



# BROAD CREEK *Refresh* PLAN

## Building a Community of *Choice*

Adopted: July 20, 2021



# Acknowledgments

## CITY COUNCIL

Mayor Kenneth Cooper Alexander, Ph.D  
Vice Mayor Martin A. Thomas, Jr. (Ward 1)  
Councilwoman Mamie B. Johnson (Ward 3)  
Councilwoman Courtney R. Doyle (Ward 2)  
Councilman Paul R. Riddick (Ward 4)  
Councilman Thomas R. Smigiel, Jr. (Ward 5)  
Councilwoman Andria P. McClellan (Superward 6)  
Councilwoman Danica Royster (Superward 7)

## BOARDS AND COMMISSIONS

City Planning Commission

## CIVIC LEAGUES/COMMUNITY ORGANIZATIONS

Broad Creek  
Bruce's Park  
Ballentine Place  
Lindenwood/Barraud Park/Cottage Heights  
Broad Creek Community Center  
Franklin Arms Advisory Council

## CITY DEPARTMENTS

City Manager  
City Clerk  
City Planning  
Communications  
Economic Development  
General Services  
Neighborhood Services  
Norfolk Arts  
Office of Real Estate  
Office of Resilience  
Public Works  
Recreation, Parks, and Open Space (RPOS)  
Transit  
Utilities

## NORFOLK REDEVELOPMENT AND HOUSING AUTHORITY (NRHA)

# Table of Contents

1	Executive Summary
2	Context: What Have We Done and Where Are We Now?
2	Study Area Boundary
4	Why Study this Area?
5	Existing Conditions
5	Study Area Today
6	Land Use and Zoning
10	Demographic and Residential Market Assessment
15	Past Planning Activities & Recommendations
17	Broad Creek Renaissance & Broad Creek Revitalization and Implementation Plan Book
22	plaNorfolk2030
23	Vision2100
24	Community Vision: How do We Turn Broad Creek into a Community of Choice?
24	Public Outreach
27	Identification of Issues, Challenges, and Guiding Principles
28	Incompatible Land Uses
29	Jumpstarting Residential Communities
30	Location of Commercial Nodes
30	Mobility, Streets, Speeding, and Traffic Safety
31	Establish/Improve Neighborhood Identity
32	Public Feedback for Reuse of the Opportunity Sites
44	Implementation Framework and Recommendations: How do We Get There?
44	Suggested Approaches for each Guiding Principle
55	Proposed Reuse of the Opportunity Sites
72	Implementation Matrix
82	Appendices
82	Summary of Public Input
98	Broad Creek Refresh Online Survey - Results Report
112	Fall 2020 Newsletter - Summary of Feedback from Second Community Meeting

# Executive Summary

The purpose of the Broad Creek Refresh Plan is to provide a community-driven, long-range plan and implementation framework to revitalize existing neighborhoods, preserve and enhance residential character, and to optimize development opportunities in ways that augment the community. The intent of the plan is to produce recommendations that demonstrate a synthesis between community input and professional planning expertise.

In 2019, the Department of City Planning was asked to embark on a community-driven "refresh" of the Broad Creek Revitalization & Implementation Plan Book (2004 Plan), which was adopted in 2004. There has been a major transformation of the Broad Creek community since the adoption of the plan in 2004, including new homes, businesses, the Hampton Roads Kroc Center (Kroc Center), Richard Bowling Elementary School, Jordan-Newby Anchor Branch Library, and Broad Creek Legacy Park, all of which are part of a larger, remarkably successful revitalization. In addition, continued land use conflicts in portions of the community, such as some of the industrial and commercial areas, exist today and are not reflected in the currently adopted plans. Revisiting the Plan with the community was necessary in developing a revised vision and direction for implementation of this new plan, the Broad Creek Refresh Plan (Refresh Plan).

The planning process gave rise to a community vision centered around five guiding principles:

- Incompatible land uses
- Jumpstarting residential communities
- Location of commercial nodes
- Mobility, streets, speeding, and traffic safety
- Establishing/improving neighborhood identity

Reengagement with the community also led to a clear theme, that has been woven throughout this plan and its recommendations – **Broad Creek should be a community of choice**. Whether it is through a variety of housing types, sizes, or forms, targeted land uses, business-friendly zoning, transportation improvements, or an established neighborhood identity, the community made it clear they want to live, work, and play in a welcoming and neighborhood-oriented Broad Creek, especially as they grow older. They also want the same for others who may choose to relocate to Broad Creek. This plan aims to help make that a reality, thanks to the bold and inclusive vision provided by this community.

# Context: What Have We Done and Where Are We Now?

## Study Area Boundary

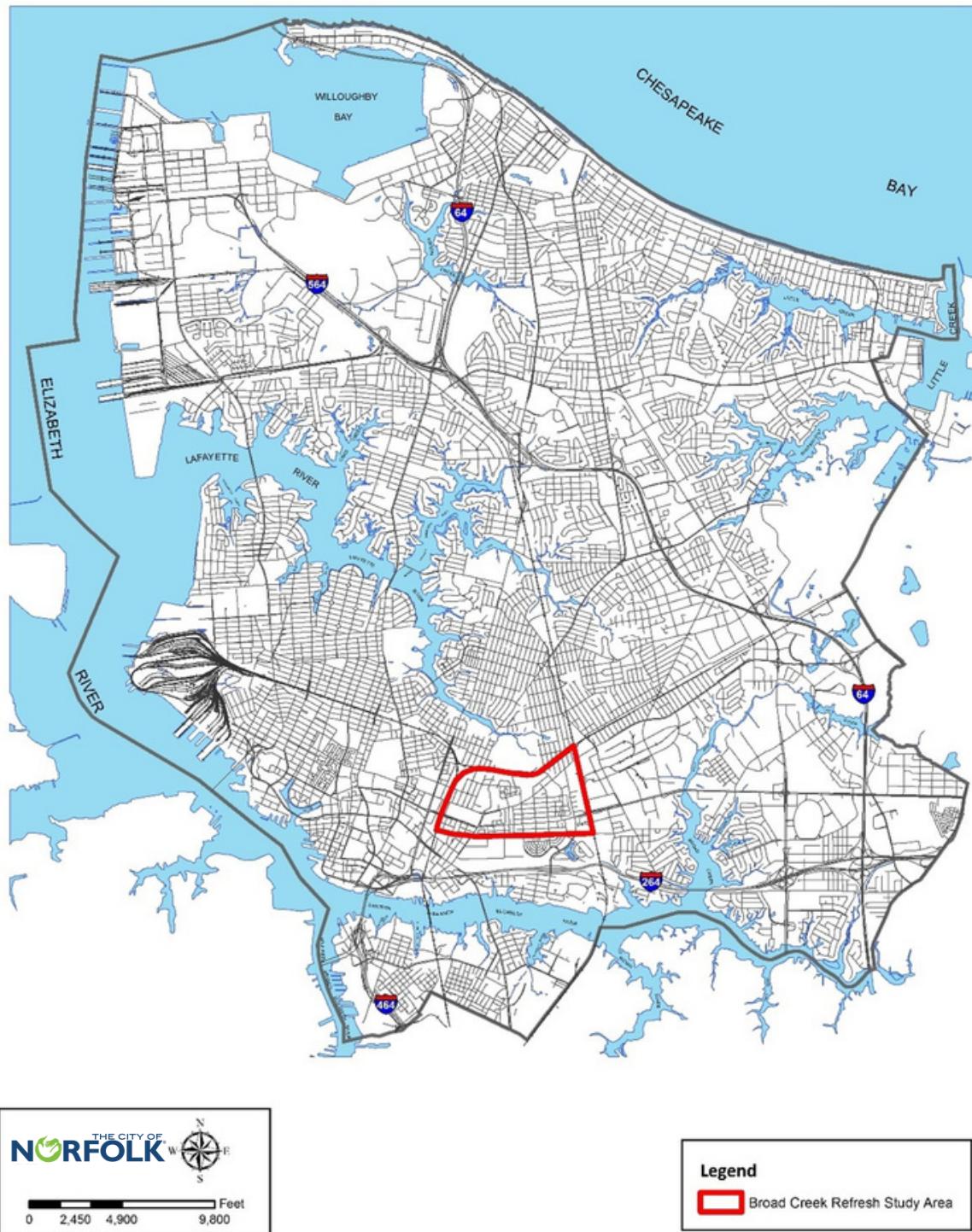


Figure 1: Study Area Boundary within City of Norfolk

# Context: What have We Done and Where are We Now?

The Broad Creek Refresh Study Area, located in the south-central portion of Norfolk, is comprised of a group of neighborhoods that collectively identify as "Broad Creek." The Study Area is located entirely within Ward 3 and includes the area north of Corprew Avenue, south of Saint Julian Avenue and South Cape Henry Avenue, east of the Norfolk Southern railroad tracks that parallel Tidewater Drive, and west of the Norfolk Southern railroad tracks that parallel Ballentine Boulevard. The Broad Creek community and its neighborhoods are connected through key east-west corridors; East Princess Anne Road runs through the middle of the Study Area, while East Virginia Beach Boulevard runs along the southern portion of the Study Area connecting to Ballentine Boulevard, a key north-south corridor within the Study Area.



Figure 2: Study Area Map

## Context: Why Study This Area?

To address many of the changes since the adoption of the 2004 Plan and to define and authorize new planning efforts to continue the revitalization of the Broad Creek area, the City Planning Commission initiated an amendment to the city's general plan, plaNorfolk2030 on August 22, 2019. At this point, City Planning staff began strategizing the Refresh planning process. The Refresh Plan became a two-part effort – Phase I involved plan amendments and zoning changes to correct “on the ground” changes and incompatibilities and to better reflect existing land uses, while Phase II included a robust public participatory process which helped to identify additional issues and opportunities to address in the plan, including further refinements of Phase I work.

The City formally kicked off Phase I on April 14, 2020, when the Norfolk City Council adopted a resolution requesting that the City Planning Commission consider whether certain properties in the Broad Creek area should be rezoned to remove industrial and commercial districts and replace them with a residential zoning district, due to the change in circumstances that has occurred over time. Also included in the request was to consider whether properties that have already been redeveloped for a public school (Richard Bowling Elementary School), public library (Jordan-Newby Library), stormwater retention pond, and public park (Broad Creek Legacy Park) should be rezoned to better fit with the construction of these new improvements.

A major component of Phase I was the recognition that the industrial sites in the Bruce's Park neighborhood have presented significant land use conflicts with the surrounding residential uses and would be better suited for residential zoning that matches the rest of the neighborhood. Although Bruce's Park has several existing industrial sites within the neighborhood, the inadequacies and context of the local street network within Bruce's Park cannot sustain large industrial use on those sites. Changing the zoning districts within the Bruce's Park neighborhood from industrial to residential complied with the recommendations of the 2004 plan and plaNorfolk2030.

Phase I concluded on June 23, 2020, when the City Council adopted these plan amendments and zoning changes. Phase II began with City staff working with the community and other stakeholders to identify strengths and weakness of the Broad Creek area, and ways to address issues and opportunities as identified by the community and City staff. A detailed summary of Phase II activities can be found in the Public Outreach section of this document.

# Existing Conditions: Study Area Today



Figure 3: Broad Creek Legacy Park



Figure 4: Jordan-Newby Anchor Branch Library



Figure 5: Richard Bowling Elementary School



Figure 6: Hampton Roads Kroc Center



Figure 7: Broad Creek Renaissance Housing



Figure 8: Broad Creek Neighborhood

# Existing Conditions: Land Use & Zoning

The Future Land Use Map is a visual guide for the future location and character of development. It is a representation of what the community would like to have happen and is broken down into various future land use categories that respect neighborhood characteristics and meet the demand for each type of use.

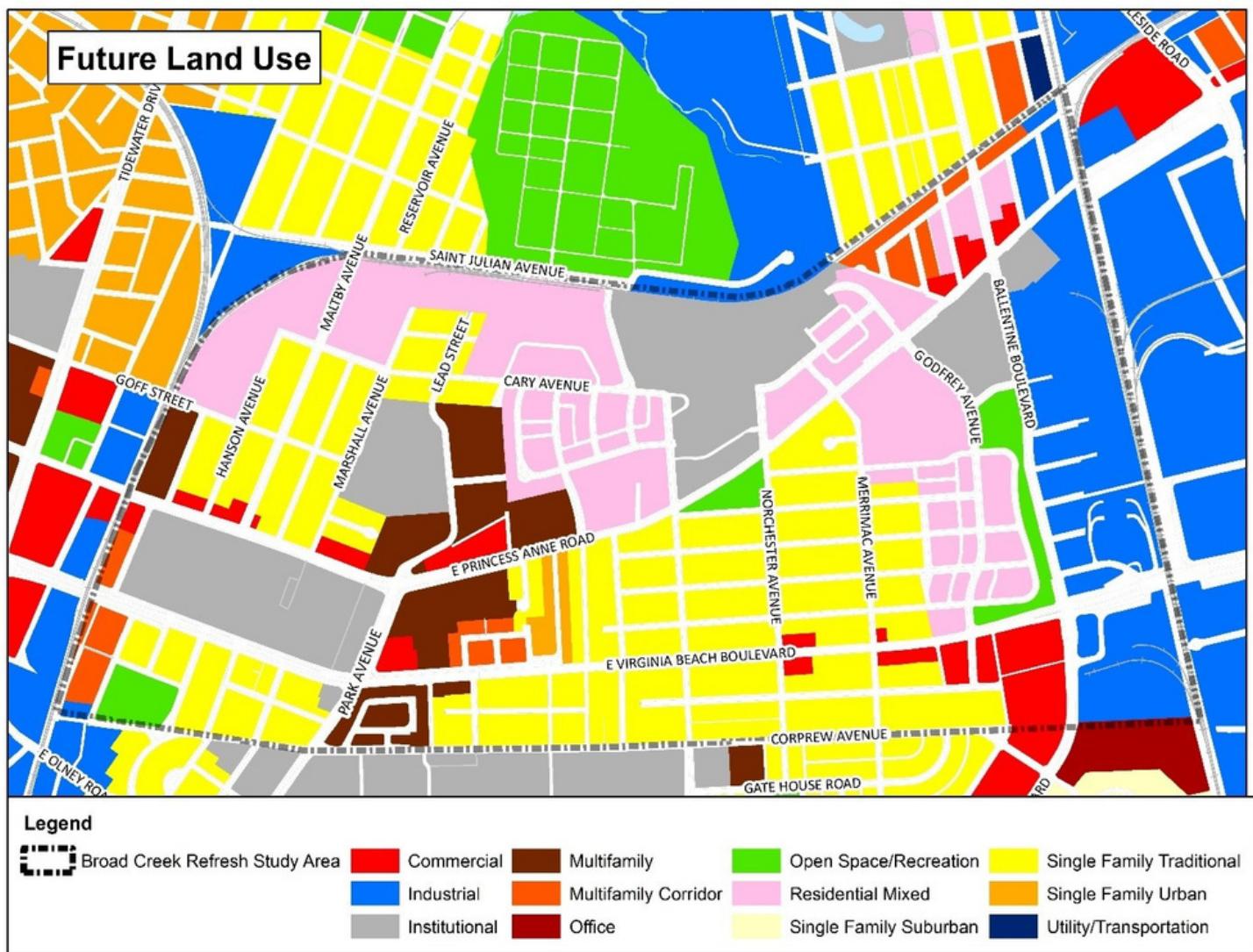


Figure 9: Future Land Use Map

# Existing Conditions: Land Use & Zoning

The Character Districts recognize the different development character across the city and establish differing development standards based on the existing predominant development character in an area.

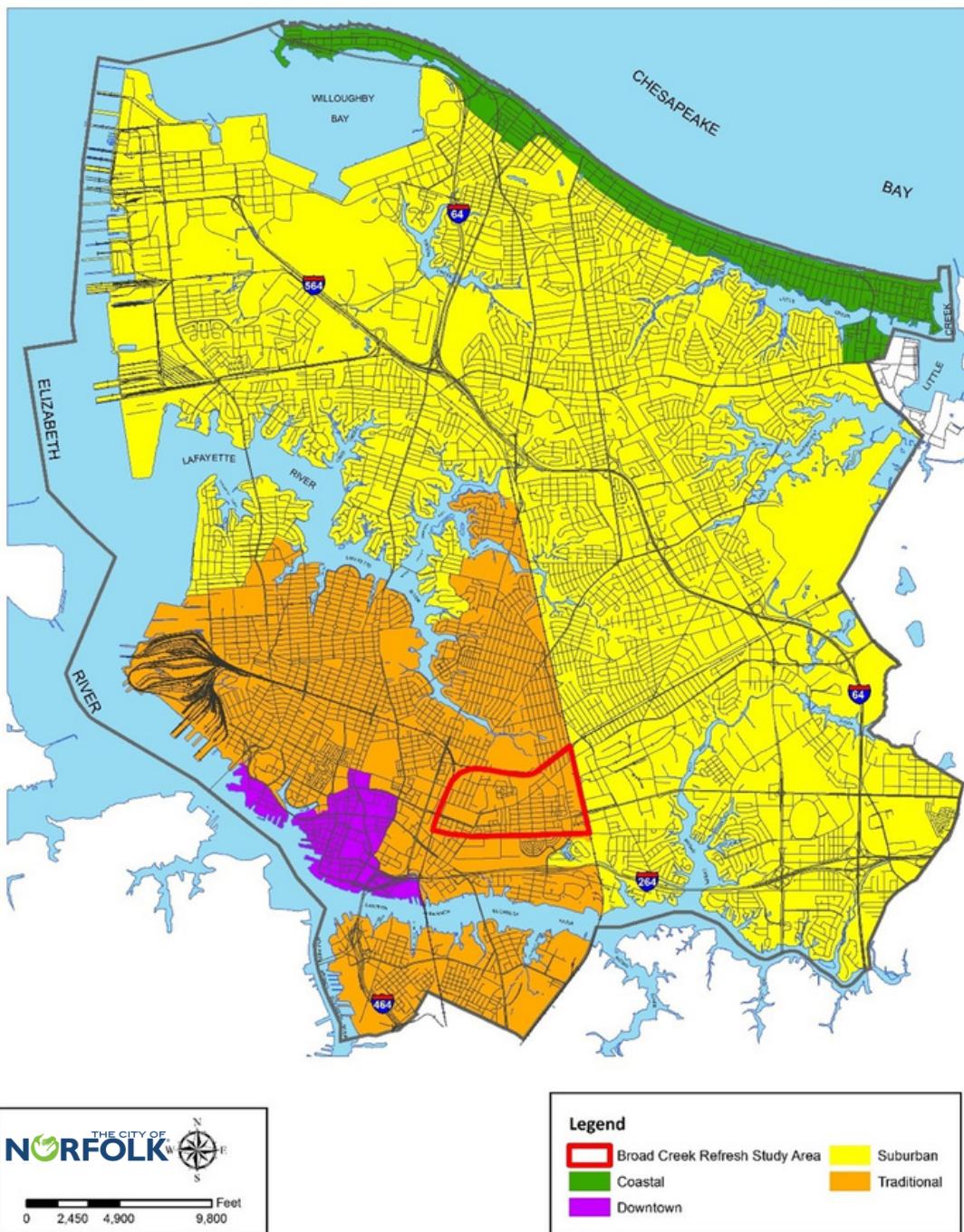


Figure 10: Character Districts Map with Study Area boundary

# Existing Conditions: Land Use & Zoning

The Zoning Map designates the location and boundaries of the various base zoning districts, overlay zoning districts, and planned development districts under the Zoning Ordinance. These districts regulate elements such as height, bulk, and use of land across the entire city.

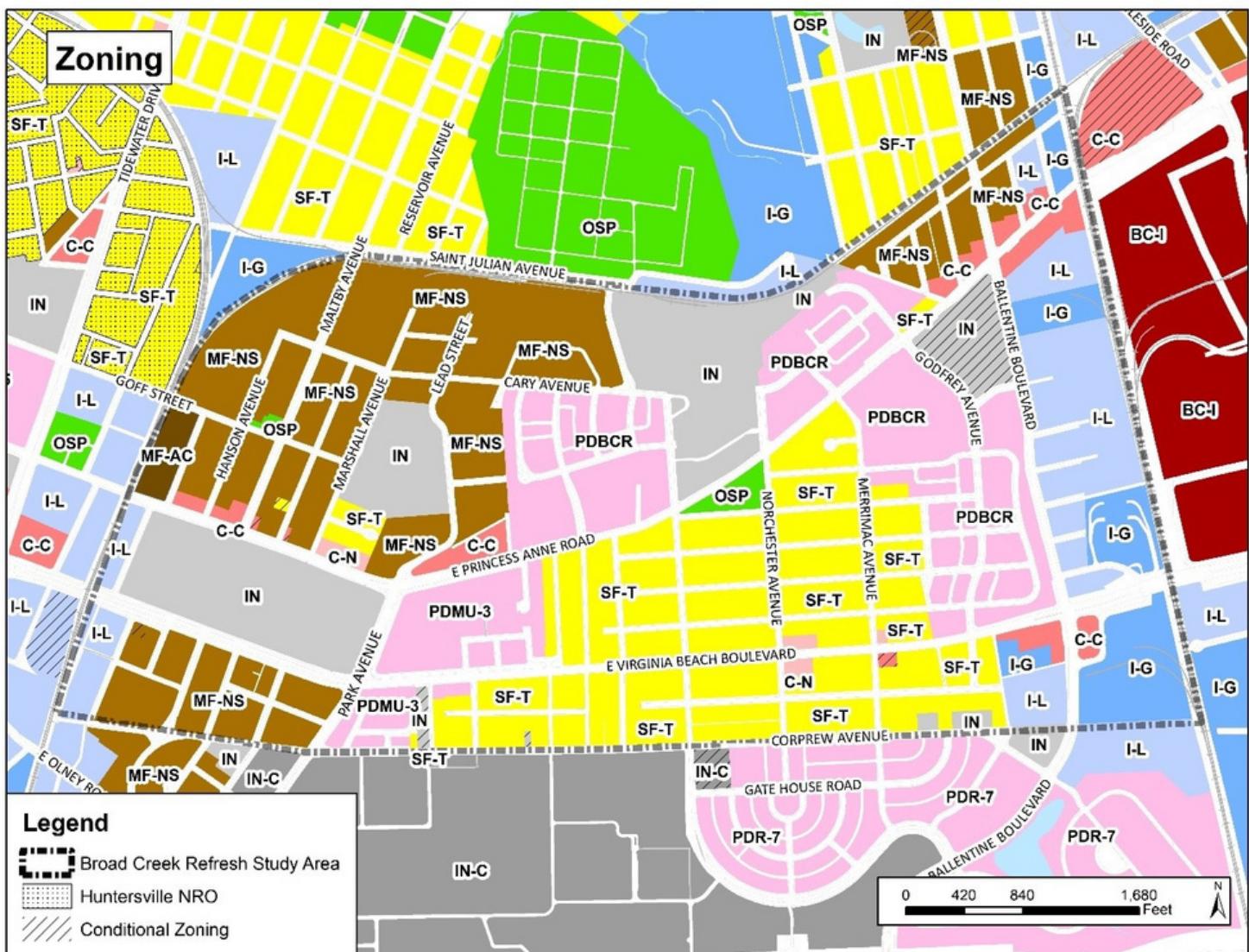


Figure 11: Zoning Map

# Existing Conditions: Land Use & Zoning

The Broad Creek Refresh Study Area contains the following civic leagues (fully or in part):

