

South Norfolk Municipal Facilities Study

City of Chesapeake, VA

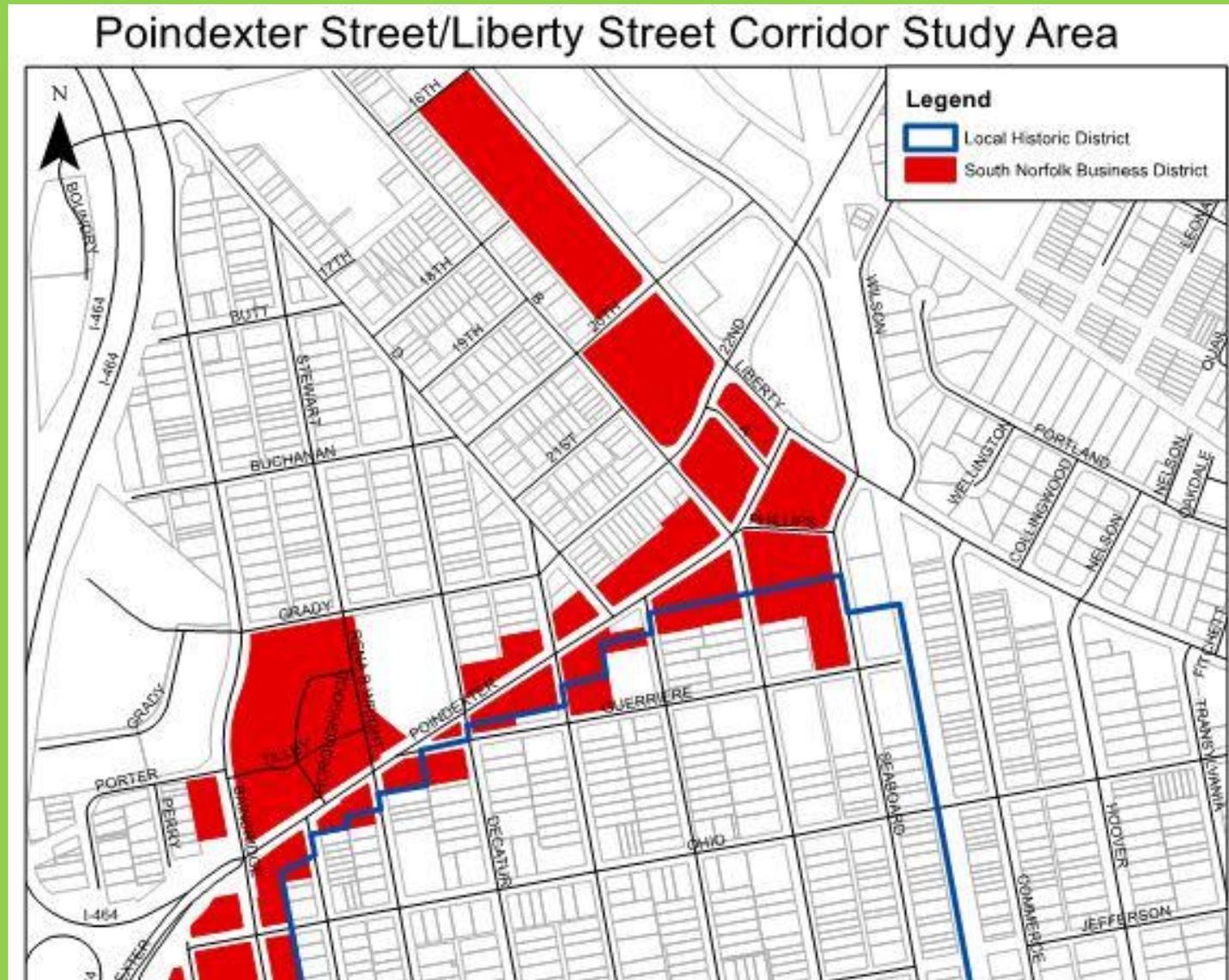


**Presented by HBA Architecture & Interior Design,
Inc.**

Purpose of the Study (Phase I)

- **Identify potential sites for the redevelopment**
- **Obtain community input**
- **Assess the requirements of City Agencies**
- **Analyze potential redevelopment in relation to past studies conducted in South Norfolk**
- **Identify other uses which could be incorporated into the redevelopment**

