

City of Norfolk

Phase 2 Engagement Summary

OCTOBER 2024

City of Norfolk Comprehensive Plan Update

THE CITY OF
NORFOLK



+700

community
members engaged
at Open Houses and
through online tools



+110

opportunities to
engage in-person



+2,100

touchpoints with
the community



+13 months

of engagement
with the
community

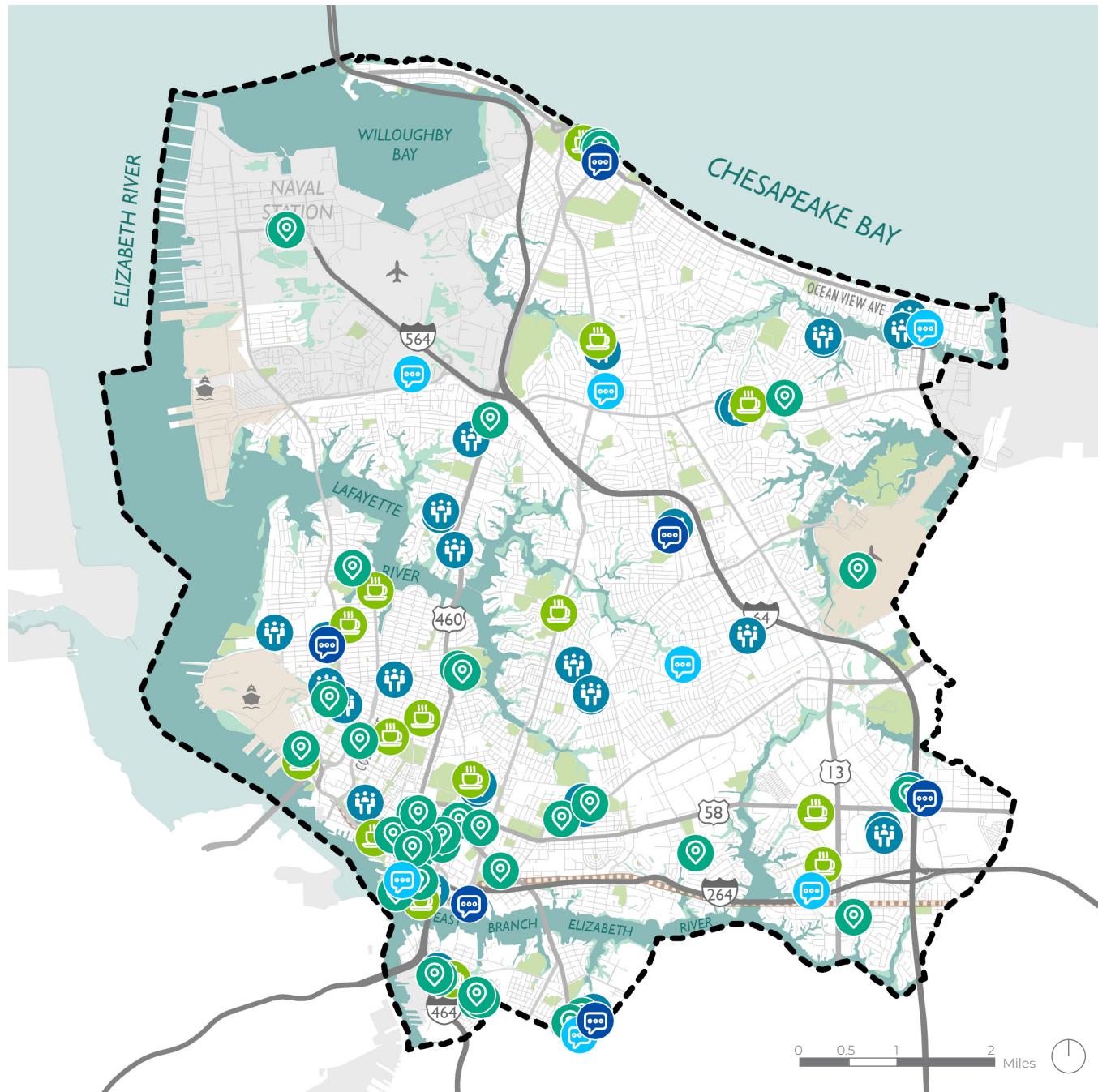


NFK2050 Community Engagement

Phase 2: Visioning

Open House #1 — Sewells Point Golf Course	May 29, 2024
Open House #2 — Crossroads Community Center	May 30, 2024
Open House #3 — COVA Brewing Co	May 31, 2024
Open House #4 — Selden Market	June 1, 2024
Open House #5 — Sherwood Forest Community Center	June 3, 2024
Open House #6 — Richard A Tucker Memorial Library	June 4, 2024
Open House #7 — Poplar Hall Park	June 5, 2024
Online Engagement	July 2024 - September 2024

ENGAGEMENT LOCATIONS (AS OF OCTOBER 2024) BY TYPE



Pop-Up Office Hours were conducted by City Planning staff to meet Norfolk residents and stakeholders where they are and give them a direct, easy line to connect with NFK2050. Discussions included the planning process, timeline, and general ideas, thoughts, and feedback for the Comprehensive Plan.

Meetings-in-a-Box were requested by any community group, organization, or business to host conversations about NFK2050 and meet your neighbors where they are.

NFK2050 On-the-Go, or updates on the NFK2050 process, were requested by any civic league, organization, etc. to keep up to date with the planning process and the conversations that are happening city-wide.

