

# Traffic Discussion

POPLAR HALL APARTMENT PROPOSAL

EQUITY FOR THE EASTSIDE COALITION

SEPTEMBER 29<sup>TH</sup>, 2021





# TABLE OF CONTENTS

Purpose .....	1
Discussion Area .....	1
Concerns .....	1
Recommendations .....	1
Discussion.....	2
Proposed Development Location.....	2
Piping Rock Road.....	4
North Military Hwy (Frontage) North of Pebble Lane .....	8
Military Hwy Northbound Entering Hwy Frontage at Hoggard .....	12
North Military HWY (Frontage) South of Pebble Lane.....	14
North Military HWY Exit, Pebble Lane .....	19
North Military HWY and I-264 Crossing.....	22
In Conclusion.....	24

## LIST OF FIGURES:

Figure 1 - Overview of Piping Rock Road Between Pebble Lane and Poplar Hall Drive .....	4
Figure 2 - Access to Military Highway via Poplar Hall Road from Piping Rock Road .....	5
Figure 3 - Piping Rock Road at Pebble Lane (Looking North).....	5
Figure 4 - Piping Rock Road. Parking, Width, and Sidewalk Area .....	6
Figure 5 - Piping Rock Road at Poplar Hall Intersection.....	6
Figure 6 - Poplar Hall Road and Military Highway Intersection .....	7
Figure 7 - Overview of Military Highway Frontage Road, North of Pebble Lane.....	8
Figure 8 - Military Highway Frontage at Pebble Lane, Looking North .....	9
Figure 9 - Military Highway Frontage Road, looking North towards Hoggard Road Intersection .....	10
Figure 10 - Military Highway Frontage, Shopping Complex Driveway, and Hoggard Road Intersection ...	10
Figure 11 - Best Thrift One-way Entrance/Driveway at Military Highway Frontage Road .....	11
Figure 12 - Current Military Highway Frontage, Driveway and Hoggard Road Intersection .....	11
Figure 13 - Overview of I-264 Exits Military Hwy Northbound .....	12
Figure 14 - View, exit from I-264 North towards Hoggard Road Light .....	13
Figure 15 - Left Turn lane to Hoggard Road/Frontage Road.....	13
Figure 16 - Military Hwy Frontage Road, South of Pebble Lane .....	14
Figure 17 - Military Highway Frontage Road South of Pebble Lane, Curve .....	15
Figure 18 - Military Highway Frontage Road, South of Poplar Hall Park Entrance .....	16
Figure 19 - Military Highway Frontage Road, South of Pebble Lane, I-264 Overpass .....	16
Figure 20 - Military Highway Frontage Road, Curlew Drive Intersection .....	17
Figure 21 - Curlew Drive at Military Highway Frontage, Looking East.....	17
Figure 22 - Curlew Drive at Military Highway Frontage, Looking West.....	18
Figure 23 - Curlew Drive looking Eastbound at the Primary Bus Pull-out.....	18
Figure 24 - Overview of Military Highway Exit at Pebble Lane .....	19
Figure 25 - Military Highway approach to Pebble Lane Exit .....	20
Figure 26 - Pebble Lane Exit From Military Highway to Frontage Road .....	20
Figure 27 - Military Highway Frontage Road, Pebble Lane, and Military Highway Exit.....	21
Figure 28 - I -264 and Military Highway "Crossroads" .....	22
Figure 29 - Military Highway and I-264 Westbound Entrance.....	23
Figure 30 - Military Highway and I-264 Eastbound Entrance .....	23

## PURPOSE

Discuss concerns of the various Civic Leagues surrounding the proposed Poplar Hall Apartment Complex or commercial use of the property located at Pebble Lane and North Military Highway. Currently there is a proposal for a neighborhood Community Center, Single Family Housing, and a 300+ multi-family housing complex to be built and managed by Breeden Company.

## DISCUSSION AREA

- Property located at Pebble Lane to include former “Grate Steak” location and Poplar Hall Elementary School
- Piping Rock Road from Pebble Lane to Poplar Hall Drive (inside Poplar Hall neighborhood)
- North Military Highway frontage road (west side) from Pebble Lane, north to Hoggard Road Intersection with North Military Highway
- North Military Highway frontage road (west side) from Pebble Lane, south to Curlew Drive, including I-264 overpass
- North Military Highway exit to frontage road at Pebble Lane
- North Military Highway convergence with I-264 convergence

## CONCERNS

- Location not suitable for large multi-family housing of 300+ units or for high traffic commercial use due to inability of surrounding roads to support increased traffic
- History of traffic issues and safety concerns at these locations, going back many years. Some during the time the property was used commercially. Specifically:
  - North Military Highway exit to frontage road at Pebble Lane
  - Frontage road curve, parallel to the interstate entrance ramp, between Pebble Lane and entrance to Poplar Hall Park
  - Entrance to Best Thrift Shopping Center at Hoggard Road. One way entrance that is often used improperly as an exit
  - Traffic entering Curlew Drive near Military Highway Tide Station and flow through surrounding roads and Tide Crossings south of interstate I-264
- General increase in traffic on Military Highway through the corridor due to development at the Military Circle Mall site and access to the interstate at the interchange with I-264.
- Increased traffic through residential area (Poplar Hall neighborhood) along Piping Rock Road to exit at Poplar Hall Drive traffic light at Military Highway.

