



-toward a future Norfolk:  
***making urban connections***  
and  
***creating authentic places***





...DOWNTOWN AERIAL PHOTOGRAPH ...



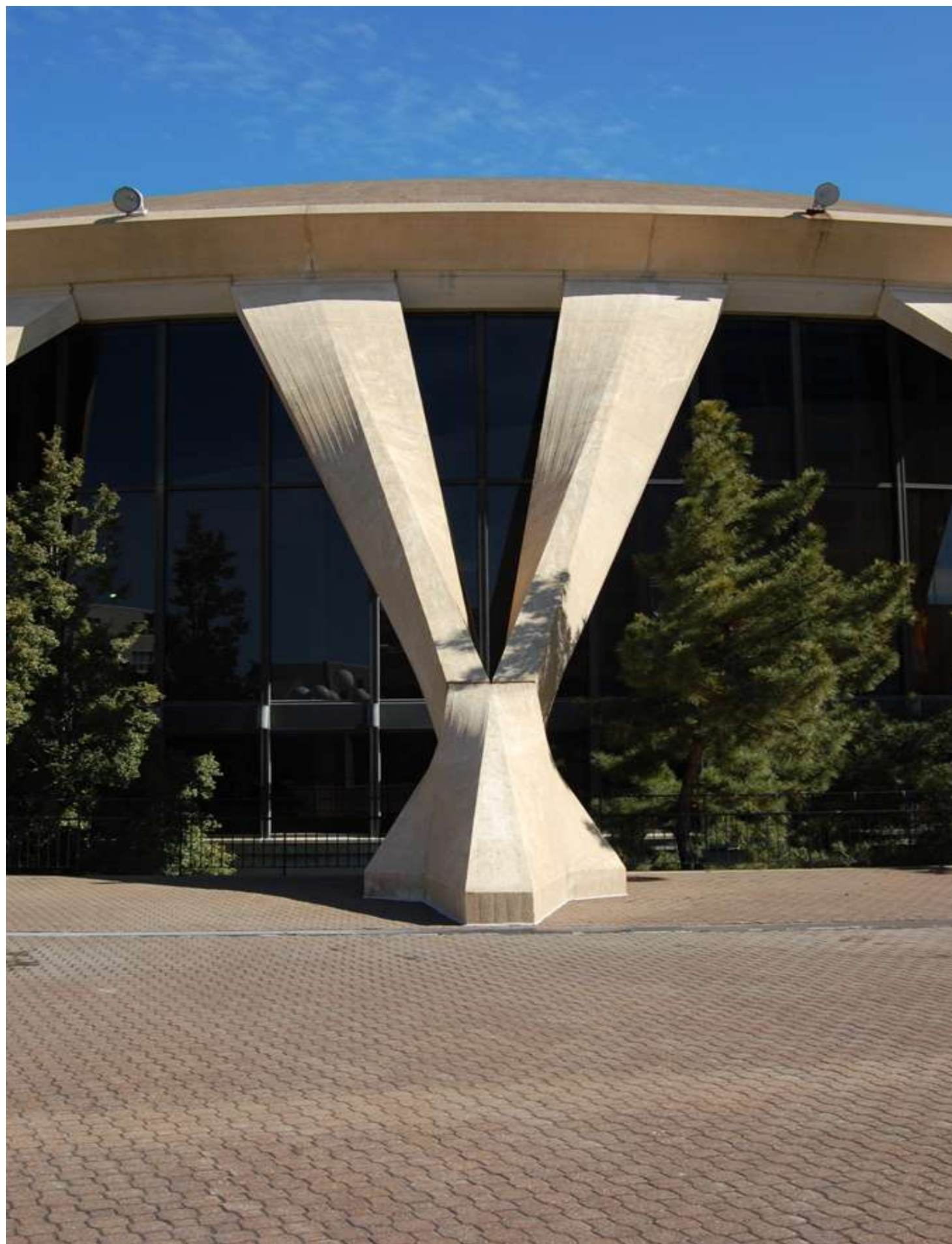


































A VISION FOR THE NEXT DECADE

# NORFOLK 2020

The Plan UPDATE for Downtown Norfolk continues Norfolk's tradition of using physical planning as a primary tool for economic development. Strategic—using every project to create another—will continue to be the plan's driving force. Public investment will continue to be used strategically to catalyze private development. Large and small projects will be coordinated with public investments to create urban spaces and districts. ● This UPDATE marks the beginning of a new era for Downtown Norfolk. Light Rail Transit is under construction as the plan is being written. With the various issues associated with gasoline and mandates to reduce carbon emissions, the LRT system will greatly enhance Downtown's role as the unique center of the region. Transit stations will be key focal points in Downtown's interconnected network of pedestrian-friendly streets and public spaces. All of the needs of daily life will be within walking distance or accessible by transit, thereby reducing auto dependency. Downtown will increasingly become the destination of choice. Additional initiatives will be developed along the NET shuttle bus route. Together, these initiatives will establish all of Downtown as a Transit-Oriented Development. ● Although a series of key projects is under underway or in the planning stage, much of the area available for redevelopment is not yet ready for detailed planning. Therefore, a major focus of this UPDATE is the framework of transportation and pedestrian open space which will encourage future private investment. ● This UPDATE includes two initiatives which build on the success of the Waterfront, multiple new initiatives whose focus is alternative modes of transportation including Light Rail Transit. Together, these represent the completion of the renaissance of Downtown's urban core. This UPDATE also begins the process of creating strong connections between Downtown and the neighborhoods of the City. The first step will be to overcome the physical barriers which have separated Downtown from these neighborhoods, and the next step will be to coordinate Downtown efforts with the planning programs of these neighborhoods.

**1980** | Downtown was clear of blighted structures, new roads had been built, and the first new office and civic buildings to separate downtown from the new City Hall, on East Main Street, and along Broad Street at St. Paul's Boulevard had been developed. One development, a hotel, had been built on the eastern waterfront.



**1990** | The Waterfront had become the most desirable address, with The Waterfront and Town Point Park attracting visitors from all over the region and beyond. Office towers were built with waterfront views, and along Main Street, Freemason and Ghent were thriving in established neighborhoods with a mix of new housing and restored historic houses.



**2000** | Downtown was reinvigorated as the primary retail center of the region with the construction of MacArthur Center, the revival of Grandy Street as a retail and restaurant destination, and the repositioning of Waterfront as an entertainment facility. The Tidewater Community College campus was reestablished. Grandy Street had become a residential address linking Grandy Street with the Freemason area. The Waterfront was expanded with the construction of Nations, the landing of the USS Wisconsin, and the completion of Harbor Park. The Norfolk Electric Transit (NET) system was in place to link all major destinations with parking facilities. The Chrysler Museum and Harbor Open House expansions were completed, connecting their key roles to the region's urban core.



**2010** | The core of Downtown continued to strengthen with the construction of two major office towers, 1,000 units of high-quality Downtown apartments, new retail shops, a Hotel and Conference Center, the Civic Terminal, and the construction of the LRT system. Adjacent areas such as Freemason are being connected with new residential and hotel development to establish a presence along Broad Street Avenue. Improvements to Broad Street Avenue will make it possible to connect Downtown with the Chrysler Museum and the Opera House area as well as with Ghent. Similar improvements along St. Paul's Boulevard are being coordinated with the planning office for St. Paul's Quarter to the east.



### DOWNTOWN NORFOLK 2020

*From the Ball Park to the Opera House*

The Master Plan for 2000 established a Vision of Downtown with a continuous, interconnected environment from Harbor Park to the Opera House. This aerial view illustrates how a series of new initiatives, which build on the previous accomplishments, can make this vision a reality by 2020. Four Downtown stations for a new transit rail system will introduce an alternate mode of transportation, link the new initiatives, and contribute to the future success of Downtown.



### WATERFRONT-RELATED DEVELOPMENT

The Downtown Waterfront will continue to be a public amenity that serves the entire City and the Region. The continuous pedestrian path will be extended to Harbor Park. Improved pedestrian crossings across Waterfront Drive and other streets will serve as extensions of pedestrian routes and will better connect the park to Downtown through the following series of initiatives.

**Grandy Connector and Hotel Conference Center:** The Grandy Connector will provide safe pedestrian access between Oyster Berth and Downtown at the 100 block of Grandy Street. Behind the



historic buildings in that block, a hotel conference center fronting on Main Street will greatly improve Norfolk's capacity to attract major conferences and events.

