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Eco District

KNITTING MILL CREEK

**A Plan to Restore Knitting Mill Creek
*And Create Belonging for All***

Final 3-14-24

**Elizabeth River Project
www.elizabethriver.org**

VISION

An EcoDistrict where diverse businesses, residents, students and visitors achieve a sense of belonging as together we create a healthy Knitting Mill Creek as a model for urban waterways everywhere.

GUIDING PRINCIPLE

Uphold equity and pursue economic as well as ecological health, avoiding displacement, for current as well as future residents and businesses. Prioritize the input and involvement of the most vulnerable of our connected communities, ensuring this plan creates a sense of belonging for all.



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Contact: Marjorie Mayfield Jackson, Executive Director

This plan is presented by the non-profit Elizabeth River Project to reflect the input of numerous local and regional community members including participants at four facilitated stakeholder meetings convened by the Elizabeth River Project, sub-committee meetings and walking tours. Final edits: Special thanks to the Knitting Mill Creek EcoDistrict Steering Committee, 4-12-23.

The plan is made possible by a grant from the National Fish & Wildlife Foundation to the Elizabeth River Project.

Special thanks to Davis Ad Agency & prior planning efforts by Lafayette Wetlands Partnership, the City of Norfolk, Wetlands Watch, the University of Virginia, Old Dominion University and Virginia Tech.

SUMMARY

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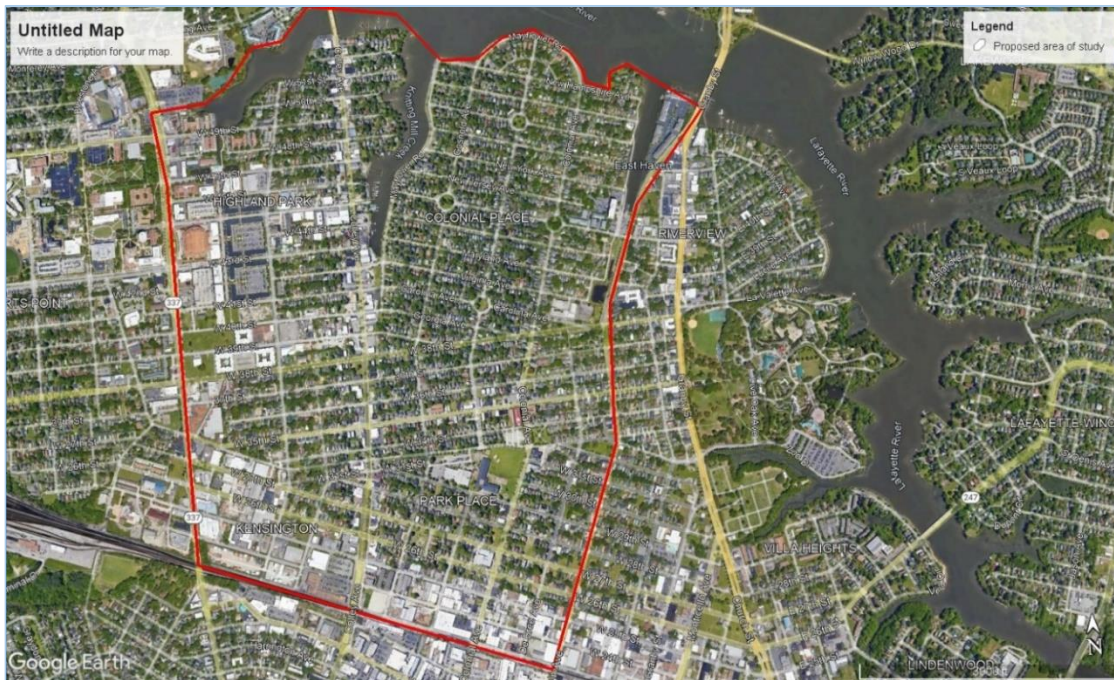
GOAL 1) Create strong environmental stewardship of Knitting Mill Creek, achieving a model creek restoration with reduced pollution and connected habitats, led by an empowered community where residents and businesses celebrate a sense of belonging. Prioritize environmental improvements for vulnerable communities along with grassroots-oriented best practices that create a sense of belonging and empower residents and businesses to thrive in place. Page 8.

GOAL 2) Brand and market the Eco-District, focusing initial branding on a nucleus commercial corridor on North Colley with a potential extension along 35th Street. Adopt best practices for avoiding unintended consequences of gentrification. Knit together, brand and expand on an existing nucleus of eco-minded small businesses. Elizabeth River Project will lead initially, for as long as the non-profit has the resources, and will seek to identify best practices, partners and resources for the EcoDistrict to foster a sense of belonging and avoidance of displacement, and will explore leading the effort long-term. Page 13.

