Broad Creek Creek Refresh
April 30, 2020
Welcome!

• Purpose
  • Refresh/update the vision for Broad Creek

• Overview
  • Study Area
    • Broad Creek Today
  • Past Planning Efforts
  • Actions to Date
  • Multimodal Transportation Master Plan
  • Implementation Plan
    • Phase I
      • Princess Anne Road Corridor Improvements
      • Future Land Use Amendments and Rezonings
    • Phase II
      • Continued outreach and finalization of plan
  • Next Steps & Opportunities for Input
Study Area
Broad Creek Today
Opportunity Sites
(City/NRHA owned sites)
Past Planning Efforts
Broad Creek is envisioned to be economically and socially thriving, academic and technology-centered and diverse community of homeowners. The vision for Broad Creek is about choice, richness, diversity, and texture, and the exciting and innovative integration of these concepts.
2004 Plan Highlights

• Traditionally designed neighborhood within a strong urban context
• Maintain historic character
• Connection to arts, cultural academia, and technology amenities
• Leverage waterfront edge to create a “cohesive, thriving, mixed-use community”
• Build on current efforts and become a national model for revitalization
Other Elements of the 2004 Plan

- Establishment of new arts, academic, and technology district
- Partnership and Resource Development
- Employment, Job Training
- Technology Master Plan
- Broad Creek intranet to connect the entire community
- Market and development challenges and opportunities
Ohio Creek Watershed Project
Grandy Village

- Grandy Village Learning Center (2010)

- Grandy Village Phase VI
plaNorfolk2030
adopted in 2013

• Broad Creek Area actions
  • Support NRHA’s development of new rental and homeownership units
  • Support NRHA redevelopment plan of Moton Circle
  • Continue revitalization of Grandy Village
  • Work with NRHA on a South Brambleton revitalization plan
  • Develop new library
  • Support development of Ray and Joan Kroc Corps Community Center
  • Master plan for Bruce’s Park and acquire properties
  • Acquisition of Spartan Village to improve stormwater controls
  • Flood protection alternatives in Spartan Village as priority
Vision 2100

- Broad Creek in the **Purple Area** – ”Neighborhoods of the Future”
  - Improve connections to the City’s key assets
  - Prioritize infrastructure investments that enhance neighborhood attractiveness
  - Maintain housing affordability while improving economic value
  - Redevelop of underperforming commercial and multifamily residential properties
  - Includes many stable, historic neighborhoods
Actions to Date
HOPE VI

- $35 million HUD grant awarded to NRHA in 2000
- Redevelopment of former Roberts Village and Bowling Green public housing communities
  - Assistance to adjacent areas through rehabilitation services
- Sparked the Broad Creek Renaissance (BCR) – 2005
- Over 1,000 new homes built
Successful Implementation to Date

- Kroc Center
- Richard Bowling Elementary School
- Jordan Newby Anchor Branch Library
- Broad Creek Triangle Park
- Improvements and infill at Grandy Village
- Upcoming Chesterfield Heights improvements with NDRC
- Creation of mixed income housing on former public housing sites
- Linear Park, walkways, public art
Questions?
What’s this project about?

“Multimodal Norfolk is a blueprint for linking all travel modes to support the safety, connectedness, and prosperity of the people of Norfolk and the region.”
What’s this project about?

Our economy is directly tied to the quality of our mobility choices.

Economic Development
Change will be gradual...
Change will be gradual...
Change will be gradual...
Change will be gradual...
Change will be gradual...
Outcomes of this Project

A Blueprint for the Future

Multimodal System Plan

Transit System Redesign

Data & Technology Strategies

Program of Projects

New Connectivity & Efficiency

Anticipating Change

What, When, and How Much?
Project Schedule

2019
1. VISION, GOALS & ASSESSMENT

2020
2. TRANSIT SYSTEM REDesign
3. TRANSIT SERVICE PLAN

2021
4. MULTIMODAL TRANSPORTATION MASTER PLAN
5. NEEDS ASSESSMENT & PROGRAM OF PROJECTS

PROJECT PHASE

CITIZEN ENGAGEMENT

Rounds of Public Meetings

Other Engagement Opportunities (Questionnaires, Events, Stakeholder Outreach, etc.)
Goals and Objectives

CONNECT
- Connect people and places with a choice of affordable travel options.

PROTECT
- Protect all who travel on our city’s streets.

PROSPER
- Create a prosperous multimodal future for all.

DRAFT GOALS

DRAFT OBJECTIVES

- Enhance connectivity on all travel networks in the city.
- Improve travel choices for residents, businesses and visitors.
- Improve safety and work toward zero fatalities on our streets.
- Increase the resilience of the city’s transportation networks.
- Promote economic development through enhanced multimodal connections.
- Enhance the beauty and comfort of Norfolk’s public street system.
What is a Multimodal Systems Plan?

