



Presentation for  
**DOWNTOWN 2030** UPDATE:  
X-RAY ANALYSIS



# DOWNTOWN 2030 UPDATE:

# PROCESS & PROPOSED SCHEDULE

October 31	November	December	January	February	March
<ul style="list-style-type: none"> <li>1ST STEERING COMMITTEE MEETING</li> </ul>	<ul style="list-style-type: none"> <li>WPA/RAY MEETINGS ON CURRENT DOWNTOWN PROJECTS AND KEY PROPERTIES</li> <li>1ST FIRST PUBLIC OUTREACH MEETING (MORNING AND EVENING SESSIONS)</li> </ul>	<ul style="list-style-type: none"> <li>2ND STEERING COMMITTEE MEETING</li> <li>UDA TWO-DAY WORKSHOP</li> </ul>	<ul style="list-style-type: none"> <li>2ND PUBLIC OUTREACH MEETING (MORNING AND EVENING SESSIONS)</li> <li>BRIEF LOCAL BOARDS</li> </ul>	<ul style="list-style-type: none"> <li>3RD STEERING COMMITTEE MEETING</li> <li>3RD PUBLIC MEETING (MORNING AND EVENING SESSIONS)</li> <li>PRESENTATIONS TO LOCAL BOARDS</li> <li>PRESENTATION TO PLANNING COMMISSION</li> </ul>	<ul style="list-style-type: none"> <li>PRESENTATION TO CITY COUNCIL</li> <li>PLAN UPDATE ADOPTION</li> </ul>

# DOWNTOWN

2030 UPDATE:

# REVIEW PREVIOUS PLANS & WORKING PRINCIPLES

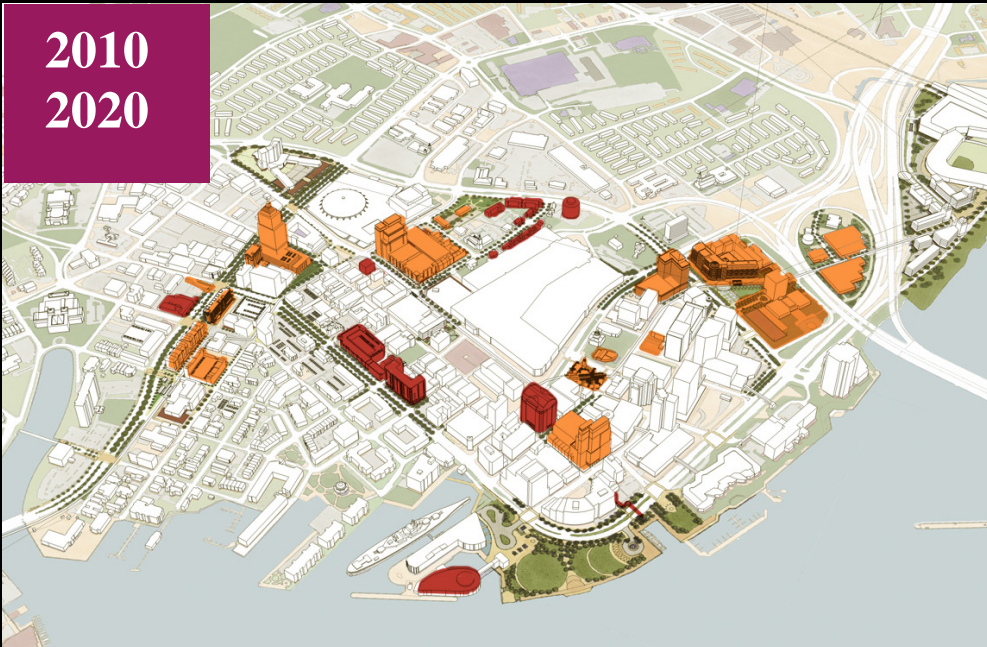
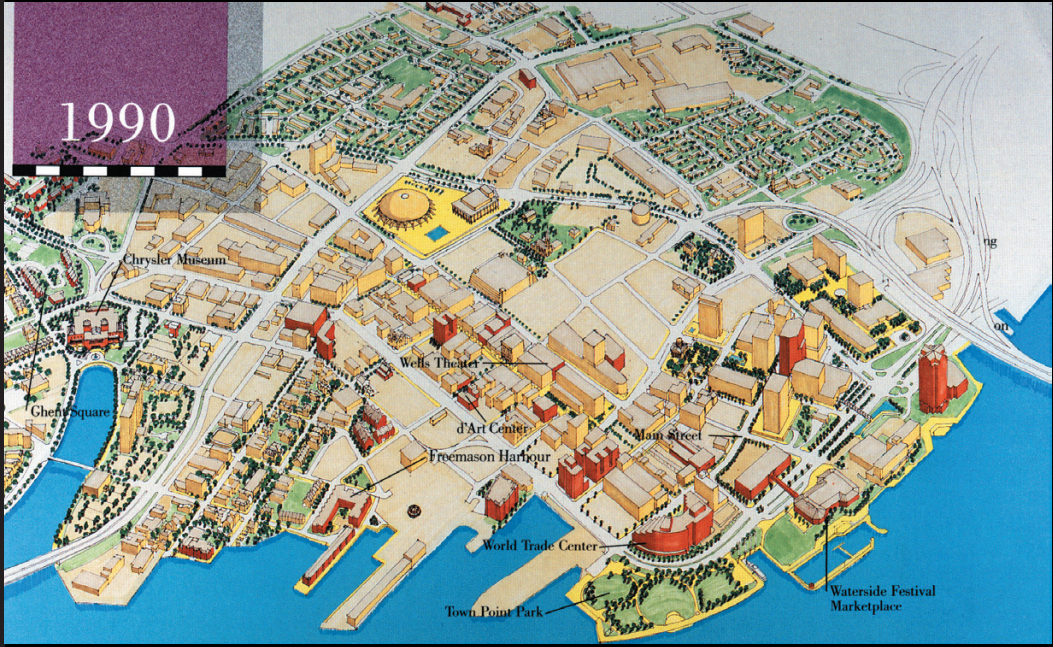


This aerial view illustrates how the next phase of this framework and a series of new initiatives which build on the previous accomplishments, can make this vision a reality by 2020.

# DOWNTOWN

## 2030 UPDATE:

## REVIEW PREVIOUS PLANS & WORKING PRINCIPLES



DOWNTOWN

**2030** UPDATE:

REVIEW PREVIOUS PLANS & WORKING PRINCIPLES

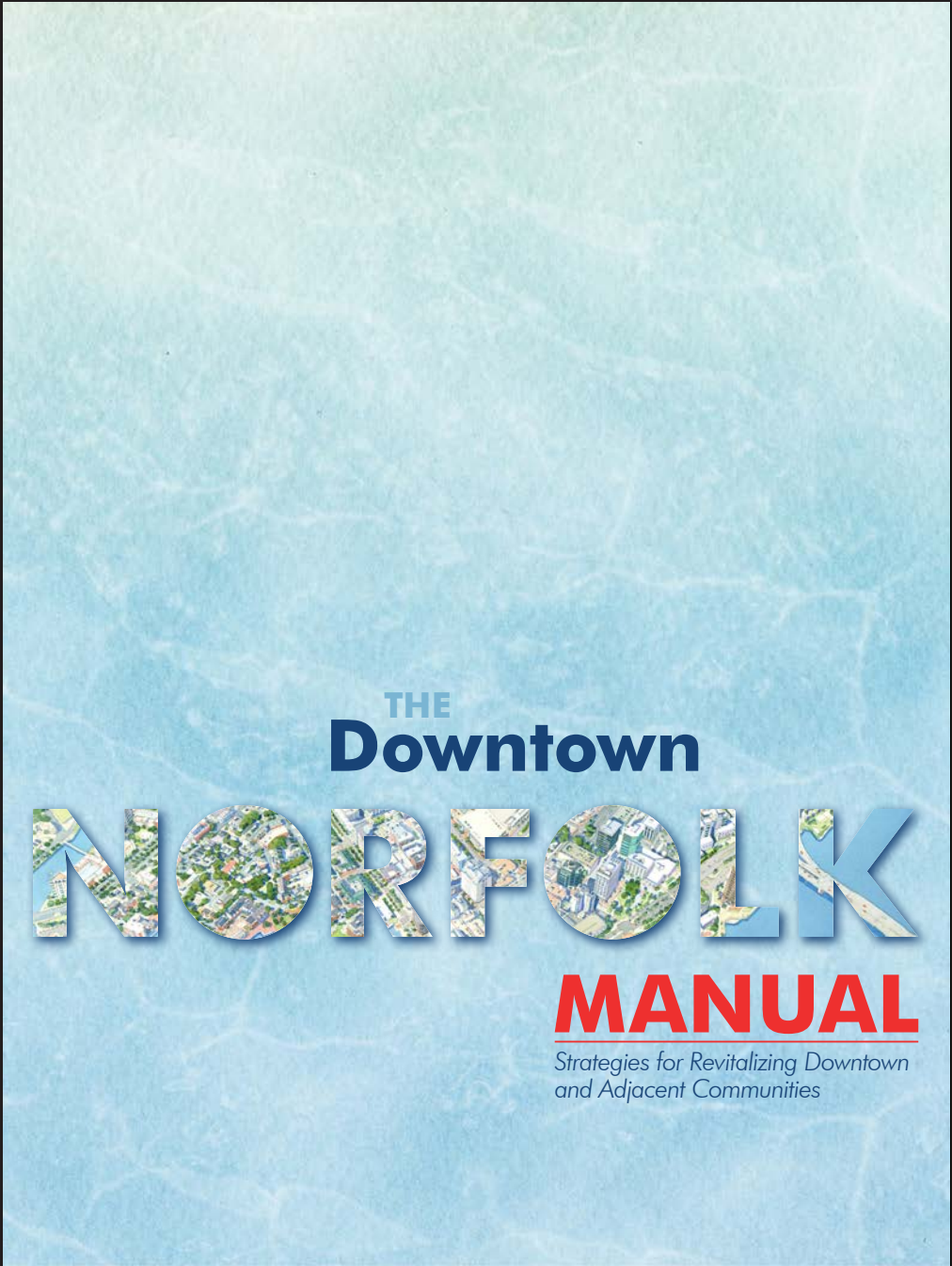
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# DOWNTOWN

2030 UPDATE:

# REVIEW PREVIOUS PLANS & WORKING PRINCIPLES



# DOWNTOWN 2030 UPDATE:

# REVIEW PREVIOUS PLANS & WORKING PRINCIPLES

### PRINCIPLE 1

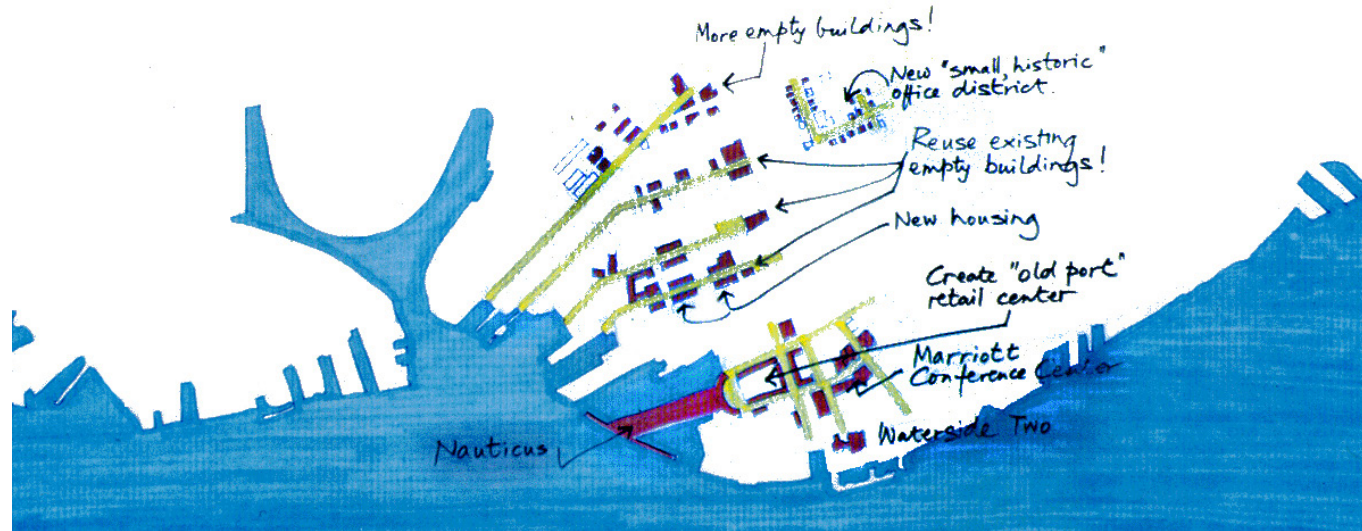
Reconnect the streets and public spaces of Downtown to the water.



