



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 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](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 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

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

Drew Ungvarsky  
President, Grow Interactive

**“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.**





# 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 the new First Fridays street parties, online mapping, dining 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 wave 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.



## 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:

**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. \$65 million investment. Ground broken May 2012. Scheduled opening January 2015.

**COURTHOUSE COMPLEX** Consolidated Courts complex at Government Center. \$123 million investment. Ground broken January 2012. First phase scheduled to be completed 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 2,500 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 MAIN** a new restaurant, hotel and conference center destination in Downtown

**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 65 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. \$5.5 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 Hurrah Players.

**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 studios, 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 two retail spaces.





# 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  
**\$75,727**  
in the primary trade area is  
comfortably higher than the  
\$71,842 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  
**\$961 million**  
in FY2013.

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 2014

**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

### AVERAGE HOUSEHOLD INCOME

	Primary Trade Area	Secondary Trade Area
2013 Estimated	\$75,727	\$73,347
2018 Forecast	\$88,303	\$85,945
2013-2018 Increase	16.6%	17.2%

### HOUSEHOLDS BY INCOME

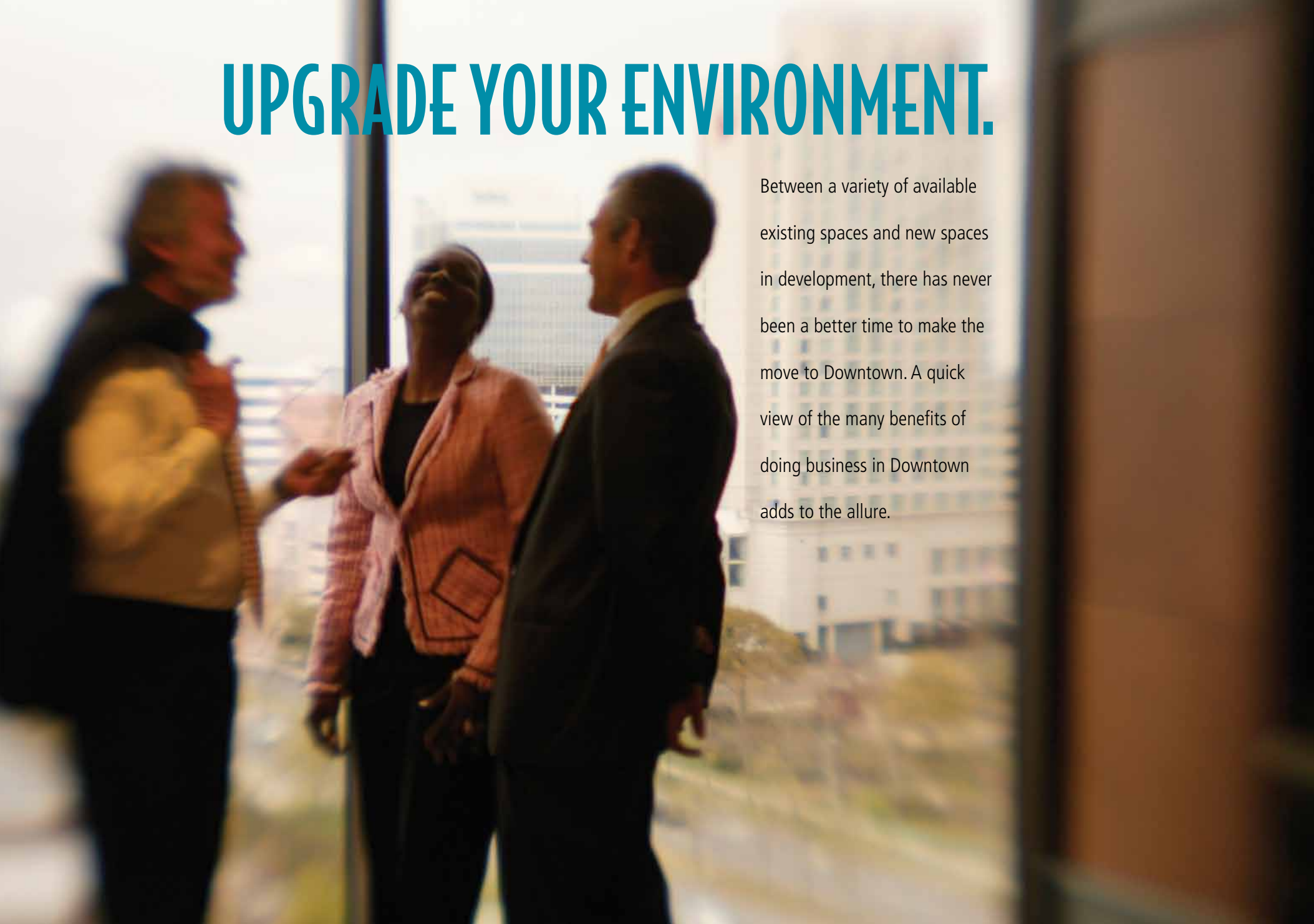
	Primary Trade Area		Secondary Trade Area	
	2013 estimated	2018 forecast	2013 estimated	2018 forecast
\$50-\$74.9k	19.2%	17.3%	19.7%	17.7%
\$75-\$99.9k	13.6%	14.1%	12.9%	13.5%
\$100-\$149.9k	15.8%	18.2%	14.2%	16.7%
\$150-\$199.9k	5.2%	8.4%	5.0%	8.1%
\$200k+	3.5%	4.3%	3.5%	4.3%

### AGE DISTRIBUTION

	Primary Trade Area		Secondary Trade Area	
	2013 estimated	2018 forecast	2013 estimated	2018 forecast
Age 15-24	15.8%	14.6%	15.7%	14.5%
Age 25-34	15.1%	15.4%	13.8%	14.3%
Age 35-44	12.5%	12.6%	11.5%	11.6%
Age 45-54	14.0%	12.5%	14.0%	12.3%
Age 55-64	11.8%	12.5%	12.4%	13.4%
Age 65-74	6.7%	8.0%	8.1%	9.4%
Age 75 - 84	3.5%	3.8%	4.4%	4.9%

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**
- ✓ **DISTINCTIVE RETAIL**
- ✓ **DOWNTOWN IMPROVEMENT DISTRICT** – clean and safe
- ✓ **ORGANIC BUSINESS GROWTH** – Monticello Arcade
- ✓ **HISTORICAL SIGNIFICANCE**
- ✓ **DINING OPTIONS** – chef-owned and independent
- ✓ **QUALITY OF HOUSING OPTIONS**
- ✓ **HEALTH SERVICES**

## 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.



## STEP INTO OUR OFFICES

Multi-Tenant Office Buildings	Total Rentable Building Area	Number of Buildings	% Vacant
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



# 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?

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

New street-level businesses in 2013	9
New businesses in MacArthur Center	7
Façade Improvement Program	\$15,775 in grants
Average street-level rent for retail, restaurant and entertainment	\$13.28 per sq. ft.
Number of eating/drinking establishments	114
Number of retail businesses	214
Retails sales increased over	4%
FY2013	\$346.7m
FY2012	\$332.1m





# 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:

**AN OLIVE AND A GRAPE** Oilerie & Salumaria with a wide variety of imported olive oils, balsamics, spices, pastas, coffees, meats and cheeses straight from Italy. Opened October 2013.

**CHARTREUSE 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 2013.

**YA YA ASIAN GOURMET HOUSE** Traditional Chinese cuisine serving lunch and dinner. Opened December 2013.







# 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; 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 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



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



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