Planning Update

Norfolk City Council

July 13, 2021

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West Ocean View
General Plan Amendment

- Revise actions in the West Ocean View Area portion of plaNorfolk2030 to add vibrancy and activity to the West OV area:
  - Strengthen pedestrian connections across WOV Avenue between public and private realms
  - Encourage public activity and community events that increase local business patronage
  - Improve parking options; use of shared parking agreements
  - Encourage outdoor dining and other activities

planNORFOLK2030

Action N5.1.23. Continue to implement the following actions for the West Ocean View area.

- N5.1.23(a). Support the application of mixed-use zoning in the area on the south side of West Ocean View Avenue, between 1st View Street and Mason Creek Road, in order to encourage the development of a pedestrian-friendly "town center".
- N5.1.23(b). Explore opportunities to modify the existing Tidewater Drive terminus in order to create a park setting west of Mason Creek Road.
- N5.1.23(c). Improve the entrances to Community Beach Park and Sarah Constant Park.
- N5.1.23(d). Explore opportunities to provide connections between the Ocean View Golf Course and Community Beach Park, such as redevelopment of the "senior center" site.

West Ocean View Area
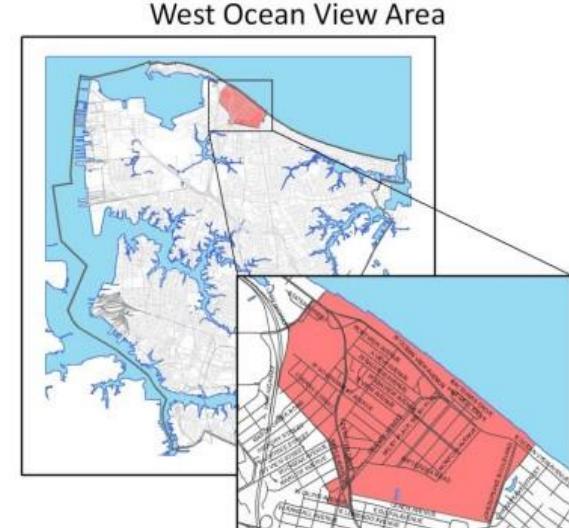
Background

- Revisiting of the General Plan actions for West Ocean View was prompted by City purchase of former Greenies in 2018

- Kicked off conversation with community to discuss future of the site—series of well attended meetings

- Arrived at a vision for the site, as well as for the larger area

Vision for Redevelopment

- Begin with making the site "Visitable"— return to safe and attractive public use
  - Return site to public use & improve beach access
    - Extend dune line and walkway westward from Park
    - Provide ADA-compliant access to beach
- Provide flexibility for future public use as determined by the community
- Amendments to plaNorfolk2030 to help achieve vision
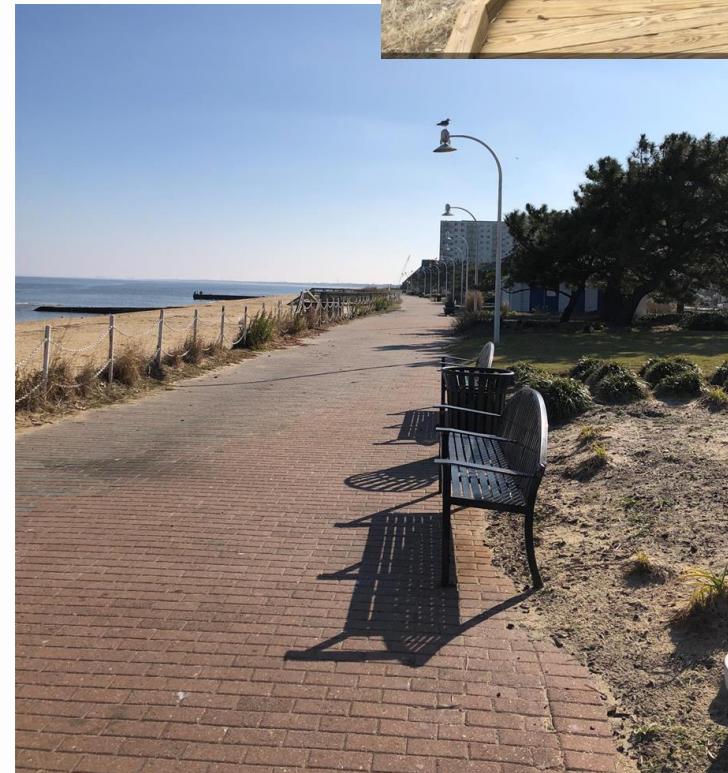
Planning Commission Recommendation