Study Area



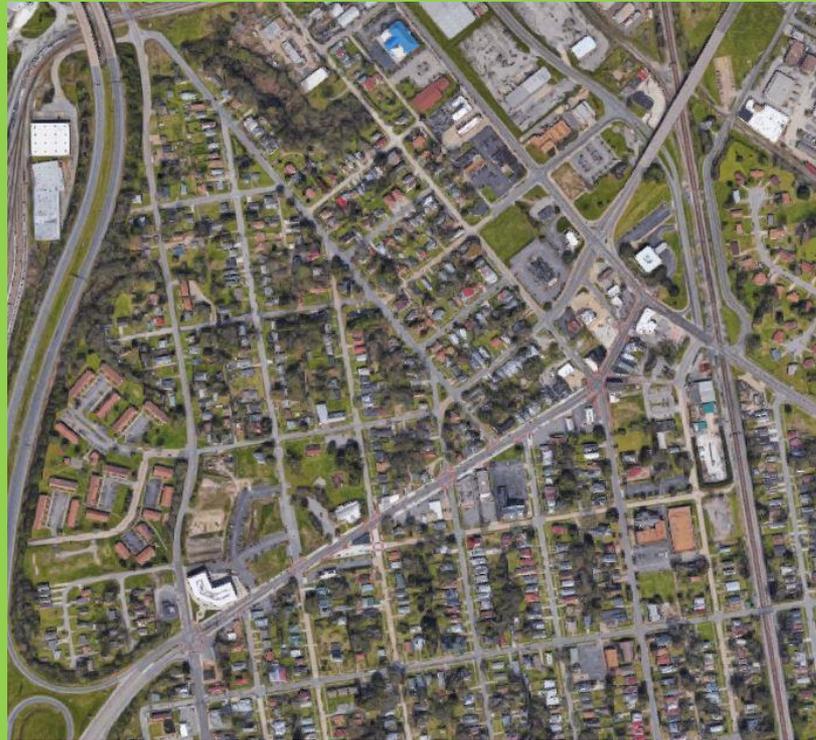
Existing Municipal Facilities



Online Survey

Question #1

Where would you prefer the Municipal Facility redevelopment to occur within the South Norfolk study area?



Online Survey

Question #2

What kinds of municipal uses does the community desire?

Online Survey

Question #3

What other uses does the community desire?

Online Survey

Question #4

Please provide any other comments that you feel would be useful for this study.

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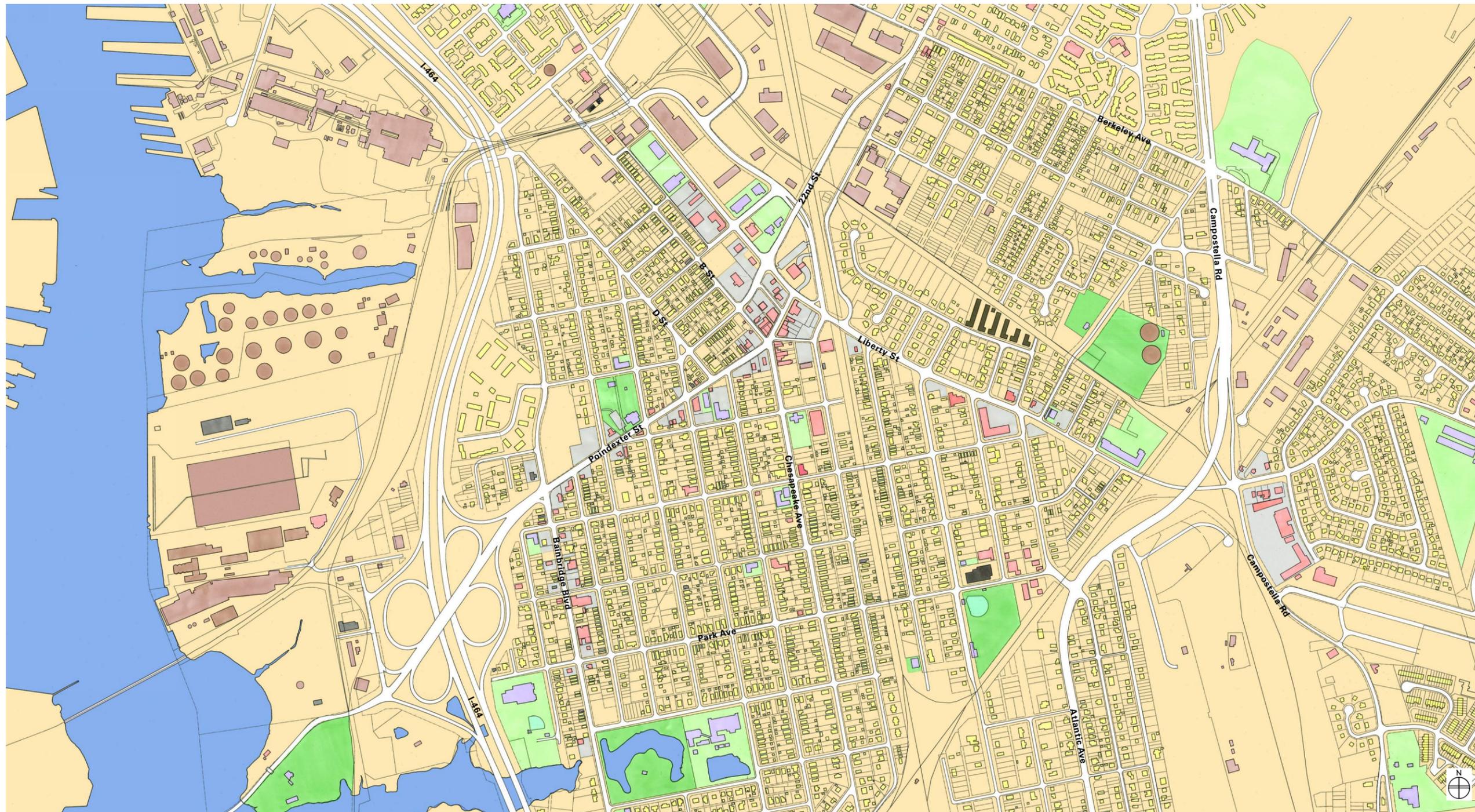
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POINDEXTER CORRIDOR STRATEGIC DEVELOPMENT PLAN

