Title of Document: Ocean View Corridor Study
Prepared For: City of Norfolk
Date of Preparation: January 2002
Status (as of January 2012): No action taken by City Council to adopt this plan. Some plan actions reaffirmed by City Council in 2009.
Civic League(s)/Organization(s) Affected: Willoughby, Ocean View, Greater Pinewell, Cottage Line, Bayview, East Ocean View, East Beach

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Ocean View Corridor Study

22 January 2002

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Introduction
The Ocean View Master Plan – the First Twelve Years

In the past twelve years, Ocean View has been transformed from a deteriorated and overlooked neighborhood to one of the most dynamic and valued parts of the City. This dramatic revitalization began in the 1980s with citizens calling for a plan. The Urban Land Institute sent a panel of experts to evaluate the area and recommend a strategy. The panel confirmed the value of this waterfront neighborhood in the economic development of the City and recommended a master plan that could serve to guide public investment and to revise the harmful aspects of the zoning ordinances which had resulted in speculative sham developments.

The Master Plan, prepared in 1988, proposed a series of high quality, visible, residential developments that take advantage of the waterfront location, to improve the image and marketability of Ocean View within the City and Region. Pleasewell-by-the-Bay was the first of a series that has included Bay Oaks Place, Cottage Place, and others. An intensive Housing Conservation and Rehabilitation program, combined with new development, has produced 200 new houses and several rehabilitated houses.

The plan also called for an annual budget for new streetscapes and public improvements to create beautiful streets and parks as a framework for attracting high quality development. Ocean View Avenue, the main street of all the neighborhoods within Ocean View, has been improved in key locations. The plan recognized the importance of the "Gateways" to Ocean View and proposed streetscape improvements for Shore Drive and Greensby Street. A new bridge over Pretty Lake permits an expanded Marina and creates a dramatic gateway. A new park on the waterfront in "Downtown Ocean View" has become a focus of community pride and is the location of festivals and events.

The Redevelopment Plan for East Beach is evidence of the City's recognition of the unique value of this property with both Chesapeake Bay and Pretty Lake frontage. Over 600 new units of housing in a wide range of types and prices will firmly establish Ocean View as a premier address for the City.
The Planning Process
The Planning Process

The Ocean View 2011 Planning Process

The Vision for the next ten years was developed in a public process in which several hundred people participated in a series of small and large group discussions. The main event was a three-day design charrette held at the Ocean View Senior Center from November 6 to November 9, 2001. The process began with asking people to describe Ocean View's strengths and weaknesses, especially the best places and the worst places. Then people described their dreams for the community and identified those places where action was most needed. These comments were both collated and mapped to serve as the basis for design and planning.

In preparation for the public sessions, the design team conducted photo reconnaissance to document not only existing conditions, but also set of precedents that could provide inspiration for the designs. ERA performed a market analysis of commercial and residential potential in the area. Glattong Jackson evaluated the traffic conditions, particularly in view of the citizens concerns about speed and type of traffic through the neighborhood. UDA produced a series of urban design analysis drawings which explained the physical structure of Ocean View.

In the charrette, alternative designs were developed for each area along the Ocean View Avenue Corridor. In the public sessions, participants evaluated the designs and provided valuable information for the team. A remarkable degree of consensus was reached on the major initiatives and their form.

Strengths, Weaknesses and Goals
Strengths, Weaknesses and Goals
Analysis

Our X-ray analysis provided additional insight into both the strengths and weaknesses of Ocean View.

1. Street Network: Ocean View Avenue ties together all of the neighborhoods, many of which are separated from the south by water. The properties flanking the key entry areas are connected to the largest number of people.

2. Commercial Use: The scattered pattern includes more retail space than can be supported by the present market in a configuration that does not respond to new needs.

3. Residential Patterns: It is the dominant use, but has many undeveloped areas.

4. Open Space and Natural Features: There is very little organized open space, but the beach is within a five minute walk of most houses.
Analysis and Principles

The Market Study identified two scenarios: one with the improvements suggested in the process and one as Ocean View is today. It recommended the improvements as a means of enhancing the commercial viability of Ocean View by creating destinations with a mix of uses close to the waterfront, and with a unique character. It suggested the entry portals at Shore Drive, Grady Street, and Fourth View as the locations with the most potential for these places.

The traffic studies indicate a dramatic drop in traffic volume on Ocean View Avenue in the past ten years, which contrasts with the perception that it remains a heavily used arterial. The key to this lingering perception is the speed of the traffic that uses it, not the volume. The posted speed limit is 35 mph, but the road was designed for 55 mph, so drivers go too fast for the neighborhood. The recommendations include a series of modifications to calm traffic and support a pedestrian scale neighborhood.