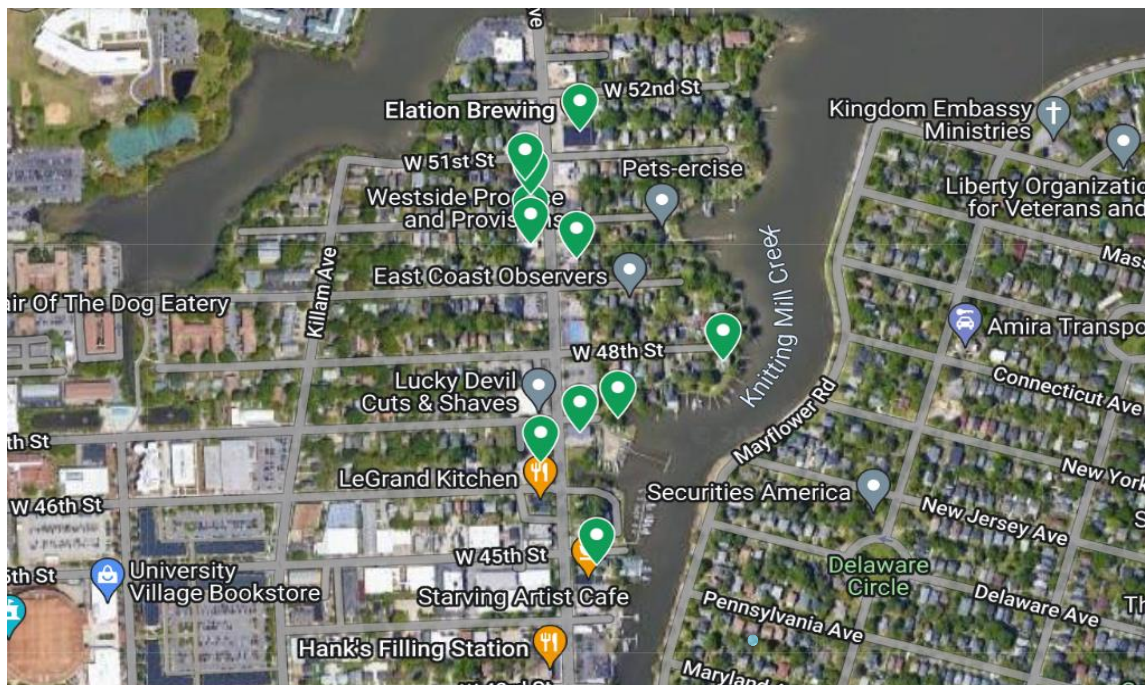
GOAL 3) Increase understanding and appreciation of Knitting Mill Creek while building a sense of belonging for connected communities through activities including:

- Art, history, recreation, education, stewardship and public programs, mindfully seeking to foster a sense of belonging;
- Improved water access;
- Engagement of existing communities and businesses in decision-making about environmental enhancements.

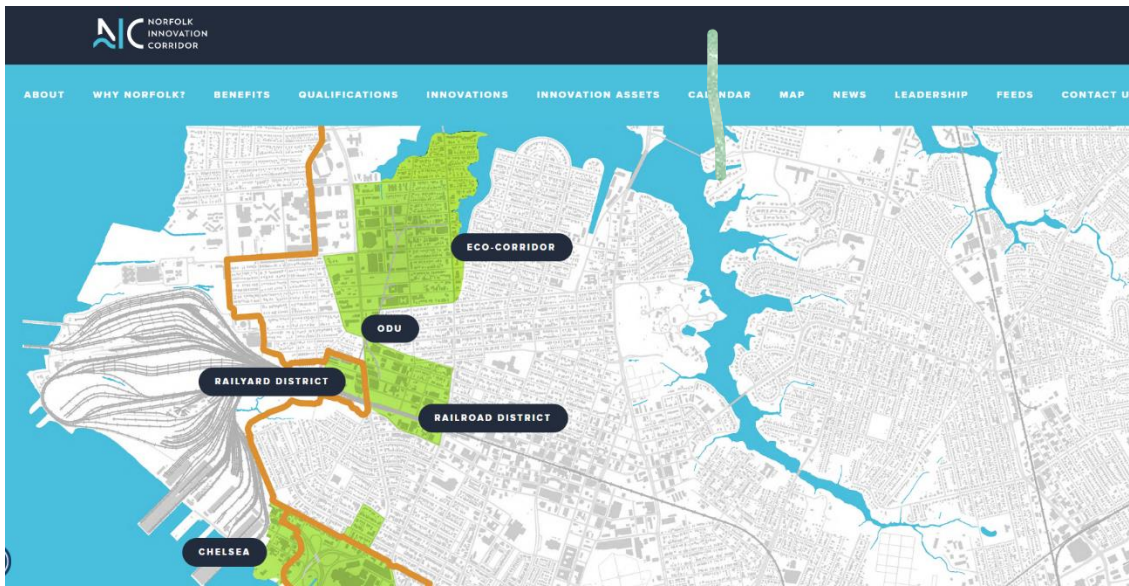
A priority focus will be improving access, engagement and belonging for the most vulnerable communities. Page 15.



