



**dn** Downtown Norfolk. It just works.





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# WELCOME TO DOWNTOWN NORFOLK

We are very pleased to present our newest compilation of Downtown Data. We've incorporated all of the information in one place so you have a comprehensive report on surveys, statistics, resources and information from the Downtown Norfolk Council, the City of Norfolk and our partner organizations. This format allows us to easily update the information so that it is current and responsive to your needs. Updates will be posted on [www.DowntownNorfolk.org](http://www.DowntownNorfolk.org).

Downtown Norfolk continues to expand its footprint with dynamic growth and development in the form of new residential properties, a world-class library, exciting new businesses and retailers, the Waterside District and The Main, a new destination hotel and conference center. We are proud of the ongoing renaissance occurring in Downtown, and are pleased to play a role in its continued success. We hope you find this information helpful, and we believe it supports our position that Downtown Norfolk is the authentic financial and cultural heart of the region.

Mary Miller, President and CEO  
Downtown Norfolk Council





**“Being so close to everything – with so many options – Downtown is conducive to a great work-life balance.”**

Joe LaFond  
Assurance Manager, BDO

**“The positive change down here is real and we’re proud to be a part of it.”**

Drew Ungvarsky  
CEO & Executive Creative Director,  
Grow Interactive

**“I’ve noticed a huge shift in culture – there’s pride and a buzz that makes it all feel new and exciting.”**

Dani Concepcion  
Media Coordinator, Dominion Enterprises

**“It’s one young entrepreneur following another down here.”**

Mel Price, Principal,  
Work Program Architects

**“We chose to locate our first business in Downtown Norfolk because it reminds us of a quaint European city.”**

Karine Varga  
Owner, Chartreuse Bistro

**“We call Granby Street the “Technology Corridor.” It’s wonderful having so many forward-thinking tech companies so close together.”**

Josh Fischer, Manager,  
Web Services Group, xTuple

# PEOPLE LOVE WORKING DOWNTOWN. AND YOU CAN QUOTE THEM ON THAT.





# WHAT MAKES DOWNTOWN WORK?

Downtown Norfolk is the heart of Hampton Roads, and it doesn't matter if you're talking about it from a financial, cultural or entertainment point of view. Businesses that move and stay Downtown find themselves more connected, discover daily opportunities for collaboration with like-minded companies and enjoy the proximity to everything that makes this the region's most desirable destination.

Strategic marketing and branding initiatives are executed to effectively position Downtown as an attractive and competitive place to shop, dine, live, work, do business and be entertained. Research-based decisions on allocation of marketing dollars and messaging ensure targeted and productive campaigns. Downtown Norfolk Council (DNC) has produced some award-winning events such as Restaurant Week, Holidays in the City and the Grand Illumination Parade. Other programs include First Fridays street parties, online mapping, dining guides, recycling, the NEON District, Downtown Employee Appreciation and on-going street activation.

The 2015 Strategic Plan for Downtown identified the next wave of priorities, including reactivating connections to Norfolk's waterfront, supporting development of the NEON into a flourishing arts district, providing residential amenities, creating green space and advocating for Downtown's economic development.

DNC's Public Service and Clean Team Ambassadors are on the streets 360 days a year. They patrol on foot and effortlessly appear to be everywhere at once, greeting festival and cruise ship guests, dispensing information at the mobile kiosk, assisting the Norfolk Police Department and acting as safety escorts. They also serve the Downtown community with daily sidewalk cleanings, weed eradication and other landscape maintenance, graffiti and gum removal and the operation of beloved battery-powered people-mover F.R.E.D. (Free Ride Every Day).



## Downtown Norfolk Council Mission Statement

The Downtown Norfolk Council is the unifying voice of its members and stakeholders, and the primary catalyst for advancing the collective vision for the future of Downtown. We are committed to being a leader, an advocate and a resource for Downtown's continuing development as an attractive, dynamic and economically vital place.