Chesapeake, Virginia **URBAN DESIGN ASSOCIATES**

APRIL 2004





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STUDY AREA PORTRAIT The Portrait drawing presents a map of the study area with buildings and parcels color coded to designate their current use.

- INDUSTRIAL BUILDINGS
- COMMERCIAL BUILDINGS
- INSTITUTIONAL BUILDINGS
- RESIDENTIAL BUILDINGS
- VACANT BUILDINGS
- SURFACE PARKING
- PARKS

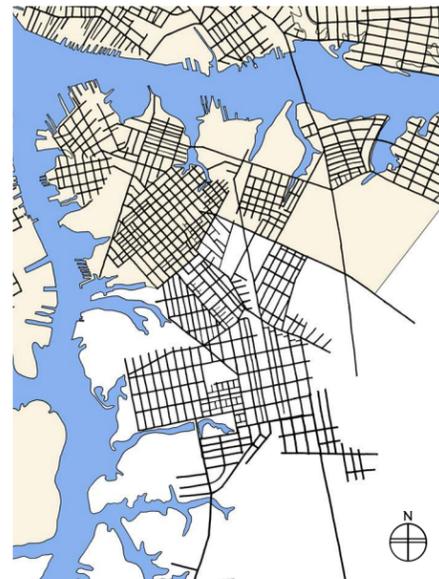
X-Rays

The drawing below, the Study Area Portrait, shows the study area, which focused primarily on the Poindexter Street and Liberty Street commercial corridor, and the waterfront. The Portrait is a snapshot of existing conditions in South Norfolk in late 2003. The drawing shows both land use and building use with uses color keyed. The principal land and building use is residential; commercial and retail uses are concentrated along the Poindexter Corridor; industrial uses are found along the waterfront and adjacent to the railroad tracks. Institutions, parks and open space are scattered throughout the area.

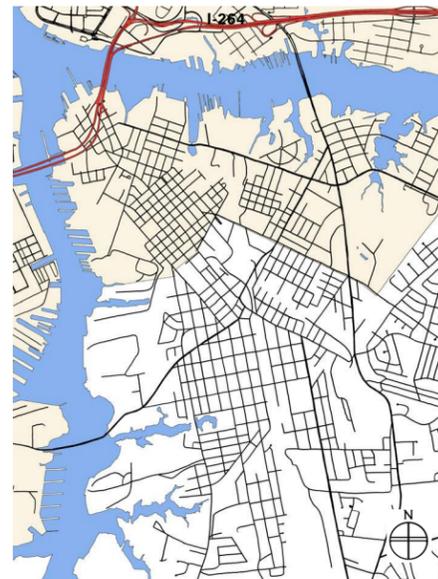
The UDA X-Rays®, which are used as urban design diagnostic tools, in effect “de-layer” the Portrait into individual uses and frameworks to reveal underlying patterns and to uncover opportunity areas.



