

The Tide Transit Orientated Development Planning Process: An Overview



May 23, 2012

Purpose of Presentation

Review of:

- Norfolk's Transit Oriented Development (TOD) principles
- TOD Station Area mapping process
- TOD Implementation Efforts
- Station Area Public Meeting findings
- Zoning Ordinance and General Plan Map and Text Amendments
- Approved TOD Zoning Districts

Chronology

- 2007 Full Funding Grant Agreement Signed
Groundbreaking, Construction Begins
- 2008 Council Directs Planning to Develop a TOD
Plan for all 11 Station Areas
Community Planning Meetings Commence
- 2009 TOD Zoning Ordinance and Text
Amendment Developed and Presented to
City Planning Commission
- 2011 TOD Zoning Ordinance and Text Amendment
Adopted by City Council



The Tide Goals and Objectives

- Improve mobility, access, and transportation reliability
- Contribute to a seamless, integrated multi-modal transportation system
- Ensure economic competitiveness
- Link land use through transit corridors
- Protect and preserve the environment, increase safety and improve quality of life

Transit Oriented Development (TOD)



- Moderate to high density development
- Mix of residential, employment and shopping opportunities
- Designed for pedestrians
- Development within a distance that can be walked in 5 to 15 minutes from the transit station

TOD Principles

- Integrate land use and transportation planning
- Encourage supportive land uses at rail stations
- Make station a prominent feature with unique character
- Manage parking to encourage transit use



Bland Village, Charlotte



Mission Station, Pasadena



Trinity Heights, Durham



Norfolk TOD Planning Principles

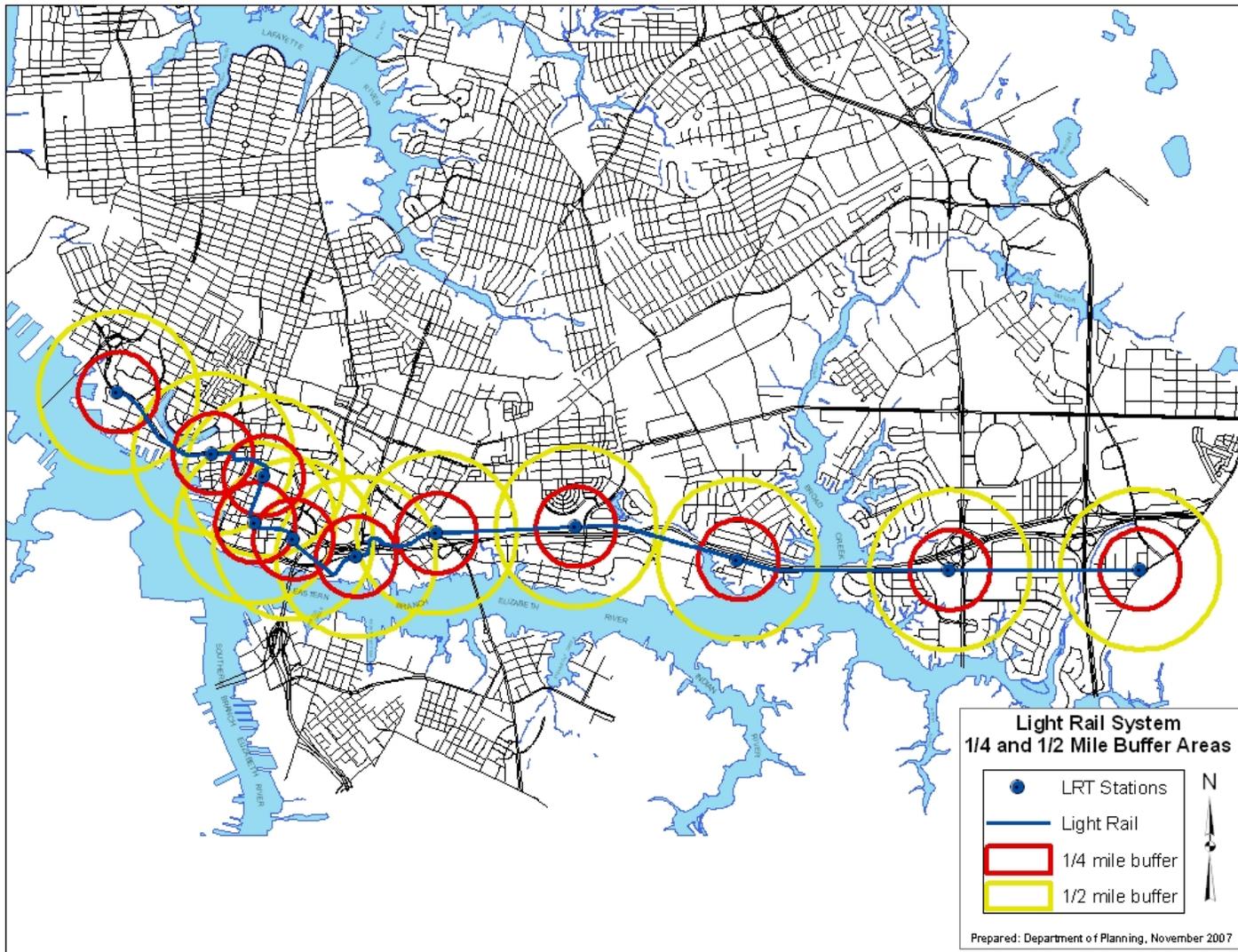
- Differ from station to station
 - Different uses
 - Different intensities
- Compatible existing land uses
- Factors to consider
 - Support for change
 - Access to other transportation modes
 - Economics

