

WELCOME!

To the Military Circle / Military Highway Urban Development Area PUBLIC MEETING

What is it?

This project will develop a Vision for the Military Circle/Military Highway area in Norfolk. The Military Circle shopping center and some surrounding commercial development need more economic reinvestment and revitalization that will enhance the area, contribute to the City economy and enhance the quality of life and business climate in the area.

Why this project? Why now?

The City and Hampton Roads Transit have been studying an extension of the Tide Light Rail line to the Naval Station and one potential corridor for that extension runs along Military Highway, with potential station areas in the vicinity of the Military Circle and JANAF shopping centers. At the same time, the City has obtained a grant from the State Office of Intermodal Planning and Investment to provide technical assistance to re-envision this site as an Urban Development Area – an area designated for higher density development that incorporates the principles of Traditional Neighborhood Development. After collecting feedback from the public and Advisory Committee, a team of professional planners and designers has been working with City leaders, residents and business owners to develop the vision for this area at no additional cost to the City.

What are the benefits?

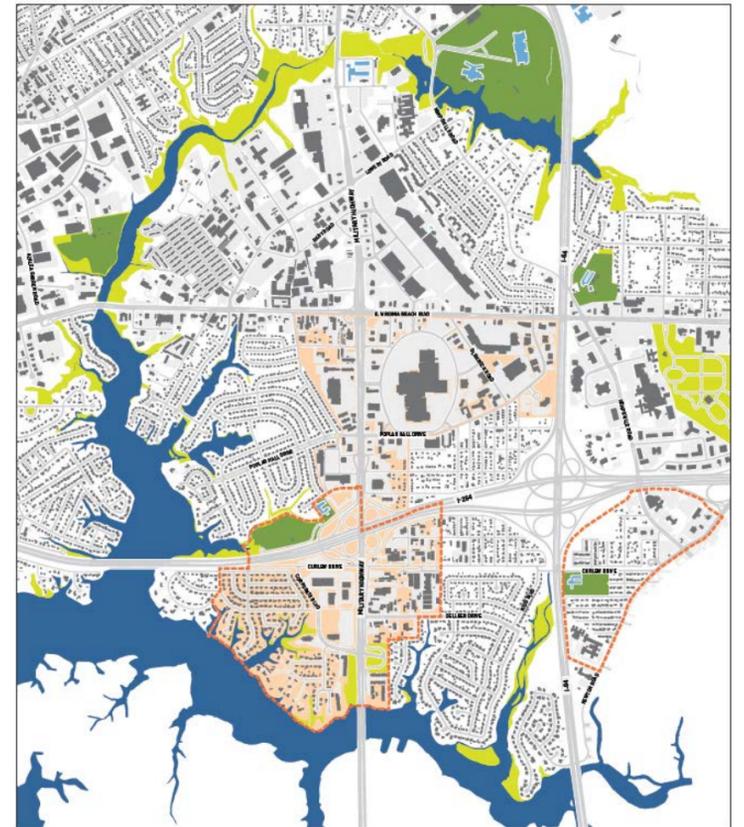
Transit Oriented Development (TOD) is an approach to designing and developing areas such as this site that is based on compact mixed use development (mixing housing, shopping and offices), walkable, safe streets, open spaces and plazas and convenient travel choices such as walking, biking and transit. It has proven to successfully outcompete conventional non-TOD development in many cities throughout the nation, and frequently results in increases in property values for residents, higher office and retail rents and an overall vibrant, vital and valued community center. In addition, TOD responds to many predicted trends in demographic and consumer preferences for more walkable urban centers as being the future magnets for the 21st century workforce and the key to making Norfolk more competitive in attracting future jobs and investment.

How can I get more information?

The City has been engaging with residents, business owners and developers with a stake in the Military Highway/Military Circle area.

Study materials and comment forms are available at www.norfolk.gov/militarycirclestudy

Contact the City planning department for more information:
Paula Shea, AICP – Norfolk Department of City Planning - City of Norfolk, VA – (757) 664-4772, paula.shea@norfolk.gov



LEGEND
PROPOSED MILITARY HIGHWAY / MILITARY CIRCLE UDA
TRANSIT SUPPORTIVE AREAS
STREETS
DRIVEWAYS/PARKING
BUILDINGS
WATER
OPEN SPACE / RECREATION
PARK SPACE
SCHOOLS
LIBRARIES
RECREATION CENTERS



WHERE WE'VE BEEN

Process, Goals & Public Involvement

Where we are in the process

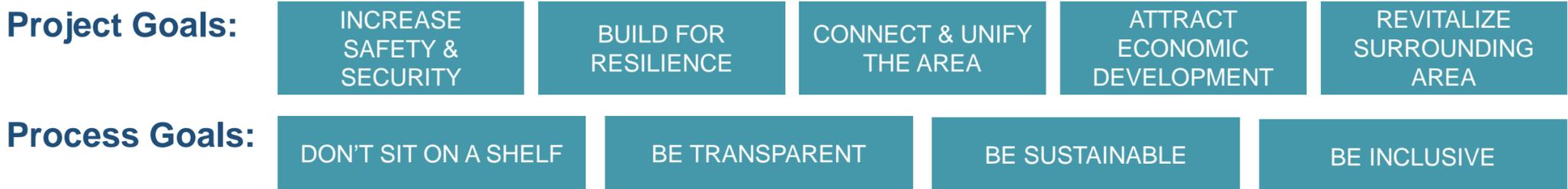


Input collected from:

