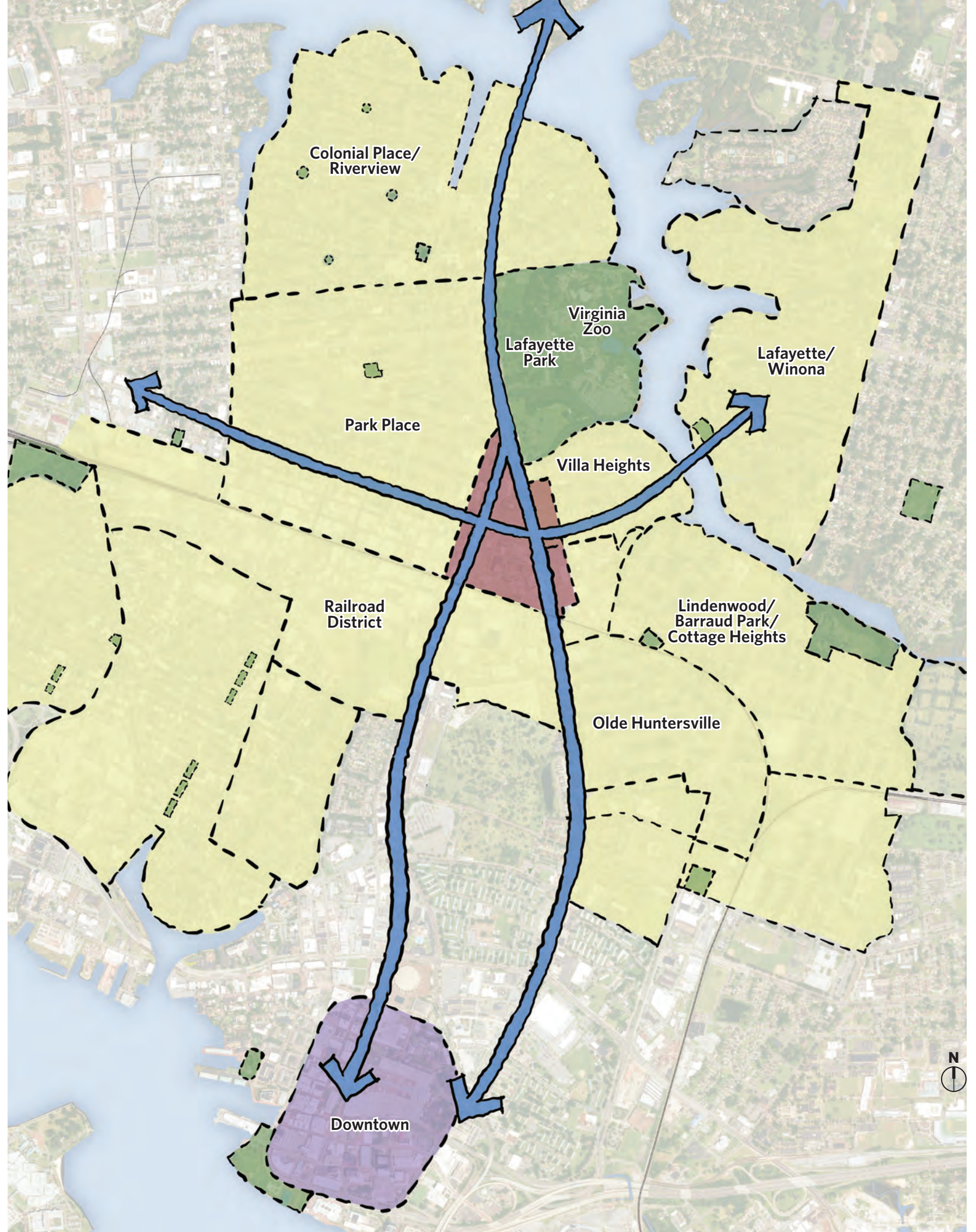


- Connected to many Norfolk neighborhoods
- Situated at the nexus of key roadways and pathways for the city
- Great potential to supplement the existing neighborhoods around it and develop its own character
- Great potential to bring a sense of wholeness to this part of the city



## STUDY AREA LOCATION

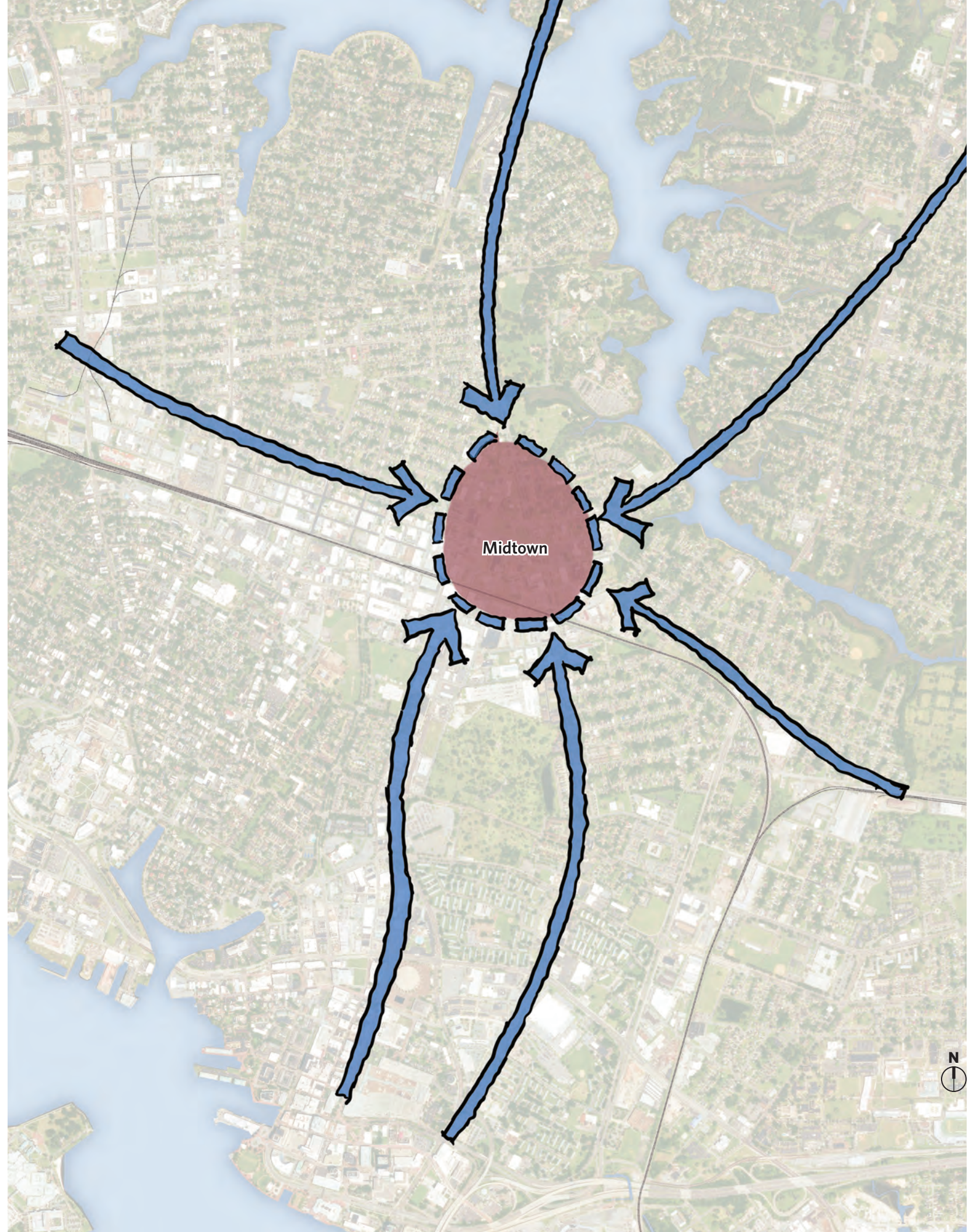




# STUDY AREA LOCATION

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# OPPORTUNITY

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# STUDY AREA





- East-west connectivity
- To the north, Church Street is the primary (and only) access point to the site
- To the south, the rail is a major physical barrier

- REGIONAL STREETS
- MAJOR STREETS
- SECONDARY STREETS
- LOCAL STREETS
- RAILROAD
- SITE BOUNDARY



# X-RAY: STREET FRAMEWORK





- Consistent patterns of residential properties to the east and west
- Larger buildings are located towards the southern corners of the site

■ BUILDING FOOTPRINTS  
- - - SITE BOUNDARY

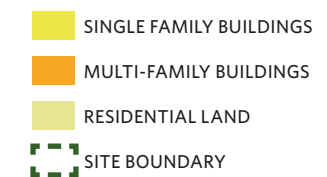


## X-RAY: BUILDING FORM





- Consistent residential fabric in Park Place and Villa Heights
- Very few residences in the boundary



# X-RAY: RESIDENTIAL USES





- Considerable amount of commercial uses are located in the district
- Clearest corridor in the area is Granby Street

■ COMMERCIAL BUILDINGS  
■ COMMERCIAL LAND  
■ SITE BOUNDARY



# X-RAY: COMMERCIAL USES



- Industrial uses clustered around the railroad



# X-RAY: INDUSTRIAL USES

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- No formal open space exists on the site
- Small-scale neighborhood parks nearby

## X-RAY: DEDICATED OPEN SPACE





# COMMUNITY FEEDBACK

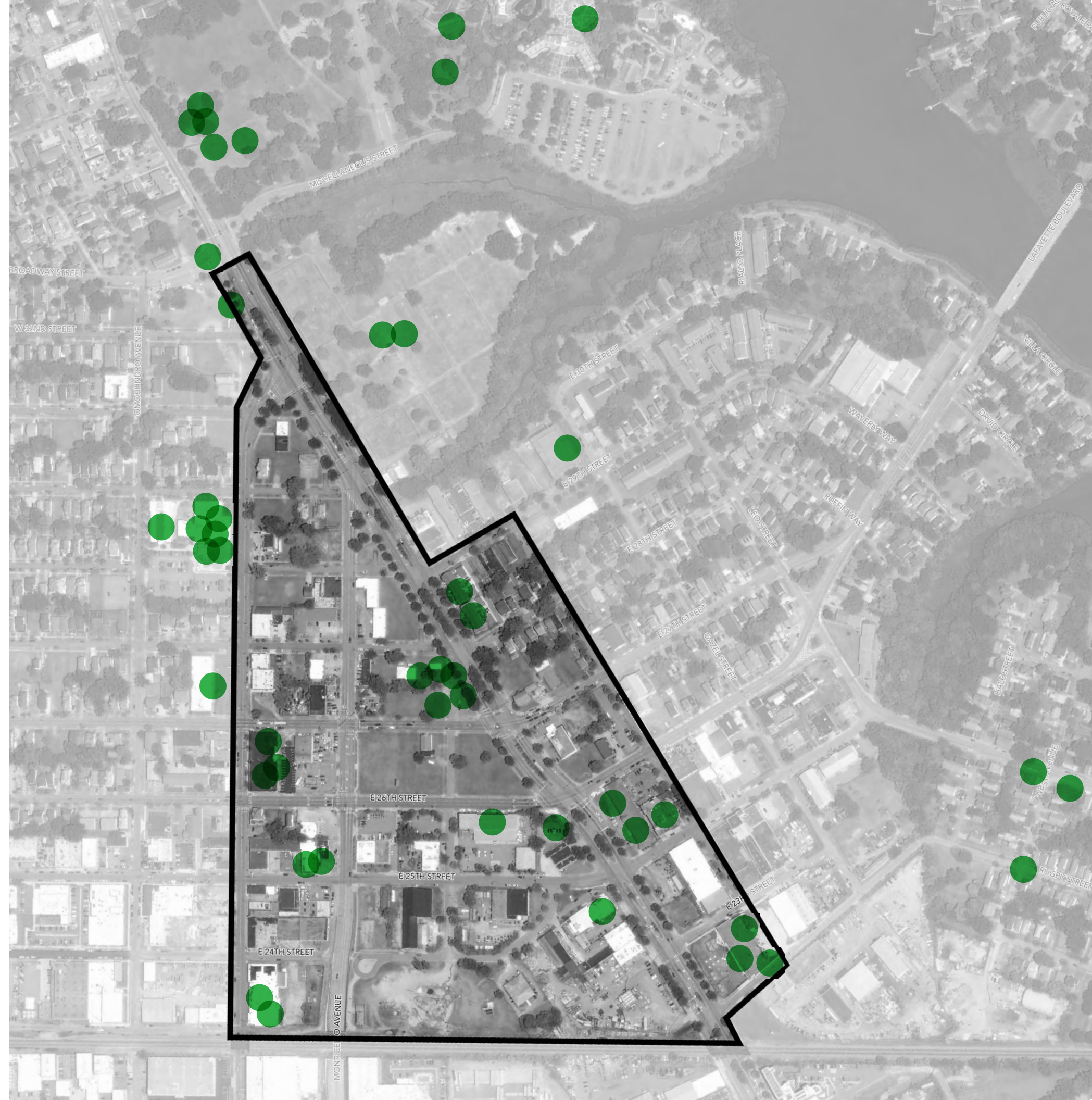


## STRENGTHS OF MIDTOWN

- Community is very engaged, sees visions for the future
- Location in the city — to downtown, surrounding neighborhoods, zoo
- The city-owned sites are a “blank canvas” for more opportunities
- Church Street acts as a gateway towards downtown
- Rich history here, with Black-owned businesses, cultural events, etc.
- High visibility to cars passing by to show off the great aspects of this area
- Great businesses, parks, and institutions nearby (YMCA, Zoo, Lafayette Park, all of the retailers on Granby Street)
- The industrial atmosphere sets this area apart from other parts of Norfolk
- Cultural events/performances have organically grown and flourished here

## COMMUNITY FEEDBACK

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## WEAKNESSES OF MIDTOWN

- Cars speed on 26th, 27th, Church, and Monticello Streets
- Streets are unsafe for drivers, pedestrians, bicyclists, etc.
- Sidewalks need maintenance, don't feel protected from car traffic
- Lack of clear, coherent boundaries/image of the area
- Not a lot of parking near this area for events, retail, etc.
- Only one crossing (on Monticello Street) is available when the train stops
- Reputation of this area from other parts of Norfolk
- The aesthetic/cleanliness of some buildings doesn't help the reputation
- Lack of trees, landscaping, lighting
- Displacement has already started, must make sure to retain existing community

## COMMUNITY FEEDBACK

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## VISIONS FOR MIDTOWN

- Lots of land owned by the City that can be repurposed and better adapted to serve this community with big impact
- Continue creating a mixed use neighborhood
- Increase density to provide enough housing to support strong retail district
- Safe, family-friendly, attractive atmosphere
- Opportunity to become an anchor for the region
- Need to address historical inequities and economic disadvantages
- Homeownership opportunities, affordable housing, live-work opportunities
- Grocery store, hardware store, farmer's markets, pharmacy, service-oriented retailers
- Connect to existing parks/trails, provide a space for community events
- Provide public spaces and activities for teens
- Opportunity to create job training programs for existing community through partnerships with industrial businesses
- Create a national model for inclusive development

## COMMUNITY FEEDBACK

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# DESIGN PRINCIPLES FOR THE MIDTOWN VISION

## 1. **Make Midtown a Destination**

Create a sense of wholeness to this area of Norfolk through new public spaces, retail, and amenities

## 2. **Reinforce and Develop High Quality Pedestrian Connectivity**

Through improved infrastructure, create better connections to and through Midtown

## 3. **Bring New Residential Uses to the Study Area**

Expand available housing options in this region of Norfolk for both current and future residents

## 4. **Create Equitable Opportunities for Development**

Allow for different scales and types of development

## 5. **Ensure a Continued Mix of Uses**

Create a Midtown District where the community can live, work, and play





# MASTER PLAN FRAMEWORK



Parks and open spaces provide a framework for future development and are great catalysts for activity, giving Midtown anchor points for community gatherings.

