

City of Norfolk Southside Strategic Plan Draft Plan Presentation

EDAW

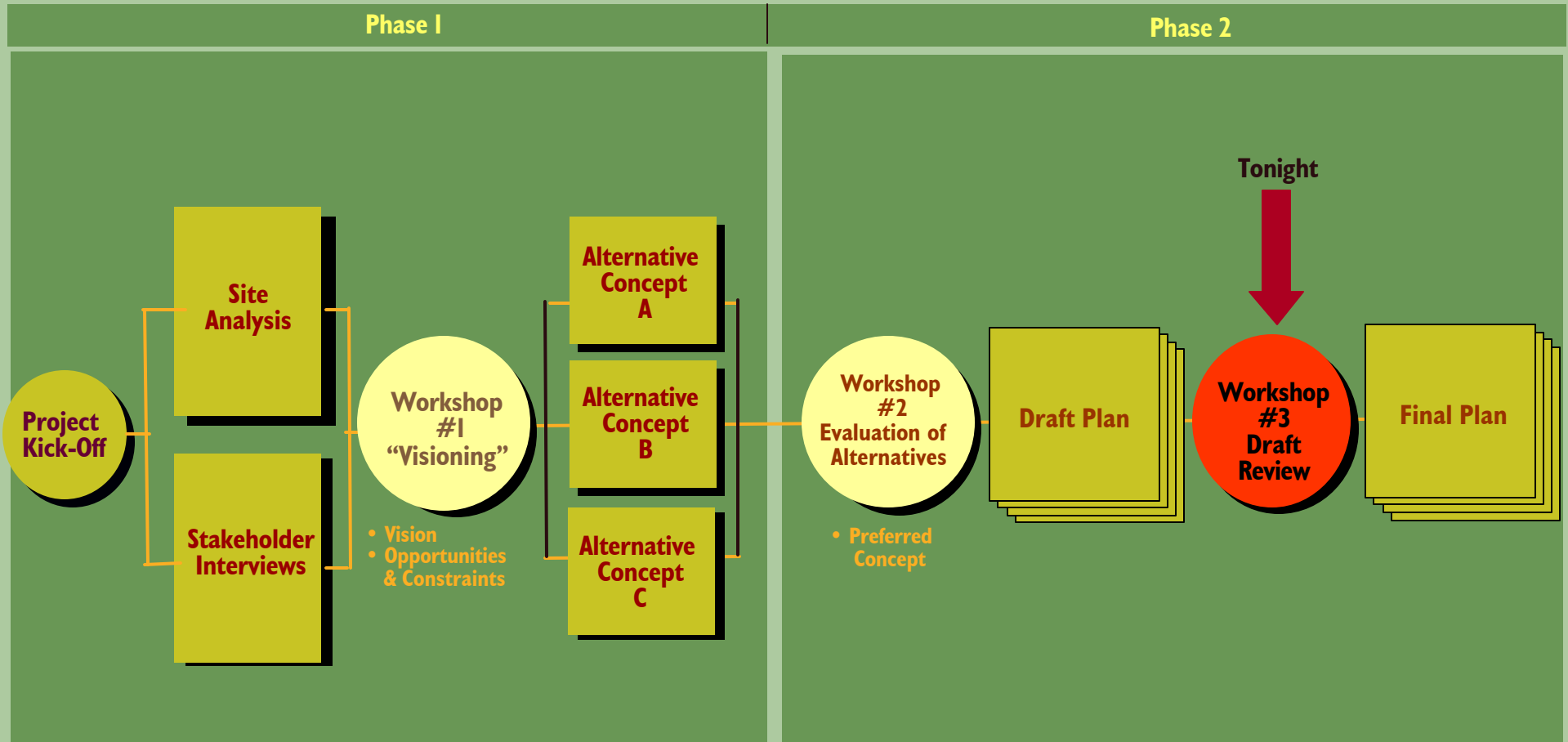
July 15, 2003

in association with Kimley Horn and Economics Research Associates

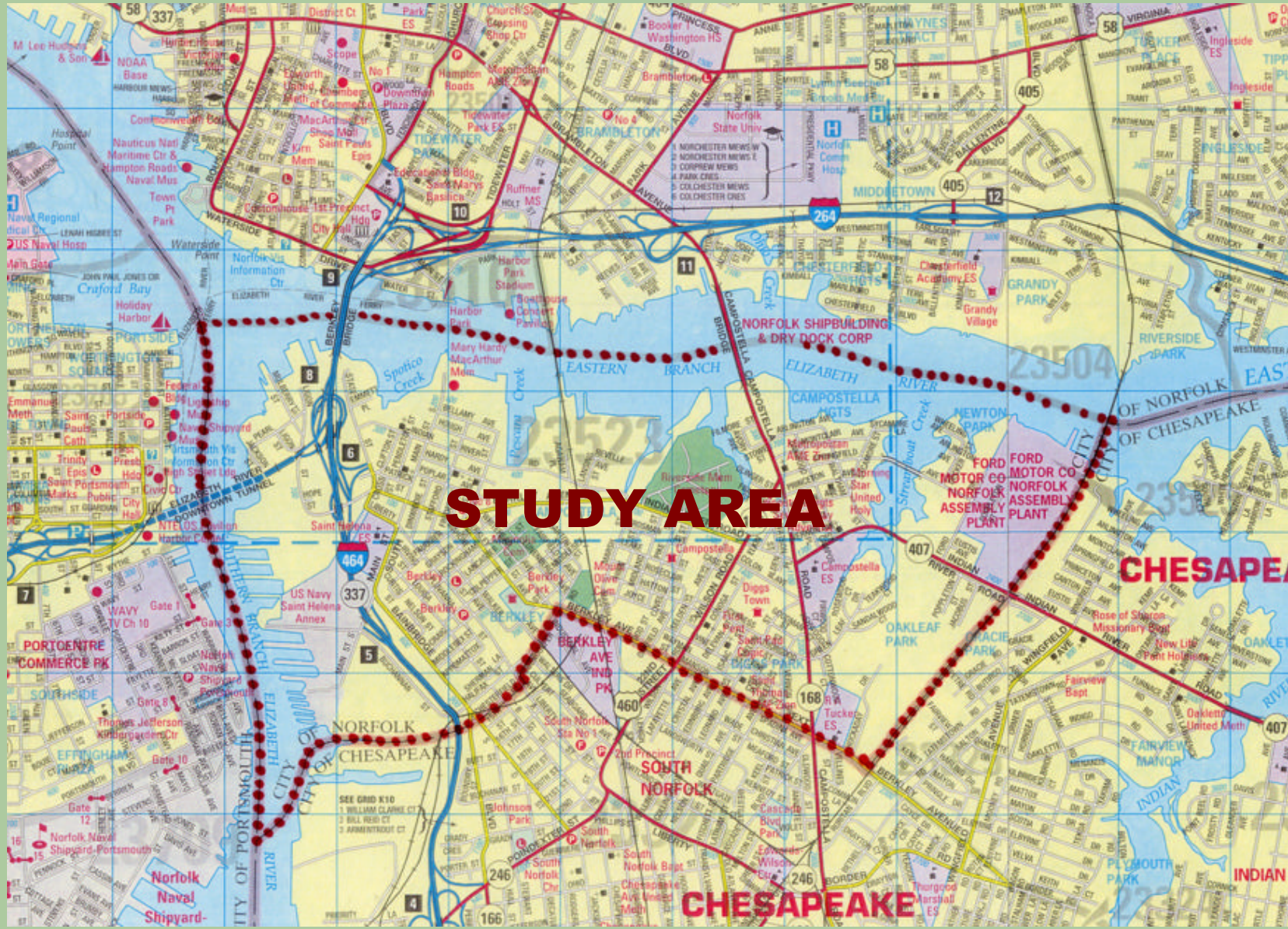
AGENDA

- ✍ **Introduction**
- ✍ **Project Process / Current Status**
- ✍ **Key Issues**
- ✍ **Review of Alternatives and Feedback**
- ✍ **Draft Plan**
 - **Near Term**
 - **Long Term**
- ✍ **Implementation Strategies**
- ✍ **Community Workshop**

