Title of Document: A Plan for Downtown Norfolk 2020
Prepared By: Urban Design Associates
Prepared For: City of Norfolk
Date of Preparation: April 2009
Status (as of January 2012): Accepted and adopted by City Council on April 14, 2009. Reaffirmed in whole by City Council in 2009.
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.
A Vision for the Next Decade

Norfolk

2020

Downtown Norfolk: From the Old City Hall to the Opera House

The Master Plan for 2000 established a Vision of Downtown Norfolk as a destination for retail and residential development, as an extension of the central business district, and as an anchor for the Waterfront. The Waterfront District has been redeveloped with new retail and commercial spaces, as well as new financial institutions and office buildings. The first phase of the Norfolk Waterfront complex was completed in 2000, with the opening of the Edward Waters Center. The Norfolk Waterfront continues to be a major economic driver for the city, with ongoing development projects, including the Norfolk City Center and the new Norfolk State University campus.

Downtown Norfolk 2020: From the Old City Hall to the Opera House

This aerial view illustrates how a series of new initiatives, which build on the previous accomplishments, will make the downtown region an even more attractive destination. The skyline of Downtown Norfolk has been reshaped, with new office and civic buildings in separate clusters. The new complex includes the Norfolk City Center, which includes the Norfolk Public Library, the new Student Center, and additional academic spaces.

Waterfront-Related Development

The Waterfront District has been redeveloped with new retail and commercial spaces, as well as new financial institutions and office buildings. The first phase of the Norfolk Waterfront complex was completed in 2000, with the opening of the Edward Waters Center. The Norfolk Waterfront continues to be a major economic driver for the city, with ongoing development projects, including the Norfolk City Center and the new Norfolk State University campus.

Transit-Oriented Initiatives

The first Downtown stations of the new light rail transit system are under construction. The four Downtown stations will include a new pedestrian plaza at the foot of Harbor Park. The Museum Station will serve as extensions of pedestrian access between the Chrysler Museum and the government Center complex. Additional initiatives will be developed as a primary tool for economic development. Synergy—using every project to create another—will make this vision a reality by 2020.

Norfolk's Mayor: Paul D. Fraim

Major Focuses of this Update:

- Enhancing the region's transportation and pedestrian open space system
- Creating strong connections between the urban core
- Establishing all of Downtown as a transit-oriented development
- Creating urban spaces and districts
- Marking the beginning of a new era for Downtown

This aerial view illustrates how a series of new initiatives, which build on the previous accomplishments, will make the downtown region an even more attractive destination. The skyline of Downtown Norfolk has been reshaped, with new office and civic buildings in separate clusters. The new complex includes the Norfolk City Center, which includes the Norfolk Public Library, the new Student Center, and additional academic spaces.
INITIATIVES IN THE DOWNTOWN CORE

Government Center Station TOD: A new station will serve the neighborhood and downtown areas. This station will be a key component of the Norfolk Transit Center, providing a direct link to bus service and Amtrak.

Monticello Avenue TOD: A new station will serve the Monticello Avenue area, providing a direct link to the Norfolk State University and the Virginia Museum of Fine Arts.

Brambleton Avenue TOD: A new station will serve the Brambleton Avenue area, providing a direct link to the Chesapeake Square Mall and the Norfolk Botanical Garden.

Downtown Network: A new network will serve the downtown area, providing a direct link to the Norfolk Sentry Center and the Norfolk Film Center.

Expanded NET: The NET should be expanded to serve the downtown area and the neighboring residential neighborhoods. This will include new stations at the Norfolk State University and the Virginia Museum of Fine Arts.

Harbor Park: A new station will serve the Harbor Park area, providing a direct link to the Norfolk City Hall and the Norfolk Civic Center.

Ferry Route: A new ferry route will serve the Norfolk Navy Yard and the downtown area.

LAND USE

- PARKS / OPEN SPACE
- PROPOSED MULTI-FAMILY
- EXISTING INSTITUTIONAL
- PROPOSED INSTITUTIONAL
- EXISTING COMMERCIAL
- PROPOSED COMMERCIAL
- PARKING DECKS