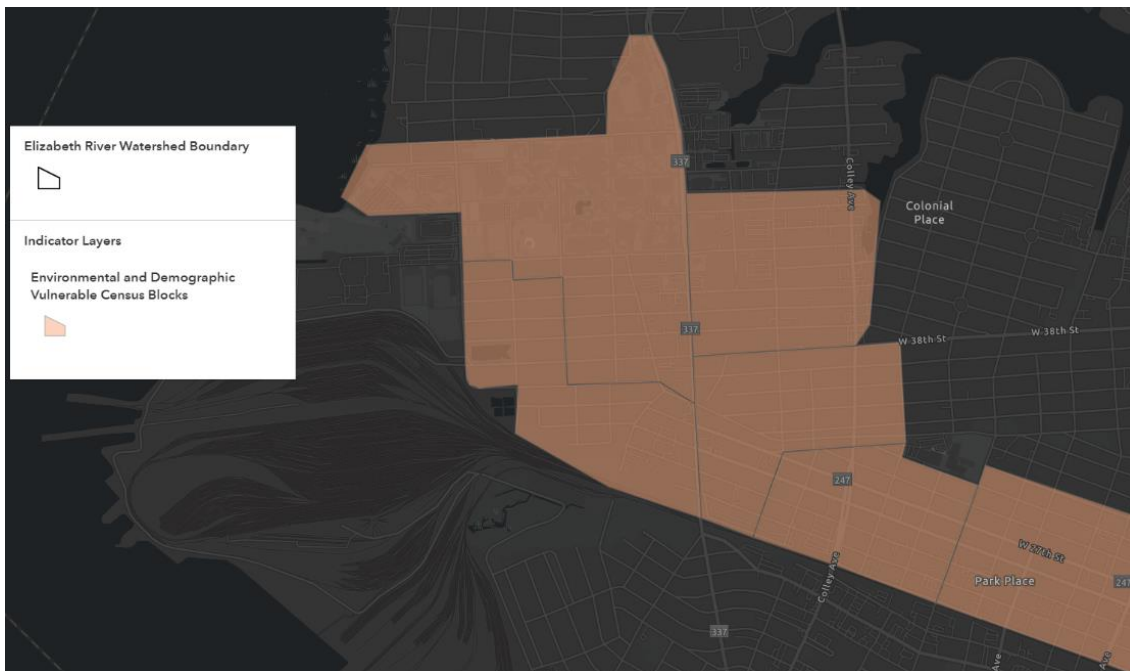
(Map 1) CONNECTED COMMUNITIES ENGAGEMENT AREA. Map of the “connected communities” to be the focus for intensive recruitment of businesses, residents and students for environmental stewardship and community-building as River Stars with Elizabeth River Project.



(Map 2) – COMMERCIAL ECO-DISTRICT, Initial Nucleus. Initial branding focus area, the commercial EcoDistrict along North Colley where many businesses organically are already participating in eco-minded practices (green dots); potentially to extend as well along 35th Street to the south.



(Map 3) The Norfolk Innovation Corridor (NIC) proposed an “Eco-Corridor” along North Colley and Knitting Mill Creek (top green area). This corridor coincides loosely with the area of focus for this plan.



(Map 4) Priority vulnerable communities. Peach-shaded areas are those in or adjoining the Knitting Mill Creek sub-watershed that are identified as demographically and environmentally vulnerable, applying multiple layers of data: Elizabeth River Environmental Justice Mapping Tool, Virginia Institute of Marine Science.