**East Main Street and Harbor Park:** Waterfront mixed-use development and improvements to waterfront pedestrian paths and the entrance to Harbor Park will occur. This waterfront segment also includes the Ferry Landing and leads to East Main Street and the Government Center complex.



### TRANSIT-ORIENTED INITIATIVES

The four Downtown stations of the new Light Rail Transit system are the focus of coordinated initiatives which combine public investment in streetscape improvements with private investment in development.

**Government Center Station:** The station is in the middle of a new Civic Green for the City. On one side, the new Courthouse will create a landmark along St. Paul's Boulevard. On the other, City Hall, now more visible, creates a dramatic terminus for Main Street and marks the edge of a new office district that extends to Waterfront Drive. The public space between the LRT station



and St. Paul's Boulevard will include a new terminal to Commencement the End of Massive Resistance.

**MacArthur Station & Glover Library:** The Station is the center of a public Market Square with cafe, news stand, and an information center for Downtown activity. New upgraded facilities at the MacArthur Memorial on the east side of the Station will include a book shop. The City Hall Avenue facade of MacArthur Center has new shops and is more accessible with new pedestrian crosswalks. The Glover Library, with a glass atrium connecting the Seaboard Building



with a new building, is on the west side of the Station, adjacent to the newly restored facade of the Selden Arcade.

**Monticello Station:** One block from Grandy Street, the Station provides access to new mixed-use development with ground floor shops, an office tower, and residential buildings. It also provides access to MacArthur Center, which includes its mixed-use final phase, and to the Tidewater Community College. The TCC Core Campus has been completed with a new Student Center and additional academic spaces.



**The Museum Station:** Located at the intersection of York and Yarmouth Streets, the Station serves the Chrysler Museum and Ghent in addition to the Freemason area. The Museum's expansion program includes facilities that will extend to Broad Street Avenue along a linear park that runs Duke Street. Large-scale new apartments, hotels, and mixed-use buildings will combine with the streetscape to create a pedestrian-friendly area, thereby connecting the area south of Broad Street to the core of Downtown.



**The NET Downtown shuttle bus system is the focus of a series of initiatives:** Grandy Street north of Broad Street will have new streetscape, a small town square, and a series of new development. The former Gayhead site will become a mixed-use development. Monticello Avenue will have improved streetscape, including the edge of Scope Plaza and the Federal Courthouse, as well as a redeveloped hotel on the Railroad Hotel site.



This aerial view illustrates how the next phase of this framework and a series of new initiatives, which build on the previous accomplishments, can make this vision a reality by 2020.

# 2020

| NORFOLK CITY COUNCIL               | CITY MANAGER                                |
|------------------------------------|---|
| Paul D. Potts, Mayor               | Nagisa Y.K. Williams                        |
| Anthony J. Barbone, Vice Mayor     | PROJECT MANAGERS                            |
| Clara Jenkins-Flores, Councilwoman | Steve S. Clark, Assistant City Manager      |
| Ray K. Riddick, Councilman         | David M. Thibault, NET Director of Planning |
| Dr. Thomas Whelan, Councilwoman    | CONSULTANT                                  |
| Donald L. Williams, Councilman     | Vision Design Associates                    |
| Reidley C. Wilson, Councilman      |   |
| W. Randolph Wright, Councilman     |   |

Design: vision design





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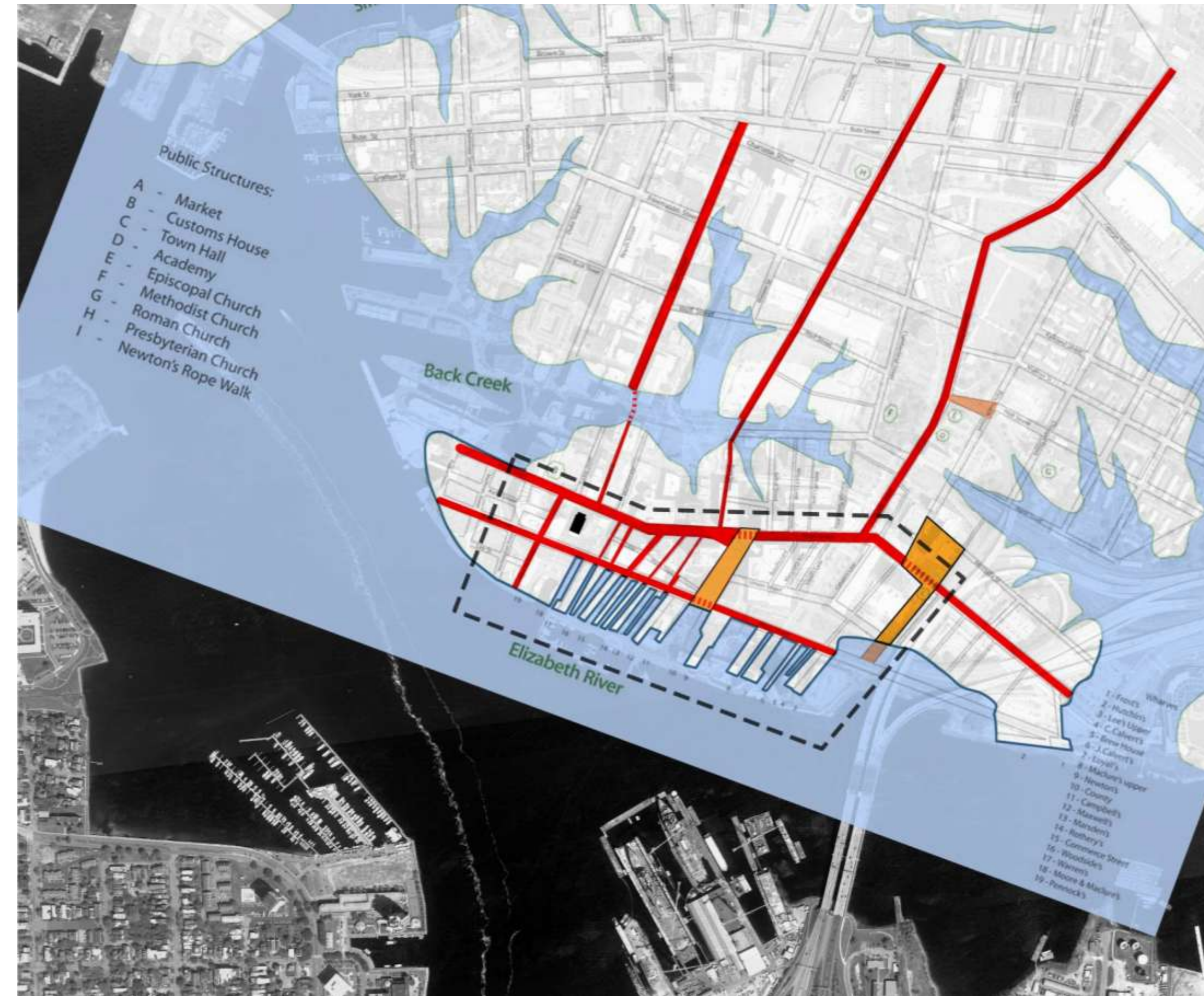
Norfolk waterfront 1852