## RECOMMENDATIONS

Below are general recommendations from the Civic Leagues to the City and any possible developers of the subject property. The discussion section contains additional recommendations specific to the area discussed.

1. Complete traffic study of the noted areas with input from Civic Leagues BEFORE any approval of zoning changes or building permits for this specific development.
2. Identify compatible and acceptable use of the existing property that will have a minimal impact on traffic patterns on roads identified. This includes limiting the number of units in multi-family housing. Any guidelines adopted must be adhered to by ANY developer wishing to make improvements on this property.
3. Include in any building or planning approval improvements to the surrounding roads that MUST be completed prior to approving occupancy or use of facilities. These should be completed by a public/private partnership.
4. Consider a full traffic study of Eastside area of Norfolk a REQUIREMENT for any Military Circle Mall development. Results reported to City Council, Planning Board, and Eastside Task Force.

## DISCUSSION

### PROPOSED DEVELOPMENT LOCATION

Poplar Hall Elementary was recently closed, and the property turned over to the city. City officials made promises to consider city use of at least the old school property for recreation, library, and other facilities for residents of the Eastside Norfolk. Discussion of this use never took place with the surrounding neighborhoods, Civic Leagues, or the Eastside Task Force. The city unilaterally decided that the property was not suitable for that use, and that facilities would be included in the redevelopment of the Military Circle Mall project. There was no notification to the surrounding neighborhoods, or the Eastside Task Force on the reasons for this decision. No city recreational facilities or library are included in any of the current proposals but could be included later following community input and discussion with the developers that submitted proposals.

Adjacent property just east of the old school location was used previously for the “Grate Steak” and a small hotel. It has been vacant for many years. Breeden Company plans to purchase both this property and the former Poplar Hall Elementary school property adjacent to it for development of multi-family housing. Latest proposals include several single-family homes, 300+ apartments, and a small community and recreation center for the Poplar Hall neighborhood.

We acknowledge that of all development companies many of these Civic Leagues have worked with, Breeden Company has received high marks for their willingness to work with the neighborhoods and Civic Leagues. They have been accommodating in other complexes they have built. Both parcels listed above WILL need to be developed in some way. We are hopeful that we can come up with a plan that will limit the amount of traffic generated by any such development, include significant improvement to roads and traffic patterns for this section of Military Highway, and still be financially feasible as a development project for Breeden Company or any other developer.

We do have concerns that up until this point there has been little to no discussion between Breeden Company and the surrounding neighborhoods regarding any of the concerns addressed in this document. While we understand that they prefer to wait until they can get more concrete plans, there are concerns which must be addressed early in the process. The requirements for traffic limits outlined in this document underscore the reality that a 300-unit complex is too large for the site to accommodate. Future citizen dialogue with the city and the Breeden Company has the potential to

identify a more reasonable number that will still be in Breeden's financial interests and will still represent quality development. We would hope that they agree this would be better to discover early in the process rather than after investing significant time and money only to have resistance from those same neighborhoods, and not be able to secure appropriate zoning changes and permits.

Regardless of what developer takes on a project in this location, we hope that we can have a document that identifies a more reasonable number of desired residential units than is now proposed, sets limits to commercial use, and requirements for road and infrastructure improvements that would limit the size and type of development that would be supported by the surrounding neighborhoods and approved by the city. Any studies conducted would also be of use to developers of the Military Circle Mall redevelopment project since vehicles would transit the adjacent area to connect with the interstate.

Below is discussion related to specific areas of concern.

## PIPING ROCK ROAD

*Piping Rock Road from Pebble Lane to Poplar Hall Drive (inside Poplar Hall neighborhood)*

**Description:** Piping Rock Road is a neighborhood road that is wide enough for approximately two to three vehicles but includes parking on both sides of the street for residents. Houses along this road are primarily single-family homes. It connects with Poplar Hall Drive to the north which then connects using a signaled intersection with Military Highway. This neighborhood has many families, small children, pets, and pedestrians with sidewalks on one side of the street.

**Concerns:** Traffic from any development would use this road as a cut-through to Poplar Hall Road to the North, and access to the Poplar Hall and Military Highway Intersection to exit the neighborhood.