**We heard that Midtown could have:**

1. Community events in a large central park plaza and green space
2. Trails connecting to the Elizabeth River Trail & Rail Trail on 23rd St
3. Linear parks to improve walkability
4. Outdoor amphitheater for local performances and gatherings
5. Outdoor spaces to serve a mix of ages from youth, to teens to seniors

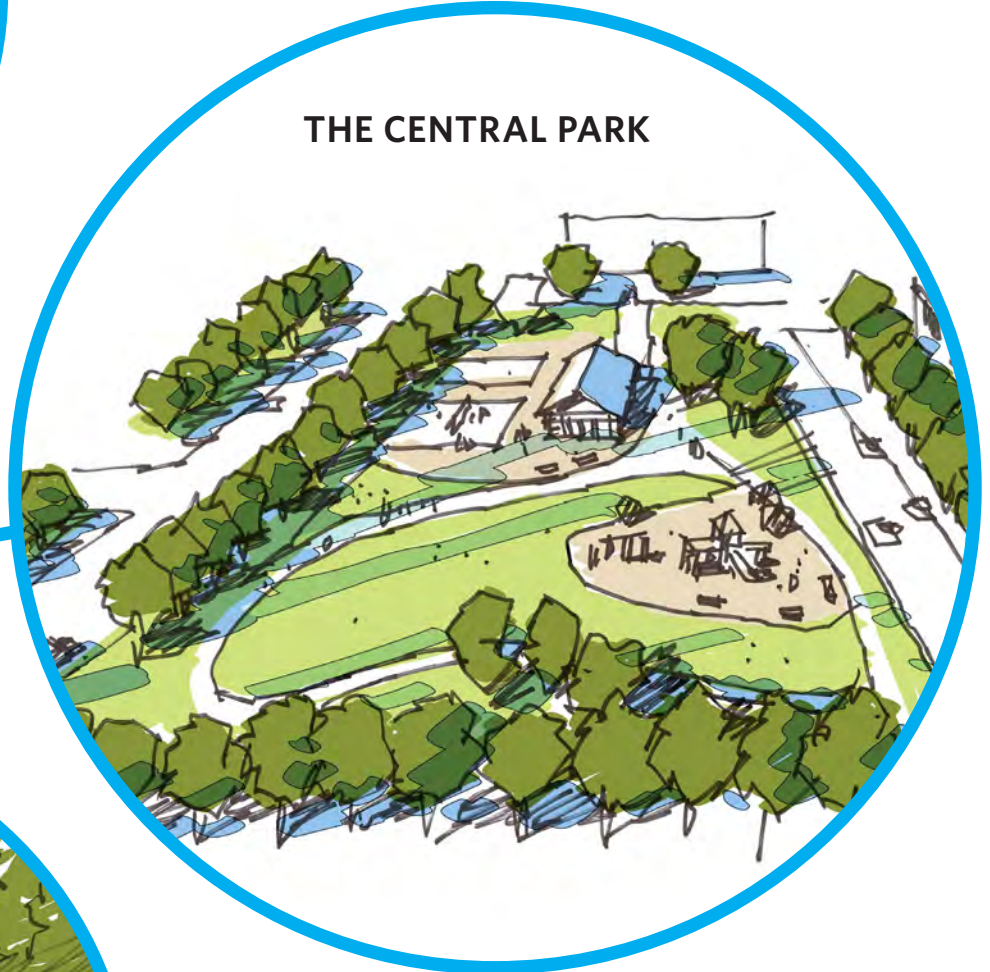
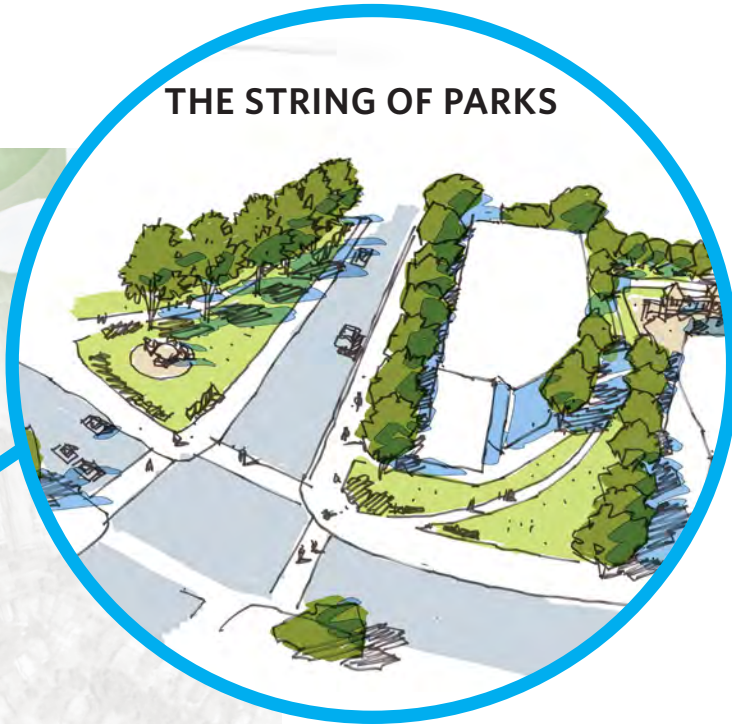


**AMENITIES  
& PROGRAMMING  
WE WANT TO SEE**

- Passive spaces
- Gardens with seating
- Playgrounds for kids
- Exercise equipment
- Gathering spaces
- Snack stand
- Community gardens
- Shade trees
- Public bathrooms
- Public showers
- Good lighting
- Spaces for teens

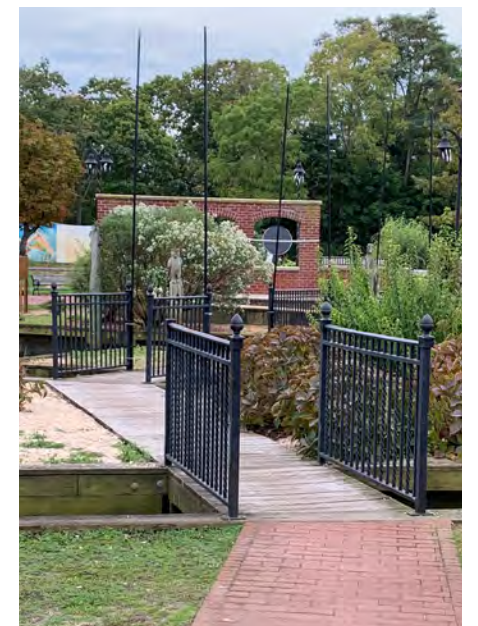
**VISION FOR PUBLIC OPEN SPACE**





# CONCEPTUAL OPEN SPACE FRAMEWORK





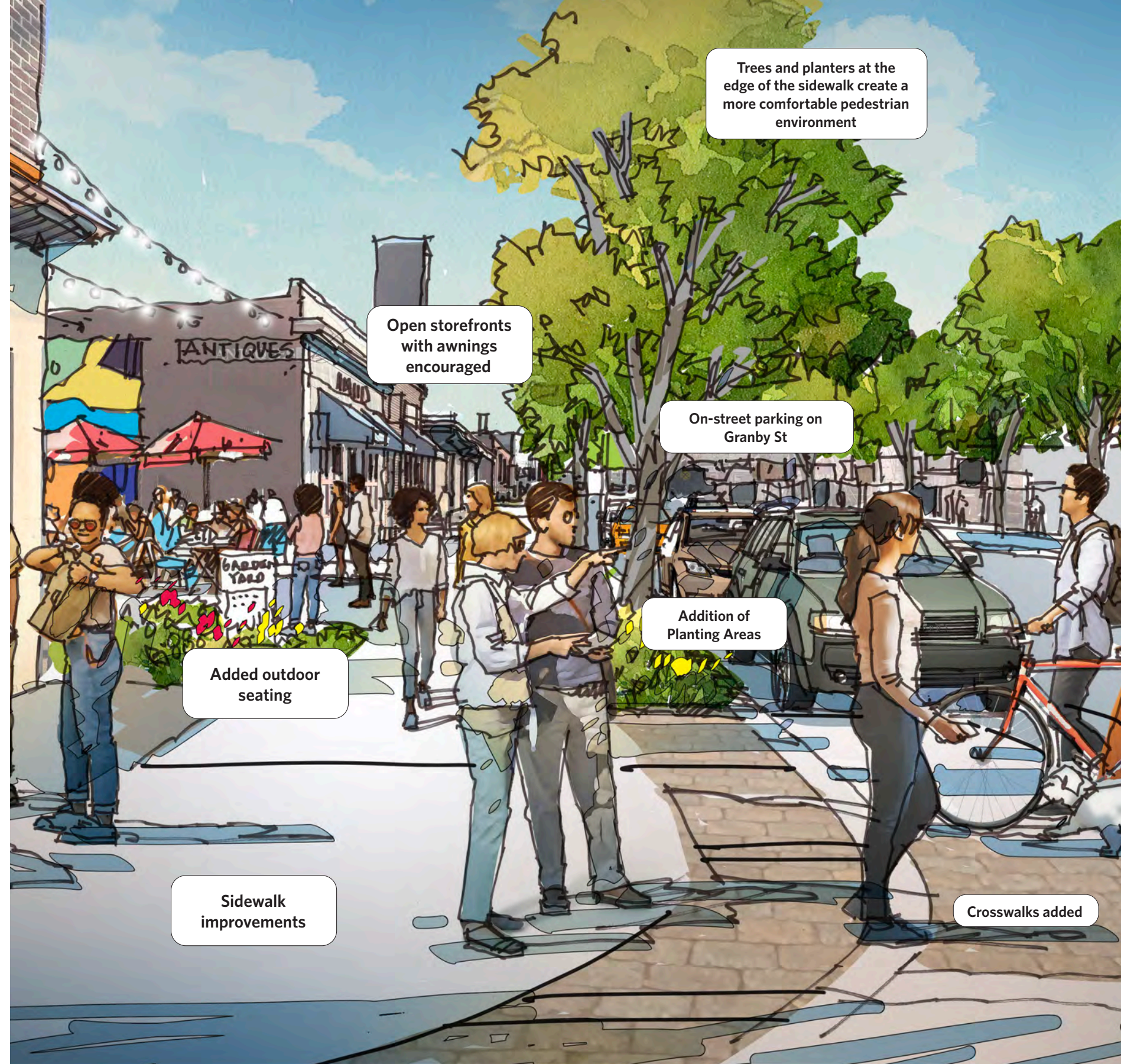
# CONCEPT OPEN SPACE ACTIVITIES



We heard that although it's nice to have great public open spaces, it is important to be able to get to them comfortably as a pedestrian

**We heard that Midtown could have:**

1. Better sidewalks and crosswalks
2. More pedestrian-friendly, outdoor seating, landscaped environments near retail areas
3. More consistent lighting
4. Better, more attractive signage
5. More opportunities for outdoor seating in front of retail, restaurants
6. More street trees/shade
7. More active storefronts



# VISION FOR PEDESTRIAN REALM





# CONNECTIVITY PRECEDENTS

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- While Church Street features a classic garden boulevard design with landscaped medians and plenty of street trees, other streets in the Midtown lack greenery and shade trees
- Great neighborhoods and park networks use shade trees and other plantings to enhance pedestrian comfort

## MAKING GREEN CONNECTIONS

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- Adding street trees along sidewalks creates a more comfortable walking area for pedestrians creating walkable streets to promote health and wellness
- Street trees help buffer between uses
- Plantings in parks can help to unite the look and feel of Midtown
- Plantings will assist in stormwater and flood management

## MAKING GREEN CONNECTIONS





## MIXED USE NEIGHBORHOOD

**We heard that Midtown is home to many uses, and can accommodate so much more. It is a center for jobs, yet at the same time, needs housing and amenities to serve Midtown and the neighborhoods around it.**



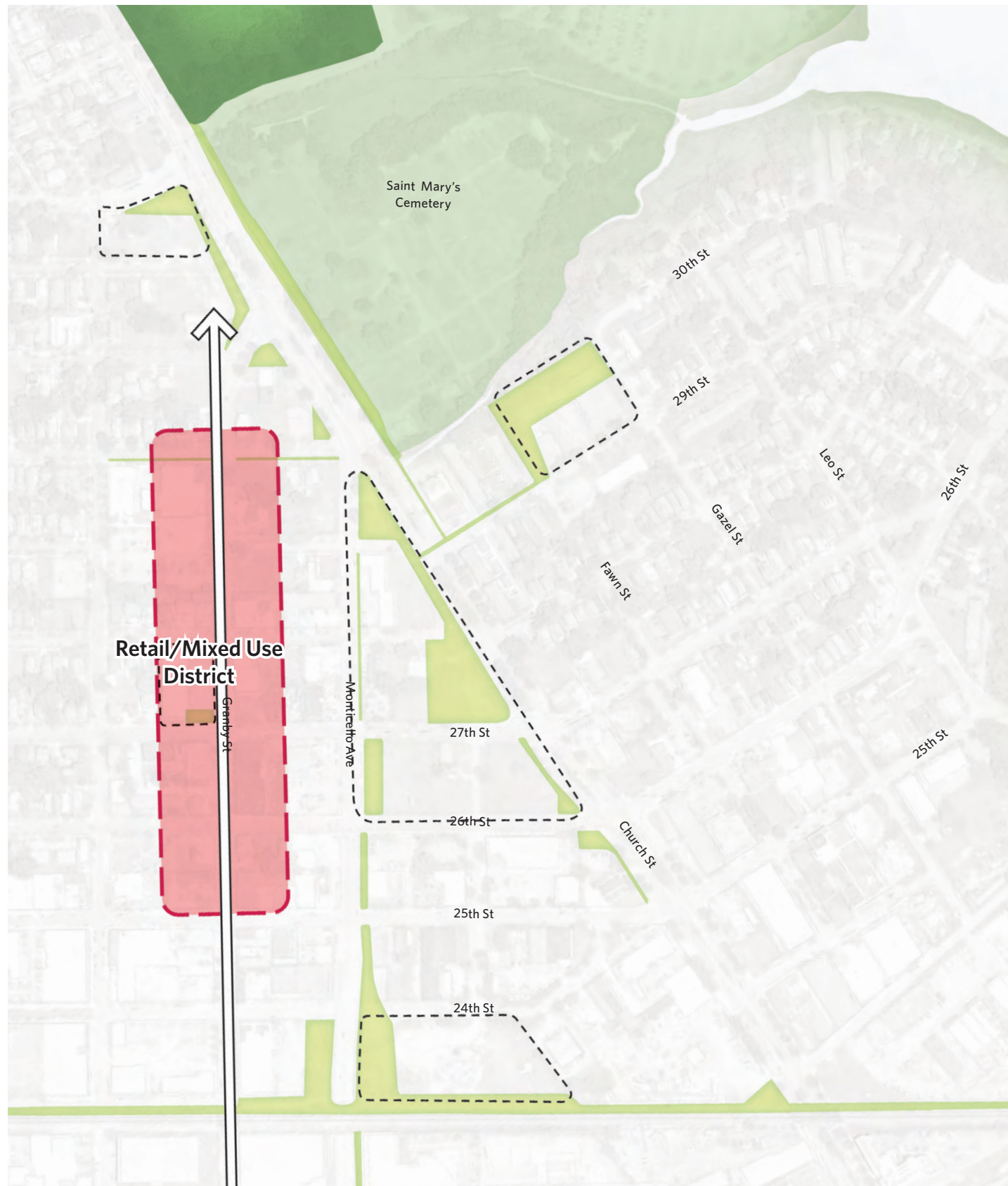


- All existing uses may remain in perpetuity
- This effort proposes future land use opportunities and explores how Midtown can evolve over time

## STARTING POINT

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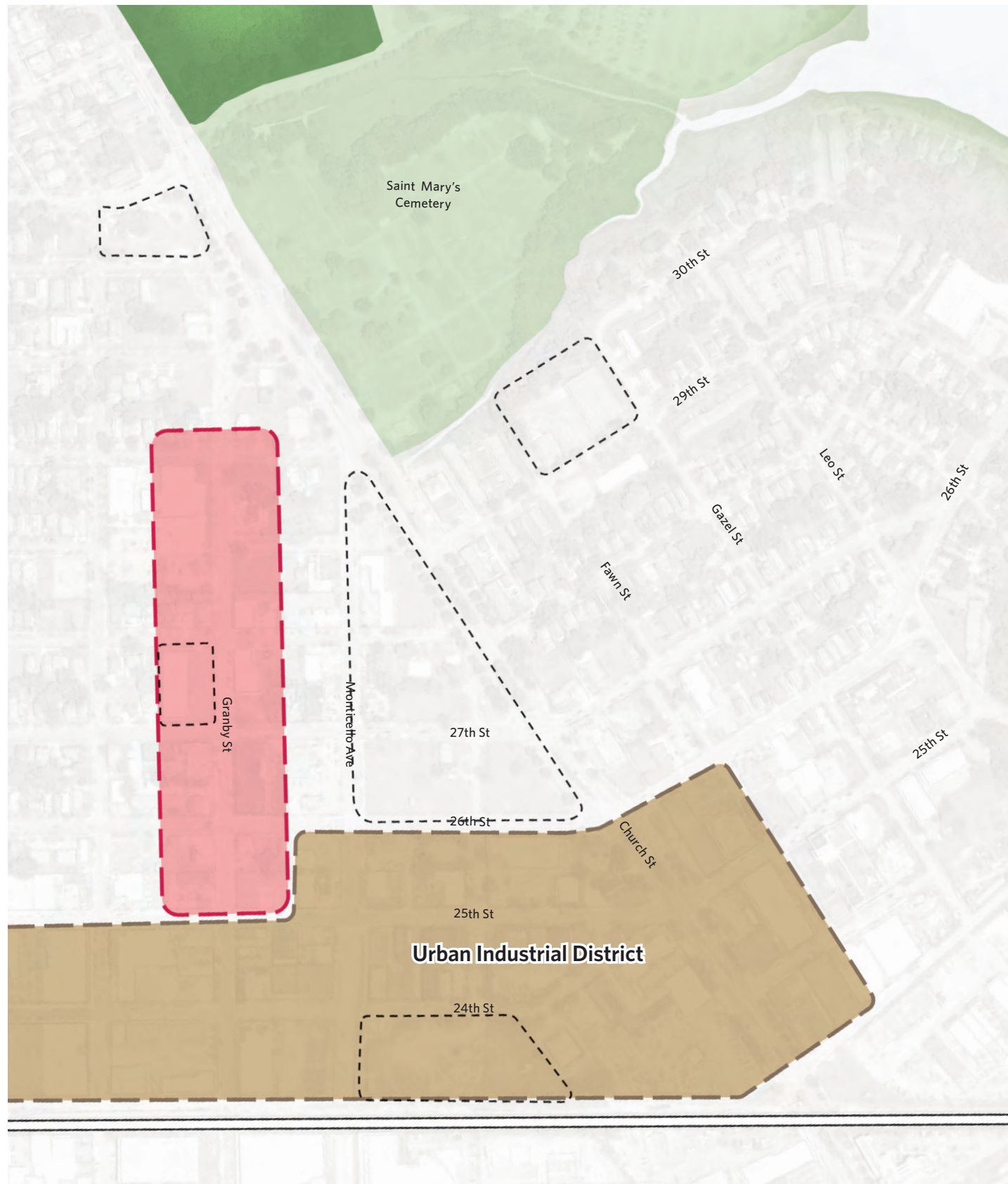