- Broad Creek
- Bruce's Park
- Ballentine Place
- Brambleton
- Spartan Village

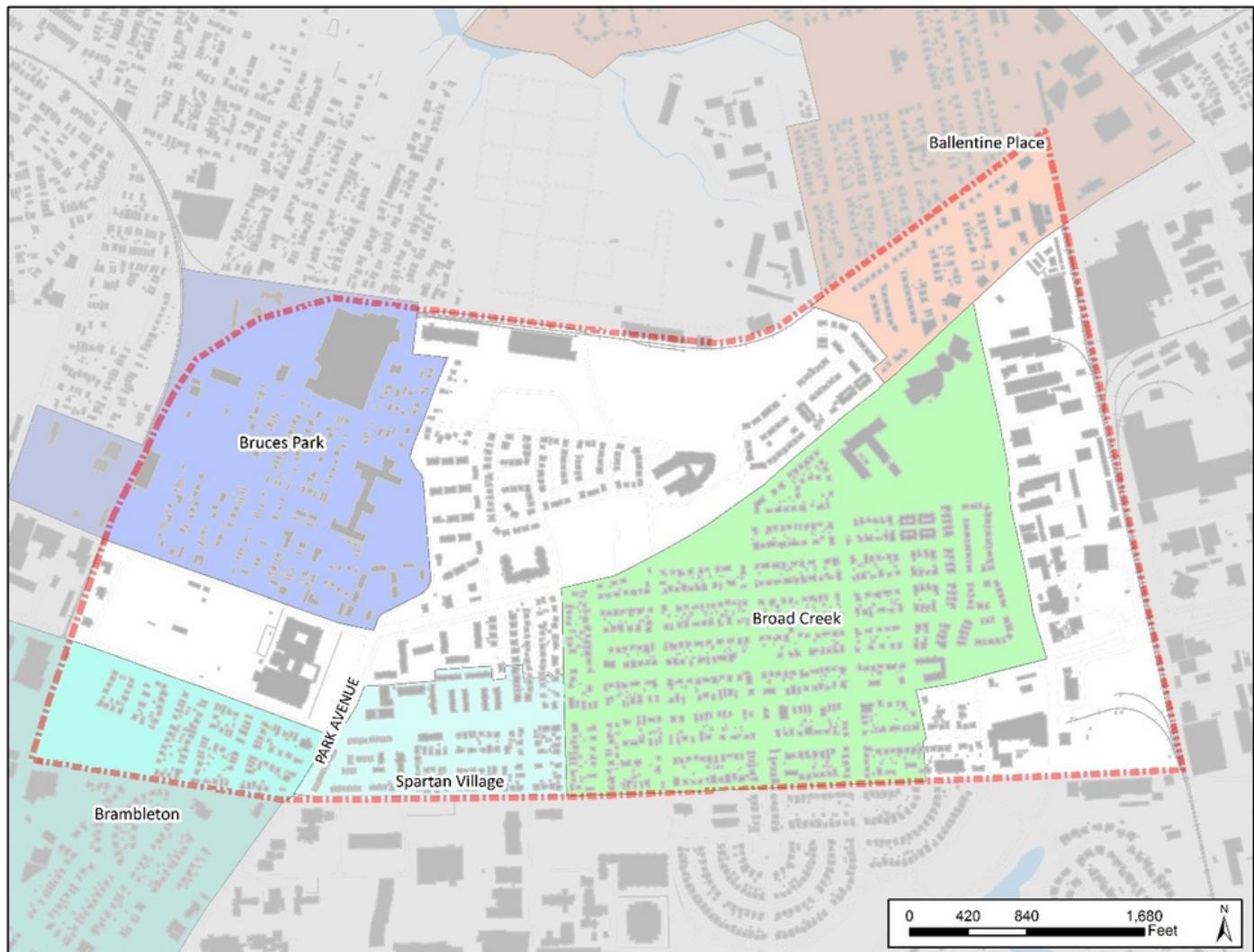


Figure 12: Civic Leagues within the Study Area

# Existing Conditions: Demographic & Residential Market Assessment

## Demographic Overview

Over 6,000 residents call the Broad Creek Refresh Study Area home, with 48% male and 52% female. Citywide, 52% of the population is male, mainly due to the large influence of the military.

	Broad Creek	City
Total population	6,444	244,601
Number male	3,097	127,682
Percent	48.10%	52.20%
Number female	3,347	116,919
Percent	51.90%	47.80%

*Source: American Community Survey, 2015-2019*

There are 352 children under the age of 5 in the study area, or 5.5% of the population, compared to the citywide percentage of 6.6%. While the study area has a lower-than-average concentration of young children, there are 1,452 individuals under the age of 18, or 22.5% compared to the city average of 19.7%. There is also a greater concentration of those aged 65 and up in the study area, with 834 individuals 65 years old and up or 12.9% of the total population compared to 10.9% citywide.

	Broad Creek	City
Number under 5 years	352	16,144
Percent	5.50%	6.60%
Number under 18	1,452	48,186
Percent	22.50%	19.70%
Number 65 years and over	834	26,662
Percent	12.90%	10.90%

*Source: American Community Survey, 2015-2019*

# Existing Conditions: Demographic & Residential Market Assessment

Five percent of the study area residents identify as white, compared with 47% citywide, and 95% identify as nonwhite, compared with 53% citywide. Approximately 3% identify as Hispanic, of any race.

	Broad Creek	City
Number White	321	114,889
Percent	5.00%	47.00%
Number Nonwhite	6,123	129,712
Percent	95.00%	53.00%
Number Hispanic	198	19,666
Percent (of any race)	3.10%	8.00%

*Source: American Community Survey, 2015-2019*

There are 1,539 households in the study area, with an average household income \$48,868, compared with \$72,315 citywide. The poverty rate in the Broad Creek Refresh Study area is 20.7% for individuals, higher than the citywide percent of 18.7%. Educational attainment is lower than the citywide average for residents in the study area with 82.3% with a high school degree or higher and 13.9% with a Bachelor's degree or higher, compared to 88.0% and 18.7% citywide, respectively.

	Broad Creek	City
Households	1,539	38,339
Average household income	\$48,868	\$72,315
Percent persons in poverty	20.70%	18.70%
Percent high school degree or higher	82.30%	88.00%
Percent Bachelor's degree or higher	13.90%	28.80%

*Source: American Community Survey, 2015-2019*

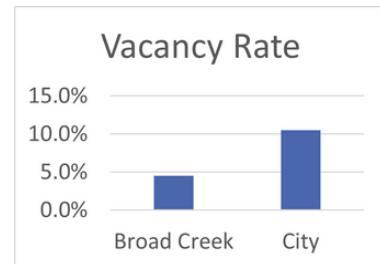
# Existing Conditions: Demographic & Residential Market Assessment

## Housing Overview

There are 2,727 housing in the Broad Creek Study Area, with a 4.5% vacancy rate, significantly lower than the citywide average of 10.5%.

	Broad Creek	City
Total number of housing units	2,727	97,670
Occupied housing units	2,609	88,353
Vacant housing units	118	9,317
Percent vacant	4.50%	10.50%

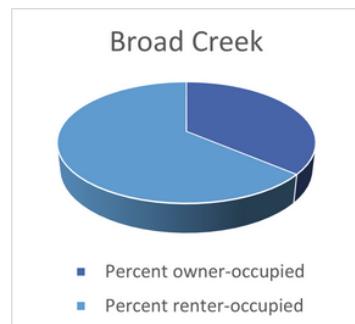
*Source: American Community Survey, 2015-2019*



There are 945 homeowners in the study area, or 36.2% of the total, below the city average of 43.4%. Percent renter occupied is almost 64% in the study area.

	Broad Creek	City
Owner-occupied housing units	945	38,339
Percent owner-occupied	36.20%	43.40%
Renter-occupied housing units	1,664	50,014
Percent renter-occupied	63.80%	56.60%

*Source: American Community Survey, 2015-2019*



# Existing Conditions: Demographic & Residential Market Assessment

Of the total 2,727 housing units in the study area, 45.5% are single family detached, slightly below the citywide average of 49.2%. Below is a breakdown by unit type. Note that the study area is in line with citywide averages for structures with 5 or more housing units, 27.8% of all housing units in the study compared to 28.8% citywide.

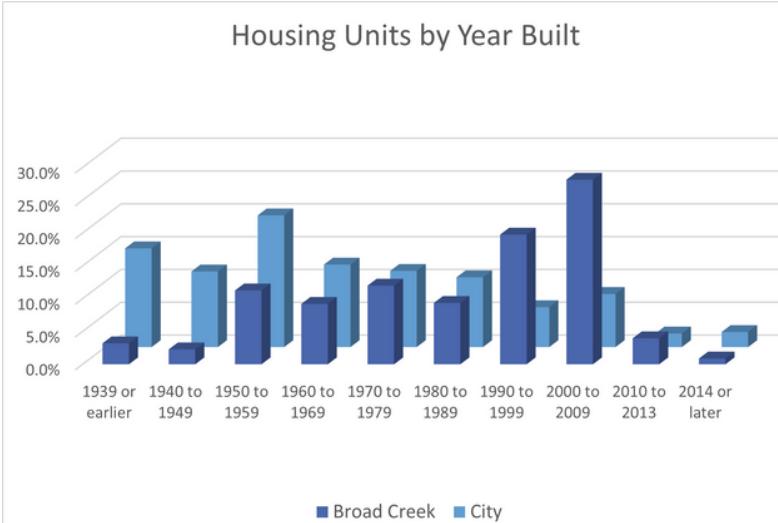
	Broad Creek	City	Broad Creek	City
	Number	Number	Percent	Percent
<b>UNITS IN STRUCTURE</b>				
Total housing units	2,727	97,670	100.00%	100.00%
1-unit, detached	1,242	48,053	45.50%	49.20%
1-unit, attached	413	7,216	15.10%	7.40%
2 units	135	5,933	5.00%	6.10%
3 or 4 units	155	7,541	5.70%	7.70%
5 to 9 units	153	10,859	5.60%	11.10%
10 to 19 units	280	6,418	10.30%	6.60%
20 or more units	324	10,849	11.90%	11.10%
5 or more units	757	28,126	27.80%	28.80%
Mobile home	25	777	0.90%	0.80%
Boat, RV, van, etc.	-	24	0.00%	0.00%

Source: American Community Survey, 2015-2019

Looking at housing data by year built reveals the impact of the Broad Creek Renaissance effort in the 1990s and early 2000s, with an uptick in construction during those decades. On the other hand, very little construction has taken place since 2014 (note that this data is through 2019 so the recently permitted apartment construction is not captured in these numbers).

	Broad Creek	City	Broad Creek	City
	Number	Number	Percent	Percent
<b>YEAR STRUCTURE BUILT</b>				
Total housing units	2,727	97,670	100.00%	100.00%
Built 2014 or later	24	2,240	0.90%	2.30%
Built 2010 to 2013	108	2,020	4.00%	2.10%
Built 2000 to 2009	767	7,907	28.10%	8.10%
Built 1990 to 1999	539	5,937	19.80%	6.10%
Built 1980 to 1989	255	10,387	9.40%	10.60%
Built 1970 to 1979	327	11,342	12.00%	11.60%
Built 1960 to 1969	251	12,280	9.20%	12.60%
Built 1950 to 1959	307	19,608	11.30%	20.10%
Built 1940 to 1949	62	11,252	2.30%	11.50%
Built 1939 or earlier	87	14,697	3.20%	15.00%

Source: American Community Survey, 2015-2019



# Existing Conditions: Demographic & Residential Market Assessment

## Building Permits

The Broad Creek Refresh Study Area has seen limited new construction activity base on building permit data. The largest single project is the new apartment complex at 1148 East Princess Anne Road. This 108-unit apartment complex was permitted in 2020 and is under construction. There have been 14 new single-family homes permitted in the last 5 ½ years, with the largest number in 2017 as shown below.

New Residential Building Permits by Year Issued		
	Single Family Units	Multifamily Units
2016	2	0
2017	6	0
2018	2	0
2019	2	0
2020	2	108
2021*	0	0

*\*Through April 2021*

*Source: Norfolk Building Permit System*

## Past Planning Activities & Recommendations

Formal planning efforts by the City of Norfolk in the Broad Creek area began in the 1980s with two adopted general development plans – A General Development Plan for Haynes Tract/Liberty Park and A General Development Plan for Brambleton: 1987 Update. Both plans were adopted by Norfolk City Council in 1987 as amendments to the City's General Plan. Each plan recommended a detailed zoning study to review the current zoning against existing and proposed land uses to determine if changes would be needed. The Haynes Tract Zoning Study was undertaken in 1989 in cooperation with the residents of the community and reviewed the zoning for the neighborhood now known as Broad Creek, the name that shall be used for the remainder of this plan. The area for this study was generally bounded by East Princess Anne Road to the north, Ballentine Boulevard to the east, Corprew Avenue to the south, and Mapole Avenue to the West.

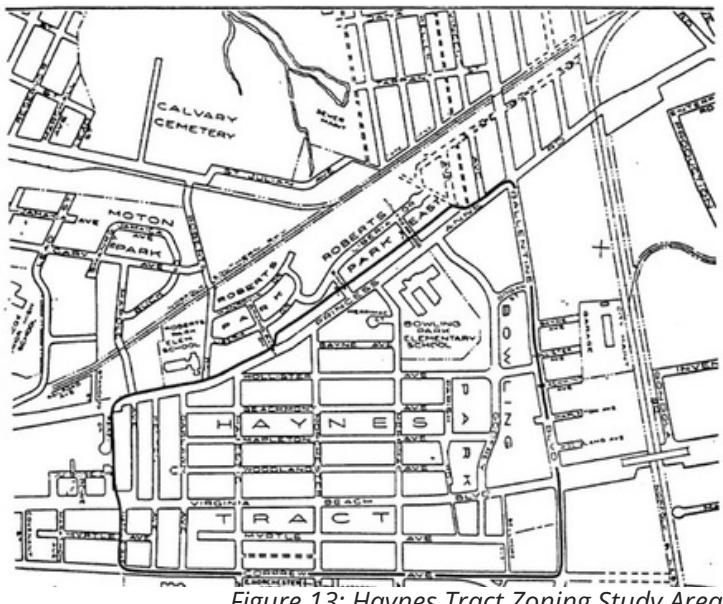


Figure 13: Haynes Tract Zoning Study Area

The study recognized the Broad Creek neighborhood as an established one of primarily brick and frame structures, with 603 existing dwelling units (not including the public housing units of Bowling Park), 85% of which were single-family homes. It also recognized the homes as structurally sound and well-maintained. Therefore, the study focused on addressing any zoning issues that may be present, such as zoning classifications that did not reflect existing land uses or support plan objectives.

A zoning study was undertaken, which found that while the predominant zoning classification in the area was single-family, multi-family and commercial zoning districts were present that were incompatible with existing land uses and plan objectives to maintain the stable residential character of the neighborhood. The study recommended changing commercial zoning districts, which were located on small parcels within the neighborhood, and multi-family zoning districts to single-family residential zoning. These commercial and multi-family zoning districts were incompatible with current land uses on the sites and proposed future land uses within the adopted general development plans, which called for single-family land uses to help achieve overall goals of neighborhood improvement and stability.

# Past Planning Activities & Recommendations

The Haynes Tract area was also subject to "redlining," or the initiative spearheaded by the Home Owners' Loan Corporation between 1935 and 1940 to use data and evaluations organized by local real estate professionals to assign grades to residential neighborhoods that reflected their "mortgage security." These grades were based on the neighborhood's quality of housing, the recent history of sale and rent values, and, notoriously, the racial and ethnic identity and class of residents. While the Haynes Tract was noted for its above average housing and convenient location to many amenities, it received a grade of "D," the lowest, which meant it was considered "hazardous," and was described as follows: "The neighborhood has a poor appearance generally and cannot be classified as other than undesirable."



Figure 14: From *Mapping Inequality: Redlining in New Deal America* (<https://dsl.richmond.edu/panorama/redlining/#loc=14/36.858/-76.294&city=norfolk-va&area=D6>)

# Past Planning Activities & Recommendations

## **Broad Creek Renaissance & Broad Creek Revitalization and Implementation Plan Book**

The 2000's witnessed a major transformation within the Broad Creek area. In 2000, the Norfolk Redevelopment and Housing Authority (NRHA) was awarded a \$35 million HUD (Housing and Urban Development) HOPE VI (Housing Opportunities for People Everywhere) grant to redevelop the former Roberts Village and Bowling Park public housing communities and build the new Broad Creek Renaissance neighborhood. The Broad Creek Renaissance included a variety of housing styles to create a distinct, yet harmonious neighborhood tied together by public spaces and streets. One of the goals of the development was to create a mixed-income and mixed-use community, including market rate rental housing, homeownership, senior apartments, and commercial uses in a new urbanist setting.<sup>1</sup> These new neighborhoods now consist of over 1,000 new homes provided in a mixture of single-family houses, duplexes, and triplexes, with limited commercial on the first floors of certain buildings. The buildings are designed with regional styles in mind in a variety of different sizes, with the goal of effectively tying them to surrounding neighborhoods, building off the sense of community that exists within the established neighborhoods. Neighborhood amenities include underground utilities, high-speed Internet access for all residences, a lake and parks, community library, family fitness and recreation center, and neighborhood walking and biking trails. The development of the Broad Creek Renaissance neighborhood was part of the NRHA's Broad Creek Initiative, which also included an extension of rehabilitation services to the Broad Creek and Chesterfield Heights communities and limited property acquisition in Bruce's Park, leading to an investment of over \$100 million in the Broad Creek community by the end of 2008. Due to the Broad Creek Renaissance, assessed property values for the Broad Creek area tripled from \$200 million in 2003 to over \$700 million in 2008.



Figure 15: Transition from older to newer homes along Hollister Avenue

<sup>1</sup> New Urbanism is a planning and development approach based on the principles of how cities and towns had been built for the last several centuries focusing on human-scaled development: walkable blocks and streets, housing and shopping in close proximity, and accessible public spaces.

# Past Planning Activities & Recommendations

The *Broad Creek Revitalization and Implementation Plan Book* ("2004 Plan") was adopted by City Council in 2004, just a few years after the NRHA received the Hope VI grant and is the active long-range plan specifically for the Broad Creek area. The adopted vision statement contained in the plan is:

*"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."*

The 2004 Plan included all neighborhoods covered by the Refresh Plan, but also encompassed additional neighborhoods such as Central Brambleton, Chesterfield Heights, and Grandy Village. The Chesterfield Heights and Grandy Village areas have major activity currently underway – Ohio Creek Watershed Project and NRHA's Grandy Village Phase VI, and other planning and development activities currently underway with Norfolk State University (NSU), Harbor Park, and the St. Paul's Transformation will influence the Brambleton Area. Due to these factors, these areas are not included in the Refresh Plan.

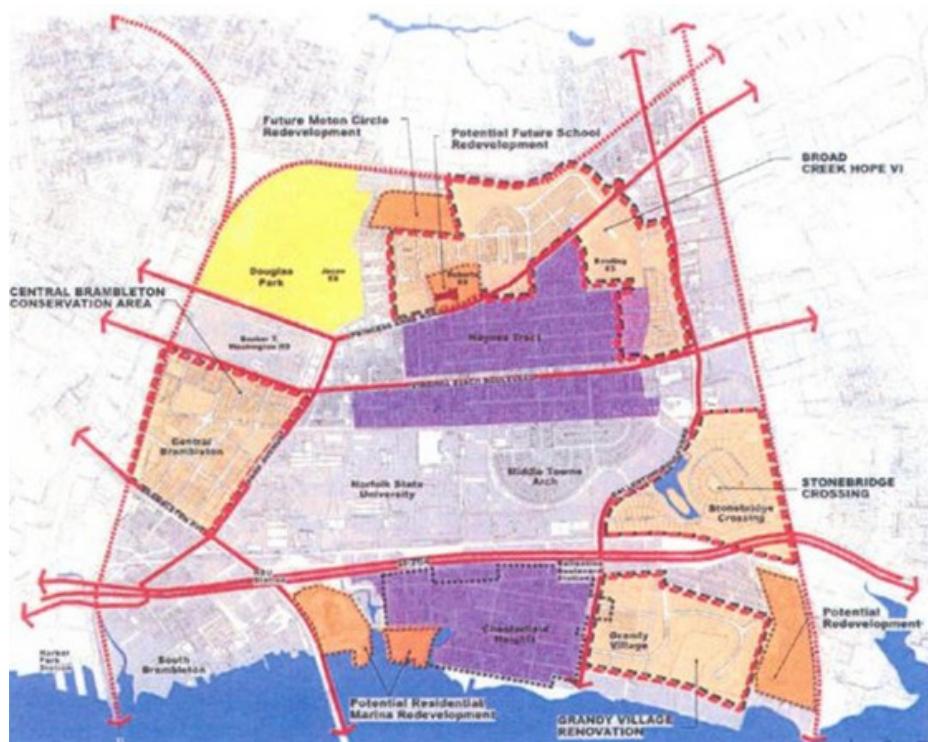


Figure 16: Broad Creek Revitalization and Implementation Plan Book Study Area

# Past Planning Activities & Recommendations

The overarching goal of the 2004 Plan is to focus revitalization efforts on the community's assets – its convenient location relative to Downtown Norfolk and the waterfront, the presence of educational institutions such as NSU, Booker T. Washington High School, and four elementary schools, and traditionally designed neighborhoods within a strong urban context containing a diversity of architectural styles that demonstrate the historic significance of the area. The plan also noted destabilizing influences/challenges, such as:

- Physical condition of residential and commercial structures
- Negative externalities caused by industrial uses
- Inconsistent quality of housing stock
- Low homeownership rates
- Poor quality of existing commercial
- Deteriorating public housing

To address these challenges, the plan recommends the following implementation strategies, centered around distinct areas and themes, as it pertains to the Refresh Plan study area:

## **"The Crescent"**

The Crescent Area consists of the new Broad Creek Renaissance communities along East Princess Anne Road and Ballentine Boulevard and proposes connections to retail, public facilities, a variety of new residential uses, mixed-use development, parks, and a mixed-use center as single, diverse, thriving community. It also aims to implement place-making strategies that transforms the area into a destination defined by high quality materials, design, and architectural elements integrated into the existing neighborhood fabric.

## **Trend-Setting Neighborhoods**

The plan proposes diverse and distinctive homes, a variety of residential choices, walkable and tree-lined streets, neighborhood retail, nearby offices, schools and parks, technology, culture, learning, and public transit, but with little change to existing, historic residential areas. The focus is on redevelopment areas within the Crescent.

# Past Planning Activities & Recommendations

## Bruce's Park

The plan envisions the Bruce's Park neighborhood to be redeveloped as a traditional neighborhood with a mixture of residential types (single-family, townhomes, and condominiums). It also recommends the development of a pattern book of architectural styles, landscaping design, and materials to ensure development is consistent with the vision for Broad Creek's character. Within the Bruce's Park neighborhood, the 2004 Plan calls for aggressive efforts to assemble parcels for new development and the creation of a master redevelopment plan.

## The Market Square

The Market Square is proposed at the intersection of East Virginia Beach Boulevard and Ballentine Boulevard, with neighborhood-oriented retail in the form of a combination of shops and services. Buildings should be close to the street and have significant architectural details. The plan does, however, recognize significant factors that will influence the implementation of this concept, including property ownership issues, as well as those of the market.

## The Civic Square

The Civic Square is proposed at the intersection of East Princess Anne Road and Ballentine Boulevard, at the site of the former Bowling Park Elementary School. It proposes a community center and library to be collocated to create a center of community activity, as well as new civic facilities to host special events and festivals. Currently the Kroc Center is located at this site, while the Jordan Newby library and Richard Bowling Elementary School were ultimately built nearby, across East Princess Anne Road.

