Downtown Norfolk. It just works.
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 new 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.

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 and The Main, a new destination hotel and conference center scheduled to open in 2017. 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
“It’s all here: business, culture, architecture, the water, the energy, the future.”
Patrick Masterson
AIA, AECOM

“We moved Downtown to be closer to our clients. We ended up closer to just about everything.”
Alan Watt
VP-Aerospace Defense, RS&H

“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.
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 the new First Fridays street parties, online mapping, biking guides, recycling, the new Arts District, Downtown Employee Appreciation and Fun Spot Pop-up Office Breaks.

A new Strategic Initiative for Downtown has identified the next waves of priorities, including the relocation of The Plot, a truly unique urban park for the community, to the Arts District, parklets, a bike rack program and advocacy.

DNC’s Public Service and Clean Team Ambassadors are on the streets 360 days a year. They patrol on foot and bicycle 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 diligent maintenance of public spaces surrounding Federal properties.

**WHAT MAKES DOWNTOWN WORK?**

**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.

**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.
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:

**AMtrak Virginia** - Development of a $4 million, 3,500 sq. ft. station. Service started in 2012 with the permanent station grand opening in December 2013.

**Chrysler Museum of Art** - Expansion project for new exhibition space, restaurant and green initiatives. $24 million investment. Opened May 2014.

**Slover Library** - A glass atrium and interior courtyard will connect a new structure to the restored historic Seaboard Building to house a LEED-certified, technically advanced Main Library. $60 million investment. Opened May 2014.


**Governor’s School for the Arts** - Consolidated campus in the historic Monroe Building. $9 million investment. Opened May 2014.

**Metro on Granby** - A 65,000-square-foot mixed-use apartment building that includes 2,100 square feet of retail space and 65 luxury apartments.

**Monticello Arcade** - The arcade is fast becoming a retail hub with new businesses, including Norfolk Fair Trade Co., Chartreuse Bistro, Studio Posy, VIP Nail Salon, Smooth, Nest Home and an expansion of Salon Fringe.

**Sharrows** - Downtown is more bike-friendly than ever with the addition of the road-sharing designations to Granby Street.

**Wainwright Building** - A nine-story, 83-year-old medical office tower converted to an apartment complex featuring a rooftop dog-walking area, putting green and pool. $40 million investment.

**The Downtown Evolution Continues.**
HERE ARE SOME EXCITING PROJECTS IN A VERY FULL PIPELINE:

**Rockefeller Apartments** $17 million transformation of the historic former Union Mission Ministries building into 136 luxury apartments, and a five-story building with 46 units on the adjacent parking lot.

**Metro on Granby** Project includes two new $12 million apartment buildings: 401 Granby St. with 85 units and 2,100 sq. ft. of retail, and 416 Boush St. with 71 units and pool/fitness center.

**Bus Transfer Station** Site selection and plan to replace existing bus facility at Cedar Grove. $6.5 million investment.

**Comedy Theater and Improv School** 90-seat theater devoted to improv and sketch comedy in the Arts District in the 700 block of Granby Street.

**Hugh R. Copeland Center** 12,000 sq. ft. space on Wilson Avenue in the Arts District will serve as headquarters for the local theater.

**The Main** A new 23-story Hilton Norfolk 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. Scheduled to open in 2017.

**Savoy Apartments** Circa 1907 former Banker’s Trust building sold for conversion to apartments and ground-floor retail.

**Seaboard Apartments** $22 million investment for 135 apartments including studio, one-bedroom and two-bedroom residences.

**Texaco Building** 15,000 sq. ft. building on West Olney Road in the Arts District under contract for gallery and residential mixed use.

**Waterside Live!** Cordish Companies signed a letter of intent for a $28 million redevelopment of Waterside Festival Marketplace into a lavish entertainment center.

**The James** $13 million investment to renovate the former Madison building for mixed-use, with 79 apartments and rooftop lounge.
**WORKING THE NUMBERS.**

- **40%** of primary and secondary trade area residents are between the ages of 25 and 54, strong years for consumption.

<table>
<thead>
<tr>
<th>PRIMARY TRADE AREA</th>
<th>SECONDARY TRADE AREA</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AVERAGE HOUSEHOLD INCOME</strong></td>
<td><strong>AVERAGE HOUSEHOLD INCOME</strong></td>
</tr>
<tr>
<td>2013 Estimated</td>
<td>$75,727</td>
</tr>
<tr>
<td>2018 Forecast</td>
<td>$88,303</td>
</tr>
<tr>
<td>2013-2018 Increase</td>
<td>16.6%</td>
</tr>
</tbody>
</table>

- **$75,727** average household income of **$71,842** average income for all US households.

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

- **The total assessed value of real estate has risen from $531 million in FY2000 to $961 million in FY2013.**

- **30,000** Downtown employees

- **4,500** Downtown residents

- **13,998** students at TCC Downtown Norfolk campus

- **1,435** Downtown hotel rooms

- **19,000** public parking spaces

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

- **1,415** active business licenses

- **1,450** trees in Downtown Norfolk

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**QUICK FACTS FOR 2014**

**AGE DISTRIBUTION**

<table>
<thead>
<tr>
<th>AGE</th>
<th>PRIMARY TRADE AREA</th>
<th>SECONDARY TRADE AREA</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013 Estimated</td>
<td>2018 forecast</td>
<td>2013 Estimated</td>
</tr>
<tr>
<td>Age 15-24</td>
<td>15.8%</td>
<td>14.6%</td>
</tr>
<tr>
<td>Age 25-34</td>
<td>15.1%</td>
<td>15.4%</td>
</tr>
<tr>
<td>Age 35-44</td>
<td>12.5%</td>
<td>12.6%</td>
</tr>
<tr>
<td>Age 45-54</td>
<td>14.0%</td>
<td>12.5%</td>
</tr>
<tr>
<td>Age 55-64</td>
<td>11.8%</td>
<td>12.5%</td>
</tr>
<tr>
<td>Age 65-74</td>
<td>6.7%</td>
<td>8.0%</td>
</tr>
<tr>
<td>Age 75 - 84</td>
<td>3.5%</td>
<td>3.8%</td>
</tr>
</tbody>
</table>