- Extending the commercial character of Granby Street into the Midtown area as a “Main Street” environment with services and amenities for the neighborhoods nearby
- The buildings in this district should be mixed-use with commercial uses on the ground floor and residences above

## RETAIL/MIXED USE DISTRICT

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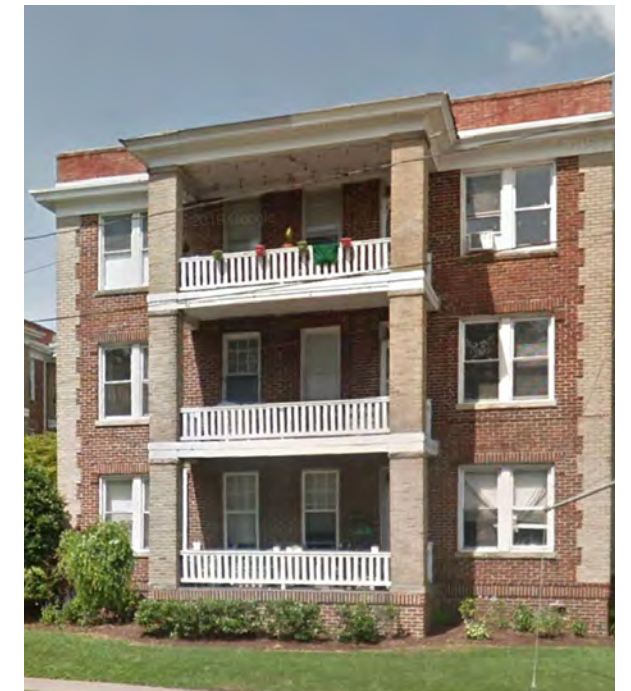


- Heavy and light industrial uses have been clustered along Norfolk railroads for years; it is a part of the character of this district
- Today, these industrial districts are vibrant with maker spaces, breweries, offices, and light industrial
- Industrial uses are important to the economic health of the city

## URBAN INDUSTRIAL DISTRICT

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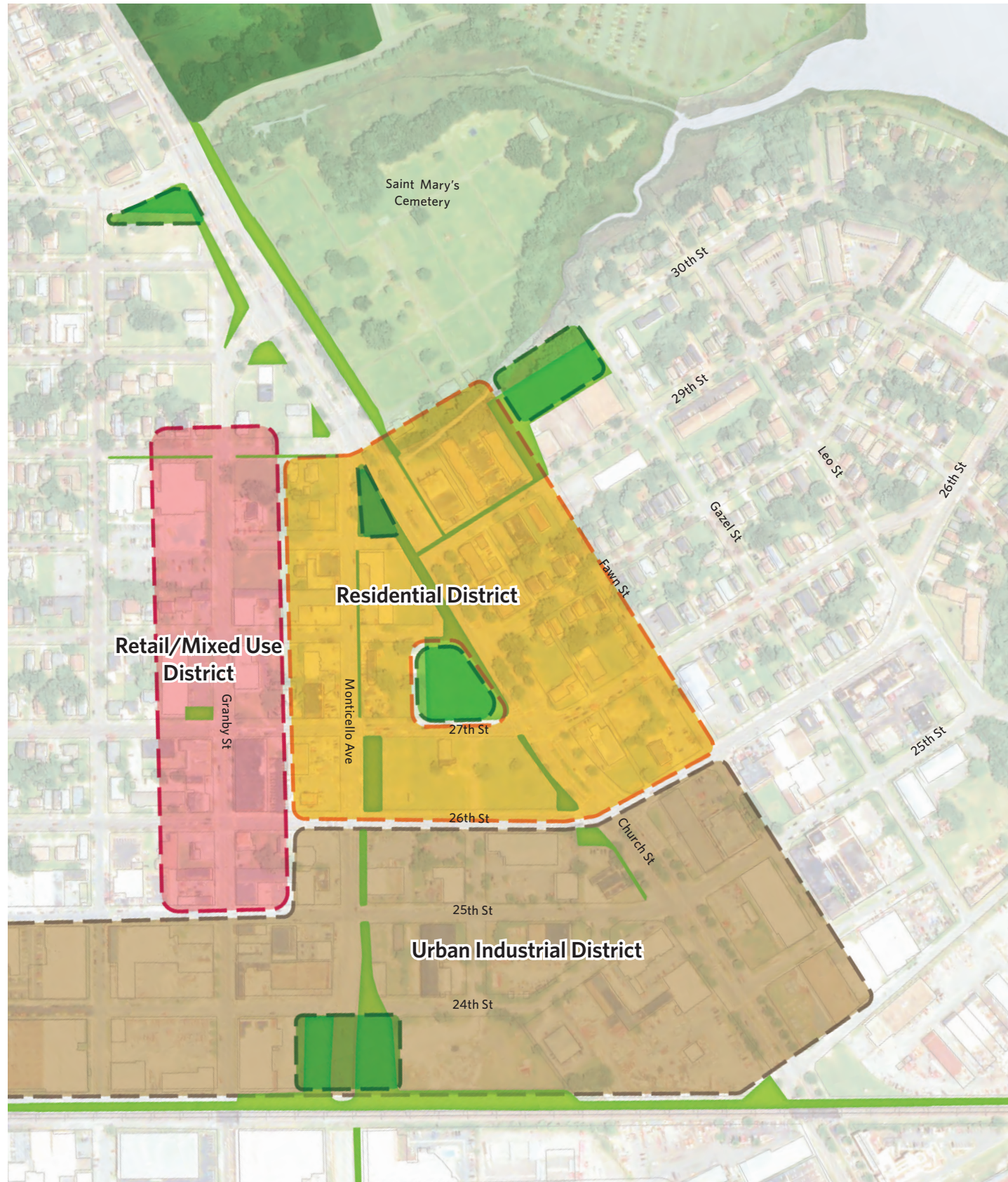


- Filling in the area around the parks with mixed use development brings activity, community, and life to the region
- Providing a spectrum of housing options (for-sale, rental, affordable, apartments, townhouses, live-work, etc.) is an important addition for Midtown

## RESIDENTIAL DISTRICT

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- By creating these three districts in Midtown, future development will build on the existing neighborhood uses and create a vibrant Midtown neighborhood.

# PROPOSED LAND USE DISTRICTS





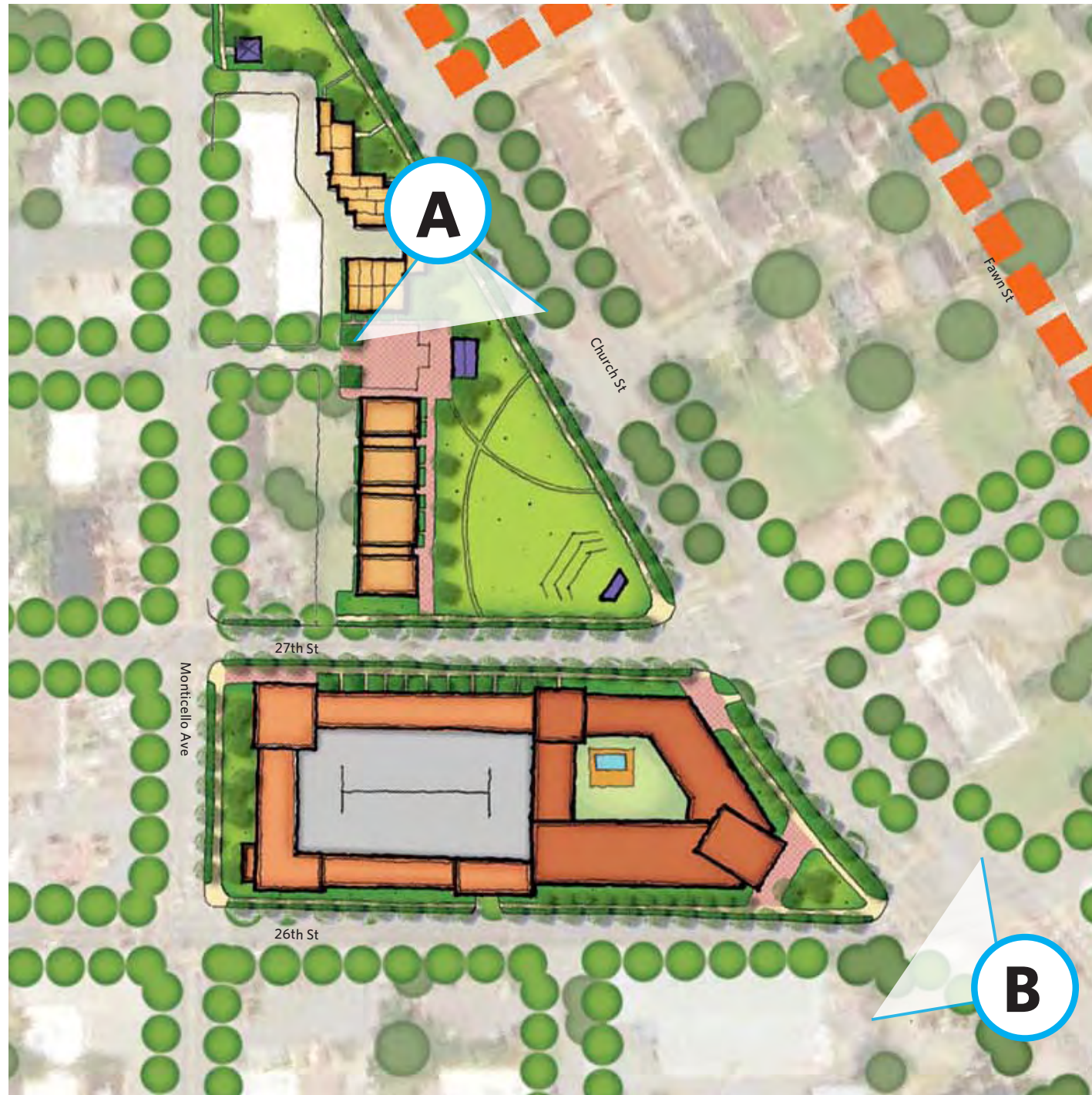
- The majority of the area of the Midtown district will respond to the existing context, keeping the lower, residential scale heights at the perimeter of the area
- The major thoroughfares of Church, Granby and Monticello are large enough to allow for taller buildings to start to create stronger street edges.
- There is some opportunity in Midtown to allow for some additional height in the heart of the neighborhood around the proposed central park.
- There is also some potential for additional height to the southern portion of the site near the railroad tracks.



## PROPOSED HEIGHT DIAGRAM



Through the application of the open space, districts and height frameworks which were created in response to community comments, the vision of Midtown begins to take shape.



## CENTRAL MIDTOWN VISION

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COUNTY  
JOA-2022

# THE PROPOSED CENTRAL PARK, VIEW LOOKING SOUTH TOWARD 27TH & CHURCH STREET

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CSO/T  
4/08/2022

## THE PROPOSED MIXED USE, MULTI-FAMILY BUILDING AT CHURCH & 26TH STREET

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## GRANBY STREET, LOOKING SOUTH

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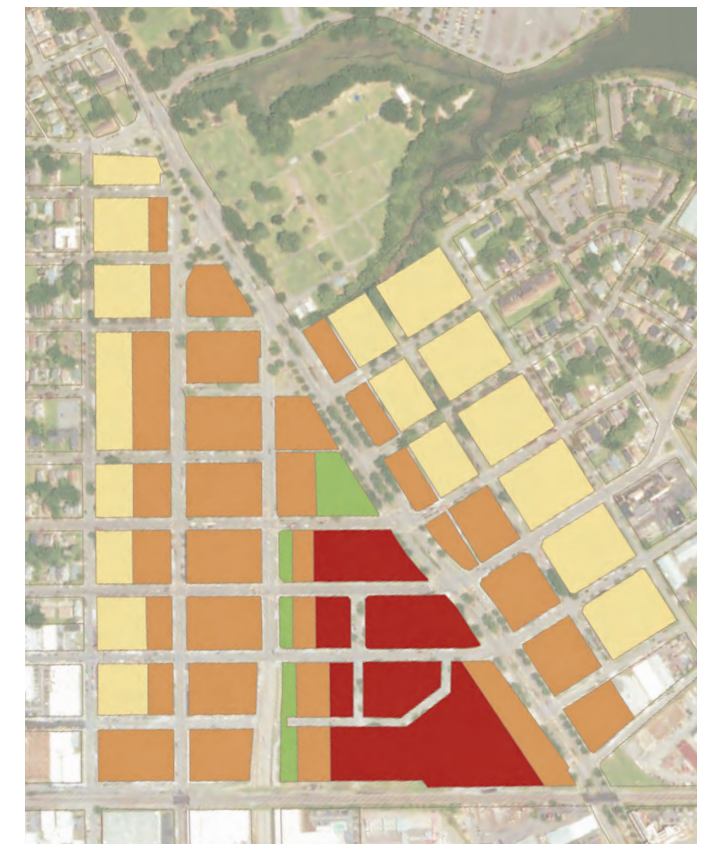
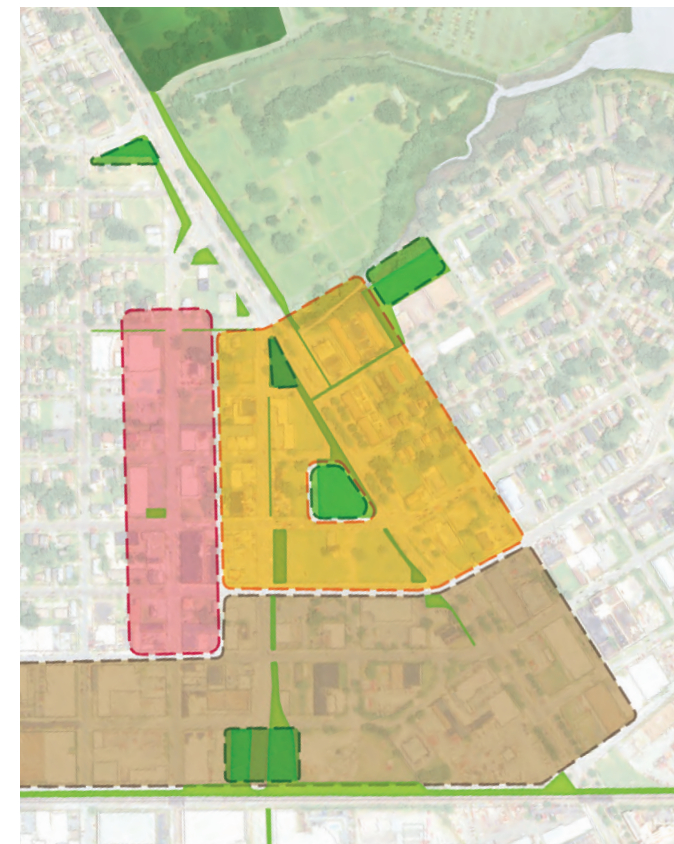




# CITY-OWNED PROPERTY STUDIES



There are a number of city owned properties within the study area. The following series looks at different development opportunities and strategies for each while following the open space, district and height frameworks developed during the community engagement process.



