

# NORFOLK DEVELOPER SHOWCASE

OCTOBER 16, 2024

THE CITY OF  
**NORFOLK**<sup>®</sup>

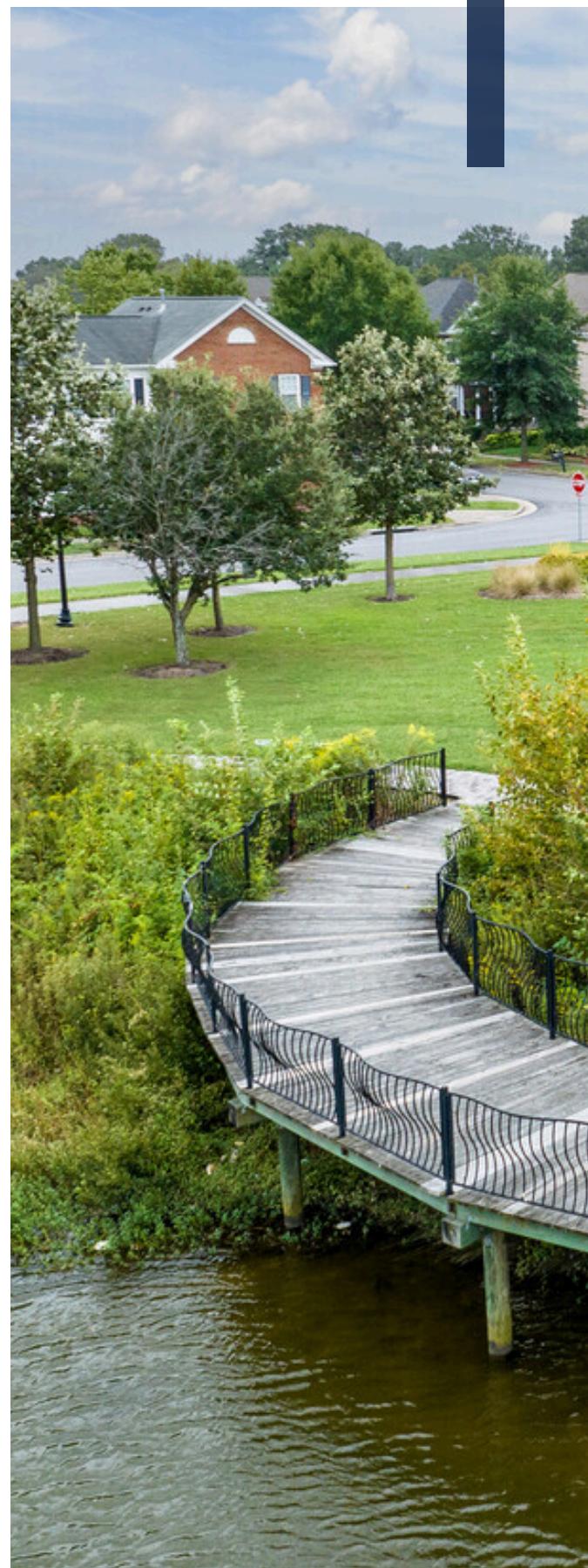


[norfolk.gov](http://norfolk.gov)



## TABLE OF CONTENTS

- 02** Table of Contents
- 03** Norfolk by the Numbers
- 04** Message From Councilwoman Johnson
- 05** Ward 3 Overview Map
- 06** ES McKann Avenue
- 07** 1025 Widgeon Road  
(Coronado School Site)
- 08** 712 E. 23rd Street
- 10** 3700 Bowden's Ferry Road  
(Madison School Site)
- 12** 1244 E. Princess Anne Road
- 14** 2449 Ballentine Boulevard
- 16-17** 1418 Ballentine Boulevard-3115  
E. Princess Anne Road
- 18** 6205 & 6215 N. Military Highway  
(Kmart Site)
- 20** W S Azalea Garden Road
- 22** Site Tour Map
- 24-26** 2839 E. Virginia Beach Boulevard  
2900 E. Virginia Beach Boulevard  
2901 E. Virginia Beach Boulevard  
(Merrimac Market Sites)
- 27-28** 3020/3026 E. Princess Anne Road &  
2112 Vincent Avenue  
(Former Spartan Market Site)
- 29-30** 1351 Hanson Avenue-1525 St. Julian Avenue  
(Former Globe Iron Site)



# NORFOLK BY THE NUMBERS

Top 100 Best Places to Live  
-Livability.com



Population  
**232,995**

Median Age  
**33**

Gender  
**50.6%**  
Male  
**49.4%**  
Female



## HOUSEHOLD INCOME

Median Household Income  
**\$98,139**

Mean Household Income  
**\$103,144**

Census Tract 49-Downtown & Ghent neighborhoods



## WORKFORCE OCCUPATIONS

Advanced Manufacturing  
**6,111**

Business, Management & Professional Services  
**18,400**

Information Technology  
**7,096**

Insurance  
**4,473**

Healthcare, Life Sciences & Biotechnology  
**17,161**

Maritime, Transportation & Logistics  
**8,138**



## CONSUMER SPENDING

Housing  
**\$2.46B**



Travel  
**\$169M**



Personal Care  
**\$75.9M**



Household Furnishing & Equipment  
**\$226.9M**



Food  
**\$832.4M**



Entertainment & Recreation  
**\$284.5M**



Apparel & Services  
**\$177.2M**



Transportation  
**\$797.1M**

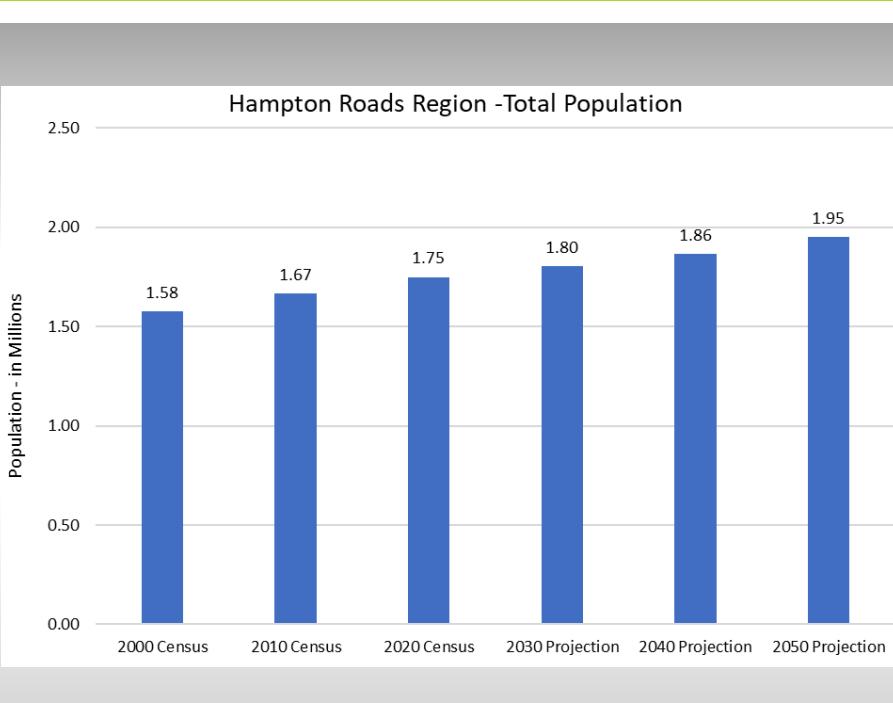


## EDUCATIONAL ATTAINMENT

Nearly 22,000 students graduate with Associate's, Bachelor's, Master's and Doctoral degrees across the region every year.

The Norfolk region benefits from 11 colleges and universities, as well as 17 trade and technical schools.