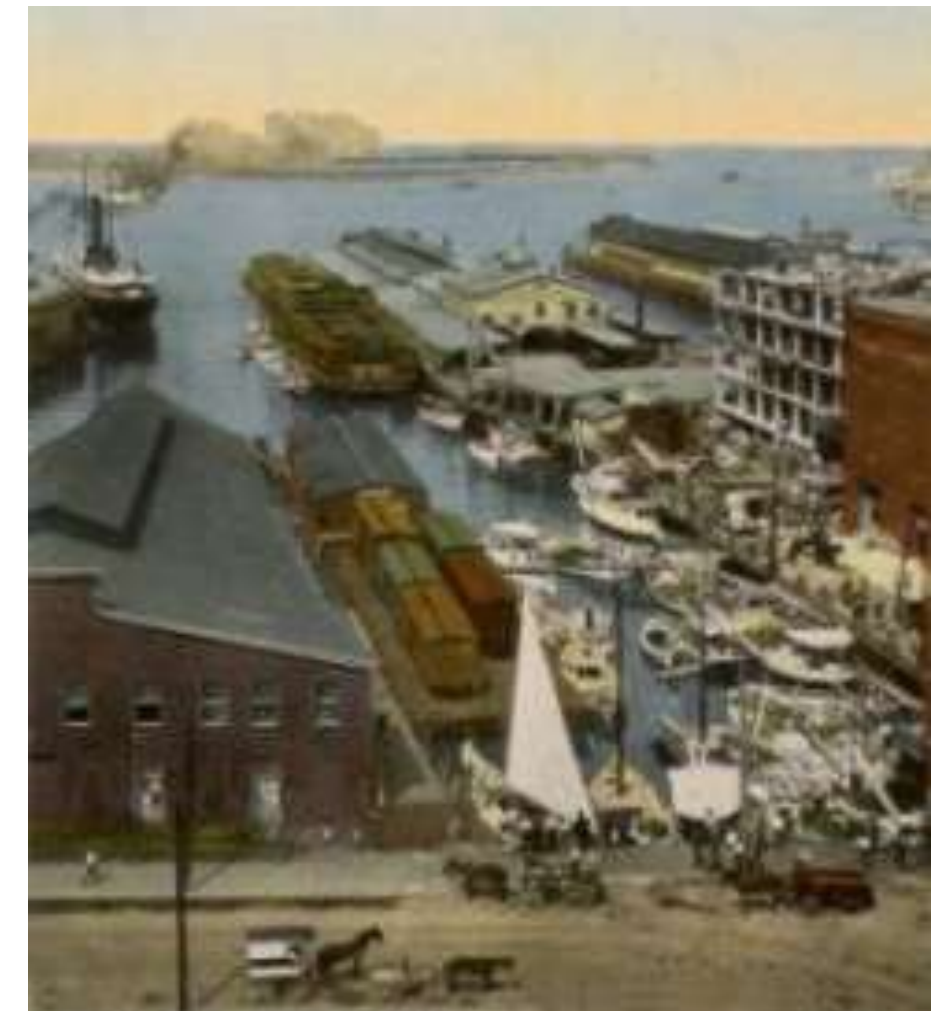
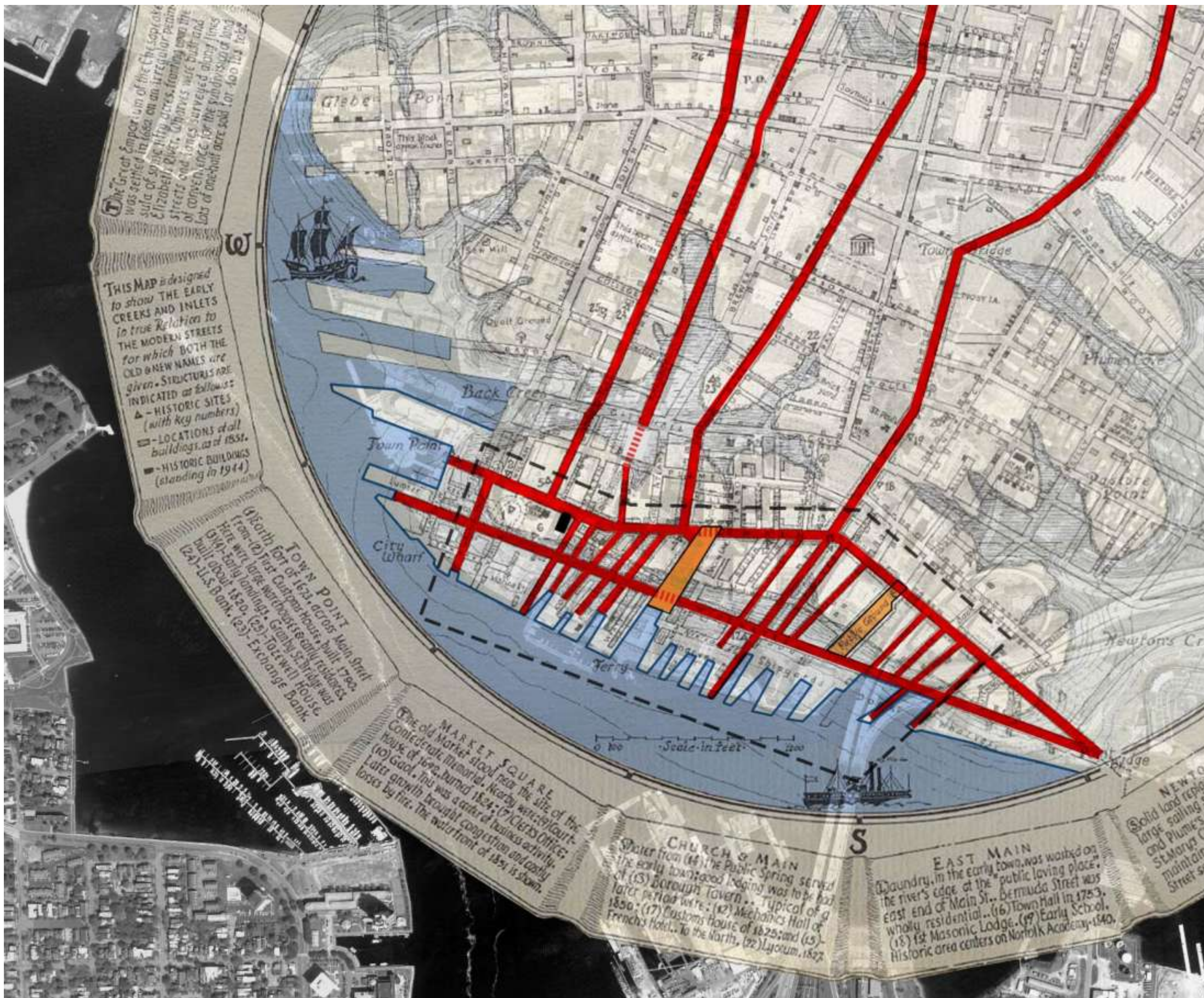
Humpback Bridge at Granby Street 1818



Commercial Place as "public ground"