## CITY-OWNED PROPERTIES





**TOWNHOUSES**

- 12' wide townhouses
- Three-four stories
- One tuck-under (garage) parking space per unit
- Fronts on street with parking access off side streets



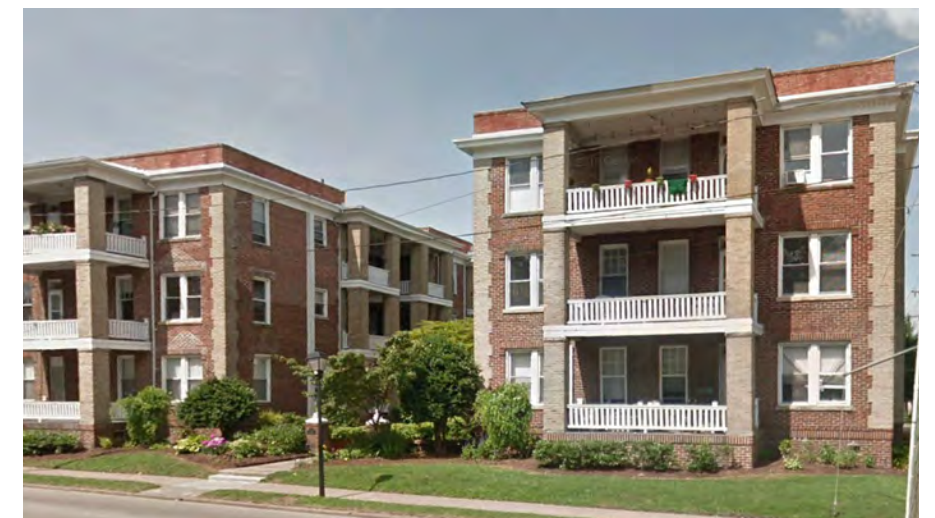
**TOWNHOUSES**

- 22' wide townhouses
- Three- four stories
- Two tuck-under (garage) parking spaces per unit
- Fronts on street with parking access off side streets



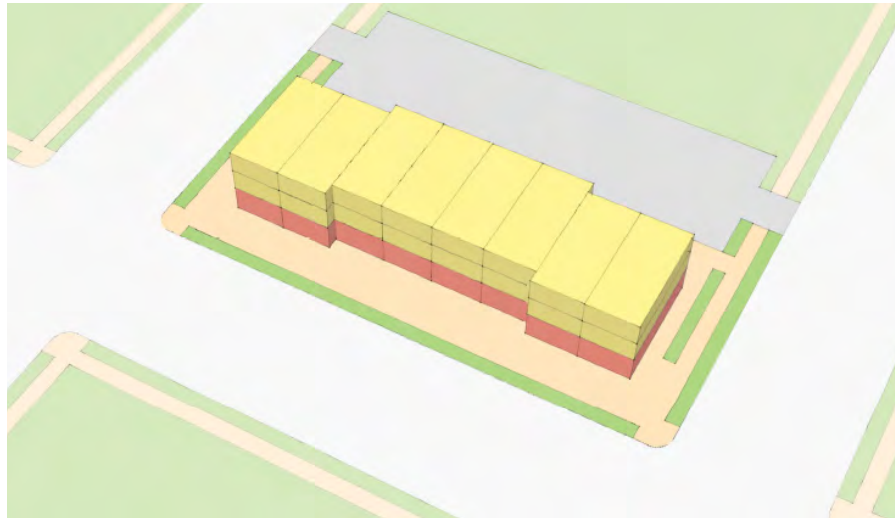
**SMALL APARTMENTS**

- Three-story walk-up. Breezeway-style apartments
- Three stories
- Surface parking in rear of site for residents, accessed from side streets
- Parking demand estimated at 1.7 cars per unit, assuming a mix of one- and two-bedroom apartments
- Primary residential entrance located along street



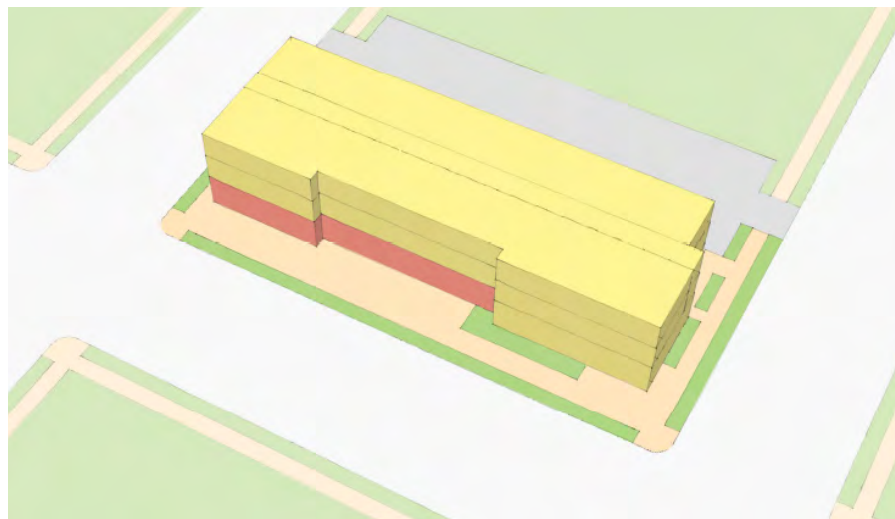
**DEVELOPMENT KIT-OF-PARTS**





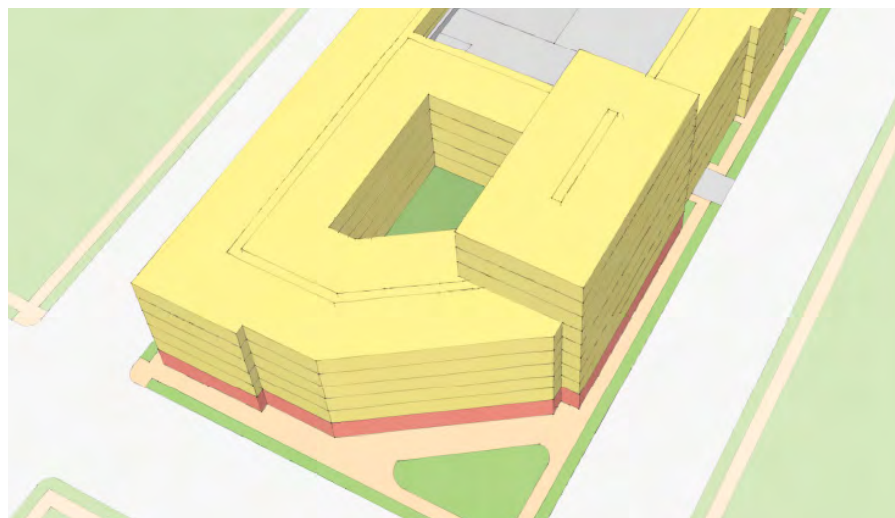
**LIVE-WORK UNITS**

- Three to four story live work townhouses
- Parking demand estimated at 1.7 cars per unit, assuming a mix of one- and two-bedroom apartments
- Non-residential ground floor, such as coffee shop or convenience store



**MULTI-FAMILY TYPE 1**

- Three-story, elevator-served mixed-use apartment building
- Parking demand estimated at 1.7 cars per unit, assuming a mix of one- and two-bedroom apartments
- Primary residential entry located along street
- Shared residential and non-residential on the ground floor



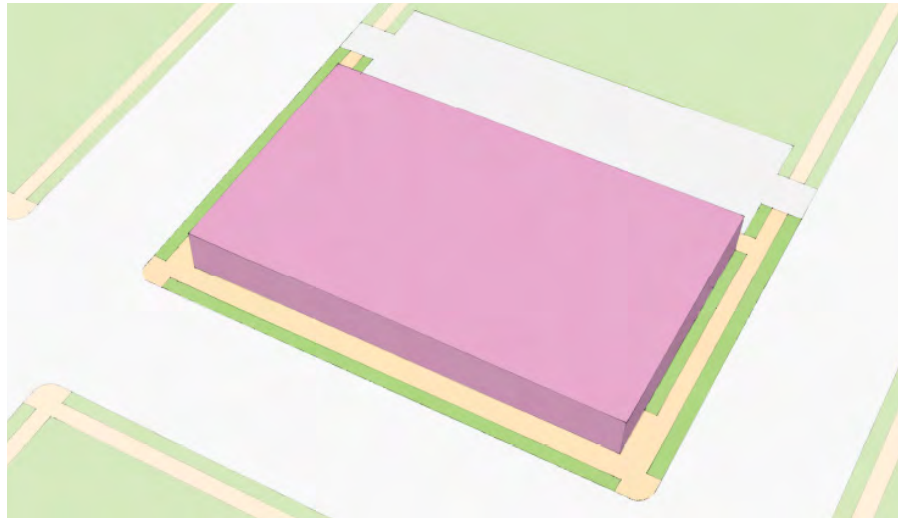
**MULTI-FAMILY TYPE 2**

- Five to Nine-story, elevator-served mixed-use apartment building
- Parking demand estimated at 1.7 cars per unit, assuming a mix of one- and two-bedroom apartments
- Direct entry residential units located along side streets
- Shared residential and non-residential uses on the ground floor



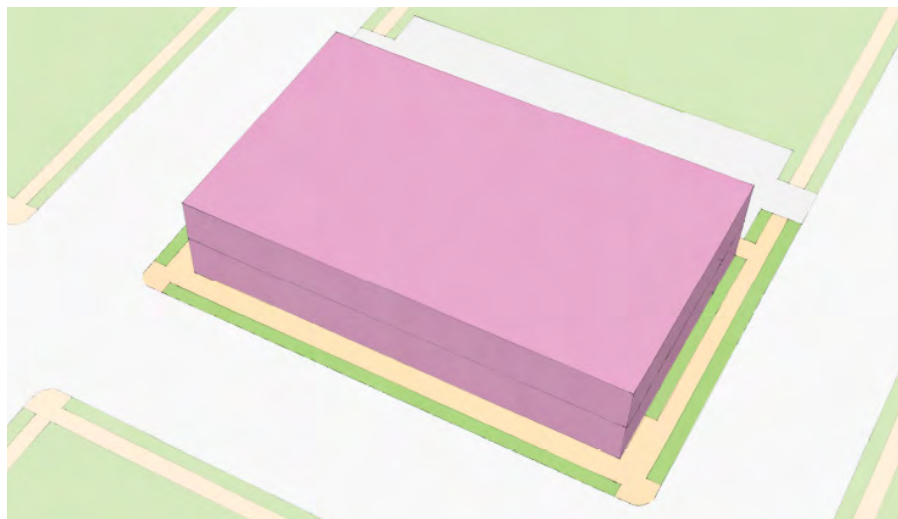
**DEVELOPMENT KIT-OF-PARTS**





### URBAN INDUSTRIAL TYPE 1

- Single-story light industrial building
- Large flexible floor plate that can accommodate multiple tenants and a mix of light industrial uses
- Urban industrial buildings can have both active industrial uses and commercial uses on site



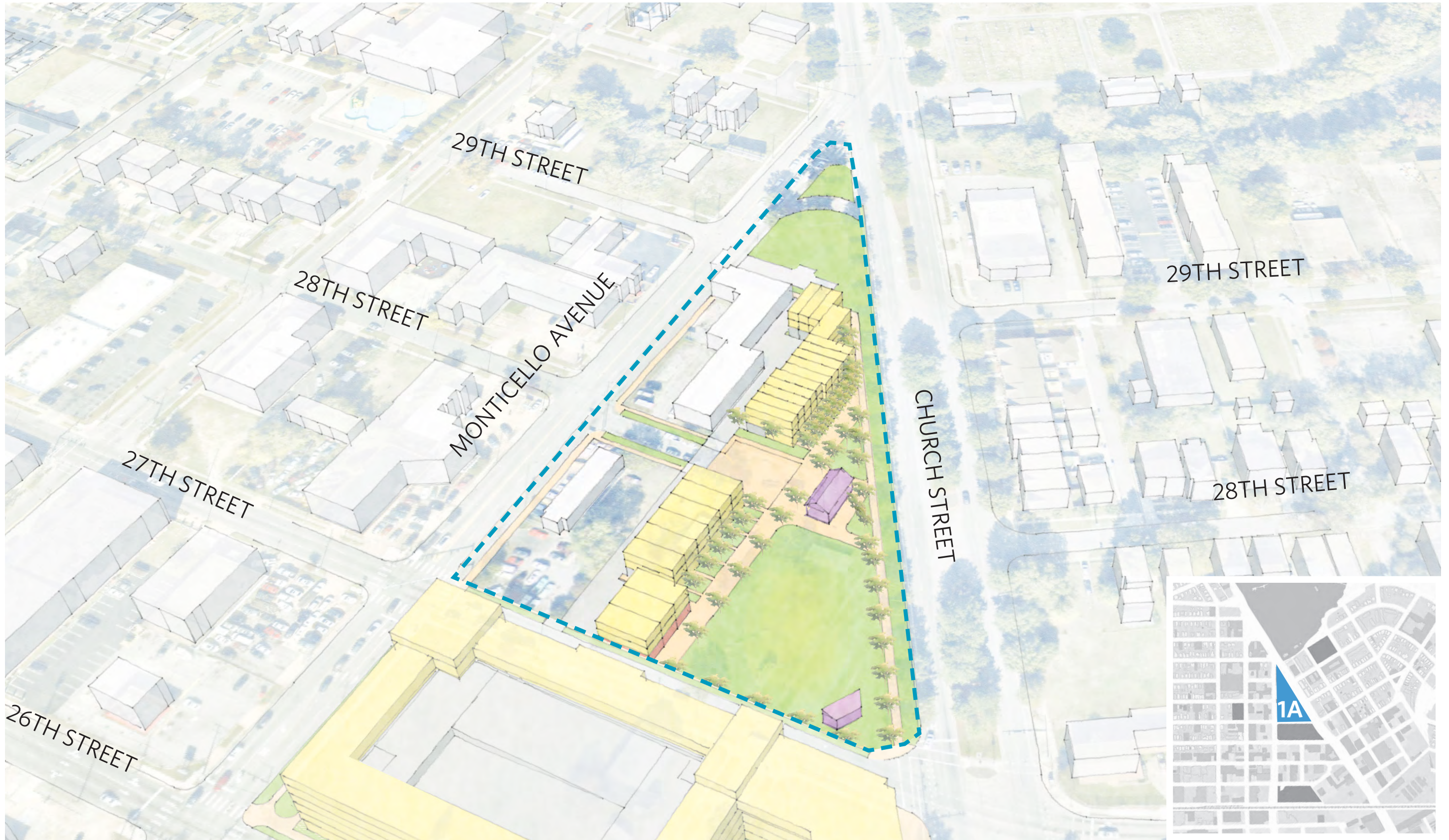
### URBAN INDUSTRIAL TYPE 2

- Two-story light industrial building
- Large flexible floor plates that can accommodate multiple tenants and a mix of light industrial uses
- Urban industrial buildings can have both active industrial uses and commercial uses on site



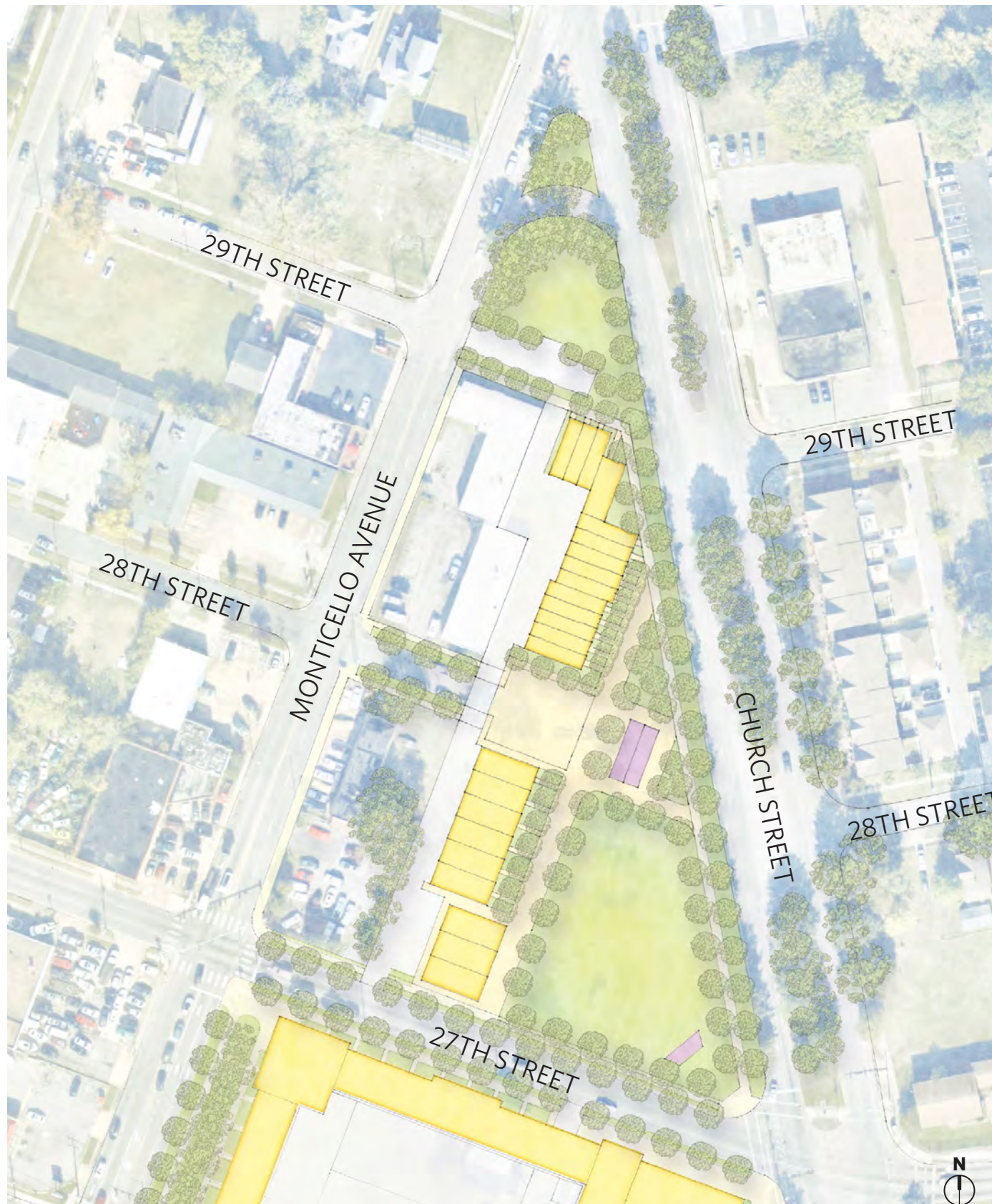
# DEVELOPMENT KIT-OF-PARTS





# SITE 1A: OPTION A





- 1 acre of publicly open space at the corner of 27th Street and Church Street.
- Flexible parking area at the terminus of 28th Street that can host farmers markets or other public events.
- Three-story townhouses that ranging 12' & 22' frame the western edge of the public open space.
- A three-story live work building anchors the southwestern corner of the public open space, which could provide a complimentary commercial use that works with the public open space.

