



Broad Creek Refresh

April 30, 2020



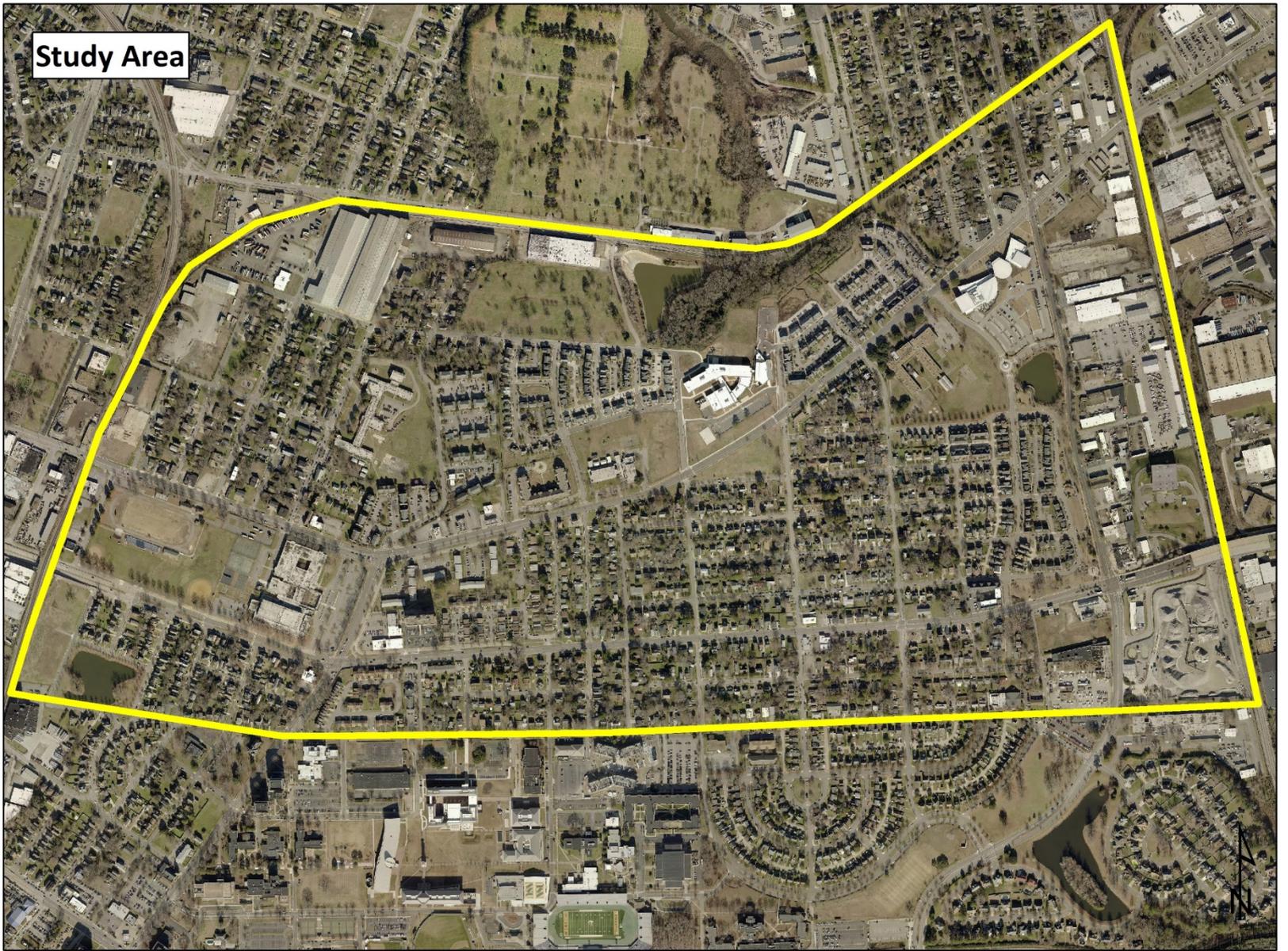
Welcome!

- 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 Rezoning
 - Phase II
 - Continued outreach and finalization of plan
 - Next Steps & Opportunities for Input