PUBLIC	STAFF
ADVISORY COMMITTEE	STAKEHOLDERS/ CIVIC LEAGUES

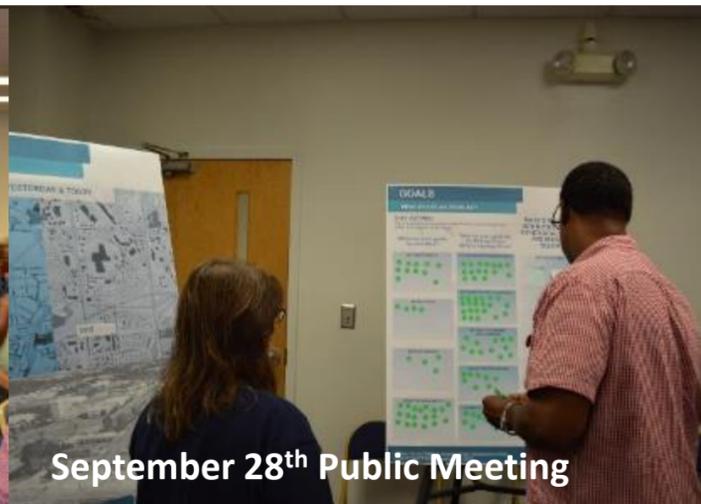
- September 28th Public Meeting - 111 attendees, 87 of which were Norfolk residents
- Additional input from stakeholders, civic league representatives and property owners in the area

Goals Established



Ideas for Branding

Branding is an ongoing process that will extend beyond the life of this planning process. Through several iterations, three themes have been popular among residents and stakeholders: 1) Regional Destination (CROSSING), 2) Localized (NORFOLK), and 3) Legacy (MERMAID)



September 28th Public Meeting

WHERE WE'VE BEEN

Regional Assessment & Potential

Crossroads of the Region

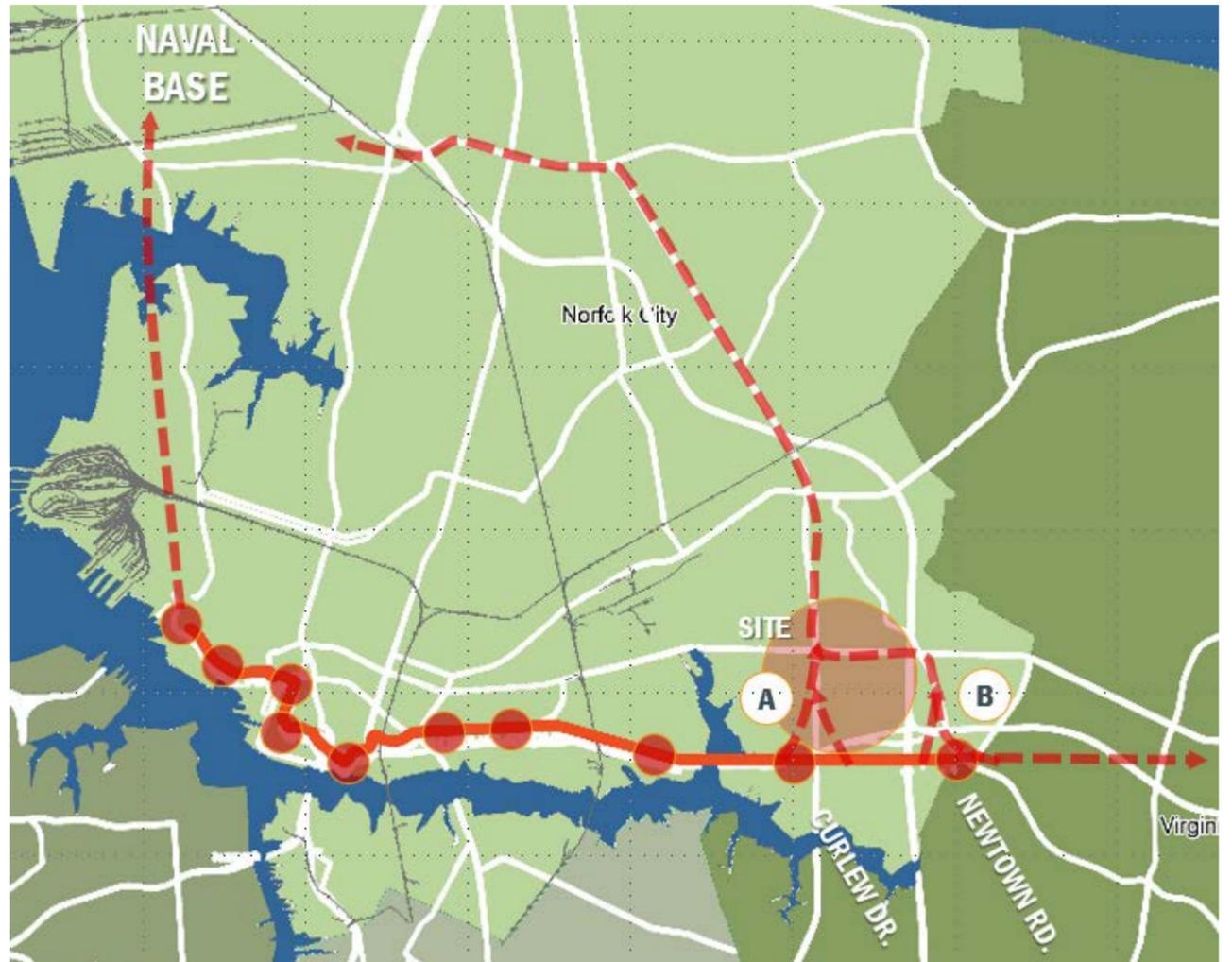
Military Circle has been the historical crossroads of the region, from the construction of Military Highway and Virginia Beach Boulevard, to the installment of interstate highways. It could also be the crossroads of the future if light rail crosses through the area.