### Program Shown

- 1 acre of publicly open space
- Thirteen 12' wide townhouses with 1 integral parking space
- Seven 22' wide townhouses with 2 integral parking spaces
- Three Live Work buildings
- Twenty one surface parking spaces for live work units & park

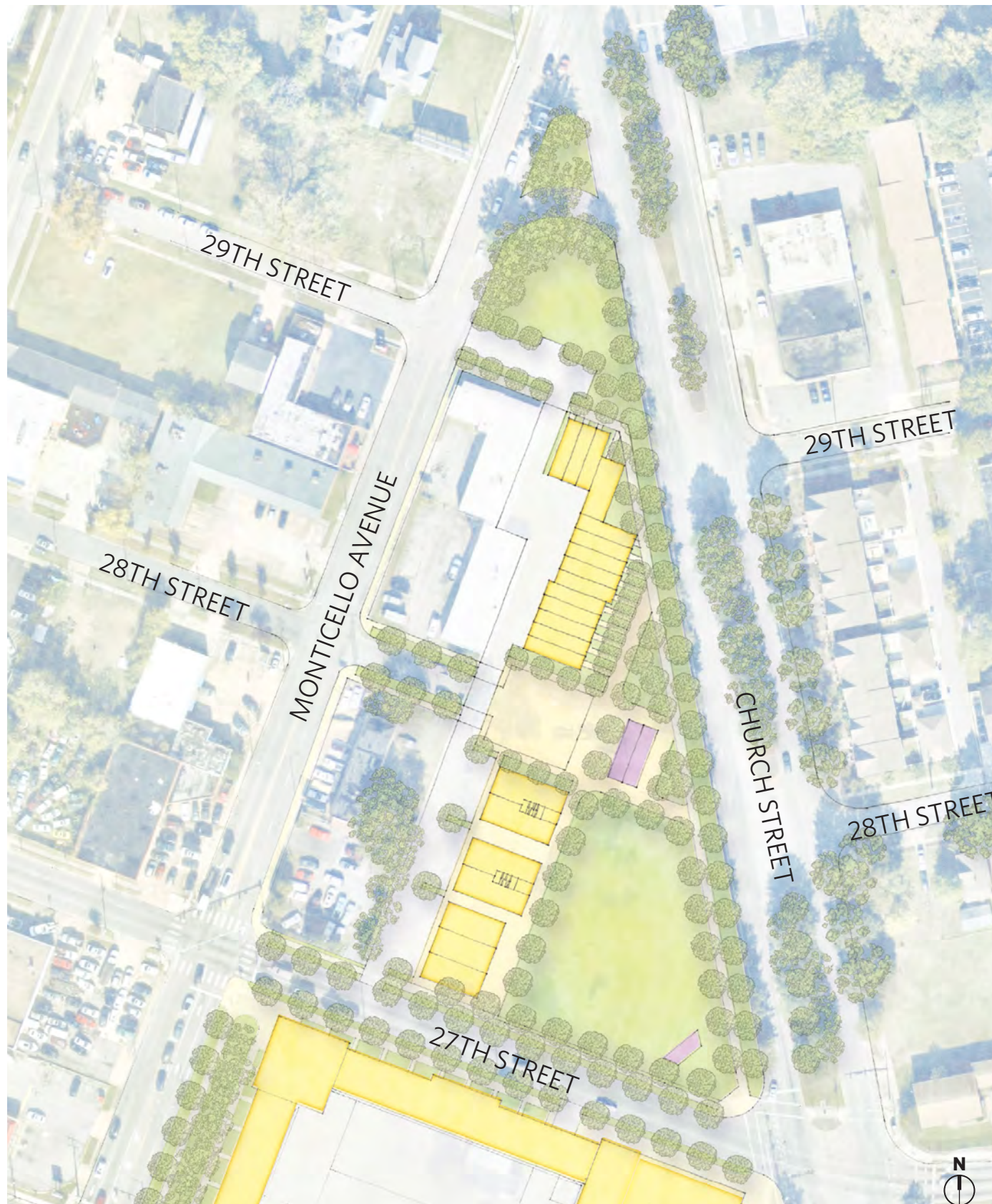
## SITE 1A: OPTION A





# SITE 1A: OPTION B





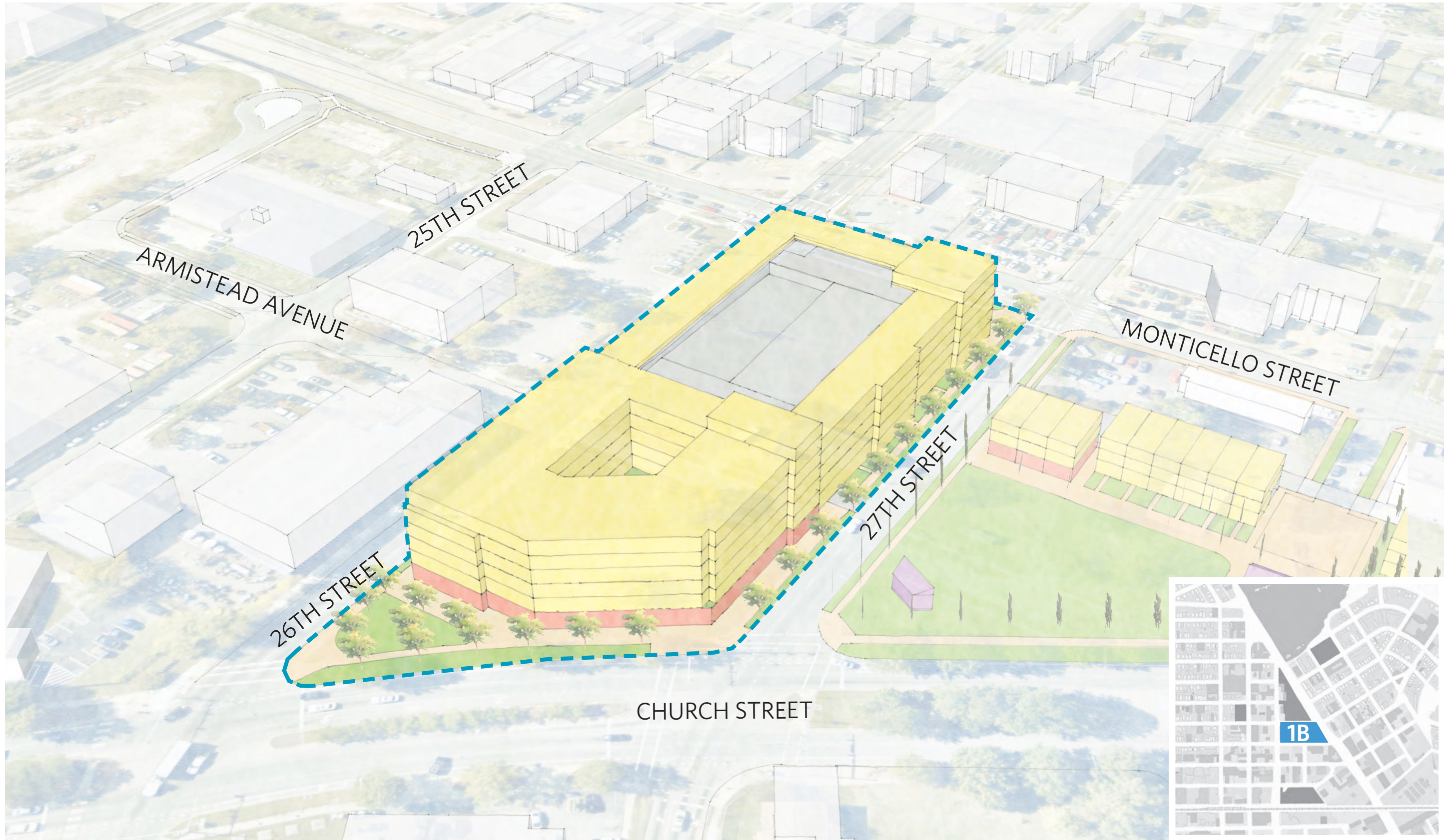
- 1 acre of public open space at the corner of 27th Street and Church Street.
- Flexible parking area at the terminus of 28th Street that can host farmers markets or other public events.
- Three-story townhouses ranging from 12' & 22' wide are located in the northern portion of the site between 28th and 29th Street.
- Two three-story 6-plex apartment buildings frame the western edge of the public open space.
- A three-story live work building anchors the southwestern corner of the public open space, which could provide a complimentary commercial use that works with the public open space.

### Program Shown

- 1 acre of public open space
- Thirteen 12' wide townhouses with 1 integral parking space
- One 22' wide townhouses with 2 integral parking spaces
- Two 6-plex apartments with 12 parking spaces
- Three Live Work buildings with 1,100 square feet of non-residential space on the ground floor and 2-story residential units above
- Fourteen surface parking spaces for live work units & park

## SITE 1A: OPTION B

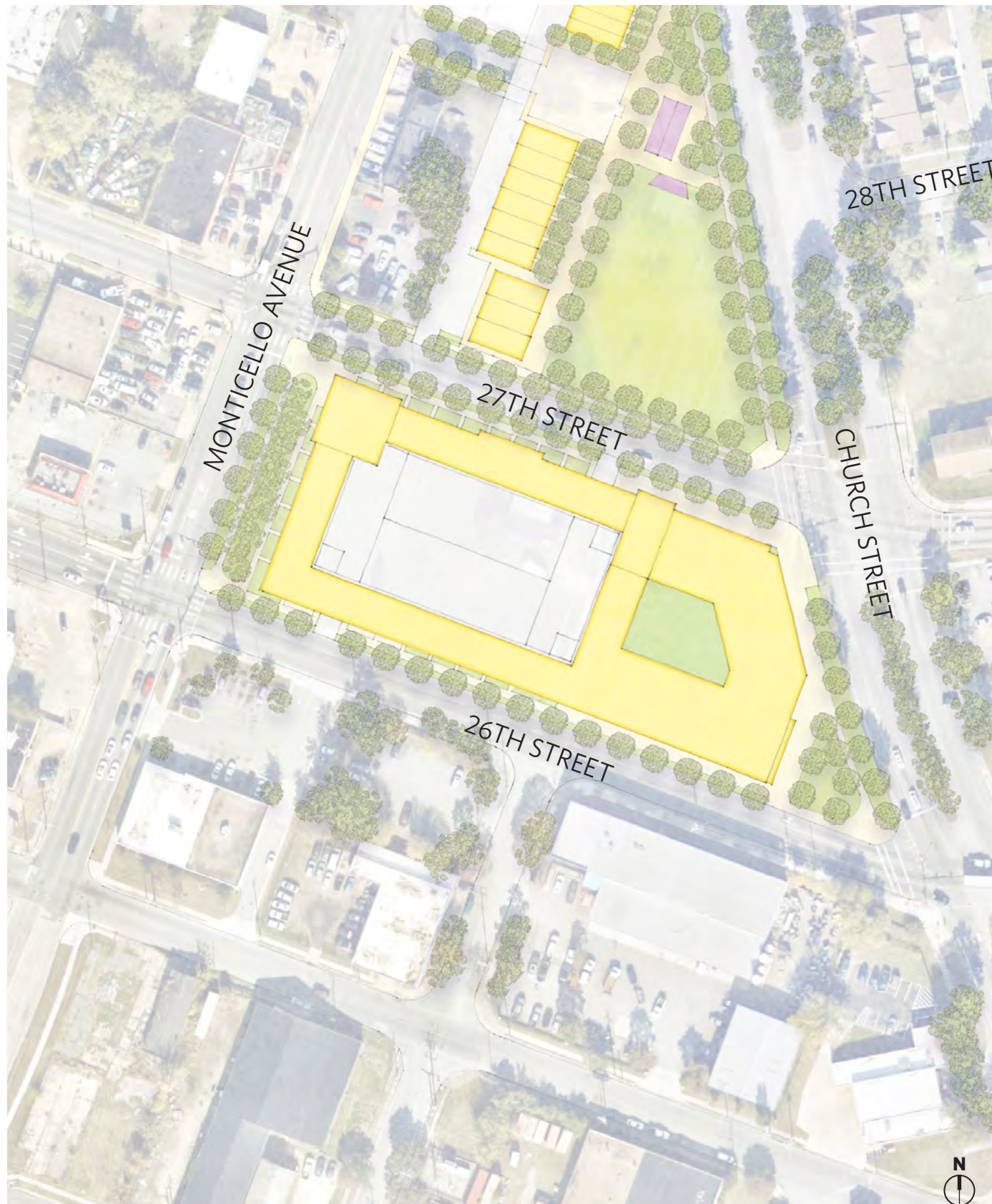




URBAN DESIGN ASSOCIATES

# SITE 1B: OPTION A





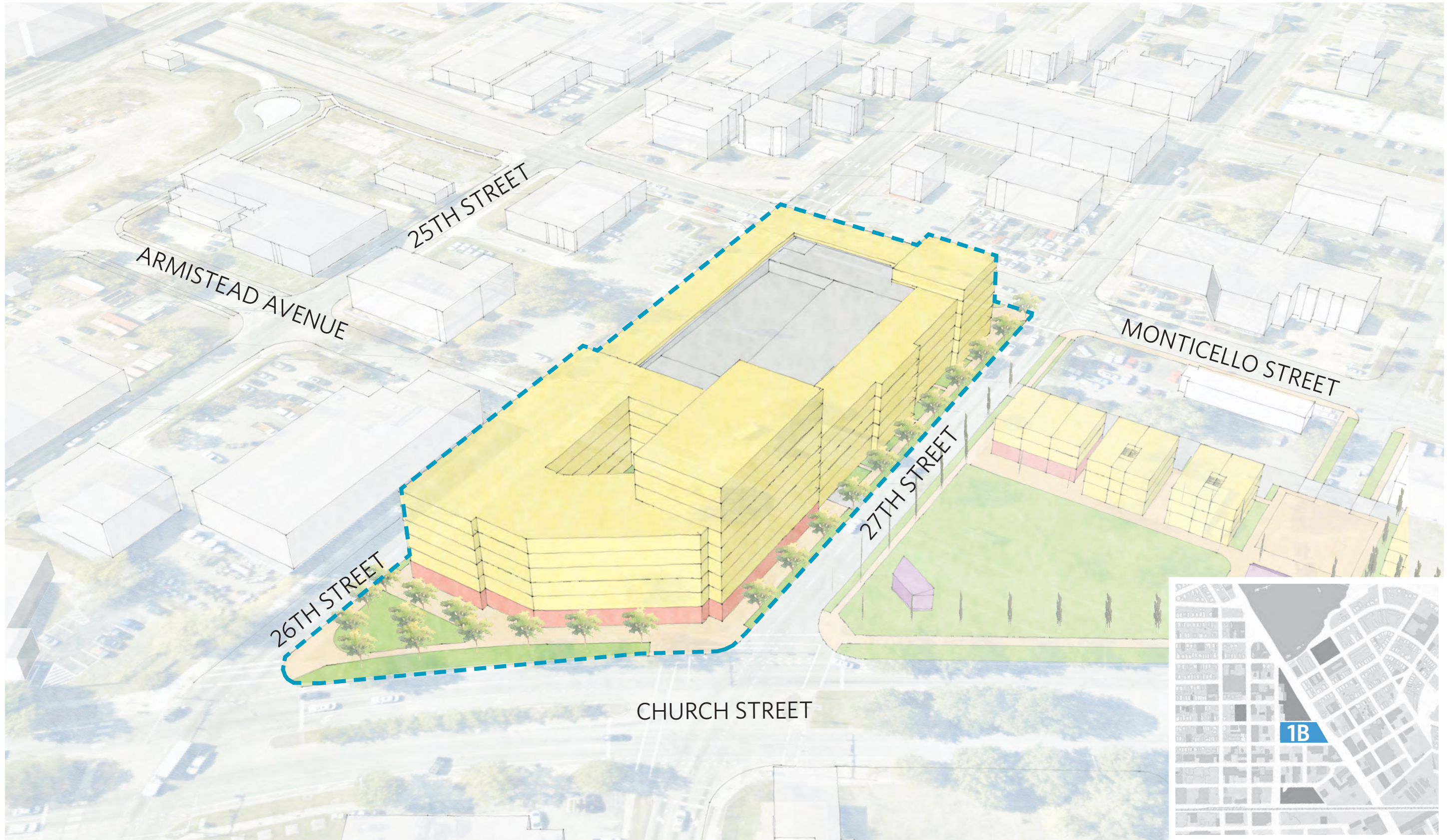
- A five to six-story mixed-used multi-family building anchors the Midtown district.
- A large-format commercial space that contains a market or related community serving use is located along Church Street.
- One and two bedroom apartment units are located throughout the building.
- Direct entry residential units are located along the building's ground floor, further activating the public realm.
- Structured parking that can accommodate residential and commercial demand is provided on site.
- A linear green space is located along Monticello Avenue, buffering the residential units and providing a more hospitable pedestrian experience.
- A small public plaza is located at the corner of 26th Street and Church Street. This space provides for social seating, commercial spillover space, and stormwater management opportunities.