- By a vote of **6-1** the City Planning Commission recommends **approval**

- The negative vote resulted from the strategy contained in the proposed amendment to add parking on the Bayfront side of West Ocean View Avenue

Planning Item Preview
Broad Creek Refresh
General Plan Amendment

- Repeal the Broad Creek Revitalization and Implementation Plan Book and adopt the Broad Creek Refresh Plan: Building A Community of Choice.

Study Area and Guiding Principles

- Incompatible Land Uses

- Jumpstarting Residential Communities
  - Emphasis on building form, including fences

- Location of Commercial Nodes

- Mobility, Streets, Speeding, and Traffic Safety

- Establish/Improve Neighborhood Identity
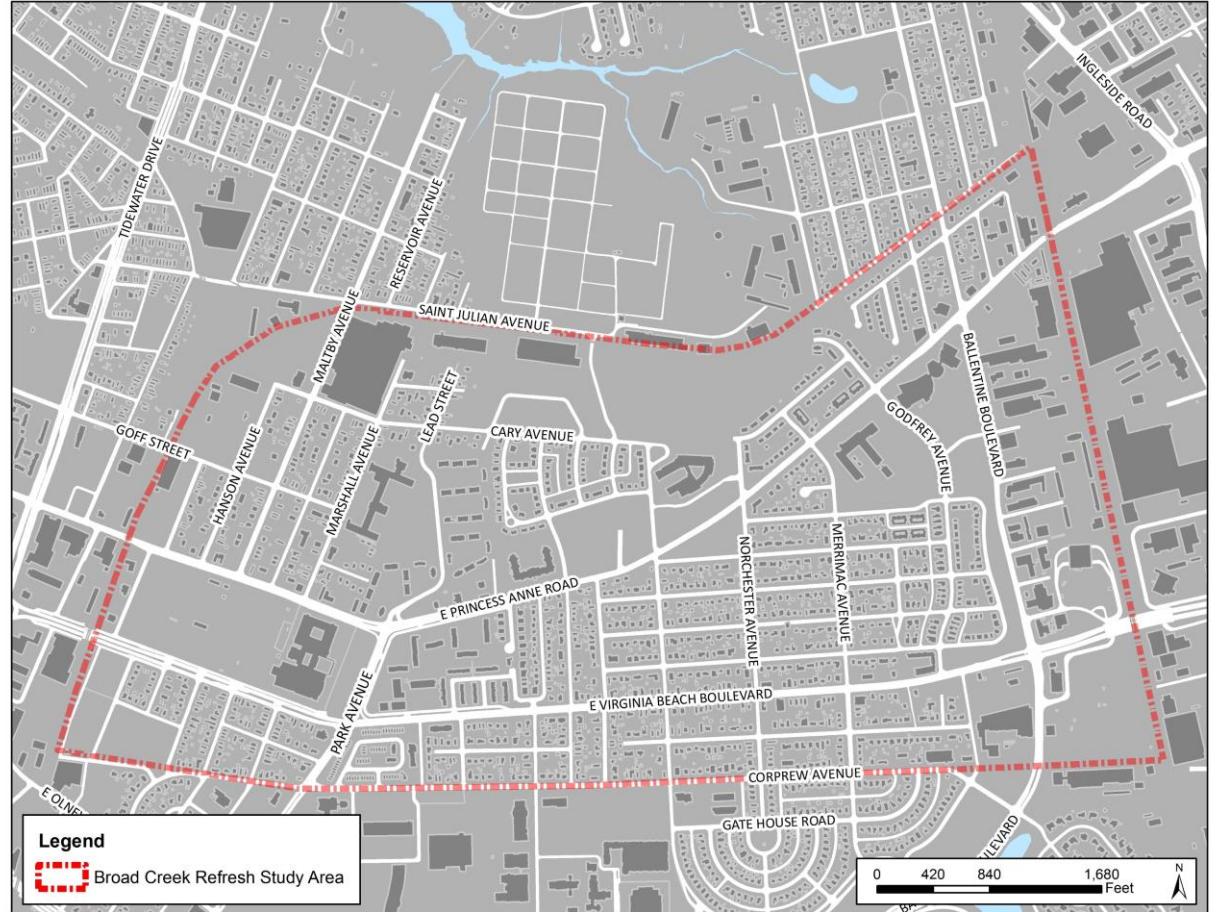
Summary of Recommendations