Engagement locations

- Phase 1 Open Houses
- Phase 2 Open Houses
- Pop-Up Office Hours
- Meeting-in-a-Box
- NFK2050 On-the-Go

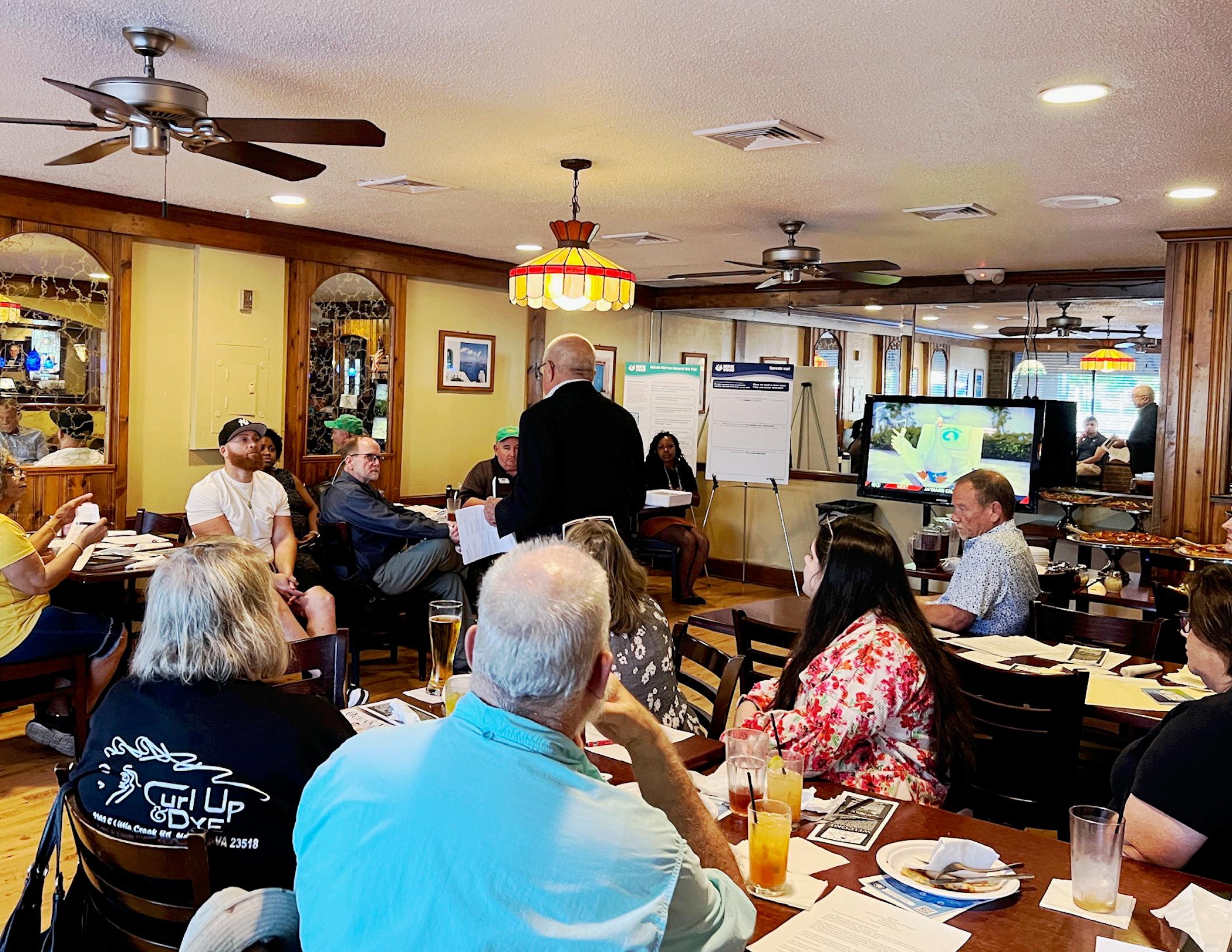


In addition to the Phase 2 in-person open houses and online engagement, the NFK2050 team, with the help of NFK2050 Champions, has deployed Meetings-in-a-Box at the following locations to meet Norfolk residents where they are, expanding the outreach efforts and enabling more fluid engagement to reach those who may not be able to attend the Open Houses.

Three Ships Coffee Roasters	Pop-up Event	April 26, 2024
Three Ships Coffee Roasters	Leadership Coaching - Professional Development Communication	May 14, 2024
Blocker Norfolk Family YMCA	Pop-up Event	May 16, 2024
Otter's Berth - Elizabeth River Trail	Pop-up Event	May 23, 2024
Azalea Inn & Time Out Sports Bar	East Little Creek Business Association	June 11, 2024
Richard A Tucker Memorial Library	Juneteenth Celebration	June 15, 2024
Wards Corner	Wards Corner Civic League Ice Cream Social	June 17, 2024
Gethsemane Community Fellowship	Keeping Us Secure and Prosperous (KUSP) Seniors	June 18, 2024
The Plot	Run Your Best Mile Run Club	July 1, 2024
Southside Aquatic Center	Southside Task Force	July 2, 2024
Berkley Community Center	Berkley Movie Night	July 12, 2024
Norfolk Main Navy Exchange (NEX)	Pop-up Event	July 12, 2024
Lafayette Park	Muslim American Heritage Month Festival	July 13, 2024

The Plot	COVA Print	July 14, 2024
Norfolk Main Navy Exchange (NEX)	Pop-up Event	July 19, 2024
Smartmouth Brewing Co	Norfolk Day	July 20, 2024
Saint Patrick's Catholic School	Next Step to Success	July 23, 2024
First Baptist Church	Camp Nehemiah at Ready Academy	July 24, 2024
Berkley Community Center	Berkley Movie Night	July 26, 2024
Franklin Arms Midrise Senior Residence	Pop-up Event	July 26, 2024
The Plot	That's Flee Market	July 27, 2024
Ocean View Beach Park	Ocean View Backyard Barbeque	August 2, 2024
Gather Norfolk	Gather Lunch and Learns	August 2, 2024
Teens With A Purpose	FUSE Fest	August 3, 2024
Gather Norfolk	Pop-up Event	August 5, 2024
The Scope Arena	Unity in the Community/Back to School Celebration	August 10, 2024
Downtown Norfolk Transit Center	Pop-up Event	August 13, 2024

St Timothy Lutheran Church	Lake Taylor Civic League	August 15, 2024
Berkley Park	Berkley Reunion Day 1	August 15, 2024
Berkley Park	Berkley Reunion Day 2	August 17, 2024
Ingleside Baptist Church	IngleFest	August 17, 2024
The Scope Arena Parking Lot	Community Harvest Market	August 17, 2024
Eleanor's Norfolk	Pop-up Event	August 18, 2024
Ocean View Beach Park	Beach Party	August 23, 2024
Lafayette Park	Park Place Reunion	August 24, 2024
First Baptist Church	Camp Nehemiah at Ready Academy	August 28, 2024
Jordan-Newby Anchor Branch Library	Norfolk Youth Council	September 5, 2024
Jeff Robertson Park	Free Life Event	September 12, 2024
Norfolk International Airport	Norfolk Environmental Commission/Norfolk Airport Authority Joint Meeting	September 17, 2024
The Scope Arena	Community Connect	September 21, 2024
Southside Boys & Girls Club	NRHA Youth Leadership Academy	September 23, 2024
Calvert Square Family Investment Center	NRHA Fall Festival	October 1, 2024
Push Comedy Theater	NEON District Committee	October 2, 2024
Riverside Baptist Church	Harry Jones Annual Community Picnic	October 5, 2024
GROW	Greater Norfolk Corporation BOD	October 9, 2024



In-person engagement





WHAT WE'VE HEARD

ENGAGEMENT THEMES:

Norfolk residents want...