Norfolk TOD Initiative – Major Elements



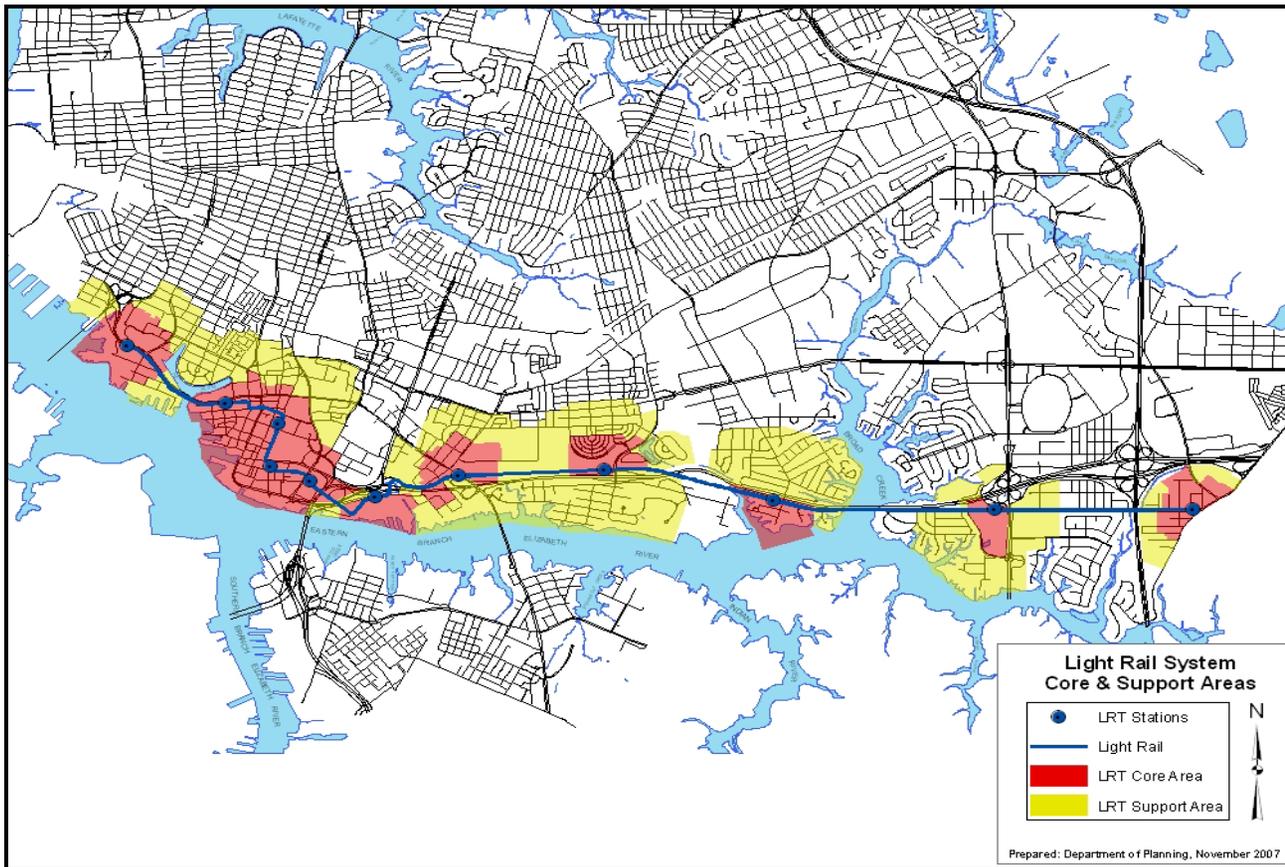
- Ensure public engagement
- Examine current land use, zoning and density
- Identify opportunities and constraints
- Define appropriate land uses

