Broad Creek is envisioned to be economically and socially thriving, academic and technology- centered and diverse community of homeowners. The vision for Broad Creek is about choice, richness, diversity and texture, and the exciting and innovative integration of these concepts.

Broad Creek Revitalization & Implementation Plan Book

NORFOLK
DEPARTMENT OF PLANNING AND COMMUNITY DEVELOPMENT

Adopted on December 21, 2004

Broad Creek Revitalization & Implementation Plan Book

neighborhood design & resource center

Broad Creek Revitalization & Implementation Plan

NORFOLK
Neighborhood Design and Resource Center
DEPARTMENT OF PLANNING AND COMMUNITY DEVELOPMENT

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The Broad Creek Renaissance Strategic Plan, developed by Wallace, Roberts and Todd, LLC (WRT)(May 2004), provides a dynamic framework for the revitalization of the Broad Creek community. The plan sets in motion a vision and transforming strategies, resurrecting the essence of Broad Creek as a compelling and reinvigorated community. It provides the impetus for change and well positions the community for attracting new public and private investments by creating the magnets and anchors that will attract and retain an economically, socially, and racially diverse community of residents, businesses and investors. The final outcome will be a community more connected and open to the City and the region.

Specifically, the plan ignites the excitement of a traditionally designed neighborhood (TND) destination within a strong urban context. Maintaining the historic character of the area's older historic neighborhoods adds to its significance and desirability. The strategic connection to the arts, culture, academia, and technology amenities is enhanced by its proximity to Norfolk State University, the RISE Center, the Douglas Wilder Performing Arts Center ("the university district"), and five Norfolk public schools. This synergy is used to give further definition to this community by creating a uniqueness that will serve as a magnet for residents, businesses and others desiring the advantages of a learning-based environment. Leveraging the waterfront edge of the community along the Elizabeth River offers opportunities for rebuilding and anchoring the transformation of the greater Broad Creek area from an ordinary place to a cohesive, thriving, mixed-income community. (See Appendix Supplement WRT Figure 15)

This document, the Broad Creek Revitalization Implementation Plan, organizes the key revitalization concepts introduced by WRT around three major programmatic and development initiatives that have the capacity both to connect neighborhoods, lifestyles and ideologies; and to establish Broad Creek as a vibrant 21st Century community. The major initiatives are described as, ***Historic Neighborhoods, the Crescent, the Broad Creek Arts, Academic and Technology Center, and the Kimball Terrace Waterfront Development***.

executive summary

Broad Creek Revitalization & Implementation

through every neighborhood, to every household, and to every resident. The concept will focus on innovative practices, education, and technology approaches aimed at the development of both children and adults through a series of programs and education venues. It will also involve the development of a Technology Master Plan that will provide strategies for a community-wide telecommunications network.

Finally, ***the Kimball Terrace Waterfront Development*** will seize the advantages of a location on the Elizabeth River, a significant gateway to the community and within walking distance of the proposed RISE Center Complex. Condominiums, a river-front café and a marina are all exciting possibilities for this site.

In general, the plan builds on these investment areas and other concepts by establishing a clear development and market residents and investors are treated to exceptional stores and restaurants situated in an attractive, walkable, visually stimulating and architecturally timeless street front setting. When well positioned, the "Urban Cool" model has proven to be extremely effective in attracting the necessary private capital and mix of residents.

With respect to resource development, priorities must

executive summary (cont'd)

Broad Creek Revitalization & Implementation Plan

In summary, ***the Crescent,*** represents both a geographical configuration and connector for new development along Ballentine Boulevard and Princess Anne Road. As a Traditional Neighborhood Development the Crescent will build on the success of prior redevelopment efforts and the tradition of the more historic neighborhoods in the community and the City. Its quality and style will blend traditional neighborhood design concepts with 21st Century technology.

The ***Broad Creek Arts, Academic and Technology District*** is not so much about a physical place as it is about " a way of life." It will brand Broad Creek as a learning-based community embracing a commitment to life-long learning stretching from the campus at Norfolk State University (NSU) context for implementation and by making it a living document of value and consequence to the City and the overall community.

This will be a challenging effort. The complexity of the many constantly evolving parts will have to be intensely coordinated in order to make them function collectively. The strategic assessment of the plan acknowledges the key challenges, opportunities and key success factors and puts them into proper perspective.

Further, the plan provides an opportunity to create an "Urban Cool" model that is developed by the neo-traditional planning framework and centered around the 4C's - community, connectivity, convenience and comprehensiveness. This model propels the new image of the community where visitors, be set and initiatives phased over a number of years through a combination of public investment and private market response if the vision is to be fully realized. The implementation component of the Broad Creek Strategic Revitalization Implementation places priority on improving the quality of the housing stock, strengthening the residential districts and developing the academic and technology partnerships. The complete implementation of the plan is based on a three-phase approach over a 20-year period with acquisition, demolition and relocation activities estimated at a minimum of $30 million.

In May 2003, the City of Norfolk obtained the services of Wallace, Roberts and Todd (WRT), an urban design firm, to engage the residents and other community stakeholder interests in the development of a strategic revitalization plan for the greater Broad Creek community.

The purpose of the plan is to create a vision for a new, compelling and reinvigorated community. It will serve as a catalyst for attracting new investment to the area, creating significant economic development and housing opportunities and heightening the desirability of people of various economic and social backgrounds to choose Broad Creek as a place to live, work and play.