Study Area

BROADCREEK RENAISSANCE · BROADCREEK

Study Area

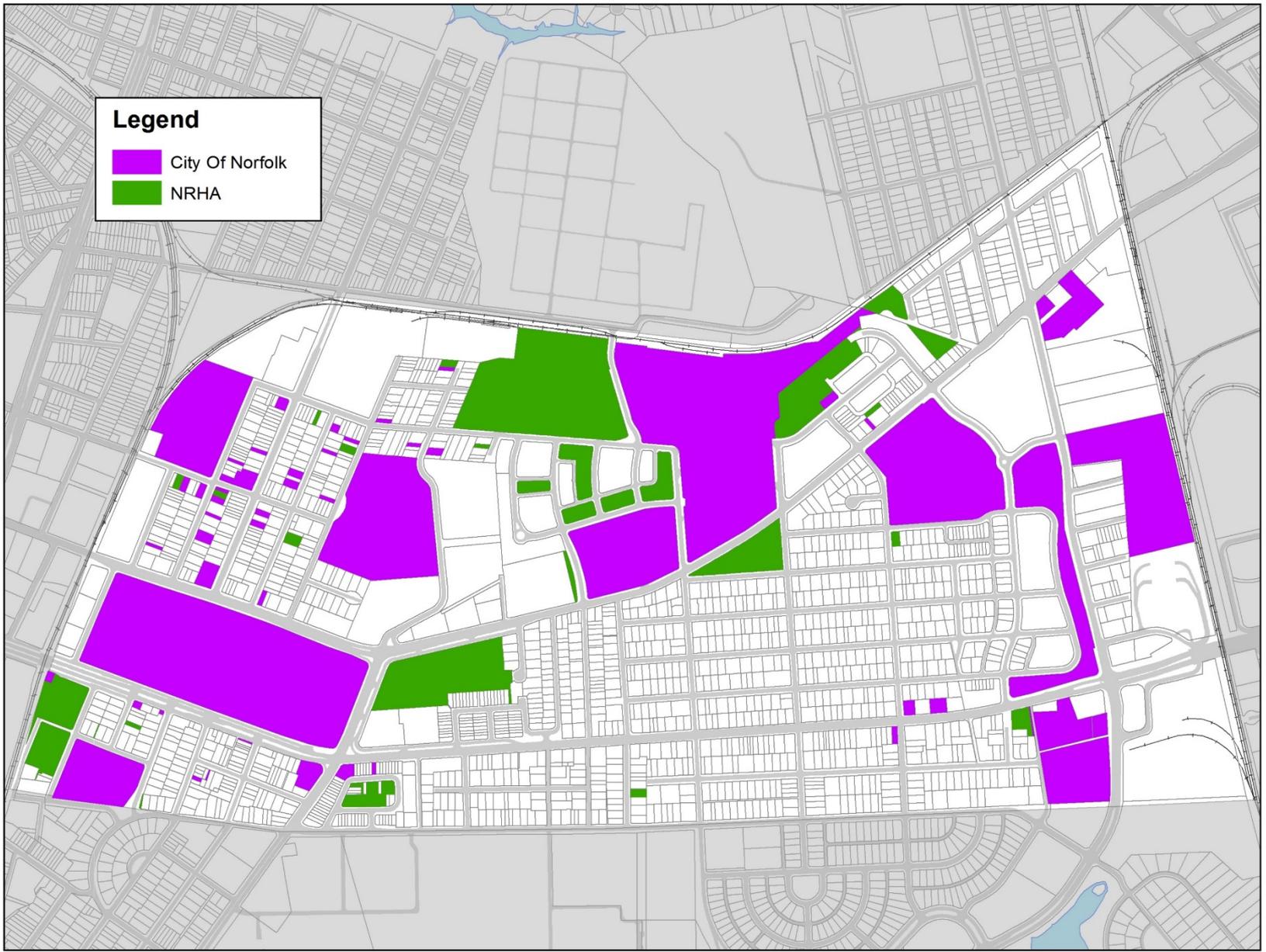


Broad Creek Today



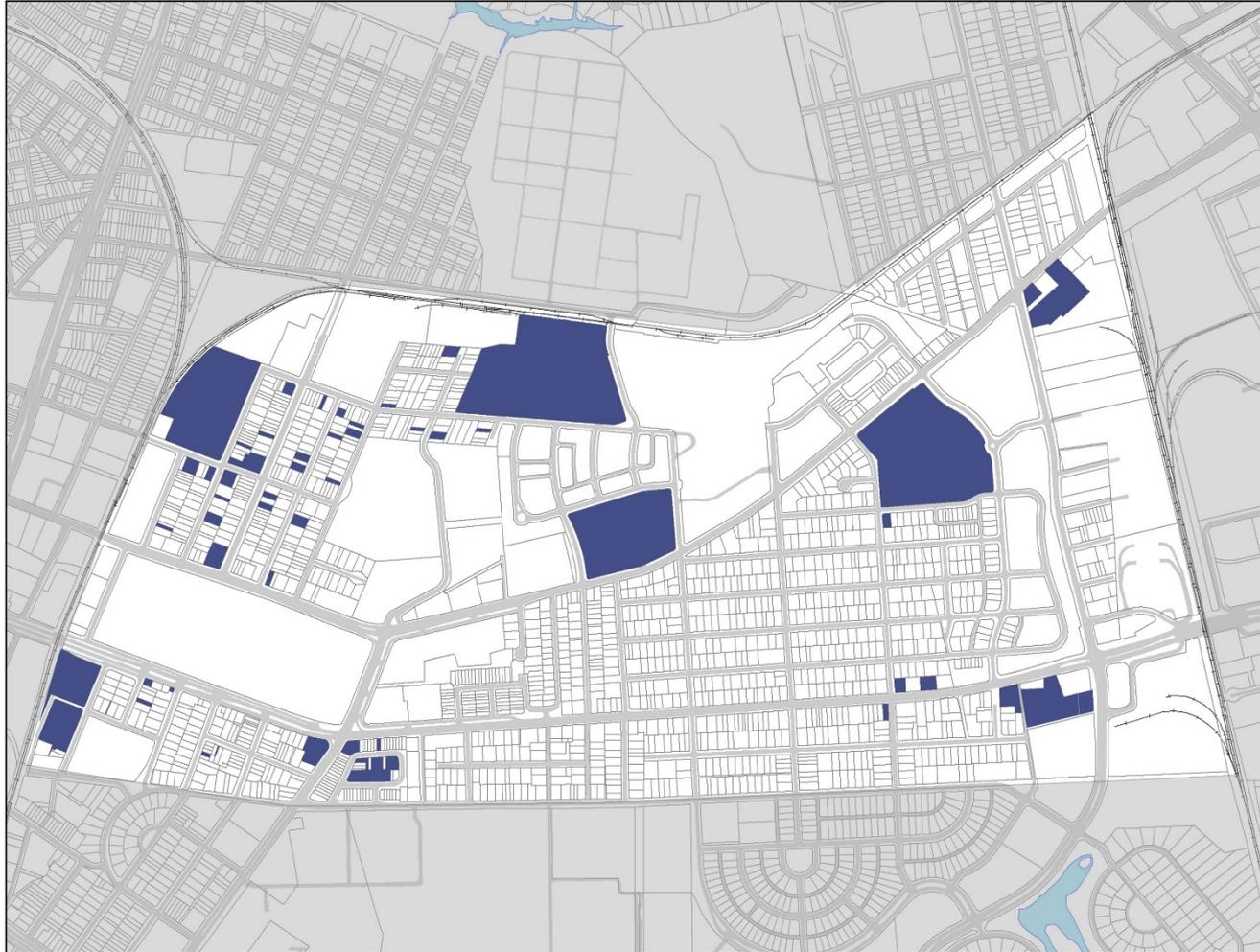
Legend

-  City Of Norfolk
-  NRHA



Opportunity Sites

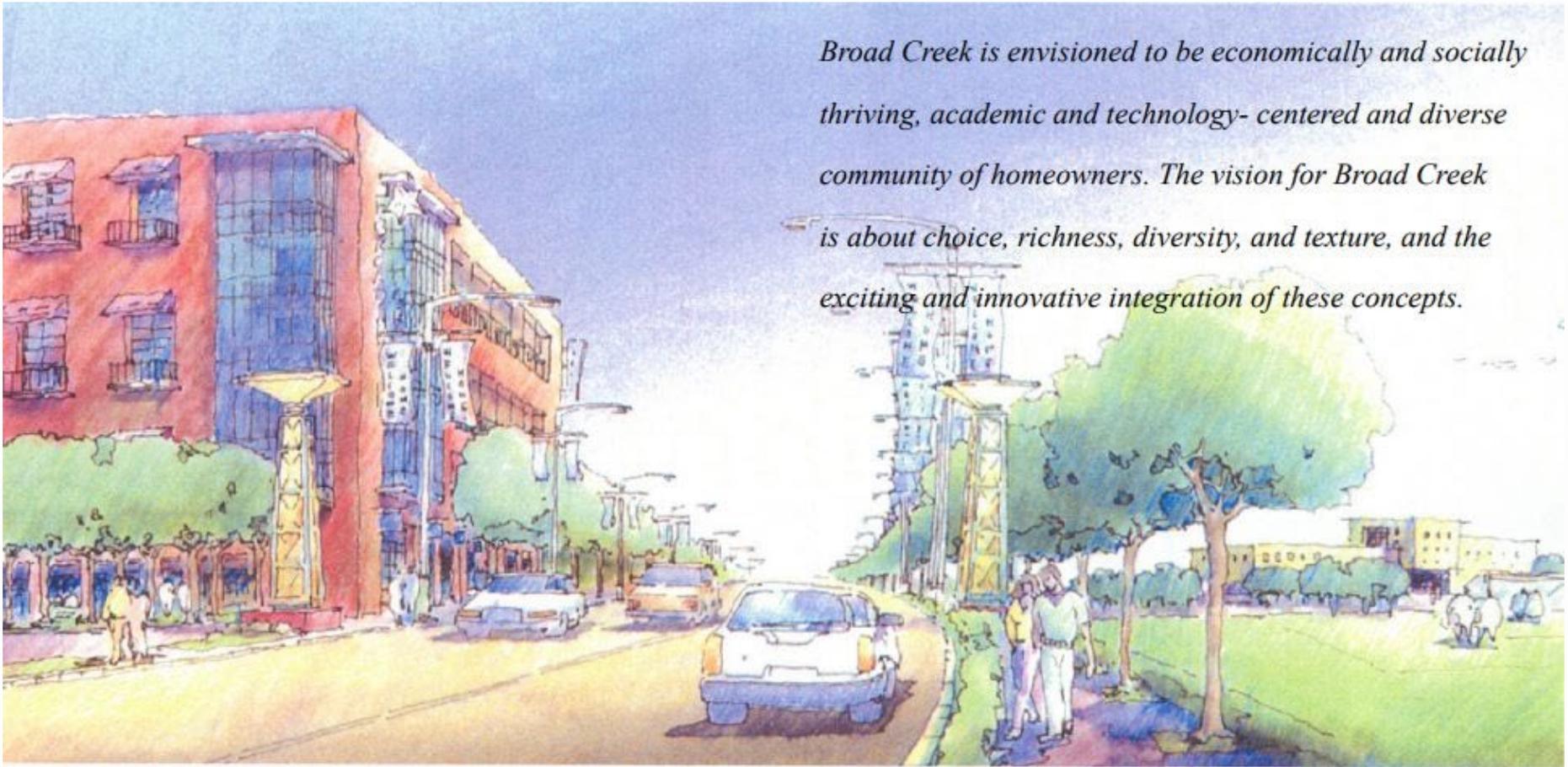
(City/NRHA owned sites)



A large, modern sculpture on a circular base. The sculpture consists of several curved, metallic-looking panels that form a stylized, abstract shape. The base is a wide, circular concrete platform with the words "BROADCREEK RENAISSANCE · BROADCREEK" inscribed on it. The sculpture is set in a paved area, possibly a roundabout or a public square, with trees and a building in the background under a clear blue sky.

Past Planning Efforts

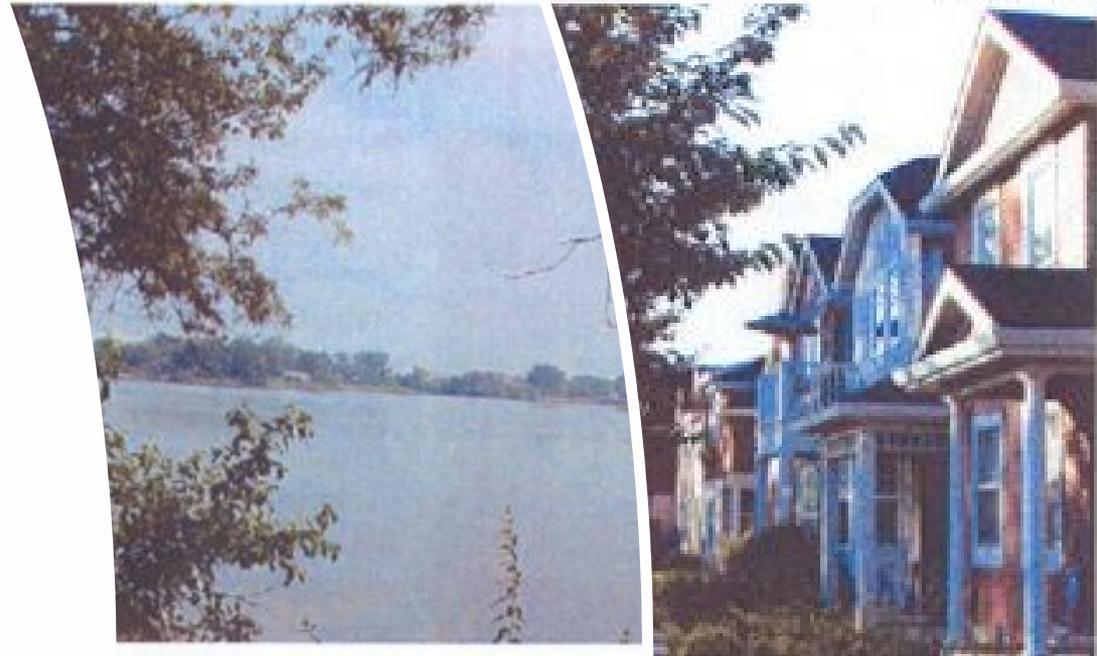
Broad Creek is envisioned to be economically and socially thriving, academic and technology- centered and diverse community of homeowners. The vision for Broad Creek is about choice, richness, diversity, and texture, and the exciting and innovative integration of these concepts.