**Recommendations:** Access to this road from any development on the subject site should be blocked or significantly restricted from access to this road to limit the traffic and safety concerns of the neighborhood. The existing road cannot support this amount of traffic and would require significant markings and increased width to do so. This would encroach on existing property. While access can be limited, it will still see significant use, especially with traffic slow downs on the Military Highway Frontage Road, which would be the only other exit.

Granted, any measures taken to limit or block traffic would have some negative impact on the residents as it would keep them from easy access to Pebble Lane and the Military Highway frontage road. However, some limits will be necessary if traffic is not to overwhelm this street and its residents.

Any traffic improvements should block off or significantly limit traffic from the subject development through neighborhood streets. While it can't be blocked off completely there needs to be a "burden to the user" located in the complex to "encourage" use of Pebble Lane and Frontage Road, which are the only other access points in and out of the development.

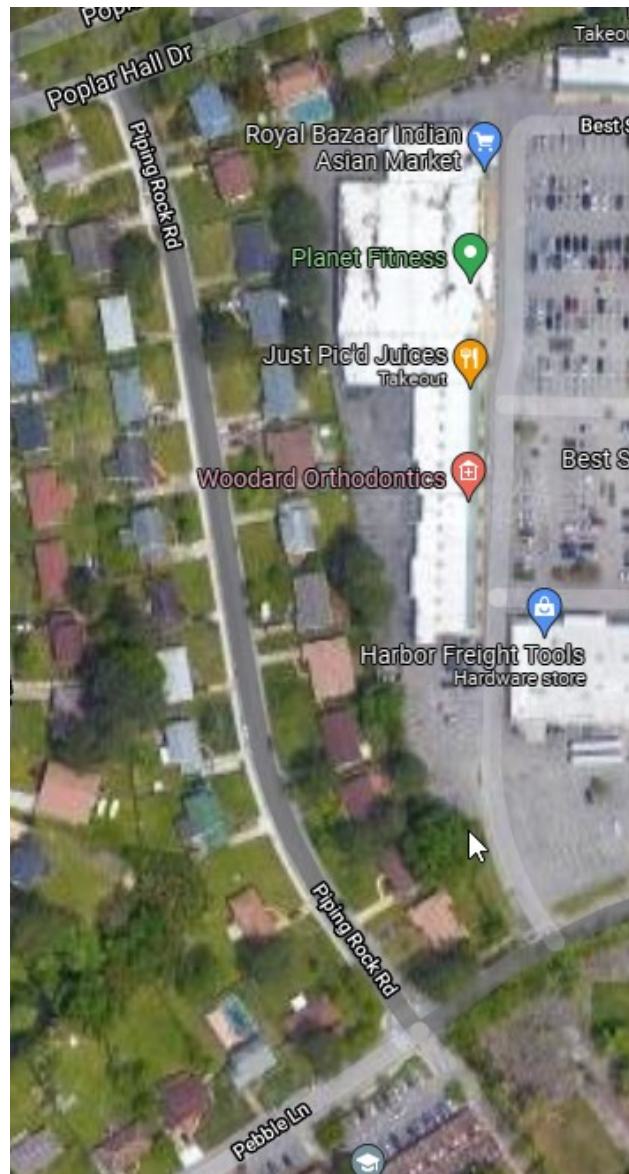


FIGURE 1 - OVERVIEW OF PIPING ROCK ROAD BETWEEN PEBBLE LANE AND POPLAR HALL DRIVE

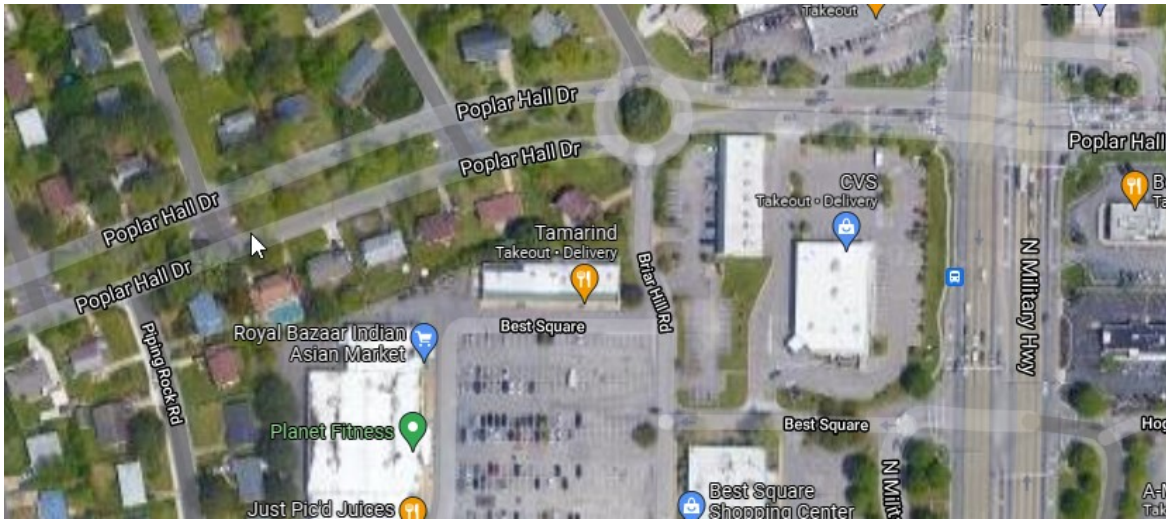


FIGURE 2 - ACCESS TO MILITARY HIGHWAY VIA POPLAR HALL ROAD FROM PIPING ROCK ROAD



FIGURE 3 - PIPING ROCK ROAD AT PEBBLE LANE (LOOKING NORTH)



FIGURE 4 - PIPING ROCK ROAD. PARKING, WIDTH, AND SIDEWALK AREA



FIGURE 5 - PIPING ROCK ROAD AT POPLAR HALL INTERSECTION



FIGURE 6 - POPLAR HALL ROAD AND MILITARY HIGHWAY INTERSECTION

## NORTH MILITARY HWY (FRONTAGE) NORTH OF PEBBLE LANE

*North Military Highway frontage road (west side) from Pebble Lane, north to Hoggard Road  
Intersection with North Military Highway*

**Description:** When exiting out of the subject location on Pebble Lane, the preferred route includes the frontage road that parallels North Military Highway. Vehicles can travel either north (left) or south (right) on this road, but it is expected that most traffic will head north towards the light at Hoggard Road and Military Highway.

When entering the neighborhood, vehicles will make either a left turn (northbound traffic) or right turn (southbound traffic) from Military Highway at the Hoggard Road traffic light. They will then follow the immediate curve to the left and proceed south towards Pebble Lane to enter the subject location.