The plan is intended to open up Broad Creek to the City and the region. It will assure Broad Creek's long-term sustainability. It will no longer be isolated and disconnected. The area will feature new waterfront development, cultural attractions and festivities, neighborhood and destination retail, stronger pedestrian access, transit enhancements, business, education and technology linkages.

The plan encourages greater connectivity with the University and public schools. The major focus is to develop a knowledge-based community that fosters direct community and university relationships and which will serve as an economic development catalyst for the Broad Creek area.

This strategic implementation component will build on these and other concepts by establishing a clear development and market context for implementation of the major initiatives, and to make it a living document of value and consequence to the City and the community.

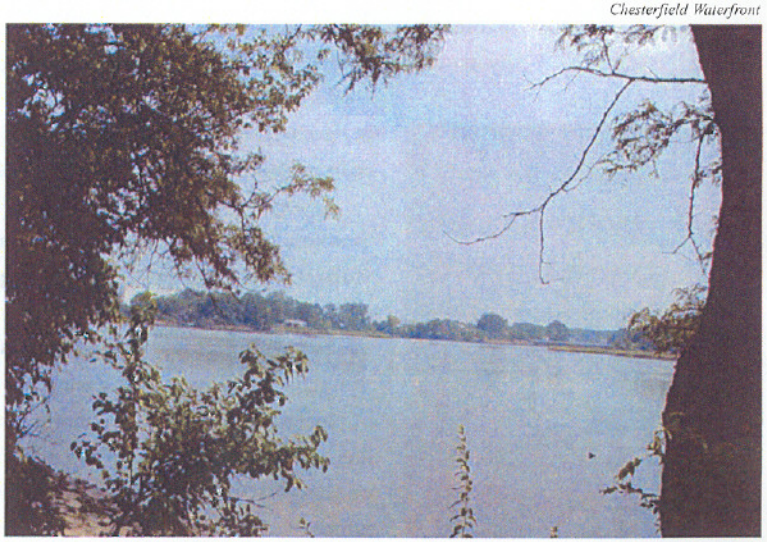
Achieving this outcome will require strategies that build upon leveraging community strengths and advantages, creating new opportunities that will overcome the disadvantages, and by directly addressing destabilizing influences. The goal is to create a community that not only enhances the quality of life for residents today, but also ensures that the needs of future generations are met. It is an approach that plans for the long-term viability of the community's built environment, as well as its social and economic systems.

introduction

technology center

diverse housing

Chesterfield Waterfront



In the Broad Creek Strategic Plan, WRT identifies a comprehensive series of concepts and action initiatives designed to promote the revitalization of the Broad Creek study area. These concepts and initiatives are an outgrowth of the following objectives and strategies:

Neighborhoods and Housing

- Encourage investment and maintain the single family character of Chesterfield Heights and Haynes Tract as Neighborhood Reinvestment Areas.
- Continue neighborhood stabilization and revitalization activities in Central Brambleton.
- Promote redevelopment of Douglas Park.
- Consider the redevelopment potential of the Chesterfield Heights waterfront, Moton Circle and Roberts Elementary as opportunities unfold in the future.

Community Facilities and Services

- Establishment of an area-wide parks and open space system.
- Development of a YMCA, community center and anchor branch library.

Retail Development

- The plan proposes several retail development initiatives to improve the quality of shopping and services available to the Broad Creek community.

Education and Employment

- Capitalize on the opportunity presented by the location of Norfolk State University and five Norfolk public schools in the study area to establish Broad Creek as an "academic and technology village."
- Link potential technology employment opportunities to NSU and the RISE Center. Create a campus-oriented mixed-use project at the site currently occupied by Spartan Village on Brambleton Avenue.

Community Character

- Design and implement improvements to gateway entrances and improvement corridors at Princess Anne Road, Virginia Beach Boulevard and Park Avenue.

Transportation

- The plan addresses Park Avenue/ Brambleton Avenue intersection improvements and the planned light rail station on Brambleton Avenue.

In summary, the Broad Creek Strategic Plan initiatives are designed to build on current revitalization momentum, completing the transformation of the historic Broad Creek community for current and new residents and creating a national model for revitalization.

sense of community

background

the vision

Broad Creek Revitalization & Implementation Plan

"As our country shifts from an industrial to a knowledge-based economy, technology has shifted our ability to choose where we live, work, play and learn. The emerging knowledge-based workforce is discovering that they can choose to live in places that offer a higher quality of life, and since knowledge is capital, employers are following them. Universities produce the nation's supply of knowledge workers, and for the first time ever, have the power to trigger incredible new economic development opportunities for the university, the City, and the local real estate market".(Source: Town Builders Collaborative)

historic neighborhoods

Broad Creek Revitalization & Implementation Plan

The neighborhoods of Chesterfield Heights and Haynes Tract, both historically significant, are enhanced by a series of housing and neighborhood improvement initiatives aimed at the preservation of their charm and character. Images of quiet, tree-lined streets, and homes with distinctive character, combined with waterfront scenes and park settings, will all work together to create a sense of place and time.

