

NORFOLK, VIRGINIA

MEETING OF COUNCIL

SATURDAY, FEBRUARY 19, 2022

Mayor Kenneth Cooper Alexander, called the meeting to order at 11:00 a.m. with the following members present: Mrs. Courtney R. Doyle, Mrs. Mamie B. Johnson, Mrs. Andria P. McClellan, Mr. Paul R. Riddick, Ms. Danica J. Royster, Mr. Tommy R. Smigiel Jr., Vice Mayor A. Martin Thomas Jr., and Mayor Kenneth Cooper Alexander.

AGENDA

Overview of Military Circle Request For Proposals

Presenters: Dr. Larry H. Filer II, City Manager
Mr. Jared M. Chalk, Director of Economic Development

Dr. Filer stated today's presentation is the third and final team for the Military Circle Mall redevelopment. He next introduced Ms. Donna MacMillan.

Wellness Circle, LLC

Project Team Members present: Ms. Donna MacMillan, Mr. Pharrell Williams, Mr. Mark Erdly, Mr. Michael Culpepper (Additional Team Members virtually – Mr. David Adjaye, Mr. Geoff Nelles)

Ms. MacMillan stated today's presentation provides an update on the project. She stated that the Team consists of Lead Developers, Design & Consultants, and Operators:

Armada Hoffler Properties, Harlo Capital, Venture Realty Group, Pharrell Williams, Terrence Thornton, Adjaye Associates, Gensler, The Miles Agency, Dr. Vinod Agarwal & Dr. Robert McNab, Raymond Jungles, Inc., JLL Capital Markets, Rockwell Group, Real Property Research Group, S.L. Nusbaum Realty Company, Kimley-Horn, Stone Planning, Interface Engineering, Piper Sandler, Pacific Retail, YELLOW School, YMCA of South Hampton Roads, Live Nation, and OVG360.

Ms. MacMillan next introduced Mr. Williams.

Mr. Williams discussed the concept for a charter community which will have an arena, retail, hotel, restaurants, and wrap-around services. It will have single-family market-rate homes, transitional workforce housing, and educational and healthcare components. This community seeks to create inclusion with equitable opportunities and is a "beehive" community where all tax brackets can teach each other, learn from each other, and live with each other. He stated that this is the ultimate wellness idea.

Mr. Adjaye next discussed the design approach to the project. At the heart of the project is a new sustainable, inclusive, socio-health model that creates a sort of wellness space, mental as well as physical. It looks at what really makes a resilient community. The housing they propose is an integrated set of communities that use a carbon neutral

footprint. It moves away from steel and reduces our concrete footprint. They propose using green materials that perform and support the well-being of communities. The proposed arena is a mass timber structure with a transparent skin, so you can look out at the park. A strong transport hub will allow the light-rail to connect and service the arena, business district, hotel facility, residential and school. The proposed circular garden uses nature to link every part of this project together as a sequence. This development could become an international model for an eco-friendly community.

Mr. Erdly outlined the core principles of the project that will drive success.

Tenets of the Wellness Circle, LLC

Community at the Core

- Level the playing field for disadvantaged communities with a place of belonging rooted in community needs and programs that make abundant opportunities for all.

Environment & Public Realm

- A green, inclusive, and connected active public realm made to stimulate growth. A commitment to resource stewardship and resilient ecology for the site, infrastructure, and built environment.

Health & Wellbeing

- Centered on holistic principles of health/wellbeing for all residents, visitors and businesses. A walkable and safe neighborhood with community clinic, food accessibility, and healthy indoor/outdoor environments.

Housing for All

- Diverse residential market-based multifamily, age-focused, lower-income interwoven with inclusive community-oriented spirit.

Education Throughout

- Innovative education programs in a holistic and experiential environment, including a K-12 school and opportunities for medical training.

Employment & Workplace

- Intentional commitment to attracting like-minded tenants/investors who believe in wellness, diversity, and growing locally-based employment.