## Past Planning Activities & Recommendations

Finally, the 2004 Plan included the following vision elements unrelated to specific land uses:

- Establishment of new arts, academic, and technology district
  - Not defined by a physical place – more a “way of life”
- Partnership and Resource Development
  - Creation of a Broad Creek Academic, Arts, and Technology District in collaboration with NSU, Norfolk Public Schools, and the private sector
- Employment, Job Training
- Technology Master Plan
  - To address home wiring, service providers, and a community network.
- Broad Creek intranet to connect the entire community

In addition, the 2004 Plan calls for the pursuit of zoning changes, in general, to prevent incompatible uses from locating in the area and to prevent incompatible architectural design elements.

# Past Planning Activities & Recommendations

## **plaNorfolk2030**

The City of Norfolk adopted the first comprehensive update to its general plan in 2013, with *plaNorfolk2030* (General Plan). Also referred to as a comprehensive plan in the Code of Virginia, a general plan is a local government's guide to future physical, social, and economic development and serve as the basis for local land use decisions through the provision of a long-range vision of the community in the future. Following the adoption of the 2004 Plan, the future land uses and actions from this plan were carried forward to the General Plan, without revision or update.

Specific actions for the Broad Creek area include:

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

Many of the actions above have been completed or are currently underway. Redevelopment plans for single-family homes at Moton Circle are in the advanced site planning stages, Grandy Village continues to undergo major revitalization through Phase VI (new townhomes and office) and the Grandy Village Learning Center (completed in 2010), and construction of the Jordan-Newby Library (2018) and the Kroc Center (2014) is complete.

# Past Planning Activities & Recommendations

## Vision2100

*Vision2100*, adopted in 2016, builds upon the visions contained in the General Plan. However, with its 20-year timeframe, combined with the fact that the City is 97% developed, the General Plan is limited in its potential for inspiring bold change. Given the growing challenges of sea level rise, aging infrastructure, population growth, and an uncertain regional and global economy, a vision focused on preserving the City as it is today does not provide the broad guidance that will be needed to both weather and meet the challenges of tomorrow. *Vision2100* seeks to fill that gap.

The plan divides the City into four vision areas and provides a set of goals and actions for each. It depicts the Broad Creek area as being within the “Purple Areas,” or “Neighborhoods of the Future.” These are our neighborhoods that are great now and due to their lesser risk of flooding and sea level rise, they should be even more viable going forward. The intent is not for these areas to see a great deal of transformation, just enhancement.

More specifically, these areas:

- Improve connections to the City's key assets
- Prioritize infrastructure investments that enhance neighborhood attractiveness
- Maintain housing affordability while improving economic value
- Redevelop underperforming commercial and multifamily residential properties
- Include many stable, historic neighborhoods



# Community Vision: How Do We Turn Broad Creek into a Community of Choice?

## Public Outreach

Throughout the Refresh Plan process, the Department of City Planning ensured frequent and thorough communication with the community. It was especially important to establish and maintain creative public outreach strategies over the past year, given the unique challenges that the COVID-19 pandemic presented. Due to public health concerns with the pandemic, City staff conducted all public outreach remotely, through a combination of virtual meetings, an online survey, and public comment and feedback via email and phone.

To begin Phase I, the Department of City Planning hosted a virtual neighborhood meeting on April 30, 2020 to discuss the proposal to rezone and change the Future Land Use designations of certain properties within the Study Area. There were approximately 50 attendees at the virtual meeting, including city staff and officials. Following this meeting, the proposal was taken through the standard Planning Commission public hearing process, which included a public hearing by Planning Commission on May 28, 2020, and a public hearing by City Council on June 23, 2020, where the proposal was adopted, formally concluding Phase I.

Phase II included a robust public participatory process that identified additional issues and opportunities to address in the Refresh Plan, including further refinements of Phase I work. The following is a summary of Phase II public participation activities:

### **Broad Creek Refresh Online Survey**

The Department of City Planning created an online survey to collect public input, specifically what respondents felt were the greatest strengths, weaknesses, and opportunities (SWO) within the Broad Creek area. The survey was open from April 29, 2020 until September 17, 2020. For a full summary of the feedback received, please refer to the Appendices.

# Community Vision: How Do We Turn Broad Creek into a Community of Choice?

Home Info Help Profile Sign out 🔍

Broad Creek Refresh Survey Welcome Chris

**Please give us your input.**

The deadline has passed

Introduction Feedback Your Response Outcome

The Department of City Planning is excited to assist with a community-driven "refresh" of the 2004 Broad Creek Plan (Broad Creek Revitalization & Implementation Plan Book). The purpose of this "Refresh" is to work with the community and other stakeholders to identify and address issues and opportunities in the Broad Creek area (see Broad Creek Study Area map below).



## Broad Creek Refresh Focus Group (Meetings: July 22, 2020; December 14, 2020)

The purpose of the Focus Group was to assemble a small group, led by Councilwoman Johnson, of City staff and civic league and community leaders to help identify the greatest strengths, weaknesses, and opportunities within the Study Area (much like the online survey), determine the primary issues to address through the Refresh Plan, and discuss the preferred land uses at each of the Opportunity Sites, or large sites within the Study Area that are either, City-owned, NRHA-owned, or under consideration for acquisition by the City. The feedback on the Opportunity Sites can be found in the "Reuse of the Opportunity Sites" section of this document. For a full summary of the feedback received, please refer to the Appendices.

# Community Vision: How Do We Turn Broad Creek into a Community of Choice?

## **Second Community Meeting (November 18, 2020)**

On November 18, 2020, City staff was joined by 11 residents and stakeholders for a virtual community meeting as part of the Broad Creek Refresh planning effort. City Planning staff gave a presentation about the Broad Creek Refresh planning process, including the different components of Phases I and II, as well as the results from the online survey. During the meeting, the attendees were invited to discuss the future reuse of the six "Opportunity Sites" within the Study Area and vote on which future land uses they would like to see on each site. A summary of the live polling results for the future reuse of the Opportunity Sites can be found in the "Reuse of the Opportunity Sites" section of this document. For a full summary of the feedback received, please refer to the Appendices.

## **Stakeholder Interviews**

City staff conducted a series of virtual and phone interviews with key stakeholders within the business community, as well as residents, in February, March, and April of 2020. The goal of the interviews was to obtain a better understanding of the needs of the business community in Broad Creek as well as individual residents, while also conducting the same SWO analysis used in the online survey, Focus Group meetings, and virtual community meetings. City staff reached out to a combination of 25 different businesses and residents, ultimately conducting seven interviews. For a full summary of the feedback received, please refer to the Appendices.

## **Third Community Meeting (May 20, 2021)**

On May 20, 2021, a total of 32 individuals, including City staff, attended the third and final virtual Community Meeting. City staff gave a presentation about the Broad Creek Refresh effort, focusing on the recommendations to be included in the draft Refresh plan document. Recommendations included the future land uses for each of the Opportunity Sites, as well as general recommendations for the entire Study Area. Those in attendance expressed support for the recommendations as presented and asked questions about the details of Missing Middle Housing.

# Community Vision: How Do We Turn Broad Creek into a Community of Choice?

## Identification of Issues, Challenges, and Guiding Principles

Following the public outreach efforts of Phase II, the primary issues and challenges facing the residents and businesses of the Study Area began to come into focus. The following is a compilation of the most common themes City staff heard through the SWO analysis, across all outreach methods:

- Strengths
  - New residential and non-residential developments
    - Including the Broad Creek Renaissance housing, Kroc Center, Richard Bowling Elementary School, Jordan-Newby Library, and Broad Creek Legacy Park
  - Location and Proximity
    - Close to Downtown Norfolk, NSU, the Tide light rail, Interstate 264, and other points of interest in Norfolk
  - Traditional neighborhood design and historic character
  - Variety of housing types
  - Strong sense of community and family atmosphere
- Weaknesses
  - Incompatible land uses (i.e., industrial next to residential)
    - Includes commercial interspersed throughout the residential areas
  - Road and traffic safety
    - Slower speeds, more crosswalks, more stop signs
  - Inconsistent quality of housing stock
    - Poor physical condition of residential structures
  - Low homeownership rates
  - Lack of “aging in place” opportunities
  - Lack of active outdoor recreation
  - Limited transportation options, especially for seniors who do not have personal vehicles
  - Lack of a grocery store in central Broad Creek and retail services, such as a laundromat
  - Lack of medical offices, other office spaces, restaurants, and high quality, small-scale commercial

# Community Vision: How Do We Turn Broad Creek into a Community of Choice?

## Identification of Issues, Challenges, and Guiding Principles

- Opportunities
  - Consolidating scattered commercial areas into more focused nodes of activity
  - More restaurants, office space, etc. in a walkable community
  - Programs to jumpstart lagging residential areas, such as Bruce's Park
  - Aging in place opportunities – includes one-story homes that are ADA accessible
  - Homeownership assistance
  - Pursuit of a true mixed-income community across all demographics and ages with a variety of housing types
  - In general, homes on smaller lots are desirable
    - Many of the new houses are too big for smaller lots, such as in Bruce's Park – desire to explore using the Olde Huntersville Plan Book, or something similar
  - Technology improvements
  - New and creative outdoor recreational opportunities (children's park, dog park, skate park, fitness park, etc.)
  - Establish a neighborhood identity/brand – signs, banners, public art, etc.
  - Creation of a business association

The following are principal themes and concepts that the Refresh Plan seeks to address, or guiding principles, identified by City staff after collecting public input and analyzing existing issues within the Study Area:

### Incompatible Land Uses

The concept of incompatible land uses came up often during the public outreach process and was something City staff identified early in the process. The most glaring instance of this is at the Globe Iron and Hanson Avenue sites, which were rezoned to residential to match the rest of the Bruce's Park neighborhood as part of Phase I. Other instances of this incompatibility can be seen along East Virginia Beach Boulevard, where commercial properties are interspersed within the Broad Creek neighborhood without being integrated as mixed use or in a form that is walkable or complimentary to the surrounding neighborhoods.

# Community Vision: How Do We Turn Broad Creek into a Community of Choice?

## Jumpstarting Residential Communities

A major theme that emerged during the public outreach portion of Phase II was the need to rethink future development within the residential neighborhoods. Residents of Broad Creek, a historic and well-established neighborhood, indicated support for new single-family housing that is in keeping with the existing character and enhancing form standards, such as requiring larger front porches. They also indicated support for the expansion of the housing seen in the Broad Creek Renaissance areas. In Bruce's Park, where there is no clear or defined residential character, significant challenges exist, including the incompatible industrial properties and lack of investment in new and existing structures.

Key themes that were mentioned throughout the public outreach process, regardless of where one lived, were to ensure affordable housing and a variety of housing types, as well as supporting homeownership opportunities so that Broad Creek can be a true neighborhood of choice. In addition, it is crucial that future residential development ensures ample "aging in place" opportunities so that residents can live within the community throughout their life and have housing options that fit their needs, no matter their age (i.e., single-story homes and ADA accessible homes). According to Census data (included in the Demographic and Residential Market Assessment section), there is a greater concentration of those aged 65 and up in the Study Area, with 834 individuals 65 years old and up or 12.9% of the total population compared to 10.9% citywide. There is a strong sense of community here and many current residents wish to live here perpetually, instead of having to move to another community as they age due to a lack of suitable housing within their community. Finally, promoting a mixed income community so that people from all demographic backgrounds can live together and enjoy Broad Creek equally is key to establishing neighborhoods of choice. The Study Area has an average household income of \$48,868, compared with \$72,315 citywide, and the poverty rate in the Study Area is 20.7% for individuals, higher than the citywide percent of 18.7%. According to 2019 City Data, gathered by the civic leagues of Bruce's Park, Ballentine Place, and Lindenwood/Cottage Heights/Barraud Park, the median income in Bruce's Park is \$32,291, well below both the averages in Broad Creek and citywide.

# Community Vision: How Do We Turn Broad Creek into a Community of Choice?

Homeownership assistance, as a general concept, emerged as an important community need. According to Census data (included in the Demographic and Residential Market Assessment section), there are 945 homeowners in the study area, or 36.2% of the total, below the city average of 43.4%. Percent renter occupied is almost 64% in the study area. According to Zillow data gathered by the civic leagues of Bruce's Park, Ballentine Place, and Lindenwood/Cottage Heights/Barraud Park, renters occupy approximately 85% of the units in Bruce's Park, while 15% are occupied by homeowners. This concept was also brought up multiple times by the community during the public outreach efforts.

## **Location of Commercial Nodes**

Commercial land uses in general came up frequently through conversations with the community, whether it was what kinds of uses are appropriate in Broad Creek or where they should be located. It became clear that the community would like commercial uses to be concentrated in nodes around the Study Area, namely at major intersections. In addition, the community identified commercial uses they felt were appropriate and those that were not appropriate.

## **Mobility, Streets, Speeding, and Traffic Safety**

Through the public outreach process, road and traffic safety within the Broad Creek area was identified as a key driver of the Refresh Plan. Many residents have indicated a desire for slower speeds, more crosswalks, and more stop signs throughout the community. Also, residents feel they have limited transportation options, especially for seniors who do not have personal vehicles, and the lack of important goods and services requires many to travel outside of the Broad Creek area to access them, presenting another issue for those without access to a personal vehicle.

# Community Vision: How Do We Turn Broad Creek into a Community of Choice?

## Establish/Improve Neighborhood Identity

For an area that has seen much success and investment since the Broad Creek Renaissance, most residents feel that it lacks a defined identity, "vibe," and new energy that attracts people from across the city. This includes the creation and support of job opportunities within the study area. This is especially puzzling, given the area's ideal location and proximity to major points and institutions of Norfolk. During the public outreach process, comments gave rise to the following themes, all of which can be molded together to pursue a true neighborhood identity:

- New and creative outdoor recreational opportunities
- Establish a neighborhood identity/brand – signs, banners, public art, etc.
- Creation of a business association
- Technology improvements
- Better partnership with NSU - public outreach for residents, seniors, etc. – activities, lectures, etc. (not just for college students)
- Encourage light industrial uses that transition into neighborhoods – build off proximity to the Norfolk Industrial Park
- Create destinations for events and community spaces
- Extend the Elizabeth River Trail (ERT) from Brambleton Avenue up Park Avenue into the Broad Creek community



Figure 17: Example of City Banners (Ocean View, Norfolk)



Figure 18: Example of City Banners (Downtown, Norfolk)

# Community Vision: How Do We Turn Broad Creek into a Community of Choice?

## Public Feedback for Reuse of the Opportunity Sites

One of the most important components of the Broad Creek Refresh planning process is the reuse of the six designated Opportunity Sites, which are large, City or NRHA-owned properties (or soon to be owned) that are either vacant, soon to be vacant, or underutilized. These sites presented a unique opportunity on which this plan could focus – future land use planning for properties the City has control over and, therefore, can spearhead development efforts in tune with the needs of the community. The following is a summary of key takeaways from the public input opportunities pertaining to the reuse of these sites. For a complete summary of all the public feedback received for each site, please refer to the Appendices:

## Opportunity Sites

Six Opportunity Sites were identified within the Study Area, forming a unique supply of large parcels that are owned by the City of Norfolk (or soon to be owned) or NRHA and either vacant, underutilized, or planned to be vacated.

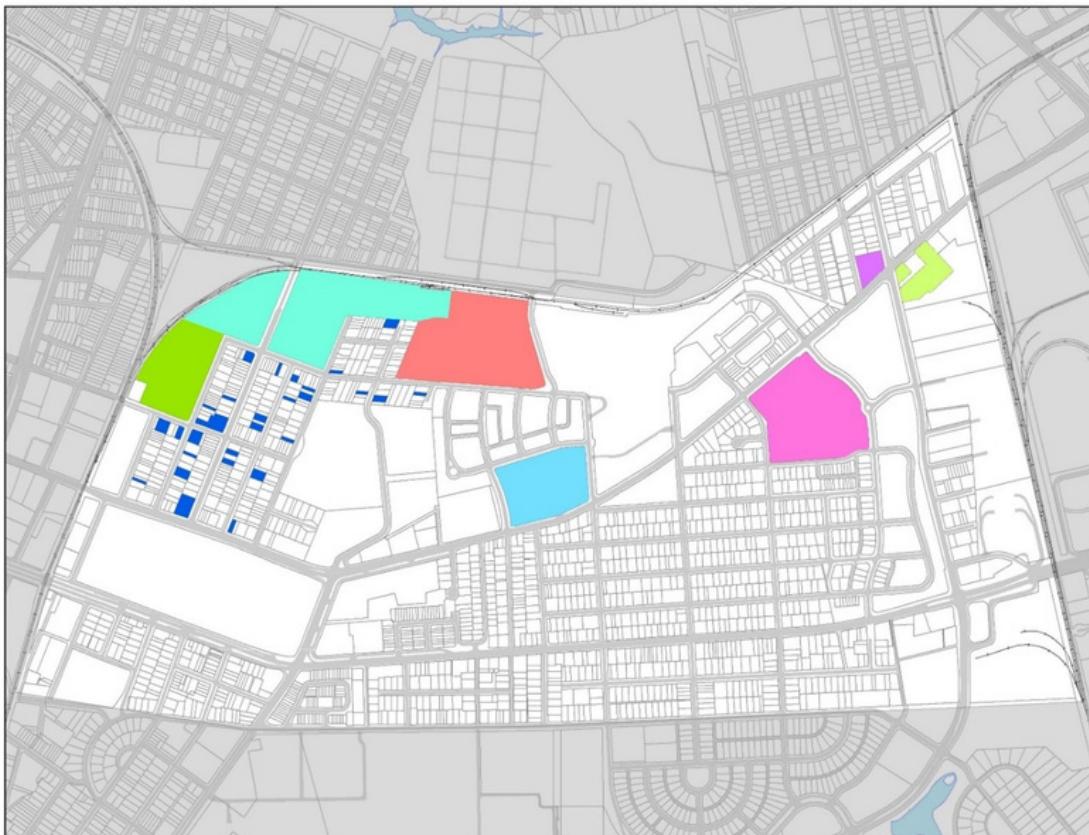


Figure 19: Opportunity Sites Map

# Community Vision: How Do We Turn Broad Creek into a Community of Choice?

## Opportunity Site 1: Hanson Avenue/Cary Avenue

- Future Land Use and Zoning designations
  - Future Land Use Map designation: Residential Mixed
  - Zoning: MF-NS (Multi-Family Neighborhood-Scale)
  - Flood zone: X (Low to Moderate)
- Former industrial sites
- Within Bruce's Park neighborhood (residential mix)
- Former Globe Iron site (Cary Avenue) – vacant since 2012
- Hanson site (Goff Street/Hanson Avenue) – previously used by waste management companies; City currently uses as a storage site

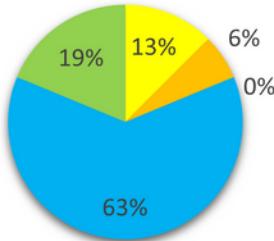


# Community Vision: How Do We Turn Broad Creek into a Community of Choice?

## Opportunity Site 1: Hanson Avenue/Cary Avenue

Community input for Opportunity Site #1 revolved around the potential for more housing, similar to that of the Broad Creek Renaissance areas, as well as the potential for Missing Middle Housing in general. Equally important to the community is the desire for a neighborhood/community park with outdoor, active recreational amenities. Specific ideas included a skate park, playground, game tables, and even a Double Dutch competition. Key takeaways from the November 2020 Community Meeting polling are below:

**Which type of residential development would be most appropriate at the Hanson Ave./Cary Ave. site(s)?**



■ Single-family ■ Duplex ■ Multi-family ■ Mixture of residential types ■ Open space or recreation

- From the polling results, it was clear the community strongly prefers a mixture of residential housing types (63% of the total votes) at the Hanson Avenue/Cary Avenue sites, akin to the housing seen within the Broad Creek Renaissance areas.
- The future land use option that received the next highest vote total was “open space or recreation.”
- Overall, the results show the community is not interested in high density residential development at these sites, unless it resembles the Broad Creek Renaissance, is kept at that scale, and utilizes a mixture of housing types and densities.
- Retaining industrial use—or a similar employment-focused opportunity—was rejected primarily because site access along residential streets through a neighborhood, especially if by trucks and other heavy vehicles, is incompatible with community-building efforts.

# Community Vision: How Do We Turn Broad Creek into a Community of Choice?

## Opportunity Site 2: Moton Circle

- Future Land Use and Zoning designations
  - Future Land Use Map designation: Residential Mixed
  - Zoning: MF-NS
  - Flood zone: X (Low to Moderate)
- Owned by NRHA
- Next to Bruce's Park neighborhood and Broad Creek Renaissance housing



Opportunity Site #2 was not included in most of the public input sessions, such as the November 2020 Community Meeting, primarily due to currently approved site plans for single-family homes. However, this site is still included as part of the recommendations of the Refresh Plan, as it is undeveloped and there is no commitment to a specific development. Future development on this site should be complementary of Opportunity Site #1.

# Community Vision: How Do We Turn Broad Creek into a Community of Choice?

## Opportunity Site 3: Former Dreamkeepers Academy

- Future Land Use and Zoning designations
  - Future Land Use Map designation: Residential Mixed
  - Zoning: PDBCR (Planned Development – Broad Creek Renaissance)
  - Flood zone: X (Low to Moderate)
- Currently vacant
- Next to Franklin Arms Midrise, Broad Creek Renaissance housing, Richard Bowling Elementary School
- Portion used for Open Norfolk Neighborhood Spot (pop-up park) during summer of 2020

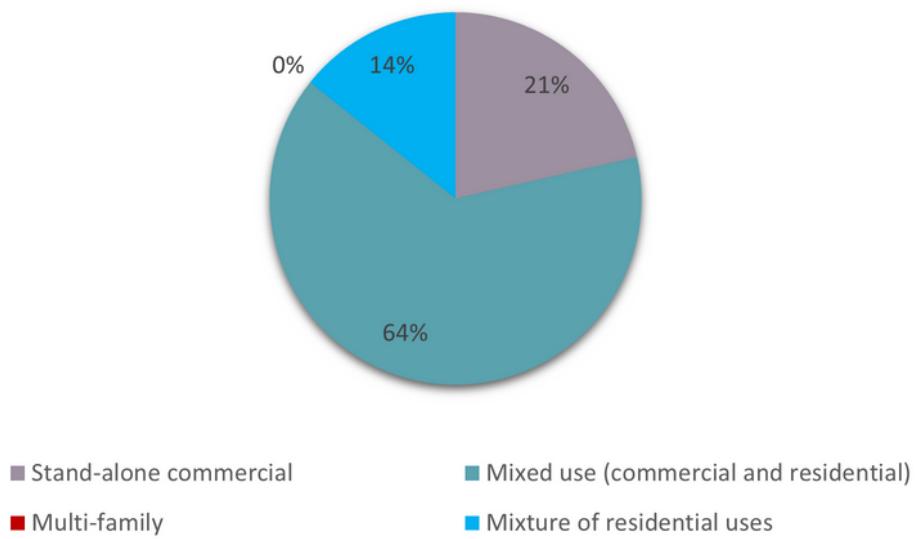


# Community Vision: How Do We Turn Broad Creek into a Community of Choice?

## Opportunity Site 3: Former Dreamkeepers Academy

Community input for Opportunity Site #3 revealed a strong desire for mixed use development. Other future land uses that were mentioned included Missing Middle Housing, recreational amenities, open spaces, and specifically office and retail development. Key takeaways from the November 2020 Community Meeting polling are below:

**Which type of development would be most appropriate at the former Dreamkeepers site?**



- From the polling results, it is clear the community strongly prefers mixed use (commercial and residential) development (64% of the total votes) at the site of the former Dreamkeepers Academy.
- The future land use option that received the next highest vote total was "stand-alone commercial."
- The results show the community is interested in exploring the potential for higher density development here, as it is a large site and sits along East Princess Anne Road, a major street within the Broad Creek area.