Mapping: Station Areas



Core and Support Areas initially identified as concentric circles around station locations ¹²

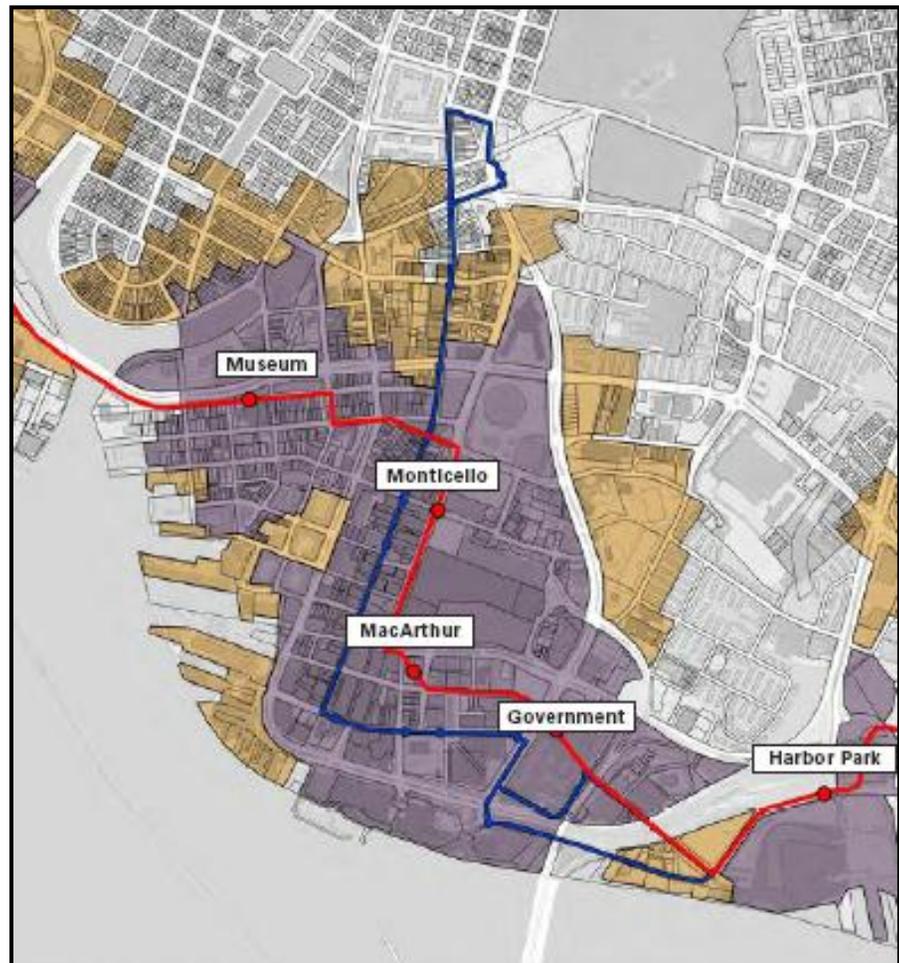
Mapping Station Areas



- Proposed Core and Support Areas defined
 - Property lines
 - Barriers to walking
- Resulting areas provide the basis for planning efforts

Mapping Station Areas Findings

- Downtown Norfolk functions as a single TOD



Mapping Station Areas Downtown Norfolk 2020

- Light rail became central theme of Downtown Norfolk 2020 Plan

A VISION FOR THE NEXT DECADE

NORFOLK 2020

DOWNTOWN NORFOLK 2020
From the Ball Park to the Open House

The Mayor Plan for 2000 established a Vision of Downtown with a continuous, interconnected development from Harbor Park to the Open House. The vision plan illustrates how a series of new initiatives, which build on the previous accomplishments, can make this vision a reality by 2020. First, Downtown requires for a new master plan system, will introduce an alternate mode of transportation, link the new initiatives, and contribute to the future success of Downtown.