**HOUSEHOLDS BY INCOME**

<table>
<thead>
<tr>
<th>PRIMARY TRADE AREA</th>
<th>SECONDARY TRADE AREA</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013 estimated</td>
<td>2018 forecast</td>
</tr>
<tr>
<td>$55-$74.9k</td>
<td>19.3%</td>
</tr>
<tr>
<td>$75-$99.9k</td>
<td>13.6%</td>
</tr>
<tr>
<td>$100-$149.9k</td>
<td>15.8%</td>
</tr>
<tr>
<td>$150-$199.9k</td>
<td>5.2%</td>
</tr>
<tr>
<td>$200k+</td>
<td>3.5%</td>
</tr>
</tbody>
</table>

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

**40%** of primary and secondary trade area residents are between the ages of 25 and 54, strong years for consumption.

**Quick Facts for 2014**

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- **4,500** Downtown residents
- **13,998** students at TCC Downtown Norfolk campus
- **1,435** Downtown hotel rooms
- **19,000** public parking spaces
- **Over 1.7 Million** attendees and visitors to events and cultural facilities
- **1,415** active business licenses
- **1,450** trees in Downtown Norfolk
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.

Multi-Tenant Total Rentable Number of % Vacant
Office Buildings Building Area Buildings
Class A 1,937,496 8 16.44%
Class B 1,650,522 15 23.38%
Owner Occupied 799,712 7 0%
Total 4,387,730 30 19.919%

At the beginning of 2013, the Downtown Norfolk Class A office market had one of the lowest vacancy rates of the Hampton Roads submarkets, with a 13% vacancy rate for the first quarter of 2013. Source: The CoStar Office Report, Third Quarter 2013. Hampton Roads Office Market

UPGRADE YOUR ENVIRONMENT.

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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?

Urban Outfitters’ opening is the most significant development to enhance street-level retail on Granby Street. Other 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. The mix of unique independent offerings from the Shops at Monticello Arcade and around Downtown, including Smooth, Lorak, Nest, Norfolk Fair Trade, Olive and a Grape, and Studio Posy provides a one-of-a-kind shopping experience.

Downtown’s Façade Improvement Grant Incentive Program provides qualifying businesses matching grants up to $10,000 to perform façade improvements including installation of signs and awnings in order to reduce improvement costs to property owners and retailers.

RETAIL BUSINESS STATISTICS FOR 2013

<table>
<thead>
<tr>
<th>Description</th>
<th>FY2013</th>
<th>FY2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>New street-level businesses in 2013</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>New businesses in MacArthur Center</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>Façade Improvement Program</td>
<td>$15,775</td>
<td></td>
</tr>
<tr>
<td>Average street-level rent for retail, restaurant</td>
<td>$13.28 per sq. ft.</td>
<td></td>
</tr>
<tr>
<td>Number of eating/drinking establishments</td>
<td>114</td>
<td></td>
</tr>
<tr>
<td>Number of retail businesses</td>
<td>214</td>
<td></td>
</tr>
<tr>
<td>Retail sales increased over</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>$346.7m</td>
<td>$332.1m</td>
</tr>
</tbody>
</table>

Isn’t it time to make one of these exciting retail stories yours in Downtown Norfolk?
AN OLIVE AND A GRAPE
Opened October 2013.

CHARTEUSE BISTRO
Offers a daily changing menu for lunch and dinner featuring local, organic and sustainable options. Opened August 2013.

FIELD GUIDE
1,500 sq. ft. restaurant featuring open-air, communal-style dining. Opened November 2013.

GERSHWIN’S
Upscale piano bar and bistro. Opened April 2014.

LUCE
Italian eatery and wine bar. Opened December 2013.

NORFOLK TAP ROOM
Craft beers from around the world in a classic downtown setting. Opened March 2014.

PARADISE DONUTS
Offering a huge variety of unique donuts as well as grab-and-go and lunch menu. Opened September 2013.

SAFFRON INDIAN BISTRO
First Downtown Indian cuisine, located in the Wells Fargo Building. Opened December 2015.

YAYA ASIAN GOURMET HOUSE
Traditional Chinese cuisine serving lunch and dinner. Opened December 2015.

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:

GET A TASTE FOR DOWNTOWN.
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, currently undergoing a major renovation; Virginia Symphony; Harrison Opera House; the annual Virginia Arts Festival; The Chrysler Museum reopened in May 2014 after a major renovation; Hurrah Players; Generic Theatre; Minta 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 Norfolk was voted Best Music Venue in America by Rolling Stone readers; Festevents hosts shows and festivals year-round, including Harbor Fest 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 NHL’s Anaheim Ducks’ affiliate Norfolk Admirals; plus other fun stops for all ages and tastes.

LIGHT RAIL
The first passengers boarded The Tide light rail system in August 2012. Serving as a starter line for the region, 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 and personal motor craft share the water, too. There are many lovely areas 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.

ARTS 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. The planning and renovations continue, with a goal of turning this into an area that welcomes artists, new businesses, visitors and residents.

$318,949
Average sales price of single-family homes, condominiums

716
Increase in number of apartments from 2010 to present

10%
Vacancy rate of apartments Downtown

716
Increase in number of apartments from 2010 to present
DOWNTOWN NORFOLK WORKS.
NOW LET’S WORK TOGETHER.