KEY PARTNERS

Decades of extensive groundwork was completed prior to this plan by many partners, and many partners will be key to implementation. These include:

- **Elizabeth River Project**
 - Leading completion and initial implementation of this plan; also initial incubator for EcoDistrict branding and modeling best practices to avoid gentrification, building instead a sense of belonging for all.
 - Leading implementation of restoration and pollution reduction projects in the Knitting Mill Creek sub-watershed or drainage area.
 - Constructing the Pru and Louis Ryan Resilience Lab, a state-of-the-art environmental education and coastal resilience center at 4610 Colley Avenue. The lab will serve as a cornerstone for the Eco-District, inspiring public engagement and community-building through art, science, recreation and environmental stewardship.
 - **River Star Homes**, many of which have completed on-the-ground shoreline restorations and pollution prevention projects with Elizabeth River Project;
 - **Resilient River Star Schools**, a program of Elizabeth River Project
 - **River Star Businesses**, includes multiple businesses forming the nucleus of



Nicole Knudson co-located her Lady Fern Native Plants, retailing the plants that help the ecosystem the most, on North Colley to be near like-minded enterprises. This plan knits them together as the EcoDistrict .

the initial EcoDistrict commercial corridor.

- **The City of Norfolk** has prioritized the Knitting Mill Creek sub-watershed for green infrastructure improvements and continues to implement numerous projects for water quality improvement and public access, recently completing the Highland Park Veterans Kayak Launch on the creek.

- **Bay Star Homes**, participating with the City of Norfolk

- **Lafayette Wetlands Partnership**, an all-volunteer non-profit, is the catalyst for many partners who have focused on the creek. Focused on improving Knitting Mill Creek

for many years, the partnership completed its first wetland restoration at 46th street, followed by a signature rain garden a block away; other restoration projects have focused on Mayflower Road and Colley Bay. Completed *Restoring Knitting Mill*

Creek Through Green Infrastructure (2015), with EPA funding and technical research by TetraTech.

- **Wetlands Watch**, providing key research & assistance for many years including coordinating a collaboratory of University of Virginia and Virginia Tech students to plan Knitting Mill Creek projects.
- **Civic leagues** including **Highland Park, Colonial Place, Park Place, Kensington, Lamberts Point**
- **Businesses and other organizations documenting pollution prevention and wildlife habitat** efforts in the EcoDistrict as Elizabeth River Project River Star Businesses. Currently recognized River Star Business * and invited or pending participants include:
 - **City of Norfolk*(multiple restoration projects, kayak launch)**
 - **Daphne's Hair Studio***
 - **Elation Brewing***
 - **Electrified Marina***
 - **GUD Yoga ***
 - **Hund's Re-Cycle Factory***
 - **Immanuel Presbyterian Church***
 - **Lafayette Wetlands Partnership* (rain garden & wetland)**
 - **Lady Fern's Native Plants***
 - **Mermaid City Flowers***
 - **Norfolk Kayak Rentals***
 - **Norfolk Wood Shop***
 - **ODU's Institute for Coastal Adaptation & Resilience (ICAR)**
 - **Reaver Beach Brewing Co.***
 - **Starving Artist Café***
 - **Welligent***
 - **Westside Produce & Provisions***
- **North Colley Businesses Association**
- **Multiple universities:**
 - **University of Virginia School of Architecture** completed an early plan, *Blue Norfolk*, with the City and Highland Park, drawing attention to potential green infrastructure projects for Knitting Mill Creek.
 - **Old Dominion University's Institute for Coastal Adaptation & Resilience (ICAR)**, located across Colley from Elizabeth River Project's Ryan Lab to collaborate.
 - **Norfolk State University, VA Wesleyan University, VA Institute of Marine Science**; all committed to conducting research with the Elizabeth River Project's Ryan Resilience Lab.
- **Potential partners with expertise and resources to affirm rather than displace current residents and businesses:**
 - The Center of Neighborhood Technologies, which has developed an EcoDistrict protocol for certifying equity-focused as well as ecologically

focused efforts: <http://ecodistricts.org/wp-content/uploads/2016/06/ed-protocol-guide-v1.3-FINAL.pdf>

- Equity guide for Green Infrastructure Practitioners: https://giexchange.org/wp-content/uploads/2022/05/Equity-Guide-for-GSI-Practitioners_March-2022.pdf
- Centers for Disease Control anti gentrification strategies: https://www.cdc.gov/healthypplaces/healthtopics/gentrification_strategies.htm
- [Harvard Joint Center for Housing Studies](#)
- **The Norfolk Innovation Corridor (NIC)**, which has identified a portion of the Knitting Mill Creek watershed to expand official boundaries as NIC's EcoDistrict
- **HRS D** regarding wastewater systems & monitoring.
- **US Army Corps of Engineers** regarding a channel in Knitting Mill Creek
- **Norfolk Art, Elizabeth River Trail Foundation** and others with the ability to inspire public appreciation of the Eco-District.



Hund's Re-Cycle Factory was one of the earliest green businesses in the EcoDistrict. Andrew Hund's shop refurbishes bicycles and has donated 1,000 bikes to those in need.