# Community Vision: How Do We Turn Broad Creek into a Community of Choice?

## Opportunity Site 4: SECEP School

- Future Land Use and Zoning designations
  - Future Land Use Map designation: Residential Mixed
  - Zoning: PDBCR (Planned Development – Broad Creek Renaissance)
  - Flood zone: X (Low to Moderate)
- SECEP (Southeastern Cooperative Educational Programs) is a public body, established by the Code of Virginia, that provides a formal structure through which the participating school systems of Hampton Roads can plan and operate programs for children with special needs.
- SECEP building currently on site
- Next to Kroc Center, Broad Creek neighborhood, Broad Creek Renaissance housing
- Series of trees along the East Princess Anne Road frontage

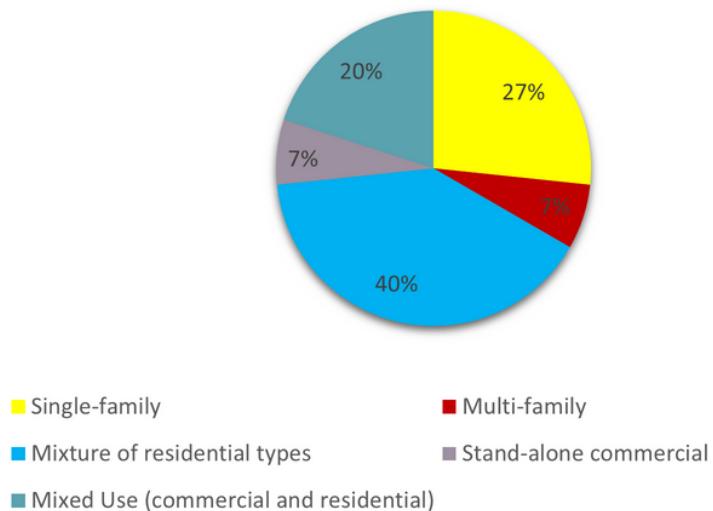


# Community Vision: How Do We Turn Broad Creek into a Community of Choice?

## Opportunity Site 4: SECEP School

Community input for Opportunity Site #4 revealed a strong desire for a variety of future land uses. Unlike the other Opportunity Sites, there was no clear land use that emerged from the public input opportunities. Feedback for the future reuse of this site included more Missing Middle/Broad Creek Renaissance housing, senior housing, mixed use, and single-family homes. Key takeaways from the November 2020 Community Meeting polling are below:

### Which type of development would be most appropriate at the SECEP school site?



- From the polling results, it seems the community is relatively split between a mixture of residential housing types (40% of the total votes), akin to the housing seen within the Broad Creek Renaissance areas, and single-family homes (27% of the total votes) at the SECEP school site, with mixed use development coming in a close third place (20% of the total votes).
- The results show the community is generally interested in the same sort of development here as in the Hanson Avenue/Cary Avenue sites; however, there may be an appetite for mixed use and commercial development, as it is a large site and sits along East Princess Anne Road, a major street within the Broad Creek area and access to non-residential uses would not have to filter through residential streets.
- During the third community meeting, current residents of Broad Creek clarified that their expectations were that this site would be an extension of their community. Any decisions regarding this site would need further community input.

# Community Vision: How Do We Turn Broad Creek into a Community of Choice?

## Opportunity Site 5: East Princess Anne Road/Ballentine Boulevard

- Future Land Use and Zoning designations
  - Future Land Use Map designation (Spartan Market site): Commercial
  - Future Land Use Map designation (Feather N Fin site): Institutional
  - Zoning: C-C (Community – Commercial) and I-L (Light – Industrial) for a portion of the Feather N Fin site
  - Flood zone: X (Low to Moderate)
- Spartan Market site
- Next to single-family homes, as well as other residential and commercial properties
- Recently purchased by the City
- Feather N' Fin site
- Next to commercial and industrial properties

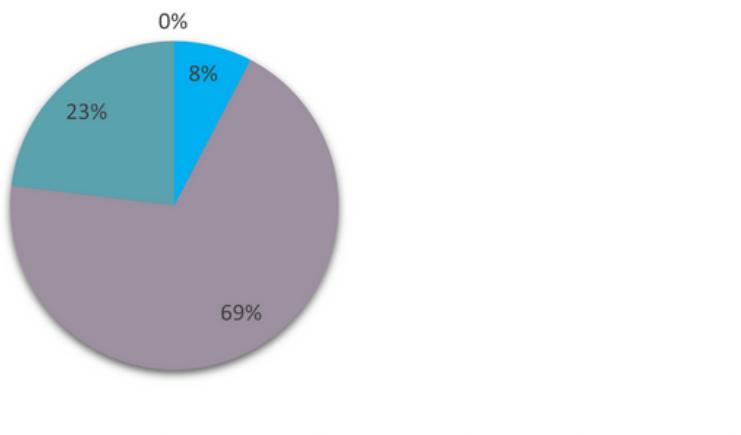


# Community Vision: How Do We Turn Broad Creek into a Community of Choice?

## Opportunity Site 5: East Princess Anne Road/Ballentine Boulevard

Community input for Opportunity Site #5 revealed a desire for commercial (including office) and mixed uses. Specific ideas included flexible office spaces, a business office complex, residential as part of a mixed-use development, opportunities for a smaller grocer with fresh meat and produce, and specialized medical care for children and the elderly. Key takeaways from the November 2020 Community Meeting polling are below:

**Which type of development would be most appropriate  
at the E. Princess Anne Road/Ballentine Boulevard  
sites?**



- From the polling results, it is clear the community strongly prefers stand-alone commercial development (69% of the total votes) at these sites.
- The future land use option that received the next highest vote total was “mixed use (commercial and residential).”
- The results show the community is interested in higher density development here, especially commercial development, as it is a primary gateway into the Broad Creek area.

# Community Vision: How Do We Turn Broad Creek into a Community of Choice?

## Opportunity Site 6: Bruce's Park

- Future Land Use and Zoning designations
  - Future Land Use Map designation: mostly Single Family Traditional, with some Commercial along East Princess Anne Road
  - Zoning: MF-NS, SF-T (Single-Family Traditional), IN (Institutional), C-C, and OSP (Open Space Preservation)
  - Flood zone: X (Low to Moderate)
- Mostly single-family
  - Some duplexes, multi-family
- Many "narrow" lots (lots less than 40-50 feet in width)
- Next to:
  - Hanson Avenue/Cary Avenue sites
  - Apartments on Courtney Avenue (under construction)
  - Jacox Elementary School
  - Small-scale commercial
  - Broad Creek Renaissance housing

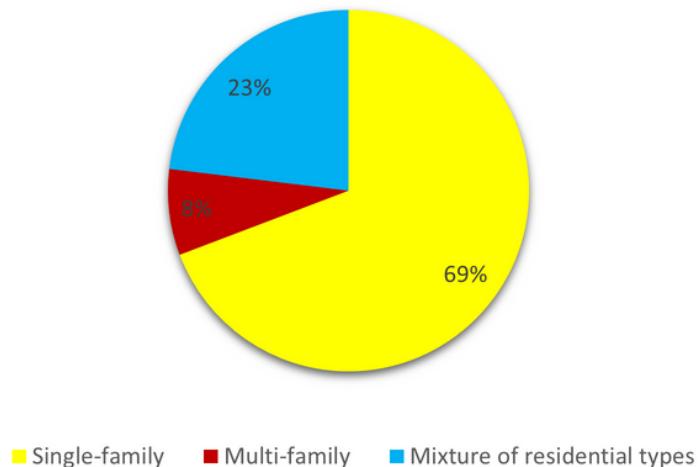


# Community Vision: How Do We Turn Broad Creek into a Community of Choice?

## Opportunity Site 6: Bruce's Park

Community input for Opportunity Site #6 revealed a strong desire for inclusive housing opportunities, with a mixture of building form, including traditional and contemporary designs, as well as homeownership assistance. The concept of allowing single-family development on narrow, or nonstandard lots came up as well, although with no clear consensus. Key takeaways from the November 2020 Community Meeting polling are below:

### Which type of development would be most appropriate in Bruce's Park?



- From the polling results, it is clear the community strongly prefers single-family development (69% of the total votes) within the Bruce's Park neighborhood.
- The future land use option that received the next highest vote total was "mixture of residential types," signaling a possible level of comfort with duplexes or multi-family, but only if they are designed and constructed akin to what is seen in the Broad Creek Renaissance areas.
- Overall, the results show the community is interested almost exclusively in single-family housing within Bruce's Park. There is also an interest in pursuing and encouraging more homeownership opportunities for current and future residents.
- Respondents also indicated they want single-family lots to have a decent yard and open space provisions.
- There was also a significant desire to ensure open spaces, parks, and other recreational activities within Bruce's Park.

# Implementation Framework & Recommendations

## How Do We Get There?

Considering all the public feedback received throughout the Broad Creek Refresh planning process and synthesizing it with an analysis of the Study Area by City Planning staff, the following general approaches, and recommendations for the reuse of the Opportunity Sites are proposed. Finally, an Implementation Matrix is included at the end which contains actions to help address each of the guiding principles:

## Suggested Approaches for Each Guiding Principle

### Incompatible Land Uses

Future actions may be needed to rezone other incompatible districts throughout the Study Area. In addition, there are specific land uses, such as convenience and dollar stores, that some members of the community feel are inappropriate in Broad Creek. In addition, the 2004 Plan calls for the creation of a "Special Zoning Designation" to prevent incompatible uses from locating in the area.

The following actions are proposed to address this Guiding Principle:

- Evaluate current Future Land Use Map designations and zoning districts in the Study Area to determine if changes to the Future Land Use Map or Zoning Map are needed.
- Create and implement the BCRO zoning district to better regulate land uses in the study area by either requiring a Conditional Use Permit or prohibiting certain land uses.
- Consider the establishment of a TIF district for this area to support infrastructure improvements.

Another potential method of approaching land use incompatibility may be a new or expanded version of an existing program(s). For example, in 2003, a Tax Increment Financing (TIF) program was created to provide funds to pay the debt service associated with financing the infrastructure improvements related to the HOPE VI project in the Broad Creek Renaissance District. A similar or expanded program may be explored to determine the feasibility of public-private partnerships to help pay for large-scale development or eliminate undesirable land uses.

# Implementation Framework & Recommendations

## Jumpstarting Residential Communities

Tackling the residential issues raised by the community (housing choice, enhanced building form, installing broadband, homeownership assistance, aesthetic improvements, rental rehabilitation, etc.) can come in many different forms. One way to ensure new single-family residential development is in character with the existing homes is to create an overlay zoning district to enhance form standards for single-family and multi-family development. Another method is to create a residential pattern book to ensure certain types of building form, scale, etc. are adhered to for a specific neighborhood(s).

One concept that helps to address all concerns raised is “Missing Middle Housing.” Missing Middle Housing is a term coined by Opticos Design founder Daniel Parolek that highlights a way to provide more housing and more housing choices in sustainable, walkable places. The building types, which include duplexes, fourplexes, multiplexes, cottage courts, and courtyard buildings, sit in the “middle” of the housing type spectrum – above a single-family detached home and below mid-rise to high-rise apartment buildings. These buildings provide a diversity of housing options and are designed with appropriate neighborhood form and scale in mind. This type of housing was common during the first half of the 20th century and can be seen in many historic, walkable, and vibrant neighborhoods in Norfolk and across the nation. In summary, Missing Middle Housing allows for increased housing access and affordability with building forms and scales that blend seamlessly into existing single-family and mixed residential neighborhoods and which provide affordability by design—subsidies are not required to establish or maintain affordability. The City has just recently adopted a pattern book for Missing Middle Housing to be used citywide, which can be used to implement these concepts in Broad Creek.



Figure 20: Missing Middle Housing; source: <https://missingmiddlehousing.com/about>

# Implementation Framework & Recommendations

Potential solutions to help address the concern over the need for more homeownership assistance include NRHA's HomeNet program and the Urban League of Hampton Roads (Urban League). NRHA administers a full-service homeownership center called HomeNet, which partners with local lending institutions, developers, attorneys, realtors, and federal, state, and local housing agencies to assist prospective first-time home buyers in Norfolk. The Urban League, a US Department of Housing and Urban Development (HUD) Approved Counseling Agency, offers comprehensive one-on-one counseling and workshops to support homeownership and homebuying knowledge by connecting clients with lenders, real estate agents, and inspectors to become first-time homeowners. The Urban League also seeks to provide information and access to affordable housing across Hampton Roads. These potential avenues for homeownership assistance may help to address the lack of homeownership rates within the Broad Creek area. In addition, the City of Norfolk's recently adopted Fiscal Year 2022 budget created the new Department of Housing and Community Development to focus on developing strong, healthy, and vibrant neighborhoods, creating and preserving affordable housing, and promoting stable homeownership.

With regards to rental properties and rehabilitation, the City of Norfolk administers Rent Ready Norfolk, which is a voluntary and comprehensive program that is designed to increase the number of viable rental properties in the City of Norfolk by partnering with landlords, property managers, and renters. This program includes the following:

- A series of courses to inform and educate landlords, property managers, and renters about laws and trends surrounding renting.
- A quality assessment is an examination of a unit's interior, exterior, and common area.
- A database designed to notify residential rental property owners, or local designated agent(s), immediately of life and safety emergencies occurring at or near their property.
- A financial assistance program that assists owner(s) of residential rental properties to rehabilitate their investment to increase the supply of quality residential rental properties.

# Implementation Framework & Recommendations

The following actions are proposed to address this Guiding Principle:

- Use the newly created BCRO district to require enhanced form standards for single-family development and to incentivize Missing Middle Housing by reducing and/or waiving certain development and intensity standards, such as parking.
- Create a residential pattern book for Broad Creek and Bruce's Park to incentivize development of appropriately designed and scaled single-family homes and Missing Middle Housing through the newly created BCRO district.
- Work with NRHA, the Urban League, and City's department of Housing and Community Development to connect prospective Broad Creek residents with homeownership assistance programs.
- Conduct targeted outreach to landlords, property managers, and renters within the Study Area to connect them with the Rent Ready Program, focusing on older structures.
- Work with the Bruce's Park neighborhood to develop appropriate Zoning Ordinance amendments and Future Land Use implementation actions.
- Support the installation of new broadband infrastructure within the study area, building off existing infrastructure.
- Explore the creation and/or utilization of façade improvement programs and grants for residential and commercial uses.
- Support undergrounding of utilities within the Study Area wherever possible.

# Implementation Framework & Recommendations

## Location of Commercial Nodes

Along with this concern raised by the community, the 2004 Plan touched on this concept, recommending a retail/office center at the intersection of East Virginia Beach Boulevard and Ballentine Boulevard (Market Square). However, current conditions suggest that the intersection of East Princess Anne Road and Ballentine Boulevard may not become a "civic node" (Civic Square), as the new school and library were ultimately built across East Princess Anne Road closer to the heart of Broad Creek, which may be better positioned for some sort of civic node or cluster of activity. As mentioned earlier, the implementation of an overlay zoning district has proven to be an effective method of recognizing the unique character of a specific area of the city by applying standards above and beyond the base zoning district and regulating allowable land uses. Another way of addressing this concept is by using the Opportunity Sites to provide development the community lacks and desires and in a form that is appropriate for a traditional and walkable community. Common commercial uses that emerged throughout the planning process included a grocery store (at any scale), restaurants, offices, a laundromat, and other similar retail services at a neighborhood scale. The Opportunity Sites are primarily located along East Princess Anne Road and present good opportunities to bring these types of businesses to the community at appropriate locations either at intersections or at the outer edges of the neighborhoods.

The following actions are proposed to address this Guiding Principle:

- Consider zoning changes to concentrate mixed-use, commercial and/or light industrial development at the East Princess Anne Road/Ballentine Boulevard and East Virginia Beach Boulevard/Ballentine Road intersections.
- Implement and modify the BCRO district to encourage the location of certain land uses within these and other nodes, as defined by the community.

# Implementation Framework & Recommendations

## **Mobility, Streets, Speeding, and Traffic Safety**

The transportation network continues to be one of the most important services provided by the City, fulfilling the crucial role of linking people to their jobs, schools, recreation, and shopping. As such, careful transportation planning and roadway network compatibility with the surrounding environment must be undertaken to ensure that both the mobility needs and promoting quality of life of Norfolk's citizens continues to be met over the long-term. Core transportation network goals seek to: provide comprehensive access and mobility for residents, workers, and visitors, protect and enhance health and safety through planning, design, construction, and improvement of quality transportation networks, and promote high quality of life by protecting the integrity and opportunities provided within the city during planning, design, and construction of the transportation network.

Currently, there are two major City efforts underway, led by the Department of Transit, that should help address these issues:

- Multimodal Transportation Master Plan
  - The City of Norfolk is developing a Multimodal Transportation Master Plan to help define the direction that the City's transportation system will take over the coming years. This Plan will provide the framework for both large and small transportation decisions about projects, priorities, coordinated planning with respect to land use decisions, public/private initiatives, other infrastructure projects, and more. Completion of the plan is anticipated by the end of 2021.
- Princess Anne Road Corridor Improvements
  - The goal of this funded project is to improve safety and multi-modal accessibility for all modes of transportation while maintaining efficient traffic flow along East Princess Anne Road. The scope of work includes the following:
    - Franklin Arms bus shelter
    - New pedestrian crossing with median at Rainey Drive
    - Sidewalk from Rainey Drive to Vincent Avenue
    - Upgraded traffic signal at Majestic Avenue
    - New traffic signal at Norchester Avenue
    - New sidewalk and access management at Spartan Market
  - Completion of the project is anticipated by Summer 2023

# Implementation Framework & Recommendations

## **Mobility, Streets, Speeding, and Traffic Safety**

The following actions are proposed to address this Guiding Principle:

- Implement the recommendations of the Multimodal Transportation Master Plan for the Broad Creek Multimodal Center.
- Implement the Princess Anne Road Corridor Improvements.
- Consider speed studies along East Princess Anne Road and East Virginia Beach Boulevard to determine speeding problems and potential solutions.
- Evaluate existing crosswalks and other pedestrian infrastructure within the Study Area to determine if additional measures are needed and if so, implement them.
- Evaluate on-street parking and residential permit parking in the Study Area to determine if modifications are needed.
- Work with Hampton Roads Transit (HRT) to determine if focused paratransit service can be implemented in Broad Creek.

## **Establish/Improve Neighborhood Identity**

This guiding principle emerged in many different forms during the public outreach process and can be addressed through a variety of strategies. According to Census data, which can be found in the Demographic Residential Market Assessment section, the Study Area, there are 1,452 individuals under the age of 18, or 22.5% compared to the city average of 19.7%. So, it is especially important to pursue events and activities that appeal to younger ages. For example, bringing creative outdoor recreational opportunities to Broad Creek, such as a skate park and multi-purpose sports fields could both provide amenities for the existing youth in the community as well as attract other young people from across the city. This would help accomplish a few of the priorities listed above – providing outdoor recreational opportunities, destinations for events and community spaces, and helping to establish a neighborhood identity by building these amenities. Outdoor activities that are more active in nature, such as a skate park or fitness park, and establishing event spaces akin to the Open Norfolk Neighborhood Spot that operated during Summer 2020 could establish Broad Creek as a destination for these types of activities and bring more people into the community to experience all it has to offer.

# Implementation Framework & Recommendations

Community gateways are a great way of establishing or strengthening neighborhood identity, as they provide visual interest and welcoming points that draw viewers and visitors into a particular area. During the planning process, two primary gateways to the Study Area were identified, which coincide with the recommendations of the 2004 Plan – the intersections of East Princess Anne Road/Ballentine Boulevard and East Virginia Beach Boulevard/Ballentine Boulevard. These gateways can be augmented with neighborhood banners, signs, etc. that signal one's entrance into the Broad Creek community, helping to establish the area's identity and branding as a destination.

Creating a business association is a common way of establishing a unified voice within the business community and has proven very effective in other parts of Norfolk. They help to advocate for and convey the unique business interests of a community and typically consist of small and large businesses, so that all scales can have a seat at the table. Efforts are currently underway to pursue a business association for the Broad Creek area, led by the Departments of Economic Development and Neighborhood Services.

Technology continues to change the way we live our lives and conduct business. It has become essential to everyday life, and it is important to use new and emerging technologies as tools to improve cities and neighborhoods. One technology in particular, high-speed broadband is becoming a necessary public utility as governments and businesses rely more and more on technology to serve people, especially during (and after) COVID-19, which has required increased reliance on the internet and online communication. Broad Creek is fortunate to be nestled between two educational institutions, NSU and Booker T. Washington High School, which can be leveraged in the pursuit of technology improvements within the community. Recently, the Norfolk Innovation Corridor (NIC) was established which parallels the Elizabeth River Trail that stretches from NSU to Old Dominion University (ODU) by way of Downtown Norfolk, Harbor Park, and the Eastern Virginia Medical Center (EVMC). The NIC is designated as a "technology zone" under state law, enabling it to provide certain tax incentives for qualifying startup firms and firm expansions in addition to the benefits of experiencing the advantages of locating in a cluster of physical, networking, and economic assets. Broad Creek could be a natural extension of the NIC, in one or more areas within the Study Area, leveraging its prime location adjacent to NSU and providing educational opportunities for Booker T. Washington High School students.

# Implementation Framework & Recommendations

In the same vein of a technology and broadband corridor within Broad Creek, a similar opportunity exists with the industrial and manufacturing sector. Along the eastern portion of the Study Area, along Ballentine Boulevard, is a concentration of industrial zoning, mainly light industrial. The area also lies adjacent to the Norfolk Southern railroad as well as the Norfolk Industrial Park and shares a proximity to Norfolk State University. This area could be a potential location for a type of manufacturing and innovation corridor, or district. Typically, these types of districts have elements such as an institutional partner for research and financial support, a mixture of business types for collaboration, a live, work, and play atmosphere, and residential units on or near the premises. This area along Ballentine Boulevard could act as a transition between the residential community west of Ballentine Boulevard and the Norfolk Industrial Park to the east. Zoning changes could create more flexibility in this area to allow for residential uses to collocate with light industrial and manufacturing uses. In addition, ensuring targeted industrial and manufacturing uses can locate here will require an assessment of allowable uses in these industrial zoning districts and, potentially, zoning changes to broaden the definition of light industrial uses.

The following actions are proposed to address this Guiding Principle:

- Design and create Broad Creek neighborhood banners to display along East Princess Anne Road and East Virginia Beach Boulevard.
- Install new public artwork at major gateways, especially at the East Princess Anne Road/Ballentine Boulevard intersection.
- Complete public art in Broad Creek Linear Park.
- Work with the civic leagues, residents, and businesses in the Study Area to establish an official brand/logo/slogan for Broad Creek.
- Establish a business association for the Broad Creek area.
- Work with NSU to evaluate existing outreach methods to the Broad Creek community and develop new connections, such as offering classes and lectures to residents.
- Explore expansions of the Technology Zone along Park Avenue between East Princess Anne Road and Brambleton Avenue and along Ballentine Boulevard from NSU up to East Princess Anne Road and eastward towards Ingleside Road; collaborate with NSU and Booker T. Washington High School; may involve changes to the Zoning Ordinance to attract targeted businesses.

# Implementation Framework & Recommendations

- Explore the creation of a type of "Manufacturing and Innovation Center" roughly between Ballentine Boulevard and Ingleside Road; explore residential zoning compatibility and other Zoning Ordinance changes to attract targeted businesses, especially light industrial and manufacturing uses.
- Update zoning regulations to better support evolving light industrial uses, recognizing that many uses have operationally changed and can co-exist with other land uses.
- Support the creation of employment opportunities within the study area based on market data and guidance from Development.
- Explore an extension of the Elizabeth River Trail from Brambleton Avenue up Park Avenue.

