

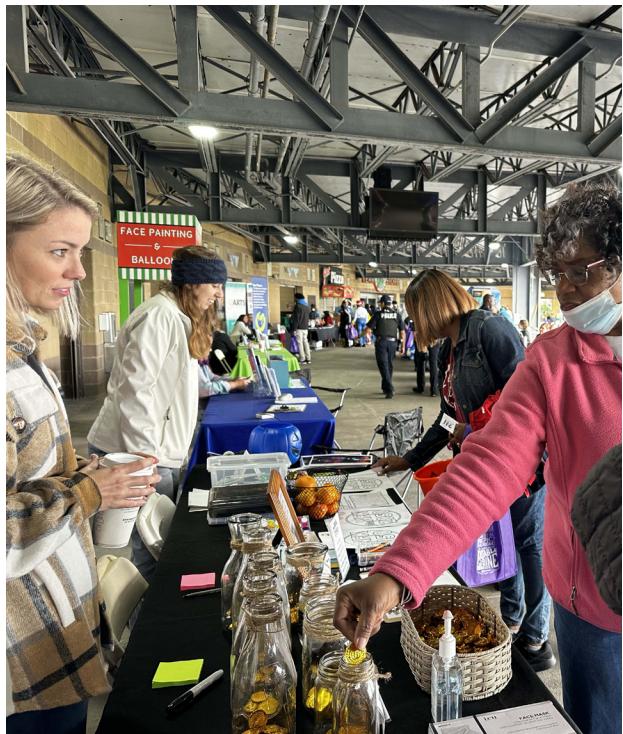


City of Norfolk Phase I Engagement Summary

City of Norfolk Comprehensive Plan Update

NORFOLK
THE CITY OF







Spectacular
library
Early 2017
Done!

NFK2050 Community Engagement

Phase 1: Listening

Open House #1 — Harbor Park	October 7, 2023
Open House #2 — Mary D. Pretlow Anchor Branch Library	November 30, 2023
Open House #3 — Norview Community Center	December 4, 2023
Open House #4 — Richard A. Tucker Memorial Library	December 6, 2023
Open House #5 — Lamberts Point Community Center	December 7, 2023
Open House #6 — Fairlawn Community Center	December 11, 2023
Online Engagement	January 2024 - February 2024



+275

community
members
engaged in six
different locations
and through
online tools



Participants from
14 different
Norfolk
zipcodes



+3 months

of engagement
with the
community for
Phase 1





In-person engagement





WHAT WE HEARD ON THE GROUND:

The City of Norfolk interacted with over 150 Norfolk residents in a series of community engagement events. This initial **Phase 1: Listening** period of the NFK2050 Plan asked participants to share their input and visions for how they would like Norfolk to be by the year 2050.

Here's what was heard during the in-person engagement efforts:

EQUITABLE NORFOLK



an accessible, diverse, and affordable community



a city with equitable policies and opportunities



focused on community advancement

WELL-CONNECTED NORFOLK



dense, vibrant, and equitable communities



a thriving multi-modal transportation network



a walkable and bicycle-friendly city



a city with regional connections



housing close to food sources and services

Norfolk will be a thriving Hampton Roads community that is welcoming to all! Visitors will have an unforgettable experience!

PEOPLE-ORIENTED NORFOLK



a vibrant city



a city with unique character to live, work, and play in



a business-friendly city



a place for residents to excel and reach their goals



a city with a mix of demographics, lifestyles, families, and jobs

RESILIENT NORFOLK



a socially and economically resilient Norfolk



living with water in an equitable city

OTHER THINGS WE HAVE HEARD



more inviting for people from all generations and abilities



increased youth-focused activities and programs



support for small businesses



job opportunities at all skills levels



a city for families

EQUITABLE NORFOLK

- Inclusive decision making
- Increased equitable policies – embrace the challenges but address them
- Access to housing, especially for the historically marginalized > housing types
- Equal opportunities for community advancement leads to a well-resourced city
- More accessible, diverse, and affordable Norfolk for all residents.
- Residents are hopeful for increasing both safety and resiliency scores in all neighborhoods
- Improve the economic divide between the East and West portions of the city
- Equal and fair opportunities for all Norfolk residents regardless of race or gender
- More opportunities for urban agriculture and open spaces for youth and families
- Desire for better parks, playgrounds, and buildings
- Updated technology for all schools

RESILIENT NORFOLK

- Living with water and the address equity questions that go with it
- Better understanding of how this affects and impacts diverse populations
- Have answers to the question of preparedness and how to implement solutions
- Socially and economically resilient NFK: local businesses and thriving urban areas
- Concern that Norfolk will be underwater if the City does not address concerns around infrastructure, specifically underground stormwater pipes
- Norfolk should be a leader in green energy



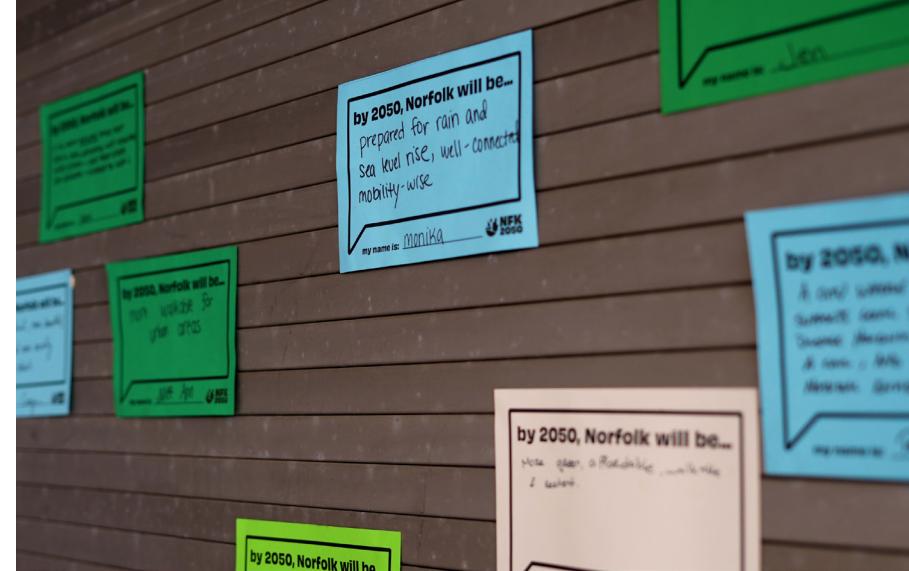
**By 2050, Norfolk will
be able to live with the
water around it**