EQUITY in every area of focus - housing, small business support, resilience strategies, neighborhood investment, and public policy. Norfolk is looking for balanced growth.

CONNECTIVITY through trails and bike paths, with light rail and ferry, and between neighborhoods and every part of the city, plus meaningful connections to Norfolk's history and story.

ACCESS to water, to jobs, to affordable housing at multiple income levels, and to economic and entertainment centers.

ACTIVATION of parks and open spaces, the waterfront, and economic and entertainment corridors.

WHAT WE'VE HEARD

ENGAGEMENT TAKEAWAYS:

NFK2050 needs to tackle...

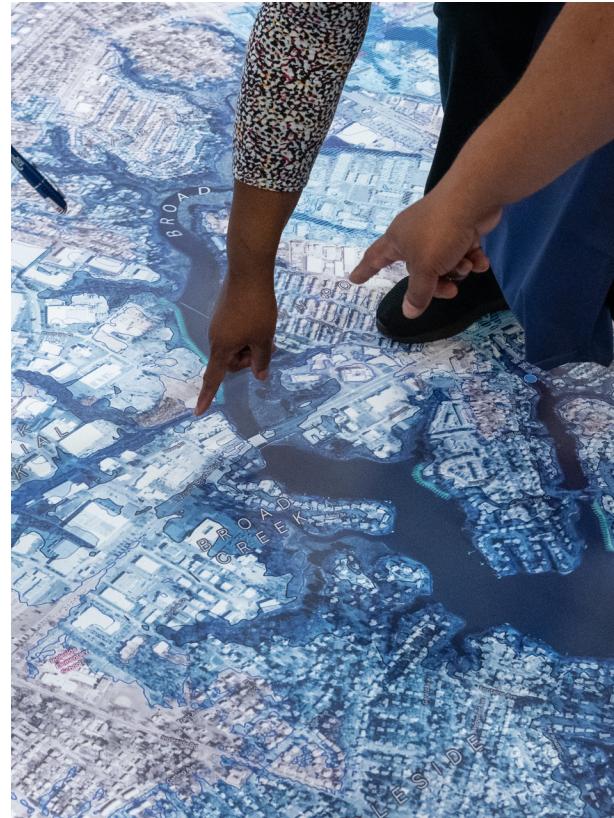


Economic Development

Norfolk residents want economic centers revitalized and new hubs developed in proximity to Norfolk's natural amenities. Residents want to ensure economic growth prioritizes local small businesses.

Mobility & Transportation

Norfolk residents want mobility between neighborhoods, along high-activity corridors, and with improved multi-modal infrastructure.



Resilience & The Environment

Norfolk residents are prepared to embrace resilience and environmental challenges. They want to invest in innovative strategies that will support a high quality of life in 2050 and beyond.



Housing

Lower-income residents, young families, and retirees are all grappling with rising rent prices and seeking affordable home buying opportunities, in order to stay in the city at all stages of life.

Placemaking & Preservation

Norfolk residents are proud of their city's culture, history, and neighborhood character, and want the story and identity of Norfolk represented.

CELEBRATING OUR COMMUNITY

WHAT WE'VE HEARD: IDEAS FROM NORFOLK RESIDENTS

Theme: Culture

- Promote diversity, inclusion, and engagement with the community in public programs.
- Highlight the city's unique diversity, cultural events, festivals, and diverse neighborhoods.
- Support cultural initiatives, green spaces, and programs that celebrate local history and heritage.

Theme: Public Art

- Highlight existing cultural aspects like festivals, theaters, museums, and botanical gardens.
- Promote public art with murals, lighting, and collaborative art projects in neighborhoods and downtown areas.
- Focus public art efforts along the Elizabeth River Trail (ERT) and underpasses.



Ensure the rich history of Norfolk is maintained.

— Norfolk resident,
Phase 2 Open Houses, May 2024

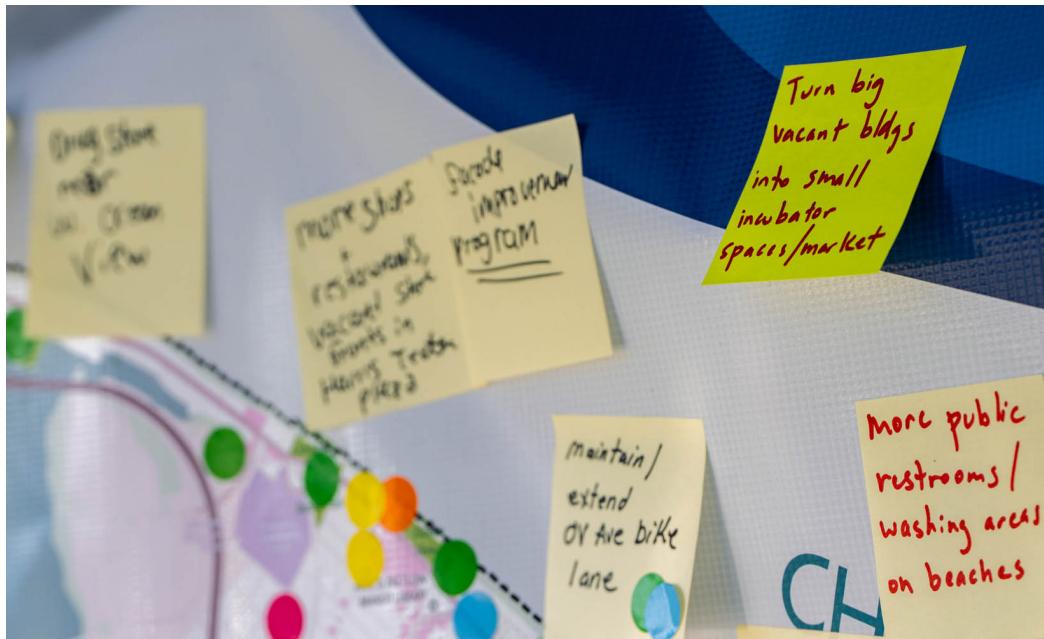
Theme: History

- Preserve the historic housing stock in historic communities on the Southside.
- Improve public access to historic sites like Fort Norfolk and embrace the city's rich history.
- Support efforts for murals and artworks that showcase the city's cultural heritage and diverse communities.