Hampton Roads Region -Total Population





## **A Message From: Councilwoman Mamie B. Johnson**

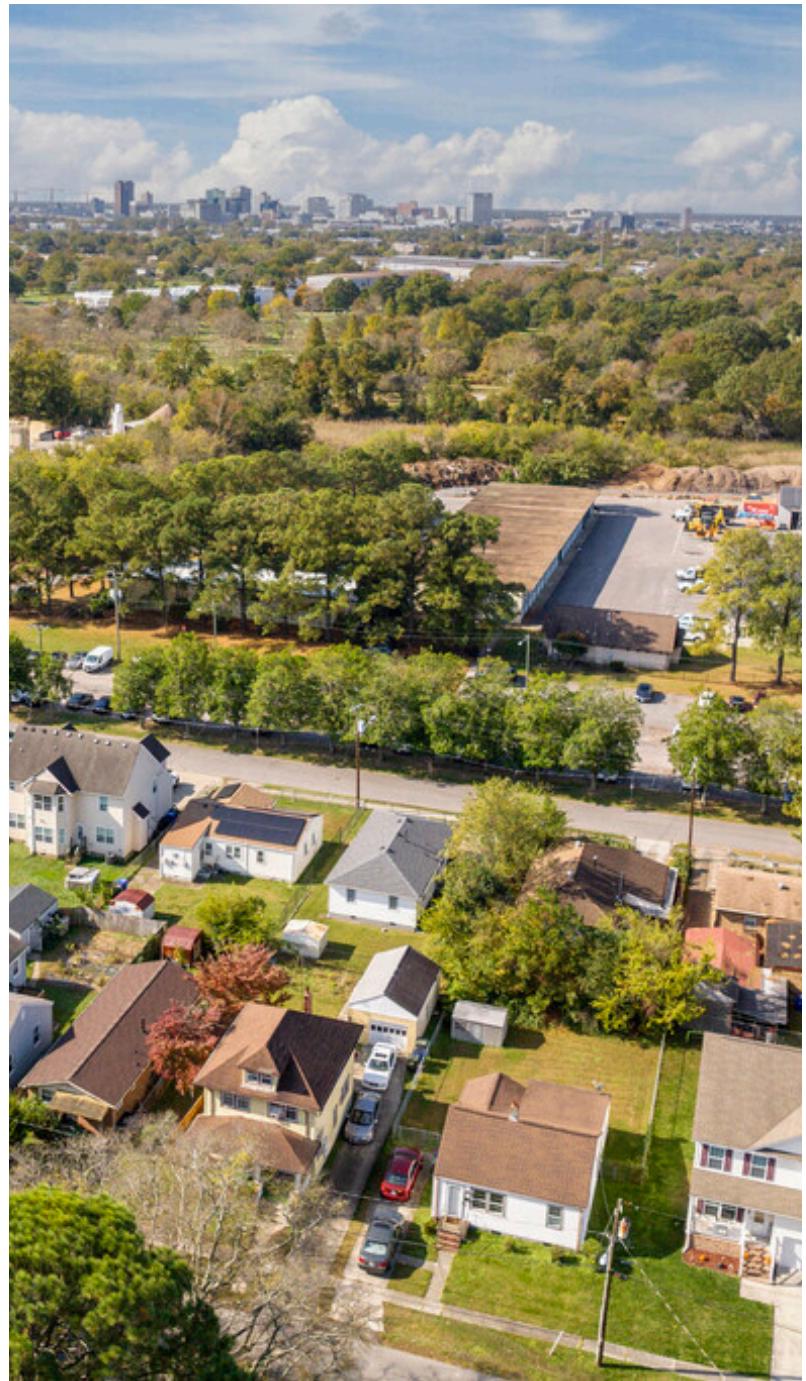
On behalf of the City of Norfolk and the Ward 3 Broad Creek neighborhood, I am delighted to extend a warm welcome to all our esteemed guests. It is a pleasure to gather with visionary developers, forward-thinking investors, and community builders who share a common goal: to shape the future of our great city.

The Broad Creek neighborhood stands as a cornerstone of Norfolk's past, present, and future, built on a legacy of resilience, community, and growth. As we look ahead, Broad Creek offers immense opportunities for new growth and development, inviting you to be part of the vision to build a legacy in Broad Creek. This forum aims to showcase the properties and development opportunities in the area, offering a unique chance to shape the next chapter of Norfolk's progress.

We invite you to explore the possibilities that lie ahead in Broad Creek and across our city. Norfolk is more than just a place; it is a hub of culture, innovation, and economic potential. Our commitment to sustainable growth, smart urban planning, and community-driven development creates a dynamic environment to fuel the future and create a lasting legacy.

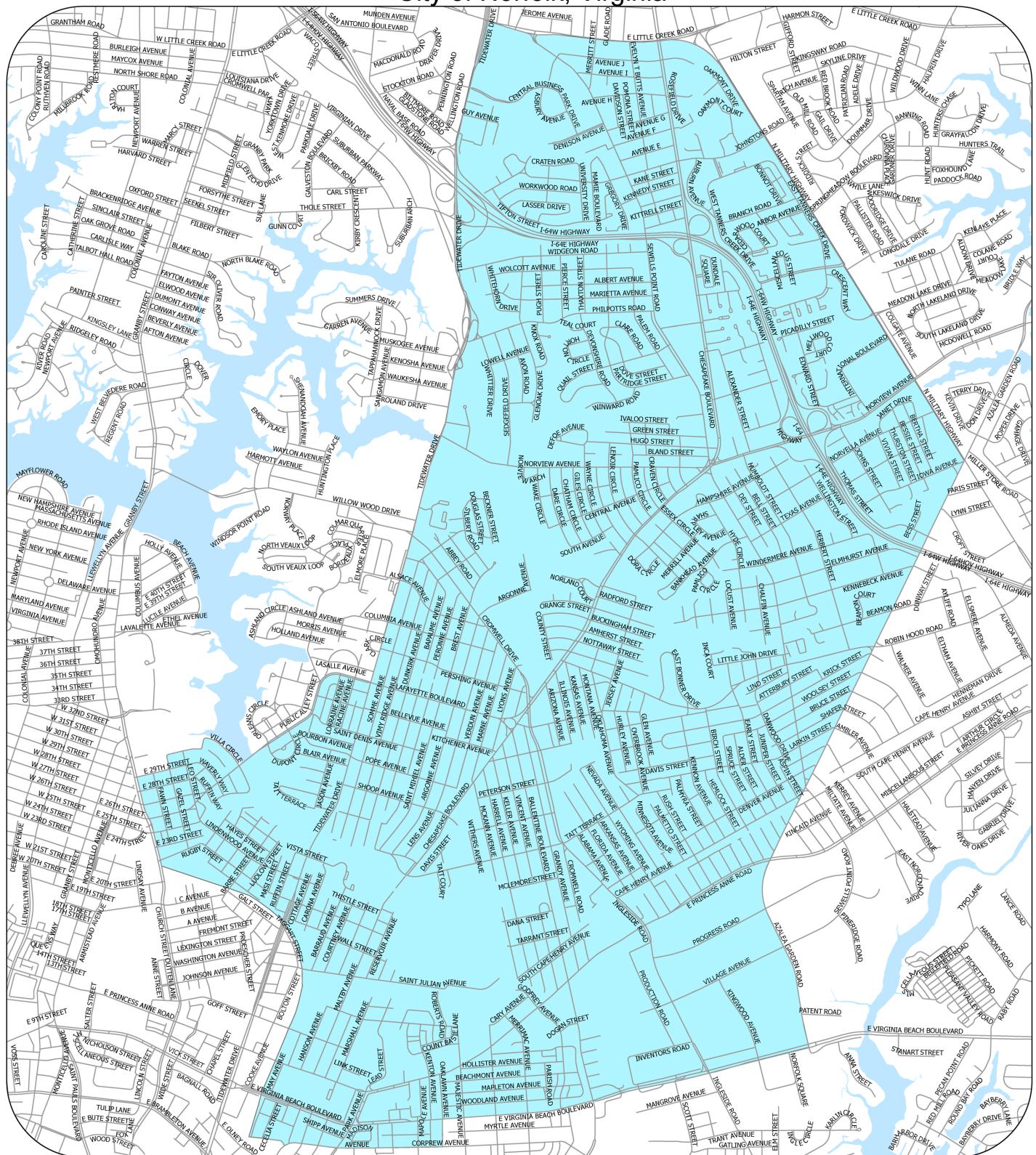
Together, we can cultivate growth and prosperity, while honoring the unique character and history that makes Broad Creek and Norfolk special. Your vision and expertise are essential to unlocking the limitless potential of this city.