PROJECT PROCESS / CURRENT STATUS



PROJECT STUDY AREA

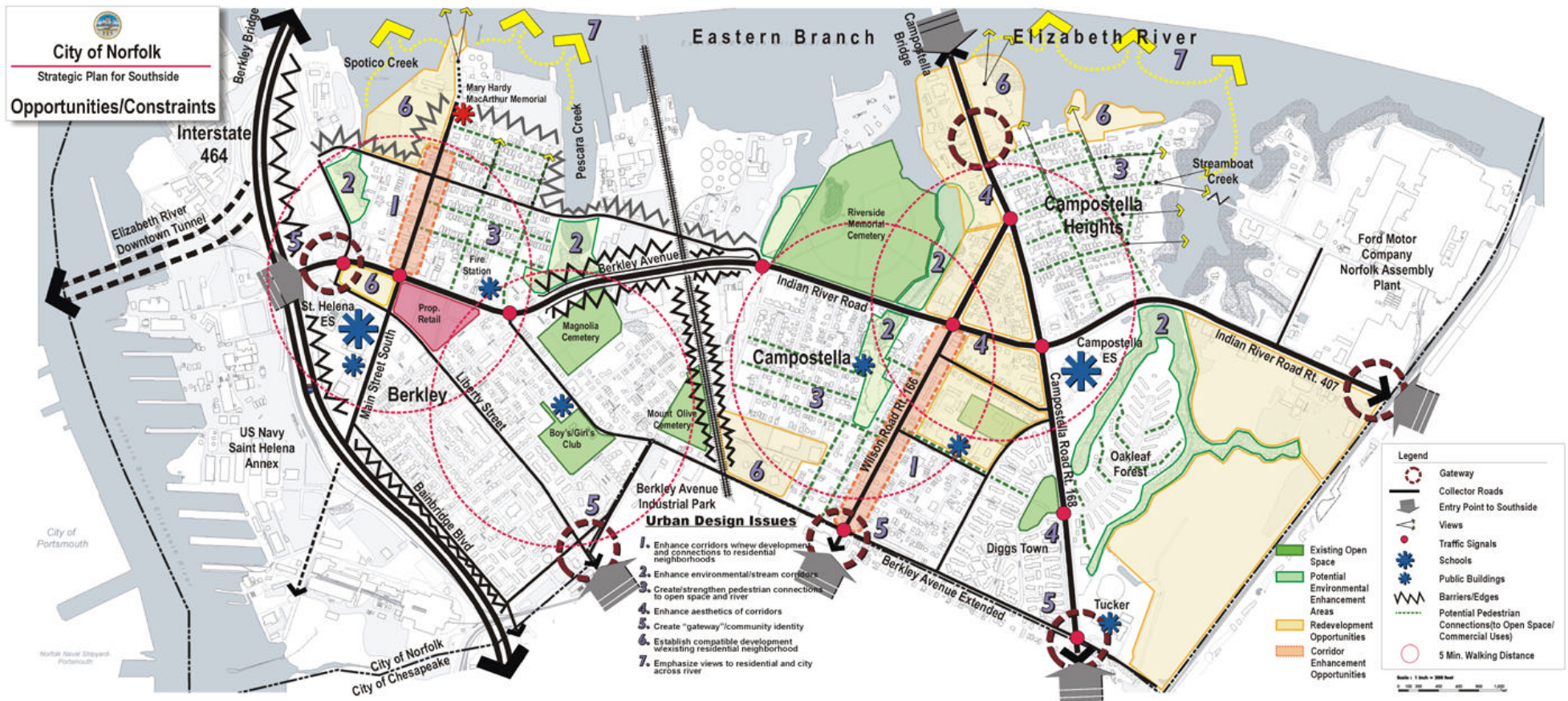


KEY ISSUES

- ✍ Enhance corridors w/ development & connections to neighborhoods
- ✍ Promote Residential Infill
- ✍ Enhance stream corridors and strengthen pedestrian connections to the waterfront
- ✍ Emphasize visual connections to Downtown
- ✍ Enhance aesthetics of key transportation corridors
- ✍ Establish compatible development w/ existing residential
- ✍ Create “gateways” / community identity



OPPORTUNITIES AND CONSTRAINTS



MARKET SUMMARY

Supportable Development (2003 to 2010) within the Southside Study Area

Land Use	Range	
	Low	High
Residential	100 units	180 units
Industrial	0 square feet	180,000 square feet
Retail*	49,000 square feet	55,000 square feet

**Supportable retail space projections are through the year 2005.*

VISIONING WORKSHOP FEEDBACK

Strengths of Southside

- Waterfront
- Prime location in the Region
- Major industries
- Active communities and civic leagues
- Low density residential zoning

Weaknesses of Southside

- Lack of grocery store and neighborhood services
- Few recreation opportunities
- Perceived, reduced police presence
- Poor property upkeep
- Pockets of negative activity

ALTERNATIVES

- ✍ Illustrate alternative ideas for the Southside Strategic Plan
- ✍ Opportunity for input from stakeholders
- ✍ Intended as a step toward developing a Final Strategic Plan
- ✍ Draft Plan will likely include some aspects of each Alternative Plan



Draft Plan

Alternatives

FEEDBACK ON ALTERNATIVES



Elements to include in Final Plan

- Commercial on Berkley Site**
- Mixed-use on Main Street and Waterfront**
- Residential on Hardy Field**
- Improve Wilson Road Corridor (Residential and Commercial Areas)**
- Streetscape Improvements**
- Pedestrian Safety Improvements**
- Public Access to Waterfront**
- Improved Education Facilities**
- Recreation Opportunities**

DRAFT STRATEGIC PLAN

- ✍ Strategic Plan provides both a near term and long term vision
- ✍ Implementation Strategies Focus on Near Term Actions