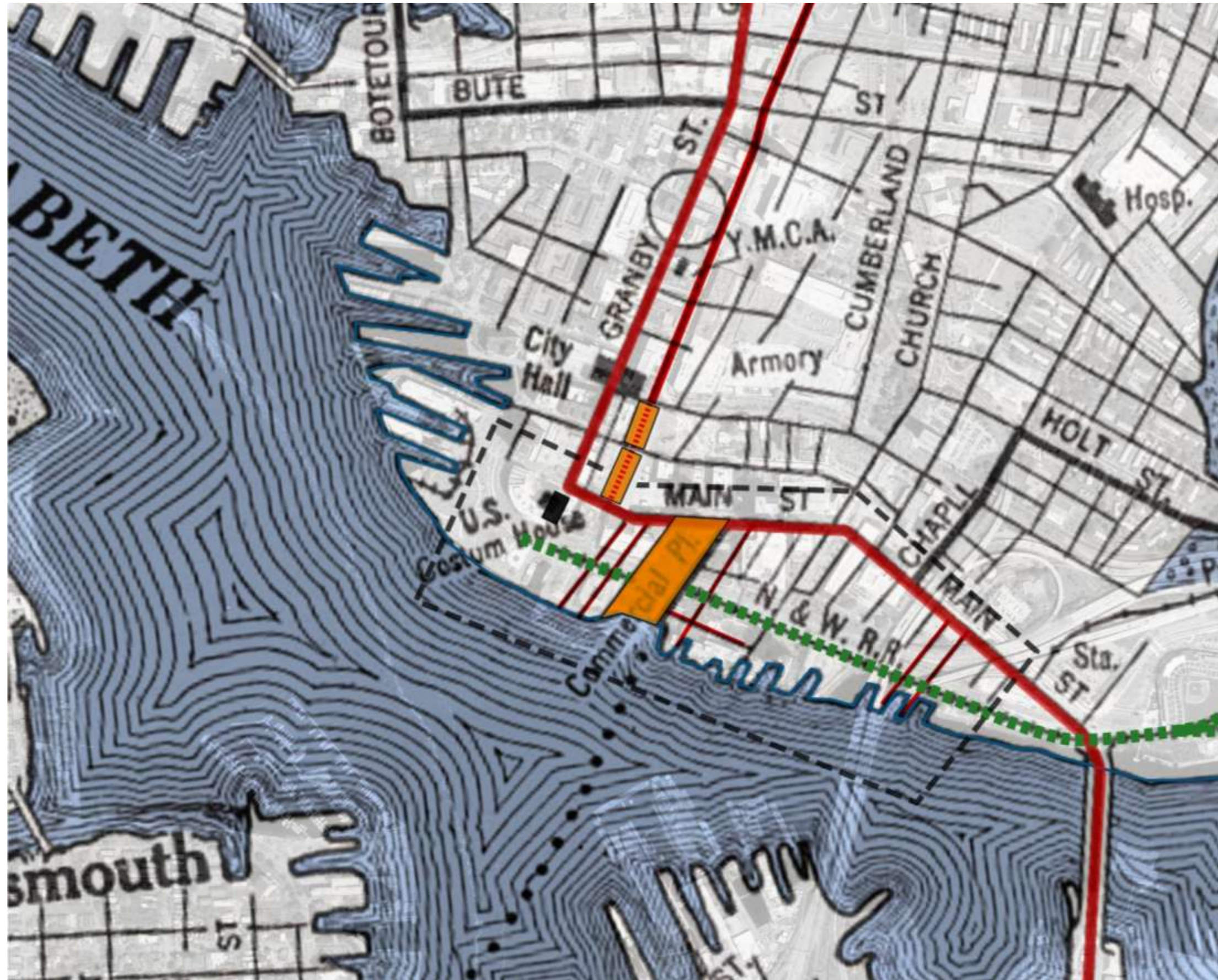


Norfolk waterfront c1900



Norfolk waterfront c1907





Norfolk waterfront c1910



Norfolk City Market, Monticello Ave



Commercial Place at Main Street





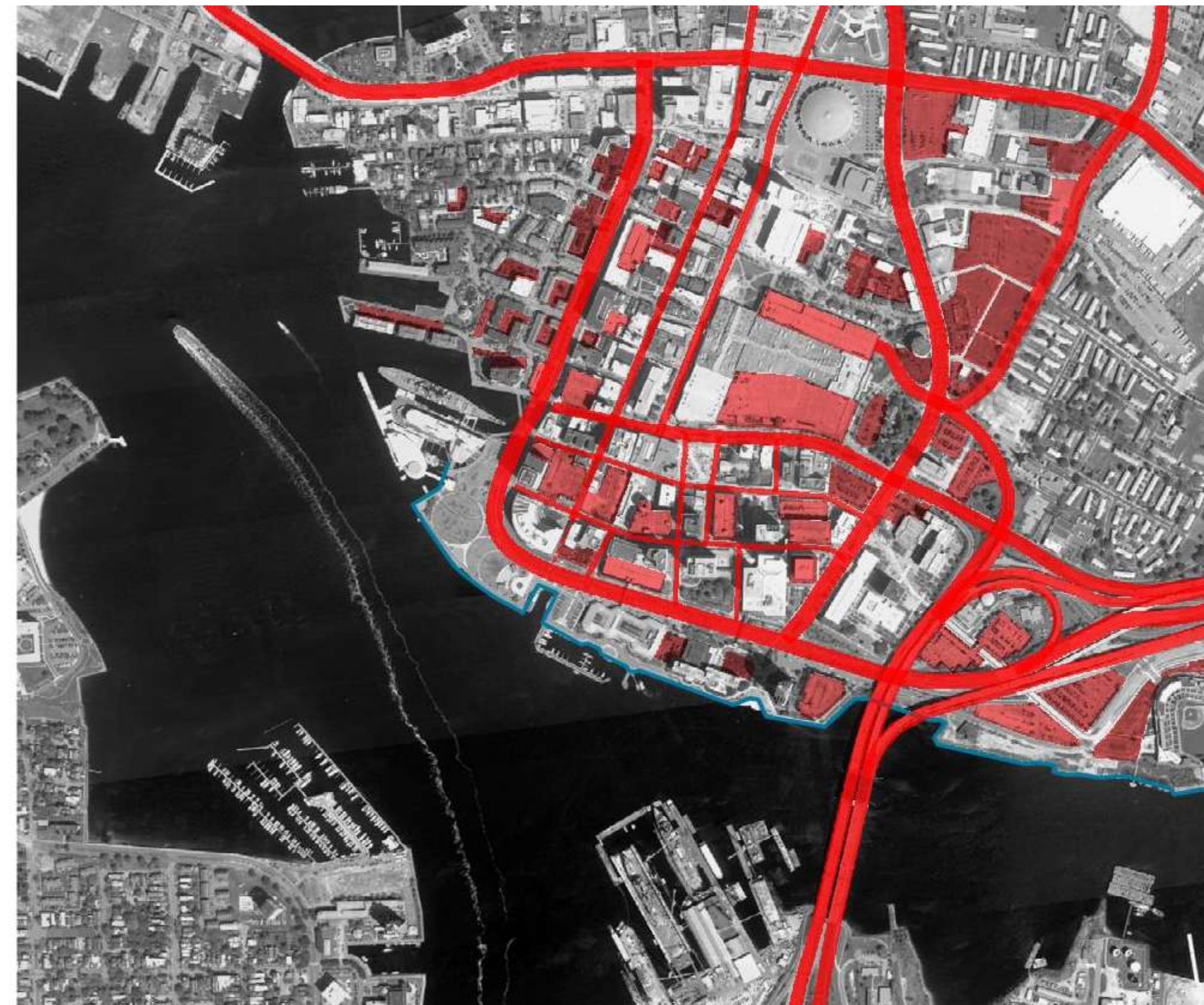
Monticello Ave and Monticello Arcade, 2010



Waterside Drive, 2010



Granby Street, 1936



CAR BASED CITY, CURRENT CONDITION ...



# D3

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RESIDENTIAL  
OFFICE  
RETAIL  
INSTITUTIONAL  
RECREATION  
BUSINESS

# D2

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OFFICE  
RETAIL  
BUSINESS

# D1

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RECREATION  
RETAIL  
BUSINESS



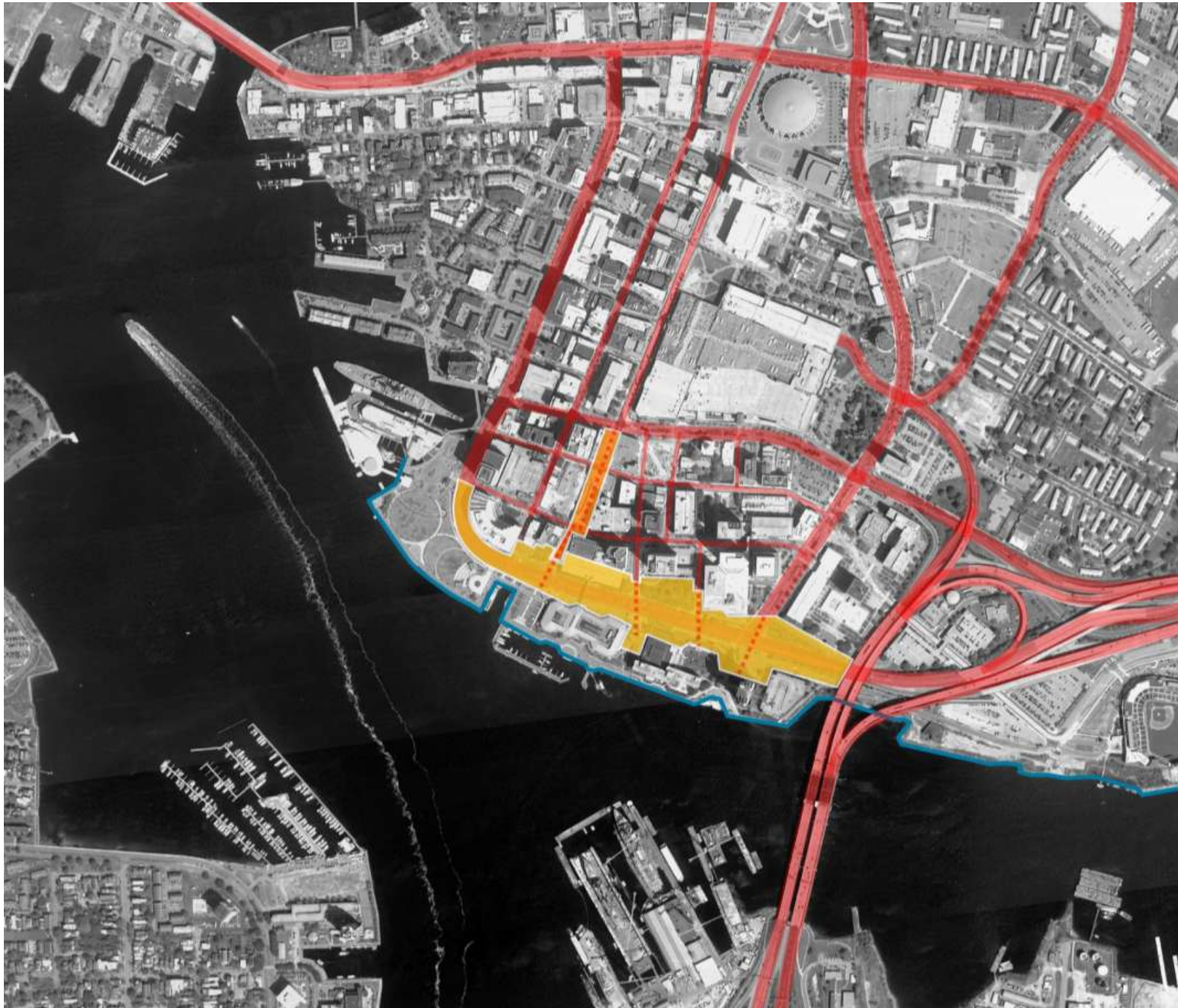
... CAR BASED CITY, CURRENT USES ...