Thank you for joining us, and I look forward to the exciting projects that will arise from this gathering. Let's work together to build a brighter, more prosperous future for Norfolk.



## Ward 3

## City of Norfolk, Virginia



Map created by the Department of Information Technology, GIS Team; and is intended for graphical purposes only. Data approved by the Norfolk City Council.

Date: January 2024





**PARCEL ACREAGE  
0.3581**

## PROPERTY FOR SALE SITE:

- ES McKann Avenue
- GPIN: 1438928051

OWNERSHIP OF PROPERTY:  
**CITY OF NORFOLK**

**ASSESSMENT/APPRaisALS:**  
• City Assessment: \$309,000

## COMP PLAN: COMMERCIAL

- Site information/data: northern portion of parcel in CPBA and AE flood zone

## ZONING:

- I-G: Industrial - General

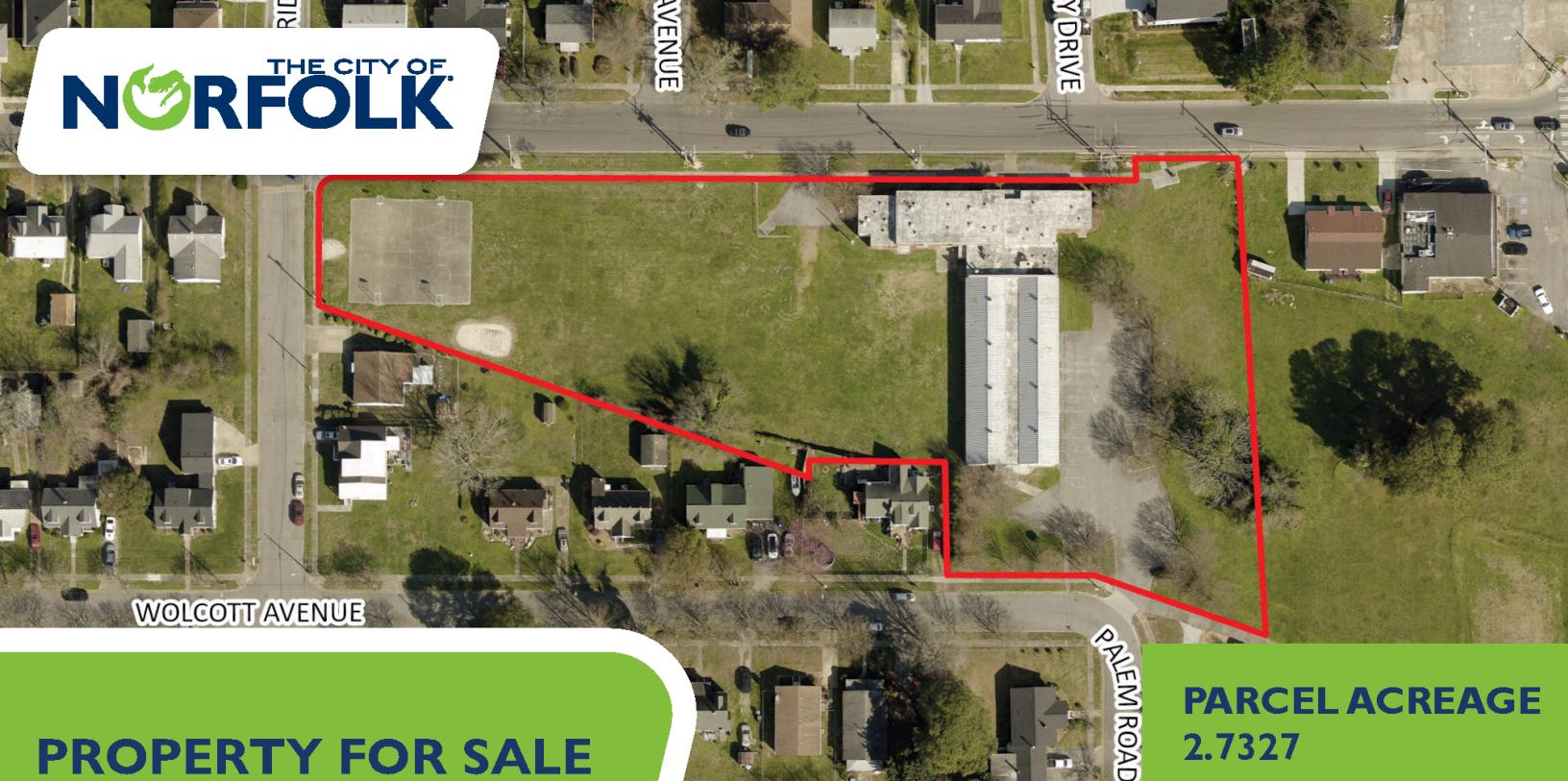
Site Located to residential properties which limits outdoor uses and noise.

## UTILITY AVAILABILITY:

- Water lines on Dana St.
- Sewer lines on Dana St.

- Contact Information:

- Economic Development, [Development@norfolk.gov](mailto:Development@norfolk.gov)
- Department of Housing & Community Development, [NorfolkDHCD@norfolk.gov](mailto:NorfolkDHCD@norfolk.gov)



## PROPERTY FOR SALE SITE:

- 1025 WIDGEON ROAD

OWNERSHIP OF PROPERTY:  
**CITY OF NORFOLK**

**PARCEL ACREAGE**  
**2.7327**

**ASSESSMENT/APPRaisALS:**  
• City Assessment: \$1,539,400

## COMP PLAN: INSTITUTIONAL

- Greater Norview/Five Points Area (general actions)
  - N5.I.13(d). Working with property owners, create opportunities for commercial redevelopment in Five Points through land assembly and acquisition.
  - N5.I.13(i). Consider modifying code requirements to encourage economic development and the reuse of vacant structures.

## ZONING:

- IN, SF-10

## UTILITY AVAILABILITY:

- Water lines on Widgeon Road and Wolcott Avenue
- Sewer lines on Wolcott Avenue and Partridge Street
- Contact Information:
  - Economic Development, [Development@norfolk.gov](mailto:Development@norfolk.gov)
  - Department of Housing & Community Development, [NorfolkDHCD@norfolk.gov](mailto:NorfolkDHCD@norfolk.gov)