# DOWNTOWN 2030 UPDATE:

## REVIEW PREVIOUS PLANS & WORKING PRINCIPLES

The diagram made during the planning process suggests the way these axes could be the framework for new development.



### PRINCIPLE 2

Use streets perpendicular to the water to create axes of development that will connect the urban street pattern to the water. Support early-phase projects that reinforce axes from the waterfront to Downtown.





# DOWNTOWN 2030 UPDATE:

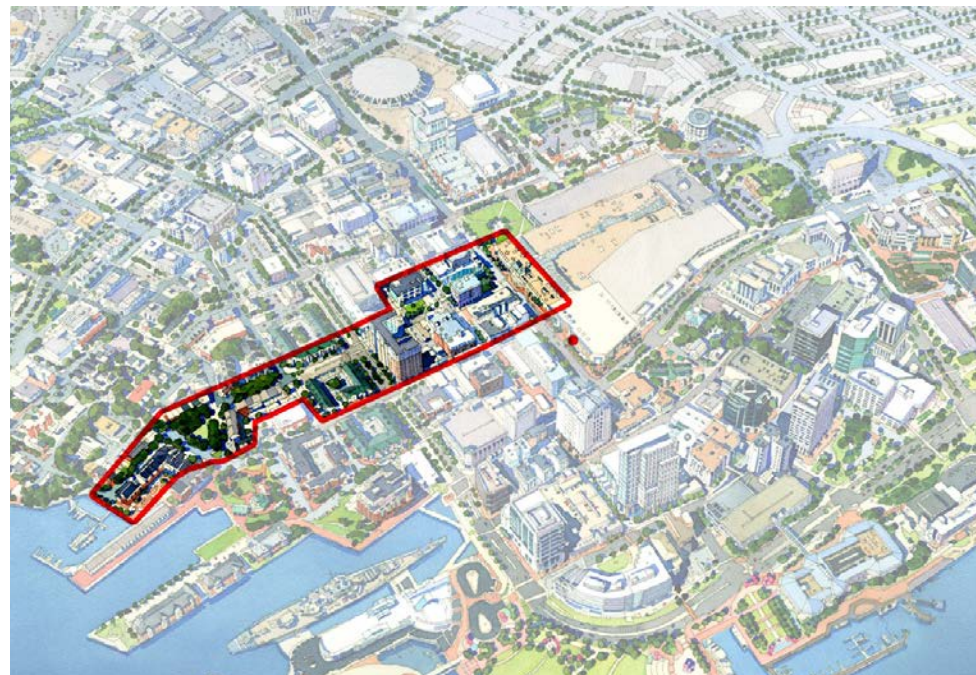
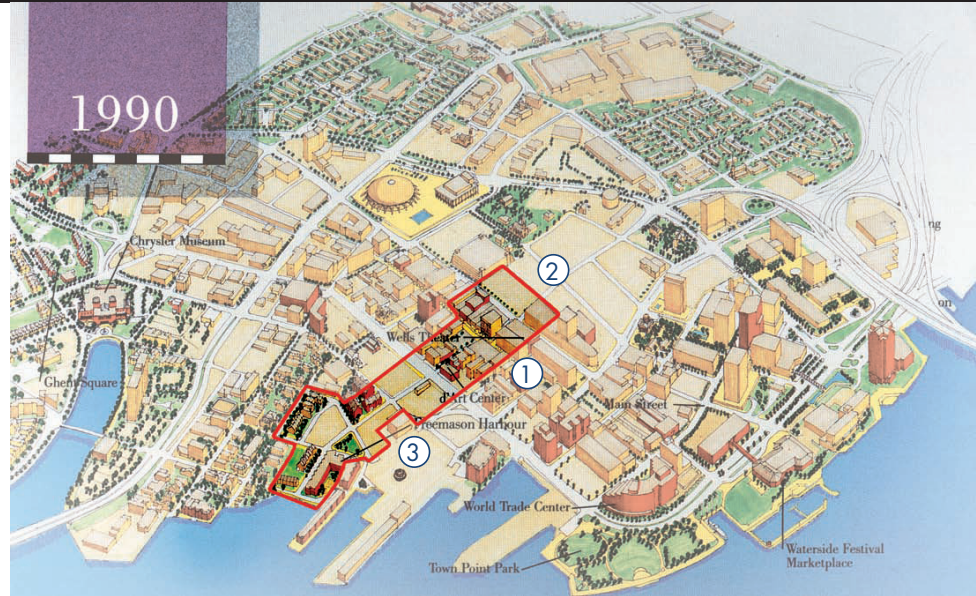
## REVIEW PREVIOUS PLANS & WORKING PRINCIPLES

### PRINCIPLE 3

Connect existing strengths to each other and to new development.

In the revitalization of Paris in the nineteenth century the great monuments were connected by grand avenues and boulevards to create a modern city.

In the revitalization of Downtown Norfolk, the goal was to revitalize Granby Street and to develop the adjacent seventeen-acre redevelopment property. By connecting it to the very desirable Freemason Historic District, it became possible to create a continuous urban environment as the first step in its revitalization.



# DOWNTOWN 2030 UPDATE:

## REVIEW PREVIOUS PLANS & WORKING PRINCIPLES

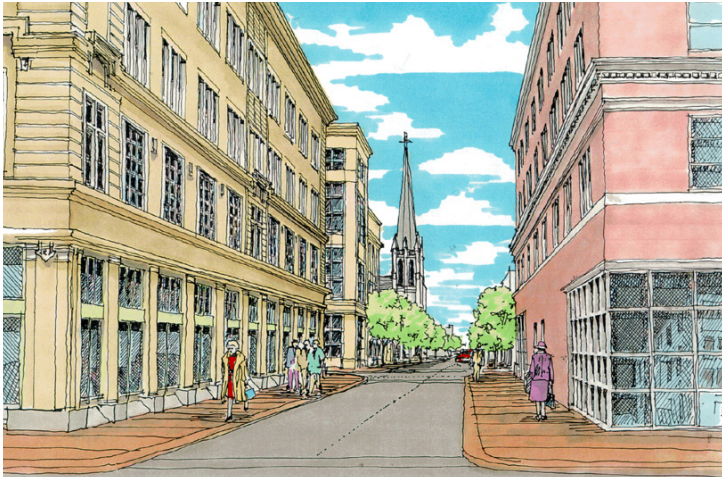
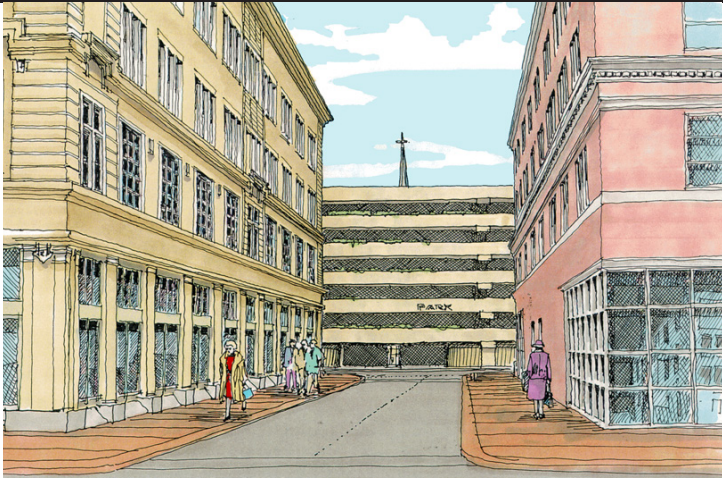


### **PRINCIPLE 4**

Create pedestrian-friendly environments along the axes linking strengths to new development areas.

# DOWNTOWN 2030 UPDATE:

# REVIEW PREVIOUS PLANS & WORKING PRINCIPLES



## PRINCIPLE 5

Eliminate barriers that block the axes of continuous development

# DOWNTOWN 2030 UPDATE:

## REVIEW PREVIOUS PLANS & WORKING PRINCIPLES



### PRINCIPLE 6

Focus public and private investment along the approaches to Downtown in order to eliminate its negative image and to create effective gateways.

# DOWNTOWN 2030 UPDATE:

## REVIEW PREVIOUS PLANS & WORKING PRINCIPLES



In the above image from *A Pattern Book for Norfolk Neighborhoods*, a treatment for Granby Street is illustrated. The installation of the new streetlights marked a dramatic change in the character of the street, but it was tied to new development and rehabilitation of existing buildings in a phase-by-phase program.

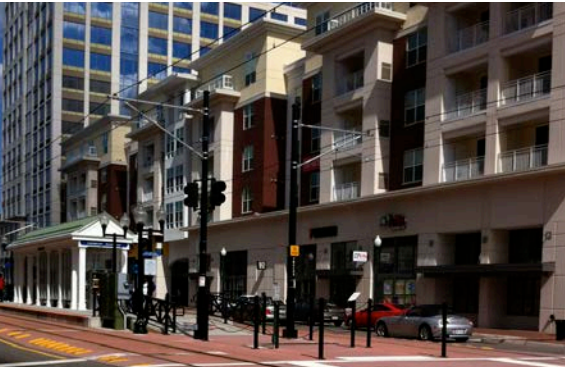
### PRINCIPLE 7

Create whole places with a coordinated design for both the public improvements and the architecture of buildings.

# DOWNTOWN

## 2030 UPDATE:

## REVIEW PREVIOUS PLANS & WORKING PRINCIPLES



(TOP) Gustave Caillebotte's Paris Street; Rainy Day illustrating a street in the same area (RIGHT) Caillebotte's Young Man At His Window, showing connection between indoor space and the street as an outdoor room

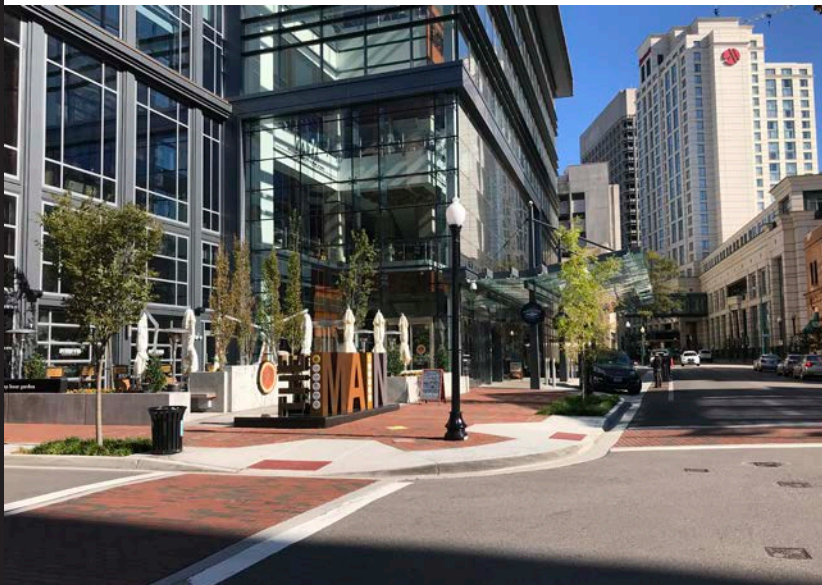
### PRINCIPLE 8

Line the public spaces of the city with buildings that have active ground floor facades and many windows on the upper floors. Encourage residential development on upper floors.