**By 2050, Norfolk will be
pedestrian friendly, safe,
and a tourist destination**

WELL-CONNECTED NORFOLK

- More multi-modal transportation and less cars
- The City will have more walkable urban areas
- There will be connection to the region
- Norfolk will be an example of public transit
- Dense, vibrant, equitable communities
- Locating homeless shelters in areas that are closer to non-highway areas and more access to food sources
- Desire for a thriving community accessible via a variety of transportation across the city with a balance of entertainment, small businesses, affordable housing, and a place for everyone
- Norfolk should continue progress on being bicycle friendly and safe for all commuters
- Norfolk would be a leader for economic development along the East Coast and a hub for the tech industry, green energy, and innovation in general
- Norfolk's future as the central hub for Hampton Roads and a large east coast cruise and air stopover pending an airport expansion



MORE...

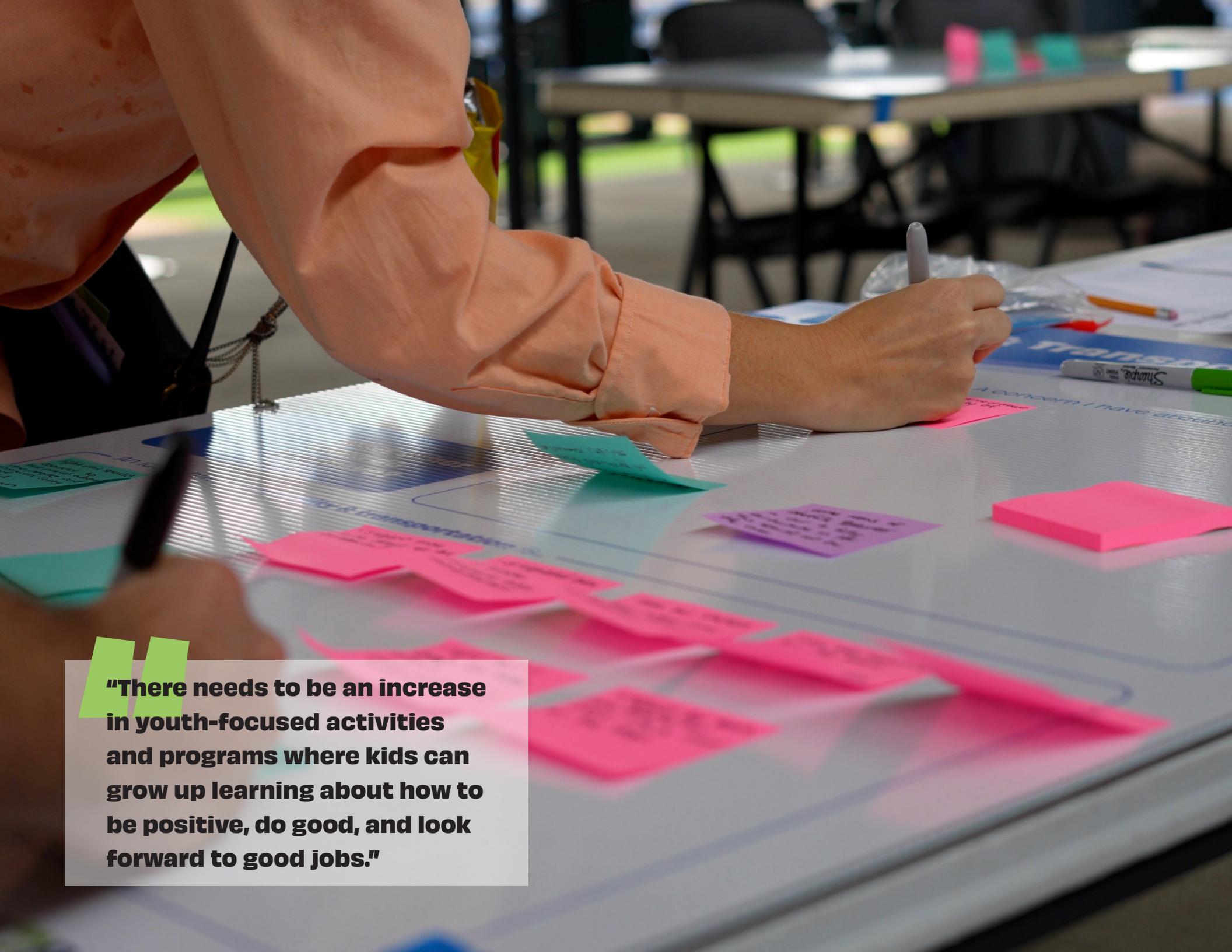
- **Biodiverse**
- **Vibrant**
- **Connected**
- **Affordable**
- **Unique**
- **Accessible**
- **Inviting**

PEOPLE AND CULTURE

- Norfolk can be an even more vibrant city where people would want to plant roots, especially people who can work remotely from anywhere
- Desire for Norfolk to be a business-friendly city with lower taxes for both restaurants and homeowners with opportunity zones and areas for new development ideas
- A cleaner and safer Norfolk for children where all residents can excel and reach their goals
- Norfolk in the future can be both a food and arts scene with opportunities for all residents to access the arts and musical theatre
- A connection with the other cities in Hampton Roads in order to attract a major league franchise
- Prioritizing the community aspect of neighborhoods over short term rentals.
Another resident saw Ocean View as “Norfolk’s Caribbean paradise” by the year 2050
- Making Norfolk the preferred place to go to school and the most desirable large city in the state to live, work, and play
- Unique, full of character, and focused on preserving tree canopy
- Mix of demographics, lifestyles, families, jobs

OTHER

- Quick moving development that would make a great and desired place to live, specifically in regard to the potential of Willoughby & Ocean View
- Offer more amenities along the waterfront view to generate revenue
- Norfolk needs to be cleaner, have more entertainment, and have wide variety of housing opportunities
- Healthier and safer
- More inviting for people from all generations and of all abilities
- More bike friendly and focusing on historic preservation through adaptive reuse
- Increase in youth-focused activities and programs where kids can grow up learning about how to be positive, do good, and look forward to good jobs
- Increased quality of public transportation and active transportation opportunities
- Increased support for small businesses
- Increased job opportunities at all skill levels
- More amenities throughout the city for families



"There needs to be an increase in youth-focused activities and programs where kids can grow up learning about how to be positive, do good, and look forward to good jobs."