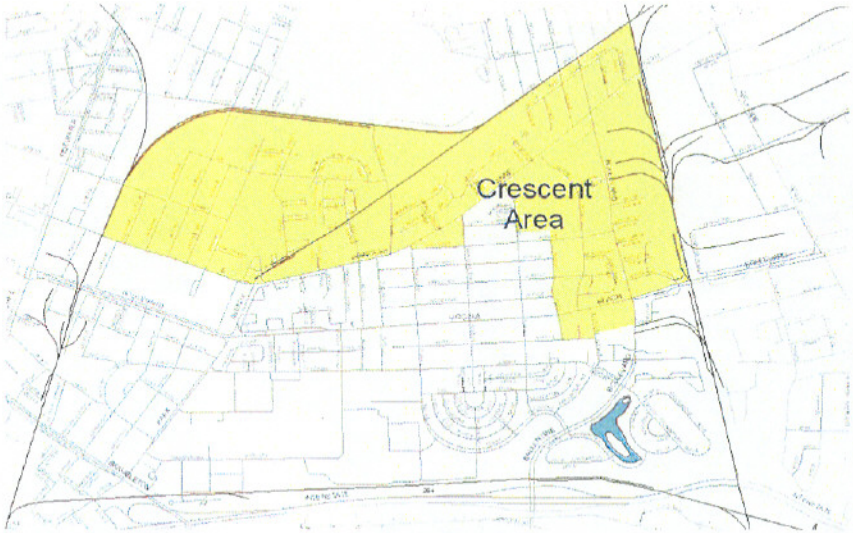
The Crescent represents the physical shape of the geographical configuration formed by newly proposed developments along Ballentine Boulevard and Princess Anne Road. It connects retail, public facilities, a variety of new residential uses, mixed-use developments, parks and a mixed-use center as a single thriving and diverse community where home owners and renters of choice would want to live, work and play.

The Crescent expands on the success of prior redevelopment activities in the Broad Creek community and implements a place-making strategy that uplifts and transforms the entire area into a lively, exciting destination as defined by the highest quality materials, design and architectural elements, seamlessly integrated into the existing neighborhood fabric.

the crescent

Broad Creek Revitalization & Implementation Plan

- Trend - Setting Neighborhoods
- The New Douglas Park
- The Market Square
- The Civic Square



dining

transit station

shopping

trend-setting neighborhoods

Broad Creek Revitalization & Implementation Plan

Building on the tradition of the historic neighborhoods in the Broad Creek community and the City, Broad Creek will be characterized by diverse and distinctive homes, walkable and tree-lined streets, neighborhood retail, nearby offices, schools and parks, technology, culture, learning and public transit. New housing will build on the inspiration of the community and City's historic neighborhoods. It will blend traditional neighborhood design with 21st century technology.

The community will be pedestrian-oriented where residents can walk to work, shops and restaurants. Downtown employment centers and major retail are within a few minutes drive.

A wide variety of residential choices will appeal to everyone from singles to seniors and from first-time home buyers to empty nesters. To encourage diversity both in age and income level, a range of housing types, sizes and prices are planned for the area.

When development is completed, Broad Creek will consist of single-family homes, townhouses, rental apartments, and housing units for seniors.

Given the housing challenges for current and future work force and middle income housing product in the city and region, the redevelopment of Broad Creek will provide housing options that will include opportunities for this market segment to rent or purchase in the community.

Although the plan's goal is to create an active and viable neighborhood core with new development, its proposed configuration of building types and interconnected streets and blocks are planned to blend seamlessly into surrounding residential neighborhoods. Parks, schools, libraries, neighborhoods and major developments will be linked through an integrated greenway and sidewalk system.

The plan suggests minimal change to existing historic residential areas in the community. It focuses primarily on parcels of land or proposed redevelopment areas within the Crescent, and how new planning concepts will be used to improve the economic and social life of the entire community. (See Appendix Supplement- WRT Figure 8)

The western edge of the Crescent (Douglas Park) will be redeveloped as a traditional neighborhood development, blending a mix of residential uses to include primarily single family houses, multi-level townhouses and condominiums. A mixed-use center with ground floor retail and with residential (rental and condominiums) above, will create live/work opportunities and retail themes connected to the arts, academic and technology district (i.e., cyber cafes, art galleries, studios, etc.). A plaza and other public spaces could be created for concerts, art shows, festivals, special events and other activities to encourage interaction among residents and to create a sense of community. This will serve as a complement to the grocery store anchored center at Ballentine Boulevard.

The successful implementation of this center will serve as a magnet for attracting new residents to the area who will demand the mixture of housing options and community amenities being proposed by this plan.

Design Criteria / Guidelines

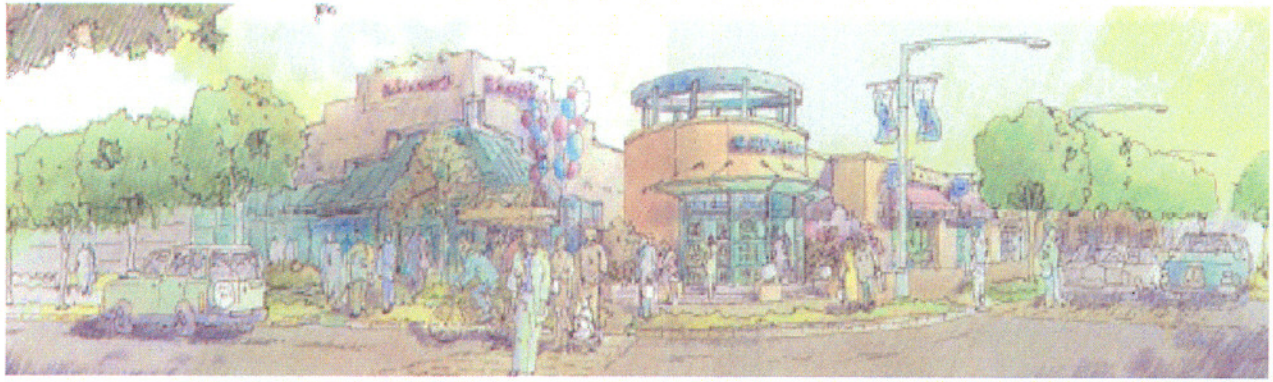
A pattern book of architectural styles, landscaping design and materials will be developed to assure development

the new douglas park

Broad Creek Revitalization & Implementation Plan

is consistent with the vision for Broad Creek's character, and will control the placement of garages, porches, and the house relationship to the street and its neighbors. The document will also suggest ways to establish architectural diversity among the community's homes.