**PARCEL ACREAGE  
0.2683**

## **PROPERTY FOR SALE SITE:**

- 712 E. 23rd Street

**OWNERSHIP OF PROPERTY:  
CITY OF NORFOLK**

**ASSESSMENT/APPRaisALS:**  
• City Assessment: \$172,900

## **COMP PLAN: COMMERCIAL**

### **ZONING:**

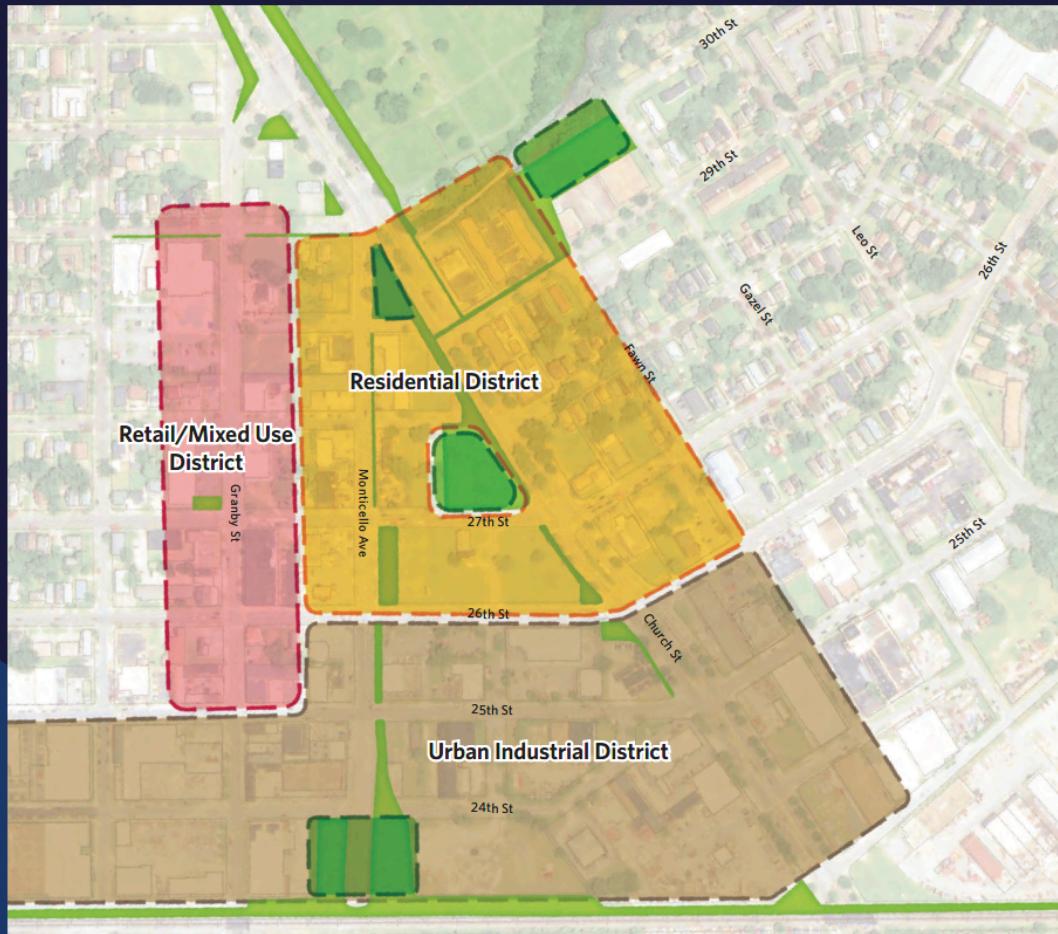
- I-L: Industrial - Light

### **UTILITY AVAILABILITY:**

- Water lines on E 23rd and Church
- Sewer lines on Church

## COMP PLAN: COMMERCIAL

- Plans/Pattern Books: Midtown Plan
- Located within the Urban Industrial area of the Midtown Plan.
- Buildings may be up to five stories with buildings in this location recommended to be no more than two stories to better transition to the lower buildings on the east side of Church Street.
- Urban Industrial buildings are called to have large flexible floor plates that can accommodate multiple tenants and a mix of light industrial uses.
- Active small scale industrial and commercial uses are appropriate on site.



- Contact Information:
  - Economic Development, [Development@norfolk.gov](mailto:Development@norfolk.gov)
  - Department of Housing & Community Development, [NorfolkDHCD@norfolk.gov](mailto:NorfolkDHCD@norfolk.gov)



## PROPERTY FOR SALE SITE:

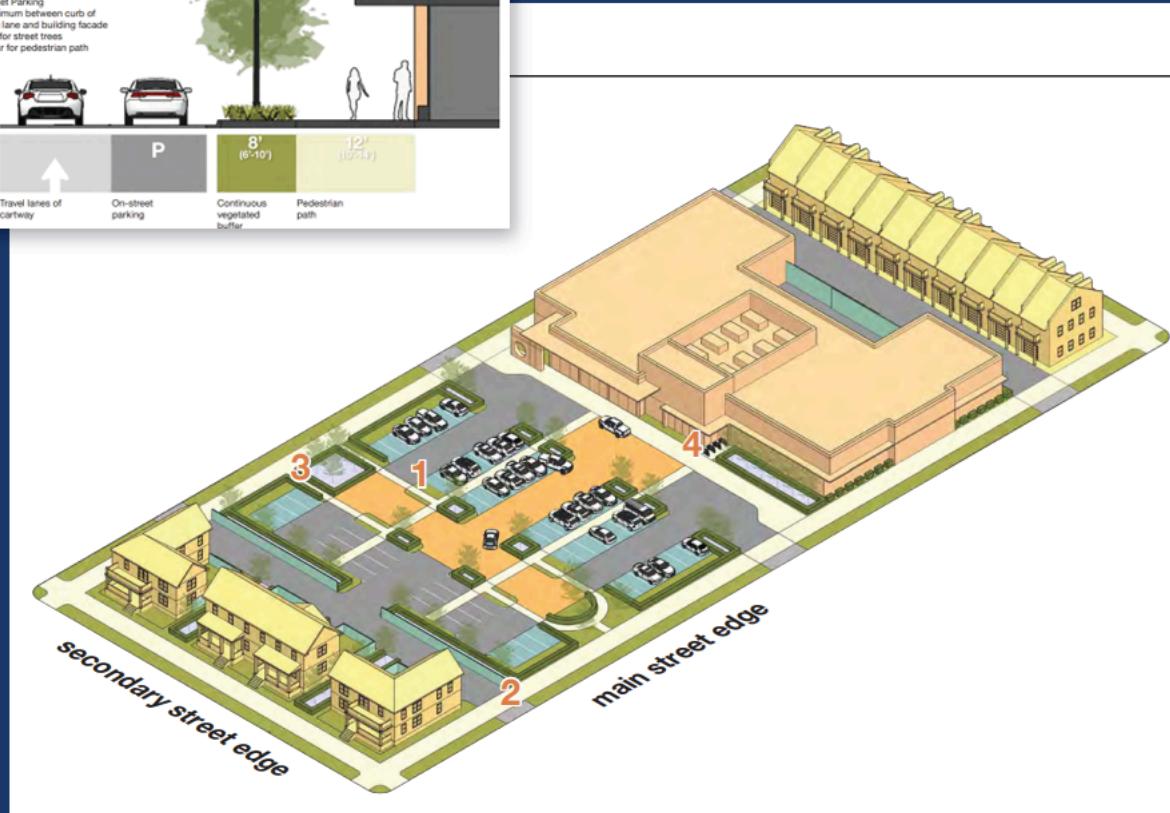
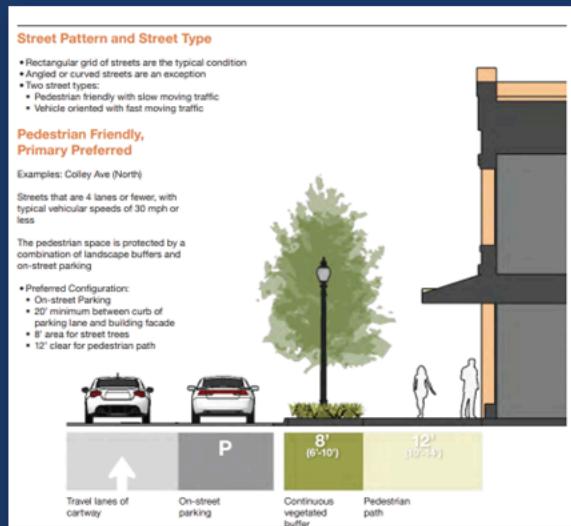
- 3700 Bowdens Ferry Road

OWNERSHIP OF PROPERTY:  
**CITY OF NORFOLK**

**ASSESSMENT/APPRaisALS:**  
• City Assessment: \$4,428,400

## COMP PLAN: Commercial / Multifamily Corridor / Single Family Traditional

- Plans/Pattern Books: Central Hampton Boulevard Area (plaNorfolk 2030) Action N5.I.2
  - Key implementation steps
    - Commercial uses to have ground floor activity and transparency
    - Create sense of place with sidewalk connectivity and walkability utilizing parks and plazas
    - Locate parking behind or beside buildings and ensure buildings have pedestrian orientation
    - Increase streetscapes and plantings that promote walkability
    - Increase on-street parking
  - Area called out for a mix of residential and commercial that can transition and not impact existing neighborhood character of Lamberts Point



## ZONING:

- IN: Institutional

## UTILITY AVAILABILITY:

- Water lines on Bowdens Ferry Road, 35th Street, Hampton Boulevard
- Sewer lines on Bowdens Ferry Road, 35th Street, Hampton Boulevard

- Contact Information:
  - Economic Development, [Development@norfolk.gov](mailto:Development@norfolk.gov)
  - Department of Housing & Community Development, [NorfolkDHCD@norfolk.gov](mailto:NorfolkDHCD@norfolk.gov)



**PARCEL ACREAGE**  
**0.4312**

## **PROPERTY FOR SALE SITE:**

- 1244 E PRINCESS ANNE RD.