CULTURAL AND HISTORIC RESOURCES

CONCERNs:

- Work on preservation of cultural areas instead of erasing it with new development, but make sure there is still room for “good” development and other amenities that respect historic buildings and cultural areas
- Gentrification
- Preservation of neighborhood identities
- Sea level rise and cultural and historic resources
- Residents feel overwhelmed by the amount of Short-Term Rentals(STR's)
- The cost of licensing makes art as a viable career challenging
- History is being lost
- Lack of educational resources on cultural & historic topics
- Advocate for programs to inform residents of issues and accomplishments and goals for the city
- Flooding threatens historic buildings & sites
- Neighborhood historic preservation groups need financial support
- Concerns about the tearing down of buildings and lack of historic preservation in the past
- Need to preserve Scope and Chrysler Hall
- Concerned about losing the historic houses throughout the City of Norfolk such as the Moses Myers house, Willoughby Baylor, and the Historical Society building

IDEAS:

- Flexibility for adaptive reuse of buildings
- Use street art and creativity to distinguish the character of the neighborhoods
- Celebrate the maritime industry and heritage
- Incentives for homeowners to take care of homes and landscaping
- More preservation and protection of historic districts
- Need a shift on the perception of public access to the waterfront
- Historic streets more accessible and pedestrian friendly
- Develop more cultural centers, facilities, and programs in Ocean View (OV) to celebrate the cultural heritage and history
- Provide resources and programs to educate, innovate, and advocate for our residents
- Expand local historic districts
- Establish communication between generations to spread information
- Keep cultural community centers relevant - technology, entertainment, education
- Create safe environments for residents/seniors and children to learn skills, trades and obtain information
- Preserve the history of the city
- History of under-represented groups should be a priority
- More entertainment venues, events, and opportunities across the city, especially small outdoor venues
- More grants and loans for small businesses and historic preservation
- Design guidelines to keep neighborhood architectural styles consistent
- Grants for homeowners to make repairs
- Historical markings telling City of Norfolk's story
- Resources that address equity across neighborhoods
- Creating a space for an amphitheater on East Beach
- It is important to preserve Alders Gate United Methodist Church, East Coast Gospel Light House, Riverside Baptist Church
- Mark historic landmarks in Olde Huntersville
- Downtown is not a place people are wanting to visit and Norfolk should focus on the other growing business corridors and neighborhoods
- Need for more code enforcement, encouraging design in neighborhoods that is less suburban, and more city support for community gardens
- Leverage Norfolk's rich history and arts, possibly for tourism opportunities
- Use best practices from areas that are facing similar problems to Norfolk like Charleston
- Make historic preservation a priority in the future with more funding (from grants at the state and federal level) and more state and federal historic districts



ECONOMIC DEVELOPMENT

CONCERNS

- More local businesses in neighborhoods; simplify processes and procedures to set up small businesses + support (includes grant writing, business loans, etc.)
- Entrepreneurship opportunities for young adults 18-24yrs
- Support of night life
- Regional committees could support neighbor cities and allow movement in between
- Ensure higher elevations does not displace current residents and compromise affordability ahead of sea level rise
- Too much reliance on the Navy
- Imbalance of attention and resources – too much in more affluent areas of the city and not enough in less affluent areas; too much money spent Downtown
- Need to innovate more and be more of a leader/jumping onto national trends at the beginning rather than late in the game
- Need more plans in place before spending tax dollars
- Property taxes are too high
- Focus more on elementary schools and playgrounds
- Imbalance of attention and resources – too much in more affluent areas of the city and not enough in less affluent areas; too much money spent Downtown

- Need to innovate more and be more of a leader
- Lack of communication to residents regarding available economic opportunities
- There are no commercial real estate training programs for working professionals wanting to change careers
- Sacrificing sustainability goals for development
- Generic franchises buying out/forcing out small businesses
- Incompatible uses in our residential areas & near schools - no industrial uses should be allowed in those areas
- Funds need to be allocated for all neighborhoods, especially those underserved
- More help with entrepreneurship
- Economy is not diversified enough leaving us vulnerable
- Lack of support for entrepreneurs and small businesses, or even just new and privately owned businesses in general
- Tech incubation and a small business concierge and anything else that would lead Norfolk to become an industry hub for business
- Too much of a dependence on the DoD and Norfolk is missing out on tech bids due to lack of I-95 proximity
- Norfolk lacks a destination identity in terms of tourism
- Want to see Norfolk become a destination location that leverages history, arts, and proximity to the beach

IDEAS

- Mixed use spaces and affordable homes that are climate resilient and support attracting businesses to Norfolk
- Small scale manufacturing spaces
- Support and assist small businesses and provide grants
- Economic development plan per ward
- More slow streets, walkable areas, nightlife, and community events, as well as activities for youth
- Invest in distressed, low-income areas
- Youth development and opportunities for 12 yr-onwards
- More restaurants
- Express bus from OV to Downtown
- Refresh commercial areas and add landscaping
- Improve infrastructure and roads
- More shopping centers, movies, parks
- Streamline approval processes, especially for small businesses
- For entrepreneurs to have chances to go to meetings where they get assistance for their career and job
- Attract and support entrepreneurs and digital nomads/remote workers