All development proposals will be reviewed and approved by a design review panel established for Broad Creek, implementing the requirements of the pattern book. The pattern book will set basic ground rules for street facades, scale, proportion, materials, and details to maintain an overall aesthetic and level of quality.



the market square

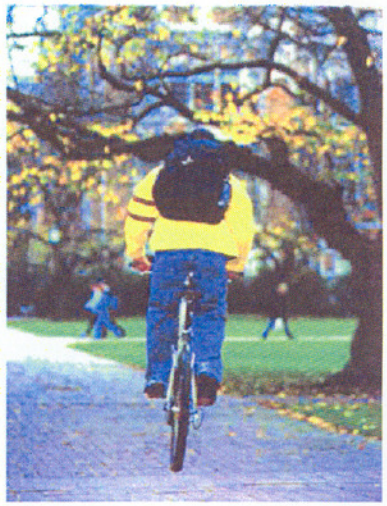
Broad Creek Revitalization & Implementation Plan

At the Market Square, residents will find neighborhood-oriented retail with a combination of shops and services such as locally-owned bakeries, restaurants, outdoor cafes, florists and dry cleaners. However, national chains such as Starbucks may also be attracted to this market. It will also serve as an appealing public gathering place for residents in the community. Described as a neighborhood convenience center, by WRT, this neighborhood amenity will be located at Virginia Beach Boulevard/Ballentine Boulevard, and will be anchored by a full service grocery store and a medical office building.

Consistent with TND principles, the buildings will have their front elevations close to the street and have significant architectural details. Amenities and convenience shopping will be within walking distance for many residents.

Bowling Park Elementary School, a proposed community center, YMCA and a new state-of-the-art library facility will be collocated to create another center of community activity. These facilities will bring recreational programming, learning, and computer centers in close proximity to residents and businesses.

These new civic facilities will create a civic square at Princess Anne Road and Ballentine Boulevard and will host special events and festivals attended by residents throughout the community, the City and the region. (See Appendix Supplement-WRT Figure 9)



the civic square

YMCA

chesterfield waterfront aerial

play areas

public art

relaxation areas

public & open spaces

Broad Creek Revitalization & Implementation Plan

A River Front Park and walkway system, ponds, greenways and several small neighborhood parks and squares will further enhance the liveability of the community and connect residents to the environment and to each other.

Part of the enjoyment of living, working and relaxing in the Crescent will be the opportunity to enjoy art that will enliven the public spaces. It may be embodied in a sculpture, mural or other artistic creation. Public art will be featured at various public spaces throughout the project to reflect the cultural connection and to further define the community's sense of place. (See Appendix Supplement- WRT Figure 9)

riverfront park

Broad Creek will be a learning-based community embracing a commitment to life long learning stretching from the campus at Norfolk State University (NSU) through every neighborhood to every household and to every resident. The program will focus on innovative practices, education and technology approaches aimed at the development of both children and adults through a series of programs and education venues.

science. These programs bring together racially from varying social and economic backgrounds to learn and work in an innovative and supportive learning environment. This plan recommends the use of this initiative as a model for the Broad Creek community.

Partnership and Resource Development

The Broad Creek Arts, Academic and Technology District will be developed in collaboration with the NSU, The RISE Center, public school system, corporations, non-profits, philanthropies, and other regional employers.

Employment, Job Training

The organization of the arts, academic and technology around the learning-based community theme is intended to serve both as an anchor and a magnet for economic development, job creation, training, and attracting new resources to the community. It will also serve as a magnet for attracting new residents to the area who will demand the variety and mix of housing and community amenities being proposed.

Technology Master Plan

A Technology Master Plan will be developed to address three important aspects of an integrated community telecommunications plan - home wiring, service providers, and a community network. Home wiring should be designed to have the capacity to integrate sophisticated technology applications into the homes of every resident, businesses, schools, and institutions.

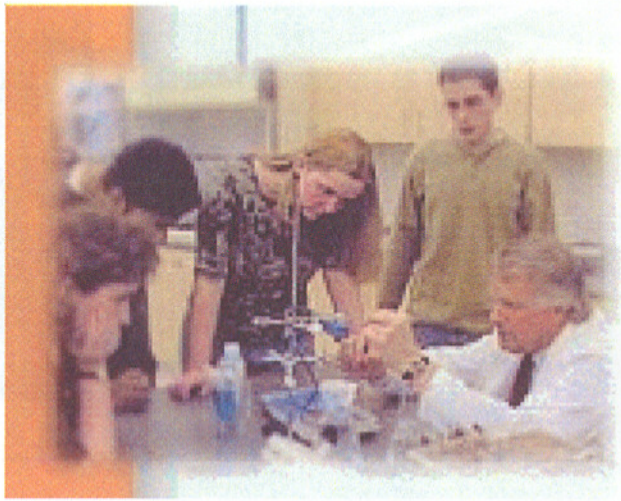
arts, academics and technology

Broad Creek Revitalization & Implementation Plan

As suggested by WRT, the forum for this new learning-based community will be the establishment of a new arts, academic and technology district. This proposed initiative will not be defined so much as a physical place; as it will be a "way of life."