GOAL 1) GOAL 1) Create strong environmental stewardship of Knitting Mill Creek, achieving a model creek restoration with reduced pollution and connected habitats, led by an empowered community where residents and businesses celebrate a sense of belonging. Prioritize environmental improvements for vulnerable communities along with grassroots-oriented best practices that create a sense of belonging and empower residents and businesses to thrive in place.

Objective 1a Create a connected corridor of living shorelines, oyster habitat, shade trees and native shrubs, while maximizing space for wetland “retreat,” or migration up the shore as sea levels rise.



Knitting Mill Creek resident Tara Honey worked with Elizabeth River Project to convert her eroding shore into this “living shoreline.” A connected corridor of such habitats is well-underway.

Measures of success, 2023-2028:

- Connected habitats extend for at least half the shore of Knitting Mill Creek, or about half a mile, with habitat improvements such as wetlands, oyster 3 habitat and/or plantings of native trees and shrubs. (Grant proposals pending – Elizabeth River Project)
- Take into account whether space can be set aside for wetland retreat in designing all new wetland restorations in the Eco-District.

- Determine metrics for equitable economic as well as environmental health, avoiding displacement of residents and businesses.

Actions:

- Elizabeth River Project and partners are pursuing funding to enhance the wetland along the north and south shores of 46th street and at Electrified Marina. As well, funding and commitments are in hand to transform a billboard site into a vegetated pocket park, moving the billboard 25 feet south.

- Partners work together to identify funding, add more oyster reefs along Knitting Mill Creek. Chesapeake Bay Foundation, Lafayette Wetlands Partnership, Elizabeth River Project, and homes and businesses.
- Design and implement a large wetland restoration at Virginia Avenue and Mayflower Road to reduce eutrophication.
- City of Norfolk: Improve streetscaping to include more native species & increase tree canopy, focusing on “heat islands” in Park Place, Lamberts Point, Kensington, with community engagement to ensure we are meeting neighborhood wishes.
- Engage the communities to discover needs, potential projects (Elizabeth River Project with Norfolk State and University of Virginia; Old Dominion University if possible).
- Work with the USACE to address apparent restoration limitations relating to a federal navigation channel in Knitting Mill Creek (ERP and City of Norfolk).

Objective 1b: The Knitting Mill Creek EcoDistrict becomes the epicenter for environmental restoration projects and “green infrastructure” on the lower Chesapeake Bay. Green infrastructure is a design approach to development and redevelopment that reduces stormwater runoff and other forms of pollution and conserves wildlife habitat.



Welcome back, river otters! This plan will create more wildlife habitat while improving water quality.

Measures of success 2023-2028; five years

- Goal: Strive for zero fish kills. DO remains above 5 mg/l.
- Number, size & amount of pollution reduced, stormwater & DO improvement projects implemented.
- Percent of projects reducing pollution in the most vulnerable communities, also reflecting leadership and input from those communities.

Actions:

- Prioritize areas of Knitting Mill Creek where dissolved oxygen (DO) drops dramatically each summer resulting in fish kills each August.
 - Elizabeth River Project & NSU interns conduct water sampling to determine how DO in Knitting Mill Creek compares to other similar areas such as Haven Creek, Colley Bay and a reference area. Summer 2023.
 - Identify and implement innovative approaches to increase DO.

- Norfolk and Hampton Roads Sanitary District (HRSD) evaluate and repair any potential sources of leaking sewage.
 - Consider additional HRSD source tracking.
- Prioritize, build trust, and invite ownership and engagement in the most vulnerable communities: Lamberts Point, Kensington/ODU Village, and Park Place (identified through the EJ mapping tool, see map 4).
 - Elizabeth River Project, Norfolk State University, University of Virginia have partner grants to work in vulnerable communities to address inequities. Consider one or more of these communities as focus areas (UVA has selected Park Place) for community engagement and green infrastructure projects. Partners continue to apply for additional funding for implementation in vulnerable communities.
 - Elizabeth River Project and partners consider applying for EPA Environmental Justice Collaborative Problem-Solving Cooperative Agreement grant program in the future.
- Elizabeth River Project open the cutting-edge Pru & Louis Ryan Resilience Lab at 4610 Colley Avenue (under construction for completion in 2023) as the cornerstone for this plan. The Ryan Lab will transform a former brownfield into a green education center with a living shoreline, solar power, rain gardens, rain water re-use in toilets, a green wall, green roof, research dock, public boardwalk and Learning Park. The Lab is intended to ignite ecosystem restoration by surrounding public and private partners along North Colley and in adjacent neighborhoods.



Many partners are restoring habitat along the creek at sites such as Mayflower Road, including Lafayette Wetlands Partnership, the City of Norfolk and Elizabeth River Project.

capturing and floating wetland rafts in Knitting Mill Creek in front of the Ryan Resilience Lab; a tree planting at Munson Park in Park Place and continuation of a vegetated buffer along Mayflower Rd.