- Six Opportunity Sites were identified within the Study Area that present a variety of opportunities:
  - Create a variety of housing options, including infill single family, Missing Middle, and extension of Broad Creek Renaissance.
  - Introduce mixed use and community spaces
  - Strengthen commercial nodes

Additional Recommendations

- Create zoning overlay: Broad Creek Refresh Overlay (BCRO) district
  - Regulate/prohibit land uses
  - Enhanced residential form standards (porches, garages, fences, etc.)
- Pattern Books – Bruce's Park and greater Broad Creek
- Broadband/Technology Corridor/Zone (Park Ave.)
- Broad Creek Manufacturing and Innovation Center (Ballentine Blvd. to Ingleside Rd.)
- Gateway treatments, banners, signs, public art, etc.
- Create business association
- Extend ERT up Park Ave. into Broad Creek
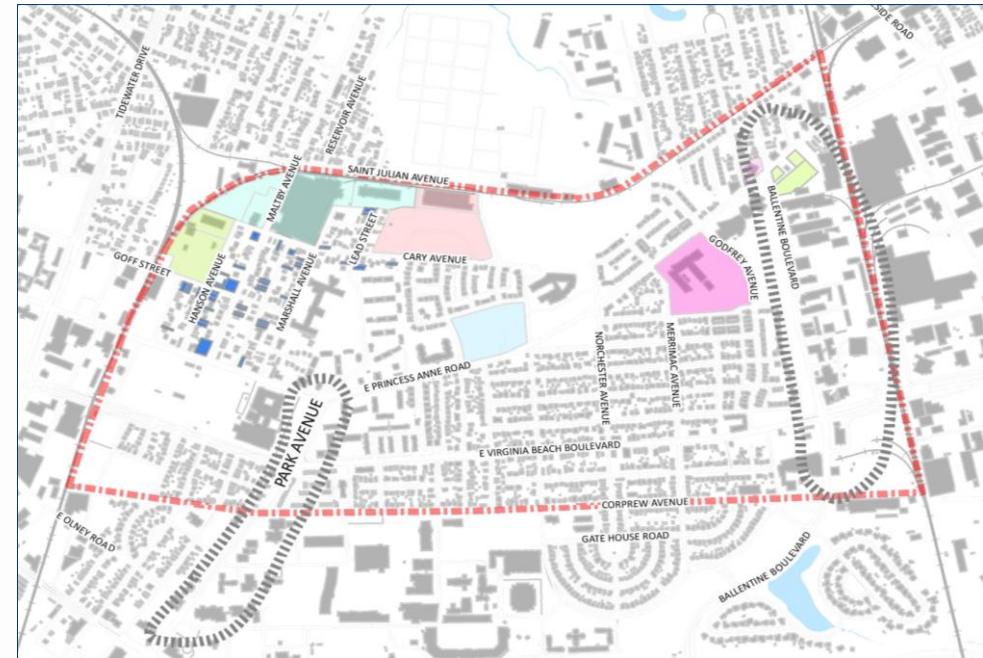
Planning Commission Recommendation

- By a vote of **7-0** the City Planning Commission recommends **approval**

- Additional parts of the Broad Creek Refresh will be at the Planning Commission and then coming to City Council over the next several months:
    - Broad Creek Pattern Book
    - Bruce's Park Plan Book
    - Broad Creek Refresh Overlay zoning district

Questions