A similar concept was developed in Hartford, Connecticut. Collaborative efforts by Trinity College, the City of Hartford, private foundations, the arts and technology community along with the public school system, have resulted in the implementation of a series of academic, arts and technology initiatives aimed at revitalizing the neighborhoods surrounding Trinity College.

The Learning Corridor in Hartford, the centerpiece of their effort, includes a Montessori Magnet School, a magnet middle school, an academy of the arts and an academy of math and



A Broad Creek intranet will interconnect the entire community and will provide residents and workers access to a closer, more convenient community.

The University District

New development will provide a combination of campus technology-oriented rental units and retail, creating alternate housing choices for students, young professionals, and others to finding advantages of living in a university district. The location of the proposed light rail station at Bramblemton Avenue will further enhance the desirability of this location for housing.

It is expected that the development of the mixed-use project will be guided by a partnership with NSU, the State and the City, using the same or similar financial and planning format implemented for the creation of the Old Dominion University's Villiage concept. To create a sense of arrival into the university district, gateways will be strengthed with well designed streetscape enhancements, banners and signage.

arts, academics and technology (cont'd)

The consultants, WRT, identifies sites for redevelopment along the waterfront on Kimball Terrace. A Waterfront Master Plan will be developed that will consider such future uses as condominiums, a marina, greenways and a public walking system. The visibility of the new Kimball Terrace Waterfront District at the gateway at Brambleton Avenue and I-264 and its location within walking distance of the RISE Center, will make this a very desirable address for residents and business.

the kimball terrace waterfront

Broad Creek Revitalization & Implementation Plan

strategic assessment

"The effort to create a 21st century community is not so much about technology as it is about jobs, dollars and quality of life. In short, it is about organizing one's community to reinvent itself for the new, knowledge-based economy and society; preparing its citizens to take ownership of their community; educating the next generation of leaders and workers to meet these global challenges..." (Source: The Creative Community, John M. Eger, 2004).

Broad Creek's new vision requires a complete transformation of the area which emphasizes the potential of the area and not so much on what it is today. Pockets of blight and physical decline, decreasing home ownership and destabilizing influences warrant close attention and proactive responses in order to stabilize the residential environment and move it forward to the next level.

Market and Development Challenges

- *Commercial Market Positioning*

Nearby commercial competition (i.e. grocery store, etc.) as well as land constraints.

As indicated by the WRT Plan, the share of total sales potential that the area is capable of capturing depends on the type of sales, tenant mix and the quality and level of stores; the availability of parking; and the appeal and effectiveness of competing facilities in the market.

Attract and cluster strong retail service uses that can capture sales from the neighborhood as well as the broader market.

- *Redevelopment Designation*

A comprehensive neighborhood redevelopment plan for Douglas Park will be required before the neighborhood can be transformed.

Virginia's five-year sunset provision for redevelopment plans will need to be strategically addressed. The area must satisfy blight standards to justify designation according to state legislation.

Legal authority for the public acquisition and clearance of a site for retail, office building and a grocery store anchor will need to be determined.

- *Residential Market Positioning*

Validate residential product types, products and level of change needed to stimulate demand for the variety proposed.

- *Road & Infrastructure Improvements*

The size and type of recommended residential and commercial programs as well as related services and parking (on and off-street commercial and residential parking), must be evaluated in light of current arterial road requirements.

- *Comprehensive Acquisition Strategy*

A redevelopment implementation plan will require a comprehensive acquisition strategy that addresses land acquisition, business/residential relocation, as well as demolition and clearance.

- *Protecting Neighborhood Character*

New in-fill housing and commercial development in Haynes Tract needs to be protected through designation as a local, state or federal historic district.

- *Relationship between the University and the Community*

The university and the community will need to develop more positive relationships and stronger partnerships to create the technical, programmatic, financial, human, and political resources needed to uplift the community culturally, socially and economically.

- *Brownfields Remediation Resources*

Opportunities for redevelopment of the waterfront will be directly related to the City's ability to partner with the private sector and to locate and attract resources for the remediation of contamination resulting from current industrial use.

Market and Development Opportunities

- *Location*

The Broad Creek Renaissance Area is strategically located just east of downtown Norfolk, where demand for quality and high density housing near cultural, entertainment, retail and employment centers is pushing pricing up and making downtown a highly desired place to live, work and play.

strategic assessment

Broad Creek Revitalization & Implementation Plan

- *Transportation Linkages*

The community has immediate access to major transportation connectors, namely, Interstate 264; Virginia Beach Boulevard; Princess Anne Road; and the City's main east/west corridors. A proposed light rail station at the northern edge of the community further positions it for more convenient accessibility.

- *Historic Neighborhoods.*

The Background of Chesterfield Heights and the Haynes Tract communities with the richness of their architecture, waterfront amenities and a strong sense of community, make these areas desired places for new home ownership and reinvestment. The availability of affordable rehabilitation programs and the use of zoning regulations controlling new infill development will be needed to preserve and protect these communities.

- *University Context.*

In capitalizing on the proximity of the proposed retail districts to NSU, the type and mix of retail will recognize the demand created by university students, faculty and other employees.

The location of NSU to these types of amenities would also be an asset to the University. A tentative strategy could be crafted to serve the university's objectives in attracting and recruiting new students and faculty. Not only will they shop here; faculty, other employees and students will find more advantages to living near where they work and investing in Broad Creek. Similarly, new technology-oriented companies locating in and near the RISE campus area will also bring into the community employees with the demographics and preferences for more "Urban Cool" environments for shopping and entertainment venues: RISE Center, the Douglas Wilder Performing Arts Center, the proposed state-of-the-art libraries, and the five Norfolk public schools in the community. This will involve community-wide partnerships to develop programming and resources.