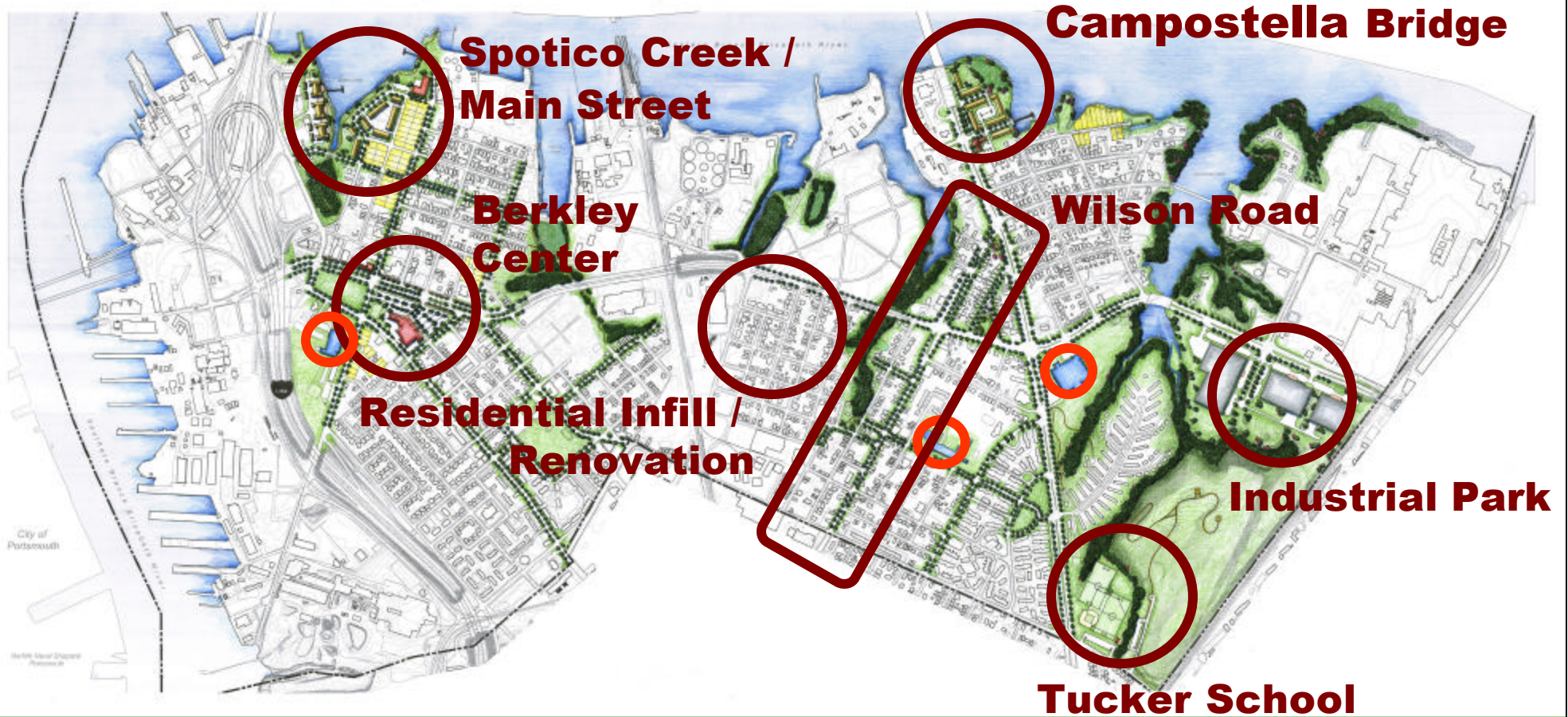
Near Term Strategic Plan



Long Term Strategic Plan

DRAFT STRATEGIC PLAN

Near Term Strategy



 = School Improvements based on school plan

NEAR TERM PROJECTS

Spotico Creek/Main Street

- ✍ Redevelop Spotico Creek as Residential
- ✍ Provide Access from Main Street to the Water
- ✍ Improve Main Street and Indian River Road



Example of Waterfront Access



NEAR TERM PROJECTS

Spotico Creek/Main Street

Illustration of Spotico Creek /
Main Street



NEAR TERM PROJECTS

Industrial Area Buffer Landscape Improvements



Typical
Berm Buffer

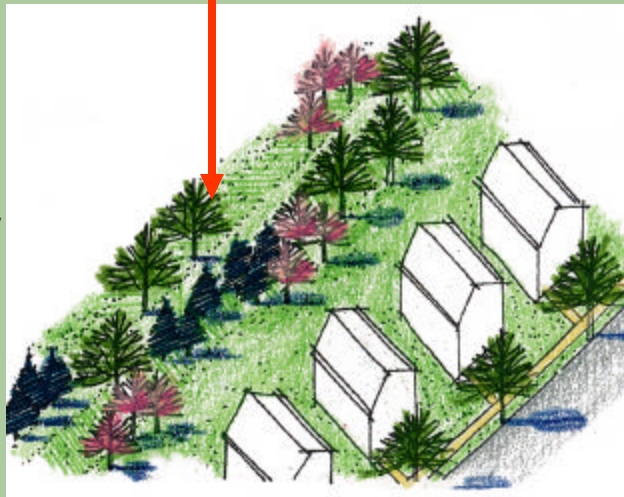
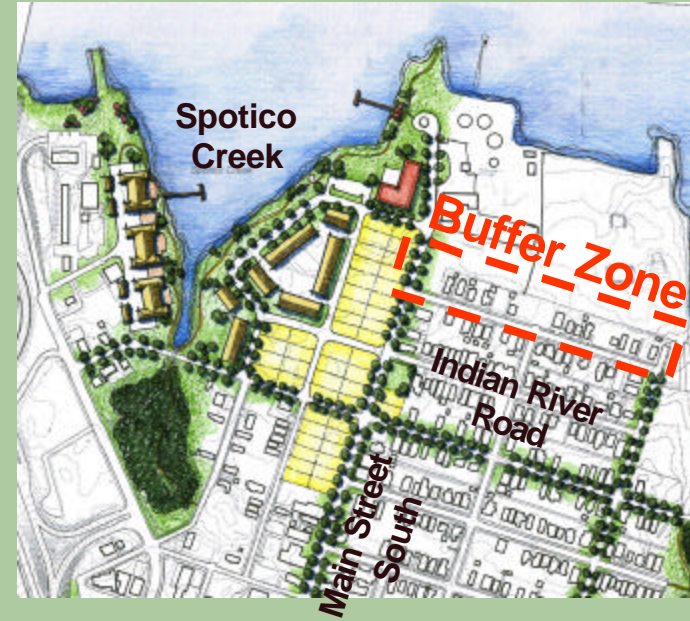