WATERFRONT-RELATED DEVELOPMENT

The Downtown Waterfront will continue to be a public amenity that serves the entire City and the Region. The continuous pedestrian park will be expanded to Harbor Park. Improved pedestrian crossing across Waterline Drive and other streets will serve an expansion of pedestrian routes and will lessen congestion that park in Downtown through the following series of initiatives.

East Main Street and Harbor Park: Waterfront related new development and improvements in waterfront pedestrian paths and the entrance to Harbor Park will occur. The waterfront projects also include the Ferry Landing and Jack to East Main Street and the Government Center complex.

Grainley Connector and Hotel Conference Center: The Grainley Connector will provide safe pedestrian access between Cross Street and Downtown on the 100 block of Cross Street. Related

TRANSIT-ORIENTED INITIATIVES

The first Downtown station of the new Light Rail Transit system will be the focus of coordinated initiatives which combine public investment to encourage improvements with private investment in development.

Government Center Station: The station is in the middle of a new Civic Plaza for the City. On one side, the new Convention will open a landmark along St. Paul's Boulevard. On the other, City Hall, new state office, historic dramatic building for Main Street and marks the edge of a new office district that extends to Waterline Drive. The public space between the LRT station

and St. Paul's Boulevard will include a new terminal in Commonwealth and the Ball of Marine Reserve.

MacArthur Station & Shores Library: The station is the center of a public Market System with public space around it as an information center for Downtown activity. Two proposed facilities at the MacArthur Memorial on the west side of the station will include a book shop. The City Hall Annex block of Harbor Drive has new shops and a main entrance with new pedestrian crossings. The Essex Library with a glass curtain surrounding the Harbor Building

with a new building on the west side of the station, adjacent to the newly arrived facade of the Solon Awards.

Monticello Station: One block from Grainley Street, the station provides access to new mixed-use development with grand four-story, six office towers and residential buildings. It also provides access to the MacArthur Memorial on the west side of the station which includes a picture Boulevard that is easy for pedestrians to cross, thereby connecting the new north of Harbor Drive to the rest of Downtown.

The Museum Station: Located at the intersection of York and Yorkwood Street, the station serves the Chrysler Museum and Green in addition to the Ferrissin area. The Museum expansion program includes facilities that will extend to Broadwater Avenue along a green park with new Green Tower. Large-scale new apartment, hotel, and mixed-use buildings will combine with the expansion to create a picture Boulevard that is easy for pedestrians to cross, thereby connecting the new north of Harbor Drive to the rest of Downtown.

The NET Downtown shuttle bus system is the focus of a series of initiatives. Gravelly Street north of Broadwater will have new apartments, a small town square, and a new office development. The Essex Cityplace will use will feature a mixed-use development. Monticello Avenue will have improved transportation, including the edge of Long Plaza and the Federal Courthouse, as well as a redeveloped block on the Robinson Hotel site.



1980 | Downtown was also off-budget attention, new roads had been built, and the first new office and multi-building to open downtown around the new City Hall, on East Main Street, and along Broadwater Avenue in St. Paul's Boulevard had been completed. One development, a hotel, had been built on the north waterfront.



1990 | The Waterfront had become the most desirable address, with The Warehouse and Town House high-rise towers rising from the region and beyond. Office towers were built with waterfront sites and along Main Street. The Warehouse and Town House dating in combined neighborhoods with sites of new housing and several hotels.



2000 | Downtown was named the primary retail center of the region with the construction of the Atlantic Center, the arrival of Greenway as a retail and entertainment destination, and the opening of the Waterside Community College campus on Broadwater. Broad Street had become a residential address. Grainley Street and the Broadwater area. The Waterside was opened with the construction of historic, the building of the LRT Waterfront, and the completion of Harbor Park. The Harbor Events Center (HET) system was in place to link all major destinations with parking facilities. The Chrysler Museum and Museum Center House expansion was completed, reinforcing their key role in the region's cultural life.