- *Redevelopment Activities*

The current plan is for over 600 new housing units, wired, and positioned to add a diverse housing types and a mixed income population. Redevelopment activities have created further home ownership choices with the availability of new and more modern designs and amenities with the development of MiddleTown Arch , Stonebridge Crossing, and Brambleton Arch. Considering the variation in price points, Broad Creek has been positioned to absorbe any new housing opportunities proposed by the Strategic Plan

- *University, Public Schools and Technology Center*

Broad Creek is also well positioned to be an arts, educational and technology district with Norfolk State University, the proposed RISE Center, the Douglas Wilder Performing Arts Center, a proposed state-of-the-art library with computers and the five Norfolk public schools in the community.

- *Waterfront*

Its industrial waterfront provides great opportunities for redevelopment as destinations with mixed uses of residential, retail and entertainment. It would also transform an incompatible and uninviting place into a compelling gateway into the community.

- *Redevelopment Designation*

Such a designation is required for Douglas Park in order to achieve the acquisition authority, critical mass and level of funding needed to attract private investment.

- *Residential Focus and Infill Strategy.*

Product-induced demand must be generated to create the market for the mix of housing types and demographics desired.

- *Commercial and Retail Strategy*

The appropriate tenant mix must be captured to achieve the quality and sustainability of retail, commercial and office space proposed.

- *Interest by Norfolk State University*

A partnership based on a commitment to the revitalization of Broad Creek and building strong relationships with the community and the public schools will need to be a priority.

- *Branding and Marketing*

The creation of a brand image into the marketing that excites residents, investors, developers, lenders and political leaders.

strategic assessment (cont'd)

implementation & investments

Broad Creek Revitalization & Implementation Plan

The probable impacts of land requirements and acquisition for the proposed commercial and residential program will be significant. The major driver for investment will be the cost of acquisition, relocation and clearance; the scope of roadway and infrastructure improvements and time to manage the coordination of such a vast vision. The recommended implementation by this plan is based on a three phase approach over a 20 year period. A minimum aquisition, relocation and demolition estimate of $30 million will be required to create major redevelopment opportunities. Therefore, development priorities will have to be established taking into consideration annual budget allocations and market opportunities.

implementation & investments

implementation & investments

PHASE ONE (Years 1-5):				
Priority Actions	***Scope***	***Timing***	***Outcomes***	***Lead Responsibility***
Residential Redevelopment of Roberts and Bowling Redevelopment (Phase IV and V)	NRHA to continue the development of new rental and home ownership units and infrastructure installation	6 -24 months	Project will initiate the reestablishment of Broad Creek as a quality community	NRHA
Neighborhood Stabilization and Revitalization	Expand affordable rehabilitation and home ownership programs to older neighborhoods. Identify and implement improvements to the infrastructure.	12 months	Strengthen existing neighborhood fabric in Haynes Tract, Central Brambleton and Chesterfield Heights	NRHA
Redevelopment Area Designation	Undertake due diligence to complete a redevelopment plan for Douglas Park Proceed with the formal submission and procedures required to secure designation and approval for Douglas Park to establish a more effective means of gaining control required to execute a comprehensive strategic acquisition, disposition and master redevelopment plan.	24 months	Secure favorable recommendations and approvals from the Planning Commission and City Council Undertake urban design analysis for the creation of a new TND neighborhood.	NRHA
Public Facilities Planning and Design	Complete the development of architectural and construction drawings and site plan for the library. Develop guidelines for future community center addition to YMCA	24 months	Confirm site for new library facility and obtain approval and funding commitments	Library Director

implementation & investments

PHASE ONE (Years 1-5):				
Priority Actions	***Scope***	***Timing***	***Outcomes***	***Lead Responsibility***
Development of Recreation and Service Facility	YMCA to proceed with construction of new facility and initiate programming	24 months	Engage in a planning process for future community center addition.	NRHA
NSU RISE Center Development	NSU and NRHA to assemble remaining parcels Construction to begin on RISE I, II	6-24 months	Develop programming to connect Broad Creek community to technology center	Planning and Community Development
Special Zoning Designation	Pursue zoning to prevent incompatible uses from locating in the area; and to prevent incompatible architectural design elements.	Implement Immediately	Preserve and protect historic character	Planning and Community Development
Housing Market Positioning Analysis	Confirm the type of housing, price and corridor improvements that will generate sufficient demand to support the assumed residential program.	Implement Immediately	Targeted housing demand analysis and product type guidance to justify redevelopment plan housing strategy	Planning and Community Development
Arts, Academic and Technology Program	Develop stakeholder collaborative and begin dialogue and planning to address needs of the community; Integrate resources.	12-24 months	Develop framework for arts, academic and technology programming	NSU

implementation & investments

PHASE ONE (Years 1-5):				
Priority Actions	***Scope***	***Timing***	***Outcomes***	***Lead Responsibility***
Acquisition, Relocation & Demolition **(Civic Square)**	Parcels required for the development of the library and public spaces.	2 Years	Create public gathering place	Library, and Facilities and Enterprise Management Director
Douglas Park Master Plan	Urban Design Analysis and master plan development	6 months	Create TND neighborhood	Planning and Community Development
Virginia Beach Boulevard Corridor	Design and implement streetscape enhancements Preserve and protect historic character with zoning overlay Encourage infill housing of substantial size and quality	12-24 months	Create an attractive "front door" to the community	Planning and Community Development
Residential Redevelopment **Roberts and Bowling (Phase V and VI)**	NRHA to continue the development and marketing of new rental and home ownership units and site improvements	24 months	Area will be reestablished with a mix of housing	NRHA