STUDY AREA PORTRAIT



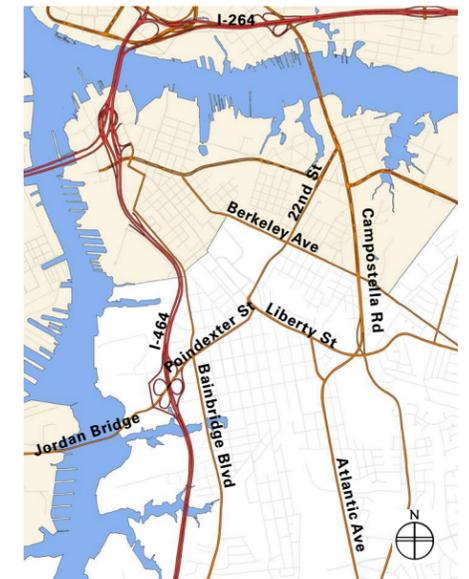
1920 SOUTH NORFOLK STREET PATTERN
The street pattern of South Norfolk in 1920, before the development of the highway system, is characterized by a number of discontinuous grids at different angles, a result of railroad lines, historic trail patterns, industrial uses, and wetlands. The City of Chesapeake is in white.



1986 SOUTH NORFOLK STREET PATTERN
By 1986, the majority of the local highway network was built, including I-264 (in red) connecting Portsmouth and Norfolk. Some of the streets grids indicating small residential neighborhoods along the waterfront had disappeared or diminished since 1920 as industrial uses expanded.



2003 SOUTH NORFOLK STREET PATTERN
I-464 was constructed in the north/south seam between waterfront industrial uses and the residential neighborhoods, displacing few residents. The local street network was mostly unaffected by the construction of I-464. A full cloverleaf intersection was constructed at Poindexter Street.



HIGHWAYS AND ARTERIALS The limited access highway network (I-464 and I-264) is shown in red; major arterials serving South Norfolk (including Poindexter, Bainbridge, Liberty, Atlantic, 22nd Street, Berkeley Avenue, and Campostella Road) are shown in orange. The Jordan Bridge connects South Norfolk to Portsmouth.

Summary of Focus Groups

During the initial trip in Phase I the consultant team met with many citizens and stakeholders at the South Norfolk Library at six focus groups and seven interviews. An evening public meeting was held at Truitt Intermediate School. At each meeting, participants were asked three questions:

- What are the strengths, or good things, about the Poindexter Corridor and South Norfolk?
- What are the problems, or bad things, about the Poindexter Corridor and South Norfolk?
- What is your vision for the future of the Poindexter Corridor and South Norfolk five or ten years from now?

A summary of the responses is listed at right. The issues are listed in order of importance according to the number of responses; for instance, location was mentioned by nearly every person as the primary strength of South Norfolk, while the negative image of South Norfolk in the media was most frequently mentioned as a problem to overcome.

In addition to the three questions, the participants were each given three green dots, three red dots, and three blue dots and asked to place them on a map of South Norfolk to indicate good places or things (green dots), bad places or things (red dots), and places of potential or opportunity (blue dots). Some of the good places identified were Lakeside Park, the Historic District, the South Norfolk Library, and the waterfront. Bad places included vacant buildings, subsidized and public housing areas, drug and crime prone neighborhood streets, and dangerous intersections. Areas of potential were clustered around the waterfront, the intersection of Poindexter Street

and Bainbridge Boulevard, and the intersection of Poindexter Street and Liberty Street. Summary maps of all the dot exercises are shown below the summary of questions.

The six focus groups were comprised of business owners; real estate professionals; residents; school, churches and social service providers; City of Chesapeake departmental staff; and senior City administrators. The seven interviews were with Mayor William Ward; City Manager Clarence Cuffee; Council persons Joe Newman, Rebecca Adams, Debbie Ritter, and Dalton Edge; and Reverend Dr. Ray Rouson of First Pentecostal United Holy Church.