Theme: Signage & Wayfinding

- Enhance wayfinding signage for beach access and directional signs for public amenities.
- Improve street signs and signages near walking trails and parks.
- Enforce better visibility for walking paths and crosswalks, especially at busy intersections.



Celebrate diversity, inclusion, and community engagement through vibrant cultural programs and events.

— Norfolk resident,
Phase 2 Open Houses, May 2024

EMBRACING NATURE

WHAT WE'VE HEARD: IDEAS FROM NORFOLK RESIDENTS

Theme: Flood Mitigation and Innovation

- Improve stormwater infrastructure across the city.
- Implement permeable driveway incentives for homeowners.
- Continue shoreline restoration projects, wetland restoration, and oyster reef reestablishment.
- Address flooding at Norfolk Naval Base.
- Install more drains in neighborhoods to address flooding events.
- Have real conversations about retreat.
- Work towards Norfolk becoming a living laboratory for demonstrating climate resilience.
- Transform flooding and climate resilience challenges into opportunities for employment and job creation.





by 2050, Norfolk will be...

more...
more...
more...

my name is: *Sabrina* NFK 2050

2050, Norfolk will be...

BEAUTIFUL

MIRE JUST

MORE KIND

NFK 2050

ill be...

NFK 2050

k will be...

resources

NFK 2050

by 2050, Norfolk will be...

more...
more...
more...

NFK 2050

NFK 2050

GROWING EQUITABLY

WHAT WE'VE HEARD: IDEAS FROM NORFOLK RESIDENTS

Theme: Affordable Housing

- Build more multi-family developments.
- Provide more affordable housing across the city.
- Incentivize smaller, more affordable housing units.
- Create equitable, affordable housing for all.
- Make affordable housing accessible for low-income families.
- Preserve current housing stock in historic communities on the Southside and throughout the city.



Theme: Housing Density and Developments

- Eliminate single-family zoning.
- Eliminate parking minimums for increased housing density.
- Create multi-generational housing developments.
- Promote housing developments that offer housing for all economic levels.



Theme: Housing Policy

- Give real estate tax breaks for homeowners.
- Incentivize property owners for the creation of affordable housing.

Theme: Community Revitalization

- Work on housing stock preservation in historic communities.
- Enforce the basic maintenance of properties.
- Redevelop Norfolk commercial corridors.



Eliminate parking minimums to boost housing density.

— Norfolk resident,
Phase 1 Open Houses, October 2023

Theme: Housing Accessibility and Inclusion

- Create shelters and provide resources for the unhoused population.
- Offer housing retention programs.
- Create more housing accessible for people with disabilities.
- Increase maternity-related housing.



Theme: Support for Local Business

- Propose different tax breaks for small businesses to support their growth and sustainability in the area.
- Emphasize supporting local businesses over pursuing outside opportunities.
- Advocate for small business grants with a focus on marginalized groups to foster diversity and inclusivity.
- Highlight the importance of small businesses and non-profits collaborating to address community issues.
- Recognize that economic development should not solely focus on for-profit enterprises but also on the overall economic health of citizens.

Theme: Inclusive Community Investment

- Stress the importance of involving the community in conversations between the Navy and shipping sectors to address community concerns.
- Oppose closing businesses or forcing relocations without a comprehensive plan for replacement and support for affected parties.
- Support initiatives to make stores visually appealing through grants to create a more welcoming environment.
- Encourage the promotion of equality, community involvement, and historic preservation through events like Harbor Fest and Juneteenth.
- Encourage engagement with big companies to invest in the area and provide high-paying quality job opportunities.



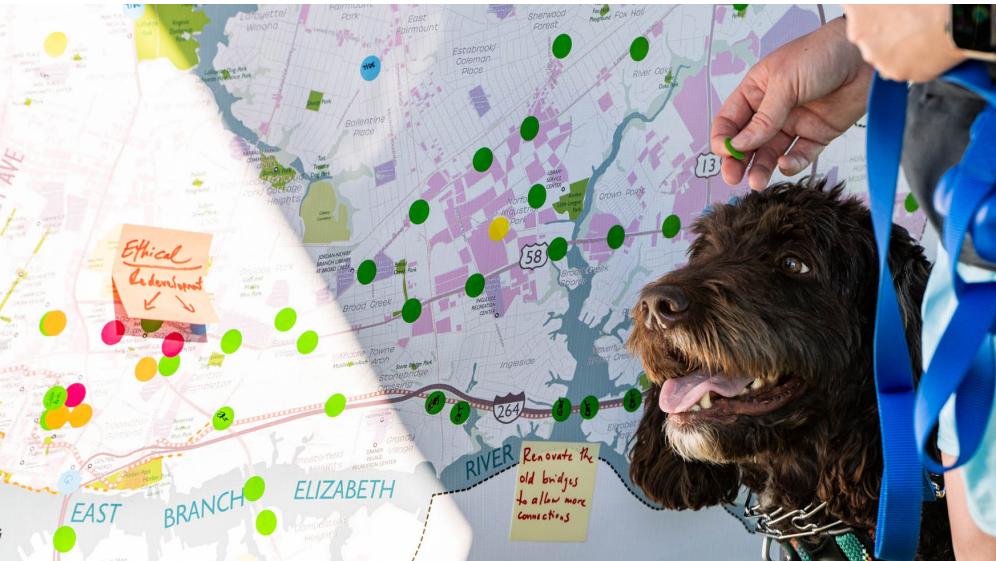
Selden Market is a great example of what we can do.