Illustration of Buffer



Typical
Screen Wall Buffer



NEAR TERM PROJECTS

Industrial Area Buffer Landscape Improvements



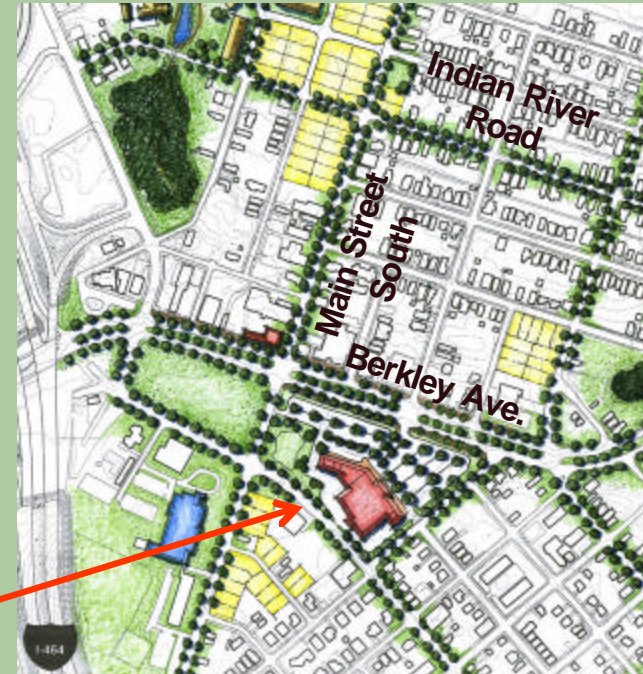
Berkley Avenue Looking North

NEAR TERM PROJECTS

Berkley Commercial Center

- City to Move Forward with Developing Site for Commercial Center

Example Berkley Center



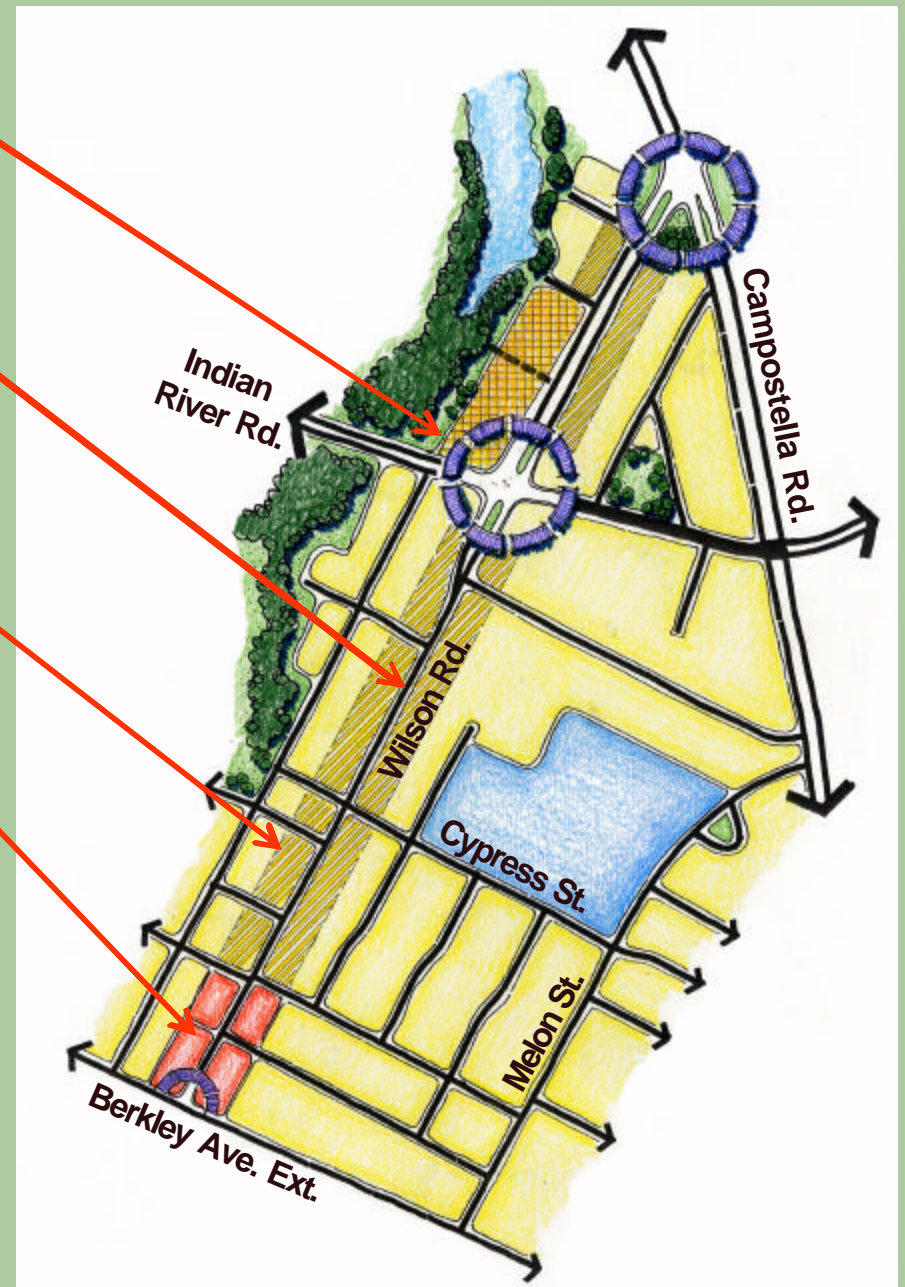
NEAR TERM PROJECTS – Campostella Renovation and Infill Program