Potential Light Rail Alignments

The 2015 Naval Base Study provided two options for bringing light rail to the base. An eastern alignment may include:

- A** Split off at or near Curlew Dr Station to follow Military Hwy
- B** Split off at or near Newtown Rd Station to follow Kempsville Rd

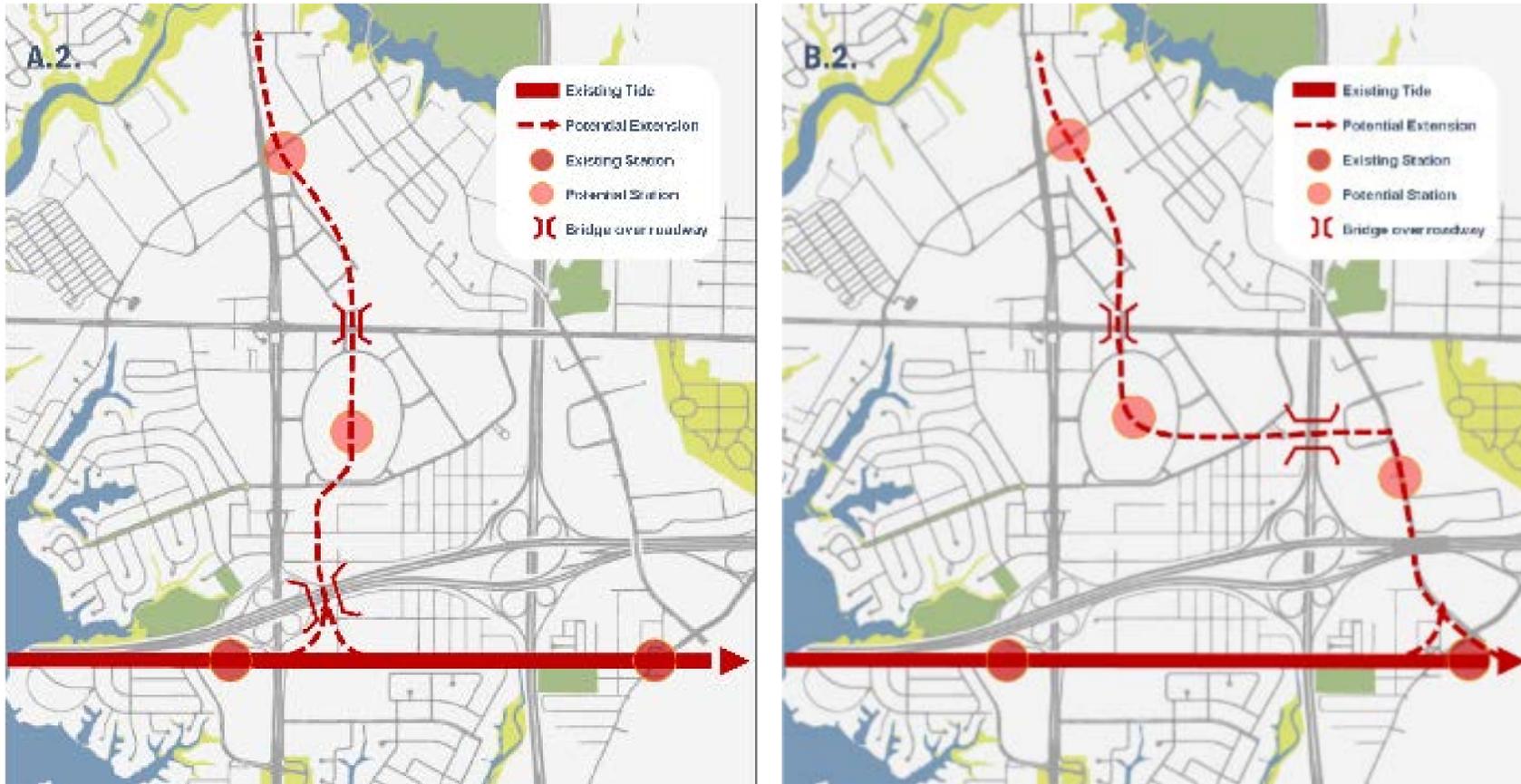


Source: NSN Transit Extension study – February 2015

WHERE WE'VE BEEN

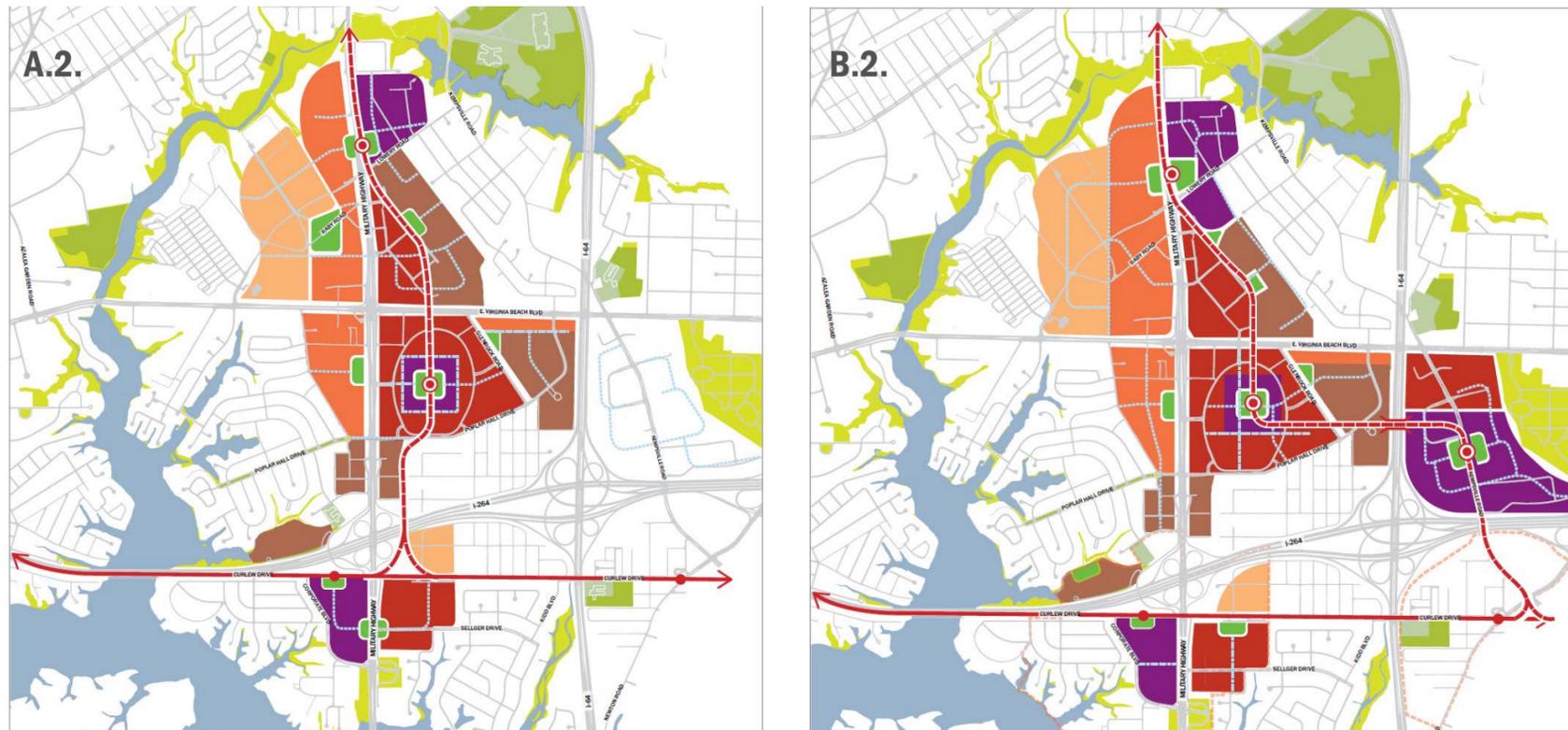
Alternatives for Light Rail and Land Use