— Norfolk resident,
Phase 2 Open Houses, May 2023

Theme: Workforce Development

- Address the need for more housing options to retain graduates and young professionals in the community.
- Increase communication between the Navy and the City to facilitate job opportunities and career growth.
- Connect individuals seeking job opportunities to entry-level positions that are available.
- Promote entry-level outreach programs aimed at young adults to enhance workforce development.
- Improve the public school system city-wide to ensure a brighter future for the next generation.
- Call for financial incentives for teens and volunteers to encourage community engagement and productive activities.
- Provide older kids with stipends for counselor roles and career development opportunities
- Enhance workforce training opportunities starting in middle school to better prepare students for future employment.
- Offer more seminars on conditional use permits and training programs to access local job opportunities.





Theme: Support for Local Businesses

- Prioritize the development of Waterside by enhancing businesses and amenities to attract visitors and residents.
- Propose creating waterfront kiosks for food stalls to promote local cuisine and entrepreneurship.
- Make Ward's Corner more pedestrian-friendly to improve the quality of life for local residents.
- Support the establishment of places similar to Selden Market to promote local artisans, business access and mobility.
- Call for the development of the ODU Oceanography Resilience Campus to advance research and education in the area.
- Aim to create an affordable and walkable downtown environment that caters to the needs of young professionals and promotes local businesses.

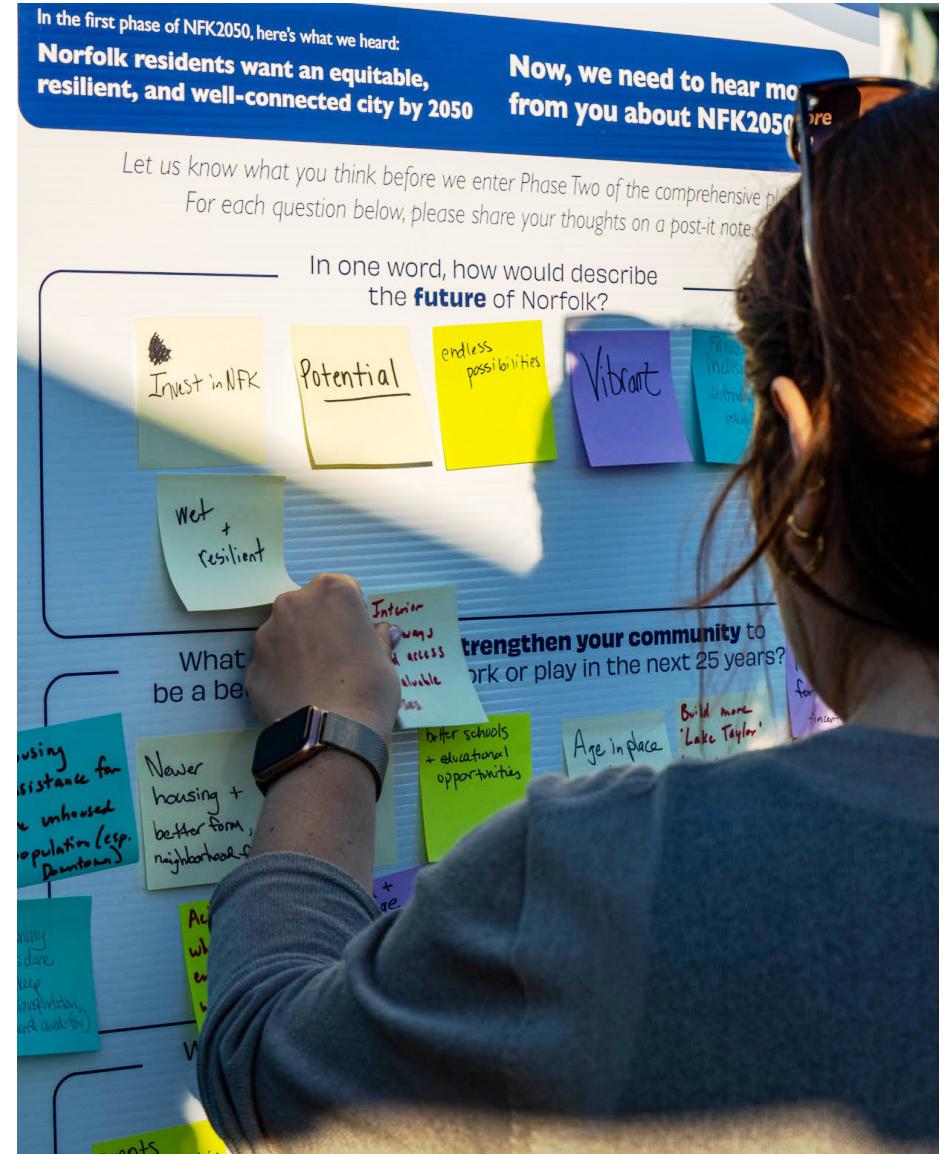


CONNECTING THE CITY

WHAT WE'VE HEARD: IDEAS FROM NORFOLK RESIDENTS

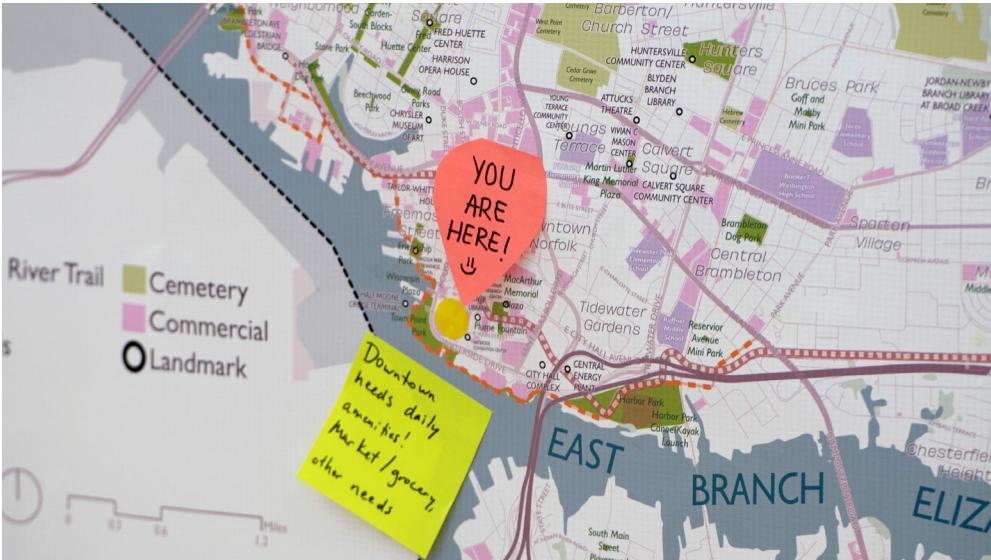
Theme: Pedestrian-Friendly Safety Measures

- Improve sidewalks with wider crosswalks, lights, and warnings for pedestrian crossings.
- Create raised crosswalks with grating to allow water to seep through without causing issues with motor vehicles.
- Add speed bumps in all Norfolk neighborhoods to discourage speeding.
- Make specific streets no-car zones.
- Enhance underpasses for bike/pedestrian safety.
- Narrow drive lanes and roads.
- Enforce speed limits and decrease traffic.