- ✎ Develop and Implement Plan for Campostella Infill and Renovation



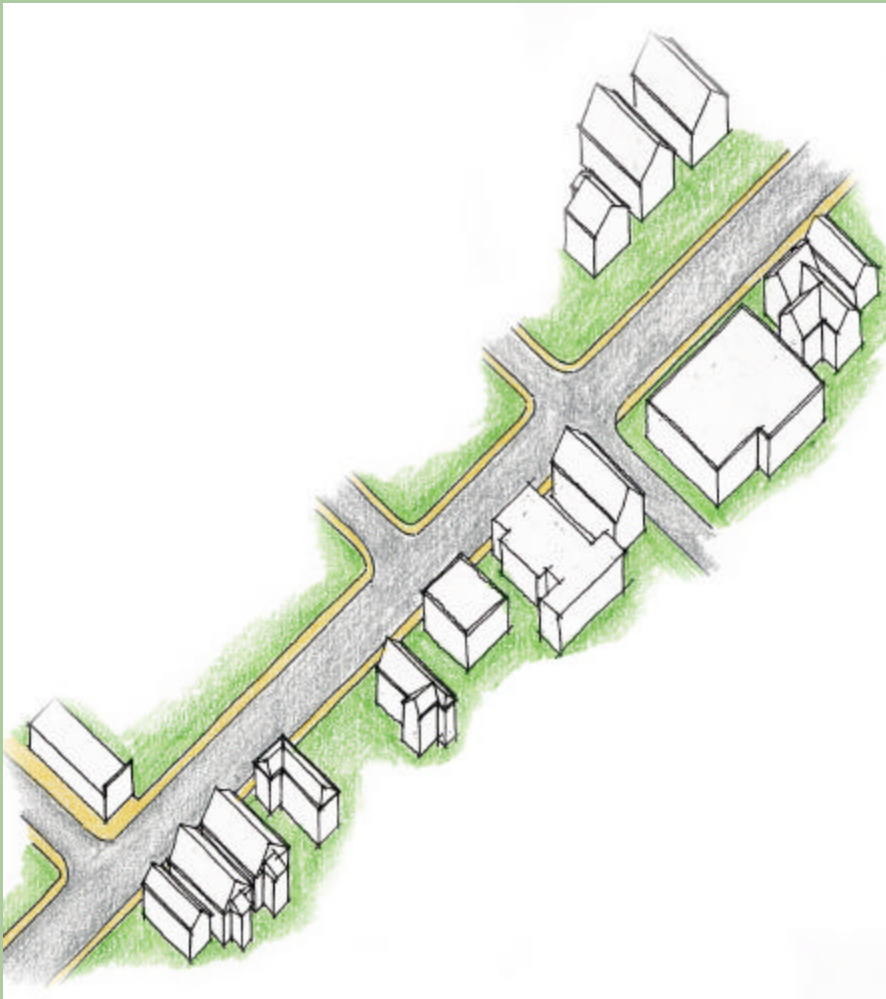
NEAR TERM PROJECTS – Wilson Road Improvements

- ✎ Improve Gateway Areas (at Indian River and Campostella Road)
- ✎ Re-Stripe to Allow for Parking Along One Side of the Street
- ✎ Improve Residential Areas (Rehab / Infill)
- ✎ Create Neighbourhood Village at City Line

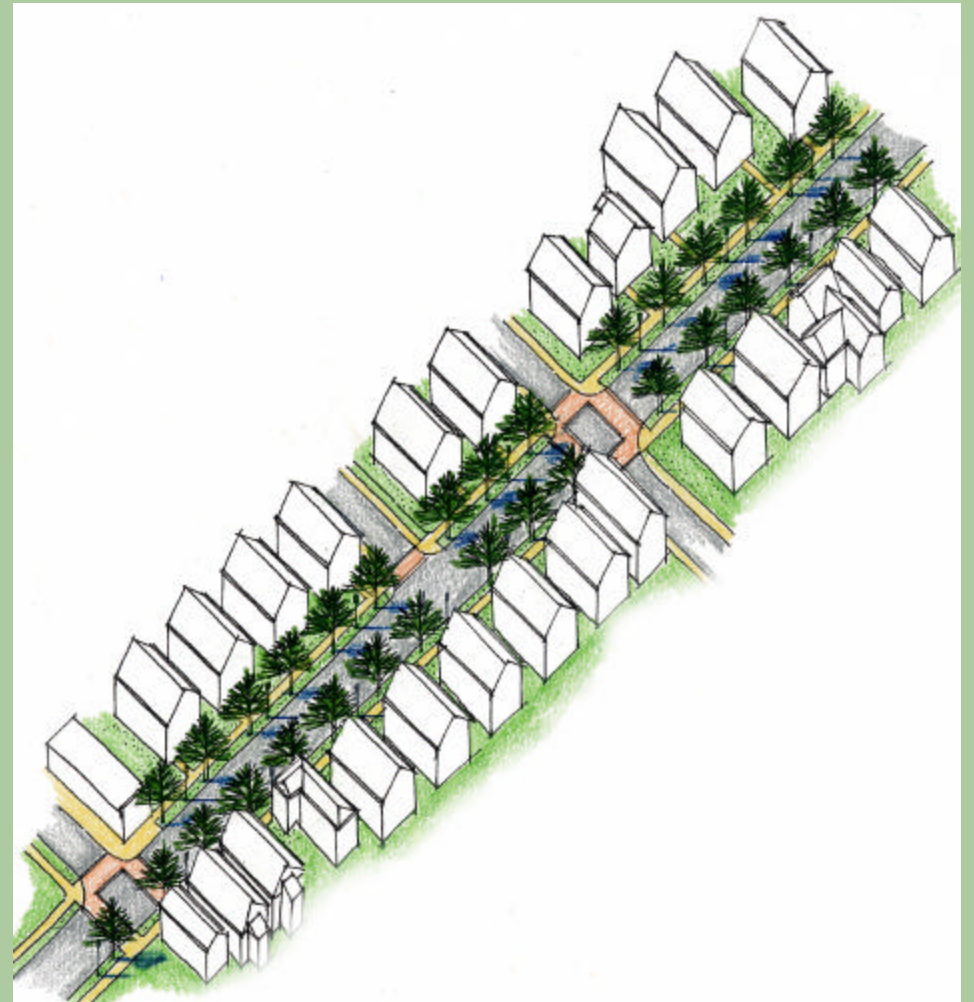


NEAR TERM PROJECTS – Wilson Road Improvements

Existing Illustration of Wilson Rd.