**Concerns:** There are several concerns about this stretch of road both for incoming and outgoing traffic.

The biggest concern is the “entrance” to the shopping center immediately adjacent to the Hoggard Road light. It is frequently used as an “exit” from the complex despite “One-way” signs. Since cars exiting illegally here have no stop sign, and due to the road curve, they often assume right-of-way and run into the intersection cutting off vehicles northbound on the frontage road and risking an accident. When larger trucks, or vehicles exit, they will often block the road due to size, or just wanting to make sure they are allowed into traffic.

Vehicles making a right turn from southbound Military Highway onto the frontage road often go straight into the shopping complex, but many follow the natural road curve to the left to head back into the neighborhoods. If cars are exiting, they will often assume the vehicle is entering the shopping complex and pull out in front of them. If they block the road, then those vehicles may not proceed and with two or more vehicles trying to follow the road, the intersection/entrance will be blocked for at least a light cycle.

Local Civic Leagues have contacted both the city Cares Line, and the property manager with no relief. Police have parked there, but since the entrance road is



FIGURE 7 - OVERVIEW OF MILITARY HIGHWAY FRONTAGE ROAD, NORTH OF PEBBLE LANE

considered private property according to both the Cares Line and police, they are unable to enforce the one-way. The property manager states that the driveway belongs to the city, and they are unable or unwilling to take any action. According to NorfolkAIR this driveway is private property. The current managers refuse to take any further actions despite recommendations of improved markings, and possible asphalt curbing to decrease the number of wrong way drivers on this stretch of road. City transit officials must meet with the property owner to resolve this impasse, thus identifying the entity responsible for the needed improvements and a timeline for completion.

This driveway has been a hazard for a while, and the risk will only increase if the amount of traffic traversing this intersection increases. There needs to be improvements regardless, but it will become particularly important if additional housing increases the traffic using this intersection.

Since the light sits on a curve just before the light, northbound traffic heading to Military Highway may extend around the curve back towards Pebble Lane. At busiest times this backup can be 8-10 vehicles, especially if using the left turn lane to head north on Military Highway. With increased traffic, it is likely that during rush hour times, traffic may back up to Pebble Lane and into the complex. This will also block illegal traffic coming out of the Best Thrift shopping center exit as mentioned above.

**Recommendations:** The intersection of Military Highway, Hoggard Road, frontage road, and the shopping center complex must be reworked to be safer. This is required regardless of any other development, but will be especially true if adding more families and traffic to the area.