**OWNERSHIP OF PROPERTY:**  
**CITY OF NORFOLK**

**ASSESSMENT/APPRaisALS:**  
• City Assessment: \$142,300

## **COMP PLAN: COMMERCIAL**

### **ZONING:**

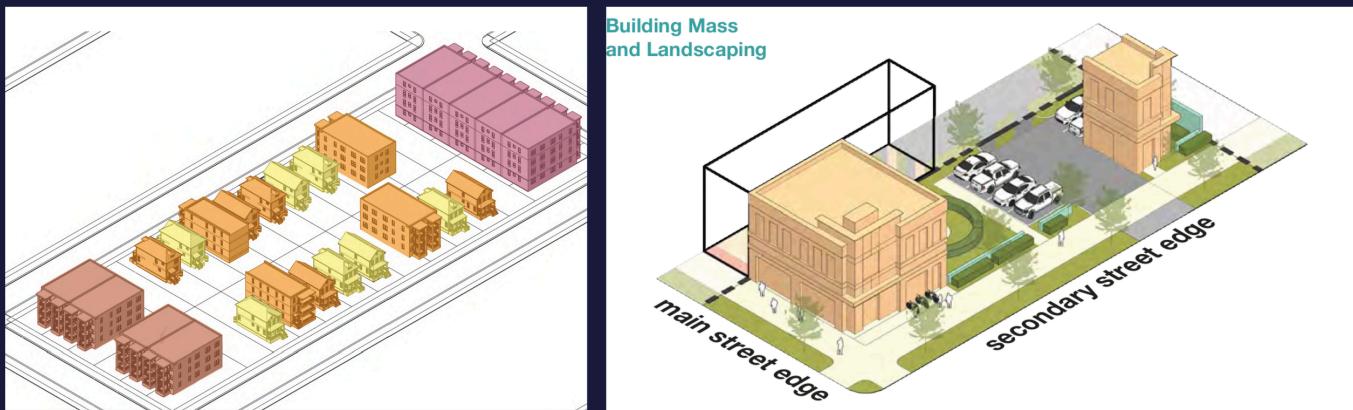
- C-C: Community Commercial

### **UTILITY AVAILABILITY:**

- Water lines on E Princess Anne and Maltby
- Sewer lines on E Princess Anne and Maltby

## COMP PLAN: COMMERCIAL

- Plans/Pattern Books: Broad Creek Refresh Overlay
  - Opportunity Site 6: Bruce's Park
    - Improve walkability through the addition of wider sidewalks, street trees and architectural street lighting; remove overhead utilities as part of such improvements wherever possible.
- Broad Creek Area
  - N5.I.I(a). Support NRHA's continued development of new rental and homeownership units.
- Guidance:
  - Property is zoned C-C which permits commercial with residential uses above.
  - Small scale mixed use would be appropriate on this site.
  - Missing middle housing would also be appropriate on the site.



- Contact Information:
  - Economic Development, [Development@norfolk.gov](mailto:Development@norfolk.gov)
  - Department of Housing & Community Development, [NorfolkDHCD@norfolk.gov](mailto:NorfolkDHCD@norfolk.gov)



**PARCEL ACREAGE**  
**0.6637**

## **PROPERTY FOR SALE SITE:**

- 2449 BALLENTINE BLVD.

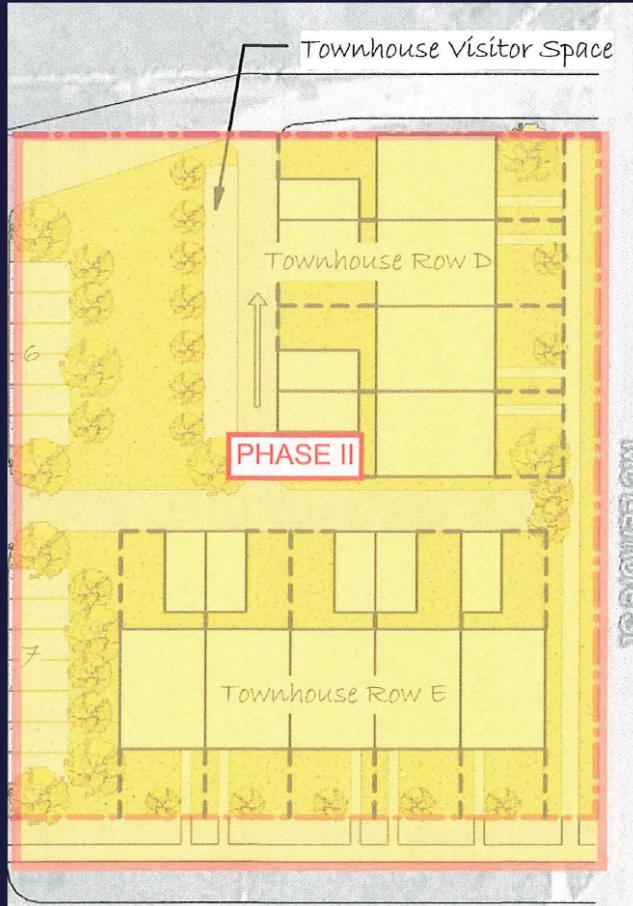
**OWNERSHIP OF PROPERTY:**  
**CITY OF NORFOLK**

**ASSESSMENT/APPRaisALS:**  
• City Assessment: \$144,600

## **COMP PLAN: RESIDENTIAL MIXED**

### **ZONING:**

- Conditional MF-NS: Multi-Family – Neighborhood Scale
- Ordinance 46,389 Proffered conditions limit the development to rear loaded 2-story townhomes.



## UTILITY AVAILABILITY:

- Water lines on Ballentine and McLemore
- Sewer lines on Ballentine and McLemore

## COMP PLAN: RESIDENTIAL MIXED

- Site Information/data: large portion of parcel is in AE flood zone
- Contact Information:
  - Economic Development, [Development@norfolk.gov](mailto:Development@norfolk.gov)
  - Department of Housing & Community Development, [NorfolkDHCD@norfolk.gov](mailto:NorfolkDHCD@norfolk.gov)



**PARCEL ACREAGE  
2.2794**

## PROPERTY FOR SALE SITE:

- 1418 Ballentine Boulevard
- 3101 E Princess Anne Road
- 3115 E Princess Anne Road

OWNERSHIP OF PROPERTY:  
**CITY OF NORFOLK**

### ASSESSMENT/APPRaisALS:

- City Assessment: \$612,300

## COMP PLAN: INSTITUTIONAL

- Plans/Pattern Books: Broad Creek Refresh Plan
  - Opportunity Site 5: East Princess Anne Road/Ballentine Boulevard
    - 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.)

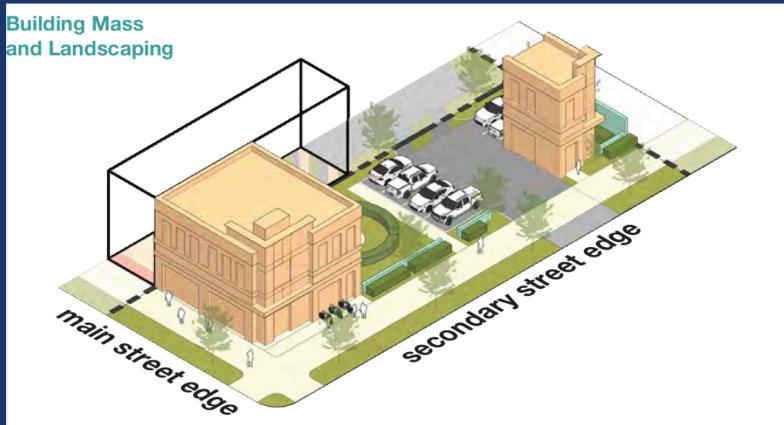


Figure 37: Example of Mixed Use Development

## ZONING:

- C-C: Community Commercial (3101 E Princess Anne Road, 3115 E Princess Anne Road);
- I-L: Industrial Light (1418 Ballentine Boulevard);
- BCRO: Broad Creek Refresh Overlay.