BROAD CREEK REVITALIZATION & IMPLEMENTATION PLAN BOOK

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

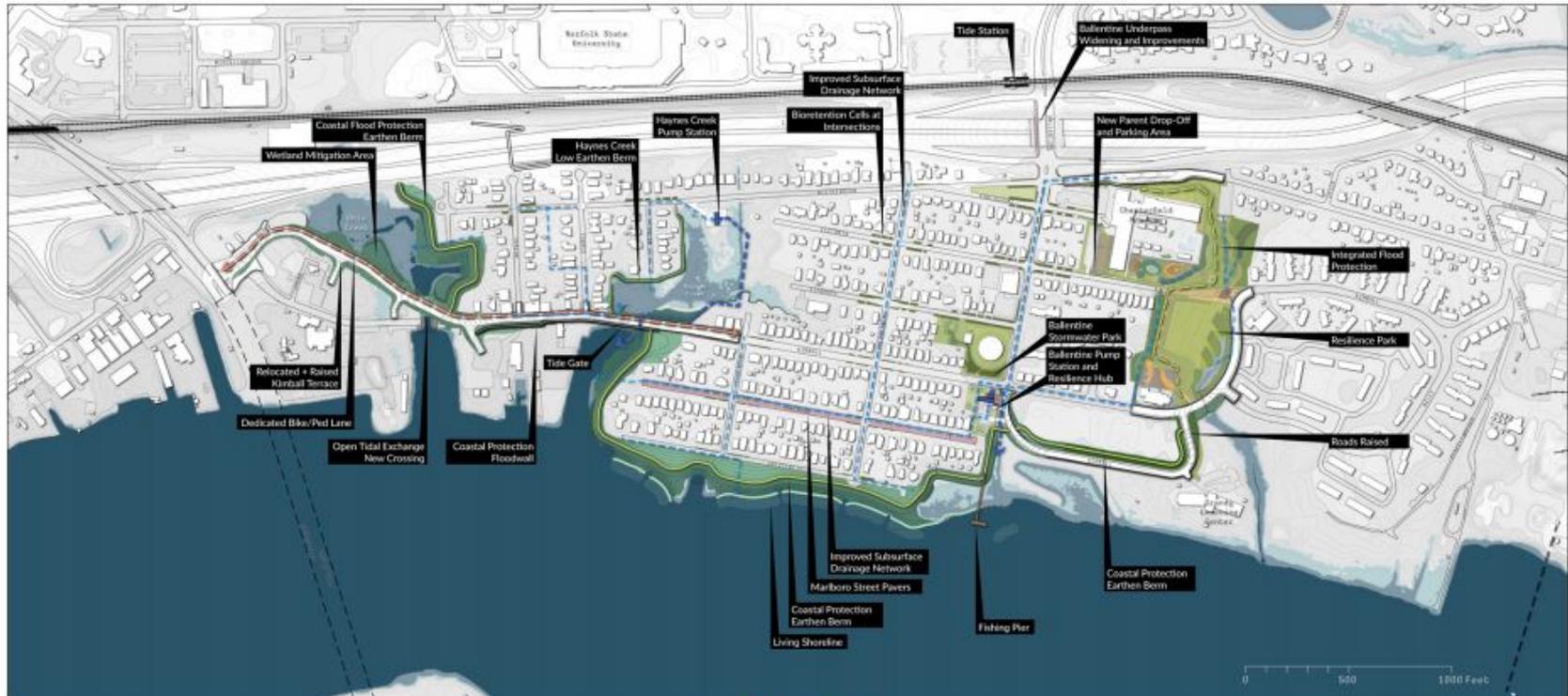


Other Elements of the 2004 Plan

- 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



Ohio Creek Project



Grandy Village

- Grandy Village Learning Center (2010)
- Grandy Village Phase VI



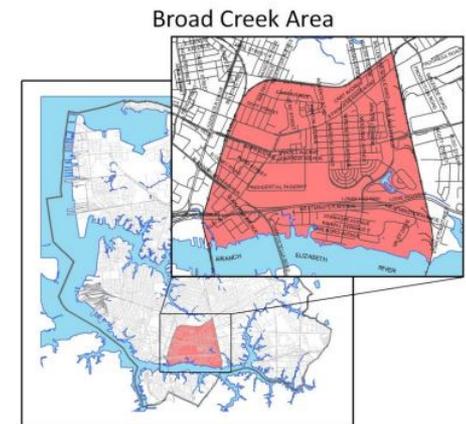
plaNorfolk2030

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

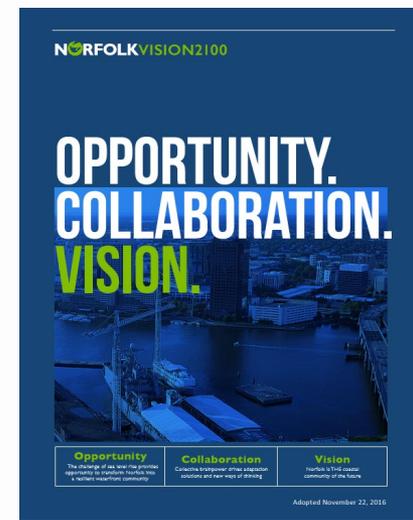
Action N5.1.1. Continue to implement the following actions in the Broad Creek area.