2010 | The vision of Downtown continued to strengthen with the construction of two major office towers, 1,000 units of high-quality Downtown apartments, new retail shops, a Ford and Confederate Center the Capitol Terminal, and the opening of the LRT system. Adjacent areas such as Broadwater and Longwood market with residential and hotel development to establish a corridor along Broadwater Avenue. Expansion of the Broadwater Avenue will make it possible to connect Downtown with the Chrysler Museum and the Open House area as well as with Chase. Similar improvements along St. Paul's Boulevard in long-awaited with the planning office St. Paul's Quay to be the next.



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Anthony S. Budenz, 1st Vice Mayor
Dawn Turner-Towne, 2nd Vice Mayor
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Dr. Thomas Whaley, Councilmember
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W. David High, Councilmember

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Barker C. White, Councilmember
W. David High, Councilmember

2020

15

Current TOD Implementation Efforts



MacArthur Station – Slover Library



York Street/Freemason Station – Belmont @ Freemason and Residence Inn



Civic Plaza – Courthouse Redevelopment



Monticello Station – Wells Fargo Center



Harbor Park Station Area

- Multimodal Connections
 - Light Rail
 - Higher Speed Rail
 - Regional Bus Transfer
 - Intercity Bus Terminal
 - Ferry



Mapping Station Areas

South Brambleton Area Plan

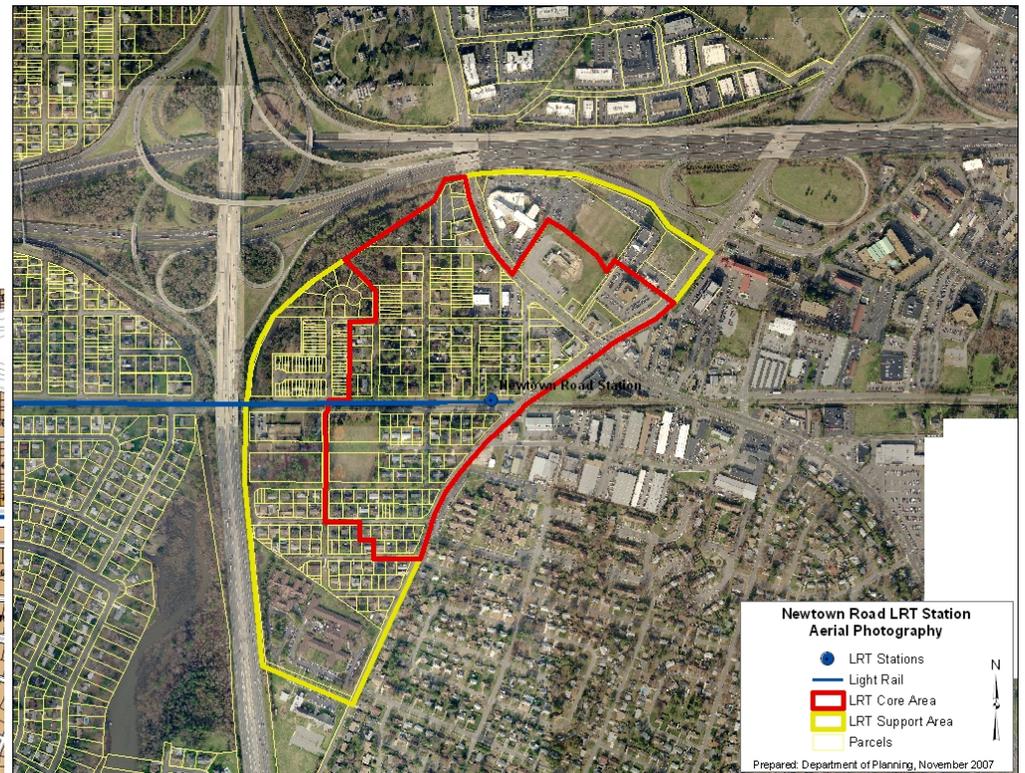
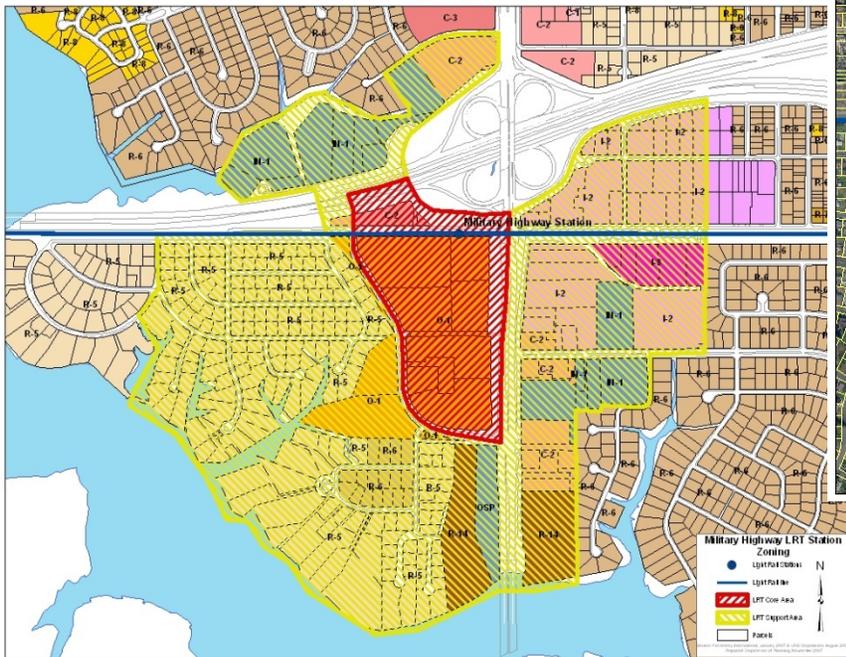
- Coordinate with Norfolk State University and Norfolk Redevelopment and Housing Authority
- RISE Center already developed



