Title of Document: A Plan for Downtown Norfolk 2000 – Update
Prepared By: Urban Design Associates
Prepared For: City of Norfolk
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Status (as of January 2012): No action taken by City Council to adopt this plan. Replaced in whole by the Plan for Downtown Norfolk 2010, adopted in February 2002.
Civic League(s)/Organization(s) Affected: Downtown, Freemason Street Area Association, Ghent Neighborhood League

The information included in this document may not reflect current City of Norfolk policy. For more information on this document, contact the City of Norfolk Department of Planning and Community Development.
Downtown Electric

The Downtown Electric, a state-of-the-art electric shuttle, will improve the accessibility of Downtown by connecting major destinations, districts, and parking facilities. More than 14,000 public parking spaces and 80 percent of Downtown's employment centers will be within a convenient 500 foot walk of the Electric.

Brambleton Boulevard

Brambleton Avenue will be transformed into a pedestrian-friendly, landscaped gateway to Downtown, Norfolk State University, and the Medical Center. The new boulevard will improve traffic flow and create a series of desirable new addresses by improving the overall environment along this major thoroughfare.

Downtown Norfolk Update

Making Places

Making Connections

This Update to the Downtown Norfolk 2000 Plan provides a framework within which new development—both large and small, public and private—can work together to create a dynamic whole. Two broad themes characterize the strategic initiatives targeted by the planning process: making places and making connections. The three connection-making initiatives illustrated here—the Downtown Electric, Brambleton Boulevard, and the Cannonball Trail—will establish new connections among Downtown's historic attractions, destinations, and districts. Each initiative will contribute to its own special character of Downtown, thus reinforcing the goal of creating memorable "places" and strong "addresses" that attract and reward new investment.

The Cannonball Trail

A new heritage trail will connect historic sites, major districts, and modern attractions. "On the Trail" will become a new address for attractions and businesses in Downtown. The Cannonball Trail will be linked through marketing and interpretive programs to a heritage trail in Portsmouth as part of "A Trail of Two Cities" promoting tourism and related economic development.
The Granby District

The Granby District will become a vibrant retail entertainment and cultural district in the heart of Downtown—the fourth anchor to MacArthur Center, an upscale, retail shopping center opening in 1999. New investment will capitalize on existing strengths, including the new Tidewater Community College campus, cultural attractions such as the Wells Theater, and new Downtown residential development.

Making Places
Making Connections

The next phase of Downtown's redevelopment connects the many attractions established since 1990 into distinctive districts, recognizable 'places' that reinforce Norfolk's position as the unique center of a dynamic region. This Update to the Downtown Norfolk 2000 Plan identifies five strategic initiatives, which have two broad themes: 'Making places' and 'making connections.' Two place-making initiatives—the Granby District and the Freemason Districts—will establish new residential, retail and commercial development in the heart of Downtown. Three other initiatives—the Downtown Electric, Brambleton Boulevard, and the Cannonsball Trail—will create new connections among Downtown's feature attractions, destinations and districts. The goal is to create a multi-located, '24-hour' Downtown that is itself a destination.

The Freemason Districts

Two new developments will build a 24-hour Downtown. New small-scale office buildings and a linear public garden will provide an improved setting for the historic Myers and Taylor Houses along East Freemason Street. To the west, over 300 new condominiums, townhouses and apartments will complete Freemason Harbour as an in-town neighborhood and厚厚市场 for retail and entertainment uses in the adjacent Granby District.