- Attract alternative energy and environmentally conscious companies
- Microgrants and support for small business
- More trash cans around the city
- Use MacArthur to invest in the surrounding community by enhancing the area or mall with grocery store/social service/entertainment
- Senior communities that become economic empowerment for youth
- Drive-up windows for property taxes around the city
- More community events
- More open space preservation
- Invest in computer chip manufacturing initiatives sponsored by government
- Space-related industries that leverage expanded launch capacity at Wallops Island
- Increased outreach to community members who are generally excluded from these conversations
- We can work together to effectively and efficiently create a city that's inclusive and diverse to all its residents
- Increase professional development resources
- Focus more on elementary schools and playgrounds



IDEAS (CONTINUED)

- Internship for high school students in Engineering in Norfolk
- Work together with the residents, businesses, and city officials to make Norfolk a city that is comfortable for all people
- Revitalize large vacant commercial lots with mixed-use
- Become more sustainable
- Make the city systems (ie. Court, offices) more central - like Wards Corner (free up that tax friendly downtown real estate + development)
- New vision for Ocean View: hotels/resorts, entertainment, restaurants, better sand on beach
- Encourage National Chain Restaurants to set up in Norfolk. Many Norfolk residents drive to neighboring cities to eat and shop
- Make Norfolk more welcoming to visitors. Norfolk should be the hub of Hampton Roads
- Focus on public schools for long term economic success in Norfolk; More vocational options for students in Norfolk Public Schools (Revamp VO-Tech)
- Focus on human capital development; create an entrepreneurial hub and supply more networking opportunities
- Combine in some aspects with the other seven cities to win tech bids and federal grants together and eliminate the duplication of services
- More amenities near Olde Huntersville such as grocery, pharmacy, medical center/urgent care, restaurants, bank, minority owned businesses support





PLACEMAKING AND WALKABILITY

CONCERNs

- Walkability and less car-oriented Norfolk - more and better public transit and bike lanes and road diets
- Too many high traffic businesses (drive throughs) on the same street
- Sidewalks need to be repaired and increase handicap accessibility
- Not enough intentional growth and quality development
- Need to do more about slowing cars down on major roads so pedestrians feel safe
- Lack of an adequate sidewalk network
- Not enough walking/biking paths and green spaces
- Not enough restaurants and housing
- Disconnected sidewalk network
- Existing bike infrastructure is not safe for bikers or commuters, and that there should be more and better infrastructure for bicycles
- Lack of amenities like grocery stores, pharmacies and medical facilities to be within walking distance of Olde Huntersville



IDEAS

- Beautification and street art/culture strategies to encourage walking, connectivity of assets and to the water, make places more walkable, and more mixed-use within the neighborhoods
- Increased policing of improper parking - cars routinely blocking sidewalks
- Create walkways, trails, catwalks and highlines throughout the city that promotes accessibility for our residents
- Pedestrian “corridors”- no cars at certain streets/blocks and better pedestrian crossings in general
- Bike lanes all the way down OV Ave
- Update/modernize city codes and regulations
- Expansion of ERT
- Art on streets & sidewalks to use as safety measures
- Change zoning to allow neighborhood serving businesses in/nearby neighborhoods
- Diggs/Oakleaf needs additional development in recreation centers
- Plant gardens in vacant lots
- Turn historic houses (in disrepair) into common areas like a coffee shop
- Norfolk needs to focus on not only walkability, but also bikeability with more lanes for bikes
- Need for adequate, pedestrian-oriented lighting and improved conditions of sidewalks throughout the city
- The City should reconsider what an “active” street is and have more strategic planning requirements
- More commercial/residential mixed use





MOBILITY AND TRANSPORTATION

CONCERNS:

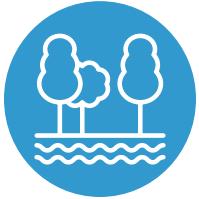
- Better biking and walking connections not only in Norfolk, but to the region and other cities
- Need to improve existing infrastructure before building new roads
- Light rail extension within Norfolk and the region and regional BRT services
- Road diets, sidewalk audits and repair, connecting bike lanes, pedestrian friendly environments, and safer roads for all users
- Need to improve bus service – frequency and all stops should have seating
- Reducing vehicular lanes in favor of bike lanes
- Work with Virginia Beach to create more access to the airport
- Ever increasing reliance on cars + car-based infrastructure
- Limited parking/charging and incentives for electric cars
- HRT Paratransit has limited service areas
- Public transportation is lacking and should be available 24 hours
- Light rail ridership will continue to be low as long as it is not cheaper and more convenient for people to drive
- Not enough safe bike lanes and crossings
- Not enough dedicated bike lanes or off-major street options

IDEAS

- Light rail extension within NFK and regionally, more frequent bus service + transit to the region, bus shelters and waiting areas + signs in several languages
- Connection of bike paths
- Incentivize other modes of transportation and deterring driving, incentives for carpooling
- More bike lanes and more focus on commuting/transportation instead of just recreation
- Restrict hours of operation for trains in Wards Corner
- Expand light rail to serve the entire city
- Improve infrastructure (roads, bridges, sidewalks, bicycle accessibility)
- Improve access between cities
- Lower speed limits
- Explore streetcars and small shuttles (large vans to make public transportation more accessible to more neighborhoods)
- Light rail expansion within Norfolk - connect neighborhoods
- Expand hours for public transportation: bus, ferry, light rail
- Develop city based ride share program similar to Lyft or Uber
- Street use education - cars, bikes, scooters, pedestrians
- Make every street safe to walk

- Convert lanes on Granby to bike lanes to connect downtown to Oceanview
- Seniors need transportation to events
- Provide vans, bikes and vehicles to assist seniors, children, and disabled people to get around the city with environmentally friendly options
- Incentivize light rail ridership
- Add seating/shelter and better lighting at bus stops