New Light Rail Alignment Options Studied:



An eastern alignment for the Naval Station Light Rail extension presents new opportunities for the Military Circle and JANAF areas. This project looked at two NEW options for the alignment that created a new “Transit Boulevard” that maximized the potential for meeting the project goals of catalyzing economic development through TOD opportunities, connecting & unifying the area, and revitalizing the Mall and JANAF development cores.

Land Use Alternatives Based on New Light Rail Alignments



Buildout Potential for Option B.2
(note that Buildout may take 40-50 years)

Acres	852.9
Dwelling Units	8,136
Retail Space	2,276,263
Office Space	3,886,280
Institutional Space	1,745,890

Two land use alternatives were generated based on the light rail alignment options and potential station locations. As directed by the City’s Advisory Committee, Alternatives B.2. was explored in the Draft Vision. Benefits of this alternative were that it ties in 2 malls, the hospital & surrounding uses with a new Transit Boulevard, maximizes potential to revitalize the whole area, and creates 3 station areas, which maximizes the TOD and Value Capture potential. Challenges with this design include an underpass and 2 new bridges, and the reliance on eventual redevelopment of the Mall, and on private investment to follow the public lead.

PROJECT CONTEXT

A Changing Economy

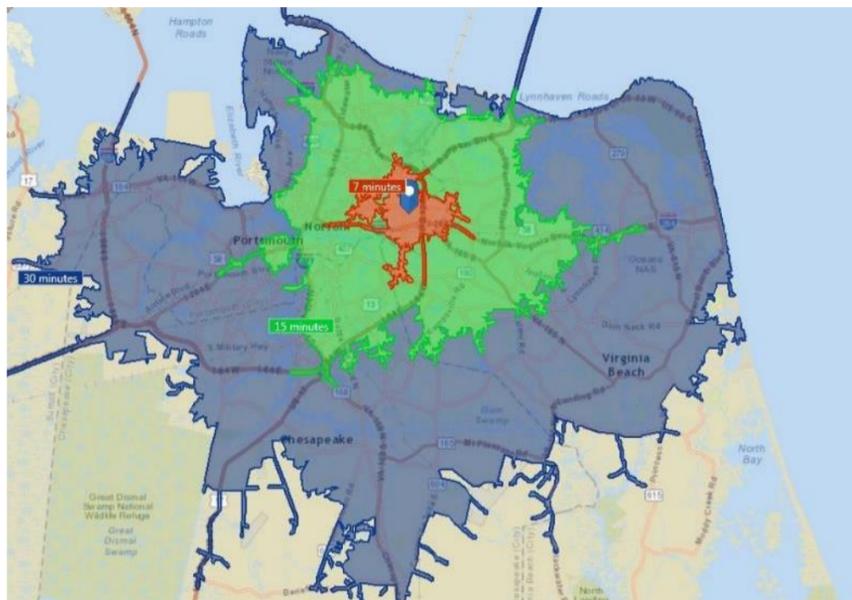
Planning for Millennials & Boomers

Two key age groups that will dominate Virginia's and Norfolk's future are the MILLENNIALS & BOOMERS. When surveyed, both say they want:

- Alternatives to the car
- Walkable, bikeable, mixed use places



Market Areas



- 7 Minute Drive Time – Local Neighborhood
- 15 Minute Drive Time – Primary Trade Area
- 30 Minute Drive Time – Regional Trade Area

Annual Projected Demand for Development

Product Type	Estimated Annual Demand Capture
Retail	Only small increments of space supporting other development types
Office	15,000-20,000 sq. ft. of general office 15,000-20,000 sq. ft. of medical office
Residential	50 single-family detached units 15 single-family attached units 76 rental apartments

Source: Renaissance Planning

Norfolk Recent Residential Developments

DOWNTOWN

ROCKEFELLER APARTMENTS
▲ \$17 million conversion of historic Union Mission into 136 apartments.

THE SEABOARD
▲ Conversion of former Trader office building into 135 apartments.

METRO ON GRANBY
▲ Project includes two new \$12 million apartment buildings: 401 Granby with 65 units and 2,100 SF of retail, and 416 Boush with 71 units and pool/fitness center. Delivery 2014.

THE JAMES
▲ \$13 million investment. Former hotel/office building redeveloped as mixed-use with 79 apartments/two retail spaces. Completion expected in 2014. Former Madison building.

220 WEST
▲ Formerly Franklin Condos, now owned and marketed by Marathon Development. 19 residential condos for sale beginning January 2014.

OUTSIDE OF DOWNTOWN

1500 MONTICELLO
▲ Five story mixed use building with 207 apartment units and 10,131 of retail space.

BANKS AT BERKLEY
▲ Project features 50 apartments and ground floor medical office supportive of neighborhood needs on 2.8 acre site at the Berkley Shopping Center.