FIGURE 8 - MILITARY HIGHWAY FRONTAGE AT PEBBLE LANE, LOOKING NORTH



FIGURE 9 - MILITARY HIGHWAY FRONTAGE ROAD, LOOKING NORTH TOWARDS HOGGARD ROAD INTERSECTION



FIGURE 10 - MILITARY HIGHWAY FRONTAGE, SHOPPING COMPLEX DRIVEWAY, AND HOGGARD ROAD INTERSECTION



FIGURE 11 - BEST THRIFT ONE-WAY ENTRANCE/DRIVEWAY AT MILITARY HIGHWAY FRONTAGE ROAD



FIGURE 12 - CURRENT MILITARY HIGHWAY FRONTAGE, DRIVEWAY AND HOGGARD ROAD INTERSECTION

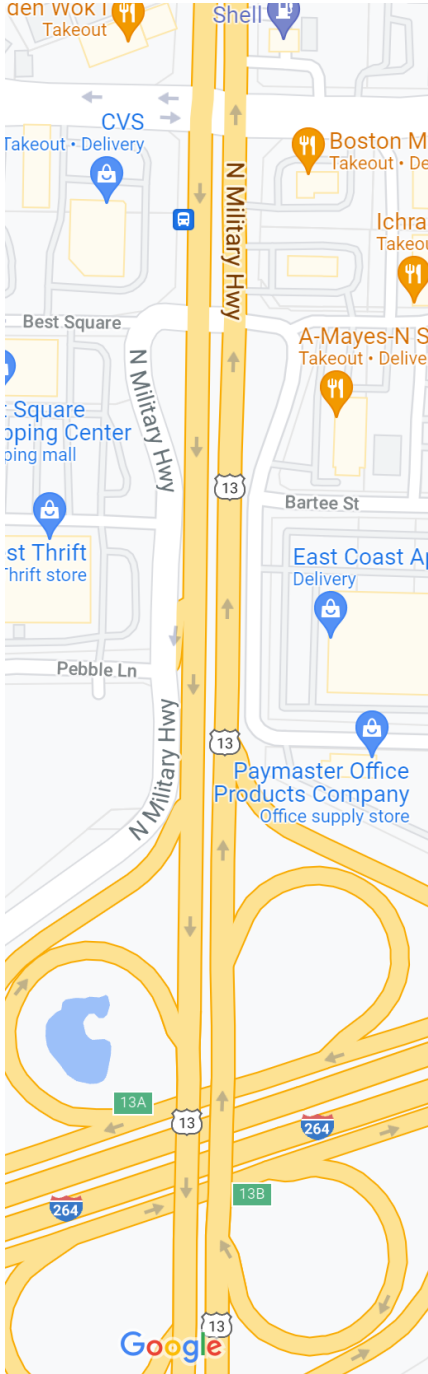
### MILITARY HWY NORTHBOUND ENTERING HWY FRONTAGE AT HOGGARD

*While most of the concerns address the outbound traffic from the development, there is also a significant change to the inbound traffic to the development area.*

**Description:** Vehicle traffic returning home at the end of the day will primarily make use of the Hoggard Road/Military Highway frontage road to return to the complex. Traffic coming from the North will either turn right at the Hoggard Road Light on Military Highway and use the frontage road, or will use the Pebble Lane exit, both mentioned elsewhere in this document. Traffic coming from the south will use the northbound Military Highway left turn lane at Hoggard Road to turn into the development using the frontage road. Traffic will come from further south on Military Highway, and from the exit ramps from I-264 east/westbound traffic to merge onto Military Highway northbound. They will need to move to the left lane to utilize the left turn lane at Hoggard Road.

Traffic may utilize the exits from either direction of I-264 to take Military Highway southbound, however it takes them a greater distance out of their way and will require a right or left turn at Corporate Blvd to access Curlew Drive, and the flyover connecting from the south to the Military Highway frontage road, noted elsewhere. This will increase traffic around The Tide station and intersections with Curlew Drive both east and west of the station.

**Concerns:** During periods of heavy traffic vehicles entering Military Highway from I-264 will not only have to merge with traffic but have less than 1 mile to move to the left lane to utilize the turn lane. This will be particularly dangerous for those exiting I-264 westbound onto northbound Military Highway. They will have less than a block to move across three lanes of traffic into the turn lane. Merging here is already difficult because of the turn lanes at Hoggard and Poplar Hall Drive but will significantly increase with vehicles attempting to cross several lanes in a short period of time to make a turn. Even if they use Poplar Hall, giving them an extra block, they will either go through back roads of the neighborhood, or make a U-turn at Poplar Hall to return to the Hoggard Road light or the Pebble Road exit. All of this will have a significant impact on safety and traffic flow within this area. This will be exacerbated further with traffic going to and from venues at Military Circle Mall in the future.