...

...

...





Norfolk Markets and street life





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GRANBY STREET  
HARBOR PARK  
NAUTICUS  
DINNER CRUISE  
MAJOR CRUISELINE HUB



NORFOLK'S DOWNTOWN & WATERFRONT













... NETWORK OF AXIS ...

INTRO |

CONTEXT |

**1. CITY ARCADE** |

2. PEDESTRIAN WATERFRONT |

CONCLUSION ...





...  
FOCUS CORRIDOR

1. CITY ARCADE

...  
2. PEDESTRIAN WATERFRONT

...  
CONCLUSION

...  
INTRO

...  
CONTEXT







**“The ability to see into and out of an area is referred to as visual permeability. .. Small neighborhood and downtown parks usually feel more comfortable if a considerable degree of openness is provided.”**

*Excerpted from Planning, Designing and Maintaining Safer Parks produced by Toronto Parks & Recreation*





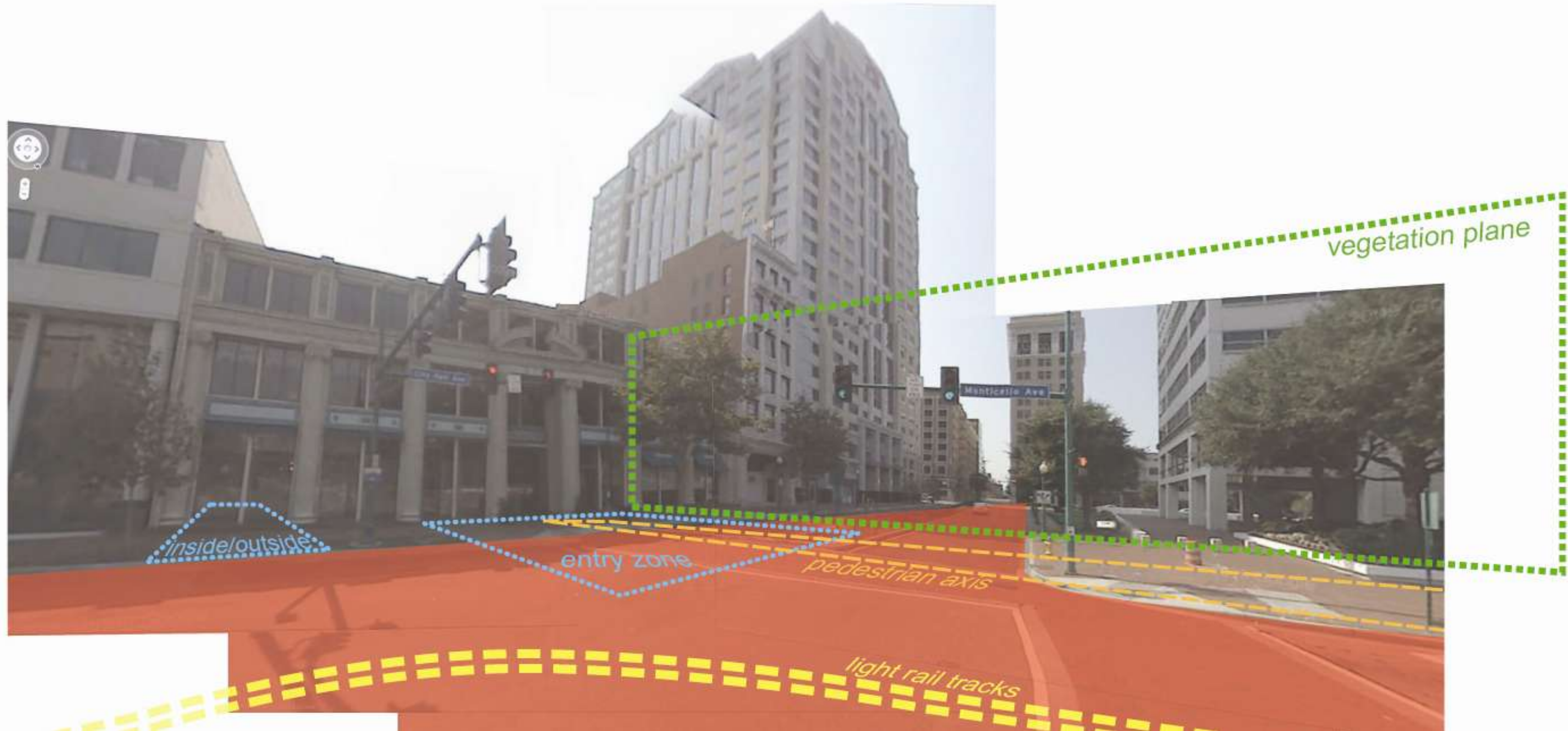






DIAGRAMMING THE COMPONENTS









... A VIBRANT POCKET IN THE NETWORK ...





2.

*An arcade is the more stylized, ornamental antecedent to the modern shopping mall.*

*The Monticello and Selden Arcades are the only arcades in the state of Virginia.*







## ARCADES AS ASSETS

- Shelter from elements / weather
- More commerce
- Brought people into commercial center
- Connectors