- System approach to transportation improvements
- Identifies centers of activity
- Identifies connected networks for all travel modes
- Identifies gaps and barriers
What is a Transit System Redesign?

- Chance to reconsider the entire transit network to so that it
  - Meets the goals, priorities, and values of today’s city
  - Brings in new tools and options not available in the past
  - Is ready for future investment and expansion

- Starts with
  - Assessment of existing markets and needs for transit
  - Analysis of existing network and performance
  - Key value questions for the public

Want to dive into the details? Read the *Choices Report*
We need your input!

Tell your friends to take the online survey.
www.multimodalnorfolk.com
Thank you!

www.multimodalnorfolk.com
contact@multimodalnorfolk.com
Questions?
Implementation Plan
Phase I

• Much has changed in the Broad Creek community since the plans were adopted.
• Planned improvements to the Princess Anne Road corridor
• City Planning Commission initiated a general plan amendment
  • Current plans do not reflect the developments that have already happened
• City Council initiated rezonings on April 14, 2020.
  • Current zoning in much of the Broad Creek area does not reflect current uses or conditions.
Princess Anne Road Improvements

• Federally funded project

• Reviewed corridor from Church Street to Ballentine Boulevard

• Focused engineering efforts to Park Avenue to Ballentine Boulevard

• Pedestrian and signal safety improvements along corridor

• Lane repurposing to accommodate multimodal plan
Princess Anne Road Improvements

Signals at Majestic Ave and Norchester Ave

Ped. Improvements at Franklin Arms

Sidewalk Improvements
Questions?
Future Land Use Map amendments

• **Industrial and Utility/Transportation to Residential Mixed** at 1200 Goff Street, 1351 and 1371 Hanson Avenue, 1401 and 1445 Maltby Avenue, 1416 Cary Avenue, and 1525 and 1535 Saint Julian Avenue.

• **Residential Mixed to Institutional** at 2700 E. Princess Anne Road.

• **Single Family Traditional to Open Space/Recreation** at 2707, 2711, 2727, 2729, 2737, and 2739 E. Princess Anne Road, SS E. Princess Anne Road (GPIN: 1437985904), NS Hollister Avenue (GPIN: 1437982659), SS E. Princess Anne Road (GPIN: 1437981626), SS E. Princess Anne Road (GPIN: 1437889671), 1209 and 1215 Norchester Avenue, 2738 and 2744 Hollister Avenue, and NS Hollister Avenue (GPIN: 1437985750).
- Future Land Use Map

- Industrial and Utility/Transportation to Residential Mixed

- Residential Mixed to Institutional

- Single Family Traditional to Open Space/Recreation
Rezonings

• **I-G and I-L to MF-NS** at 1200 Goff Street, 1351 and 1371 Hanson Avenue, 1401 and 1445 Maltby Avenue, 1416 Cary Avenue, 1525 and 1535 Saint Julian Avenue, and 1445 Roberts Road.

• **I-L and PD-BCR to IN** at 2700 E. Princess Anne Road.

• **C-C and SF-T to OSP** at 2707, 2711, 2727, 2729, 2737, and 2739 E. Princess Anne Road, SS E. Princess Anne Road (GPIN: 1437985904), NS Hollister Avenue (GPIN: 1437982659), SS E. Princess Anne Road (GPIN: 1437981626), SS E. Princess Anne Road (GPIN: 1437889671), 1209 and 1215 Norchester Avenue, 2738 and 2744 Hollister Avenue, and NS Hollister Avenue (GPIN: 1437985750).
Questions?
Phase II

• Robust public participatory process
  • Community Meetings
• May identify additional issues and opportunities to address, including further refinements of Phase I work.
• Finalization of Broad Creek Refresh plan
• Broad Creek Refresh survey
  • www.norfolk.gov/broadcreekrefresh
• Multimodal Transportation Master Plan
  • www.multimodalnorfolk.com
Next Steps & Opportunities for Input
Next Steps

- **Phase I**
  - Princess Anne Road Corridor timeline
    - 2020 – Design and public outreach
    - Fall 2021 – Anticipated construction start
  - City Planning Commission public hearing – May 28
  - City Council public hearing in June

- **Phase II**
  - Ongoing – Broad Creek Refresh survey
    - [https://www.opentownhall.com/8651](https://www.opentownhall.com/8651)
  - More public outreach
  - Community Meetings

- All info will be posted to website: [www.norfolk.gov/broadcreekrefresh](http://www.norfolk.gov/broadcreekrefresh)
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• Broad Creek Refresh
  • www.norfolk.gov/broadcreekrefresh