**FIGURE 13 - OVERVIEW OF I-264 EXITS MILITARY HWY NORTHBOUND**

**Recommendations:** Again, a traffic study needs to be undertaken to decide an appropriate course of action. This may require realignment of the exits from I-264 to Military Highway northbound at significant expense, or lane design and dividers to keep vehicles from making lane changes in time to make the Hoggard Road or Poplar Hall lights. This however will only push the problem further down the road since those vehicles will simply find other areas to make U-turns or find cut-throughs to get back. With significant deterrents to using those exits, it is expected they will instead use the exits to southbound Military Highway and the Corporate Blvd lights (left or right) to access Curlew Drive and the flyover access.



FIGURE 14 - VIEW, EXIT FROM I-264 NORTH TOWARDS HOGGARD ROAD LIGHT

Note the sign “Pebble Lane Next Left.”



FIGURE 15 - LEFT TURN LANE TO HOGGARD ROAD/FRONTAGE ROAD

## NORTH MILITARY HWY (FRONTAGE) SOUTH OF PEBBLE LANE

*North Military Highway frontage road (west side) from Pebble Lane, south to Curlew Drive, including I-264 overpass*

**Description:** It is expected that this will be the second most common entrance/exit into the proposed development area. If traffic is backed up on the northbound frontage road or for residents entering from south of I-264 during times of high traffic, this will be a common route. It is also a back up route for any blockage or significant traffic congestion on Military Highway. As noted in the concerns, this is a critical crossing between the north and south sides of I-264 in the Military Circle Mall area.

It is a small two-lane road (one lane each direction) with several tight curves and blind spots due to trees. It is also a frequent pedestrian route between the neighborhoods north of I-264 and the Military Highway Tide Station. Recently the city has added additional lighting and sidewalks. While these have improved the safety of this route, it is still common for pedestrians and bicyclists to utilize the roadway rather than the sidewalk.



FIGURE 16 - MILITARY HWY FRONTAGE ROAD, SOUTH OF PEBBLE LANE

**Concerns:** This route has long been a problem for residents from Poplar Hall, as well as residents from south of I-264 that utilize the flyover. This is often the case if traffic from Corporate Blvd is heavy (start and stop of workday from PRC and Eye Center) or in case of blocking of Military Highway in either northbound or southbound direction.

Military Highway and this flyover are the only two crossings over the I-264 freeway for a significant direction in either direction. At one time the flyover was closed due to construction and an accident closed Military Highway at the overpass. Anyone wanting to go north of I-264 had to take Curlew Drive to Kempsville Road or backtrack to Indian River Road to either take I-64 or the Campostella bridge, both adding significant time to a commute. This is especially true if they were heading to locations just north of I-264. That would normally take 5-10 minutes.

With increased traffic on this route there needs to be improvements in visibility and road safety for vehicles, pedestrians, and bicyclists.

Vehicles on Curlew Drive exiting or entering the frontage road crossing will increase traffic through the Tide loading and unloading area. This has been a concern in the past, particularly when there are more than 2 or 3 buses. These buses block crosswalk visibility and may extend out into the roadway causing cars to have to cross into opposing lanes to get around. With increased traffic the risks of injury at this location will increase.

The curve immediately south of Pebble Lane is a “choke point” with significant narrowing at the turn. Vehicles frequently must ride the line and pass close to one another on the turn. Also with current vegetation, any pedestrians of the sidewalk and in the road are not seen until the last minute by southbound vehicles. An increase of traffic in both directions on this turn will become more dangerous.

**Recommendations:** Consideration of road improvements to this stretch of frontage road this includes widening of the roadway particularly at the curve just south of Pebble Lane. This may require encroachment onto property to make this turn safer.

Inclusion of bike paths/lanes in widening project.

Look at landscape trimming requirements to improve visibility of curves of the road.

Consider relocating the current Curlew Drive bus loading/unloading area to either the parking area (Tide Station or possibly PRC), or a location on the other side of The Tide station (move from the west to the east side of the station). This will increase visibility of the crosswalk for traffic heading eastbound on Curlew Drive.

Consider increasing size of the bus pull-out to accommodate at least 3 buses completely.



FIGURE 17 - MILITARY HIGHWAY FRONTAGE ROAD SOUTH OF PEBBLE LANE, CURVE



FIGURE 18 - MILITARY HIGHWAY FRONTAGE ROAD, SOUTH OF POPLAR HALL PARK ENTRANCE



FIGURE 19 - MILITARY HIGHWAY FRONTAGE ROAD, SOUTH OF PEBBLE LANE, I-264 OVERPASS



FIGURE 20 - MILITARY HIGHWAY FRONTAGE ROAD, CURLEW DRIVE INTERSECTION



FIGURE 21 - CURLEW DRIVE AT MILITARY HIGHWAY FRONTAGE, LOOKING EAST



FIGURE 22 - CURLEW DRIVE AT MILITARY HIGHWAY FRONTAGE, LOOKING WEST



FIGURE 23 – CURLEW DRIVE LOOKING EASTBOUND AT THE PRIMARY BUS PULL-OUT

## NORTH MILITARY HWY EXIT, PEBBLE LANE

*North Military Highway (Main Road) exit to frontage road at Pebble Lane*

**Description:** An exit from southbound Military Highway to the Military Highway frontage Road at Pebble Lane. This exit is often used for residents as a direct access to Pebble Lane. It may be used as another access to the frontage road heading south, or the access the Best Thrift shopping complex heading northbound avoiding the right turn at Hoggard Road intersection. It is frequently used if a bus is blocking the right turn lane at Hoggard, or if someone misses the turn-off for the shopping complex.