Over the course of the public outreach process, it became clear that the community was interested in the integration of green infrastructure wherever possible. While this did not emerge as a Guiding Principle, it has been included in the Implementation Matrix with a dedicated set of actions, as green infrastructure is a major focus for the City of Norfolk as it strives to become the coastal community of the future. The actions below also exhibit compliance with the City's Green Infrastructure Plan:

- For any redevelopment of non-residentially zoned sites or residential sites zoned for 10 or more units per acre, encourage planting or replacement of trees on the site to the extent that, at 20 years, a minimum of 10% tree canopy or cover will be provided on-site.
- Target current city tree planting efforts to neighborhoods within the Study Area (tree adoptions and right-of-way plantings).
- Consider the creation of a tree planting credit program (a "treebate") through public-private partnerships or city programs to reward those who plant trees on private property within the Study Area.
- Protect any intact habitat patches in the Study Area and connect or reconnect them with green pathways to support people, plants, and animals.
- Plant orchards or food forests in city parks where feasible.
- Consider establishing community gardens on vacant lots and community farms on larger open spaces and use these to promote healthy eating and education about how to establish gardens.

# Implementation Framework & Recommendations

- Consider using schools and parks as demonstration sites for low impact development – constructed and natural green infrastructure – and continue to engage local students as designers.
- Evaluate the feasibility of retrofitting existing parking lots within the Study Area to create room for bioswales and other best management practices to infiltrate or store water.
- Focus any new parks in neighborhoods within the Study Area that are greater than  $\frac{1}{4}$  mile from the nearest park.
- Protect or enhance landscapes and buffers around and near key historic and cultural sites within the Study Area.
- Consider creating signage and/or a small pocket park at Booker T. Washington High School for recognition as the first accredited African American high school in Virginia.
- Pursue acquisition of the Spartan Village neighborhood and consider retrofitting it as a stormwater learning park to demonstrate key considerations for coastal best management practices.
- Consider the establishment of a new regional community dog park within the Study Area and corresponding closure of existing dog park(s) nearby.
- Reengage with the Broad Creek community and civic leagues to determine the specific kind of park or community open space as part of any new development.

# Implementation Framework & Recommendations

## Proposed Reuse of the Opportunity Sites



Figure 21: Summary of Recommendations Map - Opportunity Sites

# Implementation Framework & Recommendations

## Opportunity Site 1: Hanson Avenue/Cary Avenue

- Actions:
  - Demolish structures on both the Globe Iron and Hanson sites
  - Conduct Environmental Site Assessments and complete any required site remediation prior to redevelopment
  - Develop a mixture of residential housing types:
    - Single-family homes and Missing Middle Housing
    - Traditional and contemporary designs for all housing types
  - Consider including craft manufacturing and live/work uses
  - Include open space/recreation uses with active and community amenities (i.e., skate park, dog park, community markets, etc.)
  - Coordinate any potential school replacement opportunities for Jacox Elementary School with Norfolk Public Schools
  - Include a sound and visual barrier to the railroad tracks
  - Explore the incorporation of an on-road bicycle route along Maltby Avenue, travelling through this site

In this area, industrial zoning and uses have existed for a long time, revealing that, when rail was the primary method of serving industrial uses delivering raw materials to them and transporting finished goods from them, heavier industrial uses were appropriate and viable. However, there has been no active use of the Globe Iron site since 2012 and there has been no apparent movement to completely redevelop these sites in decades. In addition, the presence of these inactive and incompatible industrial structures has diminished the neighborhood in many ways not the least of which has been the presence of heavy trucks and other non-residential traffic on residential streets. Moving away from the idea of industrial uses here, with the potential exception of craft manufacturing and live/work uses as part of a mixed residential development, is clearly appropriate, and supports the community-building efforts to strengthen the neighborhood, which is the cornerstone of this plan.

# Implementation Framework & Recommendations

One of the potential redevelopment scenarios includes construction of a new public school on the current Globe Iron site that would replace the current Jacox School and add active and passive recreational opportunities for the community utilizing a park-school concept.

Another factor to consider in any of the proposed redevelopment scenarios is how to buffer the new residential units and supporting uses adequately and optimally from the railroad tracks that bound the properties to the west and north. Creative options that include both sound and visual barriers must be considered, as opposed to simply structural barriers. Port Warwick, a mixed-use community in Newport News, Virginia may provide a local example of how creative and hybrid buffering methods can be used. For example, this community, which is adjacent to a railroad track, combines a wall with dog parks, community gardens, and community gathering spaces with tables, chairs, and outdoor grills to create a physical buffer while also providing community and open spaces. Port Warwick also includes multiple pocket parks, or small-scale urban open spaces, throughout the community that provide a safe and inviting environment for residents of the community. It is crucial that these types of parks be fully integrated into any redevelopment scenario at this Opportunity Site.

# Implementation Framework & Recommendations

## Opportunity Site 1: Hanson Avenue/Cary Avenue

- Potential Redevelopment Scenarios



► THE CITY OF NORFOLK WFA

Figure 22: Opportunity Site 1 - Potential Redevelopment Concept 1



► THE CITY OF NORFOLK WFA

Figure 23: Opportunity Site 1 - Potential Redevelopment Concept 2

# Implementation Framework & Recommendations

## Opportunity Site 1: Hanson Avenue/Cary Avenue



Broad Creek Refresh - Bruce's Park  
TYPICAL DEVELOPMENT BLOCKS

THE CITY OF NORFOLK WFA

Figure 24: Opportunity Site 1 - Missing Middle Housing, Typical Development Block



Broad Creek Refresh - Bruce's Park  
COTTAGE COURTS

THE CITY OF NORFOLK WFA

Figure 25: Opportunity Site 1 - Missing Middle Housing, Cottage Courts

# Implementation Framework & Recommendations

## Opportunity Site 1: Hanson Avenue/Cary Avenue



Figure 26: Port Warwick mixed-use



Figure 27: Styron Square at Port Warwick



Figure 28: Port Warwick residential and commercial



Figure 29: Port Warwick railroad buffer with dog park and community space

# Implementation Framework & Recommendations

## Opportunity Site 2: Motion Circle

- Actions:
  - Develop a mixture of single-family homes (including a range of sizes or a range of lot sizes) together with two, three, and fourplexes built at house-scale and containing multiple units in a walkable environment (Missing Middle Housing)
  - Include a sound and visual barrier to the railroad tracks
  - Ensure redevelopment plans include a path along the eastern portion of this site connecting green spaces to the Dreamkeepers Academy Opportunity Site and St. Julian Avenue.

The recommendation for this Opportunity Site is to ensure redevelopment proposals compliment the plans for Opportunity Site #1 (Hanson Avenue/Cary Avenue) and #6 (Bruce's Park). Although there are currently approved site plans for a new single-family community here, the potential for Missing Middle Housing here presents a great opportunity to help establish a harmonious, residentially mixed community with the adjacent Opportunity Sites.

## Opportunity Site 3: Former Dreamkeepers Academy

- Actions:
  - Develop mixed-use building(s)
    - Apartments above commercial
    - Potential neighborhood-scale commercial uses to target:
      - Laundromat
      - Restaurants
      - Offices (including medical and co-working or flex spaces)
      - Elderly care
      - Childcare
      - Small cinema/movie theater
      - Family arcade
      - Bowling alley
      - Civic offices
  - Consider a "civic/community node" here, considering proximity to the new school and library (eastern portion of lot)

# Implementation Framework & Recommendations

## Opportunity Site 3: Former Dreamkeepers Academy

- Include open space and community amenities
  - Consider a pop-up park with community event space (akin to the Open Norfolk Neighborhood Spot from Summer 2020)
- Ensure redevelopment plans include a path north connecting green space within this site to the Moton Circle Opportunity Site and St. Julian Avenue.

- Potential Redevelopment Scenarios



Figure 30: Example of Mixed Use Development



Figure 31: Example of Civic Office/Center



Figure 32: Open Norfolk Neighborhood Spot (Broad Creek)

# Implementation Framework & Recommendations

## Opportunity Site 4: SECEP School

Reuse of the SECEP School site has been divided into two redevelopment scenarios, primarily since public feedback for this site was more varied, with many different, viable suggestions proposed. Note that whatever is ultimately decided for this site, it will be an extension of the Broad Creek community.

- Redevelopment Scenario #1:
  - Actions:
    - Demolish SECEP School building
    - Develop a mixture of residential housing types (Single-family homes, Missing Middle Housing, and luxury senior apartments)
    - Develop a grocery store (northern or western portion of lot)
      - May be stand-alone or as part of a mixed-use building, with residential units above.
      - Oriented towards East Princess Anne Road and Merrimac Avenue
      - Lends itself well to the established Broad Creek neighborhood, which is very walkable
    - Target these potential neighborhood-scale commercial uses in addition to a grocery store:
      - Laundromat
      - Restaurants
      - Offices (including medical and co-working or flex spaces)
    - Develop multi-purpose outdoor recreation/sports fields (southern or eastern portion of lot, Godfrey Avenue and/or Bayne Avenue)
      - City to retain ownership of this area – potentially establish a long-term lease or Memorandum of Understanding with the Kroc Center for use of the fields
      - Develop a pop-up park with community event space (akin to the Open Norfolk Neighborhood Spot from Summer 2020)
      - Preserve as many existing trees as possible

# Implementation Framework & Recommendations

## Opportunity Site 4: SECEP School

- Redevelopment Scenario #2
  - Actions:
    - Develop a mixture of residential housing types:
      - Single-family homes, Missing Middle Housing and luxury senior apartments
      - Traditional and contemporary designs for all housing types
    - Explore the feasibility for adaptive reuse of the SECEP school building
      - Explore the potential for historic rehabilitation tax credits
      - Consider the following reuse options:<sup>2</sup>
        - Traditional and flexible/shared office space
          - Current trends in office space design, characterized by demand for greater flexibility and variety, makes office conversion more attractive.
        - Health clinic
          - With a mixture of administrative offices, classrooms, and auditoriums, schools can lend themselves well to health clinics.
        - Business Incubator/Entrepreneurial Space
          - Business incubators are facilities that foster entrepreneurs, startups and small businesses.
          - Operators provide startups with office space, guidance in attracting funding, and operational support services.
          - The facilities often represent ways to foster homegrown talent while also attracting business talent from other regions.
          - Vacant school buildings could be a solution for incubators looking for facilities with interesting spaces and flexible design characteristics.
        - Adult Education/Vocational Training Facility
          - The presence of local colleges, such as NSU, presents an opportunity develop existing spaces into an adult education or vocational training facility.
          - A common theme exhibited throughout the public outreach process was the desire for a better connection between NSU (classes, lectures, and other learning opportunities) and adult residents within the community who are not formally enrolled or taking classes at NSU.

# Implementation Framework & Recommendations

## Opportunity Site 4: SECEP School

- This reuse option may present an opportunity to connect NSU to adult residents within Broad Creek, providing educational and vocational training and classes (i.e., culinary education using a commercial kitchen).
- Demolish SECEP School building (if adaptive reuse is not feasible or practical for land uses below)
  - Develop a mixture of residential housing types:
    - Single-family, Missing Middle Housing and luxury senior apartments
    - Traditional and contemporary designs
    - Continuation of Broad Creek Renaissance style housing
  - Develop multi-purpose outdoor recreation/sports fields (southern or eastern portion of lot, Godfrey Avenue and/or Bayne Avenue)
    - City to retain ownership of this area – potentially establish a long-term lease or Memorandum of Understanding with the Kroc Center for use of the fields
  - Develop a pop-up park with community event space (akin to the Open Norfolk Neighborhood Spot from Summer 2020)
    - Preserve as many existing trees as possible
- For any redevelopment scenario, ensure the incorporation of green spaces that connect to East Princess Anne Road.
- If new multi-purpose outdoor recreation/sports fields are established in partnership with the Kroc Center, negotiate membership discounts or similar opportunities for residents within a 5-mile radius of the Kroc Center.

# Implementation Framework & Recommendations

## Opportunity Site 4: SECEP School

- Potential Redevelopment Scenarios



Figure 33: Example of a Grocery Store



Figure 34: Example of a Multi-Purpose Recreational/Sports Field



Figure 35: Broad Creek Renaissance housing



Figure 36: Open Norfolk Neighborhood Spot (Broad Creek)

# Implementation Framework & Recommendations

## Opportunity Site 5: East Princess Anne Road/Ballentine Boulevard

- Actions:
  - Feather N' Fin site
    - Develop mixed-use building(s)
      - Apartments above commercial
      - Target office uses, to establish a connection with a potential manufacturing and innovation district along Ballentine Boulevard
      - Consider the following, additional land uses:
        - Small cinema/movie theater
        - Family arcade
        - Bowling alley
    - Create and install gateway treatments to identify Broad Creek (sign, banners, public art, etc.)
  - Spartan Market site
    - Develop stand-alone commercial, mixed-use building, or a combination of both
    - Target the following potential commercial uses:
      - Childcare
      - Elderly Care
      - Laundromat
      - Media & Dance Center/Recording studio for youth
      - Small grocer (fresh meat and produce); butcher/farmers on-site
      - Small cinema/movie theater
      - Family arcade
      - Bowling alley
    - Create and install gateway treatments to identify Broad Creek (sign, banners, public art, etc.)

# Implementation Framework & Recommendations

## Opportunity Site 5: East Princess Anne Road/Ballentine Boulevard

- Potential Redevelopment Scenarios



Figure 37: Example of Mixed Use Development



Figure 38: Spartan Market site commercial redevelopment scenario; source: Work Program Architects



Figure 39: Spartan Market site commercial redevelopment scenario (bird's eye); source: Work Program Architects

# Implementation Framework & Recommendations

## Opportunity Site 6: Bruce's Park

- Create a residential pattern book – introduce enhanced form standards for quality Missing Middle Housing and single-family homes.
- Develop a new zoning overlay to encourage scattered site house scale Missing Middle Housing providing both ownership and rental dwelling units.
- Implement zoning changes to allow 25 ft. wide lots by-right, in accordance with the residential pattern book.
- Support homeownership assistance through sources such as the NRHA, Urban League, and new City department – Housing and Community Development.
- Improve walkability through the addition of wider sidewalks, street trees and architectural street lighting; remove overhead utilities as part of such improvements wherever possible.
- Ensure any redevelopment of the Jacox Elementary School site includes a path connecting to any future bicycle route along Maltby Avenue.

Bruce's Park was also subject to redlining efforts, much like Haynes Tract as described earlier in this plan. Descriptions included the following: "Houses are small, of mediocre construction, mixed in type and generally of poor appearance. No pride of home ownership is evident. 75% of streets are dirt surfaced, full of ruts and mud holes. Many houses are in a dilapidated condition and have been abandoned." The recommendations for Bruce's Park seek to challenge this history and "flip the script" for generations to come.

- Potential Redevelopment & Concepts

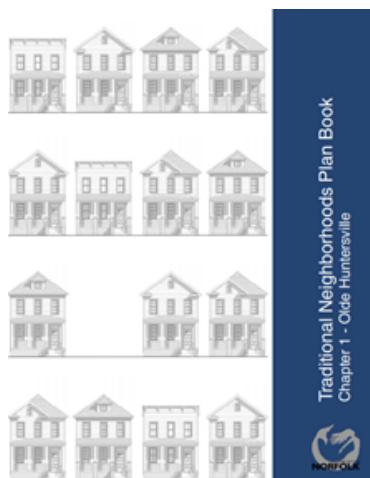


Figure 40: Traditional Neighborhoods Plan Book cover



Figure 41: New Housing in Olde Huntersville



Figure 42: Broad Creek Renaissance housing

# Implementation Framework & Recommendations

## Other Areas and Recommendations

As part of the implementation actions, other, more general, concepts and recommendations are provided that do not necessarily fit within any of the Opportunity Sites:

### **Broad Creek Refresh Overlay District**

Creation of a Broad Creek Refresh Overlay (BCRO) district to control land uses beyond the base commercial zoning districts, require compatible single-family development through enhanced residential form standards, including porches, garages, and fences, and incentivize appropriately located and scaled Missing Middle Housing.

### **Broad Creek Pattern Book**

Norfolk currently has Pattern Books within plaNorfolk2030 that guide homeowners, architects, and builders in developing residential buildings which complement existing neighborhoods and elevate the character of new structures and additions within these neighborhoods. A similar approach is recommended for Broad Creek to achieve the aspirations set out by the community in the Refresh Plan. The pattern book would be incorporated into a new overlay district for the area to incentivize its use for new development.

For the Bruce's Park neighborhood in particular, a plan book is recommended to make it easy for potential homeowners to build their dream home. Much like the initiative in the Olde Huntersville neighborhood, the intent of the plan book is to give residents tools to make building affordable and well-designed houses on narrow lots possible without going through the rigorous and time-consuming Non-Standard Lot Review process or the Conditional Use Permit process, while also providing opportunities for renters to become owners in the neighborhood.

### **Expansion of Technology Zones**

City Council adopted a technology zone program in 2017 to encourage technology businesses to form, locate and expand in specific areas within the City. Qualified Technology Businesses are eligible for an abatement of the Business, Professional, and Occupational License (BPOL) or Machinery & Tools tax, depending on the nature of the company. Two areas could be further explored to determine the feasibility and viability of Technology Zone expansion – the Park

# Implementation Framework & Recommendations

Avenue corridor up to East Princess Anne Road, and the Ballentine Boulevard corridor, which currently contains major broadband infrastructure with which to build upon. Both areas can leverage their proximity to NSU, potentially providing opportunities for collaboration between the school and community.

## Broad Creek Manufacturing and Innovation Center (between Ballentine Boulevard and Ingleside Road)

In addition to a potential expansion of the Technology Zone up Ballentine Boulevard, and possibly building off it, it is worth exploring a sort of Manufacturing and Innovation Center in this area. There may be an opportunity to take advantage of the existing industrial zoning, which is appropriately clustered in the eastern portion of the Study Area, and encouraging market-driven, light industrial uses. This may necessarily lead to zoning amendments, either in this area, or citywide, that allow practical and appropriately scaled industrial uses in combination with mixed-use residential and office uses, especially those determined by the Department of Economic Development to be viable and targeted. This area could also include the intersection of East Virginia Beach Boulevard and Ballentine Boulevard. While this area was not included as an Opportunity Site through the Refresh process, the City and NRHA own land here and it could be an ideal location for the sort of light industrial and office development that is needed and desired in this area.



Figure 43: Broad Creek Manufacturing and Innovation Center;  
source: Work Program Architects

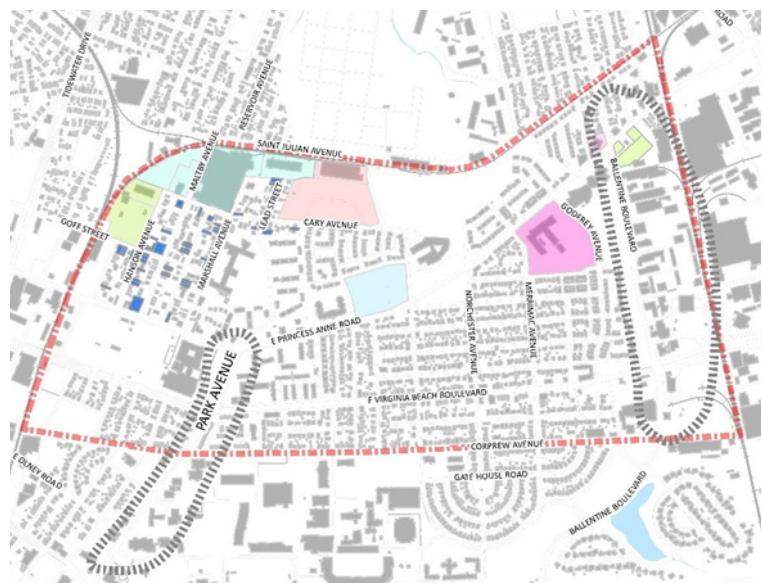


Figure 44: Potential areas for Technology Zone expansion or district designations

# Implementation Framework & Recommendations

## Implementation Matrix

The Refresh Plan recommendations provide a path towards realization of a shared vision between the community and City staff to benefit the Broad Creek area. Implementation of these recommendations will be key to achieving a realistic vision.

The following implementation matrix provides an outline that the City, agencies, community, and stakeholders can use to implement the recommendations of the Refresh Plan. It consists of a series of actions for each strategy that will achieve the goals and guiding principles of this plan. It will also help guide decisions on prioritizing actions and strategies, recommended leadership in the implementation of actions, potential collaborations, and sources of funding. The matrix also includes a timeline for implementation of these actions, divided into immediate, short term (0-2 years), medium term (2-10 years) and long term (10+ years).