Entertainment & Play

- An often-overlooked factor in wellness – we offer a community-based entertainment and sports arena, ample active recreation and sports venues, interwoven retail and food and beverage, playgrounds, and playful landscapes infused throughout.

Project components:

4.63 Million Square Feet (SF) on 89 Acres, which includes:

- Office: 1million SF, including medical office campus
- Residential: Over 1.2 million SF, including 708 units of market-rate multifamily, 288 units of low-income housing tax credit (LIHTC) housing, and 147 for sale townhomes

- Retail: 143,000 SF
- Food & Beverage: 80,000 SF
- Arena/Entertainment: 489,000 SF, including a 15,400-16,500 seat arena
- Community Space: 54,700 SF, including YMCA community facility
- Hotel: 210,000 SF 200-room hotel, operated by the team behind the Goodtime Hotel in Miami, FL
- Education: 94,000 SF, including innovative YELLOW School as well medical learning facility/clinic
- Wellness Loop: 1-mile multipurpose pedestrian trail replacing Ring Road with existing natural resources and enhanced outdoor features

Mr. Nelles next discussed the benefits to the community. He stated that this project is uniquely founded on a set of broad and inclusive benefits that meet and exceed the principles that the city has already set forth in PLANorfolk 2030:

- Thoughtful Community Outreach
- A Regional Draw
- Public Spaces Sized for Growth
- Inclusive Housing Options
- Diverse Employment Offerings
- Innovative Education: Yellow School
- The Community Anchor: YMCA
- Small, Women-Owned and Minority Businesses Engaged in Development
- A Commitment to Resilient and Sustainable Development
- Movement and Transit
- Secured Partners Bring Life to the Community

(Conceptual photographs, drawings, and site plans were presented.)

CLOSED SESSION

Motion for closed session was approved on February 19, 2022 at 11:33 a.m. for purposes which are set out in **Clause 29** of subsection (A) of Section 2.2-3711 of the Virginia Freedom of Information Act:

(29) Discussion of the award of a public contract submitted through an RFP from Wellness Circle, LLC, for redevelopment in the Military Circle area; where discussion of the terms or scope of such contract in an open session would adversely affect the bargaining position or negotiating strategy of the public body.

AYES: Doyle, Johnson, McClellan, Riddick, Royster, Smigiel Jr., Thomas Jr., Alexander

NO: None.

Mayor Kenneth Cooper Alexander reconvened the open session to certify the closed session and to give Mr. Williams the floor for closing comments.

CLOSED SESSION RESOLUTION

A Resolution certifying a closed meeting of the council of the City of Norfolk in accordance with the provisions of the Virginia Freedom of Information Act.

ACTION: ADOPTED

AYES: Doyle, Johnson, McClellan, Riddick, Royster, Smigiel Jr., Thomas Jr., Alexander

NO: None.

Mr. Williams expressed appreciation and discussed the untapped potential of partnerships and focusing on the green market to lead to a more equitable future. Mr. Williams would like Norfolk to be the first to apply this model to become an example of success. He expressed feelings of optimism for a more unified community and the importance of the success of this project to be able to expand this innovative concept internationally in the future.

CLOSED SESSION

Motion for closed session was approved on February 19, 2022 at 1:07 p.m. for purposes which are set out in **Clause 29** of subsection (A) of Section 2.2-3711 of the Virginia Freedom of Information Act:

(29) Discussion of the award of a public contract submitted through an RFP from Crossroads Partnership, LLC, Norfolk MC Associates, LLC, and Wellness Circle, LLC, for redevelopment in the Military Circle area; where discussion of the terms or scope of such contract in an open session would adversely affect the bargaining position or negotiating strategy of the public body.

AYES: Doyle, Johnson, McClellan, Riddick, Royster, Smigiel Jr., Thomas Jr., Alexander

NO: None.

ADJOURNMENT