# DOWNTOWN

## 2030 UPDATE:

## REVIEW PREVIOUS PLANS & WORKING PRINCIPLES



### PRINCIPLE 9

Create continuous marketable addresses.

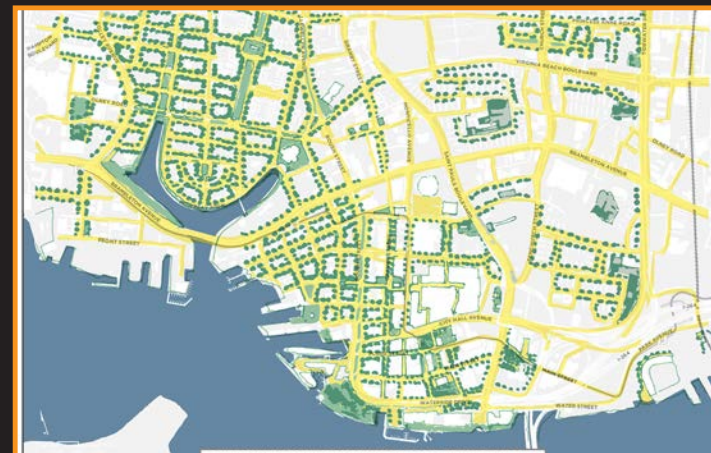
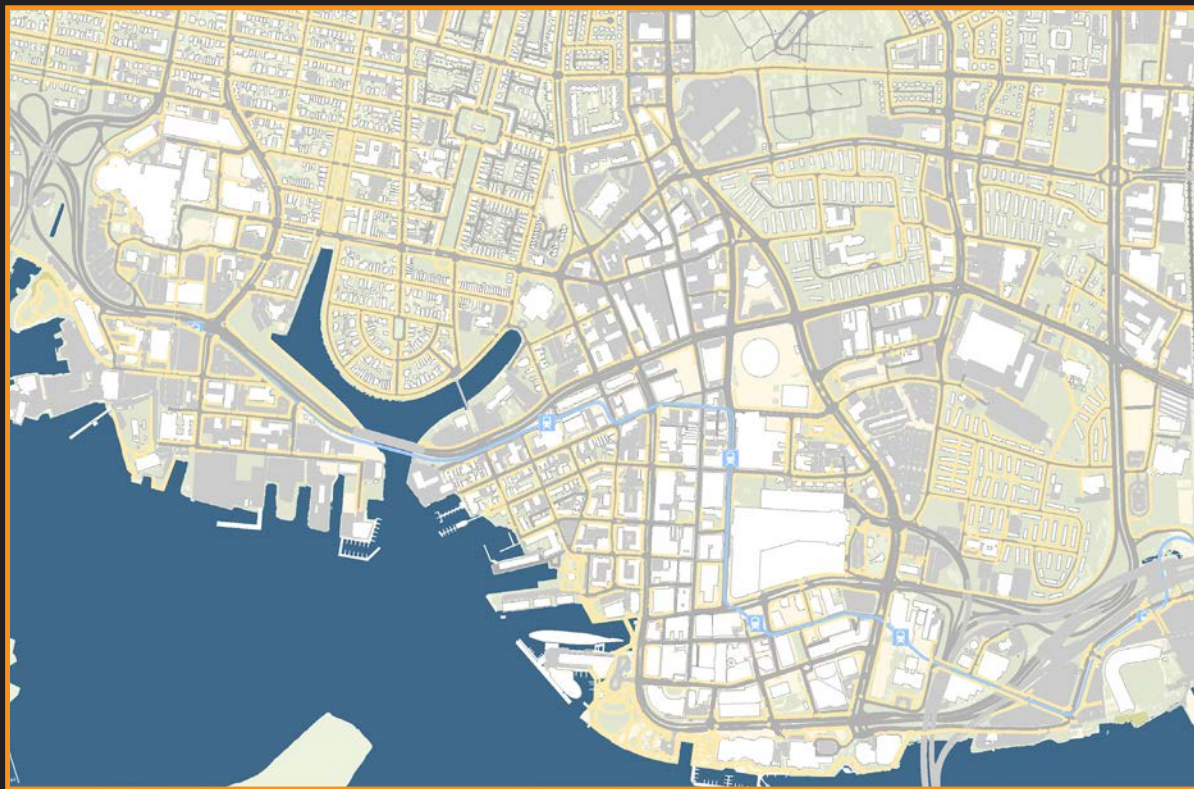
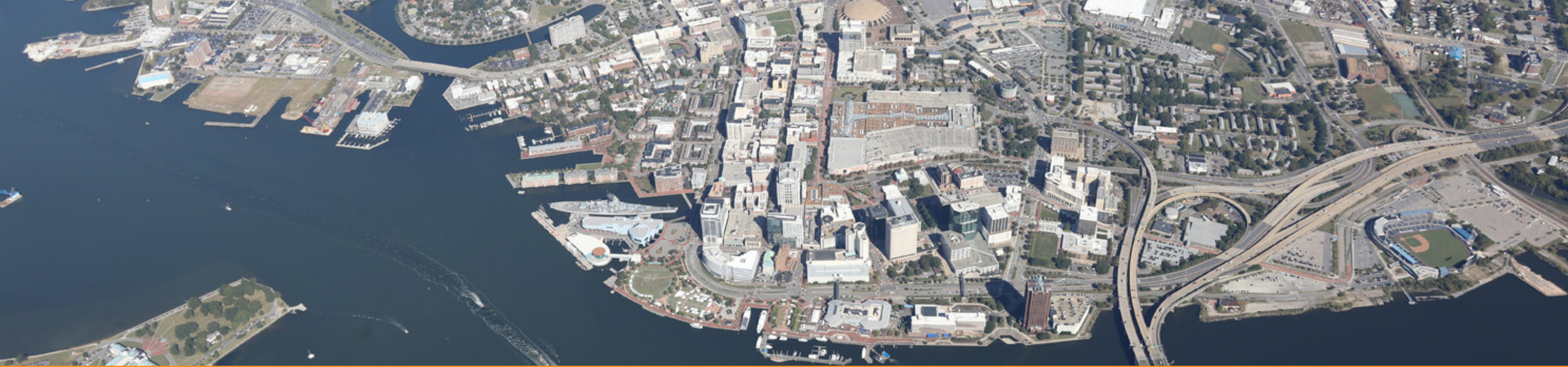
# DOWNTOWN 2030 UPDATE:

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## FIRST DISCUSSION:

1. Comment on, modify, and add to the Principles that have guided previous Downtown Plan Updates.
2. What are your goals for the Downtown Plan 2030 Update?





The Basemap illustrates all of the elements of the city. Each X-Ray illustrates one element: Streets, pedestrian friendly streets and public spaces, blocks and buildings.

# DOWNTOWN 2030 UPDATE:

## X-RAY ANALYSIS

### PATTERN OF STREETS:

A NETWORK OF STREETS  
WITH THREE TYPES OF  
STREETS:

- Primary: City-wide
- Secondary: Downtown area-wide
- Tertiary: within block







PEDESTRIAN-FRIENDLY



PEDESTRIAN-ACCOMMODATING

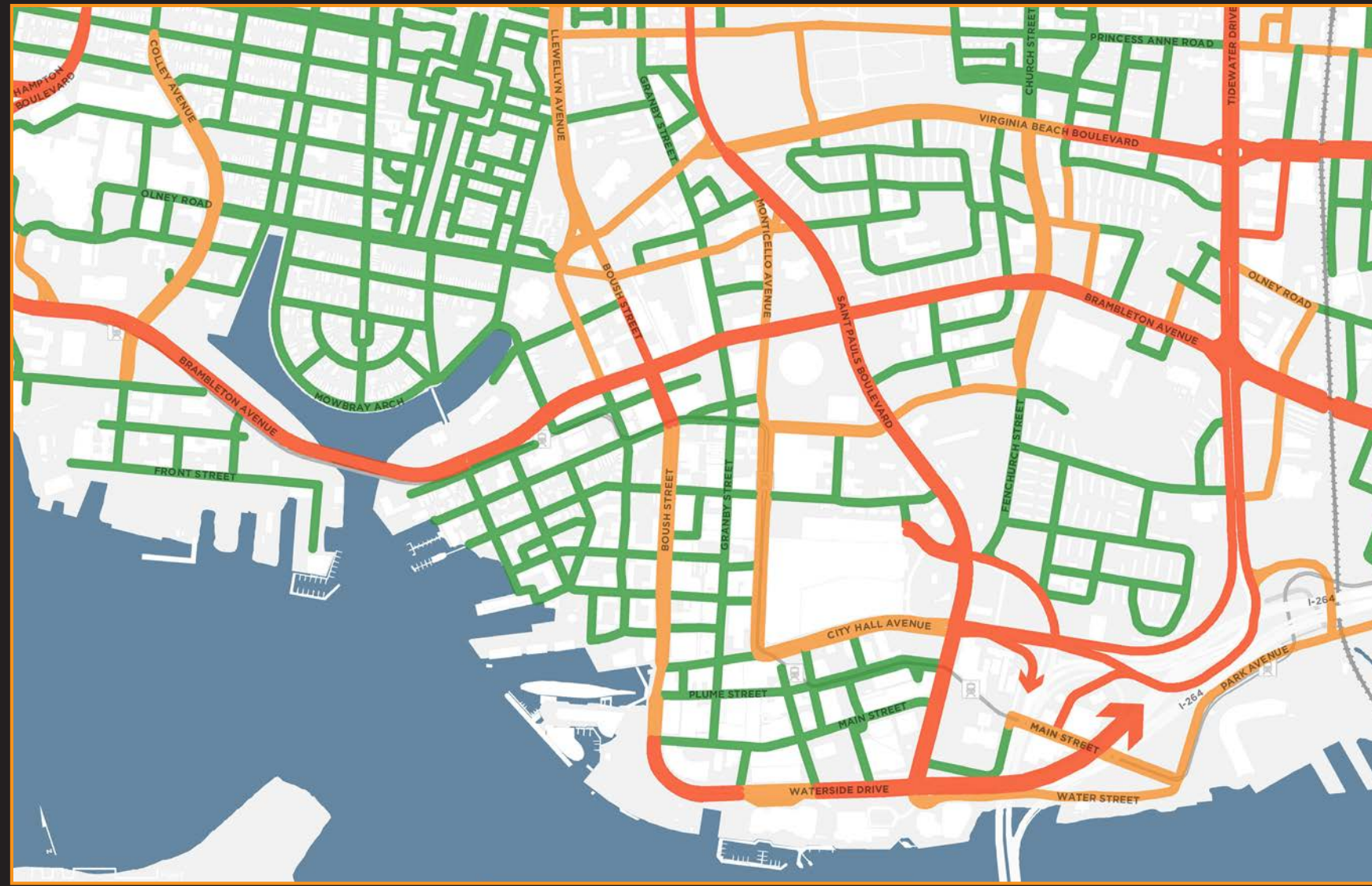


VEHICLE-DOMINANT

## SCALE OF STREETS:

### PEDESTRIAN-FRIENDLY, PEDESTRIAN-ACCOMMODATING, VEHICLE-DOMINANT:

- Green grid interrupted by larger scale roads; rarely extends more than two blocks
- More north-south continuity than east-west
- Isolates parts of the city through structural segregation
- Primary streets more continuous in north-south than east-west



# DOWNTOWN 2030 UPDATE:

## X-RAY ANALYSIS

### NETWORK DENSITY:

**MORE THAN 12 PER QUARTER MILE SQUARE (QMS); BETWEEN 8 AND 12 PER QMS; LESS THAN 8 PER QMS:**

- The more intersections, the more route options for pedestrians and vehicles
- The more intersections, the more pleasant the pedestrian experience
- The more intersections, the more interaction among people
- The best areas are Freemason/ Granby St; Ghent, parts of Huntersville & Brambleton