EAST BEACH MARINA APTS
▲ \$25 million 136 unit apartment community with waterfront board-walk. Delivery 2014.

OCEAN VIEW APARTMENTS
▲ \$40 million project at the site of the former Ramada Inn. Will contain over 200 apartments and neighborhood retail.

THE CROSSINGS AT CAMPOSTELLA STATION
▲ \$20 million, 156 apartments and 25 single-family homes to be constructed at former lumberyard site by the Franklin Johnston Group.

ELEMENT AT GHENT
▲ New \$26 million project with 164 luxury apartments.

POINTE EAST AT HARBOR WALK
▲ \$25 million project with 80 homes in East Ocean View's Harbor Walk Community.

PROMENADE POINTE
▲ \$30 million 187-unit luxury apartment community on Wayne Creek. Now leasing.

EAST BEACH PHASE 7
▲ The final phase of East Beach consists of 38,000 sf of retail and commercial space, as well as a mixture of 80 townhomes, single family homes, cottages and carriage houses.

THE WATERMARK
▲ Proposed condo/townhouse development, with 372 units. Located near Granby High off of Newport Avenue.

THE POINTE AT PICKETT FARM
▲ \$35 million, 300-unit apartment community in Crown Point area off Virginia Beach Boulevard.

- Since the advent of light rail, more than 1,040 new apartment units and approximately 200,000 sq. ft. of retail have been developed along the transit line

Source: City of Norfolk, 2014 Investment Report

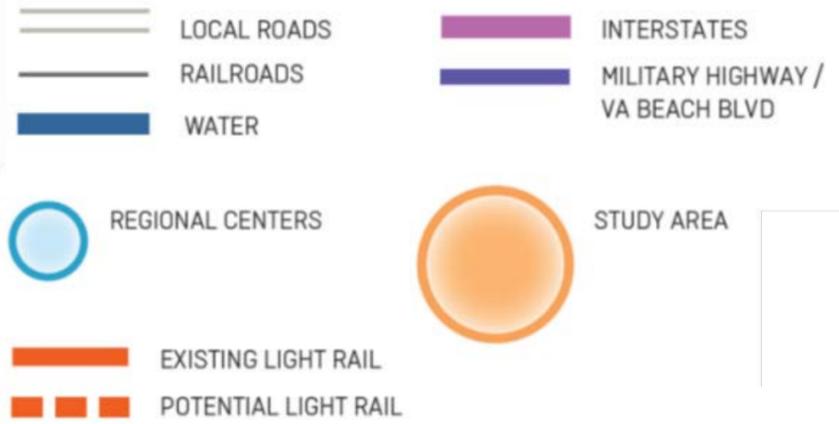
PROJECT CONTEXT

Changes in Transportation

Current & Potential Transportation Networks



LEGEND



New Rail Alignments Create Transit Oriented Development (TOD) Potential at Military Circle / Military Highway

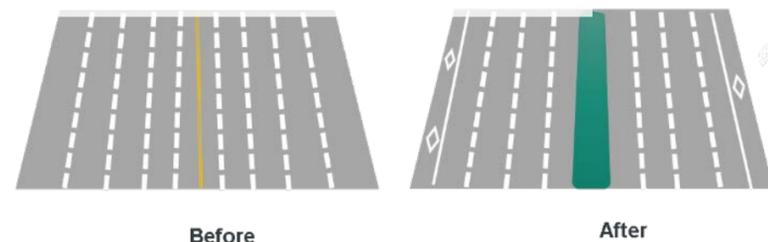
BENEFITS OF TOD

ECONOMIC DEVELOPMENT



Excess Capacity & New Transit Create Potential for 'Road Diet'

	CAPACITY GUIDELINES FOR 6 LANES	AVG. TRIPS FOR SEGMENTS WITHIN STUDY AREA	POTENTIAL EXCESS CAPACITY*
MILITARY HIGHWAY	58,400	45,800	22%
VIRGINIA BEACH BLVD	58,400	30,087	48%



**A Road Diet?
(example only)**

*NOTE – does not account for constraints on roadway capacity resulting from intersection capacity & operations
Source: Florida Department of Transportation Systems Planning Office www.dot.state.fl.us/planning/systems/sm/los/default.shtm

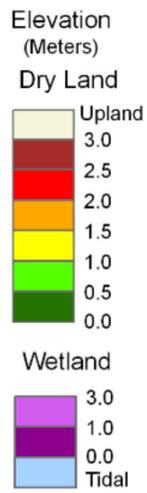
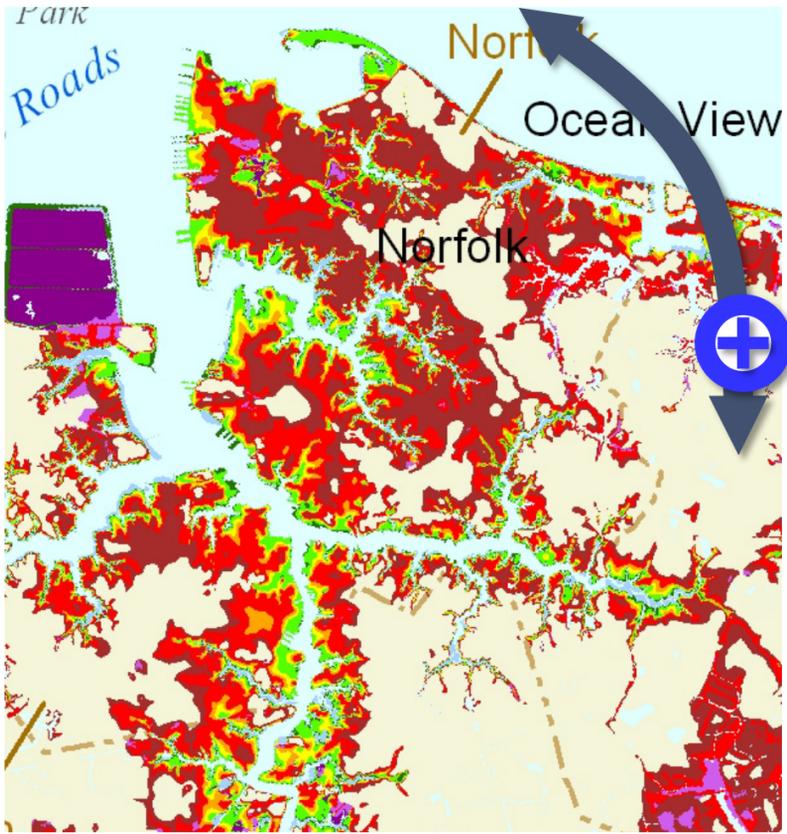
- At 6 lanes, both Military Highway and Virginia Beach Blvd are potentially over capacity.
- Portions of these roads go up to 8, 10, or even 12 lanes
- However, driveways and intersection dynamics reduce the potential capacity