SUMMARY OF ISSUES		
STRENGTHS / GOOD THINGS	WEAKNESSES / PROBLEMS	VISION FOR THE FUTURE
Location Community pride Historic district Waterfront Lakeside Park Affordable housing Library Schools (staff, facilities) Racially integrated	Negative image in the region Crime, drugs Concentration of low income rental housing Blight, vacant buildings and vacant land Low median income No town square or central place Loss of commercial businesses Schools (test scores) South Norfolk has been left behind	Village feel, quaint town New neighborhood retail Pedestrian friendly town center Develop and connect to the waterfront Develop vacant sites with mix of uses Historic theme Positive image More home owners Mix of incomes
		
		

Urban Design & Development Principles

As the result of the UDA X-Ray® analysis and the citizen input from the focus groups, interviews, and public meeting, draft urban design and development principles were developed prior to the design charrette. The principles were revised during the charrette and are listed in three categories: identity; connections; and development. These principles guided the consultant team in their design exploration and provided a test of the effectiveness of the various alternatives developed during the charrette.

URBAN DESIGN AND DEVELOPMENT PRINCIPLES		
IDENTITY	CONNECTIONS	DEVELOPMENT
<p>Create a new and positive identity for South Norfolk and the Poindexter commercial corridor to attract and retain diverse (age, income, race) families and young professionals.</p> <p>Celebrate, preserve, and build on the historic context to strengthen the neighborhood.</p> <p>Create a pedestrian-friendly, family-friendly environment.</p>	<p>Connect South Norfolk to the waterfront and develop a waterfront promenade or esplanade.</p> <p>Create a central gathering space, a focus for the neighborhood.</p> <p>Create gateways to South Norfolk and the Poindexter corridor.</p> <p>Create a pedestrian network of "green streets" and trails to connect parks, public institutions (schools, library), and neighborhood shopping.</p>	<p>Preserve and strengthen existing businesses.</p> <p>Create a village center at Poindexter and Liberty with new neighborhood-serving retail, services, and governmental and institutional uses such as Tidewater Community College.</p> <p>Develop opportunity sites (Big Pig, J.G. Wilson, I-464 interchange area, Campostella Square) as mixed-use developments for economic development and job creation, including retail, restaurants, entertainment, offices, hotels, and mixed income housing.</p>
		

Gateway

The image of the Poindexter Corridor and South Norfolk emerged as a major concern for residents, business owners, and realtors. When entering South Norfolk from I-464, the current image is of vacancy and neglect. The plan creates a new gateway entrance with new streetscaping and high quality development.

The four-acre former site of a Big Pig grocery store, at the intersection of Poindexter Street and Bainbridge Boulevard, is the key development parcel in the Gateway Initiative. Two alternative plans were developed for the site, one with primarily residential development and one with a new community church and family center (the preferred plan of the current owner). Both schemes propose commercial development at Poindexter Street and Bainbridge Boulevard.

The residential plan for the Big Pig site includes 100 apartments or condos in small apartment buildings of 6 to 8 units each, with a tot lot and pool/community center. Parking is on the interior of the site. The corner of Poindexter and Bainbridge has a mixed-use building with 7,500 square feet of ground floor retail with apartments or offices above. The proposal from First Pentecostal United Holy Church included a new 1100-seat sanctuary, gymnasium, family life center, computer center, 30,000 square feet of retail and office, and 215 parking spaces. During the charrette, the idea of adding some residential development on the adjacent vacant parcel at Poindexter Street and Stewart Street was illustrated.



Existing conditions



Church alternative plan



Residential alternative plan

- MIXED-USE BUILDINGS
- RESIDENTIAL BUILDINGS
- INSTITUTIONAL BUILDINGS
- STRUCTURED PARKING
- SURFACE PARKING
- COMMERCIAL BUILDINGS

Village Center

The Village Center Initiative, at the heart of the Poindexter Corridor Strategic Development Plan, features the revival of the traditional downtown of South Norfolk with a combination of new infill development and the renovation of existing buildings.

South of Poindexter Street, a new 35,000-square foot grocery store and 15,000-square foot pharmacy face a 300-car parking lot that is partially shielded from Poindexter by the pedestrian-oriented retail uses facing the street. 7,000 square feet of infill retail and a 10,000-square foot new retail building front Poindexter. The grocery store and pharmacy are visible from Liberty Street.

On the north side of Poindexter Street a new town square is created, fronted by new pedestrian-oriented retail stores. 32,000 square feet of retail face the linear park, which is lined with angled parking. The square, combined with streetscape improvements to all the Village Center streets, creates a new image for the downtown of South Norfolk.

The plan proposes the redevelopment of the McDonald's block for a 200-car parking garage, 16,000 square feet of new retail with potential for a 7,500-square foot bank building and 19,000 square feet of retail along the west side of Liberty Street.

The final project proposes the redevelopment of the Bank of America site and the city-owned parking lot on the east side of Liberty beneath the 22nd Street bridge as a possible future campus for the Tidewater Community College. Discussions have been ongoing regarding location of a 40,000- to 50,000-square foot two-story educational facility with expansion plans for an additional 50,000 square feet and a 200-car parking lot.