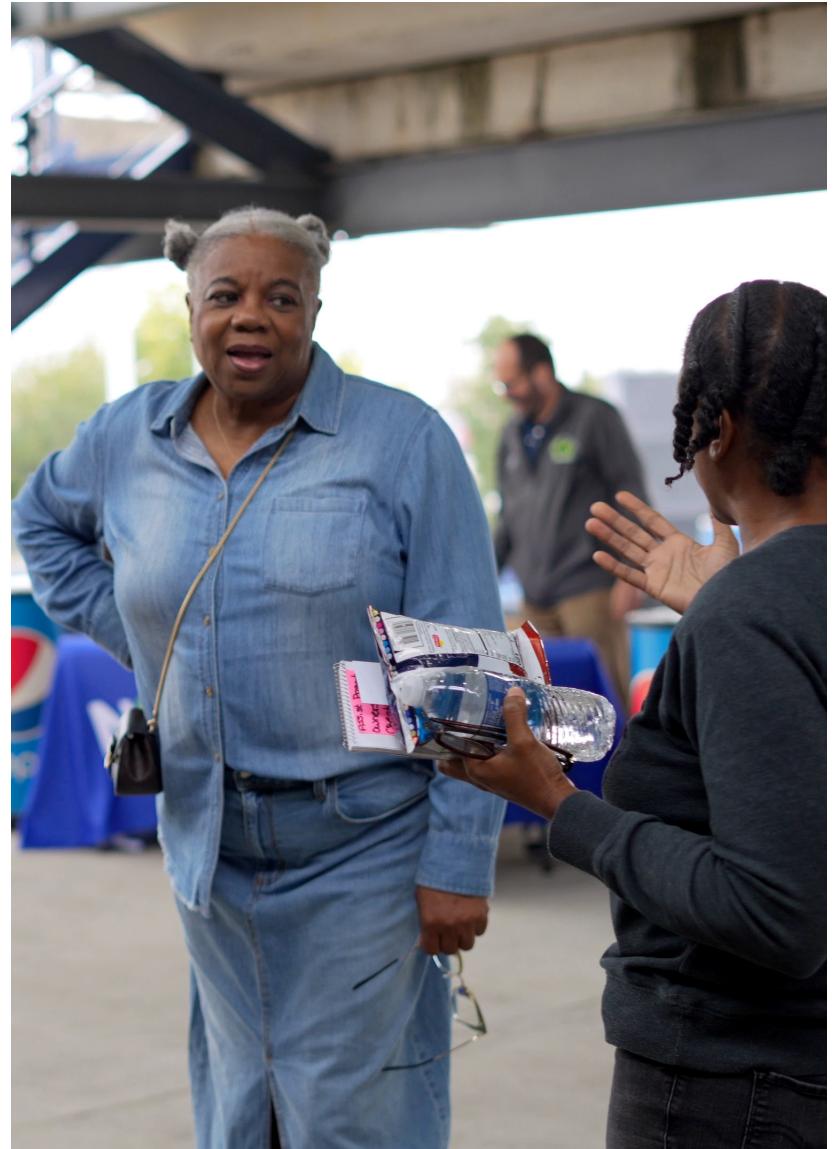




PARKS AND THE ENVIRONMENT

CONCERNS

- Public shoreline access and flooding were the main comments
- More areas where people feel safe, programmed activities, and bike paths
- Taking care of the watersheds and cleaning and maintaining them
- Not enough beach access
- Homelessness problem in beaches and parks
- Increase safety at pools, parks, and along streets
- Need to improve drainage at parks and increase public transportation access
- General need to increase safety, maintain/clean, and upgrade all parks
- NFWC [Norfolk Fitness + Wellness Center] needs improvements
- Norfolk's parks are outdated - Lack of sports fields
- Not enough trees
- Lots of industry pollution from surrounding shipyards
- Coal dust and trash in and around ODU neighborhoods is also a recurring problem
- Need for green space in the City of Norfolk that is also pedestrian friendly and well-connected to other amenities (ex:trails) and neighborhoods. There are also not very many walking/running tracks for public use



IDEAS

- Connection between city trails and regional trails
- Creating more green space throughout the City of Norfolk and also having the city define what constitutes a park
- More bike lanes, connections across waterways for pedestrians and bikes, creation of a bike loop, expand the ERT + shoreline restoration
- Pocket parks and trails instead of private yards
- Rain water collection + use of collected water, stormwater parks, better drainage, more natural and nature-based infrastructure, more programs that are environmentally immersive
- Create opportunities for resiliency, flood storage, and recreation spaces
- More dog parks for big and small dogs
- More trails for hiking, biking, and walking that are better connected to points of interest in the city
- More youth programs in the evenings and more youth programming in general for youth and families in all parks
- Access between OV parks and Downtown
- Convert former Lamberts Point Golf Course into a park
- More water/kayak access for the public
- Include more green space like the new Five Points park
- Emphasis on living WITH water, not just trying to stop/block it
- Encourage more trail ridership like the ERT
- Create more public docks along Elizabeth River
- Develop a water system that can work to the benefit of Norfolk
- Tree planting/increased canopy
- Park needed in Campostella/Indian River Road Area
- Develop more trails and parks like Botanical Garden
- Eliminate huge parking lots along waterfront areas and convert to green or blue space. Create trails, walkways and throughways to connect residents to parks in an accessible manner
- Make event permitting easier on city property specifically parks
- Creating a park in the Fort Norfolk area on the waterfront with multiple amenities (Volleyball, grills, etc.) using inspiration from the Brooklyn waterfront
- ERT expansion
- An urban beach on the Elizabeth River Trail at Plum Point Park
- Update the facilities at the Olde Huntersville Community Center and park
- Renovate/upgrade Barraud Park: recreation facilities: walking trails, basketball court, football field, skate park, biking trail, picnic table/benches/bleachers, playground, - add pump station (flooding)
- Shorelines - Integration of shoreline buffer development with corridor planting updates. Without this, we cannot have an integrated resilience program; Marsh buffer



HOUSING

CONCERNS:

- Need for affordable housing and a review of zoning (too much single family housing) to allow for mixed use, ADUs, etc., and walkable, bikeable, and transit neighborhoods
- Negative effects of Short Term Rentals
- Neighborhood safety
- Need more affordable and accessible housing for all ages
- Too much density in Ocean View
- Lack of low-income affordable housing
- Not seeing renters supporting all the spending through taxes- really unbalanced
- Insufficient housing stock for adults with disabilities
- High water utility prices
- Lack of homeless prevention service providers
- Gentrification forcing residents out of their communities
- Food deserts
- Cheap flips
- Not enough landlords that accept housing choice vouchers
- Gentrification
- Not being able to buy my own house
- High housing density in East Beach

IDEAS

- Integration of affordable housing, less restrictive zoning (setbacks and minimum lots), densify single family areas, allow for ADUs, land grants, flood protection for renters, and diversity of housing types
- More housing for the homeless and seniors
- More multi-generational housing
- Allow ADUs, tiny homes, etc.
- Grant program for ADUs specifically for Norfolk homeowners
- Reduce housing vouchers
- More affordable and higher density housing outside of Downtown
- New construction should have a minimum 8% affordable units
- Mix of housing in all neighborhoods
- Missing middle housing
- Create policy that supports more density in single family neighborhoods to encourage missing middle
- Mandate that developers devote 25% of the units to low-income affordable housing
- Need rentership options for renters to invest in the property they rent from
- Create and form partnerships with small businesses and property owners to ensure affordable housing for all residents
- Housing for homeless in a vacant property
- Zoning supporting missing middle housing
- Diverse housing typologies allowed in multiple residential/apartment districts
- Eliminate single-family zoning to spur development
- Inclusionary housing ordinance large, new developments
- Provide ownership opportunities for all residents, especially the new generation on a single income
- Enact an affordable housing policy with guidelines for developers
- Need missing middle housing for seniors to age in place
- Grants for homeowners to make repair
- Remove or reduce parking requirements for multi-family housing
- Stop auctioning vacant lots to the lowest bidder, but to a bidder with a proposal for the highest and best use of the lot/property

Online engagement



Historic resources is...

BRING BACK
THE BOATHOUSE!

Historic walking
tour thru
neighbourhoods
- Ranch/style

Need to CHANGE
CULTURAL PERCEPTION
OF PUBLIC ACCESS
TO WATERFRONT -
SHOULD BE ACCESSIBLE
TO ALL

Architecture
of
MODERN

easier to
get to
Colonial
Newburg?

IMPROVE STREET
SCALES THROUGHT
HISTORIC COMMERCIAL
AREAS TO MAKE
THEM MORE ATTRACTIVE
- PARK PLACE

Historic Developments
in Newburg are
being developed

Historic Developments
in Newburg are
being developed

Colonial

Facade or
restoration
- Tax freeze for
historic restoration
and rehabilitation

Historic buildings
also have a history
to illustrate

Colonial history

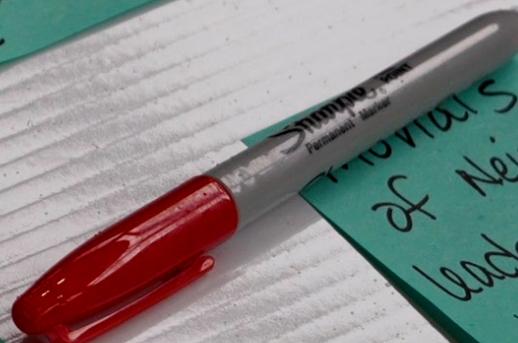
More殖民
houses
and
quaint

incorporate more
of the area's
colonial houses
incorporate more
colonial community
services

Stockade
TO NAME HISTORIC
STREETS MORE
Patriotic Friendly
- COLLEY AV
- COLONIAL
- 35TH