# Implementation Framework & Recommendations

## Implementation Matrix

Implementation Actions	Lead Responsibility	Timeframe for Completion	Funding Sources	Existing Plans Support
Incompatible Land Uses				
Evaluate current Future Land Use Map designations and zoning districts in the Study Area to determine if changes to the Future Land Use Map or Zoning Map are needed	City Planning	Short Term	Existing Resources	2004 Plan; plaNorfolk2030
Create and implement the BCRO zoning district to better regulate land uses in the study area by either requiring a Conditional Use Permit or prohibiting certain land uses	City Planning	Immediate	Existing Resources	2004 Plan; plaNorfolk2030
Consider the establishment of an SSD or TIF district for this area to support infrastructure improvements	Development	Short Term to Medium Term	Existing Resources/ General Fund/ CIP/Grants	plaNorfolk2030
Jumpstarting Residential Communities				
Implement the BCRO zoning district to require enhanced form standards for single-family development and incentivize Missing Middle Housing	City Planning	Immediate	Existing Resources	2004 Plan; plaNorfolk2030; Vision2100
Create a residential pattern book for Broad Creek and Bruce's Park to incentivize development of appropriately designed and scaled single-family homes and Missing Middle Housing through the newly created BCRO district	City Planning	Immediate	Existing Resources	2004 Plan; plaNorfolk2030; Vision2100
Work with NRHA, the Urban League, and City's department of Housing and Community Development to connect prospective Broad Creek residents with homeownership assistance programs	Neighborhood Services; Housing and Community Development; NRHA	Short Term to Long Term	Existing Resources	2004 Plan; plaNorfolk2030; Vision2100
Conduct targeted outreach to landlords, property managers, and renters within the Study Area to connect them with the Rent Ready Program, focusing on older structures	Neighborhood Services	Short Term to Long Term	Existing Resources	2004 Plan; plaNorfolk2030; Vision2100
Work with the Bruce's Park neighborhood to develop appropriate Zoning Ordinance amendments and Future Land Use implementation actions	Neighborhood Services; City Planning	Short Term	Existing Resources	2004 Plan; plaNorfolk2030
Support the installation of new broadband infrastructure within the study area, building off existing infrastructure	Public Works; Utilities; Development	Short Term to Long Term	Existing Resources/ General Fund/ CIP/Grants	2004 Plan; plaNorfolk2030

# Implementation Framework & Recommendations

## Implementation Matrix

Implementation Actions	Lead Responsibility	Timeframe for Completion	Funding Sources	Existing Plans Support
Explore the creation and/or utilization of façade improvement programs and grants for residential and commercial uses	Neighborhood Services; Development	Short Term to Medium Term	Existing Resources/ General Fund/ CIP/Grants	plaNorfolk2030
Support undergrounding of utilities within the Study Area wherever possible	Utilities; Public Works; Transit	Short Term to Long Term	Existing Resources/ General Fund/ CIP/Grants	plaNorfolk2030
Location of Commercial Nodes				
Consider zoning changes to concentrate mixed-use, commercial and/or light industrial development at the East Princess Anne Road/Ballentine Boulevard and East Virginia Beach Boulevard/Ballentine Road intersections	City Planning	Short Term to Medium Term	Existing Resources	2004 Plan; plaNorfolk2030
Implement and modify the BCRO district to encourage the location of certain land uses within these and other nodes, as defined by the community	City Planning	Immediate and Short Term	Existing Resources	2004 Plan; plaNorfolk2030
Mobility, Streets, Speeding, and Traffic Safety				
Implement the recommendations of the Multimodal Transportation Master Plan for the Broad Creek Multimodal Center	Transit	Short Term to Long Term	General Fund/CIP/ Transportation Funding/Grants	N/A
Implement the Princess Anne Road Corridor Improvements	Transit	Medium Term	General Fund/CIP/ Transportation Funding/Grants	plaNorfolk2030
Consider speed studies along East Princess Anne Road and East Virginia Beach Boulevard to determine speeding problems and potential solutions	Transit	Medium Term	General Fund/CIP/ Transportation Funding/Grants	plaNorfolk2030
Evaluate existing crosswalks and other pedestrian infrastructure within the Study Area to determine if additional measures are needed and if so, implement them	Transit	Short Term to Medium Term	General Fund/CIP/ Transportation Funding/Grants	plaNorfolk2030
Evaluate on-street parking and residential permit parking in the Study Area to determine if modifications are needed	Transit	Short Term to Medium Term	Existing Resources	plaNorfolk2030

# Implementation Framework & Recommendations

## Implementation Matrix

Implementation Actions	Lead Responsibility	Timeframe for Completion	Funding Sources	Existing Plans Support
Work with Hampton Roads Transit (HRT) to determine if focused paratransit service can be implemented in Broad Creek	Transit; HRT	Short Term to Medium Term	Existing Resources	plaNorfolk2030
Establish/Improve Neighborhood Identity				
Work with the civic leagues, residents, and businesses in the Study Area to establish an official brand/logo/slogan for Broad Creek	Neighborhood Services; Communications	Short Term	Existing Resources	plaNorfolk2030
Design and create Broad Creek neighborhood and/or City banners to display along East Princess Anne Road and East Virginia Beach Boulevard	Neighborhood Services; Communications	Short Term	Existing Resources/ General Fund/CIP/Grants	plaNorfolk2030
Install new public artwork at major gateways, especially at the East Princess Anne Road/Ballantine Boulevard intersection	Norfolk Arts; Neighborhood Services; Public Works	Short to Medium Term	Existing Resources/ General Fund/CIP/Grants	2004 Plan; plaNorfolk2030
Complete public art in Broad Creek Linear Park	RPOS; Norfolk Arts	Short Term to Medium Term	Existing Resources/ General Fund/ CIP/Grants	N/A
Establish a business association for the Broad Creek area	Development; Neighborhood Services	Short Term	Existing Resources	plaNorfolk2030
Work with NSU to evaluate existing outreach methods to the Broad Creek community and develop new connections, such as offering classes and lectures to residents	Neighborhood Services; NSU	Short Term	Existing Resources	plaNorfolk2030
Explore expansions of the Technology Zone along Park Avenue between East Princess Anne Road and Brambleton Avenue and along Ballantine Boulevard from NSU up to East Princess Anne Road and eastward towards Ingleside Road; collaborate with NSU and Booker T. Washington High School; may involve changes to the Zoning Ordinance to attract targeted businesses	Development; City Planning; NSU; Norfolk Public Schools	Short Term to Medium Term	Existing Resources/ General Fund/ CIP/Grants	2004 Plan; plaNorfolk2030
Explore the creation of a type of "Manufacturing and Innovation Center" roughly between Ballantine Boulevard and Ingleside Road; explore residential zoning compatibility and other Zoning Ordinance changes to attract targeted businesses, especially light industrial and manufacturing uses	Development; City Planning	Short Term to Medium Term	Existing Resources/ General Fund/ CIP/Grants	plaNorfolk2030

# Implementation Framework & Recommendations

## Implementation Matrix

Implementation Actions	Lead Responsibility	Timeframe for Completion	Funding Sources	Existing Plans Support
Update zoning regulations to better support evolving light industrial uses, recognizing that many uses have operationally changed and can co-exist with other land uses	City Planning; Development	Short Term to Medium Term	Existing Resources	plaNorfolk2030
Support the creation of employment opportunities within the study area based on market data and guidance from Development	Development	Short Term to Medium Term	Existing Resources	plaNorfolk2030
Explore an extension of the Elizabeth River Trail from Brambleton Avenue up Park Avenue	Transit; ERT Foundation	Short Term to Medium Term	General Fund/CIP/Transportation Funding/Grants	plaNorfolk2030
<b>Green Infrastructure</b>				
For any redevelopment of non-residentially zoned sites or residential sites zoned for 10 or more units per acre, encourage planting or replacement of trees on the site to the extent that, at 20 years, a minimum of 10% tree canopy or cover will be provided on-site	RPOS; City Planning; Development; Resilience	Short Term to Long Term	Existing Resources/General Fund/CIP/Grants	Green Infrastructure Plan
Target current city tree planting efforts to neighborhoods within the Study Area (tree adoptions and right-of-way plantings)	RPOS; Resilience	Short Term to Long Term	Existing Resources/General Fund/CIP/Grants	Green Infrastructure Plan
Consider the creation of a tree planting credit program (a “treebate”) through public-private partnerships or city programs to reward those who plant trees on private property within the Study Area	RPOS; Development; Resilience	Short Term to Long Term	Existing Resources/General Fund/CIP/Grants	Green Infrastructure Plan
Protect any intact habitat patches in the Study Area and connect or reconnect them with green pathways to support people, plants, and animals	RPOS; City Planning; Development; Resilience	Short Term to Long Term	Existing Resources/General Fund/CIP/Grants	Green Infrastructure Plan
Plant orchards or food forests in city parks where feasible	RPOS; City Planning; Neighborhood Services; Development; Resilience	Short Term to Long Term	Existing Resources/General Fund/CIP/Grants	Green Infrastructure Plan
Consider establishing community gardens on vacant lots and community farms on larger open spaces and use these to promote healthy eating and education about how to establish gardens	PW (Keep Norfolk Beautiful); Resilience; RPOS; City Planning	Short Term to Long Term	Existing Resources/General Fund/CIP/Grants	Green Infrastructure Plan

# Implementation Framework & Recommendations

## Implementation Matrix

Implementation Actions	Lead Responsibility	Timeframe for Completion	Funding Sources	Existing Plans Support
Consider using schools and parks as demonstration sites for low impact development – constructed and natural green infrastructure – and continue to engage local students as designers	RPOS; City Planning; Neighborhood Services; Development; Resilience; NSU; NPS	Short Term to Long Term	Existing Resources/ General Fund/ CIP/Grants	Green Infrastructure Plan
Evaluate the feasibility of retrofitting existing parking lots within the Study Area to create room for bioswales and other best management practices to infiltrate or store water	RPOS; City Planning; Neighborhood Services; Development; Resilience	Short Term to Long Term	Existing Resources/ General Fund/ CIP/Grants	Green Infrastructure Plan
Focus any new parks in neighborhoods within the Study Area that are greater than ¼ mile from the nearest park	RPOS; City Planning; Development; Resilience	Short Term to Long Term	Existing Resources/ General Fund/ CIP/Grants	Green Infrastructure Plan
Protect or enhance landscapes and buffers around and near key historic and cultural sites within the Study Area	RPOS; City Planning; Resilience; NPS	Short Term to Long Term	Existing Resources/ General Fund/ CIP/Grants	Green Infrastructure Plan
Consider creating signage and/or a small pocket park at Booker T. Washington High School for recognition as the first accredited African American high school in Virginia	RPOS; Neighborhood Services; Resilience; NPS	Short Term to Long Term	Existing Resources/ General Fund/ CIP/Grants	Green Infrastructure Plan
Pursue acquisition of the Spartan Village neighborhood and consider retrofitting it as a stormwater learning park to demonstrate key considerations for coastal best management practices	RPOS; City Planning; Development; Resilience; NPS; NSU	Medium Term to Long Term	Existing Resources/ General Fund/ CIP/Grants	plaNorfolk2030; Green Infrastructure Plan
Develop standards for the planting, protection, and preservation of trees for stormwater management, especially within the Bruce's Park and Hanson Avenue/Cary Avenue Opportunity Sites	RPOS; City Planning; Resilience	Short Term to Medium Term	Existing Resources	plaNorfolk2030; Green Infrastructure Plan
Consider the establishment of a new regional community dog park within the Study Area and corresponding closure of existing dog park(s) nearby	RPOS	Short Term to Long Term	Existing Resources/ General Fund/ CIP/Grants	N/A
Reengage with the Broad Creek community and civic leagues to determine the specific kind of park or community open space as part of any new development	RPOS; Neighborhood Services	Short Term to Medium Term	Existing Resources/ General Fund/ CIP/Grants	N/A

# Implementation Framework & Recommendations

## Implementation Matrix

Implementation Actions	Lead Responsibility	Timeframe for Completion	Funding Sources	Existing Plans Support
Realizing Opportunity Sites				
<b>Opportunity Site 1: Hanson Avenue/Cary Avenue</b>				
Conduct Environmental Site Assessments and complete any required site remediation prior to redevelopment	City Attorney; Development; Resilience	Short Term to Long Term	General Fund/ CIP/Grants	N/A
Demolish structures on both the Globe Iron and Hanson sites	City Planning; Development; Public Works	Short Term to Medium Term	General Fund/ CIP/Grants	N/A
Support the development of a mixture of residential housing types: <ul style="list-style-type: none"> <li>Single-family homes and Missing Middle Housing</li> <li>Traditional and contemporary designs for all housing types</li> </ul>	City Planning; Development	Short Term to Long Term	General Fund/ CIP/Grants	N/A
Consider the following land uses: <ul style="list-style-type: none"> <li>Craft manufacturing</li> <li>Live/work</li> <li>Open space/recreation uses with active and community amenities (i.e., skate park, dog park, community markets, etc.)</li> </ul>	City Planning; Development; RPOS (lead for all open space and community amenities)	Short Term to Long Term	General Fund/ CIP/Grants	N/A
Coordinate any potential school replacement opportunities for Jacox Elementary School with Norfolk Public Schools (NPS)	City Planning; Development; NPS	Short Term to Long Term	General Fund/ CIP/Grants	N/A
Include a sound and visual barrier to the railroad tracks	City Planning; Development	Short Term to Medium Term	General Fund/ CIP/Grants	N/A
Explore the incorporation of an on-road bicycle route along Maltby Avenue, travelling through this site	Transit	Short Term to Long Term	General Fund/ CIP/Grants	N/A; Future Strategic Plan Corridor (Transit)
<b>Opportunity Site 2: Moton Circle</b>				
Support the development of a mixture of single-family homes (including a range of sizes or a range of lot sizes) together with two, three, and fourplexes built at house-scale and containing multiple units in a walkable environment (Missing Middle Housing)	City Planning; Development; NRHA	Short Term to Long Term	General Fund/ CIP/Grants	N/A
Include a sound and visual barrier to the railroad tracks	City Planning; Development; NRHA	Short Term to Long Term	General Fund/ CIP/Grants	N/A

# Implementation Framework & Recommendations

## Implementation Matrix

Implementation Actions	Lead Responsibility	Timeframe for Completion	Funding Sources	Existing Plans Support
Ensure redevelopment plans include a path along the eastern portion of this site connecting green spaces to the Dreamkeepers Academy Opportunity Site and St. Julian Avenue	Transit; RPOS; City Planning; Development	Short Term to Long Term	General Fund/ CIP/Grants	Green Infrastructure Plan
Opportunity Site 3: Former Dreamkeepers Academy				
Support mixed-use development	City Planning; Development; NRHA	Short Term to Long Term	General Fund/ CIP/Grants	N/A
Consider the following land uses: <ul style="list-style-type: none"> <li>• Retail services (i.e., laundromat)</li> <li>• Restaurants</li> <li>• Offices (including medical and co-working or flex spaces)</li> <li>• Elderly care</li> <li>• Childcare</li> <li>• Small cinema/movie theater</li> <li>• Family arcade</li> <li>• Bowling alley</li> <li>• Civic offices</li> <li>• Open space and community amenities</li> <li>• Pop-up park with community event space</li> </ul>	City Planning; Development; RPOS (lead for all open space and community amenities); NRHA	Short Term to Long Term	General Fund/ CIP/Grants	N/A
Ensure redevelopment plans include a path north connecting green space within this site to the Motion Circle Opportunity Site and St. Julian Avenue	Transit; City Planning; Development; RPOS	Short Term to Long Term	General Fund/ CIP/Grants	Green Infrastructure Plan
Opportunity Site 4: SECEP School				
Support one of two redevelopment scenarios: <p><u>Scenario #1</u></p> <ul style="list-style-type: none"> <li>• Demolish SECEP School building</li> <li>• Consider the following land uses:               <ul style="list-style-type: none"> <li>○ Mixture of residential housing types (Single-family homes and Missing Middle Housing)</li> <li>○ Luxury senior apartments</li> <li>○ Grocery store</li> <li>○ Laundromat</li> <li>○ Restaurants</li> <li>○ Offices (including medical and co-working or flex spaces)</li> </ul> </li> </ul>	City Planning; Development; NRHA; RPOS (lead for dual use multi-purpose fields in partnership with Kroc Center, and any other parks or community amenities)	Short Term to Long Term	General Fund/ CIP/Grants	N/A

# Implementation Framework & Recommendations

## Implementation Matrix

Implementation Actions	Lead Responsibility	Timeframe for Completion	Funding Sources	Existing Plans Support
<ul style="list-style-type: none"> <li>○ Multi-purpose outdoor recreation/sports fields in partnership with the Kroc Center</li> <li>○ Pop-up park with community event space</li> <li>● Preserve as many existing trees as possible</li> </ul> <p><u>Scenario #2</u></p> <ul style="list-style-type: none"> <li>● Explore the feasibility for adaptive reuse of the SECEP school building</li> <li>● Consider the following land uses: <ul style="list-style-type: none"> <li>○ Mixture of residential housing types (Single-family homes, Missing Middle Housing, and luxury senior apartments)</li> <li>○ Adaptive reuse options: <ul style="list-style-type: none"> <li>■ Traditional and flexible/shared office space</li> <li>■ Health clinic</li> <li>■ Business Incubator/Entrepreneurial Space</li> <li>■ Adult Education/Vocational Training Facility</li> </ul> </li> </ul> </li> </ul>				
For any redevelopment scenario, ensure the incorporation of green spaces that connect to East Princess Anne Road	RPOS; Transit; City Planning; Development	Short Term to Long Term	General Fund/ CIP/Grants	Green Infrastructure Plan
If new multi-purpose outdoor recreation/sports fields are established in partnership with the Kroc Center, negotiate membership discounts or similar opportunities for residents within a 5-mile radius of the Kroc Center	RPOS; Development	Short Term to Long Term	General Fund/ CIP/Grants	N/A
<b>Opportunity Site 5: East Princess Anne Road/Ballentine Boulevard</b>				
Consider the following land uses: <ul style="list-style-type: none"> <li>● Feather N' Fin site: <ul style="list-style-type: none"> <li>○ Mixed uses</li> <li>○ Offices (including medical and co-working or flex spaces)</li> <li>○ Small cinema/movie theater</li> <li>○ Family arcade</li> <li>○ Bowling alley</li> </ul> </li> <li>● Spartan Market site <ul style="list-style-type: none"> <li>○ Stand-alone commercial</li> <li>○ Mixed uses</li> <li>○ Childcare</li> </ul> </li> </ul>	City Planning; Development	Short Term to Long Term	General Fund/ CIP/Grants	N/A

# Implementation Framework & Recommendations

## Implementation Matrix

Implementation Actions	Lead Responsibility	Timeframe for Completion	Funding Sources	Existing Plans Support
<ul style="list-style-type: none"> <li>○ Elderly care</li> <li>○ Laundromat</li> <li>○ Media &amp; Dance Center/Recording studio for youth</li> <li>○ Small grocer (fresh meat and produce); butcher/farmers on-site</li> <li>○ Small cinema/movie theater</li> <li>○ Family arcade</li> <li>○ Bowling alley</li> </ul>				
Create and install gateway treatments to identify Broad Creek (sign, banners, public art, etc.)	Neighborhood Services, Norfolk Arts	Short Term to Long Term	General Fund/ CIP/Grants	N/A
<b>Opportunity Site 6: Bruce's Park</b>				
Create a residential pattern book – introduce enhanced form standards for quality Missing Middle Housing and single-family homes	City Planning	Immediate	General Fund/ CIP/Grants	2004 Plan
Develop a new zoning overlay to encourage scattered site house scale Missing Middle Housing providing both ownership and rental dwelling units	City Planning	Immediate	General Fund/ CIP/Grants	2004 Plan
Implement zoning changes to allow 25 ft. wide lots by-right, in accordance with the residential pattern book	City Planning	Immediate	Existing Resources	N/A
Support homeownership assistance through sources such as the NRHA, Urban League, and new City department – Housing and Community Development	Neighborhood Services; Housing and Community Development; NRHA	Short Term to Long Term	Existing Resources	2004 Plan; plaNorfolk2030; Vision2100
Improve walkability through the addition of wider sidewalks, street trees and architectural street lighting; remove overhead utilities as part of such improvements wherever possible	Public Works, Transit, City Planning, Utilities, Development; RPOS	Medium Term to Long Term	General Fund/CIP/Grants	N/A
Ensure any redevelopment of the Jacox Elementary School site includes a path connecting to any future bicycle route along Maltby Avenue	Transit; City Planning; Development; RPOS	Medium Term to Long Term	General Fund/CIP/Grants	Green Infrastructure Plan

# Appendices

## Summary of Public Input

Broad Creek Refresh Survey Results:

- Strengths - What makes Broad Creek great? Share Broad Creek's strengths. Rank your priorities 1-12.
  - 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
- Weaknesses - What challenges does Broad Creek face? Share Broad Creek's weaknesses. Rank your priorities 1-12.
  - 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

# Appendices

## Summary of Public Input

Broad Creek Refresh Survey Results:

- Opportunities - What can be done to make Broad Creek the community of choice? Broad Creek has the potential to be Norfolk's greatest asset. What can be done to move from good to great? Rank your priorities 1-9.
  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

# Appendices

## Focus Group Meetings - Summary of Feedback:

- Strengths
  - Proximity to Downtown Norfolk
  - Local amenities such as the Jordan-Newby Library and Kroc Center
  - Broad Creek is a historic neighborhood with a strong residential character and social fabric
  - Variety of housing types
- Weaknesses
  - There aren't many opportunities for "aging in place"
  - There is a need for market-rate housing, as well as a mixture of senior and non-senior housing
  - Industrial properties right next to residential – incompatible land use, especially in Bruce's Park
  - Market and development challenges
  - Poor aesthetics within certain areas, especially Bruce's Park, and challenges with bringing multi-family buildings up to current code
  - The need for a better relationship with NSU
- Opportunities
  - The Broad Creek Refresh is an opportunity to provide more homes/rooftops
  - New single-family housing in Bruce's Park, including one-story homes – opportunity for more aging in place.
  - Pursuit of a true mixed-income community across all demographics and ages
  - Explore opportunities for homeownership resources, especially for seniors
  - In general, homes on smaller lots are desirable
    - Many of the new houses are too big for smaller lots, such as in Bruce's Park – desire to explore using the Olde Huntersville Plan Book, or something similar

# Appendices

## **Stakeholder Interviews – Summary of Feedback:**

City staff conducted a series of virtual and phone interviews with key stakeholders within the business community, as well as residents in February, March, and April of 2020. The goal of the interviews was to obtain a better understanding of the needs of the business community in Broad Creek as well as individual residents, while also conducting the same SWO analysis used in the online survey, Focus Group meetings, and virtual community meetings. City staff reached out to a combination of 25 different businesses and residents, ultimately conducting seven interviews. For a full summary of the feedback received, please refer to the Appendices.

- Strengths
  - New developments - housing, school, library, and park
  - Lots of local members at the Kroc Center, which has a strong commitment to the area
  - Roots run deep -good relationships within the community and between institutions and residents
  - Great location with untapped potential
  - Proximity to NSU, community center, schools, and other key locations in Norfolk
  - Strong sense of community – Broad Creek and Norfolk in general
  - Jordan-Newby Library – services and classes are great
  - Very pleased with the positive change in race relations and social acceptance over the years
  - Residential/family atmosphere with homeownership opportunities
  - Feeling of safety within the neighborhoods – nice and quiet, no crime
- Weaknesses
  - Traffic safety, especially around edges of the community
  - Some businesses aren't right for the neighborhood
  - Need more community space and active outdoor recreation
  - Traffic congestion, trucking, etc.
  - Roads are in bad shape in some areas
  - No grocery store, especially in central Broad Creek – very concerning
  - Many people can't access other food markets outside of the area if they don't have a car
    - There are many senior citizens without cars – limited transportation options
  - Need more medical centers/offices
  - Need more transportation options and better frequency

# Appendices

## Stakeholder Interviews – Summary of Feedback:

- Weaknesses
  - Walmart Neighborhood Market is good, but it's a far walk – many must rely on the bus to get there
  - Kroc Center is also a weakness – membership and member-based
    - Some within the community feel a lack of accessibility
  - No dry cleaners and similar retail services – need more
  - Need more small business (small scale too) – like a café
  - Too many convenience stores – don't want any more
- Opportunities/Opportunity Sites
  - Maximize available land space
  - Kroc Center is limited in what they can provide with outdoor recreation
    - SECEP site would be ideal – outdoor recreation in partnership with the City
    - Kroc Center has been successful with corporate sponsors for multi-use fields; they feel they can do this if they can get a long-term lease of land
  - More restaurants, businesses, office space in a walkable community
  - Kroc Center wants to be a part of this community even more, goal is to be a community gathering space, events, etc.
  - More artwork/gateway treatments as seen at East Virginia Beach Boulevard/Ballentine Boulevard
  - Keeping industrial uses alive isn't popular, but we should encourage light industrial uses that transition into neighborhoods
  - Opportunities for collaboration with the City and the business community – such as façade renovations
  - New business association – small and large businesses
  - More small businesses, retail, etc.
  - Stay on top of code enforcement
  - Extend Broad Creek Renaissance style housing
  - Urban League of Hampton Roads – possible collaboration for homeownership
  - Flooding improvements – Spartan Village area
  - Middle income, senior citizen apartments with amenities
  - More one-story houses that are ADA-accessible

# Appendices

## Stakeholder Interviews – Summary of Feedback:

- Opportunities/Opportunity Sites
  - Broad Creek needs more child-friendly spaces, park areas, benches, etc. that encourage social interaction - must also have adequate shade
  - For civic involvement
    - Need to post more signs about civic league meetings
    - Work with Neighborhood Services to accomplish this
  - Broad Creek needs a neighborhood sign
    - As you enter the community
    - Neighborhood identity - more public art
  - Norfolk State needs to conduct public outreach for residents, seniors, etc. – activities, lectures, etc. (not just for college students)
  - Transportation for elderly/senior citizens
  - Laundromat in community – similar uses as well
    - Spartan Market – good place for dry cleaners
  - Smaller grocery store is fine – but something better than a convenience store
- Why did you choose to locate in Broad Creek? (Question posed to the business community)
  - Kroc Center
    - They wanted to be in close contact with those who need help and resources – chose Broad Creek
  - Willingness of City to share their vision
  - Vulcan Materials
    - River Star Program, Elementary School, etc. partners – want to be part of community in any way
    - Good spot within a sort of business district, material can be brought in by rail and truck – need for construction materials in this area, by barge as well
  - Walmart
    - Residential that surrounds the site is great
    - This store is a good distance from other Walmart locations
    - This area is a great place for a Walmart Neighborhood Market, but not ideal for a superstore

# Appendices

## Reuse of Opportunity Sites

### Opportunity Site 1: Hanson Avenue/Cary Avenue

- Future Land Use and Zoning designations
  - Future Land Use Map designation: Residential Mixed
  - Zoning: MF-NS (Multi-Family Neighborhood-Scale)
  - Flood zone: X (Low to Moderate)
- Former industrial sites
- Within Bruce's Park neighborhood (residential mix)
- Former Globe Iron site (Cary Avenue) – vacant since 2012
- Hanson site (Goff Street/Hanson Avenue) – previously used by waste management companies; City currently uses as a storage site

### Focus Group:

- Similar to housing seen in the Broad Creek Renaissance areas
- Potential for "Missing Middle Housing"

### Bruce's Park, Ballentine, and Lindenwood/Barraud Park/Cottage Heights Civic Leagues:

- Hanson site
  - Neighborhood/Community Park
  - Game tables (card playing - no gambling), engraved chess/checkers, tables, dominoes, etc.)
  - Skateboard ramps (regular and vertical)
  - Roller skating
  - Bike riding
  - Jump Rope (Double Dutch competition)
  - Playground
  - ADA accessible for Disabled/Special Needs adults and children
  - Ground water sprinklers for toddlers
  - Trees
  - Picnic shelters w/o grills
- Globe Iron site
  - Mixture of residential types: Traditional/Contemporary designs

# Appendices

## Second Community Meeting (November 2020):

### Other Comments

- Outside park with trees, benches, outside grills, tennis court, skateboard ramp, and other recreational activities that would attract diversity into the neighborhood. Don't need a basketball court, there are enough around – Hanson Avenue site.