## Downtown Norfolk Council Vision Statement

The Downtown Norfolk Council, as the leading advocate for Downtown Norfolk, is a strong, focused, and effective voice advancing Downtown's position as the thriving cultural, commercial and residential center of Hampton Roads.

## Downtown Norfolk Council & Downtown Norfolk Improvement District

The Downtown Norfolk Council (DNC) is a membership organization committed to a dynamic, attractive and prosperous Downtown Norfolk. DNC also manages the Downtown Norfolk Improvement District (DID). Comprising 48-blocks, the District has become a national model of excellence, and the results of its funding have fueled Downtown's growth and revitalization. The majority of the tax revenue funds efforts to improve public safety, hospitality, cleaning, marketing, place-making and streetscape improvements.





# THE DOWNTOWN EVOLUTION CONTINUES.

From skyline to street level,  
Downtown Norfolk has been  
making remarkable changes  
over the past several years.  
The goal, always, is to invest in  
a more vibrant and desirable  
Downtown while preserving its  
classic authenticity. Here are  
some recently completed and  
nearly finished projects, which  
do just that:

**THE MAIN** A new 20-story Hilton hotel on the corner of Main Street and Granby Street, including The Exchange, a 50,000-square-foot high-tech conference center, three restaurants and a rooftop garden and lounge. \$126 million investment. Opened March 2017.

**WATERSIDE DISTRICT** Redevelopment of Waterside Festival Marketplace by the Cordish Companies into a lavish waterfront entertainment center. \$28 million investment. Opened May 2017.

**HUGH R. COPELAND CENTER** 12,000-square-foot warehouse space in the NEON District serving as a scene shop and secondary theater for renowned children's theater troupe Hurrah Players. Opened May 2017.

**THE ATLANTIC AT CITY WALK** Renovated 9-story office building into state-of-the-art Class A space for a Fortune 500 company. Opened Spring 2017.

**BEARDED BIRD BREWING** Downtown's first microbrewery with a co-op for home brewers and a fully renovated tasting room in a former pawn shop. Opened May 2017.

**THE LORRAINE** Historic Tazewell Hotel converted into 56 apartments with retail space on the ground floor. Opened Fall 2016.

**VIRGINIA BUILDING** Conversion of a historic building into 33 apartments with ground floor retail. Opened Spring 2016.

**GRANBY STREET LIGHTING** Downtown's historic arch lights recreated to span Granby Street. First phase included ten illuminated arches from Main Street to Brambleton Avenue. \$600,000 investment. Revealed Spring 2016.

**DOWNTOWN BUS TRANSIT CENTER** New bus transfer station and transportation on the edge of Downtown. \$5.25 million investment. Opened January 2016.







## HERE ARE SOME EXCITING PROJECTS IN A VERY FULL PIPELINE:

**THE EDGE AT 450 BOUSH** New 6-story, 156-unit apartment building along the light rail line. \$30 million investment. Opening Spring 2017.

**COURTHOUSE COMPLEX PHASE II** Consolidated Courts complex expansion at Government Center. \$123 million investment. Opening Summer 2017..

**ROCKEFELLER APARTMENTS II** New 5-story building with 46 units adjacent to Rockefeller I, a renovation of the historic former Union Mission Ministries building, for a total of 147 apartments. \$17 million investment. Opening Summer 2017.

**SHULMAN BUILDING** Renovation of a historic department store for expanded Governor's School for the Arts campus, office space and ground floor retail. Opening Summer 2017.

**ST. PAUL'S APARTMENTS** New 126-unit residential building in the St. Paul's neighborhood adjacent to Downtown. \$20 million investment. Construction starting Summer 2017.

**ELIZABETH RIVER TRAIL** Relaunch of 10.5 mile urban bike and pedestrian path through Downtown with new signage, amenities and trail-oriented development. Fall 2017.

**THE SAVOY** Circa 1907 former Banker's Trust building renovated into 35 market-rate apartments and ground floor retail. Opening 2017-2018.

**151 GRANBY** Renovation of one of the oldest buildings on Granby Street into 8 loft apartments with ground floor retail. Opening 2017-2018.

