This plan update continues Norfolk’s tradition of using physical planning as a primary tool for economic development. As in the previous five updates, synergy — every project in the downtown — will continue to be the Downtown Plan’s driving force.

Public investment will be used strategically to catalyze private planning as a primary tool for economic development. As in the past, the downtown will be the focus of developments that will strengthen the east-west connections and enhance the eastern half of the downtown.

The Main Hotel and Conference Center, together with the town center, will be a key development in the downtown. The Wells Fargo building and the Hilton will be developed as part of the downtown.

The 2030 Update expands the area of the vision to include Fort Norfolk, the NEON District, the St. Paul’s Area and the harbor park waterfront.

The area will be transformed with new developments and extended throughout the downtown.

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The plan includes: traffic calming on major streets, speed roads and a street pattern designed to isolate from Downtown, the waterfront, Norfolk shoreline, mixed-use development around Harbor Park, the realignment of Park Avenue, and the extension of City Hall Avenue and Tidewater Drive to Park Avenue.

HARBOR PARK WATERFRONT:
The eastern improvements along the Elizabeth River Trail approach Downtown for the Berkley Bridge Underlook which will connect the Berkley Bridge with new amenities and educational opportunities for residents. This dramatic vision for reestablishing east-west connections will include the "Berkley Bridge Underlook" and a raised and extended flood wall along Waterside Drive.

WATERFRIDGE DRIVE AND ROUTE 40 STREET:
Waterline Cove and Route 40 Street have obvious effects on the Downtown, the need for revitalization projects have not been met. The greater Downtown area needs a new vision to connect North Greenland Avenue and the 23rd Street intersection at Commercial Place will slow traffic and provide ground floor retail with offices above.

ST. PAUL'S AREA:
The eastern improvements along the Elizabeth River Trail approach Downtown for the Berkley Bridge Underlook which will connect the Berkley Bridge with new amenities and educational opportunities for residents. This dramatic vision for reestablishing east-west connections will include the "Berkley Bridge Underlook" and a raised and extended flood wall along Waterside Drive.

MacArthur Center

1. Open up the ends, light up the exterior and surround property from east and other directions.
2. Cover age信息发布 (Information Distribution) centers to reduce costs.
3. Increase the number of spaces to accommodate more visitors.
4. Build the MacArthur Center as a mixed-use development.

NEIGHBORHOODS:
Streets that are connected — to the east to the St. Paul's Area and will provide a visual connection to St. Mary's Basilica. This dramatic vision for reestablishing east-west connections will include the "Berkley Bridge Underlook" and a raised and extended flood wall along Waterside Drive.

FORT NORFOLK:
There are new buildings along the Elizabeth River Trail approach Downtown for the Berkley Bridge Underlook which will connect the Berkley Bridge with new amenities and educational opportunities for residents. This dramatic vision for reestablishing east-west connections will include the "Berkley Bridge Underlook" and a raised and extended flood wall along Waterside Drive.