- N5.1.1(a). Support NRHA's continued development of new rental and homeownership units.
- N5.1.1(b). Support NRHA implementation of the redevelopment plan for Moton Circle.
- N5.1.1(c). Continue to support the revitalization of Grandy Village.
- N5.1.1(d). Work with NRHA on the development of a South Brambleton revitalization plan.
- N5.1.1(e). Develop a new library facility for the Broad Creek community, possibly in conjunction with a new elementary school.
- N5.1.1(f). Continue to support the Salvation Army's development of a Ray and Joan Kroc Corps Community Center in the Broad Creek community.
- N5.1.1(g). Prepare a master plan for Douglas Park and acquire properties, as appropriate, to assist in the implementation of the plan.
- N5.1.1(h). Initiate acquisition within the Spartan Village neighborhood in order to assist with the implementation of improved area-wide stormwater controls.
- N5.1.1(i). Continue to evaluate and implement flood protection alternatives in the Spartan Village area as a city 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



A large, modern sculpture on a circular base. The sculpture consists of several curved, metallic-looking panels that form a stylized, abstract shape. The base is a wide, circular concrete platform with the text "BROADCREEK RENAISSANCE · BROADCREEK" inscribed on it. The sculpture is set in a paved area, possibly a roundabout or a public square, with trees and a building in the background under a clear blue sky.

Actions to Date

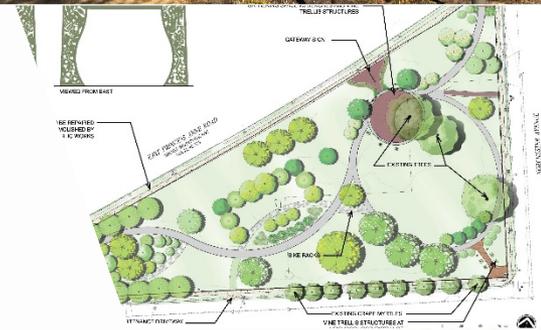
HOPE VI

- \$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?