The combination of input from the community, the urban design analysis, the market analysis, and the traffic study resulted in a set of design principles which have guided the design work.

Design Principles

The goal of the Study is to provide a clear framework for making decisions for the location of commercial, business, and residential development along the Ocean View Corridor from Little Creek Road to Fourth View.

1. Create the best possible environment for residential development which includes retail amenities and business opportunities.
2. Build on Ocean View's unique qualities such as the Bay and lake fronts.
3. Support and build on new and existing businesses, especially water related ones such as the Marina.
4. Put the "view" back in Ocean View, especially at the entry portals.
5. Create an appropriate character for Ocean View Avenue as the main street of the community.
6. Preserve existing trees and add more.
7. Eliminate problem properties.
8. Connect the neighborhoods more effectively to the waterfront.
9. Provide a diverse range of housing types.
10. Create a variety of good addresses for both residential and commercial development.

Analysis & Design Principles

OCEAN VIEW CORRIDOR STUDY
The Strategy – Frameworks & Initiatives
The Strategy

1. Build toward a coherent framework with beautiful streets and public open spaces that link to the water.
2. Bundle developments into initiatives which combine public and private funding, to create whole places.
3. Create pedestrian-friendly, mixed-use village centers at the gateways into Ocean View that include retail, office, residential, civic, and recreational amenities.
4. Develop the properties between these centers as residential areas.
5. Redesign the major streets to reflect traffic usage for this new land-use pattern, to tame traffic, and to enhance the sense of community.
Streets and Public Open Space

1. Shore Drive Streetscape Improvements
2. Shore Place
3. Ocean View Avenue Streetscape Improvements to tame traffic and enhance the quality of life. (Entire length of Ocean View Avenue)
4. Pleasant Avenue streetscape and parks (Entire length of Pleasant Ave)
5. Improvements for all Beach Access Ways
6. Bay Oaks Park
7. Capeview Improvements
8. Community Beach and Golf Course improvements
9. Ocean View Station Square
10. First View Extension of Ocean View Park
11. Monkey Bottom and Sarah Constant Park

The Frameworks

Ocean View Corridor Study
Proposed Streetscape Improvements

1. Shore Drive south of the Bridge: The existing curveway is maintained, but additional landscaping is placed in the median, crosswalks are articulated, a wide verge is provided with additional trees, and new development will be controlled by a set-back to provide an additional row of trees (for the portion close to Little Creek Road).

2. Shore Place: A wide lawn creates a grand promenade linking Pretty Lake with the Chesapeake Bay. Shore Drive is a four lane road on the west side of the green, and a small scale frontage road lines its eastern edge.

The Frameworks

Ocean View Corridor Study
Ocean View Avenue as Boulevard: The road dimensions remain constant with 11-foot lanes and a 11-foot landscaped median for a total of 55 feet in the 100-foot right-of-way. The remaining 45 feet can be configured in a variety of ways including:

A. Wide, landscaped verge
B. Bike lane in the street
C. Bike lane in the verge
D. On-street parking

Frameworks

Ocean View Corridor Study
Ocean View Avenue in Cottage Line: The variety of ways to configure the bike lanes, verges, and parking also applies to a four-lane cross-section without a median. The 44-foot carriageway sits within a varying right-of-way.

Ocean View Avenue at Fourth View and Sarah Constant Park: By eliminating the Tidewater connection to Ocean View Avenue, Monkey Bottom can be restored as public open space and be an extension of Sarah Constant Park.

The Frameworks
Shore Drive Portal

This Gateway to Ocean View begins at the intersection of Shore Drive and Little Creek Road, includes Pretty Lake's "Little Annapolis" and extends to the Chesapeake Bay.

The Initiatives
The Initiatives

1. Gateway Developments on the Northeast and Northwest corners of the intersection of Little Creek Road and Shore Drive.
2. Commercial Frontage on both sides of Shore Drive, ranging from mixed-use buildings with office over retail, to marina-related, heavy commercial use.
3. Residential Development on the West Side of Shore Drive behind the commercial frontage that takes advantage of the Pretty Lake Frontage.
4. Commercial and mixed-use, water-related commercial uses on the East side of Shore Drive.
5. A new pattern of streets on both sides of Shore Drive that creates a framework for orderly development, including the creation of "Launch Street" which runs from waterfront to waterfront.
6. Public open space lining the Pretty Lake Waterfront on the West Side of Shore Drive with connections under the bridge to the marina developments.
The Initiatives

Pretty Lake and "Little Annapolis"

1. Commercial Development on the north end of the bridge to create a gateway to "Little Annapolis."

2. Mixed-use retail, with office and residential uses above, lining both the waterfront and Pretty Lake Avenue from existing Marina uses.