Theme: Pedestrian-minded Infrastructure

- Consider the development of “Slug Line” Ride Share systems.
- Build more pedestrian bridges; expand existing bridges with pedestrian infrastructure.
- Focus on green infrastructure and landscaping for walkability.
- Invest in walkable neighborhoods, public transit, and green spaces.
- Improve street conditions and maintenance of streets and sidewalks.
- Promote safer street crossings and better access to parks.
- Prioritize pedestrian-friendly infrastructure and public transit.
- Improve access to daily needs and services for residents.
- Encourage regional cooperation for transportation development.
- Ensure road safety, traffic calming measures, and road/sidewalk maintenance in neighborhoods.



Theme: Enhance Public Transit

- Improve the ferry system.
- Implement high-speed ferry services.
- Extend light rail to key locations like airports and universities.
- Expand bus routes and light rail to lower-income neighborhoods.
- Explore regional rail options and regional connectivity.
- Increase bus routes/reliability and bike lanes for last-mile transportation.
- Enhance public transit for seniors and unserved areas.
- Enhance transit options and resource allocation.
- Improve HRT services and infrastructure.

Theme: Bikeability

- Increase green space and create a network of connected trails in the city that every resident has easy access to.
- Add covered bike parking and dedicated bike lanes.
- Build walkable/bikeable surfaces on flood walls.
- Develop a walk/bike network connected throughout Norfolk.
- Prioritize pedestrian and bike safety measures in neighborhood streets.
- Use concrete curbs to protect bike lanes.
- Construct and prioritize bike lanes like Granby St.



Prioritize light rail extension to jumpstart redevelopment.

— Norfolk resident,
Phase 2 Open Houses, May 2024



Online engagement





CELEBRATING OUR COMMUNITY

WHAT WE'VE HEARD: ONLINE ENGAGEMENT WITH NORFOLK RESIDENTS

What would make your neighborhood more welcoming and inclusive to all residents?

Creating safer, more walkable routes for pedestrians

Public spaces that encourage neighborly connections, such as parks or plazas

Encouraging more local business in the neighborhood

Beautification strategies, such as community gardens or public art

Organize neighborhood events and community groups to foster connection

Increasing access to community resources like libraries and community centers

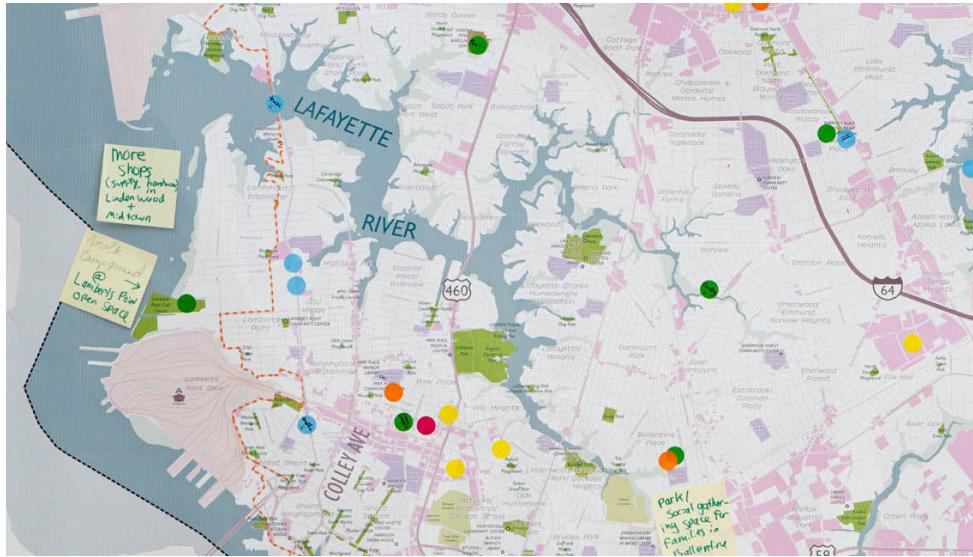
Creating inclusive places with activities for children



Highlight historic architecture, honor historically disadvantaged neighborhoods and support community-based strategies to improve communities.

— Norfolk resident,
Online engagement, 2024





Highlight the role Black Norfolk played in building and establishing the city.

— Norfolk resident,
Online engagement, 2024

How can Norfolk better highlight its history and culture?