### Program Shown

- Six story multi-family mixed-use apartment building
- 218,000 residential square feet
- 35,000 commercial square feet
- Structured parking with 460 vehicle capacity

## SITE 1B: OPTION A

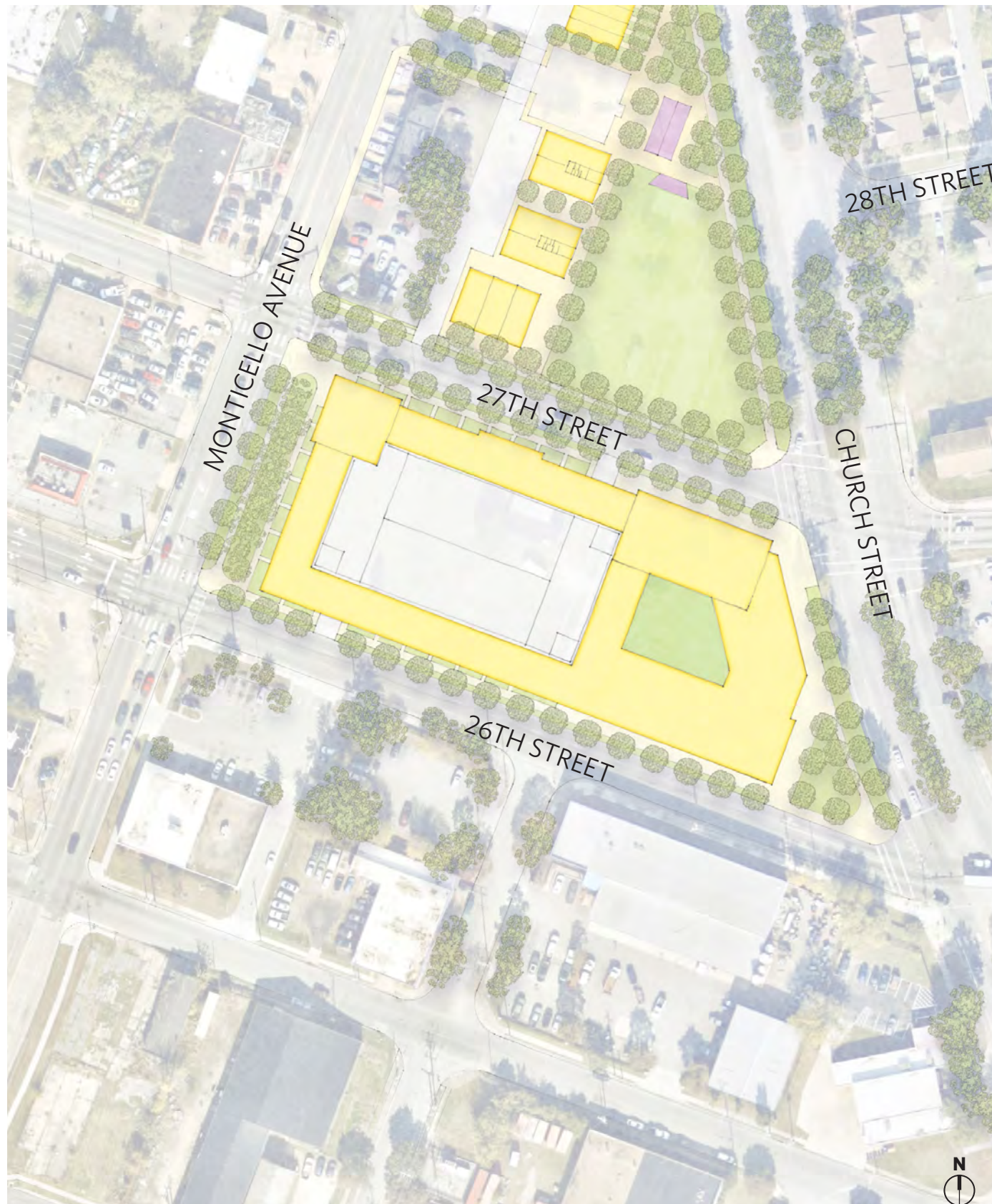




URBAN DESIGN ASSOCIATES

# SITE 1B: OPTION B





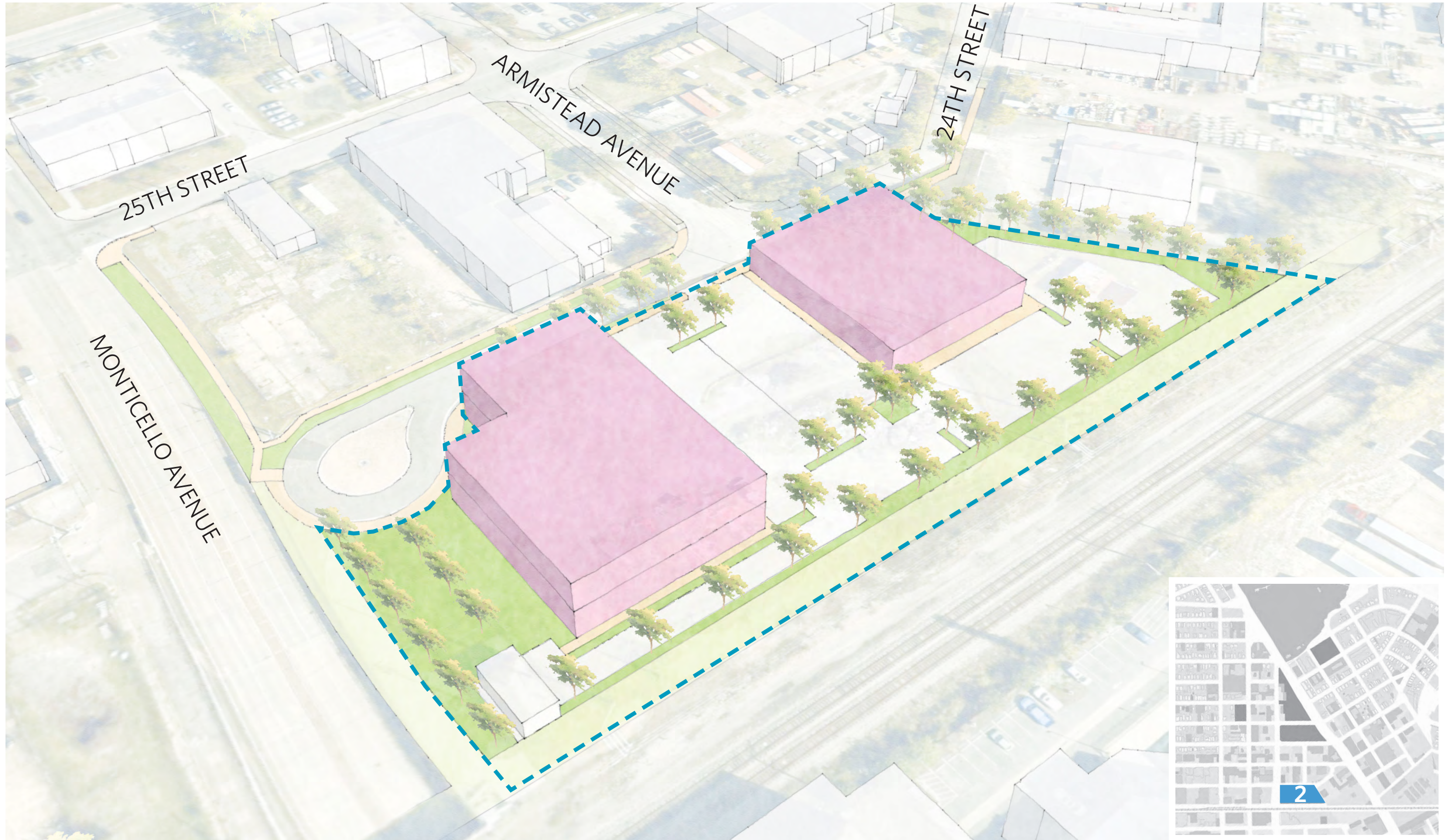
- A five to nine- story mixed-used multi-family building anchors the Midtown district.
- A large-format commercial space that contains a market or related community serving use is located along Church Street.
- One and two bedroom apartment units are located throughout the building.
- Direct entry residential units are located along the building’s ground floor, further activating the public realm.
- Structured parking that can accommodate residential and commercial demand is provided on site.
- A linear green space is located along Monticello Avenue, buffering the residential units and providing a more hospitable pedestrian experience.
- A small public plaza is located at the corner of 26th Street and Church Street. This space provides for social seating, commercial spillover space, and stormwater management opportunities.

### Program Shown

- Five to nine story multi-family mixed-use apartment building
- 268,000 residential square feet
- 35,000 commercial square feet
- Structured parking with 460 vehicle capacity

## SITE 1B: OPTION B





# SITE 2: OPTION A





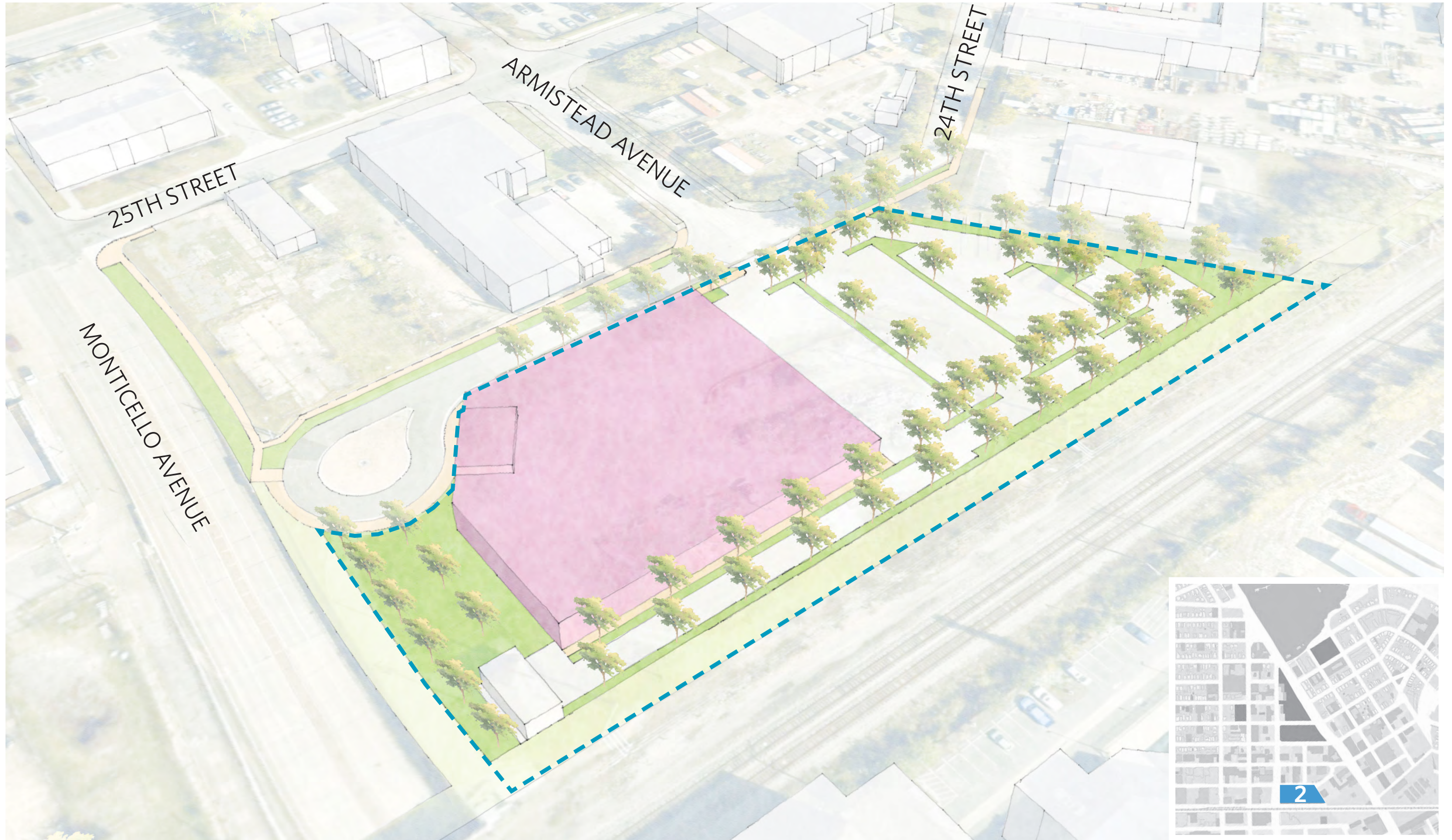
- An urban industrial campus located at the terminus of Armistead Avenue will contribute to the already thriving industrial economy in the surrounding community.
- The building footprints are large and flexible to accommodate a range of light industrial uses.
- The planted areas dispersed throughout the campus will have a multi-purpose use of beautifying the site and managing stormwater.