PROJECT CONTEXT

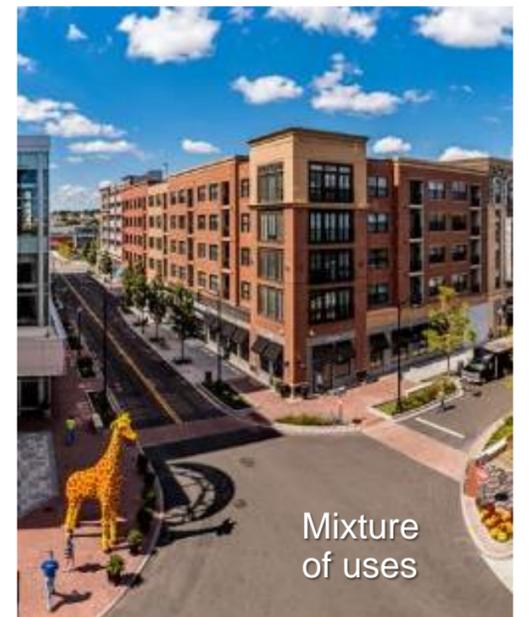
Quality of Life Factors

Focusing New Development on the Spine of High Ground

Lighter areas on map projected to be safer from recurrent flooding



Source: [Sea Level Rise Maps for Virginia](#)



Planning for a Quality Place to Live



DRAFT VISION

Overall Area

MILITARY CIRCLE/MILITARY HIGHWAY URBAN DEVELOPMENT AREA DRAFT VISION PLAN / 2-23-2016

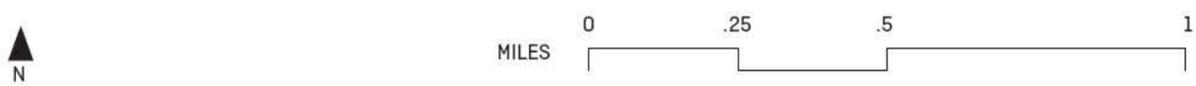


A 50 YEAR TRANSFORMATION

Military Circle Mall was built almost 50 years ago, and JANAF almost 60 years ago. What will the next 50 years look like for these Malls and for this whole area?

With the potential for future Light Rail extensions in this vicinity in the coming decades, the City of Norfolk has an opportunity to transform this area into a vibrant, walkable new urban center over the next 50 years. Private investment in concert with public improvements will be needed to implement this vision.

This plan is the start of a 50 year Vision for this area. It is still in DRAFT form and will be reviewed by the public, landowners and city officials in the coming weeks.



TYPES OF LAND USES

- A** Curbside Light Rail with Urban Streetscape
- B** Transit Oriented Mixed-Use / Office & Institutional Focus
- C** Transit Oriented Mixed-Use / Residential Focus
- D** Corridor Mixed Use / Retail & Residential Focus
- E** High Density Residential & Mid Density Live/Work Focus