**ICON AT CITY WALK** Former high rise bank building converted into 24-story, 275-unit luxury apartment building with restaurant, pool and rooftop lounge. \$100 million investment. Opening 2018.

**ARTS APARTMENTS** New 48-unit apartment building in Downtown's NEON District with multi-use spaces, a gallery and residential green space. 2018.

**MARRIOTT AUTOGRAPH COLLECTION HOTEL** Renovation of the historic Royster Building into a 120-room boutique hotel. \$27 million investment. Summer 2018.





# WORKING THE NUMBERS.

40%

of primary and secondary trade area residents are between the ages of 25 and 54, strong years for consumption.

Average household income of  
**\$76,689**  
in the primary trade area is comfortably higher than the \$73,298 average income for all US households.

Nearly  
**40%**  
of households in the primary trade area and more than  
**35%**  
in the secondary trade area annually earn  
**\$75,000**  
and up.

The total assessed value of real estate has risen from  
**\$531 million**  
in FY2000 to  
**\$1.1 billion**  
in FY2016.

AT ANY HOUR OF ANY DAY OR EVENING, DOWNTOWN NORFOLK SIDEWALKS AND ESTABLISHMENTS REFLECT A HEALTHY MIX OF RESIDENTS, VISITORS AND OFFICE WORKERS. AND NUMBERS OF ALL THREE GROUPS CONTINUE TO RISE, WITH MORE GROWTH EXPECTED AS NEW DOWNTOWN OFFERINGS COME ON LINE.

## QUICK FACTS FOR 2016

**30,000** Downtown employees

**5,100** Downtown residents

**12,499** students at TCC  
Downtown Norfolk campus

**1,735** hotel rooms

**20,390** public parking spaces

Over **1.7 Million** attendees and visitors to events and cultural facilities

**1,078** active business licenses

**1,450** trees in Downtown Norfolk

### AVERAGE HOUSEHOLD INCOME

	Downtown	Primary Trade Area	Secondary Trade Area
2016 Estimated	\$107,369	\$76,689	\$75,275
2021 Forecast	\$121,763	\$ 82,093	\$80,558
2016-2021 Increase	13.4%	7.0%	7.0%

### HOUSEHOLDS BY INCOME

	Downtown		Primary Trade Area		Secondary Trade Area	
	2016 estimated	2021 forecast	2016 estimated	2021 forecast	2016 estimated	2021 forecast
\$50-\$74.9k	32.4%	19.7%	19.3%	12.0%	19.6%	11.9%
\$75-\$99.9k	14.7%	16.2%	14.1%	15.3%	13.5%	14.4%
\$100-\$149.9k	13.2%	15.4%	15.9%	17.5%	14.9%	16.3%
\$150-\$199.9k	9.2%	11.5%	5.5%	6.6%	5.3%	6.4%
\$200k+	11.8%	14.8%	4.3%	4.9%	4.3%	5.0%

### AGE DISTRIBUTION

	Downtown		Primary Trade Area		Secondary Trade Area	
	2016 estimated	2021 forecast	2016 estimated	2021 forecast	2016 estimated	2021 forecast
Age 15-24	14.7%	12.8%	15.1%	14.2%	15.1	14.0%
Age 25-34	28.3%	29.0%	15.3%	15.0%	14.1%	14.0%
Age 35-44	17.0%	16.5%	12.6%	13.3%	11.5%	12.3%
Age 45-54	14.2%	13.1%	13.2%	11.9%	13.2%	11.5%
Age 55-64	11.2%	11.6%	12.2%	12.4%	12.8%	13.1%
Age 65-74	6.4%	8.0%	7.5%	8.9%	9.0%	10.3%
Age 75-84	5.6%	6.3%	3.7%	4.3%	4.6%	5.4%

Source: ESRI Business Solutions; Downtown Norfolk Council; 2010 US Census; Downtown Works





# UPGRADE YOUR ENVIRONMENT.

Between a variety of available existing spaces and new spaces in development, there has never been a better time to make the move to Downtown. A quick view of the many benefits of doing business in Downtown adds to the allure.