Proposed Infill Illustration of Wilson Rd.



NEAR TERM PROJECTS – Wilson Road Improvements

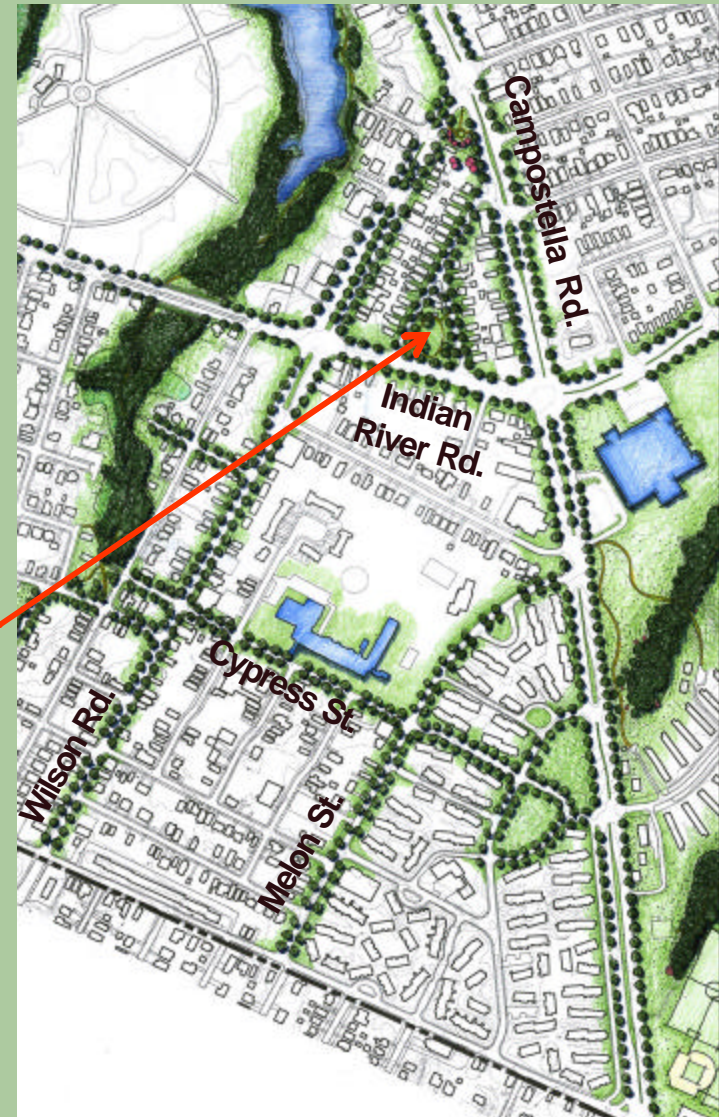


Wilson Road Looking North

NEAR TERM PROJECTS – Wilson Road Improvements

- Provide Streetscape Improvements and Gateway Treatment at Triangle

Campostella Triangle



NEAR TERM PROJECTS – Campostella Bridge East

- ✍ Work with Developer to Redevelop Parcel East of Campostella Bridge
- ✍ Provide Access to the Waterfront



Example Waterfront Trail

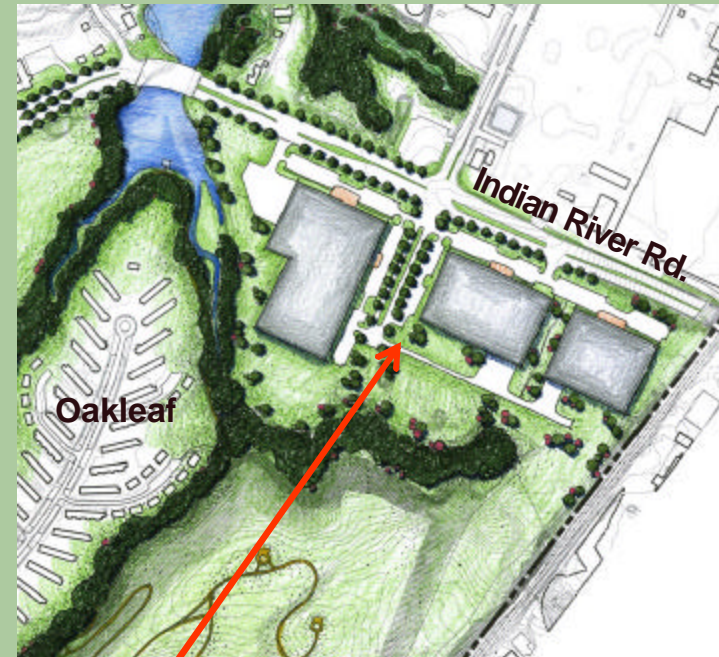


Example Residential



NEAR TERM PROJECTS – Indian River Industrial Park

- ✍ **Work with Property Owners to Redevelop Parcels as Industrial Park to Support Ford Plant or Other Appropriate Needs**



Example Industrial Area



NEAR TERM PROJECTS – Tucker School

- ✍ Redevelop Site as Recreation Amenity
 - ✍ Park
 - ✍ Recreation Center
 - ✍ Other