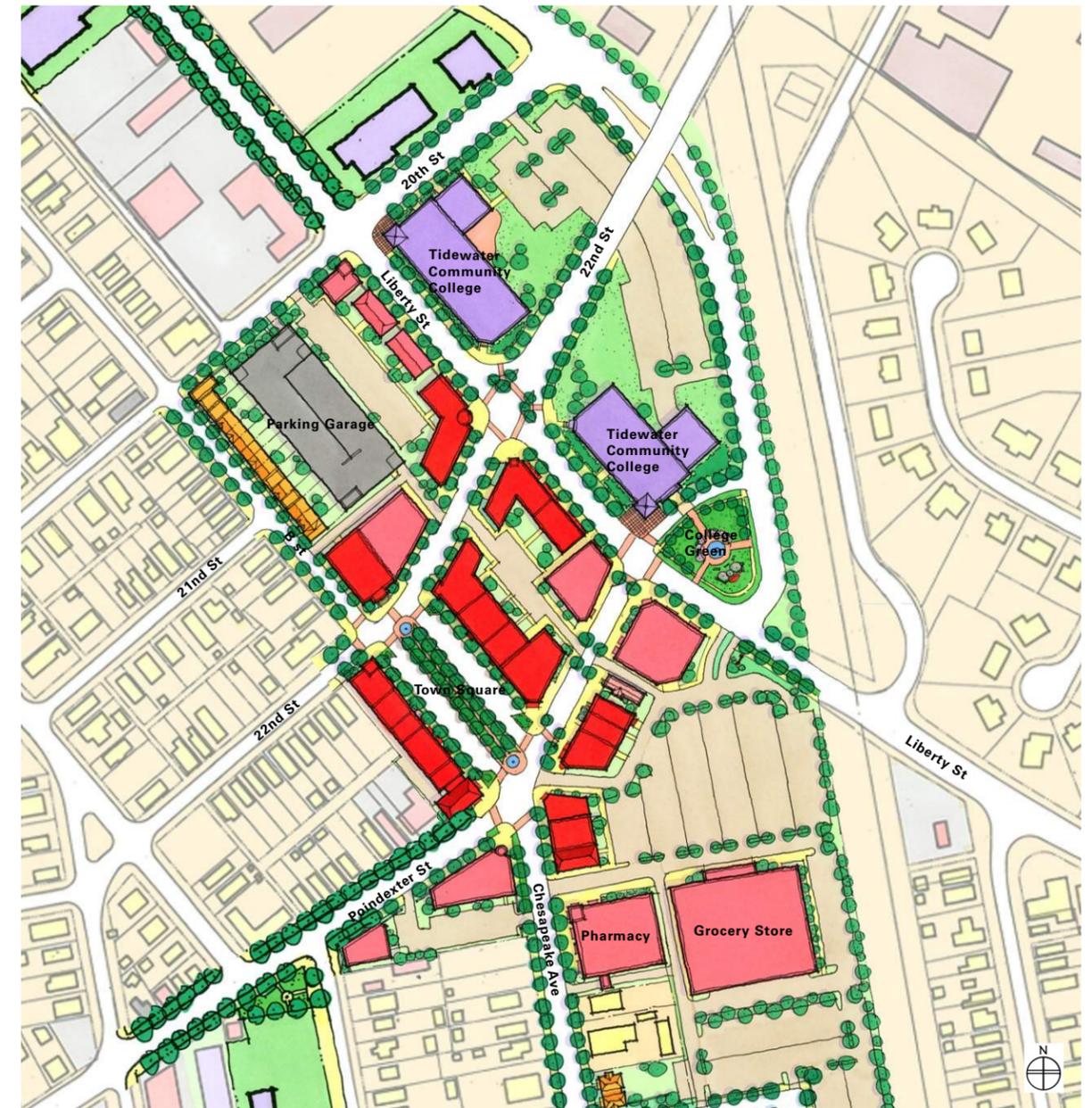
A new college green on the Bank of America site at the end of Poindexter provides the opportunity for public art, memorials, or fountains.



Existing conditions



Aerial perspective sketch of the Village Center



Village center plan

- MIXED-USE BUILDINGS
- COMMERCIAL BUILDINGS
- INSTITUTIONAL BUILDINGS
- RESIDENTIAL BUILDINGS
- STRUCTURED PARKING
- SURFACE PARKING