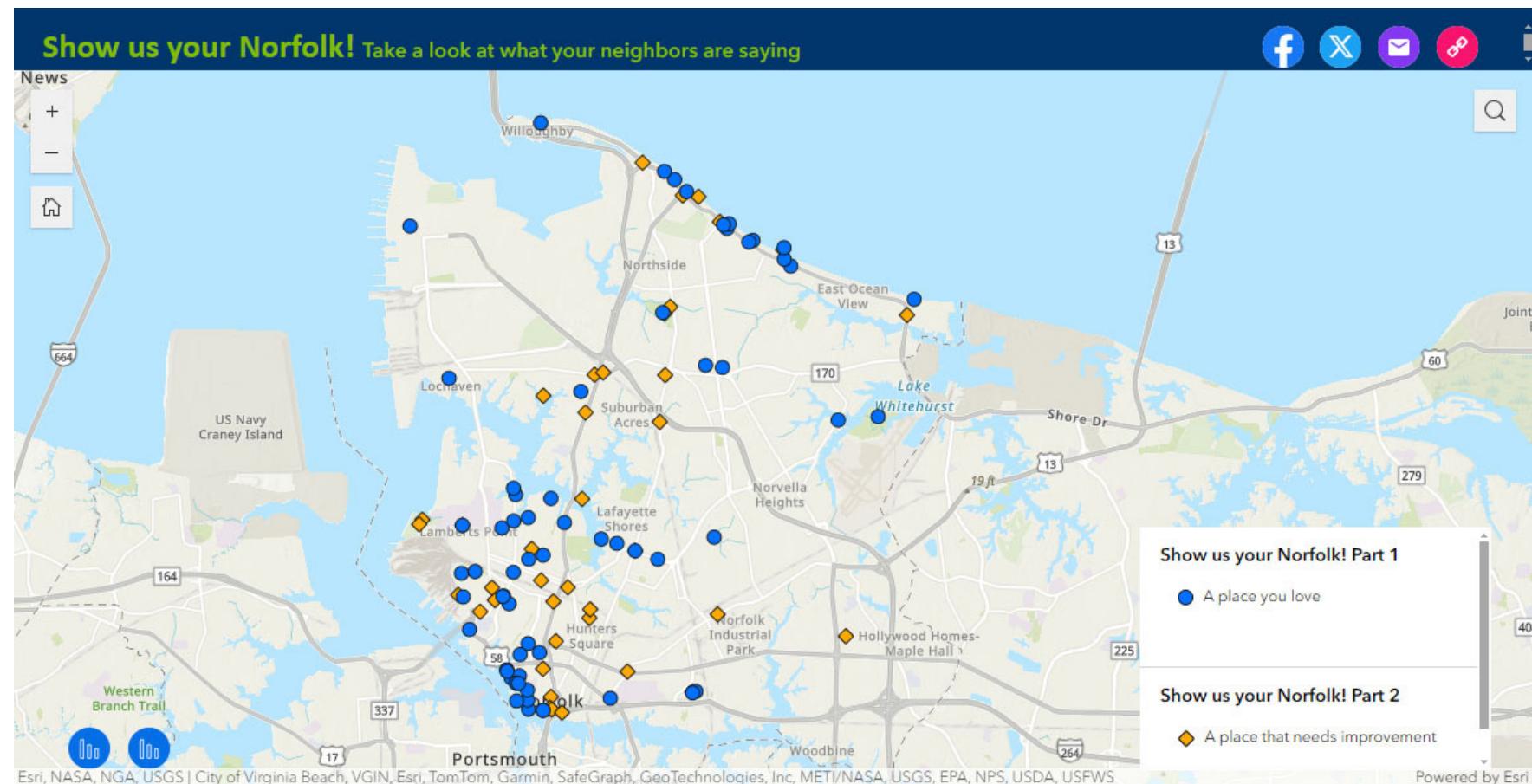
/ Meeting of
local historical
society

Meetings
of Neighbourhood
leaders.



WHAT WE HEARD ONLINE:

In addition to in-person workshops, the NFK2050 Team created online tools that asked similar questions, for residents and stakeholders who were not able to attend the in-person events. From January 26 to February 23 2024, the online tools received **over 130+ survey responses**; over **60+ locations** on a citywide map showing Norfolk Assets; and over **40+ locations** on a citywide map showing Norfolk Challenges. The map is posted on the NFK2050 website for public review, and the survey comments are compiled in the following spreads.



NORFOLK IN 2050...

EQUALITY
BIKE-FRIENDLY RESILIENCY
LIVABILITY CLIMATE-ADAPTED
DIVERSITY AFFORDABILITY
COMMUNITY PARKS
QUALITY VIBRANT SAFETY
OF LIFE WALKABILITY IDENTITY
INNOVATION INCLUSION PROSPERITY
SUSTAINABILITY





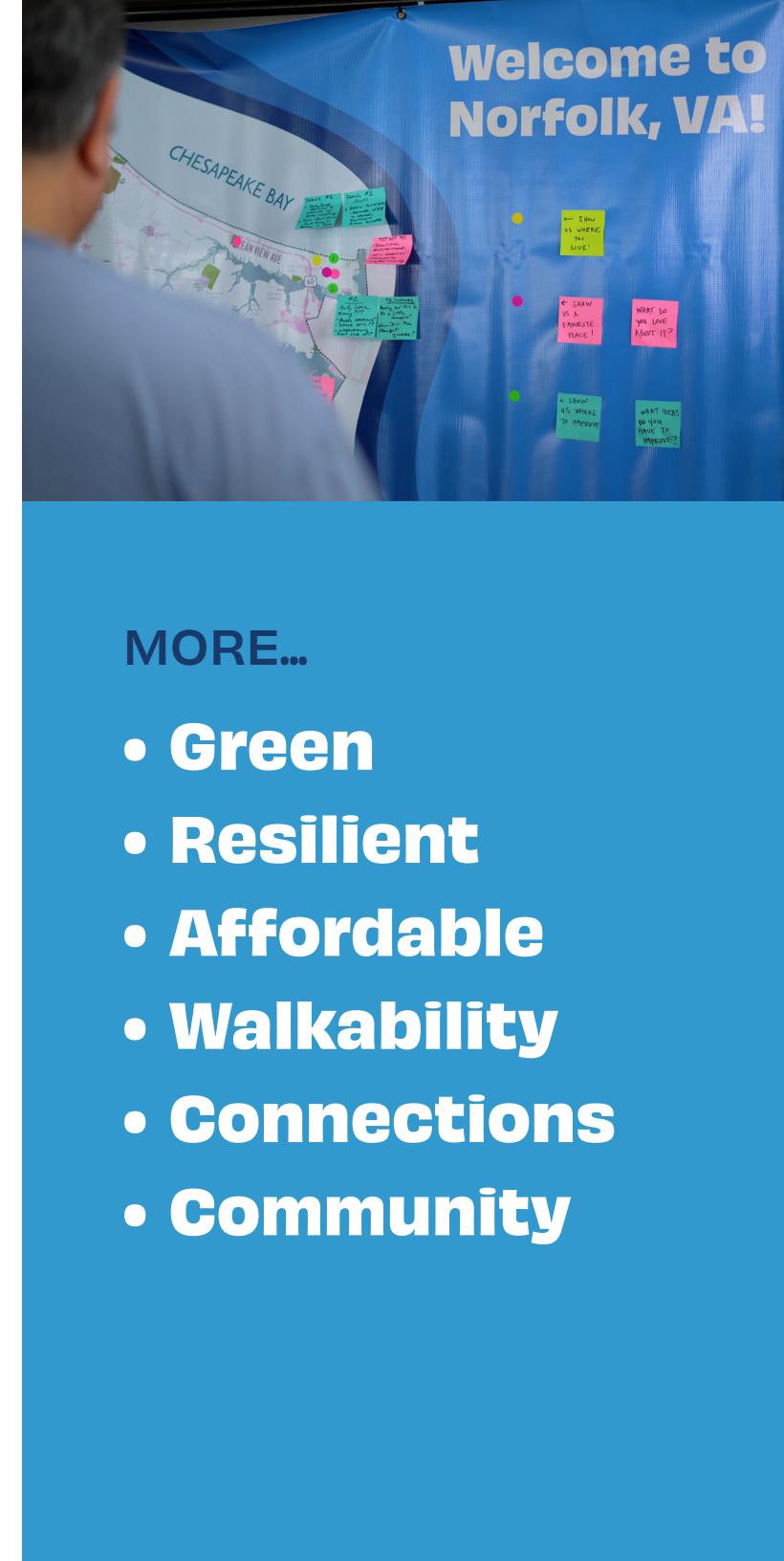
HOUSING PRIORITIES FOR 2050 INCLUDE...