Example Park



DRAFT STRATEGIC PLAN – Greenways

Key Greenways

- ✍ Steamboat Creek
- ✍ Indian River
- ✍ Spotico Creek

Example Greenway Trail

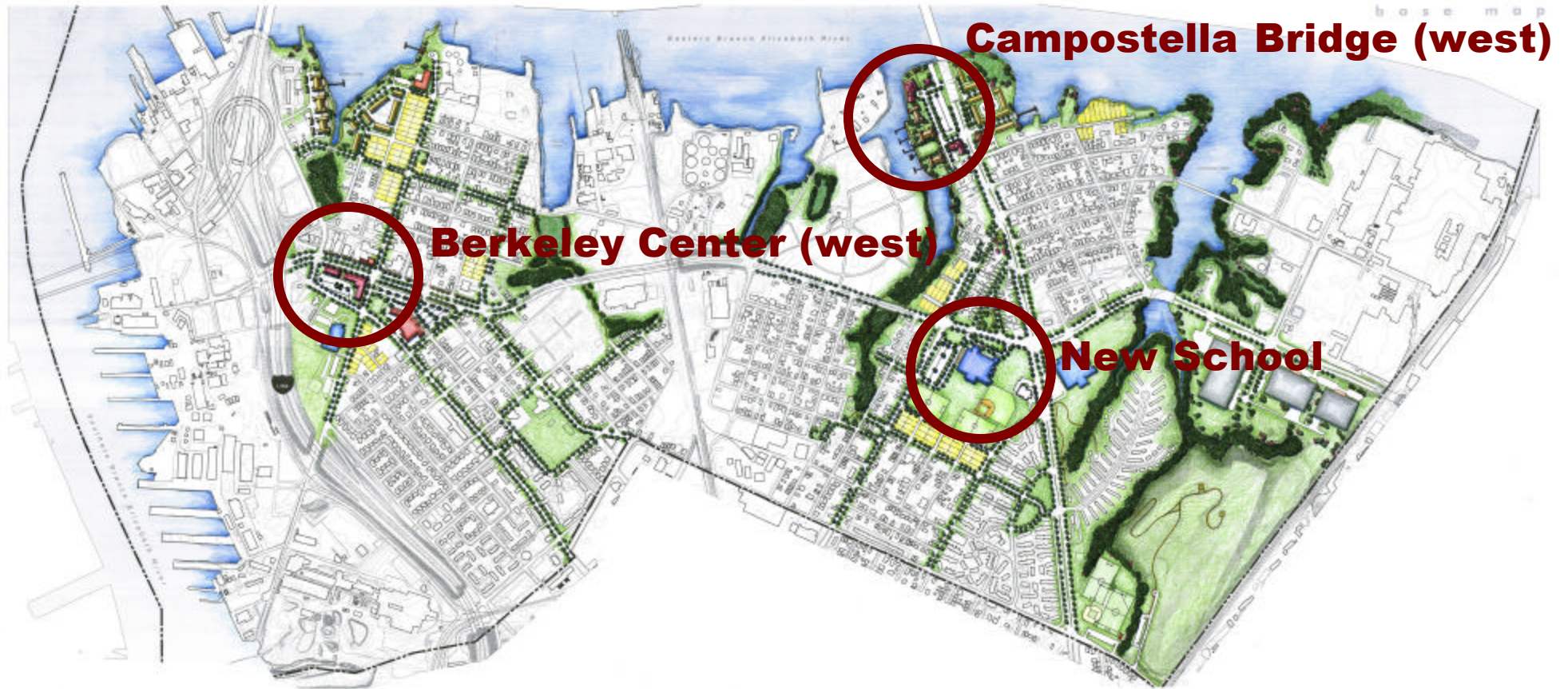


DRAFT STRATEGIC PLAN

Pedestrian and Vehicular Circulation

- ✍ **Pedestrian Enhancements at Key Intersections**
 - **Special Paving**
 - **Pedestrian Count Down Signals**
 - **Additional Sidewalks**
- ✍ **Traffic Circulation**
 - **Discourage truck traffic through reduced speed and narrowing of pavement**

LONG TERM VISION PLAN



IMPLEMENTATION STRATEGY

- ✍ **Refine Priority Projects by Area**
- ✍ **Work with Private Land Owners on Strategic Sites**
- ✍ **Identify Funding / Financing Strategies**
 - **Aesthetic Improvement Grant Program**
 - **Low Interest Loans**
 - **State or Federal Grants**

IMPLEMENTATION STRATEGY

Berkley

Priority Projects

- ✍ Spotico Creek Residential Development
- ✍ Landscape Buffer Improvements
- ✍ Berkley Commercial Center
- ✍ Streetscape Improvements
 - Enhance South Main Street
 - Old Indian River
 - Liberty Street



IMPLEMENTATION STRATEGY

Campostella

Priority Projects

- Indian River Greenway Enhancements
- Campostella Residential Infill and Rehabilitation Program
- Improve Wilson Road from Campostella to the Chesapeake Line



IMPLEMENTATION STRATEGY

Campostella Heights

Priority Projects

- ✂ Campostella Bridge East
- ✂ Steamboat Creek Greenway Improvements
- ✂ Indian River Industrial
- ✂ Tucker School Family Recreation



COMMUNITY WORKSESSION

 **Break into Groups**

 **Discuss the Following Questions:**

- **What do you like about the plan?**
- **What do you not like about the plan and would like to see changed?**
- **What are your top three priorities?**