- ✓ **MASS TRANSIT** – light rail
- ✓ **PASSENGER RAIL** to DC and Richmond
- ✓ **AIRPORT**
- ✓ **WATERFRONT AND PORT**
- ✓ **WALKABILITY/HEALTH**
- ✓ **DOWNTOWN IMPROVEMENT DISTRICT** – clean and safe
- ✓ **ORGANIC BUSINESS GROWTH** – Vibrant Spaces
- ✓ **HISTORICAL SIGNIFICANCE**
- ✓ **DINING OPTIONS** – chef-owned and independent
- ✓ **QUALITY OF HOUSING OPTIONS**

## YOUR NEIGHBORS ARE WORLD CLASS.

Doing business here means making connections on the street with some of the most powerful names in business.

**NORFOLK SOUTHERN** Downtown Norfolk is proud to serve as the corporate headquarters for this leading North American transportation provider.

**MAERSK LINE, LIMITED** This global company is a comprehensive provider of logistics, maritime and transportation services to U.S. Government agencies. Their prime contractors are headquartered in Downtown Norfolk.

**NEW YORK TIMES CO.** Their Shared Services Center, 42,000 sq. ft. of offices in the World Trade Center, is home to this division of one of the world’s most highly esteemed media companies.

**DOMINION ENTERPRISES** This leading marketing services company with more than 600 employees is headquartered in Downtown Norfolk.

**ADP** Poised to become the largest employer in Downtown with 1,800 new jobs in the Atlantic at City Walk building, ADP is a Fortune 300 company transforming human resources on a global scale.



## STEP INTO OUR OFFICES.

Multi-Tenant Office Buildings	Total Rentable Building Area	Number of Buildings	% Vacant
Class A	1,815,080	8	12.5%
Class B	1,104,138	21	15.8%
Owner Occupied	651,668	5	0%
Total	3,570,886	34	11.24%

At the beginning of 2017, the Downtown Norfolk Class A office market had one of the lowest vacancy rates of the Hampton Roads submarkets, with a 12.5% vacancy rate for the first quarter of 2017.

Source: The CoStar Office Report, First Quarter 2017. Hampton Roads Office Market



# WORKING THE REGISTERS.



It's an exciting era in Downtown Norfolk. With Virginia's only light rail system, a dynamic new skyline and a pride and energy you can feel, some amazing retail stories are being written. Isn't it time to make one of them yours?

Downtown's Vibrant Spaces jumpstarted three local retail businesses in 2016 with startup funding and reduced rent, creating unique street-level spaces that draw in shoppers of all kinds. The program also awards matching grants of up to \$10,000 for qualifying businesses to upgrade their storefront, improve signage or activate the space in a new and innovative way.

Notable retailers such as Apple, Nordstrom, Michael Kors and Lush make MacArthur Center, with one million square feet of retail space, the top shopping destination in the region. Plus, the mix of unique independent offerings around Downtown, including Smooth, Lorak, Corks & Caps and the Groove Record Shop provides a one-of-a-kind shopping experience.

## RETAIL BUSINESS STATISTICS FOR 2016

New street-level businesses in 2016	12
New Vibrant Spaces catalyst businesses	3
Vibrant Spaces Program	\$97,500 in grants
Average street-level rent for retail, restaurant and entertainment	\$17.70 per sq. ft.
Number of eating/drinking establishments	114
Number of retail businesses	214
Number of annual shoppers at MacArthur Center	12.7m
FY2016 retail sales	\$309.8m





# GET A TASTE FOR DOWNTOWN.



THE MAJORITY OF THE RESTAURANTS IN DOWNTOWN ARE INDEPENDENT SO OUR DINING STYLE IS FRESH AND CHEF-INSPIRED. OUR ALREADY IMPRESSIVE LINEUP OF RESTAURANTS AND SHOPS HAS BEEN EXPANDED WITH NEW OFFERINGS, INCLUDING:

**BENNY DAMATO'S** Home of the Virginia Slice served to order from a 28" pie. Opened April 2016.

**CALIFORNIA BURRITO** All the tacos and burritos you can eat, plus veg-friendly options. Opened August 2016.

**CORKS & CAPS** Wine shop with a wide variety of wine, beer, cheeses and more. Opened November 2016.

**ELIXIA** Spanish-influenced casual cuisine and craft cocktails. Opened July 2016.

**GRACE O'MALLEY'S** Authentic Irish pub imported straight from Ireland. Opened April 2016.

**JACK BROWN'S** A burger joint with a passion for craft beer that people love to talk about. Opened April 2016.

**LAMIA'S CREPES** A Parisian-style crêperie offering made-to-order delicious crêpes. Opened May 2016.

**MUDDY PAWS DOWNTOWN** Self-service dog wash and pet supply store filling the gap for Downtown's growing pet population. Opened March 2016.

**PRINCE INK** Unique combination of screen-printing services and handcrafted retail offerings. Opened August 2016.







# IT'S A WONDERFUL LIFE DOWNTOWN.

**MANY ASPECTS OF DAILY LIFE IN DOWNTOWN NORFOLK MAKE THIS SUCH A VIBRANT AND UNIQUE DESTINATION. HERE'S A QUICK LOOK AT SOME OF THE HIGHLIGHTS:**

## CULTURE

Downtown is the cultural heart of Norfolk and the region. There is something for every taste, too, including: Virginia Stage Company at the historic Wells Theatre, recently renovated; Virginia Symphony; Harrison Opera House; the annual Virginia Arts Festival; The Chrysler Museum of Art and Perry Glass Studio; Hurrah Players; Generic Theater; d'Art Center and more.

## WALKABILITY

Thanks to Downtown Norfolk's compact nature and water borders, one can easily walk the span of the area during a lunch break. Along the way are views of the working Elizabeth River, marinas, a mix of old and new architecture, street-level retail and dining, and the award-winning Freemason neighborhood, not to mention city streets filled with residents, visitors and business-people never shy of that spontaneous meeting at their "corner" office.

## ATTRACTIONS & ENTERTAINMENT

All work and no play? That's not Downtown Norfolk, where opportunities for fun abound. The NorVa was voted Best Music Venue in America by Rolling Stone readers; Festevents hosts shows and festivals year-round, including Harborfest every June; Downtown is home to many local, chef-run restaurants and a successful, twice-yearly Restaurant Week; professional sports with the Baltimore Orioles' Triple-A affiliate Norfolk Tides, and the Norfolk Admirals hockey team; plus other fun stops for all ages and tastes.

## LIGHT RAIL

The first passengers boarded The Tide light rail system in August 2012. The Tide connects Downtown with other parts of the city, running east to Norfolk's border with Virginia Beach. Ridership has exceeded projections since the cars started rolling.

## WATERFRONT

Downtown Norfolk is bordered on two sides by the Elizabeth River. While this is a working river traveled by tugs and military ships in for repair, sailboats, kayaks and personal motor craft share the water, too. There are many lovely areas on the Elizabeth River Trail to take a lunch, jog or just sit and contemplate. Town Point Park, on the water, is home to many festivals for much of the year, while condos and homes throughout Downtown overlook all the nautical comings and goings.

## NEON DISTRICT

Inspired by a two-day Better Block initiative in 2013 that brought thousands of visitors, musicians and retailers to a rundown and seldom-used area north of Brambleton Avenue, an arts district was born in Downtown, the New Energy Of Norfolk District. Since then, the planning and renovations have continued, with the area built into a hub that welcomes artists, new businesses, visitors and residents. It is now a highly photogenic and bustling creative neighborhood with more than 40 murals and public art projects.

**\$320,881**

Average sales price of single-family homes, condominiums

**1026**

Increase in number of apartments from 2010 to present

**3%**

Vacancy rate of apartments Downtown



**DOWNTOWN NORFOLK WORKS.  
NOW LET'S WORK TOGETHER.**

**dn**



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