implementation & investments

PHASE ONE (Years 1-5):				
Priority Actions	***Scope***	***Timing***	***Outcomes***	***Lead Responsibility***
Acquisition **(Douglas Park)**	Focus is on the land banking of vacant parcels and warehouse building for adaptive reuse.	3-5 years	Protect community from inappropriate new infill development	NRHA
Technology Master Plan	Develop taskforce to include service providers, schools, NSU, community representatives, City and NRHA staff Develop technology plan Market and promote technology plan	12-24 months	Community-wide telecommunications network	Information Technology Director
Construction of New Library Facility	Final design and development reviews and approvals. Advertise and execute contract with builder. Design and implement aesthetic streetscape enhancements	24 months	Improved eastern gateway into the community	Library Director
Acquisition, Relocation, Demolition **(The Market Square)**	Develop acquisition and redevelopment plan. Initiate activity required to assemble land for redevelopment	12 months	Private sector may initiate based on market expectations.	Development Director

implementation & investments

PHASE TWO (Years 6-10):				
Priority Actions	***Scope***	***Timing***	***Outcomes***	***Lead Responsibility***
Acquisition, Relocation, Demolition of Spartan Village and Sites Along Brambleton Avenue	Encourage NSU to undertake development as part of their campus expansion using the ODU Village redevelopment model.	24 months	Removal of a blighting influence. Opportunity for student and market rentals and retail. New mixed-use campus oriented development.	NSU
Acquisition, Relocation, And Demolition **(Douglas Park)**	Begin aggressive efforts to assemble parcels for new development	2-5 years	Create new TND	NRHA
Market Square Development	Locate and negotiate grocery anchor Determine appropriate and desired mix of shops; retailers Locate developer for office building	2 years	Community retail and service center	Development Director

implementation & investments

PHASE TWO (Years 6-10):				
Priority Actions	***Scope***	***Timing***	***Outcomes***	***Lead Responsibility***
RISE Center Development	Continue RISE Center Development Development programming linked to employment and training	5 years	Economic development resource for the community residents	NSU
Neighborhood Stabilization and Revitalization	Continue affordable rehabilitation programming, infill housing development, streetscape and other public infrastructure improvements	Ongoing	Strengthen existing neighborhoods	NRHA

implementation & investments

PHASE THREE (Years 10-20):				
Priority Actions	***Scope***	***Timing***	***Outcomes***	***Lead Responsibility***
Development of New TND Neighborhood with Town Center	Initiate implementation of Douglass Park Master Plan Procure private developer	2-5 years	More upscale and trendy development. Primarily single family and mixed-use retail center	Planning and Community Development
Development of Transit Station	Assumes funding and development of proposed light rail system at Brambleton Avenue	2-3 years	Improved access to the community, employment and schools	Hampton Roads Transit
Mixed-use Development at Park Avenue and Virginia Beach Boulevard and Brambleton Avenue	NSU to proceed with the design and construction of two mixed-use buildings with residential and retail on the ground floor	2-4 years	Campus-oriented housing and retail	NSU
Kimball Terrace Waterfront Redevelopment	Assumes market conditions and opportunity attracts private developer	5-10 years	Mixed-use Waterfront development and gateway enhancements	Planning and Community Development