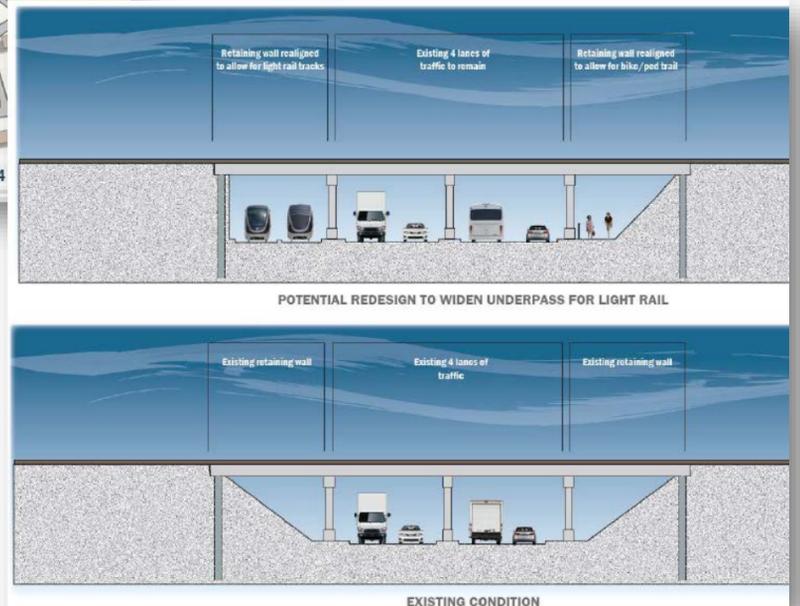
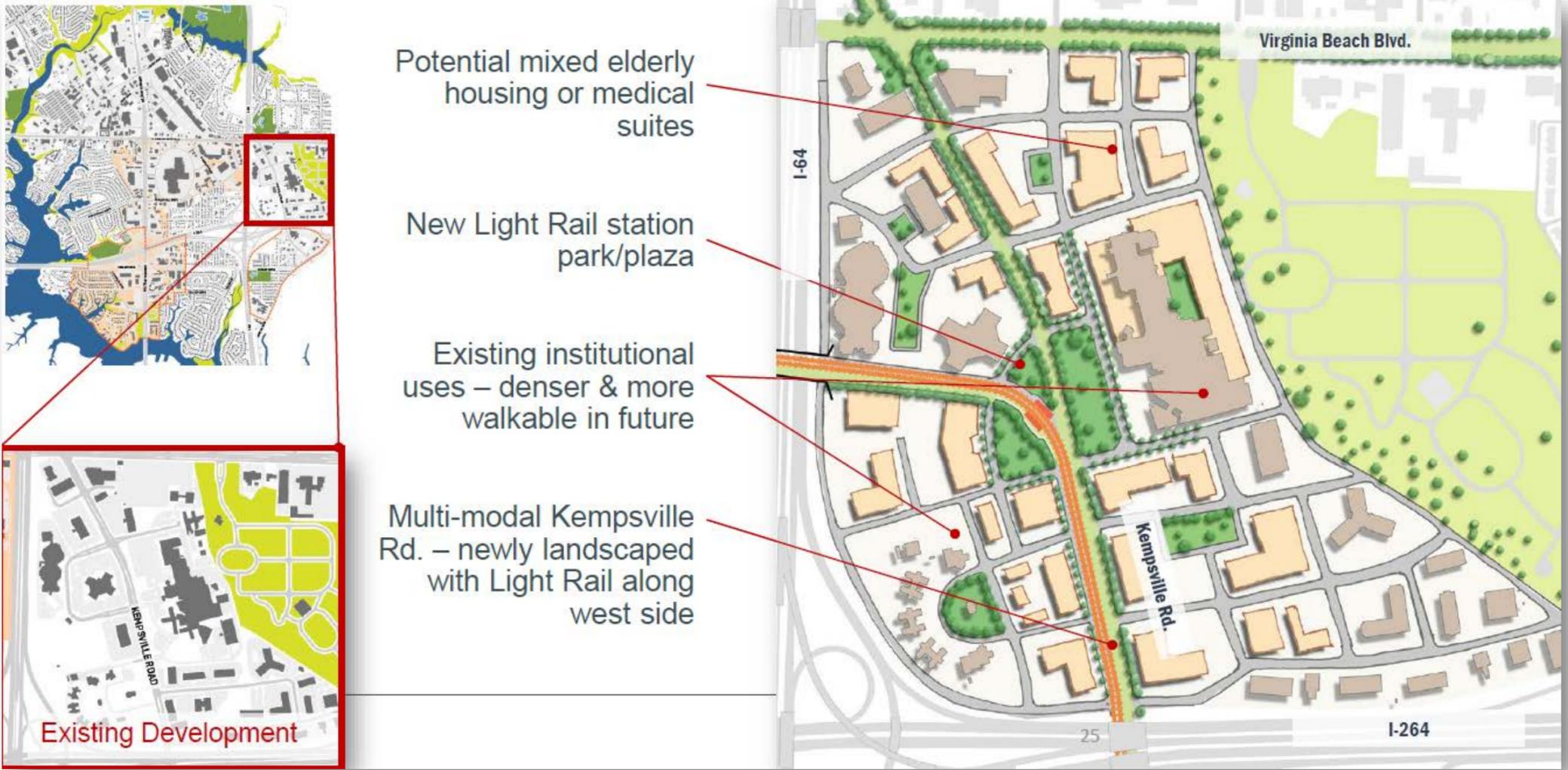
TYPES OF AMENITIES



DRAFT VISION

Kempsville Road Area

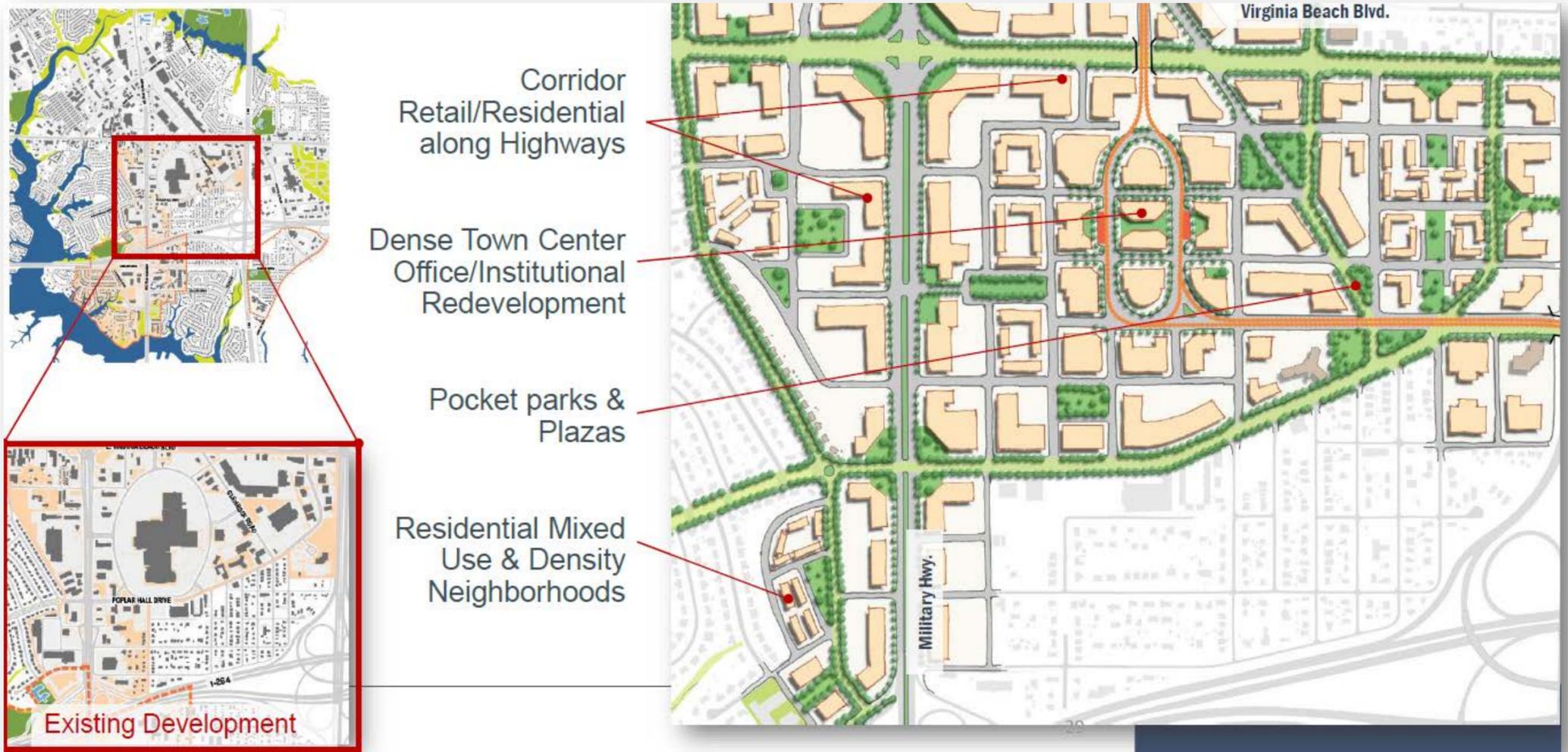
Draft Vision Plan for the Kempsville Road Area