MULTIMODAL NORFOLK

A TRANSPORTATION MASTER PLAN



Welcome to the Future of Transportation

NORFOLK'S MULTIMODAL TRANSPORTATION MASTER PLAN

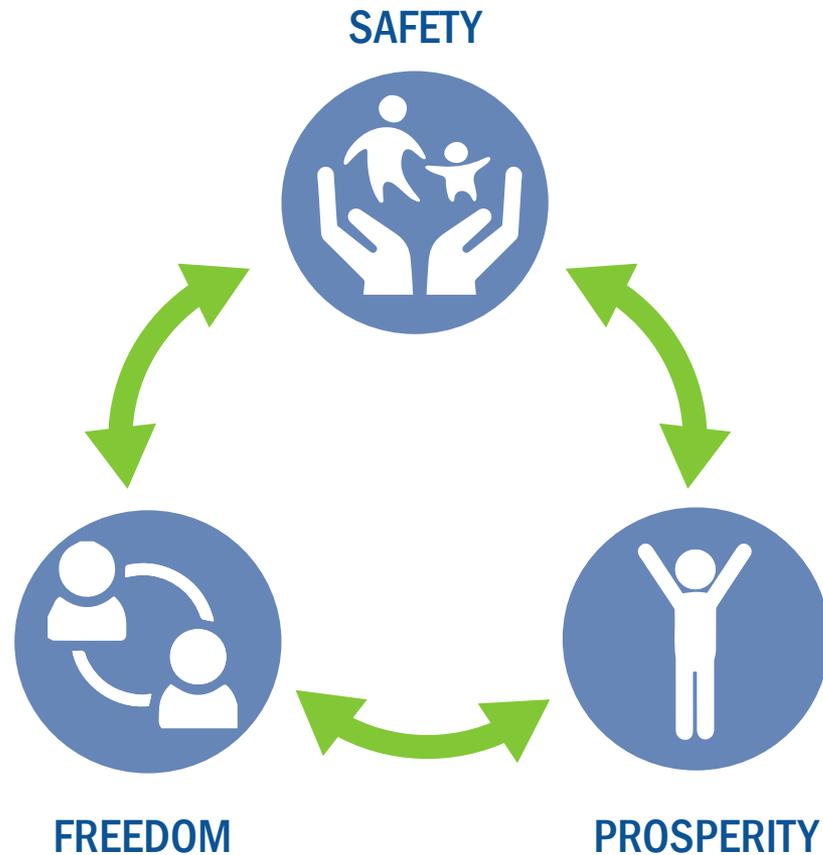
Presentation 4/30/2020



Safe & Healthy Streets
Department of Transit

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

Multimodal
System Plan

A Blueprint for the Future

Transit
System
Redesign

New Connectivity & Efficiency

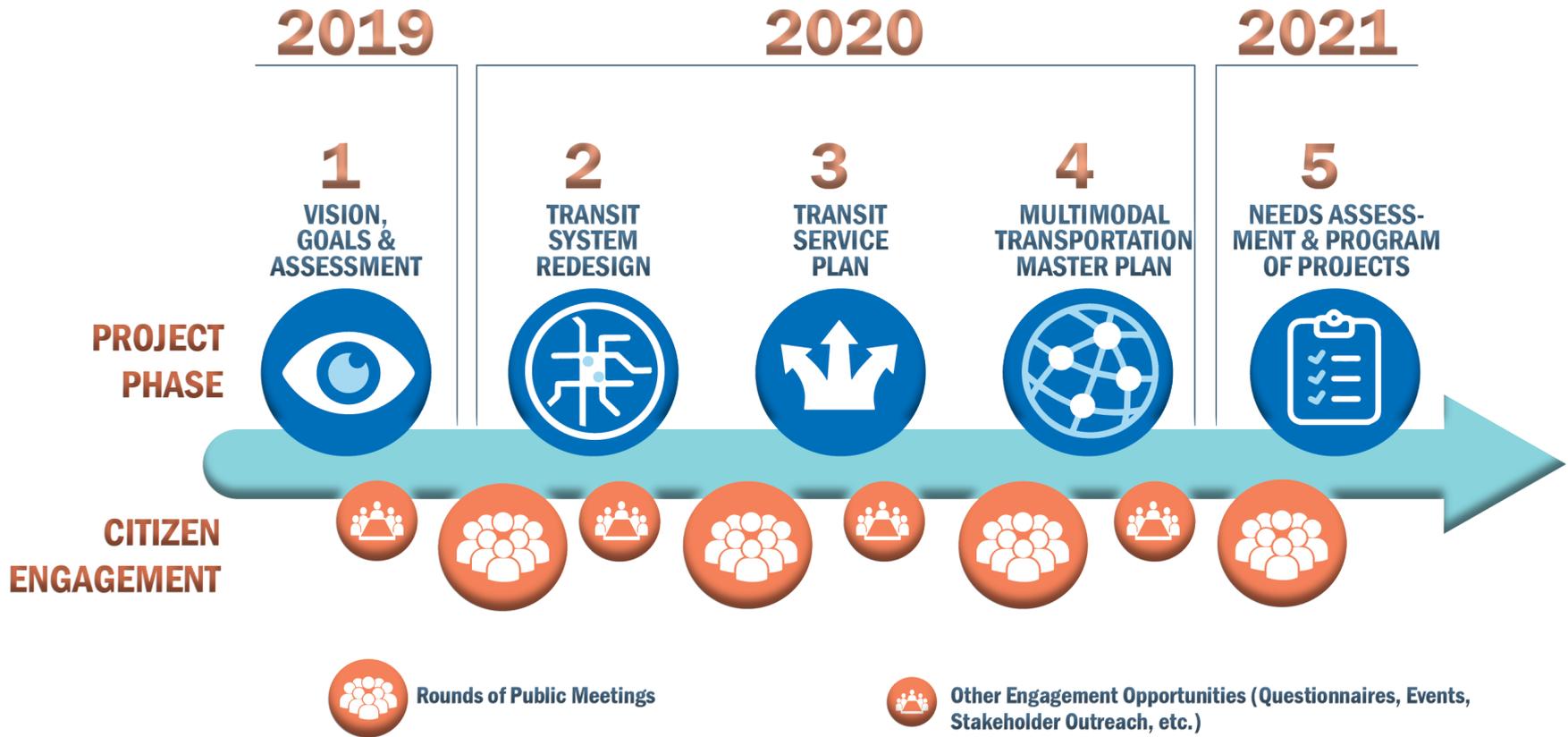
Data &
Technology
Strategies

Anticipating Change

Program of
Projects

What, When, and How Much?





Project Schedule

Goals and Objectives

DRAFT GOALS

DRAFT OBJECTIVES

CONNECT



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

Enhance connectivity on all travel networks in the city.

Improve travel choices for residents, businesses and visitors.

PROTECT



Protect all who travel on our city's streets.

Improve safety and work toward zero fatalities on our streets.

Increase the resilience of the city's transportation networks.

PROSPER



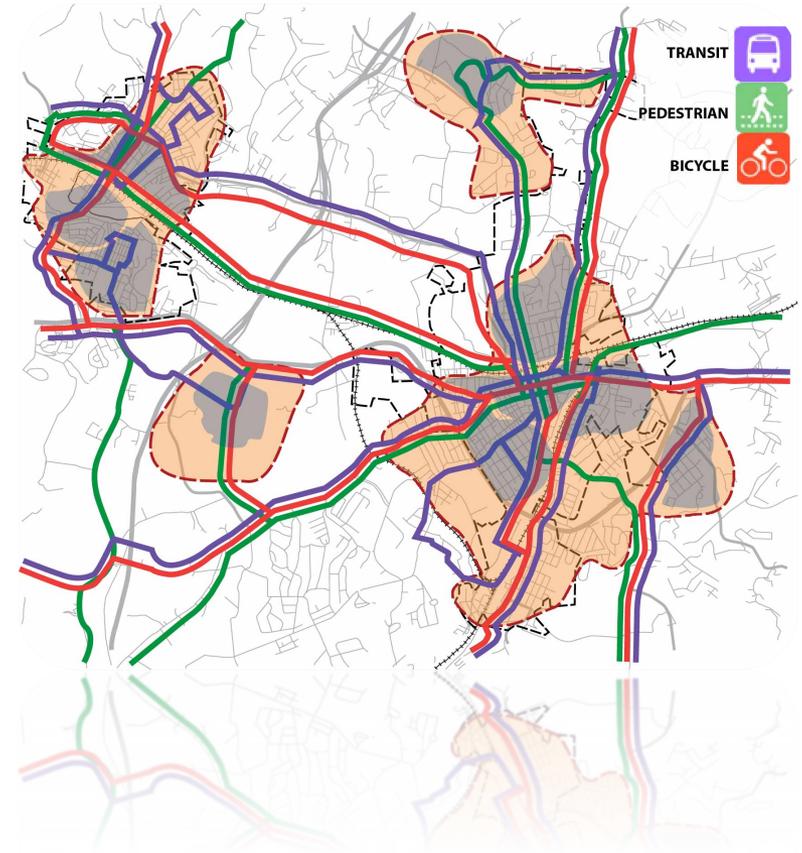
Create a prosperous multimodal future for all.

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



Take our survey here:





MULTIMODAL
NORFOLK

A TRANSPORTATION MASTER PLAN

Thank you!

www.multimodalnorfolk.com

contact@multimodalnorfolk.com

Questions?