# DOWNTOWN 2030 UPDATE:

## X-RAY ANALYSIS

### PATTERN OF BLOCKS:

**THE MOST HISTORIC PART OF THE CITY DOWNTOWN HAS AN IRREGULAR BLOCK PATTERN**

- Main St., Church St., Freemason St., and Colonial Ave.
- Blocks developed later on a more irregular grid pattern
- Curved Streets follow patterns of topography and water
- Mid-twentieth century development projects created super-blocks





SHORT



MEDIUM



LONG

## BLOCK SIZE:

SMALL BLOCKS CREATE THE MOST SUCCESSFUL URBAN NEIGHBORHOODS AND COMMERCIAL AREAS BY PROVIDING HUMAN-SCALE AND MORE ACCESS TO AMENITIES

- **Blocks less than 2.5 acres:** Granby and Main Streets; Freemason, Ghent, Huntersville neighborhoods
- **Blocks between 2.5 and 5.0 acres:** Wells Fargo, Scope, Marriott, Chrysler Museum and Harrison Opera House Complexes
- **Blocks larger than 5 acres:** MacArthur Center, Downtown Plaza, Harbor Park and public housing projects



# DOWNTOWN 2030 UPDATE:

## X-RAY ANALYSIS

### ACCESSIBILITY TO FRONTAGE:

SMALL BLOCKS PROVIDE WALKABLE ACCESS TO 2-3 TIMES AS MUCH BUILDING FRONTAGE WITH AMENITIES AS LARGE BLOCKS

- **Frontage on Blocks less than 2.5 acres:** Granby and Main Streets; Freemason, Ghent, Huntersville neighborhoods
- **Frontage on Blocks between 2.5 and 5.0 acres:** Wells Fargo, Scope, Marriott, Chrysler Museum and Harrison Opera House Complexes
- **Frontage on Blocks larger than 5 acres:** MacArthur Center, Downtown Plaza, Harbor Park and public housing projects



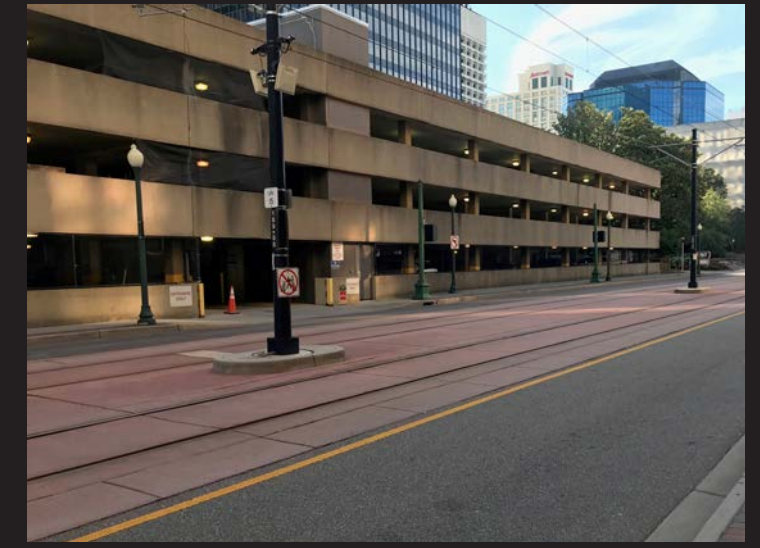




ACTIVE



PASSIVE



DEAD

## FRONTAGE QUALITY:

SAFE AND WALKABLE STREETS THAT ENCOURAGE HUMAN INTERACTION RELY ON ACTIVE STREET FRONTAGE WITH MULTIPLE ENTRANCES AND GROUND FLOOR ACTIVITIES

- **Active Frontage:** Retail shop fronts, facades with many entrances, or residential uses
- **Partially Active Frontage:** Well- landscaped yards, facades with architectural character and parks
- **Inactive Frontage:** Blank walls, parking decks, parking lots and vacant land



# DOWNTOWN 2030 UPDATE:

## X-RAY ANALYSIS

### BUILDING PATTERN:

THERE IS A WIDE RANGE OF BUILDING TYPES, SIZES AND URBAN COHERENCE:

- Small scale, diverse pattern in residential areas around the core
- Continuous pattern of buildings filling whole blocks in the Granby/Main Street core
- MacArthur Center (the largest building)
- Other large buildings are industrial uses
- Large gaps indicate empty areas or barriers
- Pattern is not continuous



# DOWNTOWN 2030 UPDATE:

# X-RAY ANALYSIS

## BUILDING AND LAND USE:

LAND AND BUILDING USE IS INDICATED  
IN COLOR:

- RESIDENTIAL
- COMMERCIAL/RETAIL
- MIXED USE WITH RESIDENTIAL/RETAIL
- INSTITUTIONAL
- INDUSTRIAL





WELL LANDSCAPED STREETS



URBAN ROOMS



PARKS

## PEDESTRIAN SCALE STREETS/ URBAN ROOMS AND PARKS:

WALKABLE COMMUNITIES HAVE A CONTINUOUS NETWORK OF WELL-LANDSCAPED STREETS WITH PEDESTRIAN AMENITIES, URBAN ROOMS AND PARKS

- **Well-landscaped streets:** Freemason, Ghent, Huntersville, and Brambleton neighborhoods
- **Urban Rooms:** Granby Street, TCC Square, MacArthur Square, College Cross, and Attucks Square
- **Parks and Public Open Space:** Town Point Park, Friendship Park, Mowbray Arch, Civic Center Park



# DOWNTOWN 2030 UPDATE:

## X-RAY ANALYSIS

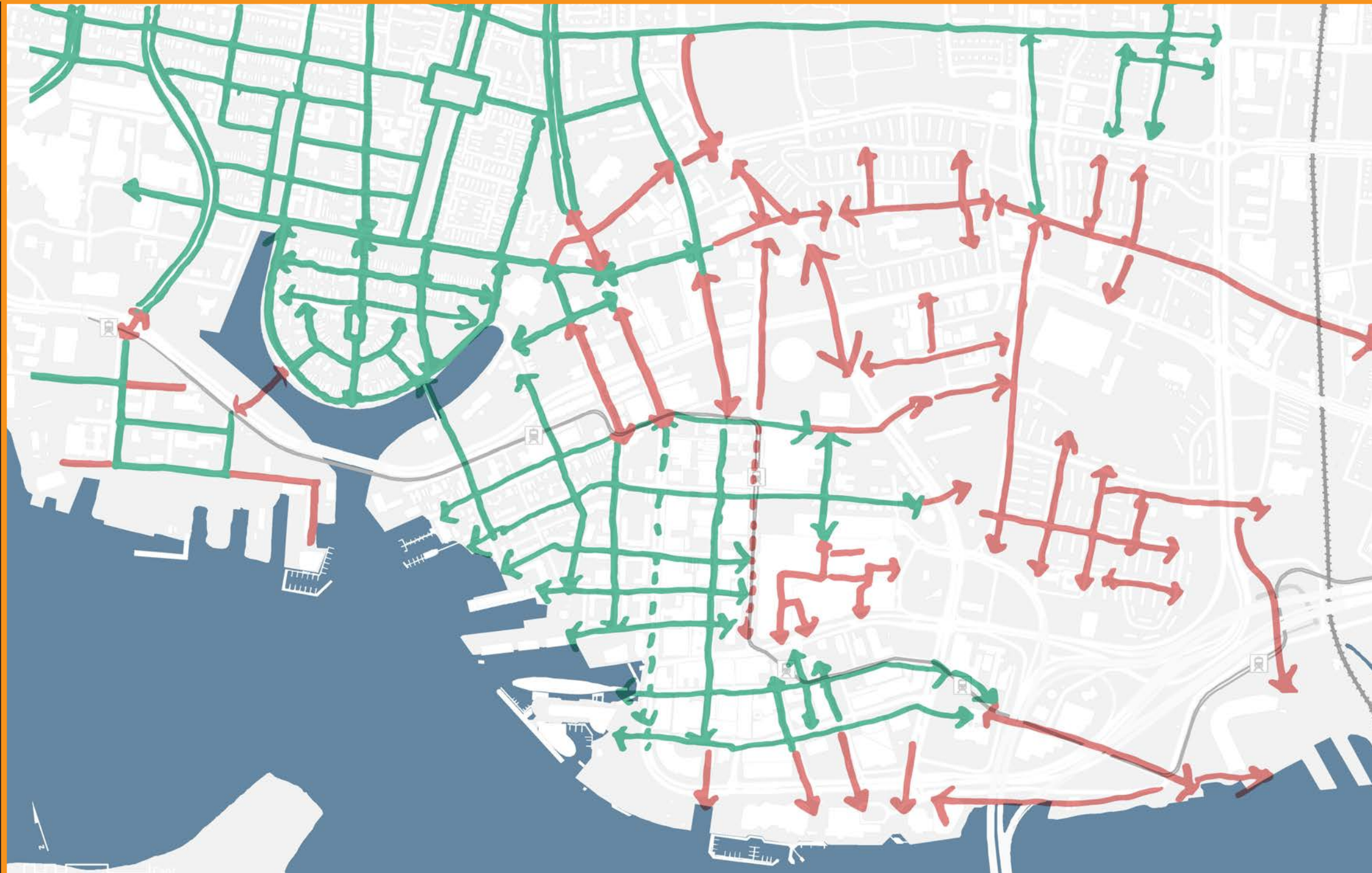
### EXISTING LINKAGES:

#### STRONG CONNECTIONS

- Freemason Neighborhood connected to Downtown Core
- Main Street core connected between Nauticus and City Hall
- Neighborhood within Ghent and NEON

#### WEAK AND POOR CONNECTIONS:

- Ghent to Freemason and Downtown Core
- NEON to Downtown Core
- Downtown Core to Waterfront
- Downtown Core to Civic Center
- Fort Norfolk to Ghent and Hospitals
- Downtown Core to St. Paul's Area
- NEON to areas east of St. Paul's Boulevard
- Downtown Core and Civic Center to Harbor Park
- St. Paul's Area and Harbor Park
- Fort Norfolk and Downtown