appendix

Broad Creek Revitalization & Implementation Plan

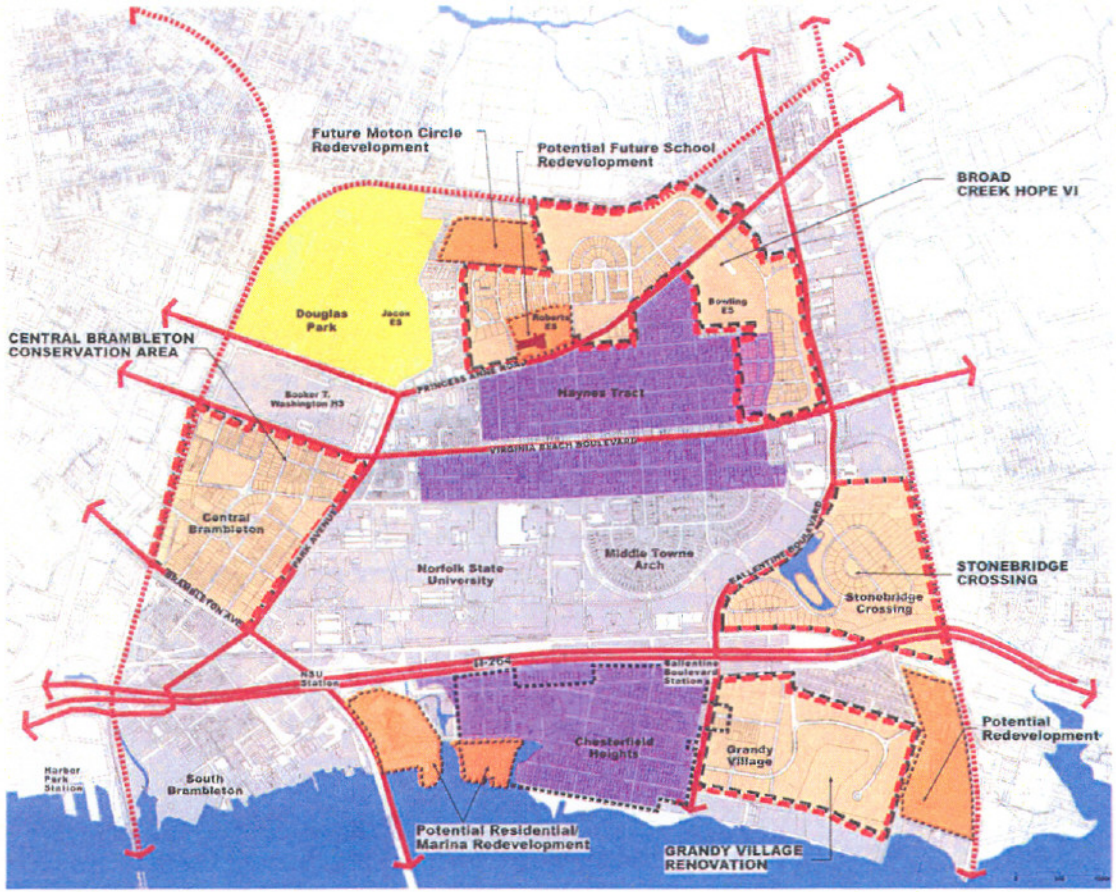


FIGURE 8

Neighborhood and Housing Initiatives

LEGEND

- Chesterfield Heights Historic District
- Current Initiatives
- Neighborhood Reinvestment Area
- Redevelopment Area
- Potential Redevelopment Project
- Major Roadway Corridor
- Existing Rail Line

FIGURE 9

Community Facility Initiatives

LEGEND

- Park/Open Space System
- Neighborhood/Community Park Opportunity
- Proposed Community Facility
- Major Roadway Corridor
- Existing Rail Line

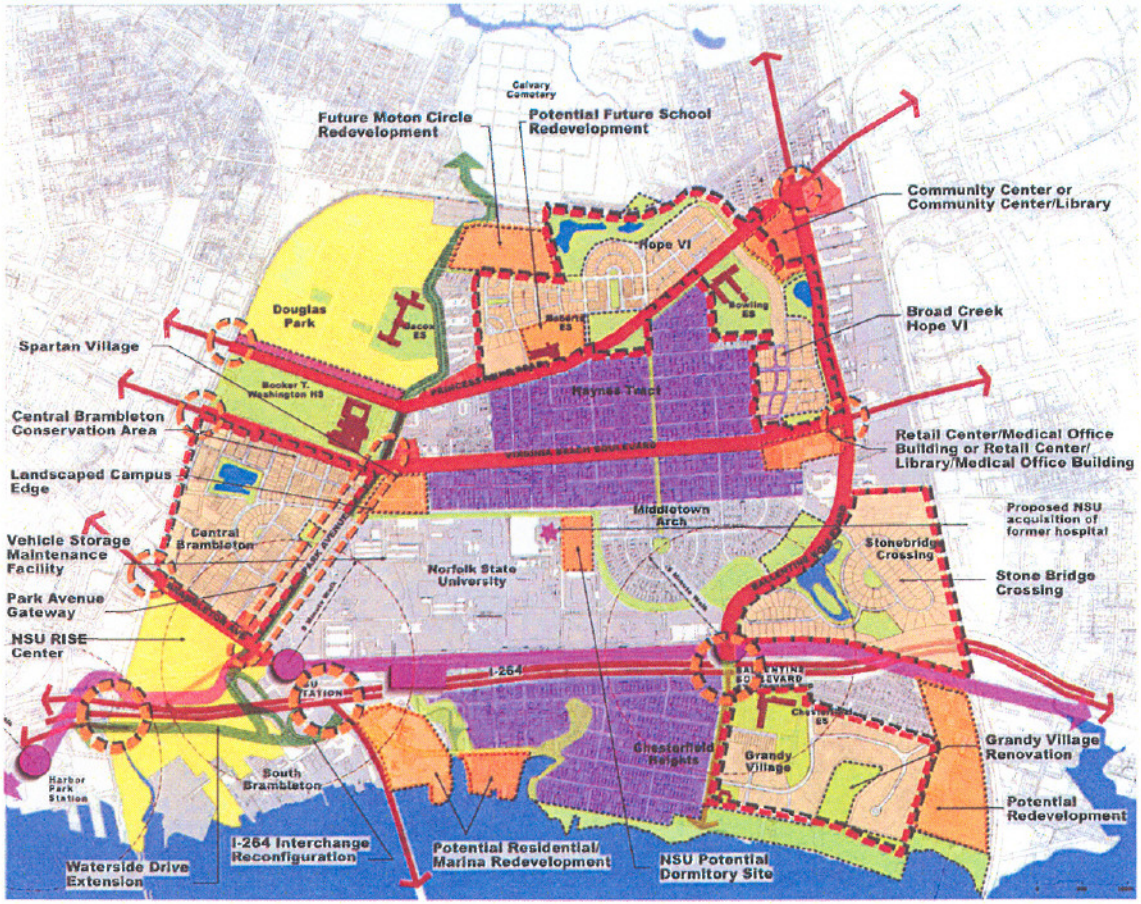


FIGURE 15

Composite Concept Plan

LEGEND

- Chesterfield Heights Historic District
- Current Initiatives
- Neighborhood Reinvestment Area
- Proposed Redevelopment Area
- Potential Redevelopment Area
- Park/Open Space System
- Neighborhood/Community Park Opportunity
- Gateway
- Improvement Corridor
- Improvement Corridor
- Road Improvement proposed in East Side Concept Plan
- Major Roadway Corridor
- Existing Rail Line

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