ARCASD AS BARRIER

**1. CITY ARCADE**

2. PEDESTRIAN WATERFRONT

CONCLUSION

INTRO

CONTEXT

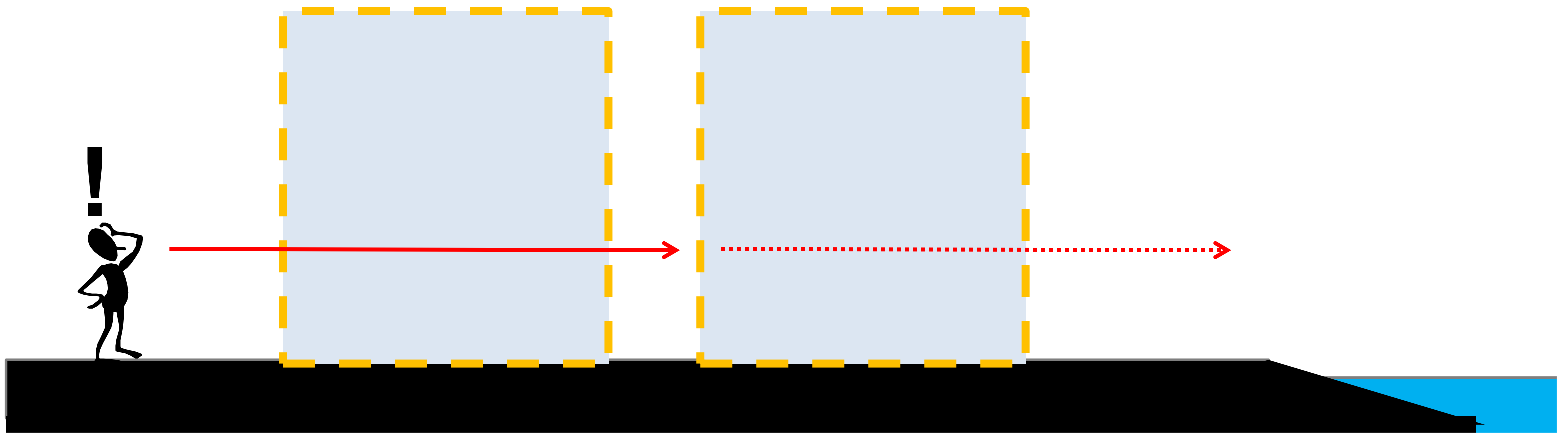


# ARCADES AS BARRIERS: VISUAL IMPERMEABILITY





# ARCADES AS ASSETS ESTABLISHING A VIEW CORRIDOR TO THE WATERFRONT







ARCADE AS ASSET

1. CITY ARCADE

2. PEDESTRIAN WATERFRONT

CONCLUSION

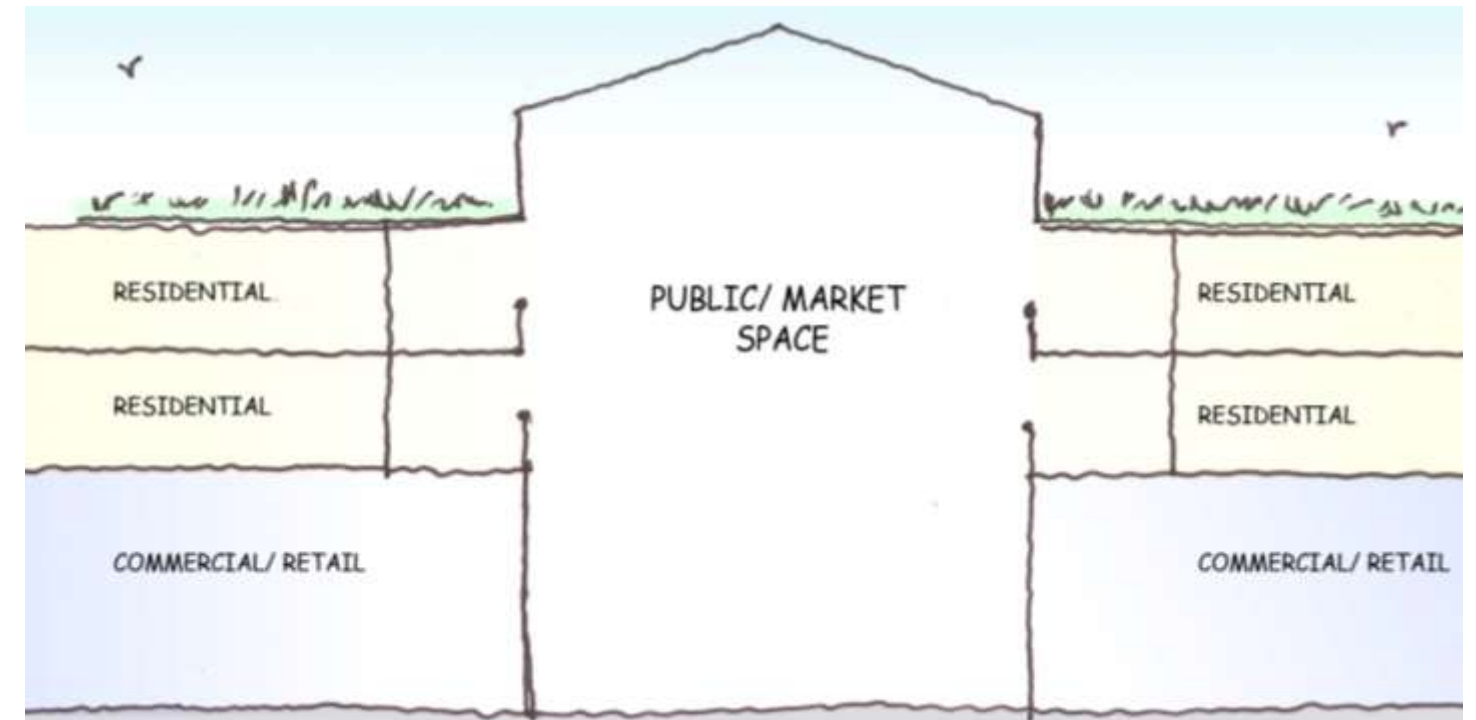
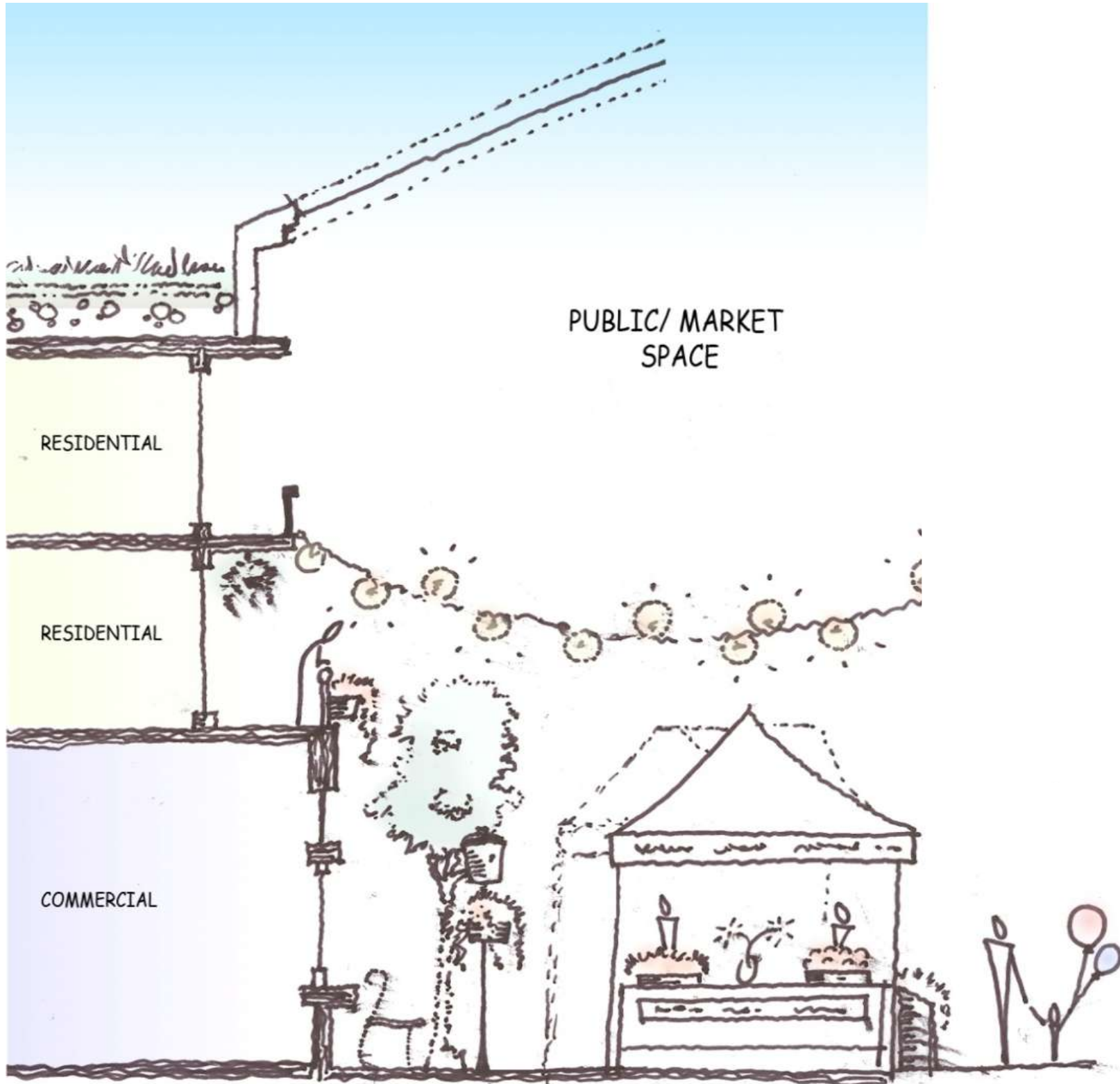
INTRO