3. Expanded waterfront park for the Ocean View Community Center with a pedestrian connection under the bridge to a new inlet and docking area.
The Initiatives

1. A grand esplanade linking Pretty Lake with the Chesapeake Bay.
3. Existing Shopping Center integrated into the new development with the addition of out-parcel, commercial buildings.
4. Residential uses on the East Side of Shore Drive, North of Pleasant Avenue with potential mixed-use development on the Western side of Shore Drive.
5. Potential office and commercial district in the two blocks west of Shore Drive.
East Ocean View and Cottage Line

Overall Plan
1. Ocean View Streetscape Improvements
2. Residential infill development along Ocean View Avenue in the form of Cottage Place
3. Pleasant Avenue Improvements
4. Bay Oaks Park
5. Enhancements for the Capeview intersection to reinforce it as a commercial node, serving as a gateway to Ocean View with an improved beach access way.

The Initiatives

Ocean View Corridor Study
The Initiatives

1. Residential development to replace existing commercial uses, with setbacks to enhance boulevard image.
2. Pleasant Avenue Parks with ponds and lidos that provide both water management and good addresses for new residential development.
3. Alternative Developments for 3rd-7th Bay Streets:
   A. Mixture of residential, public open space, and school development as per the 1997 recommendations
   B. Mixture of residential and public open space
   C. Large public open space with school site
Downtown Ocean View

Overview
Downtown Ocean View runs from Chesapeake to Fourth View. It currently includes a number of healthy retail uses, offices, and civic uses such as the Library. Three major parks and the Golf Course contribute to its uniqueness by providing recreational amenities as well as commercial uses. The plan recommends initiatives in five areas, which are all linked by Ocean View Avenue.

1. Chesapeake Place and Community Beach
2. Ocean View Station Square
3. A View Development
4. First View Park
5. Fourth View Place

The Initiatives
Design Principles

Because this area is to act as a core for Ocean View, much in the way of a Downtown, it is important to carefully design the civic spaces and buildings. The following principles should be applied to all new public buildings in this district.

A - Vernacular architectural style that reflects the history and traditions of Ocean View as a statement that "this is Ocean View."
B - A town center scale and site design that creates pedestrian-scale spaces, rather than suburban auto-scale centers.
C - Buildings and streetscapes are coordinated to create a "place."
D - Buildings can be built in stages, with each integrated into the concept.
E - Pedestrian friendly site plan with connections to the neighborhood and commercial center.
F - Minimum on-site parking for each use, but overall system coordinated to encourage joint use of parking.
G - Preservation of trees where possible.
H - Civic architectural character that provides a sense of monumentality and permanence, rather than that of a commercial office park.

Chesapeake Place and Community Beach

1 - Residential development on Ocean View Avenue frontage
2 - Redevelopment site at eastern edge of park
3 - Improved pedestrian crossings to Community Beach
4 - Park reconfiguration
5 - New Golf Clubhouse when Senior Center is relocated to new Library site.

The Initiatives
The Initiatives

Ocean View Station Square:

1. Revised Street and Park configuration to create Ocean View Station Square: The present Library site is isolated from adjacent neighborhoods by the highway-like design of Granby Street. Granby is redesigned to lead directly to Ocean View Park and to create a park and library site.

2. New Library: The Ocean View branch will be rebuilt as an "anchor branch" which will increase its size and service area. The plan indicates an image for it which is consistent with the goals described by residents in the public process.

3. Ocean View Museum: Long a dream of Ocean View residents, this facility could either be accommodated in parts of the new Library or as an independent structure on the Square (as drawn).

4. Senior Center: This new facility would replace the present one on the Golf Course and provide a range of services within walking distance of shopping, educational, and recreational amenities.
The Initiatives

1. A View Development Alternative 1
2. A View Development Alternative 2
3. First View

A View Development and First Avenue Park

1. Alternative One: Wall and landscape to screen loading docks.
2. Alternative Two: Redevelop to expand shopping center by 72,000 square feet.
3. First View: Build on existing strengths by creating connections to expanded ocean views.
Fourth View Place

1. Transformation of Monkey Bottom from highway intersection into a conservation area, park and school campus.
2. Tidewater Drive, Mason Creek, Campus Drive configuration.
3. Development sites at Harrison's Pier and adjacent to Sarah Constant Park.

The Initiatives

OCEAN VIEW CORRIDOR STUDY