- Elizabeth River Project and partners implement at least 20 of 50 projects identified by the Timmons Group in a 2022 study for Elizabeth River Project with stakeholder input.
- Grant funding from National Fish & Wildlife Foundation has been awarded to implement 10-12 projects. Those being considered now for final implementation include pervious paving at Immanuel Presbyterian Church and Park Place Recreation Center; conservation landscaping at Daphne’s Hair Salon; a green roof and demonstration rain

Objective 1c: Recruit participants to achieve environmental improvements through hands-on projects with the voluntary stewardship programs of Elizabeth River Project, the City of Norfolk and other partners, including River Star Homes, Bay Star Homes, River Star Businesses, Lafayette Wetlands Partnership volunteer efforts, and Resilient River Star Schools.



Yoga here is green as well as “Gud.” This River Star Business in the EcoDistrict has cork flooring, efficient HVAC and a reflective “cool” roof. Gud Yoga also hosts yoga to benefit the river.

Measures of success 2023-2028; five years

- At least 15 businesses are meeting expectations, actively participating in River Star Business/EcoDistrict activities, and measuring environmental results. Elizabeth River Project pilot an effort to integrate environmental justice into criteria for recognition as a River Star Business within the Eco-District, also providing collaborative assistance to help businesses make measurable gains in this area.
- Grow participating River Star Homes &/or Bay Star Homes to at least 500 homes (270 now), implementing at least 25 new projects.
- Engage at least 500 K-12 students in youth resilience projects and at least 15 teachers.

Actions:

- Define expectations, assistance, & recognition available for businesses in the EcoDistrict (2023-24), including criteria for documenting efforts relating to environmental justice such as implementing diverse hiring practices, supporting community closets, and allowing for sliding-scale prices, as well as implementing environmental improvements and reducing pollution in vulnerable communities.

- Form a steering committee and hold focus groups of businesses along the EcoDistrict to finalize expectations of businesses, in cooperation with the River Restoration Advisory Committee of River Star Businesses & North Colley Business Association.
- Steering Committee should consider whether to explore a special purpose zoning district or overlay zoning district offering incentives for voluntary actions in the district, being mindful of best practices to empower residents and businesses to thrive in place.
- Invite businesses to an event (2023-24) at the Ryan Lab to observe green practices and explore avenues for supporting environmental justice. Elizabeth River Project and partners continue to seek funding assistance to offer businesses for green and environmental justice practices.
- Consider if there are simple practices all could do with an incentive.
- Recognize participating businesses as part of the marketing/branding efforts (see goal 2) and in conjunction with River Star Businesses.
- Promote River Star Homes and Bay Homes.
 - Elizabeth River Project hold a workshop and/or family fun night (consider RiverFest or similar event, closing Colley) each year at the Ryan Lab to recruit residents and encourage practices.
- Begin a special focus on the EcoDistrict for youth resilience projects of the Elizabeth River Project.
 - James Monroe Elementary is located in the EcoDistrict and should have a special focus, as well as Larchmont Elementary and St. Patrick's.
 - Hold at least one teacher workshop a year at the Ryan Lab and provide assistance to at least 500 students to do youth resilience projects.



This restoration at the mouth of Knitting Mill Creek incorporates oyster structures and wetland grasses to provide habitat and erosion protection.

GOAL 2) Brand and market the EcoDistrict, focusing initial branding on a nucleus commercial corridor on North Colley with a potential extension along 35th Street. Adopt best practices for avoiding unintended consequences of gentrification.



Eco District
KNITTING MILL CREEK

Knit together, brand and expand on an existing nucleus of eco-minded small businesses. Elizabeth River Project will lead initially, for as long as the non-profit has the resources, and will seek to identify best practices, partners and resources for the EcoDistrict to foster a sense of belonging and avoidance of displacement, and will explore leading the effort long-term.

Objective 2a: Phase 1 - Focus initial branding on the North Colley commercial corridor where a nucleus of existing eco-friendly businesses has formed organically. Knit these together while preserving the grassroots flavor of the corridor and continuing to focus on reviving the health of Knitting Mill Creek. With equity in mind, brand the corridor and invite expanded environmental stewardship participation not only in the initial focus area for commercial partners, 42nd to 52nd on North Colley, but also considering 35th street.



You won't believe how quiet these electric jet skis are... for rent soon at the new Electrified Marina on Knitting Mill Creek, attracted in part by a nucleus of eco-minded businesses.

Objective 2b: Develop and foster best practices for avoiding displacement of residents and businesses, working in collaboration with national experts in this field.