**Note:** The property directly in front of this exit (Figure 27 - Military Highway Frontage Road, Pebble Lane, and Military Highway Exit) is the property proposed for the multi-Family housing location

It is right before the exit to I-264 westbound and sometimes confuses drivers that may want to access the frontage road or freeway.



FIGURE 24 - OVERVIEW OF MILITARY HIGHWAY EXIT AT PEBBLE LANE

**Concerns:** This exit has been a source of frustration and safety concerns for residents of surrounding neighborhoods going back decades. It was particularly a problem when the Grate Steak and motel were in the current development location due to increased traffic. It is expected that this will once again be a concern with a development traffic increase. At various times this has been closed to traffic due to these concerns but was re-opened several years ago.

While it doesn't occur frequently, vehicles have used this to enter Military Highway going the wrong direction or attempting to make a U-turn to access Military Highway. Vehicles coming from Pebble Lane may attempt to use this as a short-cut. Vehicles heading northbound on the frontage road may attempt to use this as an entrance to Military Highway (wrong way) due to how the road curves. Often one or both signs have been knocked down by vehicles at this entrance increasing safety issues.

Vehicles exiting Military Highway have been in near accidents due to ignoring or missing the stop signs at the exit; attempting to beat traffic when crossing or entering the frontage road; visibility of frontage road traffic due to B-pillar of the car blocking the sight lines to traffic heading south on the frontage road. In addition, there is only room for 4-5 vehicles in the exit lane before starting to block Military

Highway traffic entering I-264 westbound. Currently there are usually no more than 1-2 vehicles using this lane at a time, however with direct access to the new development it is expected that the number of vehicles using this path will greatly increase, having a negative impact on vehicles accessing I-264 and causing safety concerns.

**Recommendations:** Recommend at a minimum that this exit from Military Highway be permanently closed. In addition, this closure should be part of a redesign of the frontage road. This may need a separate study in how to redesign or reconfigure this stretch of road as noted in the North Military Hwy (Frontage) North of Pebble Lane section of this document.



FIGURE 25 - MILITARY HIGHWAY APPROACH TO PEBBLE LANE EXIT



FIGURE 26 - PEBBLE LANE EXIT FROM MILITARY HIGHWAY TO FRONTAGE ROAD

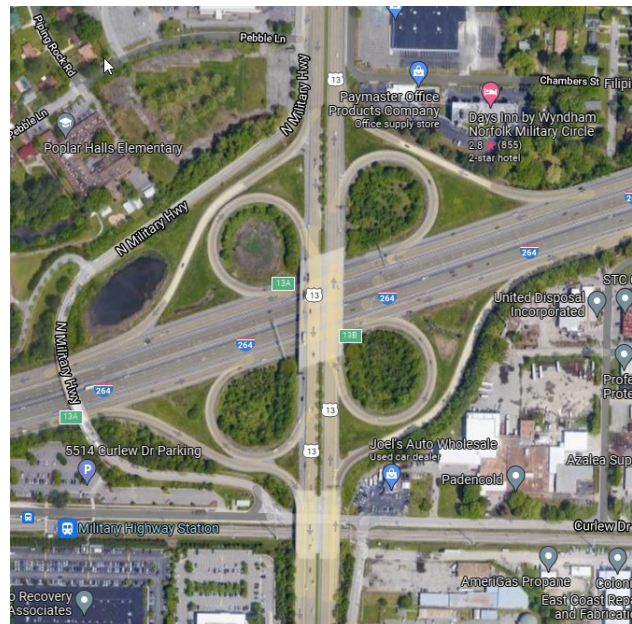


FIGURE 27 - MILITARY HIGHWAY FRONTAGE ROAD, PEBBLE LANE, AND MILITARY HIGHWAY EXIT

## NORTH MILITARY HWY AND I-264 CROSSING

### *North Military Highway convergence with I-264 Interstate "Crossroads"*

**Description:** This area is often referred to as the "Crossroads" due to the convergence of the Military Highway thoroughfare (4 lanes each direction) and the interstate (I-264). There are entrances and exits for both directions of I-264. At times of high traffic volume there can be significant backups as traffic coming on and off the freeway must merge into traffic on Military Highway. It is expected that traffic in this location will significantly increase once development of the Military Circle Mall project is completed, particularly if it contains an arena or amphitheater option. Adding multi-family housing at the Military Circle Mall project as well as several multi-family apartment projects planned for the area will also increase the amount of traffic.