# DOWNTOWN 2030 UPDATE:

# X-RAY ANALYSIS

## BARRIERS:



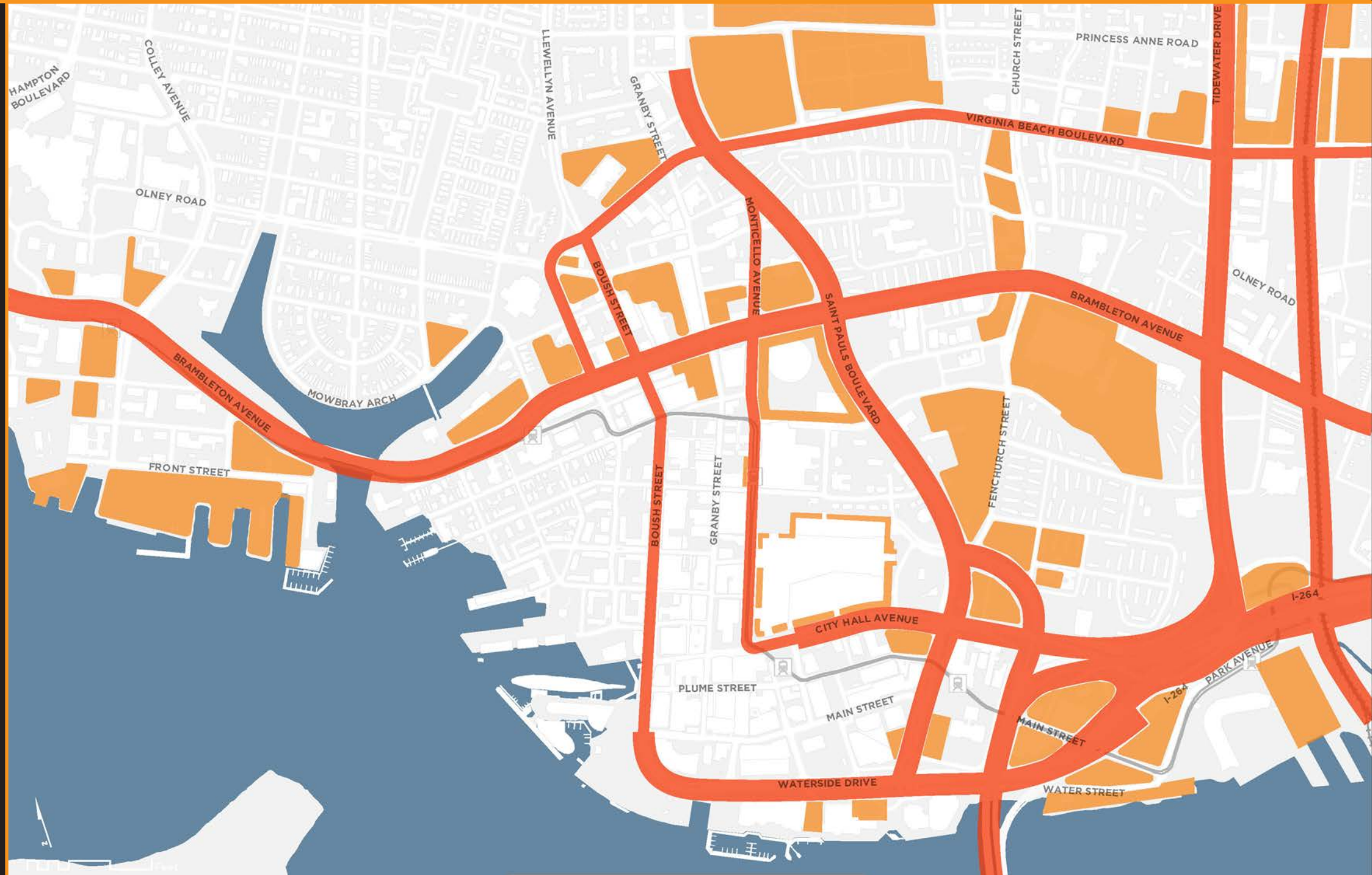
# DOWNTOWN 2030 UPDATE:

## X-RAY ANALYSIS

### OBSTACLES AND BARRIERS:

**BARRIERS SERVE AS OBSTACLES THAT ISOLATE DIFFERENT PARTS OF THE CITY AND REDUCE THEIR ABILITY TO BE REVITALIZED. THERE ARE SEVERAL TYPES:**

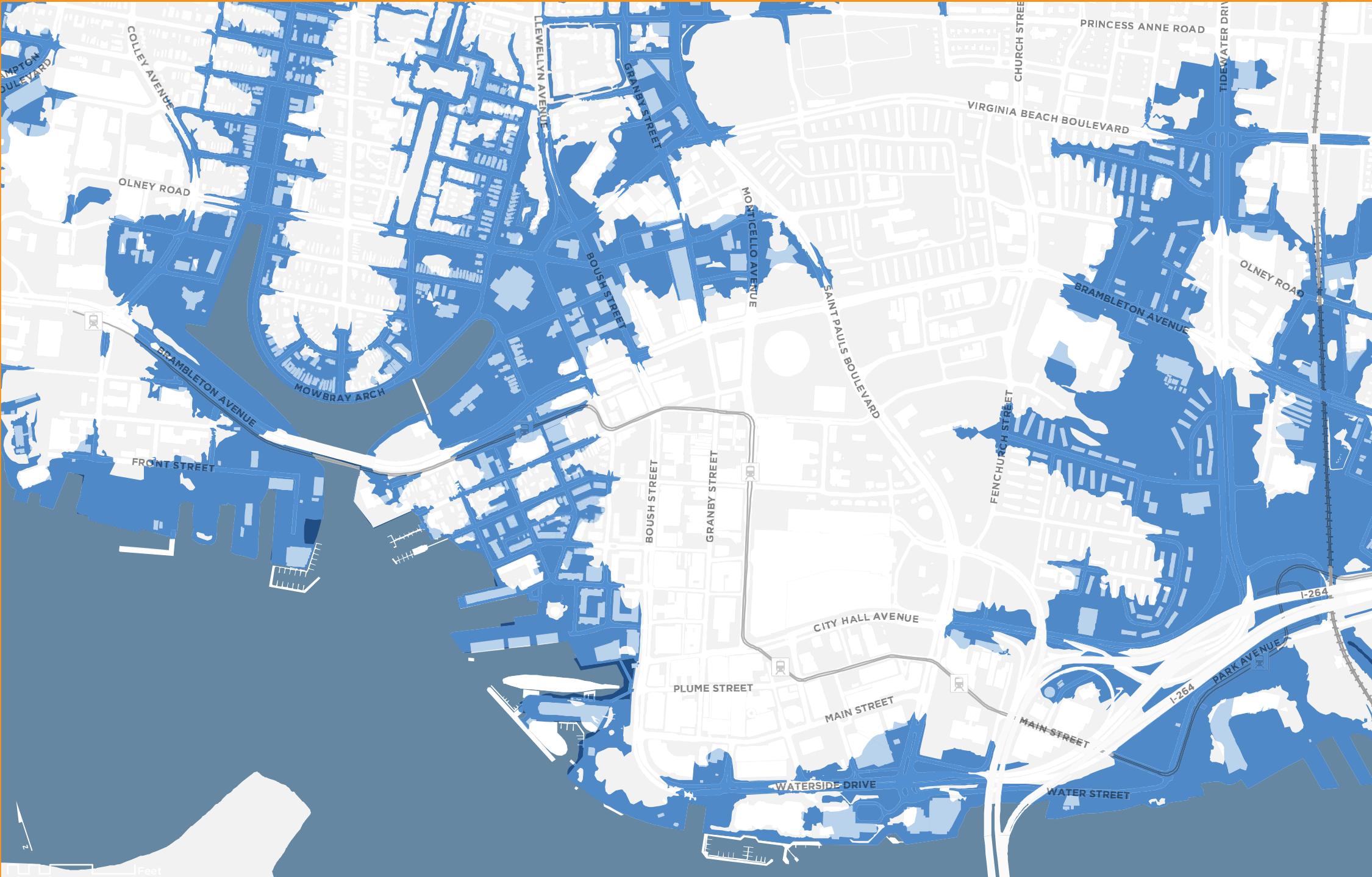
- High speed, heavily traveled roads
- Overly wide roads with fencing in medians
- Expressways
- Railways
- Dead Facades
- Empty lots
- Parking lots



# DOWNTOWN 2030 UPDATE:

# X-RAY ANALYSIS

FLOODING:

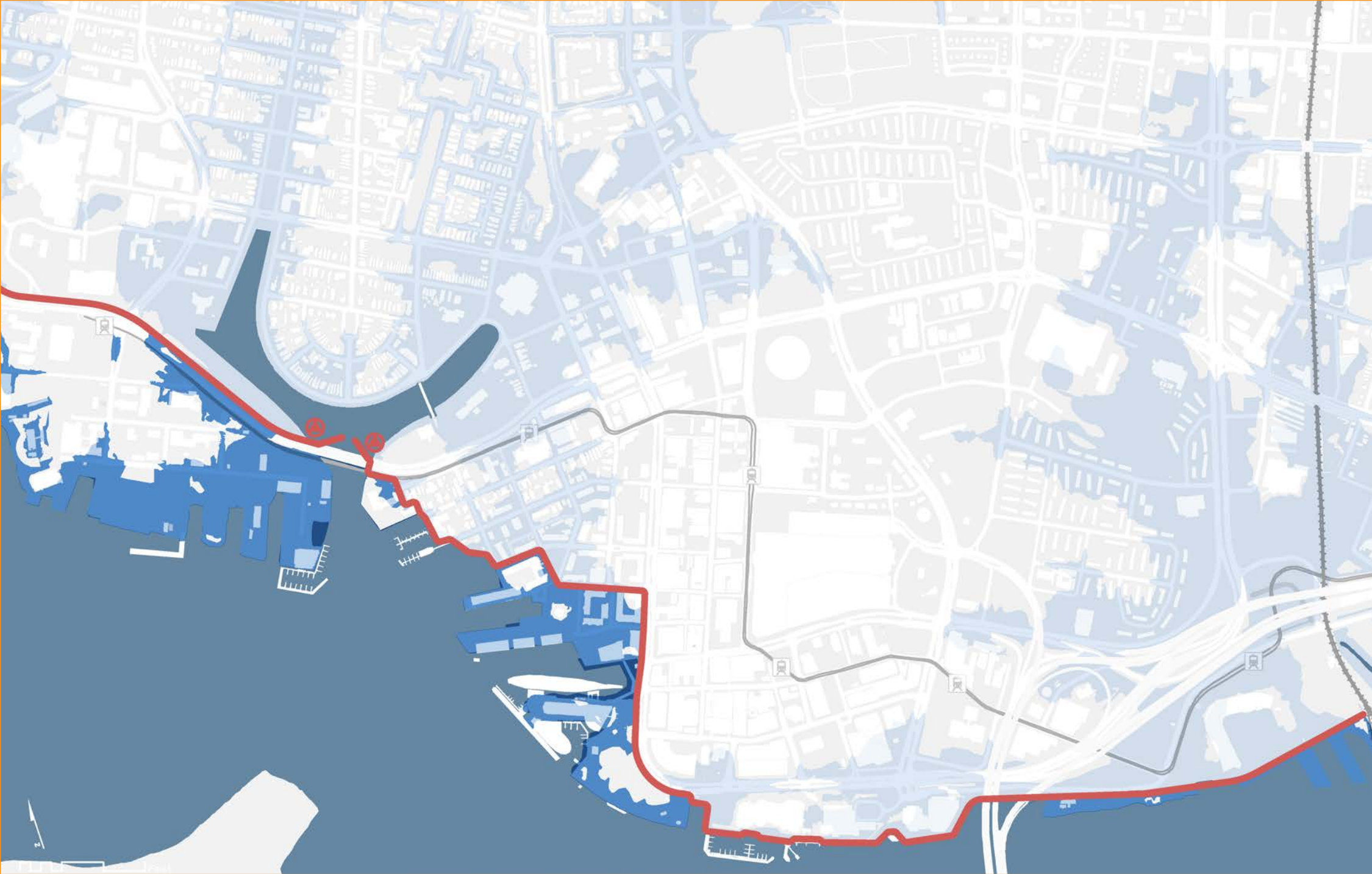




# DOWNTOWN 2030 UPDATE:

# X-RAY ANALYSIS

## FLOOD MITIGATION PROPOSALS:



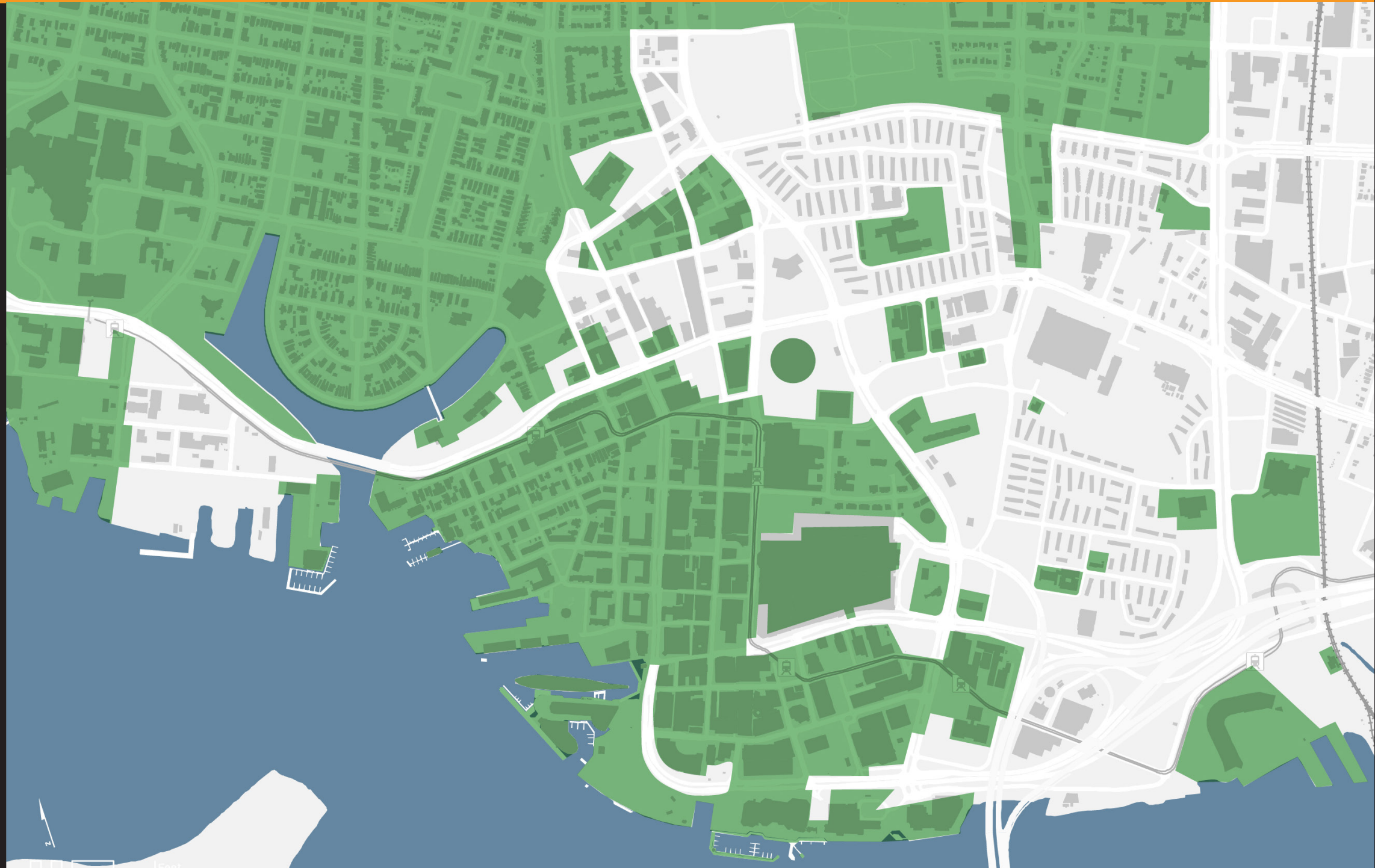
# DOWNTOWN 2030 UPDATE:

## X-RAY ANALYSIS

### STRENGTHS:

THE AREAS WHICH ARE FUNCTIONING BEST AND HAVE THE MOST VITALITY AND ECONOMIC SUCCESS ARE THOSE THAT COMBINE THE BEST ASPECTS OF GOOD CITY DESIGN:

- Pedestrian-friendly streets and open spaces
- Well-landscaped parks and public open space
- Active street facades
- Mixed-use development



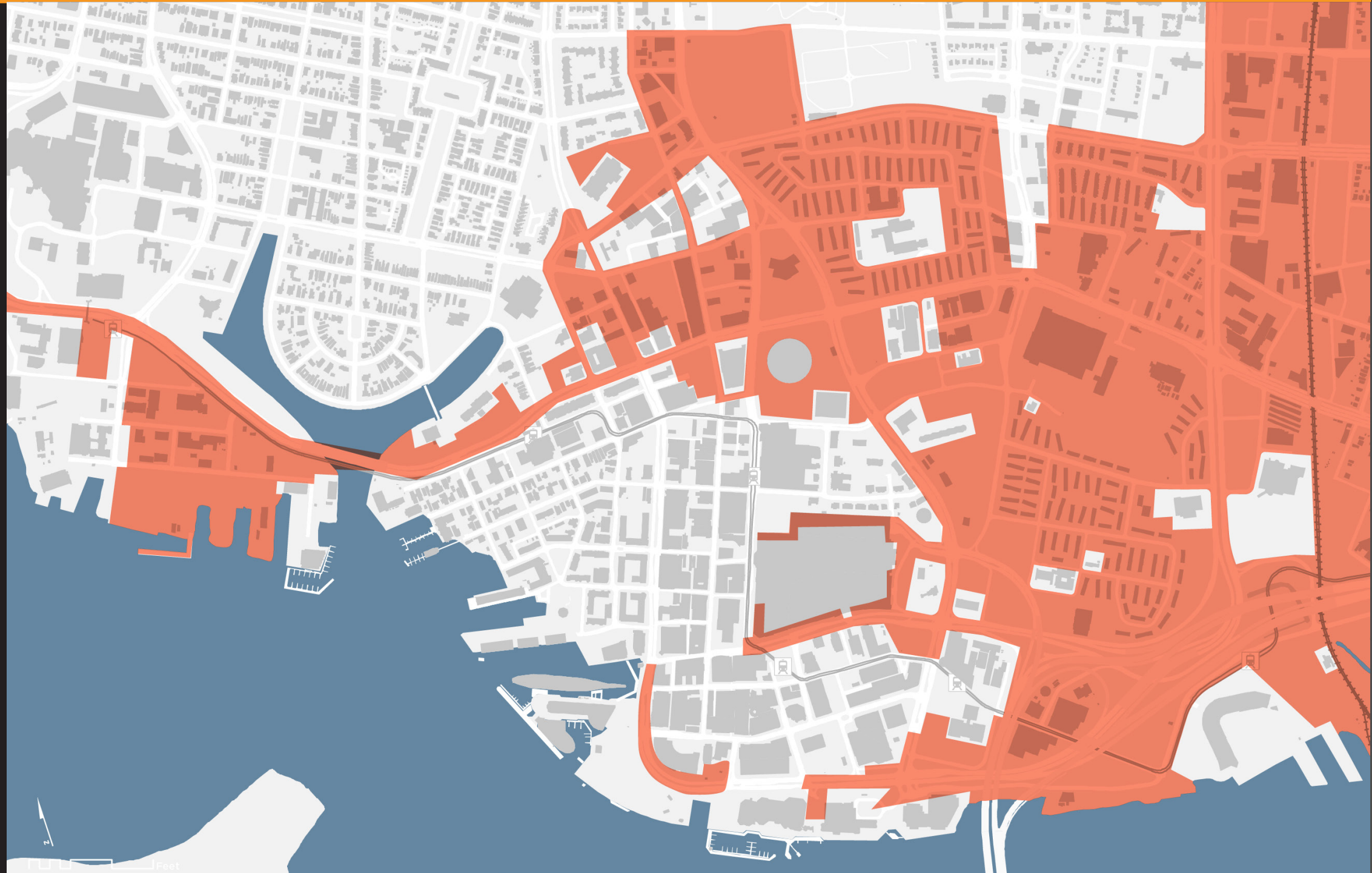
# DOWNTOWN 2030 UPDATE:

## X-RAY ANALYSIS

### WEAKNESSES:

THE AREAS WHICH LACK THESE QUALITIES ARE LESS ACTIVE AND STABLE, HAVE A LOWER QUALITY OF LIFE FOR RESIDENTS.

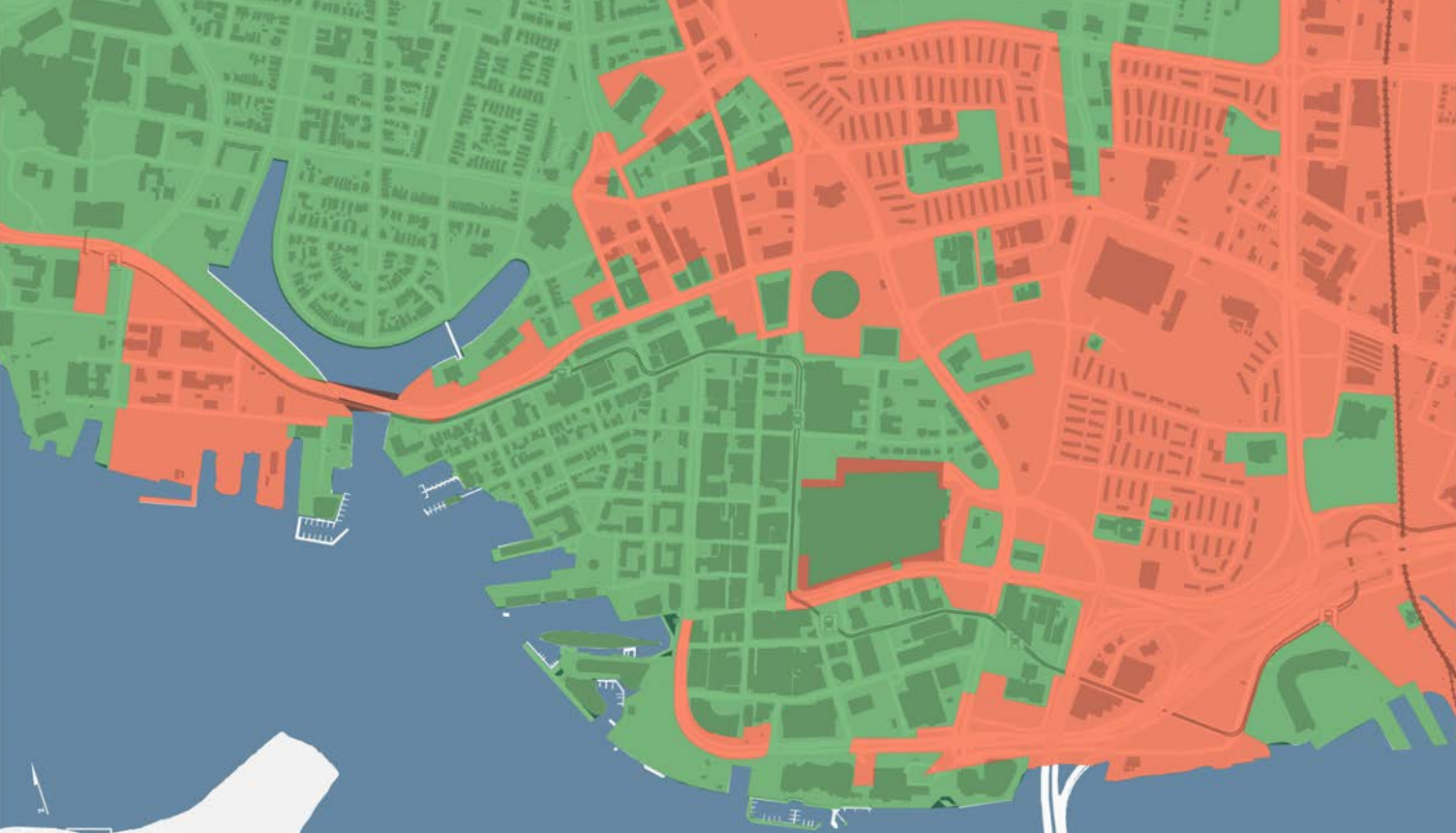
- Pedestrian-friendly streets and open spaces
- Well-landscaped parks and public open space
- Active street facades
- Mixed-use development





**STRENGTHS AND WEAKNESSES:**

**PHYSICAL BARRIERS, HIGH SPEED ROADS, DISCONNECTED STREET PATTERNS AND LACK OF PEDESTRIAN AMENITIES ARE BARRIERS BETWEEN THE STRONGEST AREAS AND SURROUNDING COMMUNITIES.**