### KEY TAKEAWAYS

- From the polling results, it was clear the community strongly prefers a mixture of residential housing types (63% of the total votes) at the Hanson Avenue/Cary Avenue sites, akin to the housing seen within the Broad Creek Renaissance areas.
- The future land use option that received the next highest vote total was "open space or recreation."
- Overall, the results show the community is not interested in high density residential development at these sites, unless it resembles the Broad Creek Renaissance, is kept at that scale, and utilizes a mixture of housing types and densities.

## Opportunity Site 2: Motion Circle

- Future Land Use and Zoning designations
  - Future Land Use Map designation: Residential Mixed
  - Zoning: MF-NS
  - Flood zone: X (Low to Moderate)
- 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 for 75 single-family lots

# Appendices

## Opportunity Site 3: Former Dreamkeepers Academy

- Future Land Use and Zoning designations
  - Future Land Use Map designation: Residential Mixed
  - Zoning: PDBCR (Planned Development – Broad Creek Renaissance)
  - Flood zone: X (Low to Moderate)
- Currently vacant
- Next to Franklin Arms Midrise, Broad Creek Renaissance housing, Richard Bowling Elementary School
- Portion used for Open Norfolk pop-up park during the summer of 2020

## Focus Group:

- Mixed-use development – commercial with residential above

## Bruce's Park, Ballentine, and Lindenwood/Barraud Park/Cottage Heights Civic Leagues:

- Missing Middle Housing Concept
  - Fourplex Stacked
  - Multiplex
  - Live-Work
  - Senior Housing Mix
- More Trees
- Spring Fountain
- Lively Colors
- Earth setting (green space)
- Shelters, Picnic grill (Community interaction)
- Tennis Court
- Businesses (Starbucks, Tropical Smoothie, offices & retail)

# Appendices

## Second Community Meeting (November 2020):

### Other Comments

- 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."
- Outdoor recreation – dog parks, parks, a new children's park, community garden, and festivals.

### KEY TAKEAWAYS

- From the polling results, it is clear the community strongly prefers mixed use (commercial and residential) development (64% of the total votes) at the site of the former Dreamkeepers Academy.
- The future land use option that received the next highest vote total was "stand-alone commercial."
- The results show the community is interested in higher density development here, as it is a large site and sits along East Princess Anne Road, a major street within the Broad Creek area.

# Appendices

## Opportunity Site 4: SECEP School

- Future Land Use and Zoning designations
  - Future Land Use Map designation: Residential Mixed
  - Zoning: PDBCR (Planned Development – Broad Creek Renaissance)
  - Flood zone: X (Low to Moderate)
- SECEP (Southeastern Cooperative Educational Programs) is a public body, established by the Code of Virginia, that provides a formal structure through which the participating school systems of Hampton Roads can plan and operate programs for children with special needs.
- SECEP building currently on site
- Next to Kroc Center, Broad Creek neighborhood, Broad Creek Renaissance housing
- Series of trees along the East Princess Anne Road frontage

## Bruce's Park, Ballentine, and Lindenwood/Barraud Park/Cottage Heights Civic Leagues:

- Demolish SECEP School
- Housing to conform to same traditional neighborhood on SECEP side of Princess Anne Road going back to Virginia Beach Boulevard
- Senior Housing mix
- Second Community Meeting (November 2020):

## Other Comments

- Vacant sites on outskirts of neighborhoods –good for commercial; otherwise, residential and apartments (upscale)
- Recreation center (public)
- Build new community that complements 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

# Appendices

## Other Comments

- "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."
- Outdoor recreation – dog parks, parks, a new children's park, community garden, and festivals.

## KEY TAKEAWAYS

- From the polling results, it seems the community is relatively split between a mixture of residential housing types (40% of the total votes), akin to the housing seen within the Broad Creek Renaissance areas, and single-family homes (27% of the total votes) at the SECEP school site, with mixed use development coming in a close third place (20% of the total votes).
- The results show the community is generally interested in the same sort of development here as in the Hanson Avenue/Cary Avenue sites; however, there may be an appetite for mixed use and commercial development, as it is a large site and sits along East Princess Anne Road, a major street within the Broad Creek area.

## Opportunity Site 5: East Princess Anne Road/Ballentine Boulevard

- Future Land Use and Zoning designations
  - Future Land Use Map designation (Spartan Market site): Commercial
  - Future Land Use Map designation (Feather N Fin site): Institutional
  - Zoning: C-C (Community – Commercial) and I-L (Light – Industrial) for a portion of the Feather N Fin site
  - Flood zone: X (Low to Moderate)
- Spartan Market site
  - Next to single-family homes, as well as other residential and commercial properties
  - Recently purchased by the City
- Feather N' Fin site
  - Next to commercial and industrial properties

## Focus Group:

- Excitement about the site's future and walkability enhancements

# Appendices

## **Bruce's Park, Ballentine, and Lindenwood/Barraud Park/Cottage Heights Civic Leagues:**

- Feather N' Fin site
  - Container Park - Las Vegas
  - Sustainable
  - Neighbor Engagement
  - Flexibility in space usage
  - Business Office Complex
- Spartan Market site
  - Mixed-use with housing on top
  - Childcare
  - Elderly Care
  - Media & Dance Center/Recording studio for youth
  - Fresh Market (meat and produce) butcher/farmers on site

## **Second Community Meeting (November 2020):**

### Other Comments

- Vacant sites on outskirts of neighborhoods -good for commercial; otherwise, residential and apartments (upscale)
- Recreation center (public)
- Build new community that complements 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."
- Outdoor recreation – dog parks, parks, a new children's park, community garden, and festivals.

# Appendices

## KEY TAKEAWAYS

- From the polling results, it is clear the community strongly prefers stand-alone commercial development (69% of the total votes) at these sites.
- The future land use option that received the next highest vote total was “mixed use (commercial and residential).”
- The results show the community is interested in higher density development here, especially commercial development, as it is a primary gateway into the Broad Creek area.

## Opportunity Site 6: Bruce's Park

- Future Land Use and Zoning designations
  - Future Land Use Map designation: mostly Single Family Traditional, with some Commercial along East Princess Anne Road
  - Zoning: MF-NS, SF-T (Single-Family Traditional), IN (Institutional), C-C, and OSP (Open Space Preservation)
  - Flood zone: X (Low to Moderate)
- Mostly single-family
  - Some duplexes, multi-family
- Many “narrow” lots (lots less than 40-50 feet in width)
- Next to:
  - Hanson Avenue/Cary Avenue sites
  - Apartments on Courtney Avenue (under construction)
  - Jacox Elementary School
  - Small-scale commercial
  - BCR housing

## Focus Group:

- Inclusive housing opportunities, with a mixture of suburban and urban single-family form and design
- Open space activities and outdoor recreation for all ages not currently offered
  - Skateboard park, fitness park, dog park, etc.

# Appendices

## **Bruce's Park, Ballentine, and Lindenwood/Barraud Park/Cottage Heights Civic Leagues:**

- Single-Family Detached Homes
- Mixture of residential type: Traditional/Contemporary Design
- Combine two 25 ft. lots for 50 ft. lot
- Back yards
- Driveways
- Single lots TBD (houses on 25 ft. lots?)

## **Second Community Meeting (November 2020):**

### Other Comments

A follow-up poll question was asked to the attendees – “Do you have any ideas specific to Bruce's Park?” Below are the responses:

- Open park/recreation space on empty lots (or undevelopable lots).
- There are enough multi-family units currently there. More opportunities for affordable homeownership.
- It should be an area consisting of single-family homes with a decent size yard area.
- All residential development types in study areas should include useful and meaningful open space.
- Make the absent homeowners or landlords fix their homes that are running down the neighborhood and make the renters follow certain criteria - if not the City should give fines.
- Somewhere in Bruce's Park I would like some recreation such as tennis court, skateboard ramp. Something different that is not seen in other neighborhoods. Artwork.
- In the Bruce's Park community, the goal is to include a park/green spaces, other things.
- Green space within the residential area for biking/hiking.

# Appendices

## KEY TAKEAWAYS

- From the polling results, it is clear the community strongly prefers single-family development (69% of the total votes) within the Bruce's Park neighborhood.
- The future land use option that received the next highest vote total was "mixture of residential types," signaling a possible level of comfort with duplexes or multi-family, but only if they are designed and constructed akin to what is seen in the Broad Creek Renaissance areas.
- Overall, the results show the community is interested almost exclusively in single-family housing within Bruce's Park. There is also an interest in pursuing and encouraging more homeownership opportunities for current and future residents.
  - Respondents also indicated they want single-family lots to have a decent yard and open space provisions.
- There was also a significant desire to ensure open spaces, parks, and other recreational activities within Bruce's Park.



# Broad Creek Refresh Survey

March 5, 2021, 10:56 AM

## Contents

i.	Summary of registered responses	2
ii.	Survey questions	5
iii.	Individual registered responses	6

## Broad Creek Refresh Survey

Please give us your input.

## Summary Of Registered Responses

**As of March 5, 2021, 10:56 AM, this forum had:**

	<b>Topic Start</b>
Attendees:	144 April 29, 2020, 9:50 AM
Registered Responses:	13
Hours of Public Comment:	2.1

---

### QUESTION 1

**Please select the option that best describes you (pick one).**

	<b>%</b>	<b>Count</b>
Broad Creek resident	46.2%	6
Interested citizen (may or may not live within the Broad Creek area)	53.8%	7

---

### QUESTION 2

**STRENGTHS - What makes Broad Creek great? Share Broad Creek's strengths. Rank your priorities 1-12.**

1. New library
2. Access to the interstate system and light rail
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

---

### QUESTION 3

**Additional Strengths:**

## Broad Creek Refresh Survey

Please give us your input.

Answered	4
Skipped	9

---

### QUESTION 4

#### **WEAKNESSES - What challenges does Broad Creek face? Share Broad Creek's weaknesses. Rank your priorities 1-9.**

1. Poor quality of existing commercial
2. Incompatible land uses (i.e. Industrial uses next to residential)
3. Road and traffic safety
4. Additional Weaknesses: (open field)
5. Inconsistent quality of housing stock
6. Market and development challenges
7. Crime
8. Low homeownership rates
9. Physical condition of residential and commercial structures

---

### QUESTION 5

#### **Additional Weaknesses:**

Answered	9
Skipped	4

2020 all also area bayne behind bring broad children community creek dangerous do every flood from hoa information keep meetings merrimac neighborhood new one residential s school schools some speed stop storm street streets they through water way where work

---

### QUESTION 6

#### **OPPORTUNITIES - What can be done to make Broad Creek the community of choice? Broad Creek has the potential to be Norfolk's greatest asset. What can be done to move from good to great? Rank your priorities 1-9.**

1. Consolidating scattered commercial areas into more focused nodes of activity
2. Development of additional new single-family housing

## Broad Creek Refresh Survey

Please give us your input.

3. Technology improvements
4. Additional Opportunities: (open field)
5. Programs to jumpstart lagging residential areas
6. Development of housing for seniors
7. Public art
8. Development of additional new apartments

---

### QUESTION 7

#### **Additional Opportunities:**

Answered	9
Skipped	4

all also area attract beach broad children choice commercial community creek development economic empty ensure improve make more new norfolk outside park residents schools standards

---

### QUESTION 8

#### **Do you have any specific ideas for the vacant City and NRHA-owned sites?**

Answered	8
Skipped	5

- also amenities broad buildings businesses center commercial community condos court creek dog enough family grills grocery high into like need new norfolk office old outside park quality residential similar sites small store them turn vacant walkable which within wood

---

### QUESTION 9

#### **Please provide your email address if you would like us to include you on future correspondence related to the Broad Creek Refresh.**

Answered	8
Skipped	5

com gmail

## Broad Creek Refresh Survey

Please give us your input.

# Survey Questions

### QUESTION 1

**Please select the option that best describes you (pick one).**

- Broad Creek resident
- Business owner (or commercial building owner) within the Broad Creek area
- Commercial tenant within the Broad Creek area
- Interested citizen (may or may not live within the Broad Creek area)

- Additional Weaknesses: (open field)

### QUESTION 2

**STRENGTHS - What makes Broad Creek great? Share Broad Creek's strengths. Rank your priorities 1-12.**

- Traditional neighborhood design
- New housing
- Historic character
- Proximity to Norfolk State University
- Proximity to Downtown Norfolk
- Proximity to the waterfront
- Quality of Schools
- New library
- Kroc Center
- The residents/great neighbors
- Access to the interstate system and light rail
- Additional Strengths: (open field)

### QUESTION 5

**Additional Weaknesses:**

### QUESTION 6

**OPPORTUNITIES - What can be done to make Broad Creek the community of choice? Broad Creek has the potential to be Norfolk's greatest asset. What can be done to move from good to great? Rank your priorities 1-9.**

- Development of additional new single-family housing
- Development of additional new apartments
- Development of housing for seniors
- Consolidating scattered commercial areas into more focused nodes of activity
- Programs to jumpstart lagging residential areas
- Technology improvements
- Public art
- Additional Opportunities: (open field)

### QUESTION 7

**Additional Opportunities:**

### QUESTION 3

**Additional Strengths:**

### QUESTION 8

**Do you have any specific ideas for the vacant City and NRHA-owned sites?**

### QUESTION 4

**WEAKNESSES - What challenges does Broad Creek face? Share Broad Creek's weaknesses. Rank your priorities 1-9.**

- Physical condition of residential and commercial structures
- Incompatible land uses (i.e. Industrial uses next to residential)
- Inconsistent quality of housing stock
- Low homeownership rates
- Poor quality of existing commercial
- Road and traffic safety
- Crime
- Market and development challenges

### QUESTION 9

**Please provide your email address if you would like us to include you on future correspondence related to the Broad Creek Refresh.**

## Broad Creek Refresh Survey

Please give us your input.

# Individual Registered Responses

[REDACTED]  
in Ward 4  
May 19, 2020, 9:21 PM

### Question 1

- Interested citizen (may or may not live within the Broad Creek area)

### Question 2

1. Access to the interstate system and light rail
2. New library
3. Proximity to Downtown Norfolk

### Question 3

No response

### Question 4

1. Inconsistent quality of housing stock
2. Crime

### Question 5

No response

### Question 6

1. Consolidating scattered commercial areas into more focused nodes of activity

### Question 7

No response

### Question 8

No response

### Question 9

[REDACTED]

[REDACTED]  
in Ward 4  
May 22, 2020, 8:36 PM

### Question 1

- Interested citizen (may or may not live within the Broad Creek area)

### Question 2

1. Kroc Center
2. Access to the interstate system and light rail
3. Proximity to the waterfront
4. Proximity to Downtown Norfolk
5. Proximity to Norfolk State University
6. Additional Strengths: (open field)
7. The residents/great neighbors

### Question 3

Bus Service

### Question 4

1. Additional Weaknesses: (open field)
2. Incompatible land uses (i.e. Industrial uses next to residential)
3. Road and traffic safety
4. Physical condition of residential and commercial structures
5. Low homeownership rates
6. Market and development challenges

### Question 5

Street lighting isn't bright enough.

### Question 6

1. Programs to jumpstart lagging residential areas
2. Development of additional new single-family housing
3. Technology improvements
4. Development of housing for seniors
5. Development of additional new apartments
6. Public art
7. Additional Opportunities: (open field)
8. Consolidating scattered commercial areas into more focused nodes of activity

### Question 7

Outside recreational activities other than the usual that would attract diversity into the area. This would require thinking outside the box.

## Broad Creek Refresh Survey

Please give us your input.

### Question 8

I would like to see the property at the end of Courtney Ave where Waste Management used to be turn into a outside park with trees, benches, outside grills, tennis court, skate board ramp, and other recreational activities that would attract diversity into the neighborhood. Dont need a basketball court, there are enough around.

### Question 9

in Ward 2

May 26, 2020, 7:13 AM

### Question 1

- Interested citizen (may or may not live within the Broad Creek area)

### Question 2

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

### Question 3

No response

### Question 4

1. Inconsistent quality of housing stock
2. Poor quality of existing commercial
3. Low homeownership rates
4. Physical condition of residential and commercial structures
5. Crime
6. Market and development challenges
7. Road and traffic safety

8. Incompatible land uses (i.e. Industrial uses next to residential)

9. Additional Weaknesses: (open field)

### Question 5

No response

### Question 6

1. Development of additional new apartments
2. Programs to jumpstart lagging residential areas
3. Development of additional new single-family housing
4. Consolidating scattered commercial areas into more focused nodes of activity
5. Development of housing for seniors
6. Technology improvements
7. Public art
8. Additional Opportunities: (open field)

### Question 7

No response

### Question 8

No response

### Question 9

No response

in Ward 5

May 26, 2020, 11:55 AM

### Question 1

- Interested citizen (may or may not live within the Broad Creek area)

### Question 2

1. New library
2. Proximity to Norfolk State University
3. Access to the interstate system and light rail
4. Quality of Schools
5. New housing

### Question 3

## Broad Creek Refresh Survey

Please give us your input.

No response

### Question 4

1. Incompatible land uses (i.e. Industrial uses next to residential)

### Question 5

No response

### Question 6

1. Consolidating scattered commercial areas into more focused nodes of activity

2. Technology improvements

### Question 7

No response

### Question 8

No response

### Question 9

No response

[REDACTED]

in Ward 3

May 28, 2020, 10:27 PM

### Question 1

• Broad Creek resident

### Question 2

1. Historic character

2. Traditional neighborhood design

3. New housing

4. The residents/great neighbors

5. New library

6. Kroc Center

7. Quality of Schools

8. Additional Strengths: (open field)

9. Proximity to Norfolk State University

10. Access to the interstate system and light rail

11. Proximity to Downtown Norfolk

12. Proximity to the waterfront

### Question 3

Close proximity to Sentara medical treatment facilities and other commercial spots like JANAF and the Military Hwy corridors.

### Question 4

1. Crime

2. Incompatible land uses (i.e. Industrial uses next to residential)

3. Additional Weaknesses: (open field)

4. Road and traffic safety

5. Poor quality of existing commercial

6. Market and development challenges

7. Physical condition of residential and commercial structures

8. Inconsistent quality of housing stock

9. Low homeownership rates

### Question 5

Commercial businesses should not be interspersed within a residential neighborhood but having Princess Anne Rd and Va Beach Blvd running through makes it hard to eliminate that completely. Maybe the traffic could be slowed down and tractor trailers and industrial vehicles eliminated from passing through.

### Question 6

1. Additional Opportunities: (open field)

2. Consolidating scattered commercial areas into more focused nodes of activity

3. Technology improvements

4. Programs to jumpstart lagging residential areas

5. Development of additional new single-family housing

6. Development of additional new apartments

7. Development of housing for seniors

8. Public art

### Question 7

Reduce the criminal element by enforcing loitering laws and curfews and enforce no parking rules at Norfolk State University. There is crime in every neighborhood but it does not have to be obvious by people hanging around.

### Question 8

If the vacant sites are on the outskirts of residential housing, rental and selling for compatible commercial entities would be acceptable.

## Broad Creek Refresh Survey

Please give us your input.

Otherwise, new residential homes and apartments like The Retreat at the foot of the Campostella Bridge would be preferable. When you observe upscale residential neighborhoods, commercial establishments are not interspersed within them. Also, having a recreation center which does not require payment like the KROC Center could be built.

### Question 9

[REDACTED]

in Ward 3

June 9, 2020, 10:52 AM

### Question 1

- Interested citizen (may or may not live within the Broad Creek area)

### Question 2

1. Quality of Schools
2. New library
3. Proximity to Norfolk State University
4. New housing
5. Access to the interstate system and light rail
6. Traditional neighborhood design

### Question 3

No response

### Question 4

1. Road and traffic safety
2. Poor quality of existing commercial
3. Inconsistent quality of housing stock
4. Market and development challenges

### Question 5

There is no grocery store in the community

### Question 6

1. Development of housing for seniors
2. Consolidating scattered commercial areas into more focused nodes of activity
3. Development of additional new single-family housing

### Question 7

Need a family restaurant More stores Grocery Store Mini Shopping Center

### Question 8

Norfolk need a nice family restaurant similar to Denny's or Crackle Barrel a larger grocery store similar to how the Old Farm Fresh was Utilize all these vacant buildings either turn them into shelters for the homeless or low cost Condos There are enough expensive condos in Norfolk

### Question 9

[REDACTED]

in Ward 4

July 15, 2020, 5:33 PM

### Question 1

- Broad Creek resident

### Question 2

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

### Question 3

The history makes Broad Creek great. The resilience of the people especially the vision of the community's past and present leaders.

### Question 4

1. Additional Weaknesses: (open field)
2. Incompatible land uses (i.e. Industrial uses next to residential)
3. Market and development challenges

## Broad Creek Refresh Survey

Please give us your input.

4. Poor quality of existing commercial
5. Road and traffic safety
6. Physical condition of residential and commercial structures
7. Inconsistent quality of housing stock
8. Low homeownership rates
9. Crime

### Question 5

The challenges that Broad Creek face are Code Enforcement and Community Standards. Both has to be top priority in Broad Creek. The historic Broad Creek must grow a long with the strengths and positive investments currently taking place in the community. Code Enforcement and Community Standards cannot continue to lag behind in the growth of Broad Creek. People have to work and participate in their community. Because Broad Creek is a historic older community, funding and investment in infrastructure is needed.

### Question 6

1. Development of additional new single-family housing
2. Technology improvements
3. Additional Opportunities: (open field)
4. Programs to jumpstart lagging residential areas
5. Consolidating scattered commercial areas into more focused nodes of activity
6. Development of housing for seniors
7. Public art
8. Development of additional new apartments

### Question 7

Investment in Commercial/Community Development, Technology, Code Enforcement and Community Standards would make Broad Creek a Community of Choice. Dedicated funding and resources for Economic Development which includes assessment of existing and future possibilities for economic growth including infrastructure and all utilities would also make Broad Creek a Community of Choice.