Mapping Station Areas

Eastern Stations

- Examine land use and zoning
- Examine development pattern



Mapping Station Areas

Eastern Stations – Community Meetings

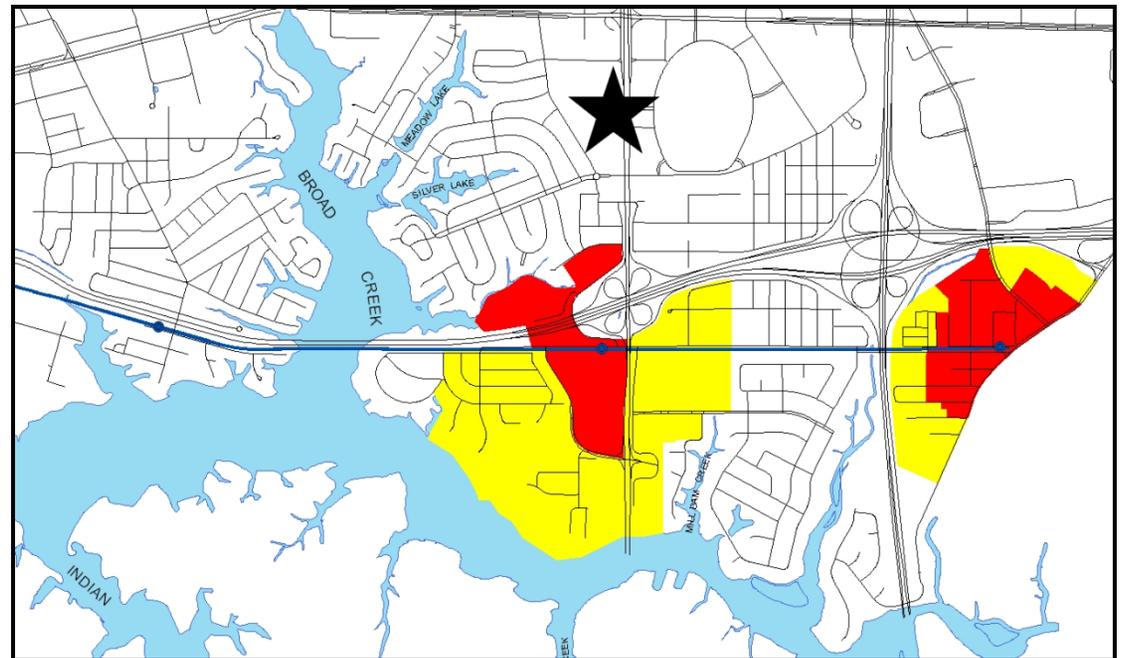
- Area property owners invited
- Overview of *The Tide*, TOD principles and station area mapping process
- Public input to refine boundaries