### Program Shown

- Two flexible industrial buildings with a total of 32,000 square feet
- 80 parking spaces shared between the industrial buildings

## SITE 2: OPTION A





# SITE 2: OPTION B





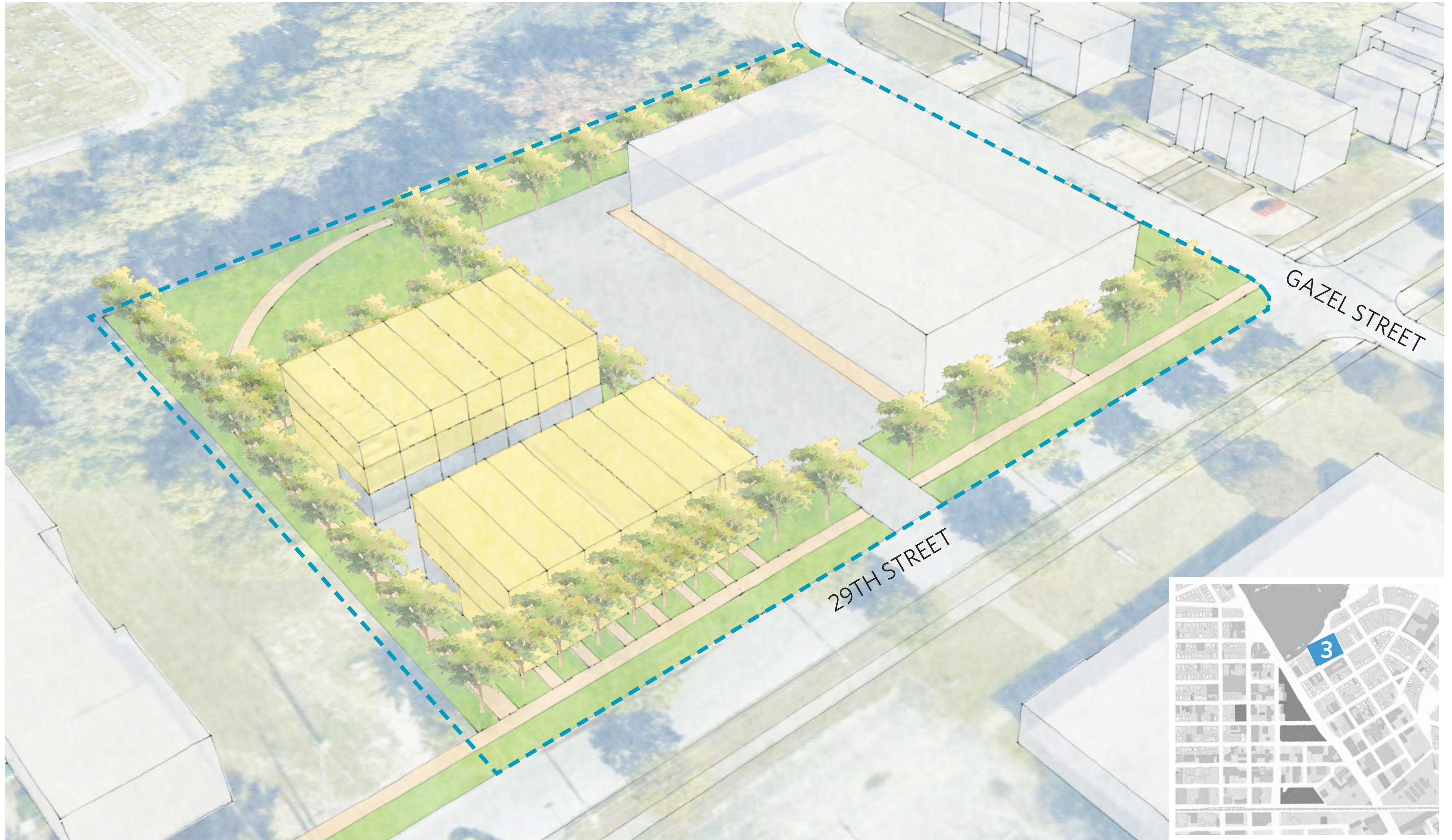
- An urban industrial site located at the terminus of Armistead Avenue will contribute to the already thriving industrial economy in the surrounding community.
- The building footprint is large and flexible to accommodate a range of light industrial uses.
- The planted areas dispersed throughout the site will have a multi-purpose use of beautifying the site and managing stormwater.

### Program Shown

- One large flexible industrial building with a total of 32,000 square feet
- 90 parking spaces for the industrial building

## SITE 2: OPTION B





# SITE 3: OPTION A





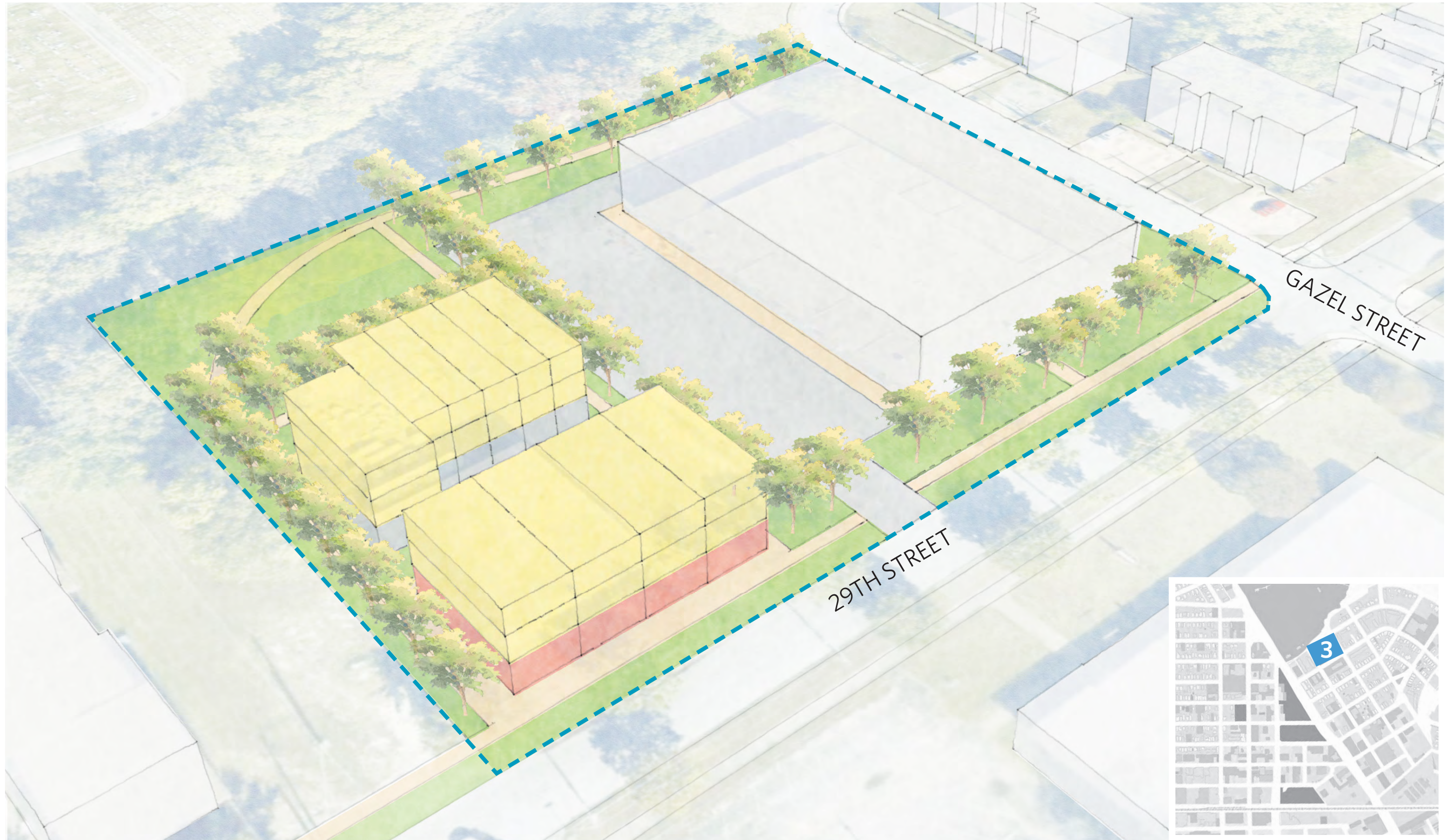
- The existing armory is preserved and restored to provide community amenities or work-training programs.
- 12' wide tuck-under townhouses are located on the western edge of the site creating a green frontage access to the wetland nature preserve at the north end of the site.
- The parking for the armory and the townhouses are separated by a generous planting strip, giving the residential units a sense of privacy.
- The tuck-under townhouses are pulled close 29th Street to preserve the existing wetland area located to the North of the site.

### Program Shown

- Preserved armory building
- 35 parking spaces for the armory building
- Fourteen 12' wide townhouses with 1 integral parking space

## SITE 3: OPTION A





# SITE 3: OPTION B





- The existing armory is preserved and restored to provide community amenities or work-training programs.
- Live Work buildings are located along 29th Street to activate the public realm.
- Townhouses are located north of the Live Work buildings providing essential housing opportunities and site activation.
- Parking demand estimated at 1.7 cars per unit, assuming a mix of one- and two-bedroom apartments.
- Parking is accessed from a single curb cut that serves the existing armory and new live/work townhouses.
- The townhouses are pulled close 29th Street to preserve the existing wetland area located to the North of the site.
- The non-residential uses on the ground floor of the live/work addition will compliment the future activity of the armory.

### Program Shown

- Preserved armory building
- 35 parking spaces for the armory and Live Work buildings
- Four Live Work buildings
- Five 12' wide townhouses with 1 integral parking space
- One 22' wide townhouse with an integral parking space

## SITE 3: OPTION B





# SITE 4: OPTION A





- Granby Street is one of the busiest commercial streets in the Midtown area.
- A three-story, elevator-served mixed-use apartment building is located along this bustling corridor, providing essential housing and commercial services.
- The building is pulled back from the curb line along Granby Street to provide spillover space for the commercial ground floors, so that cafe seating or other social gathering amenities can be provided.
- Public and private residential parking is provided in the rear of the site.
- Parking demand estimated at 1.7 cars per unit, assuming a mix of one- and two-bedroom apartments.

### Program Shown

- Mixed-use elevator-served apartment building
- 30,000 residential square feet
- 12,500 commercial square feet
- 40 parking spaces are shared between residents and commercial tenants

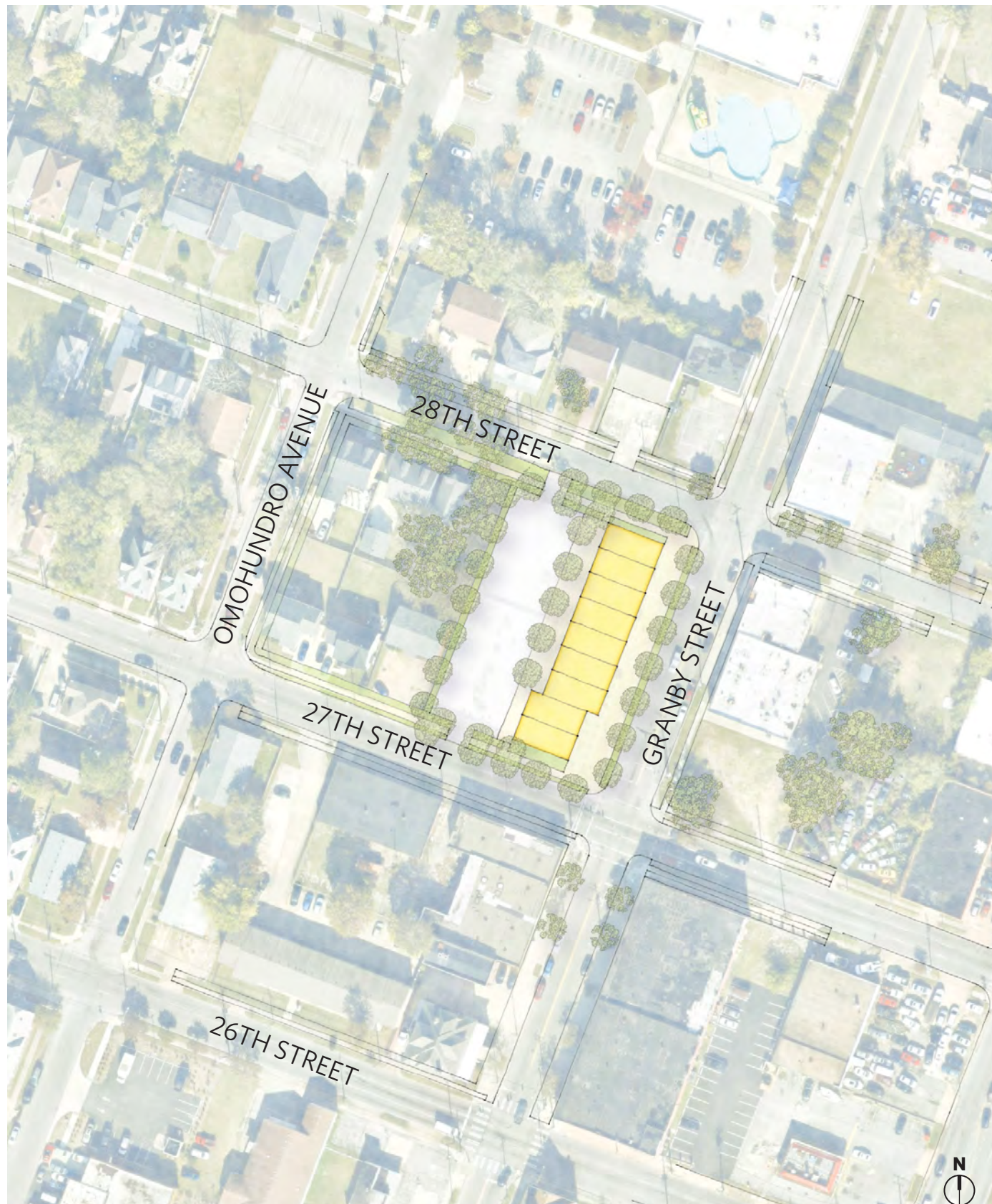
## SITE 4: OPTION A





# SITE 4: OPTION B





- Granby Street is one of the busiest commercial streets in the Midtown area.
- The Live Work buildings are located along this bustling corridor, providing essential housing and commercial services.
- The townhouses are pulled back from the curb line along Granby Street to provide spillover space for the commercial ground floors, so that cafe seating or other social gathering amenities can be provided.
- Public and private residential parking is provided in the rear of the site.
- Parking demand estimated at 1.7 cars per unit, assuming a mix of one- and two-bedroom apartments.

### Program Shown

- Nine Live Work buildings
- 19,800 residential square feet (2,200 per building)
- 10,000 commercial square feet
- 40 parking spaces are shared between residents and commercial tenants

## SITE 4: OPTION B





# APPENDIX



# General Comments

safety/walkability: a series of connected parks, 18-hour city living/working/shopping/dining in parks with visibility feels safer, crosswalks

25/26/27th at Church Street streets have dangerous traffic accidents

between Industrial cottage and MCB — a block between that is missing something

so much empty space — huge opportunity for a park, etc

both ends of the Industrial cottage good candidate for improvements

for buildings use - maybe retail on first floor, apartments above, affordability — higher density "urban"-ish would have to be okay with being next to lighter industrial uses

destinations should be visible in the distance — walkability, safety, connectivity... even if there is industrial "in the way"

bikes + scooters + pedestrians = physical barriers are needed between them and cars/trucks

signage is important—define which areas are for what type of travel mode, refuges for peds

excited by foot traffic, happy to hear about park

Not a light at 25th, there is a light at 26th

parking for retail should be considered

streetscape improvements are really needed

mix of industrial, shops, etc. is classic character of Norfolk

don't love to walk by the auto shops, light industrial uses — big challenge to make these more ped-friendly

what we've struggled with for years is reminding the industrial ownership that the buildings aren't industrial anymore (cottage)—we are focused on ped foot traffic, being a business with a nicer storefront... so there needs to be visual improvements + you need to have respect for the look and accessibility

empty site by the train tracks at Monticello is a good spot for a park

Amenities that are enticing for residents and visitors to utilize

greenbelt looks like a great commute from the parks to the north to the southern development

surrounding community gardens can be continued here: (edible fruit trees)

central park large capacity for water storage, events, community outreach.

good organic growth at Railroad District

workout areas will help residents

midtown greenbelt would work well with the new bike lanes

small parks allow for and support development

outdoor space for community markets - good attraction for neighboring businesses

opportunity for botanical gardens collaboration - allows access to lower income families

active parks are a good way to promote walking & might attract more people than passive parks

trees for shade and edible fruit with water features would be a nice attraction

Challenges of how to get to the site whatever the amenity

Challenges of parking for markets and events.

a greenbelt could bring pedestrians to/from the park to midtown area

a string of parks may be closer to neighborhoods but still hard to get across busy streets

a string of parks could be a tour through the entire midtown area at natural pedestrian connections

industrial uses could benefit from a partnership with vocational students - offering jobs to local residents would be great

central park would work well with the operations of the industrial uses by the train tracks

existing open spaces: mosaic space, makers brewery, should be improved first.  
could use more affordable housing

Good lighting of public spaces is important

Industrial uses bring great jobs to local residents

Industrial uses work best surrounded by other industrial

passive parks are easier to make universally acceptable. really equitable solution

active and passive uses can work well together

## COMMENTS & FEEDBACK



my kids love slashpads! - if not here, lafayette park

train ride for kids

like the variety of uses



Active



town point park is THE event space, not really necessary to reinvent the wheel here



master gardener space would be nice

Gathering & Events

community garden space could be great for kids. like purpose park for teens with a purpose

shade would be great



Passive

Comments:



Outdoor fitness trail - good replacement for gym

Farmers Market! Large scale farmers market

Amphitheater - more concerts and performance

Idea of open space is exciting

Walkability is important! to come to the area

# COMMENTS & FEEDBACK



porches  
give a  
'homey'  
feeling



porches  
give a  
'homey'  
feeling



traditional  
architecture  
that goes along  
with existing  
buildings



good space  
for 6-pack  
style  
apartments



Des Moines low-  
sky walks and sky  
bridges as helping  
to facilitate traffic.  
Michigan also.

Pharmacy

Parking!

Finding ways to  
allow for small  
businesses to be  
in new  
development.

Residential  
not the first  
thought

love the hair store &  
the Chinese location  
there. Want to  
make sure that they  
can stay local within  
the community.

active rooftops  
on residential  
would be nice

prioritizing  
affordable  
housing is  
necessary here

"201 twenty  
one" is a nice  
example, but  
businesses  
turn over a lot

grocery  
store!!!!

