Welcome to the Broad Creek Refresh!

• If you are having any technical issues, please use the chat feature:

• or email: Paula Shea – paula.shea@norfolk.gov
Welcome!

• Purpose
  • Refresh/update the vision for Broad Creek

• Agenda
  • Study Area
    • Broad Creek Today
  • 2004 plan
  • Actions to Date
  • Phase I Recap
    • Future Land Use Amendments and Rezonings
  • Councilwoman Johnson announcement
  • Phase II Overview
  • Survey results
  • Opportunity Sites Discussion
  • Next Steps
Study Area
Study Area

St. Julian Ave./South Cape Henry Ave.

NS Railroad/Courtney Ave./May Ave.

Corprew Ave.

NS Railroad/Ballentine Blvd.
Broad Creek
Today
2004 Plan
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.
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
- Creation of mixed income housing on former public housing sites
- Linear Park, walkways, public art
- New apartments – E. Princess Anne Rd./Courtney Ave.
Phase I Recap
Phase I

• Amendments to the Future Land Use Map within the general plan, *plaNorfolk2030*
• Zoning map changes
• The general plan amendments and rezonings were adopted by the City Council on June 23, 2020.
Announcement from Councilwoman Johnson
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Phase II

- Robust public participatory process
  - Community Meetings
  - Focus Group
  - Stakeholder interviews
- Broad Creek Refresh survey results
- Discussion of “Opportunity Sites”
- Finalization of Broad Creek Refresh plan
- Adoption of plan by City Council
Survey Results
What We Heard

**Strengths** - What makes Broad Creek great?

1. New library
2. Access to the interstate system and light rail
   - Bus service
3. Proximity to Downtown Norfolk
4. New housing
5. Kroc Center
6. Proximity to Norfolk State University
7. Quality of Schools
8. Traditional neighborhood design
9. The residents/great neighbors
10. Historic character
11. Additional Strengths: (open field)
12. Proximity to the waterfront
What We Heard

Weaknesses - What challenges does Broad Creek face?

1. Poor quality of existing commercial (buildings and uses)
2. Incompatible land uses (i.e. Industrial uses next to residential)
   • Commercial interspersed within the community
3. Road and traffic safety
   • Slower speeds
   • Need more crosswalks, stop signs
4. Additional Weaknesses: (open field)
   • Stormwater infrastructure
   • Schools
5. Inconsistent quality of housing stock
6. Market and development challenges
7. Crime
   • Inadequate street lighting
8. Low homeownership rates
9. Physical condition of residential and commercial structures
   • Code enforcement
What We Heard

**Opportunities** - What can be done to make Broad Creek the community of choice?

1. Consolidating scattered commercial areas into more focused nodes of activity
2. Development of additional new single-family housing
3. Technology improvements
4. Additional Opportunities: (open field)
   - Outdoor recreational activities – get creative; children’s park, dog park, community garden, etc.
   - Family-focused restaurant
   - Grocery store
   - Eliminate vacant, blighted buildings and areas
5. Programs to jumpstart lagging residential areas
6. Development of housing for seniors
7. Public art
8. Development of additional new apartments
What We Heard

Opportunity Sites (Open-Ended comments)

• Hanson Ave. site – open space, outdoor recreation
• Vacant sites on outskirts of neighborhoods – good for commercial; otherwise residential and apartments (upscale)
• Recreation center (public)
• Build new community that compliments historic Broad Creek with amenities:
  • “Walkable Community of Choice etc., parks, productive small businesses, restaurants (family dinners time) high end grocery store, Innovation Center, business corridor, medical, and childcare.”
• Municipal offices and commercial office buildings
• “Opportunities for small start-up businesses...Quality food options - not just grocery... Safe outdoor spaces like the Open Norfolk pop-ups and with amenities like Bay Oaks - Picnic Coverings, Grills, Playground.”
Questions?
Opportunity Sites
(City/NRHA owned sites)
Opportunity Site 1
Hanson Ave./Cary Ave.
Opportunity Site 1
Hanson Ave./Cary Ave.

- Former industrial sites
- Within Bruce’s Park neighborhood (residential mix)
- Former Globe Iron site – vacant since 2012
- Hanson Ave. site – vacant since 2003
Mixed Residential Examples
Poll question
Opportunity Site 2
Moton Circle
Opportunity Site 2
Moton Circle

- Owned by NRHA
- Next to Bruce’s Park and Broad Creek Renaissance housing
- Site is currently configured for single-family housing
- Plans currently in site plan review
  - 75 single-family lots
Opportunity Site 3
Former Dreamkeepers Academy
Opportunity Site 3
Former Dreamkeepers Academy

• Currently vacant
• Next to Franklin Arms Midrise, BCR housing, Richard Bowling Elementary
• Portion used for Open Norfolk pop-up park over the summer
Examples
Poll question
Opportunity Site 4
SECEP school
Opportunity Site 4
SECEP school

• Building currently on site
• Next to Kroc Center, Broad Creek neighborhood, BCR housing
• Lots of trees along the E. Princess Anne Rd. frontage
Examples
Poll question
Opportunity Site 5
E. Princess Anne Rd./Ballentine Blvd.
Opportunity Site 5
E. Princess Anne Rd./Ballentine Blvd.

• Spartan Market site
  • Next to SF homes, other residential and commercial

• Feather N’ Fin site
  • Next to commercial and industrial
Examples
Poll question
Opportunity Site 6
Bruce’s Park
Opportunity Site 6
Bruce’s Park

• Mostly single-family
  • Some duplexes, multi-family
• Many “narrow” lots
• Next to:
  • Hanson Ave./Cary Ave. sites
  • Apartments on Courtney Ave. (under construction)
  • Jacox Elementary School
  • Small-scale commercial
  • BCR housing
Potential Tools for Bruce’s Park
Poll questions
Open-ended Question

What is one use or amenity that would make Broad Creek THE community of choice?
Next Steps
Next Steps

• Phase II
  • More public outreach
    • Focus Group
    • Stakeholder Interviews
  • Community Walking Tour – December 17 (tentative)
  • Newsletter/progress update – January 2021
  • Community Meeting #3 – late Winter/early Spring (tentative)
    • Unveil proposed Broad Creek Refresh plan
  • City Planning Commission and City Council
• All info will be posted to website: www.norfolk.gov/broadcreekrefresh
Contact information

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• Broad Creek Refresh webpage
  • www.norfolk.gov/broadcreekrefresh