CONTEXT









MONTICELLO ARCADE

1. CITY ARCADE

2. PEDESTRIAN WATERFRONT

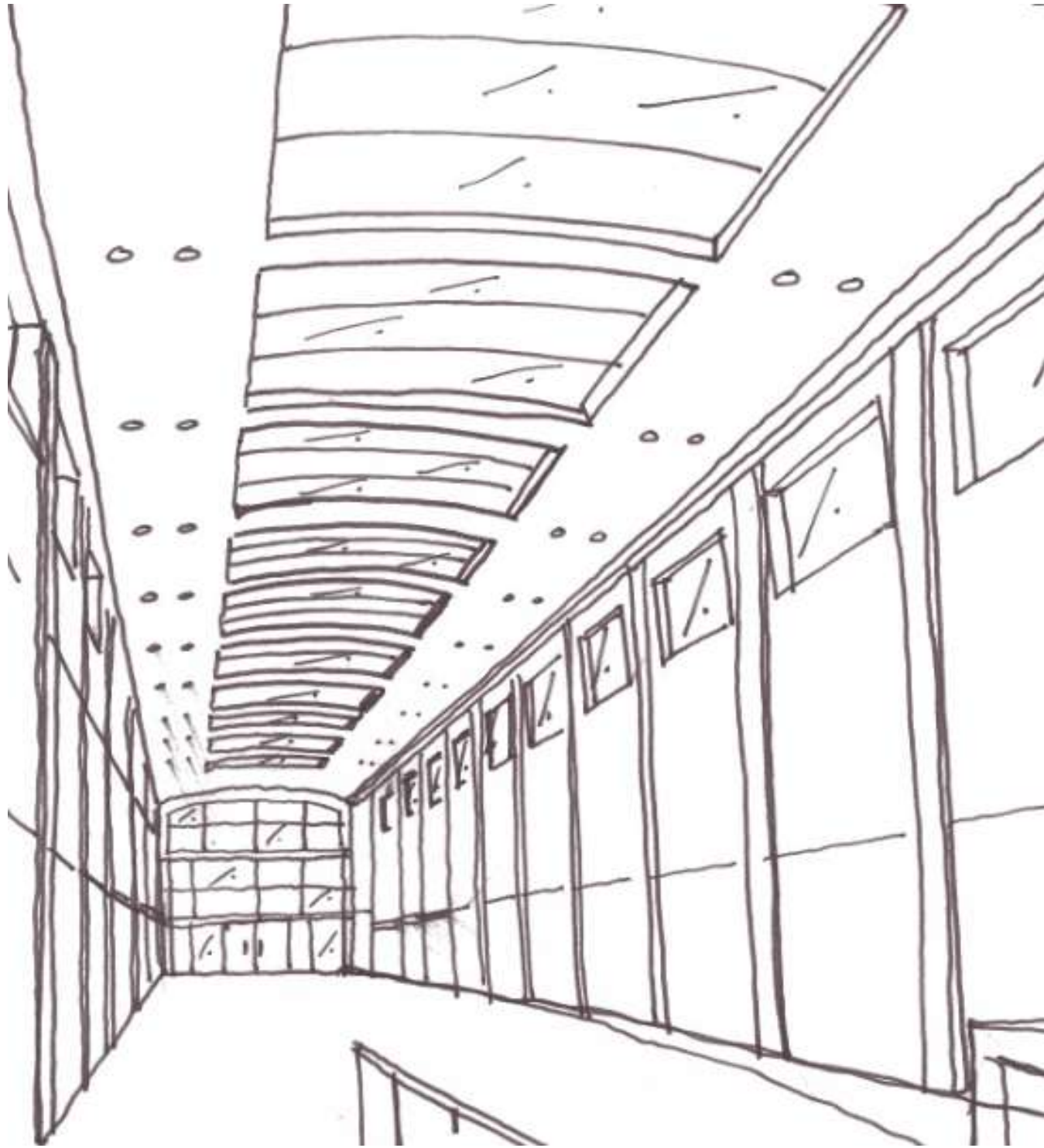
CONCLUSION





***“A visual richness that includes variety in the form, color and texture [of designed elements] as well as a mix of user groups is likely to result in attractive environments and frequent use.”***





...  
...  
...  
SELDEN ARCADE

**1. CITY ARCADE**

...  
...  
...  
2. PEDESTRIAN WATERFRONT

...  
...  
...  
CONCLUSION



# all season public farmers market



# amenities: bank drug store café barber shop







WHY FOCUS ON NORFOLK'S ARCADES



# WATERSIDE



3.



MARTINS LANE





...  
MARTINS LANE: CONCEPT

...  
**1. CITY ARCADE**

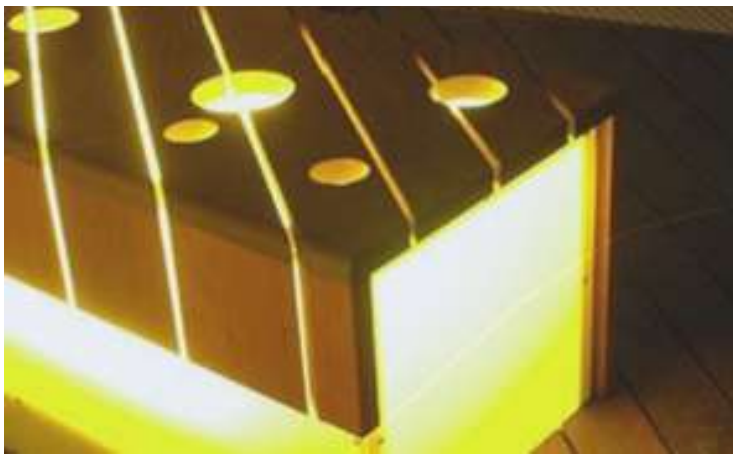
...  
2. PEDESTRIAN WATERFRONT

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CONCLUSION

...  
INTRO

...  
CONTEXT



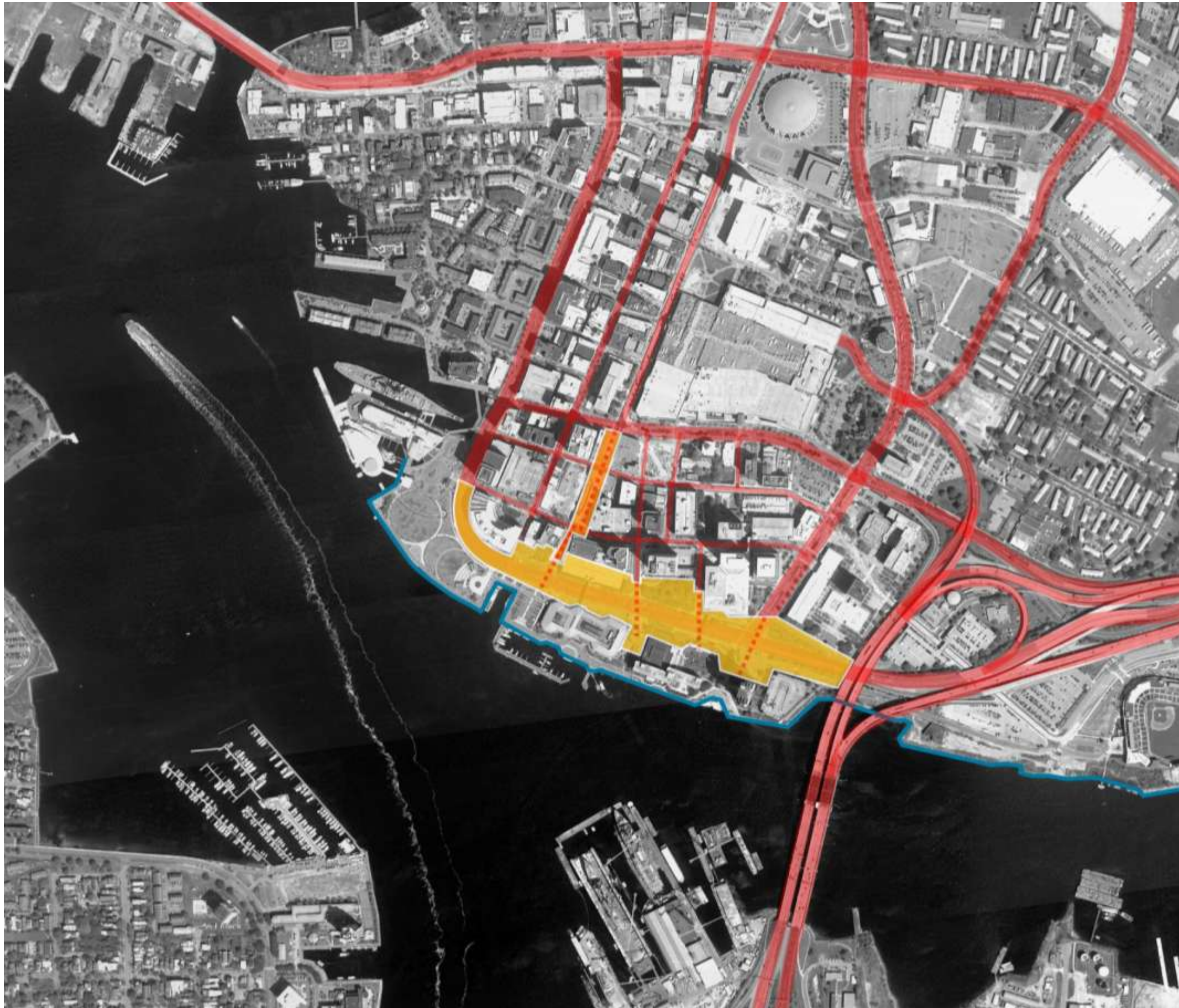




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TOWARD A PEDESTRIAN DOWNTOWN