Also have  
shops and  
amenities  
within them.

Brambleton  
for bridge

URBAN DESIGN ASSOCIATES

# COMMENTS & FEEDBACK



works well with reducing lanes of traffic, and widening bike lanes.

intersections along the Church St corridor would be a good location

wide crosswalk is best for visibility

too many lanes of traffic to feel comfortable walking, should widen bike lanes and reduce car lanes to improve speeds

In favor of the street improvements

Tree Canopy as very important

Grocery Store as important amenity for the site

shortening the distance to cross the street would help safety also



EXISTING



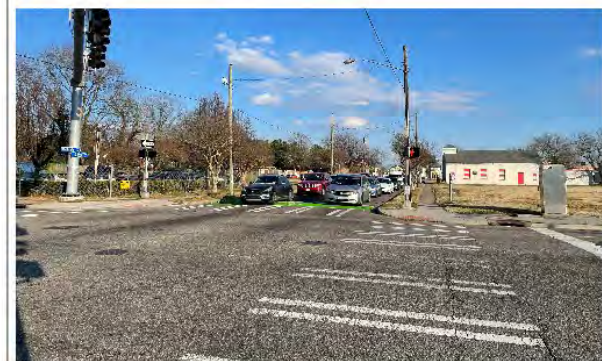
PROPOSED



EXISTING



PROPOSED



EXISTING



PROPOSED

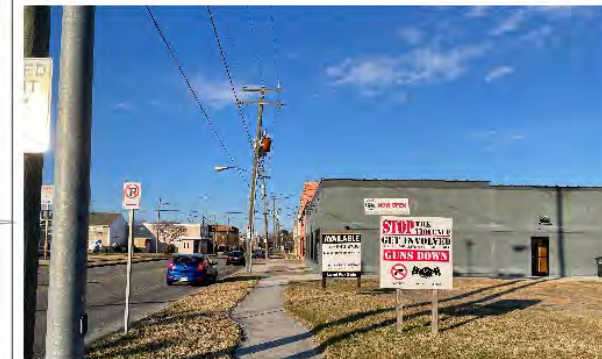
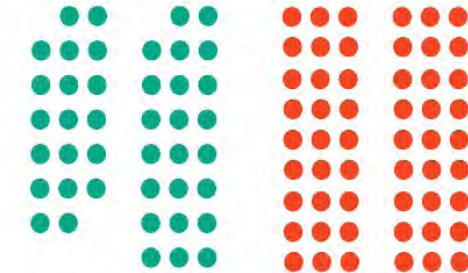
Another story or two on top of the retail

Good scale - Maybe 1 more story for scale

Continuity of the model that is already established

Comments:

concern over pedestrian and traffic use in the same space



EXISTING



PROPOSED

sidewalks should be wider for walkers/runners to each pass one another

Like this tree canopy - continuation of Church between PA and RR tracks



EXISTING



PROPOSED

Continuation of existing streetscape seen between Princess Anne and RR tracks

# COMMENTS & FEEDBACK





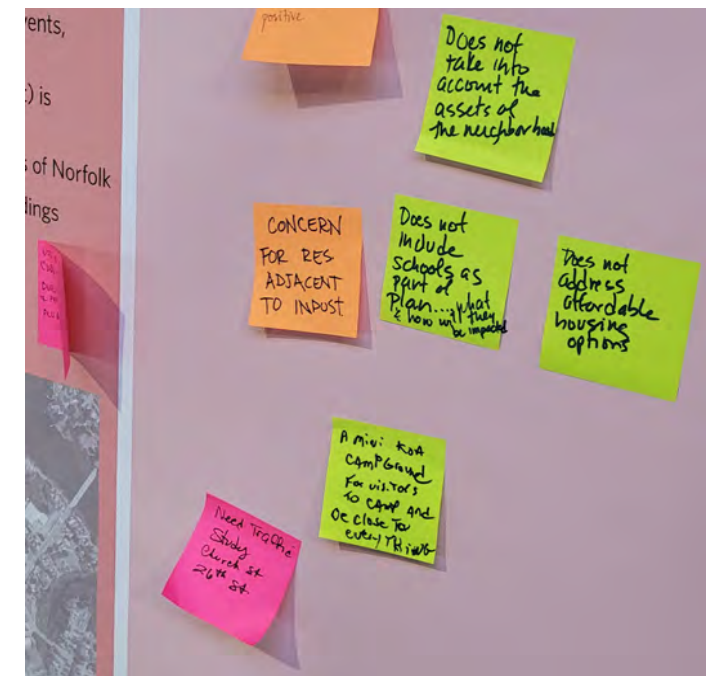
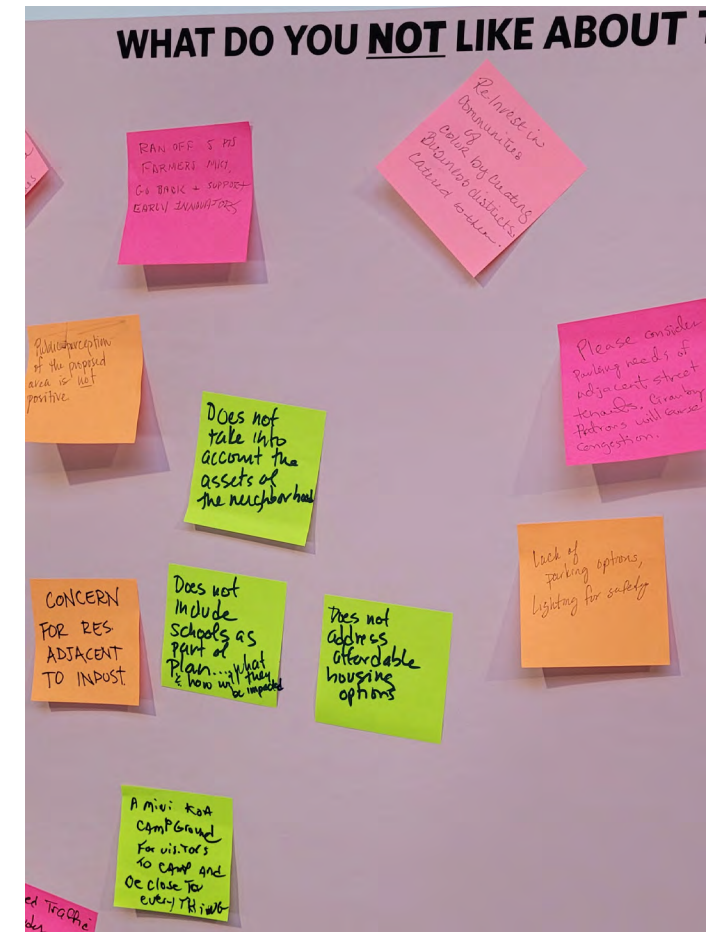
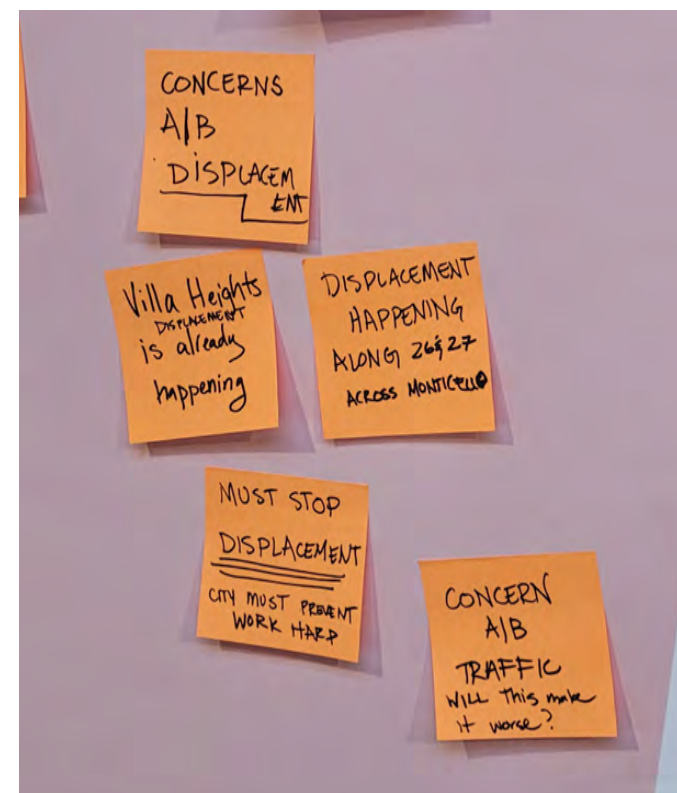
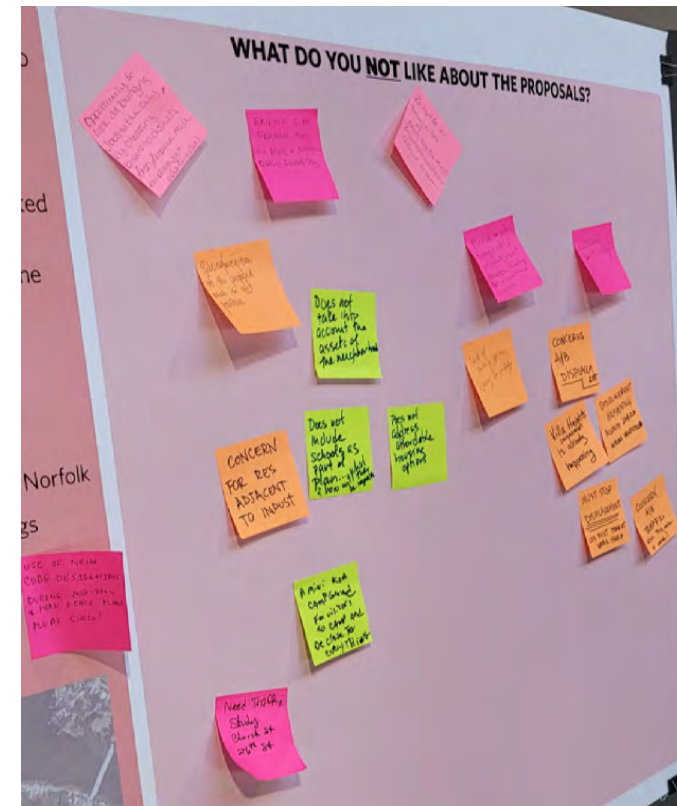
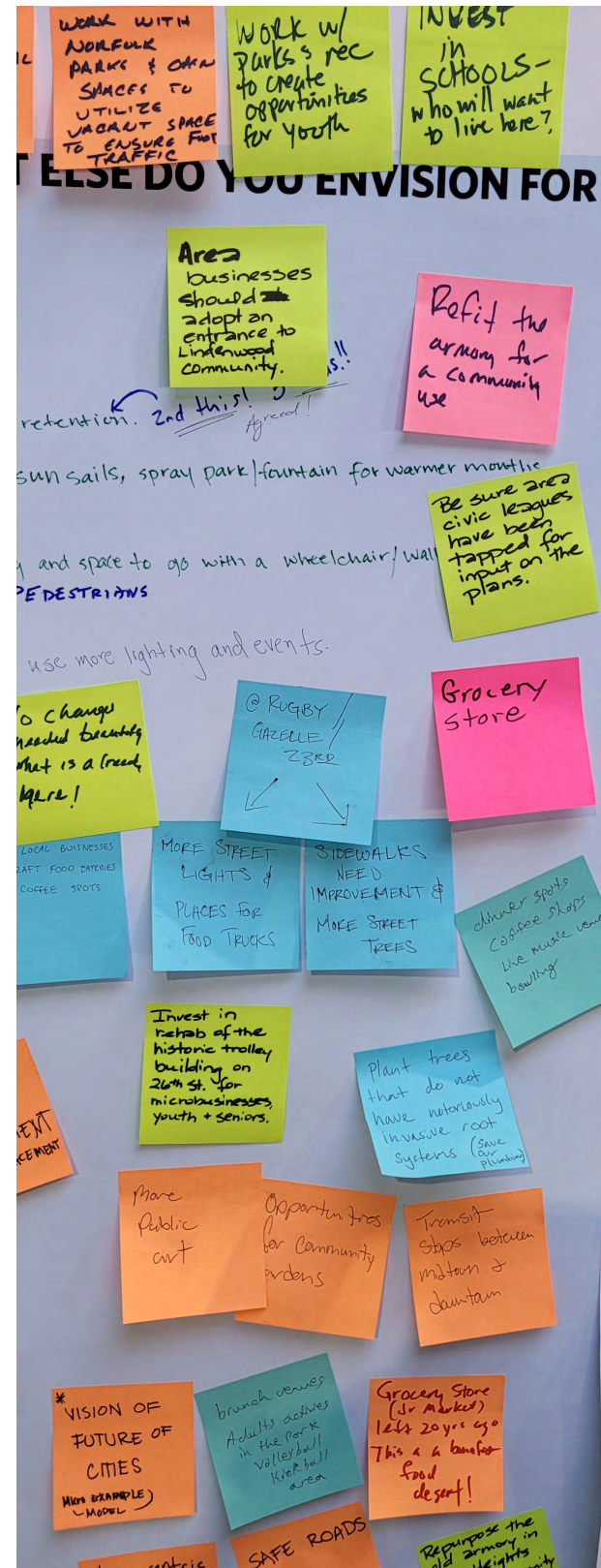
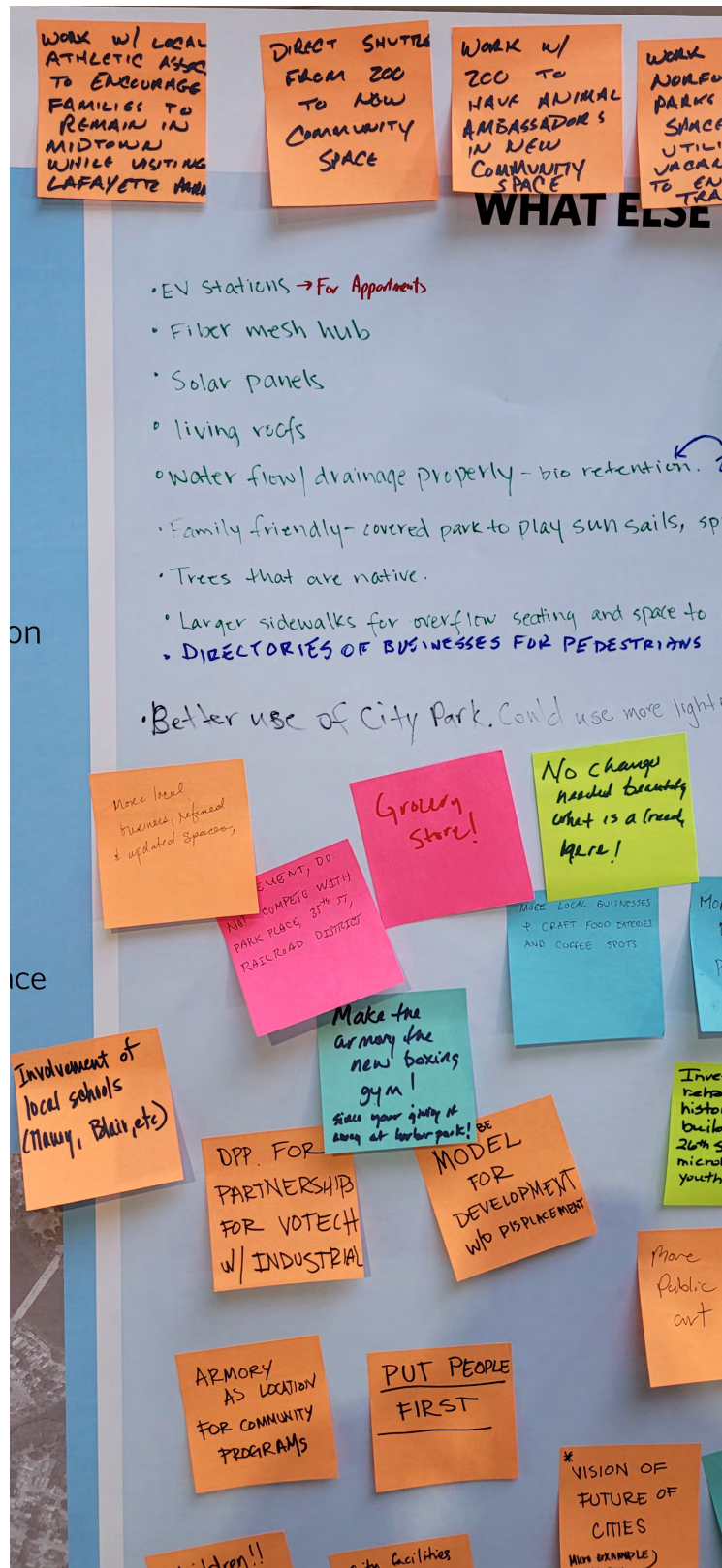












# COMMUNITY FEEDBACK



UDA

Creating a sense of place through collaboration, context, and community.