Heritage celebrations Cultural events

Utilize public spaces Highlight marginalized histories Engage with elders

Public art Neighborhood revitalization

Online marketing strategies

Historic preservation

Representation

Educational outreach

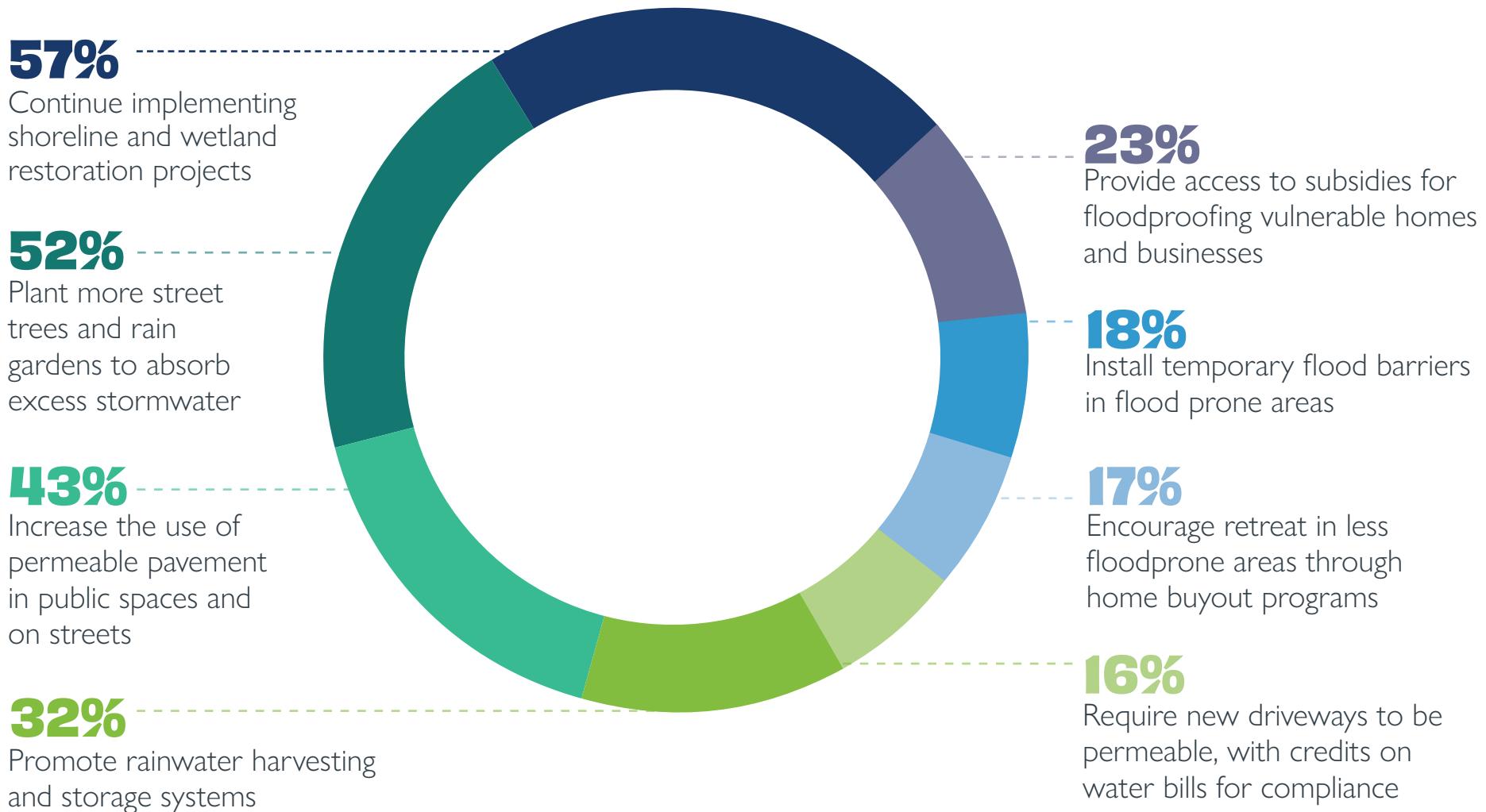
Community engagement

Acknowledge past injustices
Invest in historic neighborhoods

EMBRACING NATURE

WHAT WE'VE HEARD: ONLINE ENGAGEMENT WITH NORFOLK RESIDENTS

How can Norfolk address our issues with flooding?



How can Norfolk improve its waterfront access?

Flood management Create more piers

Enhance safety measures

Better maintenance Improve transit

More access points

Waterfront parks **Expand bike trails**

Recreational activities Reduce private development

Enhance green spaces

Provide more boat ramps Enhance riverfront trails

Public amenities



More public access for kayaks, boats, and fishing - especially in places that used to have water access but no longer do.

— Norfolk resident,
Online Engagement, 2024



GROWING EQUITABLY

WHAT WE'VE HEARD: ONLINE ENGAGEMENT WITH NORFOLK RESIDENTS

How can we keep Norfolk affordable?

Convert vacant or underutilized buildings into affordable housing units

Support construction of smaller, more affordable units (i.e. ADU's, granny flats)

Incentivize "missing middle" housing options through zoning and policy

Implement rent control measures to stabilize housing costs

Encourage housing development priced at all ends of the economic spectrum

Promote cooperative housing models where residents share ownership

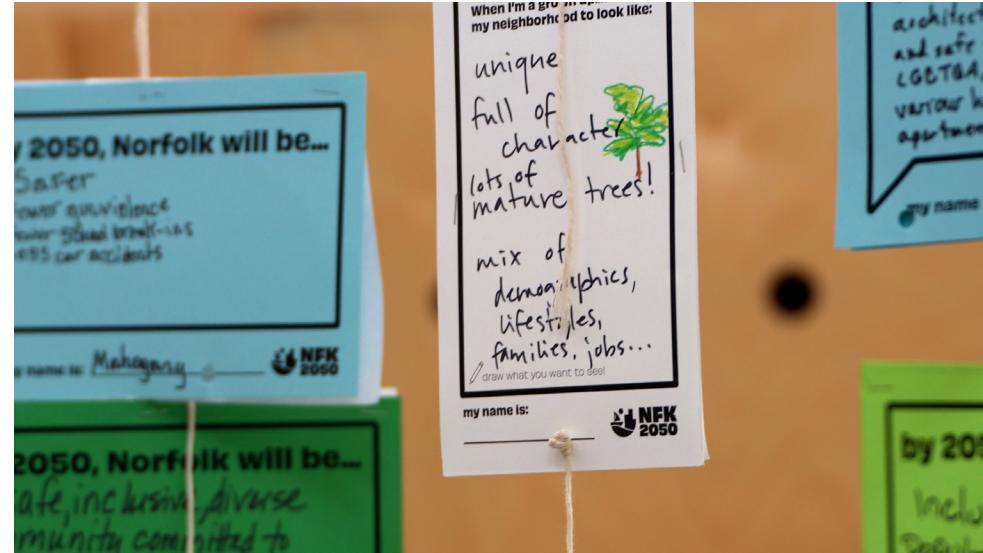
Eliminate "parking minimum" requirements for off-street parking





Make Norfolk pedestrian friendly to promote foot traffic, access in small business corridors & connectivity between communities.

— Norfolk resident,
Online engagement, 2024



How can Norfolk strengthen our commercial corridors and help small businesses thrive?