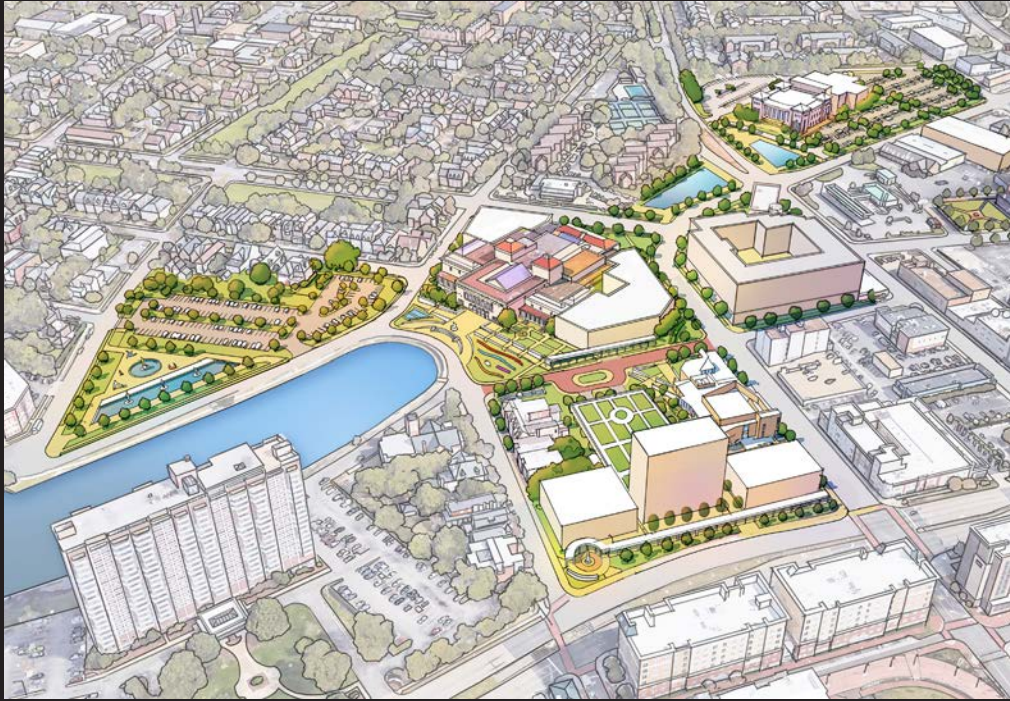
SECOND DISCUSSION:

3. In response to the urban design analysis, what are the most important strengths on which to build?
4. In response to the urban design analysis, what are the most important weaknesses to overcome?

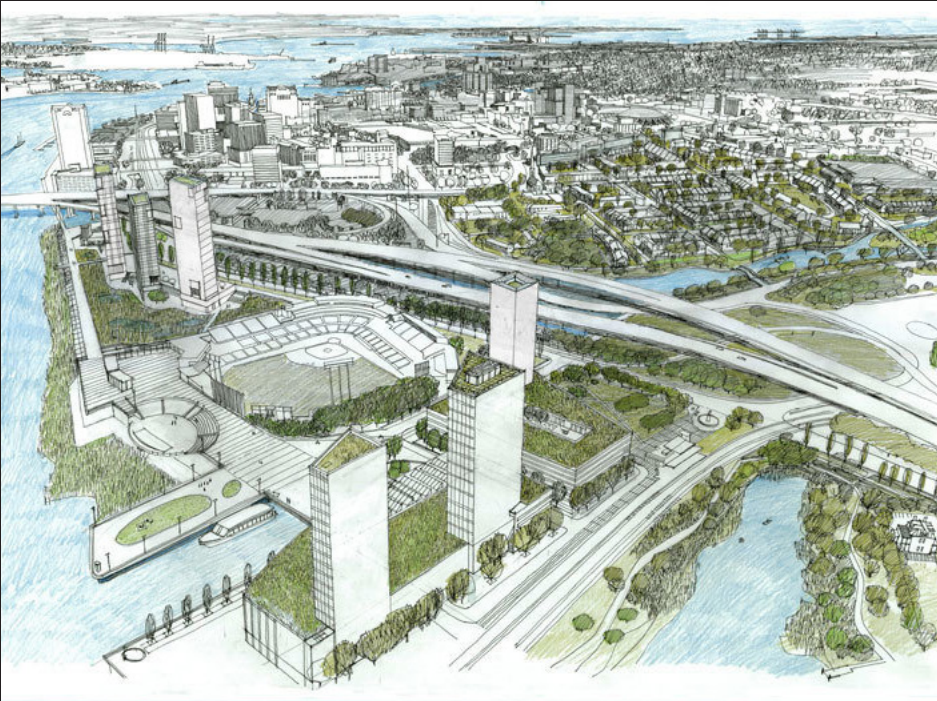
# DOWNTOWN 2030 UPDATE:

# X-RAY ANALYSIS

## CURRENT PLANS:



CHRYSLER MASTER PLAN



NDRC PLANS FOR HARBOR PARK



ST. PAUL'S CNI PLAN

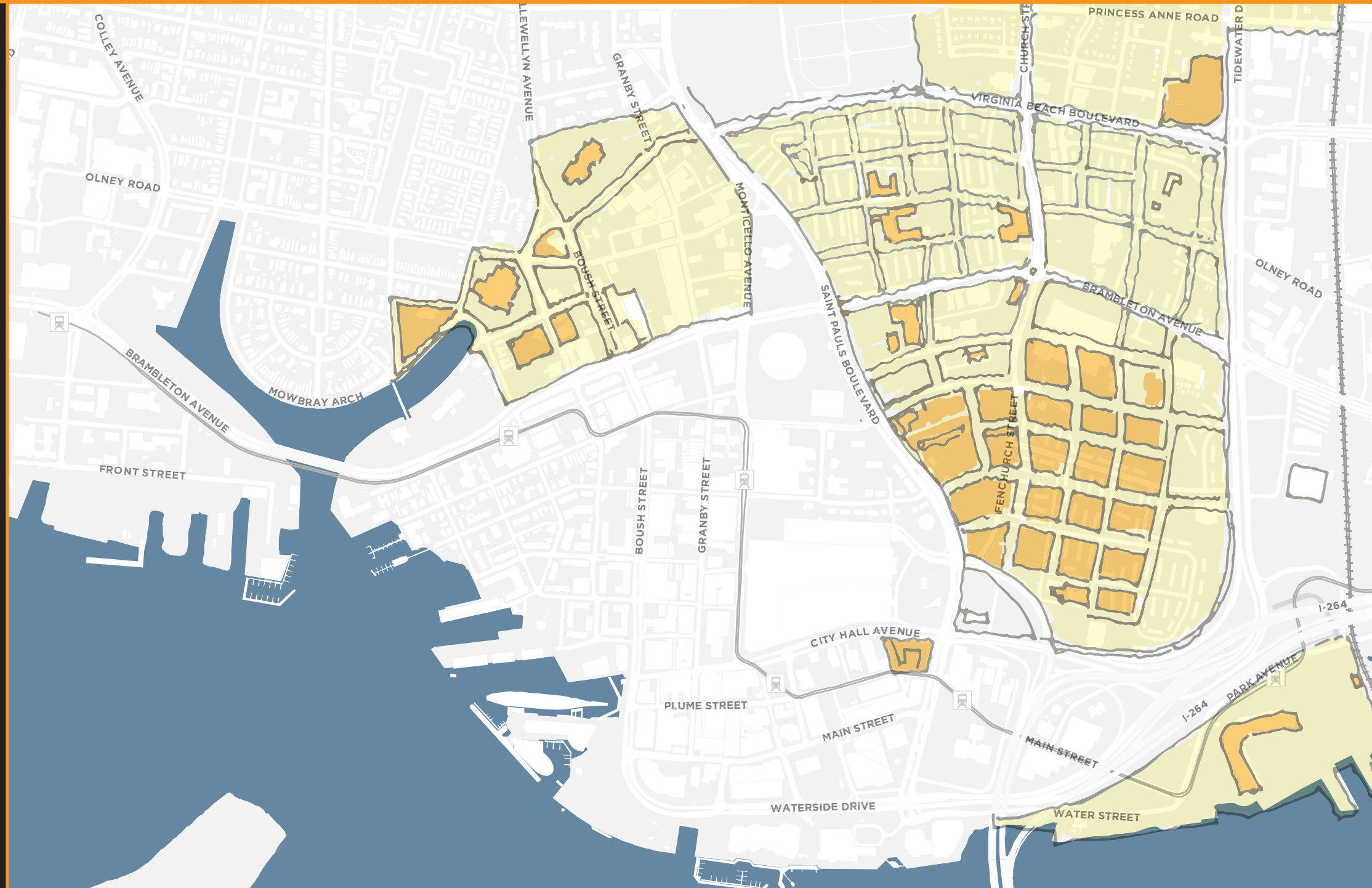
# DOWNTOWN 2030 UPDATE:

## X-RAY ANALYSIS

### CURRENT PLANNING PROJECTS:

THREE MAJOR PLANNING  
PROJECTS UNDERWAY IN THE  
AREAS AROUND THE DOWNTOWN  
CORE WILL HAVE A POSITIVE  
IMPACT ON THE AREA:

- **St. Paul's** area calls for an interconnected network of streets, a large park to manage flooding, mixed use development and connections to the city;
- **The Green Infrastructure Plan** calls for flood management in the **Harbor Park area** with new connections to the City
- **The Chrysler Museum Master Plan** calls for a collaborative effort to eliminate flooding risk and make connections to both the hospitals and the NEON district.



# DOWNTOWN 2030 UPDATE:

## X-RAY ANALYSIS

### IMPACT OF CURRENT PLANS:

- Current Master Plans correct many of the problems and expand the area of walkable public spaces and mixed use development
- The Chrysler Museum Plan calls for public-private collaboration to improve the flooding conditions and create good connections with the NEON District.
- The NDRC and Green Infrastructure Plans for Harbor Park improve flooding conditions and create connections along the waterfront