**FIGURE 28 - I -264 AND MILITARY HIGHWAY  
"CROSSROADS"**

**Concerns:** Traffic during high volume times already has a negative impact on commuters through this area. With the expected increase due to development in the area a study of improvements should be a requirement. It is understood that improvements may be significant enough that they won't be completed before many of these developments are completed, however the studies should be a requirement and put in place before any development begins.

**Recommendations:** A study of this "Crossroads" location should be initiated as soon as possible to plan for improvements that will be required with the expected increase in traffic. This may need to be coordinated with Virginia Department of Transportation (VDOT).

Consider having large development projects contribute money or in-kind work for improvements that are needed, or to conduct required studies. It will directly impact not only the immediate neighborhoods, but residents all over Hampton Roads will benefit since development at Military Circle Mall will be a big contributor to the increased traffic.



FIGURE 29 - MILITARY HIGHWAY AND I-264 WESTBOUND ENTRANCE



FIGURE 30 - MILITARY HIGHWAY AND I-264 EASTBOUND ENTRANCE

## IN CONCLUSION

The Equity for the Eastside Coalition submits this report with the expectation that Norfolk city government approach this project and the future development of the Military Circle area by embarking upon proactive traffic planning, which includes working with the residents of the impacted neighborhoods. The concerns outlined here make it abundantly clear that a municipal approach predicated on “after-the-fact” remediation will be disastrous.

Our Coalition recently asked Norfolk Director of Economic Development Jared Chalk to schedule a meeting for us with city transit officials to begin the dialogues necessary to ensure intelligent, workable planning. We are, at this writing, still waiting on fulfillment of this request. This is concerning to us because the City of Norfolk has a regrettable history of not communicating adequately with stakeholders affected by planned development. As mentioned earlier in this report, the Eastside Task Force had been asking city officials for information on the status of this property repeatedly only to learn of the pending sale via local media.

It is also worth noting this report represents the Coalition’s concern on **one** project only. As concrete planning on the other four multifamily projects planned for the east side as well as Military Circle redevelopment proceeds, dialogue with stakeholders must happen in an ongoing coordinated way, and not as a one-off meeting. For example, the River Forrest Shores/Wayside Manor/ Easton Place Civic League has significant concerns that the traffic increase resulting from the soon-to-be constructed Riverside Station Apartments and this new development will make traffic unmanageable on Sellger Drive, Curlew Drive and Kidd Boulevard as these are already highly traveled east-west “cut throughs.” There are similar concerns with developments that already exist in Lake Taylor, and off Kempsville Road. None seem to garner more than a one or two sentence within Planning Department recommendations. Much more thought and consideration are needed than this.

As the development of Military Circle Mall begins to take place, it is extremely important that the Equity for the Eastside Coalition, as well as the Eastside Taskforce take a part in decisions on traffic improvements in our area. With housing increases of 1000+ units in at least four currently planned developments, including Military Circle Mall the traffic numbers and headaches will significantly change the traffic requirements of our area of the city. We **MUST BE** proactive in solving these issues rather than reactive after the fact!

When a municipality commits to a modus operandi of doing something to its community rather than doing something with its community, the result will never be a good one. As east side Norfolk will soon become the focus of massive redevelopment, now is the time to ensure the hallmark of this effort is meaningful collaboration. The onus for implementing such an approach begins with Norfolk city leadership. We look forward to being part of a partnership to ensure quality development for east side Norfolk.

*This document was developed for the Equity for the Eastside Coalition to call out not only significant traffic concerns to this project but concerns about traffic related to ongoing and future development including the Military Circle Mall project. We understand that this development must happen, but we ask only that planning for the expected traffic challenges be part of the planning process for any significant development within east side Norfolk. Too often this has been ignored and handled reactively. We want to change that paradigm and to make sure residents are part of the process. Ken Richards, President, Elizabeth Park Civic League; member Equity for the Eastside Coalition; and Eastside Task Force, Norfolk, VA. [president@elizabethparkcivicleague.com](mailto:president@elizabethparkcivicleague.com) or [rfs-wm-ep-civicleague@googlegroups.com](mailto:rfs-wm-ep-civicleague@googlegroups.com)*

*This document was developed in partnership with: Elizabeth Park; Lake Taylor; Newtown South; Poplar Hall; and River Forest Shores/Wayside Manor/Easton Place Civic Leagues.*

*The latest version of this document may be found at [ElizabethParkCivicLeague.com](http://ElizabethParkCivicLeague.com)*