## UTILITY AVAILABILITY:

- Water lines on E Princess Anne and Ballentine
- Sewer lines on E Princess Anne and Ballentine

- Contact Information:
  - Economic Development, [Development@norfolk.gov](mailto:Development@norfolk.gov)
  - Department of Housing & Community Development, [NorfolkDHCD@norfolk.gov](mailto:NorfolkDHCD@norfolk.gov)



**PARCEL ACREAGE  
20.4812**

## **PROPERTY FOR SALE SITE:**

- 6205 N MILITARY HIGHWAY
- 6215 N MILITARY HIGHWAY

**OWNERSHIP OF PROPERTY:  
CITY OF NORFOLK**

**ASSESSMENT/APPRaisALS:**  
• City Assessment: \$9,825,900

## **COMP PLAN: COMMERCIAL**

- Plans/Pattern Books: Comprehensive Plan for the Military Highway Corridor

**Contextual Residential Infill:** Multi-family apartments and condominiums along with high density townhouses and row-houses are allowed to infill commercial redevelopment. Residential infill shall follow step to creating appropriate commercial developments and incorporate the guiding principles with a focus on Community, Scale and Context.

## Vehicle Oriented, Large

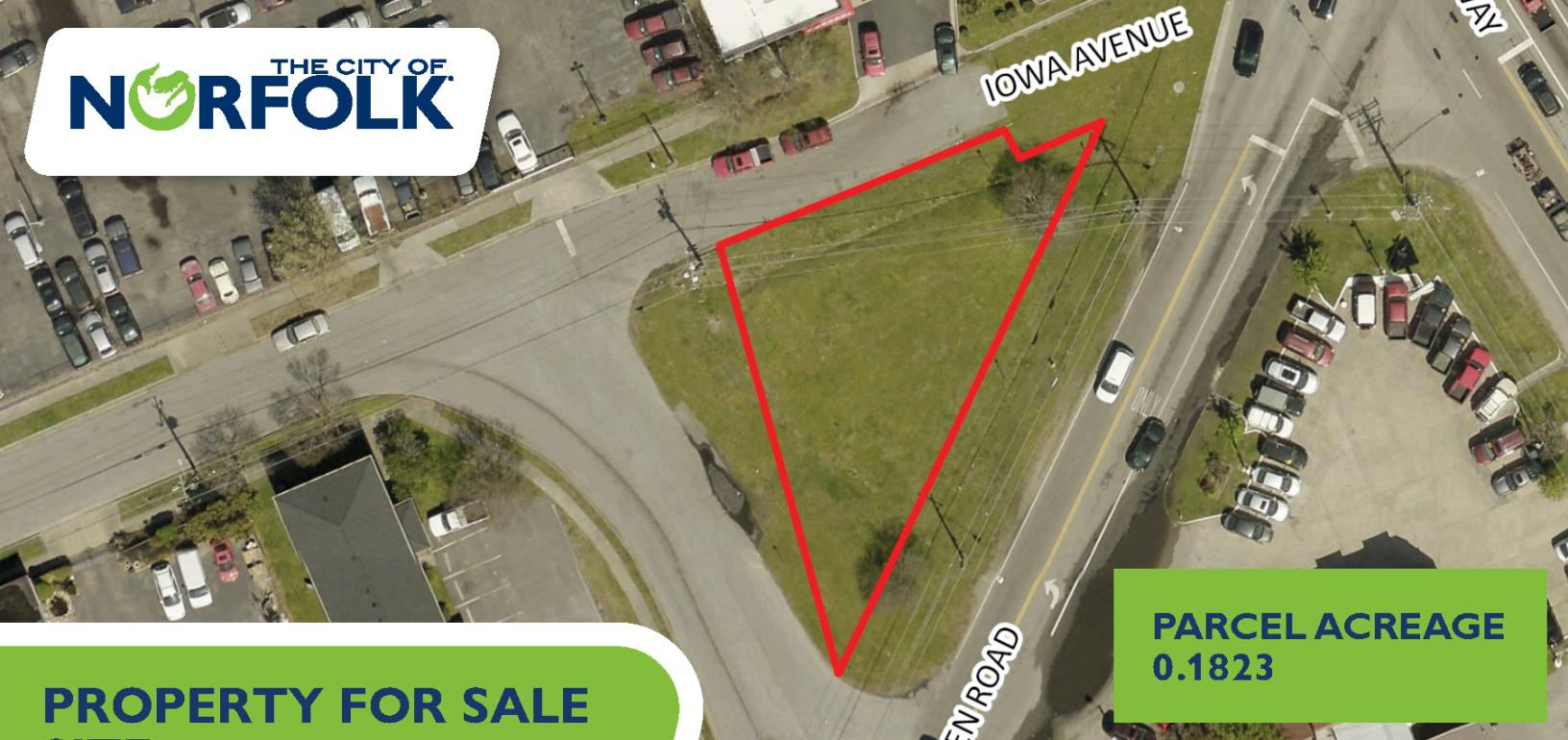


### ZONING:

- Conditional C-C: Community Commercial;
- Super K-mart LASO

### UTILITY AVAILABILITY:

- Water lines surround the property
- Sewer lines surround the property
- Contact Information:
  - Economic Development, [Development@norfolk.gov](mailto:Development@norfolk.gov)
  - Department of Housing & Community Development, [NorfolkDHCD@norfolk.gov](mailto:NorfolkDHCD@norfolk.gov)



## PROPERTY FOR SALE SITE:

- W S Azalea Garden Road (GPIN: 1449914373)

OWNERSHIP OF PROPERTY:  
**CITY OF NORFOLK**

### PARCEL ACREAGE

**0.1823**

### ASSESSMENT/APPRaisALS:

- City Assessment: \$19,900

## COMP PLAN: COMMERCIAL

- Comprehensive Plan for the Military Highway Corridor
- Establish gateway treatments at the intersection of N. Military Hwy. and Azalea Garden Rd. (banner poles, landscaping)