Implementation Plan

BROADCREEK RENAISSANCE · BROADCREEK

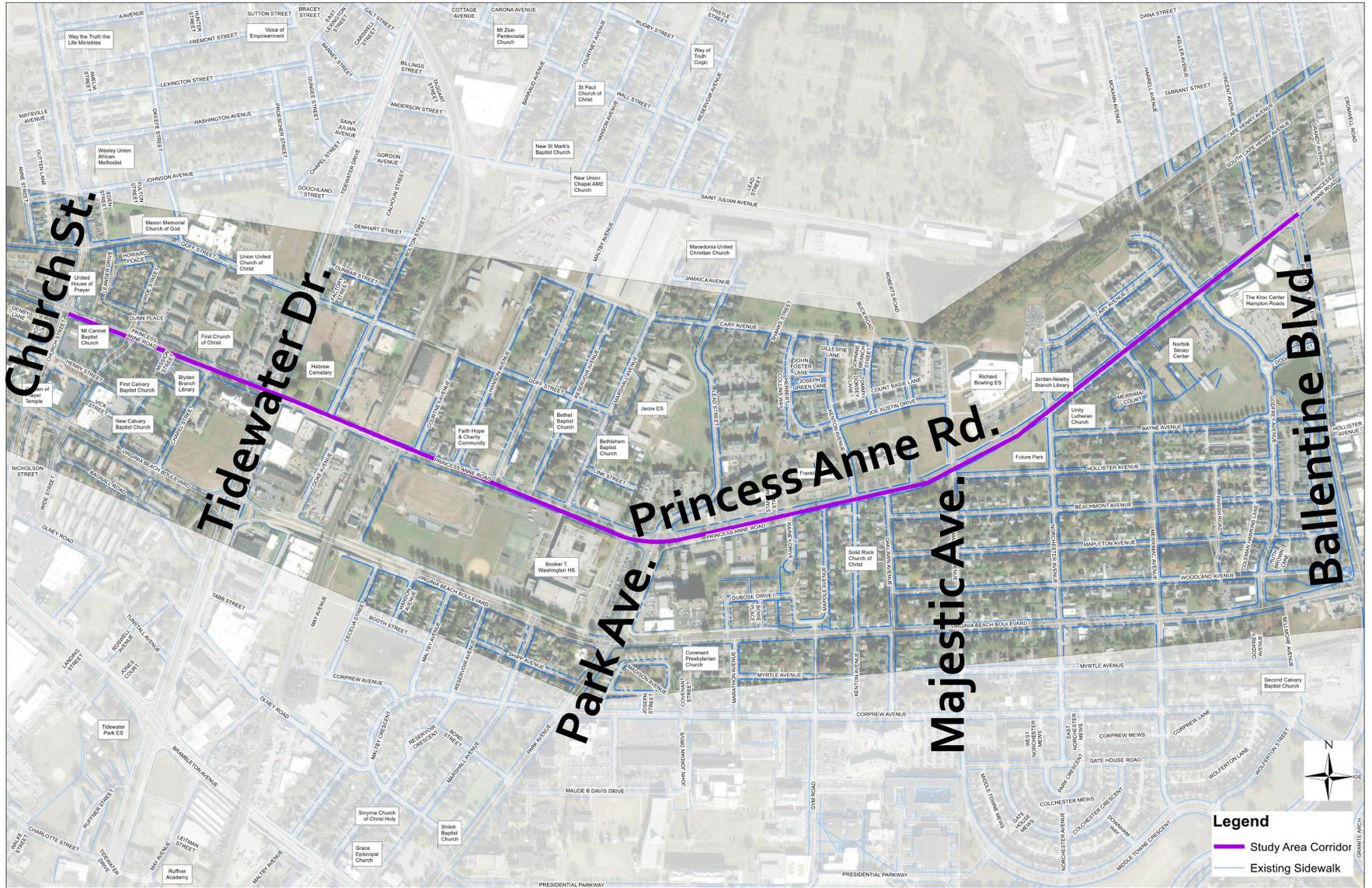
Phase I

- 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

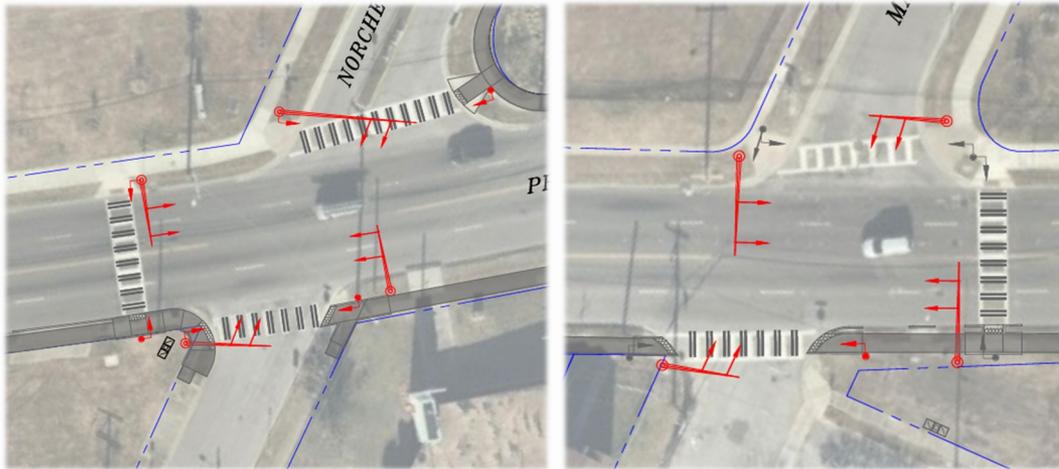
- Federally funded project
- Reviewed corridor from Church Street to Ballentine Boulevard
- Focused engineering efforts to Park Avenue to Ballentine Boulevard
- Pedestrian and signal safety improvements along corridor
- Lane repurposing to accommodate multimodal plan