Robust transit options **Crime Mitigation**

Increase housing density **Flexible zoning** Repurpose vacant buildings

Street & sidewalk beautification **Create commercial districts**

Small business grants & loans

Tax Incentives **Street events & festivals** **Safe neighborhoods**

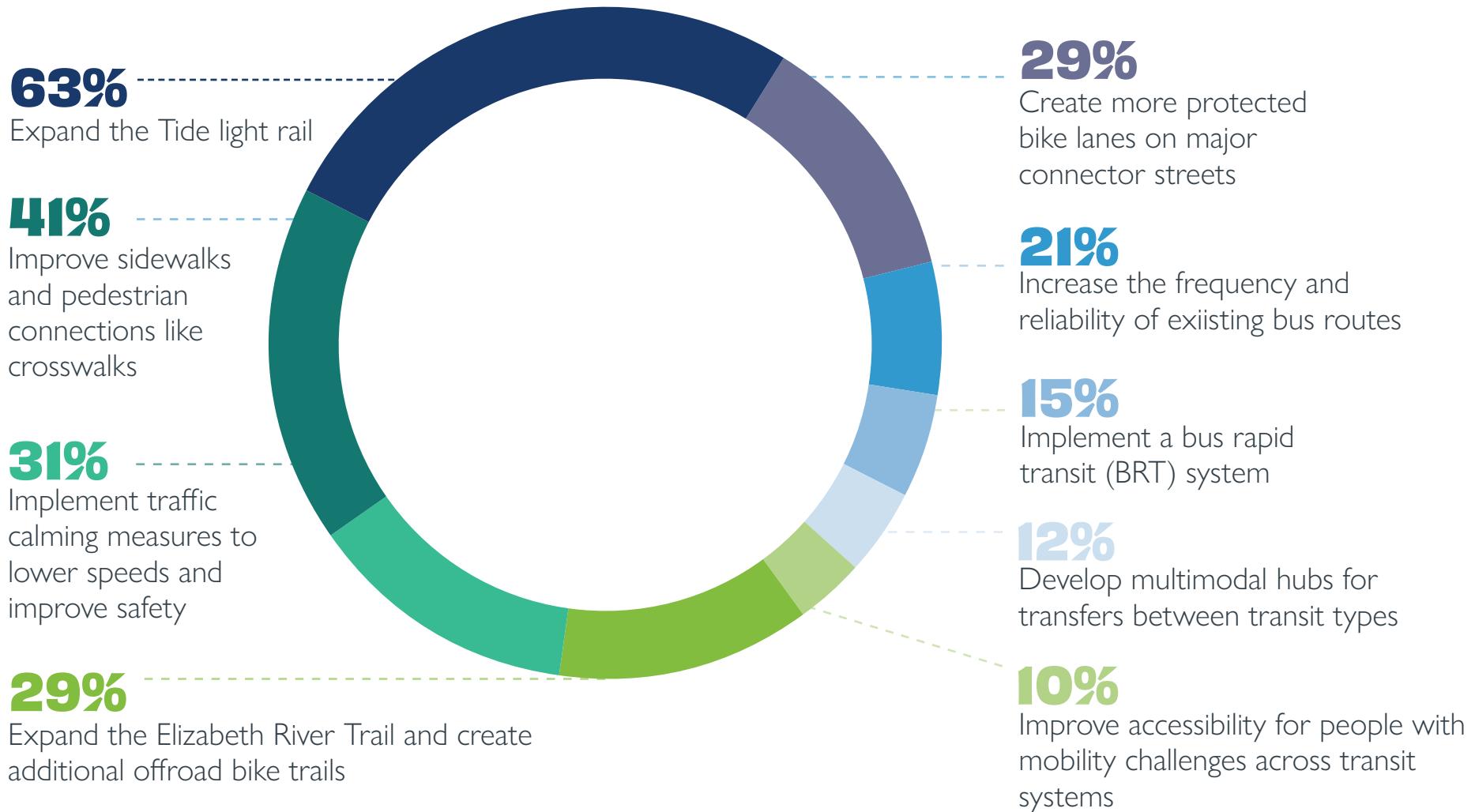
Remove parking requirements **Simplify permitting**

Walkability & Bikeability **Support neighborhood businesses** **Pedestrian-only streets**

CONNECTING OUR CITY

WHAT WE'VE HEARD: ONLINE ENGAGEMENT WITH NORFOLK RESIDENTS

What would help you get around Norfolk better?





More street trees to provide shade and cooling during the hot summer months.

— Norfolk resident,
Online engagement, 2024

What would help you get around the city better?

Improve Street Lighting Traffic Calming

Address Flooding Concerns

Crosswalk Safety

Accessibility for Mobility Devices

Pedestrian-Friendly Infrastructure

Fix Sidewalks and Curbs

Add Bike Lanes

Expand Sidewalk Network

Beautification and Landscaping

Pedestrian-only streets

Pedestrian Crossings

Police Presence



What other ideas do you have?

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

bring back
dance center
and create
other arts
spaces

Streamline CUP
process for Bars +
Nightlife. Be
listen to small business
owners to help them
out.

VANED ARCHITECTURE
BLEND OF
HISTORIC &
MODERN

easier to
get to
(Colonial
Williamsburg)
Direct train?
Bike trail?

Historic walking
tour thru
neighborhoods
- archi/style

Needs to Change!
CULTURAL Reception
OF Public Assets
TO WATERFRONT -
Should Be Accessible
TO ALL

IMPROVE STREET
SERVES THOUGHTS
Historic Commercial
Aims to make
them more attractive
- PARK PLACE

A close-up photograph of a Sharpie marker with a red cap and a teal sticky note. The sticky note has handwritten text in black ink that reads: "Principals of Neighborhood leaders. + /". The Sharpie marker is positioned diagonally across the top left of the note.

Facade or
restoration
- Grant
- Conference for
historic restoration
and rehabilitation

Herzschwäche
Herzkrank: Herzfehler
→ Herzfehler

Stock Table
To Main Avenue
Street West
Port Credit Firehall
- Colwell Ave
- Colwell Ave
- 35th

APPENDIX

Mon 5/6/2011
measured

Meeting of
local vicars



THE CITY OF **NORFOLK**

www.nfk2050.com