## ZONING:

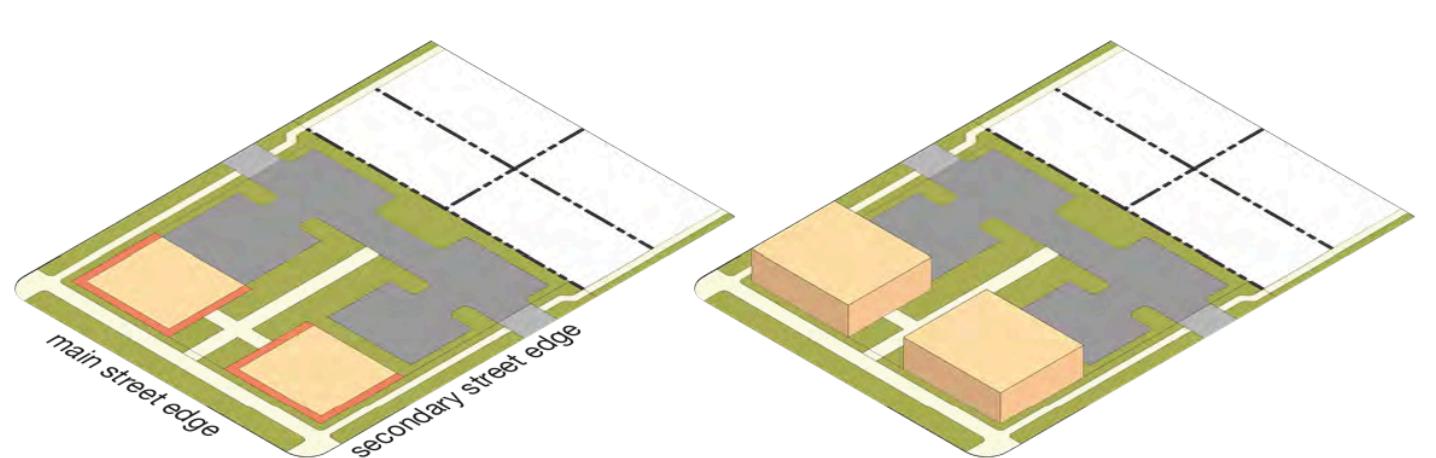
- C-C: Community Commercial

## UTILITY AVAILABILITY:

- Water lines on Azalea Garden
- Sewer lines on Azalea Garden and Iowa

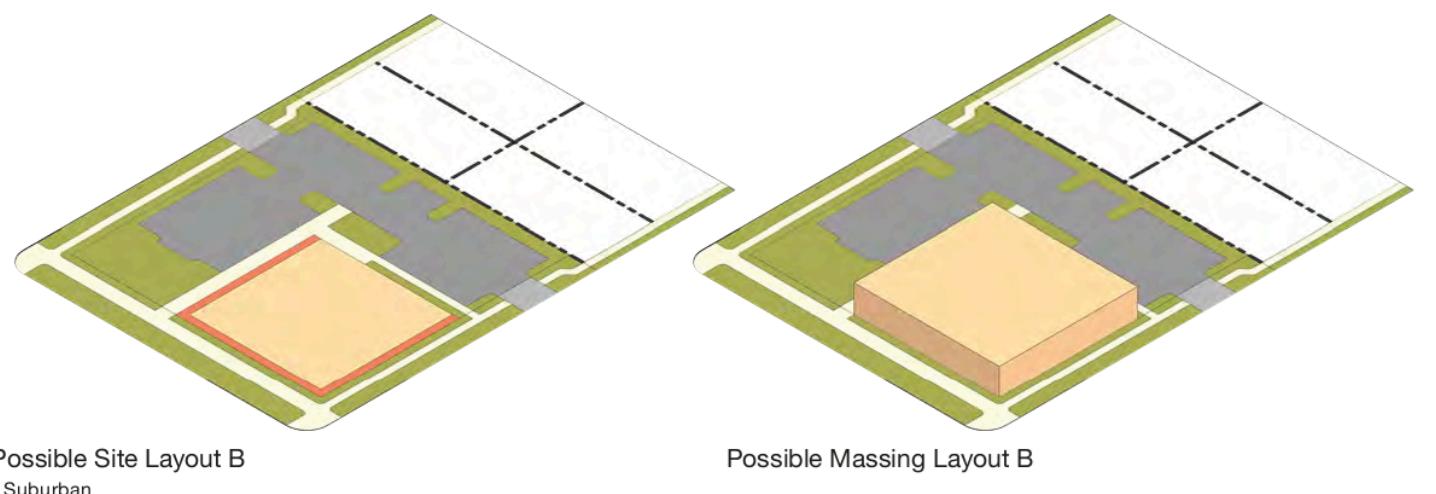
## CONTACT INFORMATION

- Economic Development, [Development@norfolk.gov](mailto:Development@norfolk.gov)
- Department of Housing & Community Development, [NorfolkDHCD@norfolk.gov](mailto:NorfolkDHCD@norfolk.gov)



Possible Site Layout A

Possible Massing Layout A

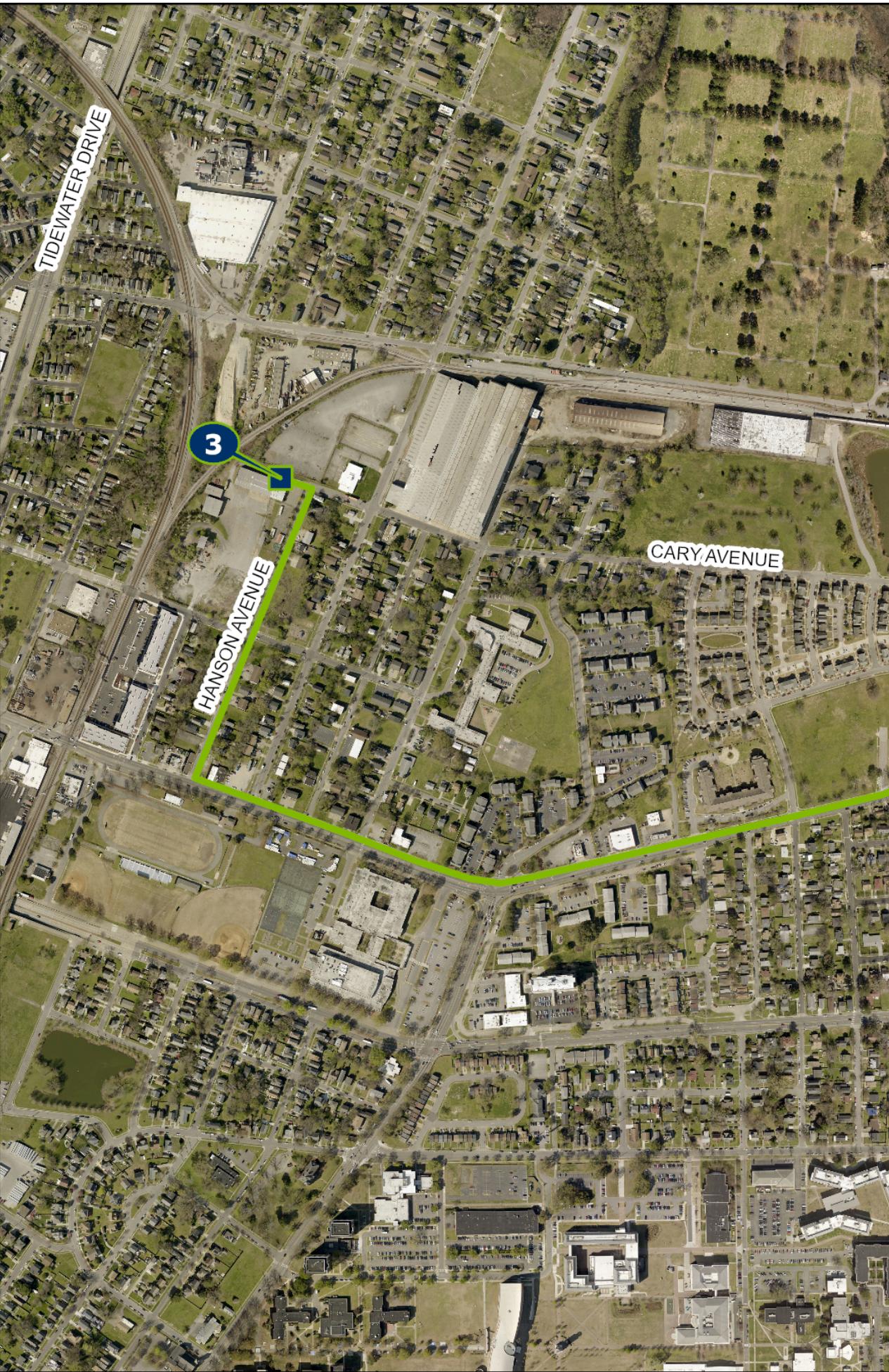


Possible Site Layout B  
Suburban

Possible Massing Layout B

- Contact Information:
  - Economic Development, [Development@norfolk.gov](mailto:Development@norfolk.gov)
  - Department of Housing & Community Development, [NorfolkDHCD@norfolk.gov](mailto:NorfolkDHCD@norfolk.gov)

# TOUR MAP







**PARCEL ACREAGE  
0.587**

## **PROPERTY FOR SALE SITE:**

- 2839 E Virginia Beach Boulevard
- 2900 E Virginia Beach Boulevard
- 2901 E Virginia Beach Boulevard

**OWNERSHIP OF PROPERTY:  
CITY OF NORFOLK**

**ASSESSMENT/APPRaisALS:**  
• City Assessment: \$189,400

## **COMP PLAN: COMMERCIAL**

- Single Family Traditional (2839 E Virginia Beach Boulevard)
- Commercial (2900 and 2901 E Virginia Beach Boulevard)
- Plans/Pattern Books: Broad Creek Refresh Plan
- Recommendation 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, rather than intersections like this within the neighborhoods.



## Potential Development Options - WPA 2024

## **ZONING:**

- SF-T: Single Family – Traditional (2839 E Virginia Beach Boulevard);
- C-N: Neighborhood Commercial (2900 E Virginia Beach Boulevard);
- C-C: Community Commercial (2901 E Virginia Beach Boulevard);
- BCRO: Broad Creek Refresh Overlay.