Princess Anne Road Improvements

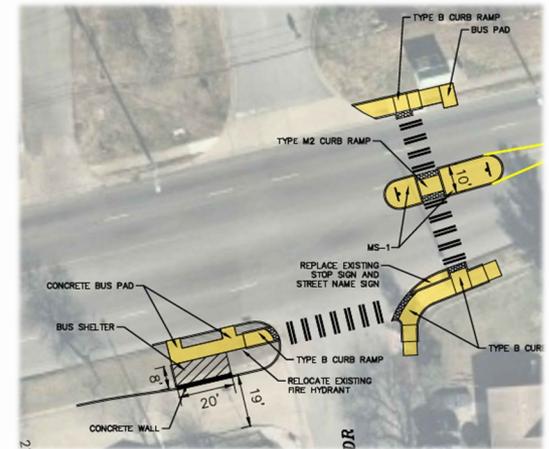


Princess Anne Road Improvements

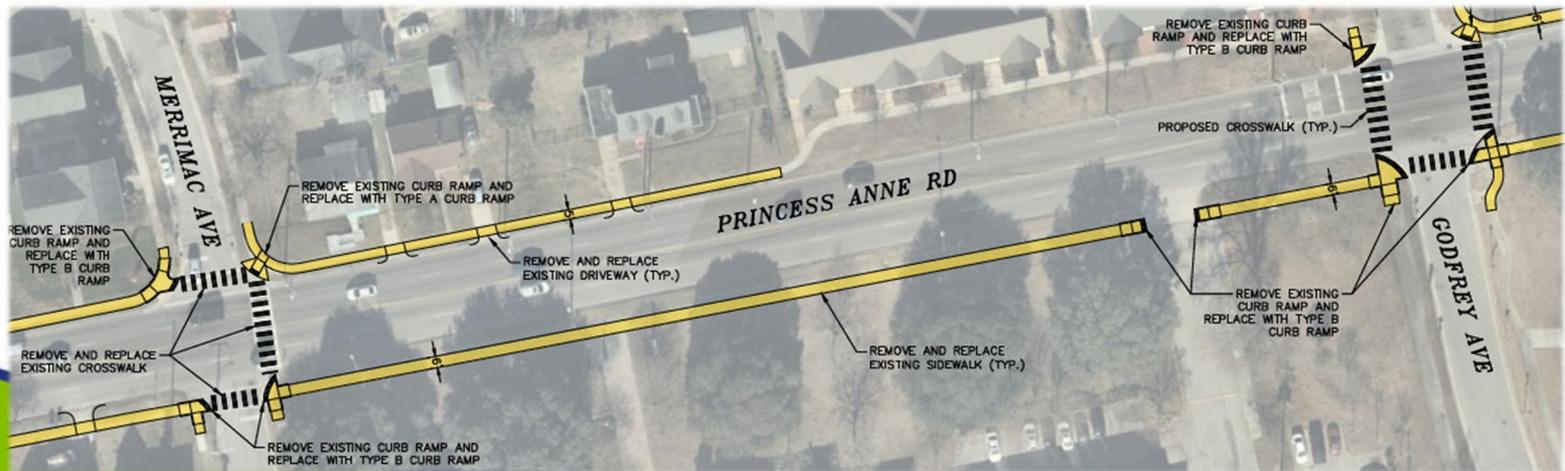
Signals at Majestic Ave and Norchester Ave



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

	Commercial		Military		Open Space/Recreation		Single Family Urban
	Downtown		Multifamily		Residential Mixed		Utility/Transportation
	Industrial		Multifamily Corridor		Single Family Suburban		
	Institutional		Office		Single Family Traditional		



Rezoning

- **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

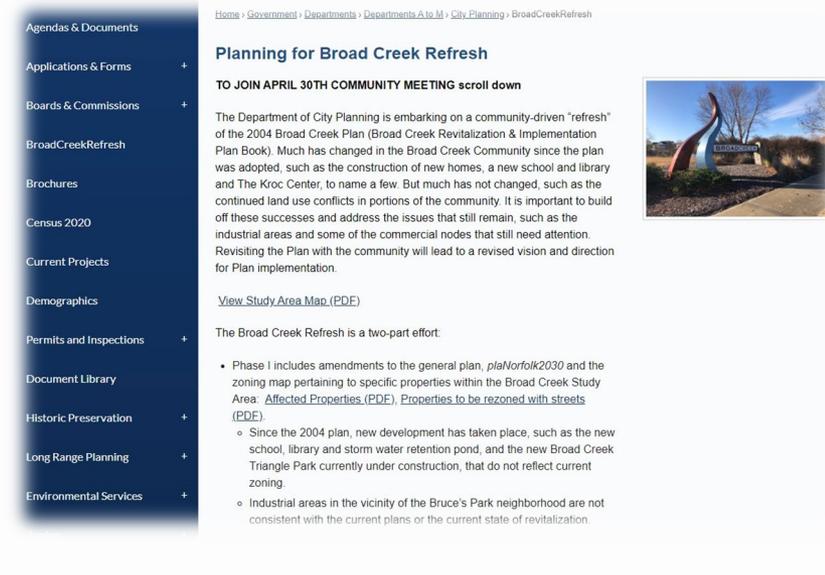
Next Steps

• 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>
 - More public outreach
- Community Meetings
- All info will be posted to website: www.norfolk.gov/broadcreekrefresh



Home » Government » Departments » Departments A to M » City Planning » BroadCreekRefresh

Planning for Broad Creek Refresh

TO JOIN APRIL 30TH COMMUNITY MEETING scroll down

The Department of City Planning is embarking on a community-driven "refresh" of the 2004 Broad Creek Plan (Broad Creek Revitalization & Implementation Plan Book). Much has changed in the Broad Creek Community since the plan was adopted, such as the construction of new homes, a new school and library and The Kroc Center, to name a few. But much has not changed, such as the continued land use conflicts in portions of the community. It is important to build off these successes and address the issues that still remain, such as the industrial areas and some of the commercial nodes that still need attention. Revisiting the Plan with the community will lead to a revised vision and direction for Plan implementation.

[View Study Area Map \(PDE\)](#)

The Broad Creek Refresh is a two-part effort:

- Phase I includes amendments to the general plan, *plaNorfolk2030* and the zoning map pertaining to specific properties within the Broad Creek Study Area: [Affected Properties \(PDE\)](#), [Properties to be rezoned with streets \(PDE\)](#).
 - Since the 2004 plan, new development has taken place, such as the new school, library and storm water retention pond, and the new Broad Creek Triangle Park currently under construction, that do not reflect current zoning.
 - Industrial areas in the vicinity of the Bruce's Park neighborhood are not consistent with the current plans or the current state of revitalization.



NORFOLK

Home Info Help Profile Sign out

Broad Creek Refresh Survey Welcome Chris

Please give us your input.

No deadline is currently set

Introduction Feedback **Your Response** Outcome

* OpenGov will show your response on this website. Do you also want your name shown with your response?

Yes - show my name

No - do not show my name

[Read more about privacy >](#)

This is a helpful message about the survey, followed by a horizontal line.

The Broad Creek Study Area is generally bounded on the North by the Norfolk Southern Railroad, Saint Julian Avenue, and South Cape Henry Avenue, on the East and West by the Norfolk Southern Railroad, and on the South by Corpew Avenue.

Much has changed in the Broad Creek community since these plans were adopted, such as the construction of new homes, a new school and library and the Kroc Center, to name a few. But much has not changed such as the continued land use conflicts in portions of the community. It is important to build off of these successes and address the issues that still remain, such as the industrial areas and some of the commercial nodes that still need attention. Revisiting the Plan with the community will lead to a revised vision and direction for plan implementation.

Contact information

- Department of City Planning
- Chris Whitney
 - 757-823-1253
 - Chris.whitney@norfolk.gov
- Broad Creek Refresh
 - www.norfolk.gov/broadcreekrefresh