## BEFORE



## AFTER

62% increase in pedestrian activity  
 93% reduction in vehicular traffic  
 22% increase in cycling activity  
**600% more staying activity**

BRIGHTON, ENGLAND PRECEDENT - 2007





AFTER – DAY TIME



AFTER – NIGHT TIME

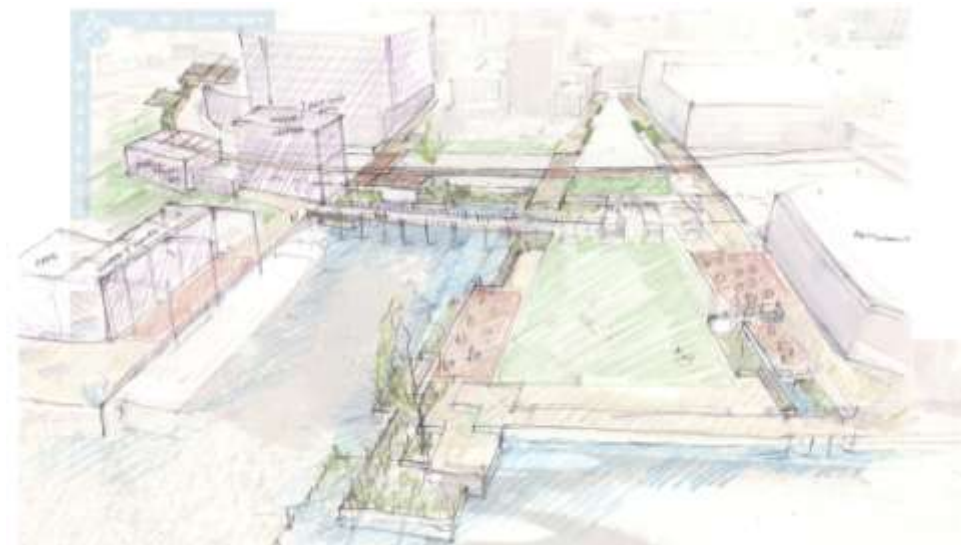
- Arhus has become Denmark's **second largest city**.
- Arhus has become Denmark's "**youngest city**."
- The city draws students and young professional to stay.





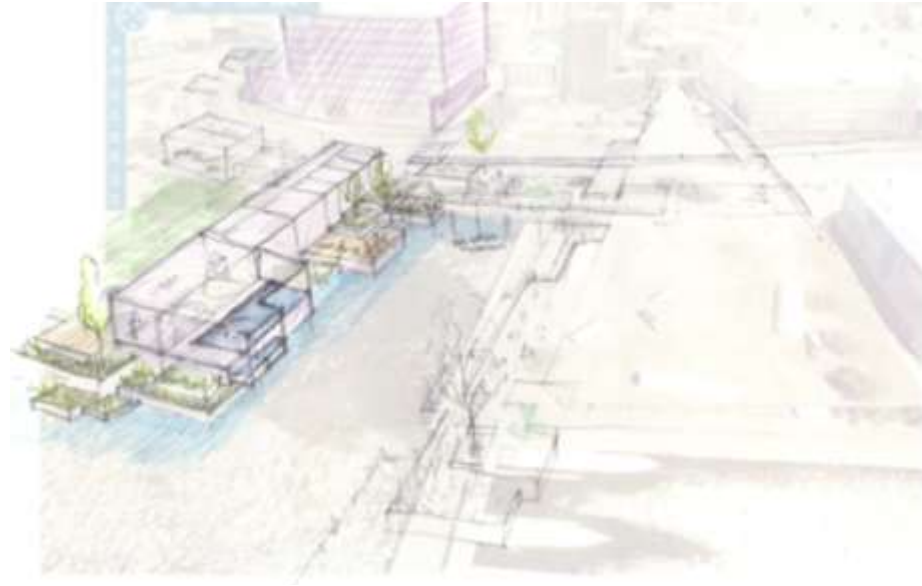
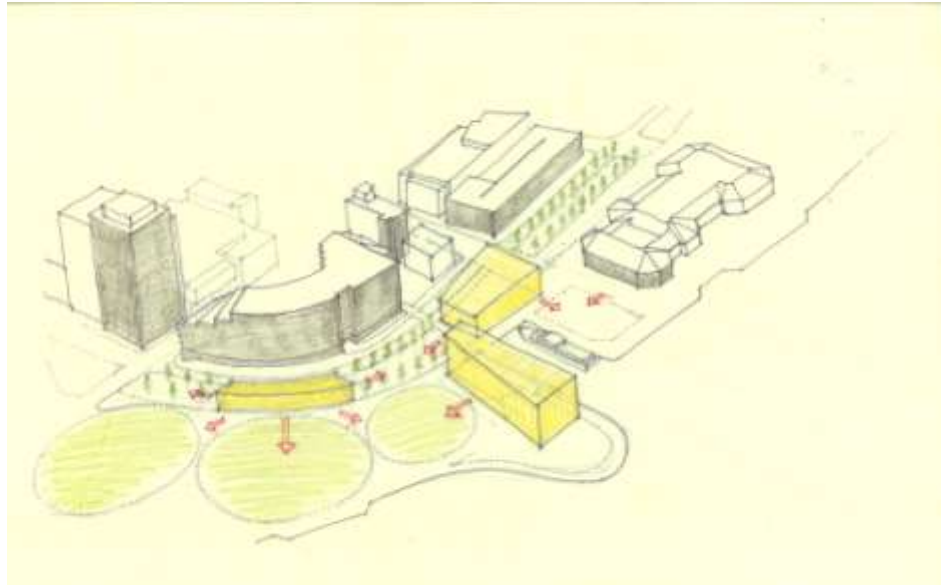
WATERSIDE DRIVE, TODAY





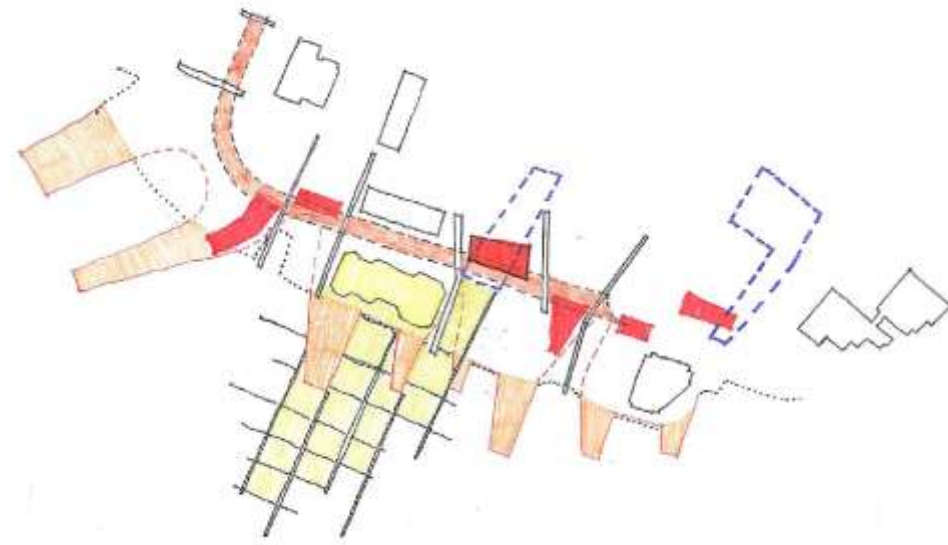
WATERSIDE DRIVE IN 2 YEARS





WATERSIDE PLAZA IN 10 YEARS





WATERSIDE PLAZA IN 25 YEARS



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# THANK YOU