## **UTILITY AVAILABILITY:**

- Water lines on E Virginia Beach Boulevard, Merrimac Avenue
- Sewer lines on E Virginia Beach Boulevard, Merrimac Avenue

- Contact Information:
  - Economic Development, [Development@norfolk.gov](mailto:Development@norfolk.gov)
  - Department of Housing & Community Development, [NorfolkDHCD@norfolk.gov](mailto:NorfolkDHCD@norfolk.gov)



**PARCEL ACREAGE  
0.9409**

## **PROPERTY FOR SALE SITE:**

- 3020 E Princess Anne Road
- 3026 E Princess Anne Road
- 2112 Vincent Avenue

**OWNERSHIP OF PROPERTY:**  
**CITY OF NORFOLK**

### **ASSESSMENT/APPRaisALS:**

- Appraisal: \$380,000
- City Assessment: \$326,600

## **COMP PLAN: COMMERCIAL**

### **ZONING:**

- C-C: Community Commercial (3020 E Princess Anne Road, 3026 E Princess Anne Road);
- MF-NS: Multi-Family – Neighborhood Scale (2112 Vincent Avenue);
- BCRO: Broad Creek Refresh Overlay.

### **UTILITY AVAILABILITY:**

- Water lines on E Princess Anne, Ballantine, and Vincent
- Sewer lines on Ballantine and Vincent.

## COMP PLAN: COMMERCIAL

- Plans/Pattern Books: Broad Creek Refresh Plan
- 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 grocery (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.)



WPA COMMERCIAL - 2020



WPA MULTIFAMILY - 2020



- Contact Information:
  - Economic Development, [Development@norfolk.gov](mailto:Development@norfolk.gov)
  - Department of Housing & Community Development, [NorfolkDHCD@norfolk.gov](mailto:NorfolkDHCD@norfolk.gov)



## PROPERTY FOR SALE SITE:

- 1351 Hanson Avenue – 5.1617
- 1371 Hanson Avenue – 2.0901
- 1401 Maltby Avenue – 1.8671
- 1416 Cary Avenue - 8.6331
- 1445 Maltby Avenue – 3.5998
- 1525 Saint Julian Avenue - 3.6452

**PARCEL ACREAGE  
24.997**

OWNERSHIP OF PROPERTY:  
**CITY OF NORFOLK**

**ASSESSMENT/APPRaisALS:**  
• City Assessment: \$9,418,700

## COMP PLAN: RESIDENTIAL MIXED

- Plans/Pattern Books: Broad Creek Refresh Plan
- Opportunity Site I: Hanson Avenue / Cary Avenue
  - 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.



Figure 22: Opportunity Site 1 - Potential Redevelopment Concept 1



Figure 39: Redevelopment Alternative 1

- Environmental Protection Agency Brownfields Technical Assistance report (Alternative 1 recommendations)
  - 1416 Cary Ave.
    - Commercial (shops and restaurants)
    - Live/work
    - Townhomes/Mixed Residential/Missing Middle Housing
    - Biotech/Offices/Manufacturing
      - Users that do not generate noise or heavy traffic, especially truck traffic
  - 1525 Saint Julian Ave.
    - Park
      - Playground structures, walking paths, recreation fields, skate park, outdoor education space, community garden space
- Greater master plan recommends mixed residential, Missing Middle Housing, and medical offices on adjacent sites, which could be appropriate at these sites as well
- Additional information regarding potential financing costs is located in another report which can be found at [www.norfolk.gov/fundingreportglobeiron](http://www.norfolk.gov/fundingreportglobeiron)

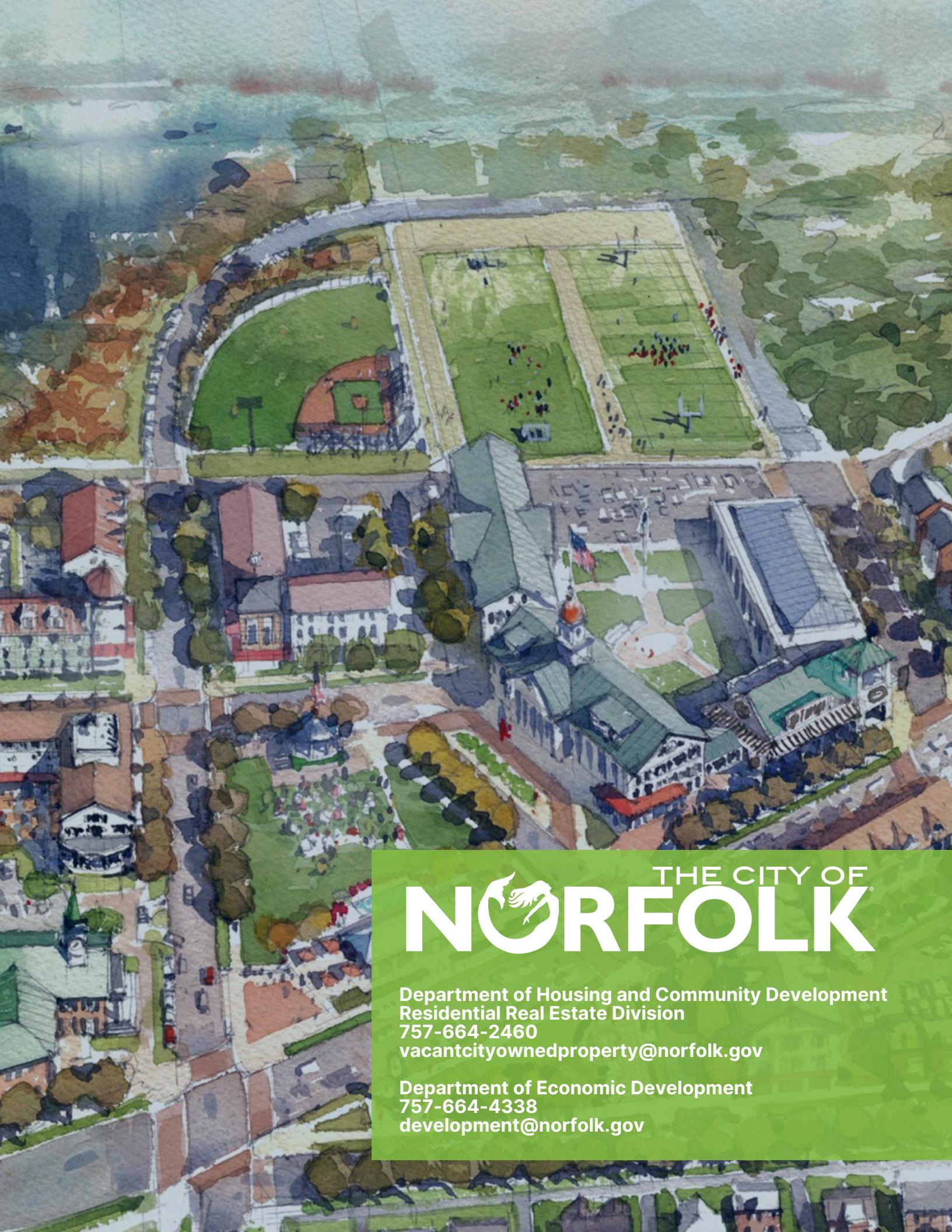


## ZONING:

- MF-NS
- Broad Creek Refresh Overlay

## UTILITY AVAILABILITY:

- Water lines on Saint Julian, Maltby, Cary, Marshall, Hanson, Goff, and Lead
- Sewer lines on Saint Julian, Maltby, Cary, Hanson, and Goff
- Contact Information:
  - Economic Development, [Development@norfolk.gov](mailto:Development@norfolk.gov)
  - Department of Housing & Community Development, [NorfolkDHCD@norfolk.gov](mailto:NorfolkDHCD@norfolk.gov)



THE CITY OF  
**NORFOLK**<sup>®</sup>

Department of Housing and Community Development  
Residential Real Estate Division  
757-664-2460  
[vacantcityownedproperty@norfolk.gov](mailto:vacantcityownedproperty@norfolk.gov)

Department of Economic Development  
757-664-4338  
[development@norfolk.gov](mailto:development@norfolk.gov)