DRAFT VISION

Military Circle Area

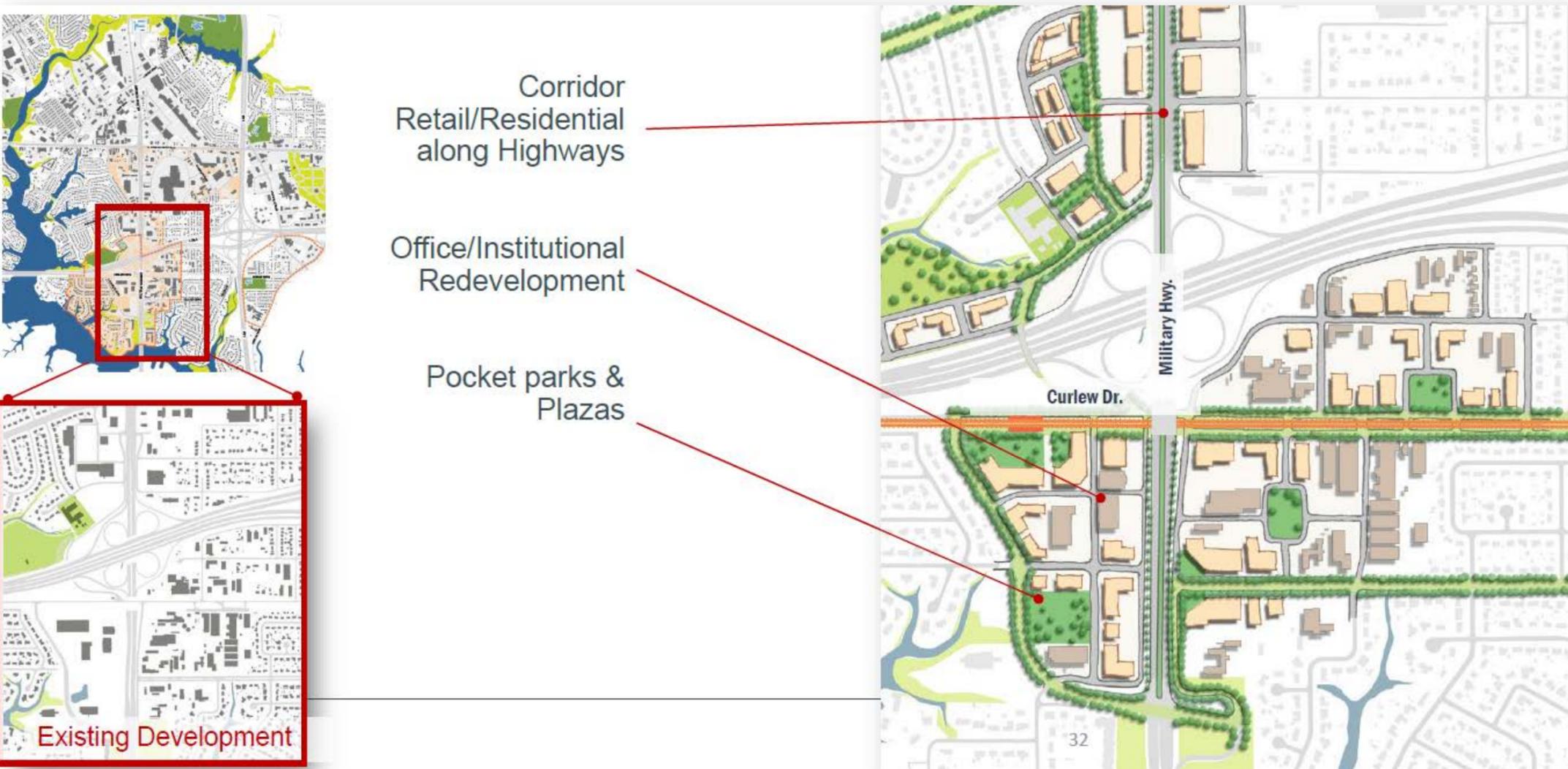
Draft Vision Plan for the Military Circle Area



DRAFT VISION

Curlew Drive Area

Draft Vision Plan for the Curlew Drive Area



DRAFT VISION

JANAF Area

DRAFT VISION – JANAF AREA

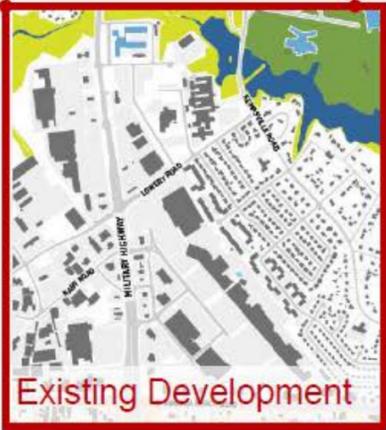


Existing Big Box retail converted to Mixed Use "Lifestyle Centers"

Mixed Office & Residential along new Transit Boulevard

New Urban Center at Station Area

Off Peak Circulator Trains between the two Centers



Existing Development



Potential for repurposed Big Box Building & new Mixed Use Development



7th St. Station – Charlotte, NC