### Question 8

My ideas for vacant City and NRHA-owned sites would be to build an entire new community which coexists/compliments the historic Broad Creek. It is very important that the new and old act as One. These sites would also include amenities within the Broad Creek Community. The community becomes a walkable Community of Choice etc., parks, productive small businesses, restaurants (family dinners time) high end grocery store, Innovation Center, business corridor, medical, and childcare.

### Question 9

[REDACTED]

[REDACTED]

in Ward 3

August 4, 2020, 9:13 PM

### Question 1

- Broad Creek resident

### Question 2

1. New housing
2. Kroc Center
3. New library

### Question 3

No response

### Question 4

1. Inconsistent quality of housing stock
2. Poor quality of existing commercial
3. Incompatible land uses (i.e. Industrial uses next to residential)
4. Physical condition of residential and commercial structures
5. Low homeownership rates
6. Market and development challenges
7. Crime

### Question 5

Litter

### Question 6

1. Consolidating scattered commercial areas into more focused nodes of activity
2. Development of additional new single-family housing
3. Programs to jumpstart lagging residential areas
4. Technology improvements
5. Public art

### Question 7

Eliminate vacant, empty, unattended, or blighted commercial buildings and businesses.

## Broad Creek Refresh Survey

Please give us your input.

### Question 8

Municipal office buildings, commercial office buildings with high quality tenants.

### Question 9

No response

in Ward 1

August 18, 2020, 9:31 AM

### Question 1

- Interested citizen (may or may not live within the Broad Creek area)

### Question 2

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

### Question 3

No response

### Question 4

1. Additional Weaknesses: (open field)
2. Poor quality of existing commercial
3. Incompatible land uses (i.e. Industrial uses next to residential)
4. Low homeownership rates
5. Road and traffic safety
6. Physical condition of residential and commercial structures
7. Inconsistent quality of housing stock
8. Market and development challenges
9. Crime

### Question 5

Invest heavily in the schools to bring them up on par with the Ghent School--and all the way through the high school level too-- and new residents will flock in. This part of Norfolk has so much character, it's a shame new families in the area move to Virginia Beach, solely on the basis of --and their impression of --Norfolk Public Schools.

### Question 6

1. Additional Opportunities: (open field)
2. Consolidating scattered commercial areas into more focused nodes of activity
3. Development of additional new single-family housing
4. Programs to jumpstart lagging residential areas
5. Public art
6. Technology improvements
7. Development of housing for seniors
8. Development of additional new apartments

### Question 7

Invest heavily in the schools to bring them up on par with the Ghent School--and all the way through the high school level too-- and new residents will flock in. This part of Norfolk has so much character, it's a shame new families in the area move to Virginia Beach, solely on the basis of --and their impression of --Norfolk Public Schools.

Also, ensure the entire area is walkable; make streets more pedestrian-friendly, and ensure bus access throughout the area. This factor also will attract new homeowners, renters, and residents.

### Question 8

No response

### Question 9

No response

in Ward 3

September 10, 2020, 6:41 AM

### Question 1

- Interested citizen (may or may not live within the Broad Creek area)

### Question 2

## Broad Creek Refresh Survey

Please give us your input.

1. Access to the interstate system and light rail
2. New library
3. Proximity to Downtown Norfolk
4. Historic character
5. Quality of Schools
6. Traditional neighborhood design
7. New housing

### Question 3

No response

### Question 4

1. Poor quality of existing commercial
2. Road and traffic safety
3. Inconsistent quality of housing stock

### Question 5

No response

### Question 6

1. Development of housing for seniors
2. Consolidating scattered commercial areas into more focused nodes of activity
3. Technology improvements
4. Development of additional new single-family housing
5. Public art

### Question 7

No response

### Question 8

Opportunities for small start-up businesses in walkable distance with affordable rent that focus on the needs of the community. Quality food options - not just grocery, Walmart covered that, but deli and market in the center of broad creek. Safe outdoor spaces like the Open Norfolk pop-ups and with amenities like Bay Oaks - Picnic Coverings, Grills, Playground.

### Question 9

No response

in Ward 3

September 14, 2020, 10:57 AM

### Question 1

- Broad Creek resident

### Question 2

No response

### Question 3

No response

### Question 4

1. Road and traffic safety
2. Crime
3. Additional Weaknesses: (open field)

### Question 5

The upkeep of this area is horrid. The park behind the school is EXTREMELY dangerous for our children.

There needs to be a four way stop on the corner of Bayne and Merrimac as people SPEED through this area where there is a school and children also play. There should also be a speedbump on Bayne Avenue behind the school as no one respects the residential speed limit and it is very dangerous for children in the neighborhood and students who attend the school. None of the water fountains or water features work and the landscaping is always littered with trash (Liquor bottles, needles, etc) as vagrants walk this area at night. Almost every street lamp is broken.

The HOA is absolutely pointless and does not respond in a timely manner or meet consistently nor do they have strong community involvement.

The HOAs rules and

Guidelines are outdated and unrealistic. No one in this community even bothers to go to the meetings because every idea to truly better our neighborhood and request is immediately shut down. They do not inform anyone when meetings are taking place, the location or the time.

Important neighborhood Information should be distributed via email to keep everyone updated at all times. Right now we are given NO information. It is 2020; sending occasional notices by mail is absurd. Lets make this neighborhood what it was MEANT TO BE. Dissolve the HOA and bring this community into 2020. PLEASE fix flooding storm drains as well. They are causing our properties to flood.

### Question 6

1. Technology improvements

### Question 7

## Broad Creek Refresh Survey

Please give us your input.

BUILD A NEW AND GATED CHILDREN'S PARK. speed bumps. Stop signs. Fix water features. Put fences on va beach blvd side to protect our children and neighbors from traffic. UTILIZE empty space for community garden, DOG PARK, festivals, and events. Dissolve b Broad Creek HOA and/or improve community involvement to get others involved.

### Question 8

DOG PARK. NEW CHILDRENS PARK. Community garden. Festivals.

### Question 9

[REDACTED]

[REDACTED]

in Ward 3

September 14, 2020, 11:32 AM

### Question 1

- Broad Creek resident

### Question 2

1. Access to the interstate system and light rail
2. The residents/great neighbors
3. Proximity to Downtown Norfolk
4. Kroc Center

### Question 3

No response

### Question 4

1. Incompatible land uses (i.e. Industrial uses next to residential)
2. Road and traffic safety
3. Poor quality of existing commercial
4. Market and development challenges
5. Additional Weaknesses: (open field)

### Question 5

Not enough crosswalk lines, stop signs Bayne and merrimac. Vacant space on Bayne and merrimac is being maintained by [REDACTED] Because he wants to keep his landscape clean and neat.

### Question 6

1. Additional Opportunities: (open field)

### Question 7

The Richard green play ground has been unattractive for many years. Community cannot enjoy the park. Visually there is no curb appeal.

### Question 8

Broad creek pathway is poorly maintained. Boardwalk has busted pieces of wood, rotted wood dog poop.

### Question 9

[REDACTED]

[REDACTED]

in Ward 3

September 14, 2020, 9:37 PM

### Question 1

- Broad Creek resident

### Question 2

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

### Question 3

Police and Fire services

### Question 4

1. Low homeownership rates
2. Poor quality of existing commercial
3. Additional Weaknesses: (open field)

## **Broad Creek Refresh Survey**

Please give us your input.

4. Physical condition of residential and commercial structures
5. Incompatible land uses (i.e. Industrial uses next to residential)
6. Inconsistent quality of housing stock
7. Market and development challenges

### **Question 5**

Storm drainage issues in residential streets: Some streets have low laying areas where water from each direction of the street flows to a lowered street segment. During intense precipitation, the storm water overflows from the manholes creating a flood depth that reaches some of the home's front porch stairs, vehicles get partially submerged posing a threat to human safety.

### **Question 6**

1. Development of additional new single-family housing
2. Consolidating scattered commercial areas into more focused nodes of activity
3. Additional Opportunities: (open field)
4. Technology improvements
5. Development of additional new apartments
6. Programs to jumpstart lagging residential areas
7. Public art
8. Development of housing for seniors

### **Question 7**

Improve Quality of Education: acknowledge and address overcrowding; raise standards of teachers.

### **Question 8**

No response

### **Question 9**

[REDACTED]

# BROAD CREEK *Refresh*

Newsletter | Fall 2020



## November Public Meeting Recap

On November 18, 2020, City staff were joined by 11 residents and stakeholders for a virtual community meeting as part of the Broad Creek Refresh planning effort. Councilwoman Mamie Johnson made welcoming remarks and was joined by City Planning Commissioner Kevin Murphy. City Planning staff gave a presentation about the Broad Creek Refresh planning process, including the different components of Phases I and II, as well as the results from the online survey. During the meeting, attendees were invited to discuss the future reuse of six "Opportunity Sites" within the Broad Creek Refresh Study Area and vote on which future land uses they would like to see on each site. The following is a summary of the live polling results for the future reuse of the Opportunity Sites, as well as relevant feedback received from the online survey.



## This issue:

November Public Meeting recap.

Opportunity Sites.

## Coming up:

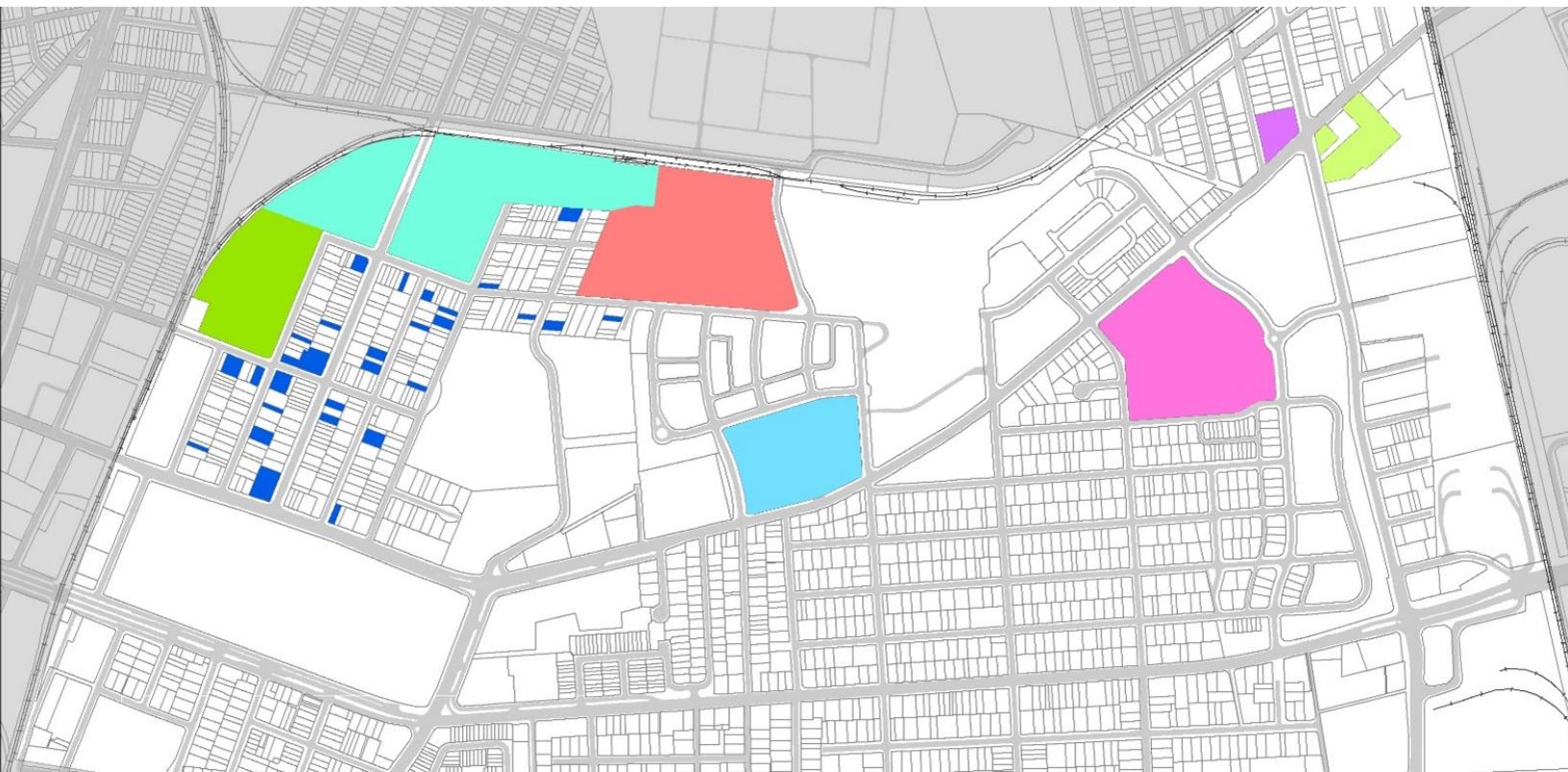
This newsletter will be posted on the City's website: [norfolk.gov/broadcreekrefresh](http://norfolk.gov/broadcreekrefresh).

The next newsletter will be sent in January 2021 providing a progress update on the entire Broad Creek Refresh planning effort.

Stay tuned for the third and final virtual Community Meeting, where the draft Broad Creek Refresh plan will be unveiled.

## Opportunity sites overview

- Opportunity site 1: Hanson Avenue/Cary Avenue
- Opportunity site 2: Moton Circle (not included as Norfolk Redevelopment and Housing Authority has plans created)
- Opportunity site 3: Former Dreamkeepers Academy
- Opportunity site 4: SECEP School
- Opportunity site 5: Princess Anne Road/Ballentine Boulevard
- Opportunity site 6: Bruce's Park



## Opportunity site I: Hanson Avenue/Cary Avenue



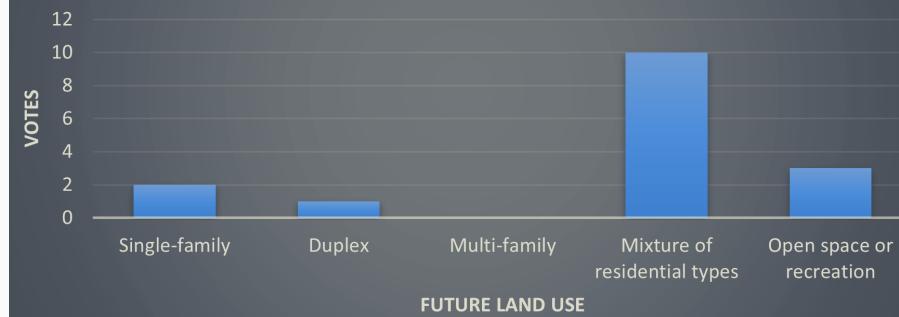
### Key takeaways:

- From the polling results, it is clear the community strongly prefers a mixture of residential housing types (63% of the total votes) at the Hanson Ave./Cary Ave. sites, akin to the housing seen within the Broad Creek Renaissance areas.
- The future land use option that received the next highest vote total was “open space or recreation.”
- Overall, the results show the community is not interested in high density residential development at these sites, unless it resembles the Broad Creek Renaissance, is kept at that scale, and utilizes a mixture of housing types and densities.

### Other comments:

- Outside park with trees, benches, outside grills, tennis court, skateboard ramp, and other recreational activities that would attract diversity into the neighborhood.
- Don’t need a basketball court, there are enough near the site.

Which type of residential development would be most appropriate at the Hanson Ave./Cary Ave. site(s)?



## Opportunity site 3: Former Dreamkeepers Academy



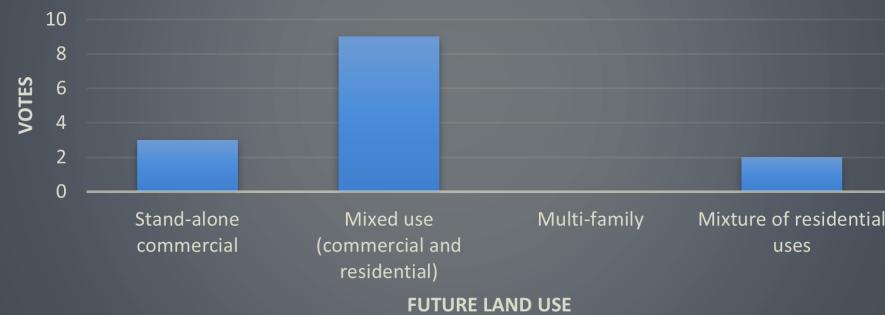
### Key takeaways:

- From the polling results, it is clear the community strongly prefers mixed use (commercial and residential) development (64% of the total votes) at the site of the former Dreamkeepers Academy.
- The future land use option that received the next highest vote total was “stand-alone commercial.”
- The results show the community is interested in higher density development here, as it is a large site and sits along E. Princess Anne Road, a major street within the Broad Creek area.

### Other comments:

- Vacant sites on outskirts of neighborhoods – good for commercial; otherwise, residential and apartments (upscale). Recreation center (public).
- Build new community that complements historic Broad Creek with amenities: “Walkable Community of Choice etc., parks, productive small businesses, restaurants, 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.”
- Outdoor recreation – dog parks, parks, a new children’s park, community garden, and festivals.

Which type of development would be most appropriate at the former Dreamkeepers site?



## Opportunity site 4: SECEP School



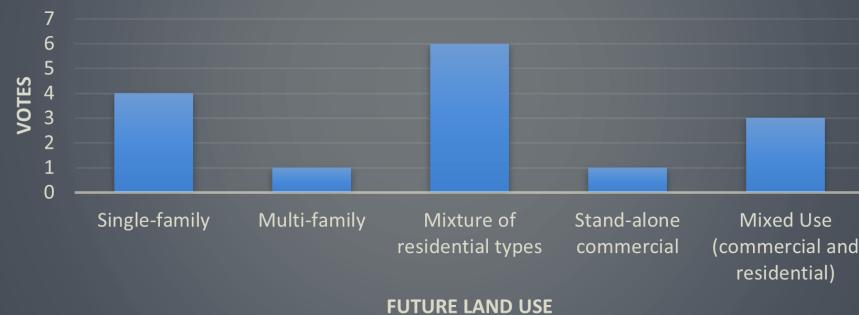
### Key takeaways:

- From the polling results, it seems the community is relatively split between a mix of residential housing types (40% of the total votes), akin to the housing seen within the Broad Creek Renaissance areas, and single-family homes (27% of the total votes), with mixed use development coming in a close third place (20% of the total votes).
- The results show the community is generally interested in the same sort of development here as in the Hanson Ave./Cary Ave. site; however, there may be an appetite for mixed use and commercial development, as it is a large site and sits along E. Princess Anne Road, a major street within the Broad Creek area.

### Other comments:

- Vacant sites on outskirts of neighborhoods – good for commercial; otherwise, residential and apartments (upscale).
- Recreation center (public).
- Build new community that complements historic Broad Creek with amenities: "Walkable Community of Choice etc., parks, productive small businesses, restaurants, 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."
- Outdoor recreation – dog parks, parks, a new children's park, community garden, and festivals.

### Which type of development would be most appropriate at the SECEP school site?



## Opportunity site 5: E. Princess Anne Rd./Ballentine Blvd.



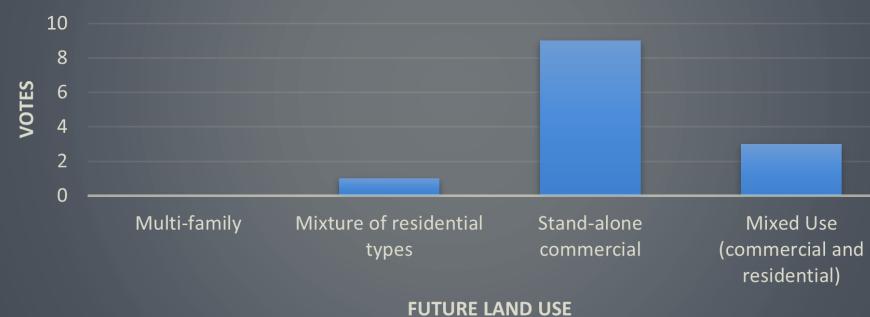
### Key takeaways:

- From the polling results, it is clear the community strongly prefers stand-alone commercial development (69% of the total votes) at these sites.
- The future land use option that received the next highest vote total was "mixed use (commercial and residential)."
- The results show the community is interested in higher density development here, especially commercial development, as it is a primary gateway into the Broad Creek area.

### Other comments:

- Vacant sites on outskirts of neighborhoods – good for commercial; otherwise, residential and apartments (upscale).
- Recreation center (public).
- Build new community that complements historic Broad Creek with amenities: "Walkable Community of Choice etc., parks, productive small businesses, restaurants, 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."
- Outdoor recreation – dog parks, parks, a new children's park, community garden, and festivals.

Which type of development would be most appropriate at the E. Princess Anne Road/Ballentine Boulevard sites?



## Opportunity site 6: Bruce's Park



### Key takeaways:

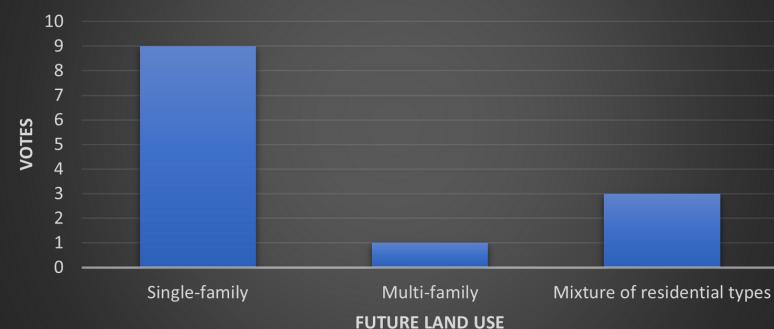
- From the polling results, it is clear the community strongly prefers single-family development (69% of the total votes). The future land use option that received the next highest vote total was “mixture of residential types,” signaling a possible level of comfort with duplexes or multi-family, but only if they are designed and constructed akin to what is seen in the Broad Creek Renaissance areas.
- Overall, the results show the community is interested almost exclusively in single-family housing within Bruce's Park. There is also an interest in pursuing and encouraging more homeownership opportunities for current and future residents.
- Respondents also indicated they want single-family lots to have decent-sized yards and open space provisions.
- There was also a significant desire to ensure open spaces, parks, and other recreational activities within Bruce's Park.

### Other comments:

A follow-up poll questions was asked to the attendees – “Do you have any ideas specific to Bruce's Park?” Below are the responses:

- Open park/recreation space on empty lots (or undevelopable lots).
- There are enough multi-family units currently there. More opportunities for affordable home ownership.
- It should be an area consisting of single-family homes with yards.
- All residential development types in study areas should include useful and meaningful open space.
- Make the absent homeowners or landlords fix their homes that are running down the neighborhood and make the renters follow criteria - if not the City should give fines.
- Some recreation such as a tennis court or skateboard ramp. Something that is not seen in other neighborhoods. Artwork.
- Include a park/green spaces, areas for biking/hiking.

### Which type of development would be most appropriate in Bruce's Park?



## **“What is one use or amenity that would make Broad Creek THE community of choice?”**

City staff ended the meeting by asking one final, open-ended question. Below is a summary of the responses:

- Designated space for a community garden and outdoor market.
- A high-quality grocery store that features healthy and fresh foods.
- Restaurants, including locally owned.
- 100% walkable infrastructure.
- Opportunities for small businesses along major corridors.
- Fenced in play areas for children, as well as activities for ages – stores, restaurants, parks.
- Open spaces for outdoor entertainment.