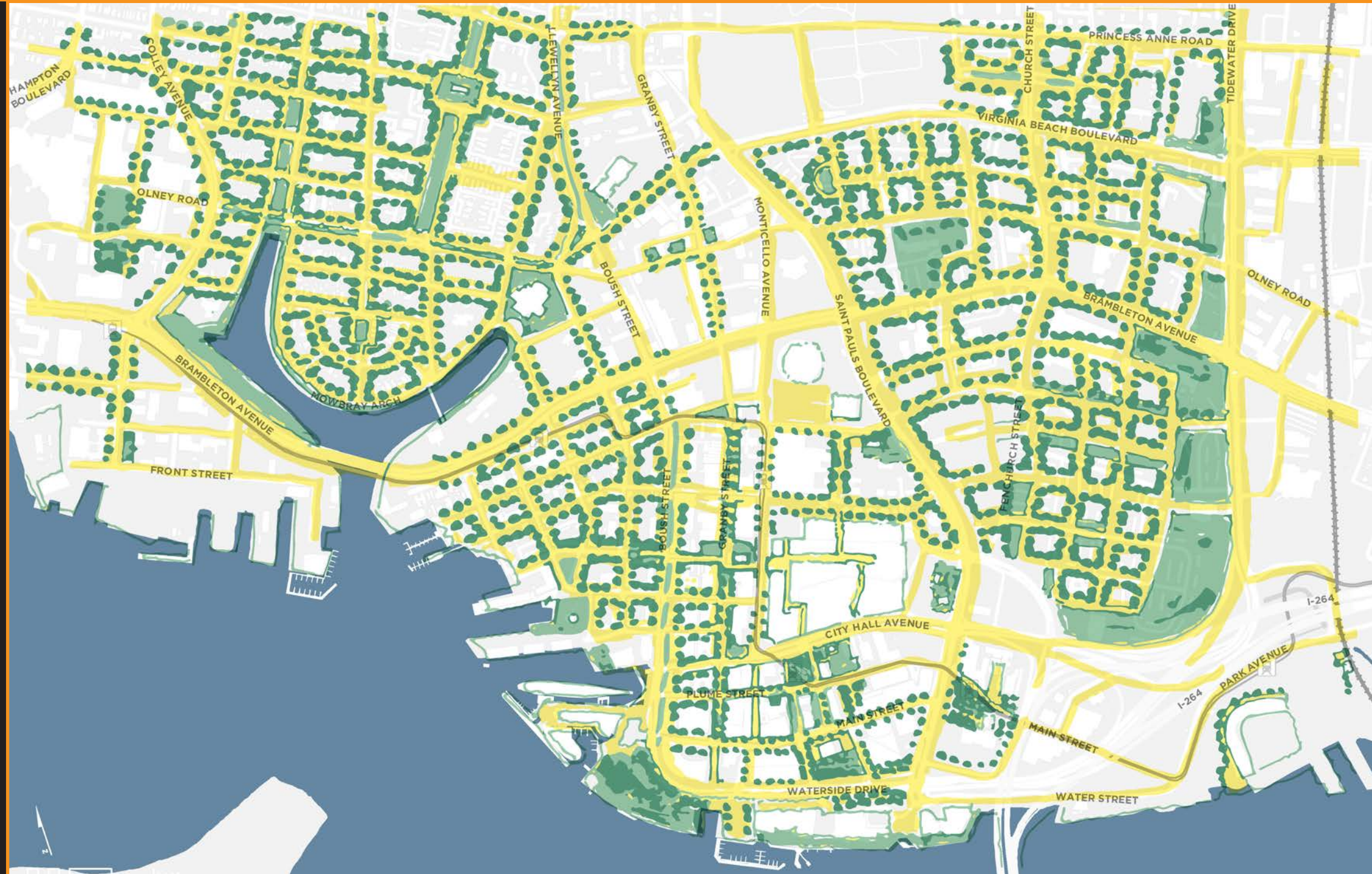


# DOWNTOWN 2030 UPDATE:

## X-RAY ANALYSIS

### IMPACT OF CURRENT PLANS ON PEDESTRIAN SCALE STREETS, URBAN ROOMS AND PARKS:

- Extend the interconnected network of walkable streets, Urban rooms and Parks.
- There are still gaps remaining between the three areas.



# DOWNTOWN 2030 UPDATE:

## X-RAY ANALYSIS

### LINKAGE:

#### STRONG CONNECTIONS

- Freemason Neighborhood connected to Downtown Core
- Main Street core connected between Nauticus and City Hall
- Neighborhood within Ghent and NEON

#### WEAK CONNECTIONS:

- Ghent to Freemason and Downtown Core
- NEON to Downtown Core
- Downtown Core to Waterfront
- Downtown Core to Civic Center
- Fort Norfolk to Ghent and Hospitals

#### VERY POOR CONNECTIONS:

- Downtown Core to St. Paul's Area
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# DOWNTOWN 2030 UPDATE:

# X-RAY ANALYSIS

## CURRENT PROJECTS:



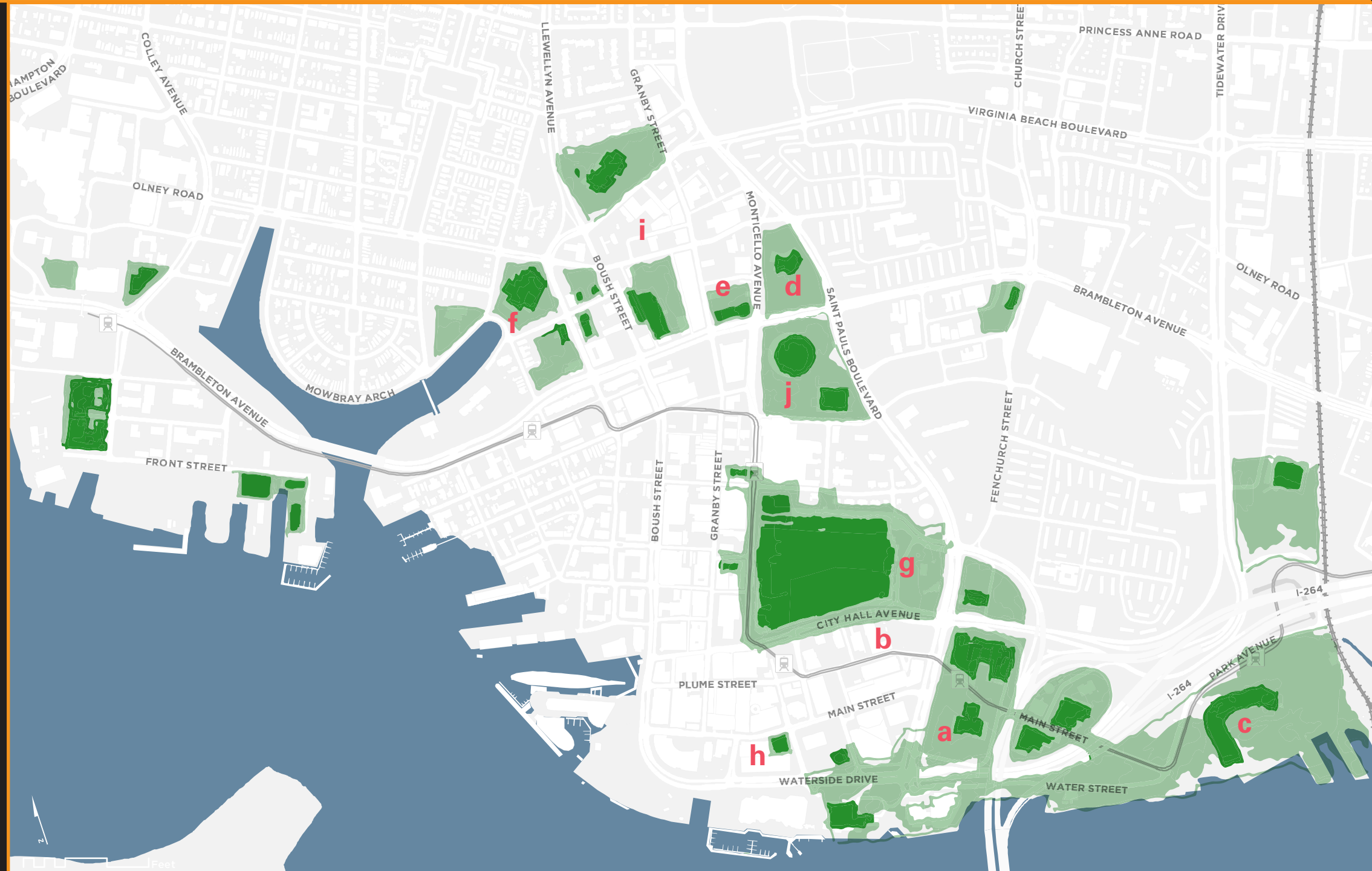
# DOWNTOWN 2030 UPDATE:

# X-RAY ANALYSIS

## CURRENT PROJECTS:

**MOST CURRENT PROJECTS ARE LOCATED AT THE EDGE OF THE MOST DEVELOPED PARTS OF DOWNTOWN WHERE THE URBAN DESIGN PROBLEMS ARE CONCENTRATED.**

- a. Civic Center
- b. Snyder Lot
- c. Harbor Park
- d. Wyndham Hotel
- e. TCC
- f. Chrysler Museum
- g. MacArthur Center
- h. Marriott
- i. Neon District Projects
- j. Scope Plaza and Chrysler Hall



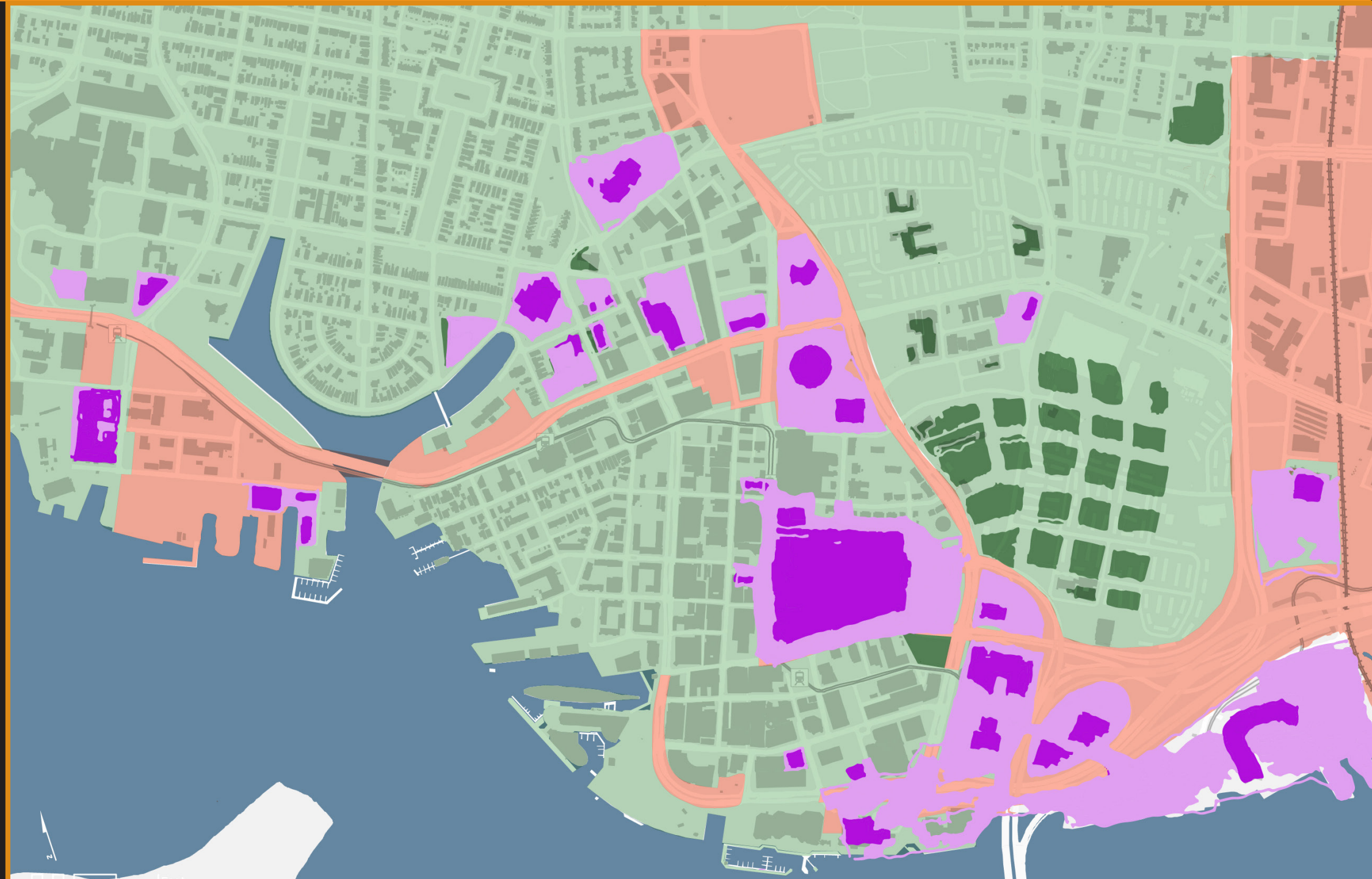
# DOWNTOWN 2030 UPDATE:

## X-RAY ANALYSIS

### IMPACT OF CURRENT PROJECTS:

#### THE LOCATION OF THE CURRENT PROJECTS GIVES THEM A ROLE IN SOLVING THE REMAINING URBAN DESIGN PROBLEMS:

- Extend the inter-connected network of pedestrian scale streets and public spaces
- Connect to areas presently isolated from Downtown
- Overcome barriers and obstacles which isolate areas
- Increase and expand the mixed use character of Downtown
- Create new marketable addresses in currently isolated areas



THIRD DISCUSSION:

5. In response to the analysis and discussions, how would you revise the goals?
6. What are your criteria for considering the Downtown Plan 2030 Update a success?

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