Objective 2c: Larger boundaries identified in this plan are considered the “connected communities” of the EcoDistrict and should be the focus of exploration for additional inclusion including through existing social marketing programs to recruit participants in environmental stewardship including River Star Homes, Bay Star Homes, Lafayette Wetlands Partnership’s volunteer corps and River Star Businesses.



Partners including Lafayette Wetlands Partnership, the City of Norfolk and Elizabeth River Project planted native salt-tolerant grasses and flowers along Mayflower Road.

Measures of success, 2023-2025

- Local and national experts in preventing displacement from increased property values, such as EcoDistricts.org and the Partnership for Southern Equity as well as the Center for Neighborhood Technologies, help the Steering Committee and other partners to this plan identify and foster best practices for avoiding unintended consequences of gentrification. Such best practices are adopted and a majority of residents and businesses remain in place as the EcoDistrict becomes popular.
- A Phase 1 commercial EcoDistrict on North Colley gains a strong sense of identity and gains membership of businesses committing to eco-friendly practices and benefitting from shared marketing, while avoiding displacement for businesses and residents.
- A grassroots branding campaign is launched for the commercial EcoDistrict with web-page, map and social media, initially led by Elizabeth River Project with partners, promoting both a sense of belonging and environmental stewardship.

Actions:

- Elizabeth River Project will take the lead initially to incubate the EcoDistrict including pursuing expertise and partners to help identify and put in place practices for avoiding displacement; and will lead as long as resources last, while also exploring whether other leadership would be ideal for the long-term (while not as directly applicable as EcoDistricts elsewhere which pursue equity as pillars along with environmental stewardship, VIBE district in Virginia Beach has its own non-profit to coordinate and market activities; Neon District in Norfolk is operated by the Downtown Norfolk Council – both have dedicated budgets and staffs).
- A steering committee from the community will work alongside Elizabeth River Project on next steps including: Meeting with the North Colley Business Association,

neighborhood empowerment experts and city planning and elected officials to further explore interest, concerns, and resources including potential voluntary tax-incentives.

- A “launch” of the EcoDistrict is planned for June 1, 2024 in concert with the opening of the Elizabeth River Project’s Ryan Resilience Lab as a cornerstone of the new commercial EcoDistrict corridor.
- Establish branded signage on entering the EcoDistrict and for individual participating businesses.
- For businesses, consider QR codes providing stories about the business and why they participate.
- Consider also adding interpretive education signage throughout the EcoDistrict to include plaques at green infrastructure projects.
- Spotlight pioneer efforts including ODU ICAR, the Lafayette Wetlands Partnership projects, River Star Businesses, and potential River Stars as well as Elizabeth River Project’s Ryan Resilience Lab.
- Elizabeth River Project plan and launch environmental justice focused programs and activities at the Ryan Lab – visit <https://elizabethriver.org/ryan-resilience-lab/>.
- Partners continue existing programs for environmental stewardship to recruit intensively in the larger focus area around Knitting Mill Creek.



Elizabeth River Project’s Ryan Resilience Lab, overlooking Knitting Mill Creek, demonstrates stewardship of the creek and the Elizabeth River.

GOAL 3) Increase understanding and appreciation of Knitting Mill Creek while building a sense of belonging for connected communities through activities including:

- Art, history, recreation, education, stewardship and public programs, mindfully seeking to foster a sense of belonging;
- Improved water access;
- Engagement of existing communities and businesses in decision-making about environmental enhancements.
- A priority focus on improving access, engagement and belonging for the most vulnerable communities.

Objective 3a: Reconnect residents of all areas in the EcoDistrict to Knitting Mill Creek through a process of engagement focused on a sense of belonging, followed by ongoing education and outreach programs, with the Elizabeth River Project’s coming Ryan Resilience Lab as a hub.

Measures of success, 2023-2025:

- Calendar of coordinated activities in the EcoDistrict providing experiences in art, history, recreation and ecology with a strong environmental justice focus to reconnect to Knitting Mill Creek. Focus efforts on manageable commercial district; calendar is coordinated by a partner with the resources to lead long-term marketing.
 - Elizabeth River Project’s Ryan Resilience Lab achieves environmental justice as an explicit, central focus of up to 50% of its activities and programs, with remaining programs involve concrete steps to include historically marginalized people as facilitators and audience.
- Goal for public participants: 2,500/year with measurable changes in understanding for 500/year (pre and post surveys).



Pru and Ryan Resilience Lab on North Colley, Elizabeth River Project, as a cornerstone for the Eco-District demonstrating eco-practices for living and working in an urban, coastal flood zone as sea levels rise.