Mapping Station Areas

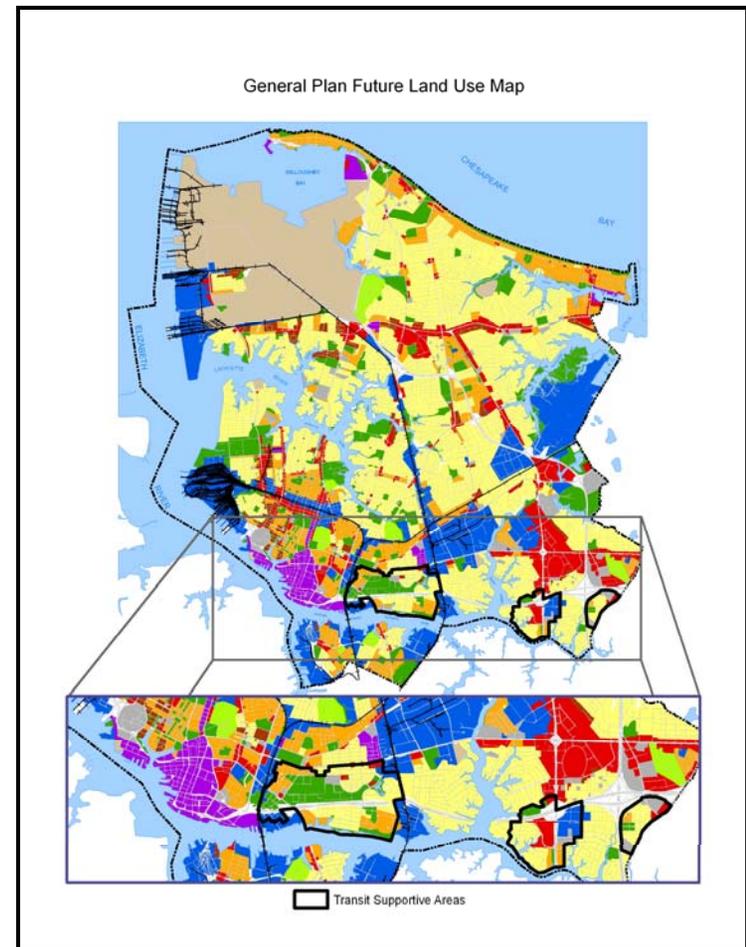
Eastern Stations – Community Meetings

- Newtown Road
 - Coordination with Virginia Beach
- Military Highway
 - Connect to Military Circle
 - 4.2 M sq. ft. retail
 - Largest shopping area in region
- Ingleside
 - Walk-up station only



General Plan Map and Text Amendments

- General Plan Map amended to designate TOD areas
- Amend General Plan Economic Development Policies for Land
 - Highest intensity development in “Core” areas
 - Transitional “Support” areas between Core and surrounding neighborhoods
 - Regulations should support transit and pedestrian goals
- Amend General Plan Transportation Policies for Transit
 - Ensure that land use planning and transit system are directly linked
 - Provide for mix of residential and commercial activities to increase transit utilization



Zoning Text Amendments

- New Zoning District regulations adopted June 2011 that promote transit and pedestrian oriented uses while discouraging lower intensity automobile oriented uses
- Establishes regulations for both Core and Support areas
- Created as new special purpose districts

Proposed TOD Zoning Districts

- Table of uses to be defined by:
 - Permitted
 - Special Exception
- Development standards address:
 - Building Facades
 - Build to Lines and Setbacks
 - Height
 - Open Space
 - Parking
 - Landscaping
 - Signage

TOD Districts – Implementation

- Not map TOD zoning districts at time of zoning district creation
- Work with land owners/developers to ensure protection and buffering for surrounding areas