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
Broad Creek Refresh
Building a Community of Choice

May 20, 2021
Purpose

• Refresh/update the vision for Broad Creek
• Build on/carry forward momentum generated by current and planned initiatives

Overview

• Study Area
• Implementation Plan
  • Phases I and II
• Public Outreach Summary
• Guiding Principles
• Plan Recommendations
• Next Steps
Broad Creek Refresh Implementation Plan

• Phase I
  • Included amendments to the general plan and the zoning map pertaining to specific properties within the Broad Creek Study Area.
  • Current zoning in much of the Broad Creek area does not reflect current uses or conditions.
  • The general plan amendments and rezonings were adopted by City Council on June 23, 2020.

• Phase II
  • Robust public participatory process
  • Identification of issues/challenges and opportunities to address in the plan
  • Adoption of the Broad Creek Refresh plan
Public Outreach Summary

• Community Meeting #1 (April 2020)
• Online Survey (April – September 2020)
• Focus Group meetings (July and December 2020)
• Community Meeting #2 (November 2020)
• Stakeholder Interviews (Spring 2021)
Guiding Principles

• Incompatible Land Uses
• Jumpstarting Residential Communities
  • Emphasis on building form, including fences
• Location of Commercial Nodes
• Mobility, Streets, Speeding, and Traffic Safety
• Establish/Improve Neighborhood Identity
Plan Recommendations
Summary of Recommendations
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 – previously used by waste management companies; City currently uses as a storage site
Opportunity Site 2
Moton Circle
Opportunity Site 2
Moton Circle

• Owned by NRHA
• Vacant
• Next to Bruce’s Park and Broad Creek Renaissance housing
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 Neighborhood Spot over the summer
Recommendation

• Mixed Use
  • Potential commercial uses
    • Laundromat
    • Restaurants
    • Offices (including medical)

• Potential for civic/community node

• Pop-up park with community event space
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
Recommendation - Scenario #1
Recommendation - Scenario #2
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
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
Recommendations
Other Areas and Recommendations

- Broad Creek Refresh Overlay (BCRO) district
  - Regulate/prohibit land uses
- Enhanced residential form standards (porches, garages, fences, etc.)
Other Areas and Recommendations

• Gateway treatments, banners, signs, public art, etc.

• Technology Zone expansions (Park Ave., Ballentine Blvd.)

• Broad Creek Manufacturing and Innovation Center (Ballentine Blvd. to Ingleside Rd.)

• Create business association

• Extend ERT up Park Ave. into Broad Creek
Questions?
Next Steps

• Adoption of Broad Creek Refresh Plan and BCRO district
  • City Planning Commission public hearing – June 24
  • City Council public hearing – July 20 (tentative)

• All info will be posted to website, including the draft plan: www.norfolk.gov/broadcreekrefresh