- climate-resilient housing
- affordable housing
- quality housing
- energy-efficient housing
- more missing-middle housing
- more housing assistance
- mixed-use housing
- redevelopment/infill
- historic homes well-taken care of



NORFOLK IS PROUD OF...

- Scenic walking paths
- Extensive tree canopy
- Parks and green spaces
- Community spaces
- Neighborhood pride
- Active community
- Active civic leagues
- Walkability of the neighborhoods
- Family-friendly neighborhoods
- The Elizabeth River Trail





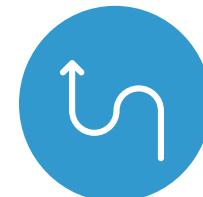
STREETS CAN BE SAFER AND MORE WALKABLE WITH...

- Traffic-calming measures
- Safer intersections
- Street trees
- Street lighting
- Improved sidewalks
- ADA accessible sidewalks
- Improved crosswalks
- Dedicated/priority pedestrian/bike streets
- Frequent, accessible and reliable transit
- Expansion of light rail to walkable areas
- Protected bike lanes



GETTING AROUND NORFOLK WILL BE EASIER WITH...

- Safe pedestrian connections
- Safer crosswalks
- Extended walking trails
- Bike lanes and paths
- Safe, reliable public transit
- Better regional connections through public transit
- More light rail connections
- Flood control



NORFOLK CAN BE MORE WALKABLE AND CONNECTED WITH...

- Extended light rail connections, even regionally
- Extended Elizabeth River Trail
- Extended bike network
- More lighting
- Expanded public transit
- Linkage of Norfolk destinations: education, businesses... etc.



NORFOLK CAN BE MORE PEOPLE- ORIENTED WITH...

- Public and interactive art/murals
- Retail in neighborhoods
- More greenery
- Public gardens and parklets
- More entertainment options/spaces
- Recreation areas
- Youth-oriented events and spaces
- Outdoor gathering spaces
- Walkable amenities





WE CAN SUPPORT ARTISTS, MAKERS, AND CULTURAL PRODUCERS WITH...

- Support of small businesses
- Integration of public art in our streets and trails
- Showcasing of public art through walk or bike tours
- Revitalization of historic venues
- Affordable performance venues
- Paired support of public transit and green venues
- Consolidation of a cultural calendar
- Incentives for businesses to work with local artists



WE CAN LEVERAGE OUR CULTURAL AND HISTORIC ASSETS BETTER WITH...

- Preservation of historic neighborhoods
- Preservation of architectural styles
- Preservation and restoration of historic buildings
- Engagement from the community
- Showcasing Norfolk history
- Spotlighting historical and art venues
- Showcasing US Navy roots
- Celebration of Norfolk's culture
- Engagement of youth in history, art, and culture
- Preservation of unique neighborhood identities



NORFOLK CAN BE GREENER AND MORE SUSTAINABLE WITH...

- Expansion of Elizabeth River Trail
- Expansion of the trail network
- More public access to the waterfront
- More living shorelines and permeable surfaces
- Nature-based infrastructure
- Preservation/restoration events
- Safer pedestrian and bike access to green spaces
- Expanded tree canopy
- More green spaces and public parks
- Investment in clean watersheds
- Youth education on sustainability
- Required minimum green spaces in new construction
- Better lighting in green spaces



NORFOLK CAN BE MORE RESILIENT WITH..

- More resilient infrastructure
- Creation of stormwater parks
- Restoration of living shorelines
- Expansion of surface materials that absorb stormwater
- Improvement of drainage systems
- Affordable rainwater collection for residents
- Engagement of citizens to learn about how to protect the coastal environment
- Flexible planning to respond to the environment



MORE...

- **Missing middle housing**
- **Incentives to businesses**
- **Youth engagement**
- **Sustainability**



**WE CAN GROW
INDUSTRIES AND
PROVIDE JOBS
WITH...**

- Transit access to major employment areas
- Housing near employment areas
- Attraction of businesses that provide specialized training
- Incentives for green industries
- Paid training-to-hire programs
- Connections between workforce and industries
- Training for youth
- Matching military-learned skills with industries



**WE CAN SUPPORT
ENTREPRENEURS
AND SMALL
BUSINESSES WITH...**

- Small business grant programs
- Support for financial planning
- More affordable spaces with technology
- Attraction of businesses that can lead to job growth
- Growth and support of business incubators
- Repurposing of underused land for new economic development
- Networking events for young entrepreneurs
- Mixed-use space near residential neighborhoods



diversity and
identity of our
cultural and
communities and
our
future



What other
ideas do
you have?

Street art
- using crosswalks
as opportunities to
create creative
zones and distinguish
neighborhoods

Streamline CUP
Process for Bar &
Nightlife. Be
listen to small business
owners to help them
out.

bring back
dine center
and create
other areas
of spaces

VANED ARCHITECTURE
BLEND OF
HISTORIC &
MODERN

BRING BACK
THE Boathouse!

historic walking
tour thru
neighborhoods
- arch / style

IMPROVE STREET
SENSES THROUGHT
Historic Commercial
Areas to make
them more attractive
- PARK Place

historic buildings
need to move
to market

Need to create
CULTURAL REFORM
OF PUBLIC ACCESS
TO WATERFRONT -
SHOULD BE ACCESSIBLE
to all

Slow Traffic
TO MAKE HISTORIC
STREETS MORE
Pleasant for
Historic Commuter
streets
- Colgate
- 35th

PROVIALS
of Neighborhood
leaders.
+!

More 5000
Historical

- Mapping of
local historic
sites



THE CITY OF
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