Actions

- As part of the community engagement activities discussed in Goal 1, Elizabeth River Project, Norfolk State, UVA, ODU and other universities address community interests in art, history and education as well as interest in environmental restoration projects.
- Elizabeth River Project and key EcoDistrict participants create a calendar of coordinated engagement activities, to include education, science, art, recreation and history as well as “how to” for environmental stewardship.



Elizabeth River Project’s opening of the art exhibit, *All Water has a Perfect Memory*, at the new Pru and Ryan Resilience Lab on North Colley.

- A priority audience will be the most vulnerable populations (see map).
- Elizabeth River Project will include programs at the Ryan Lab such as kayaking, responsible fishing including for youngsters, art, trawl surveys, and eco-workshops as well as citizen monitoring.
- Norfolk Kayak Rentals is encouraged to continue guided eco-tours.
- Elizabeth River Project encourage Resilient River Star School projects.
- Inventory existing environmental and resilience projects. Offer periodic walking tours. Consider a self-guided walking tours with punch cards when you visit places on the map.
- Consider closing North Colley for a day for RIVERFEST block party.
- Conduct art and education programs including;
 - Elizabeth River Project with universities and Norfolk Art to sponsor changing art at the Ryan Resilience Lab beginning with a commissioned “Tidemarkers” sculpture.

- Elizabeth River Project with Norfolk State and other partners prepare and disseminate a diverse history of Knitting Mill Creek and its surrounding communities.
- Participating partners consider a “Colley Crawl” – invite pubs and other highlighted businesses to participate, and offer a kayak trip.
- Provide ODU green infrastructure tours.
- Consider establishing a public greenspace/gathering spot, potentially a green playground.
- Keep Norfolk Beautiful – Help partners incentivize citizens to help with litter through KNB’s Bucket Brigade.

Objective 3b: Encourage/assist businesses to reposition so that the water is an advantage (including the possibility for frontages facing the water)

- Explore further with businesses and city.

Objective 3c: Improve infrastructure to create a more accessible, more walkable, bikeable community.

Measures of success 2023-25:

- Number of bike racks added.
- Parking map produced and made readily available.
- Sidewalk safety enhancements added.
- Spur of Elizabeth River Trail explored & implemented if feasible.

Actions:

- City of Norfolk and neighborhoods, businesses explore funding for more bike racks.
- Evaluate, improve crosswalk, sidewalk safety (City of Norfolk).
- Pursue a spur of the Elizabeth River Trail (Elizabeth River Trail Foundation with project partners).



Norfolk Kayak Rentals on Knitting Mill Creek offers the only guided kayak eco-paddles on the Elizabeth River system. Connecting to the waterway in such ways is one key to stewardship.

- City of Norfolk with North Colley Business Association map and mark parking to make it easier for visitors to park and walk the EcoDistrict.

Objective 3c: Create a blueway (a water trail), with a mapped path and interpretive signage along the shoreline, to introduce boaters to the waterway’s ecology and history.

Measures of success 2023-25

- Create a mapped water trail with interpretive signage.

Actions:

- Solicit support from the National Park Service - Rivers Trails Conservation Assistance. Partners to include Norfolk Kayak Rentals, Elizabeth River Project.



Special Thanks to Participants, Stakeholder Planning Sessions

| | |
|------------------------------|--|
| Frank Dukes | Facilitator - University of Virginia |
| Mark Adkins | Reaver Beach Brewery |
| Keri Allen | Park Place Civic League |
| Eitan Altshuler | NAVFAC |
| Mason Andrews | Hampton University |
| Mckenzie Arrington | Elizabeth River Project |
| Todd Aftel | Davis Ad Agency |
| David Barthol | Colonial Place Civic League |
| Mary Bennett | Elizabeth River Project, Highland Park resident |
| Haritha Bhairavabhatla | University of Wisconsin-Madison (urban planning) |
| Luísa Black | Elizabeth River Project |
| Kenneth Blankenship | Farmers Insurance |
| Aaron Bloch | Flatlander's Media Blasting |
| Pam Boatwright | Elizabeth River Project |
| Doddie Braza | Auntie's Norfolk |
| Pastor Weldon E. Burden | Mt Gilead Pentecostal Church |
| Laura Burns | VP Colonial Place Civic League |
| Alexandra Cantwell | Norfolk Kayak Rentals/Norfolk Botanical Gardens |
| Holly Chacon | Colley Copies and Graphics |
| Russell Chandler | Colonial Place resident/ODU student |
| Carol Considine | ODU/ICAR |
| Josh Coplon | Norfolk Kayak Rentals |
| Phoebe Crisman | UVA |
| Leigh Ana Crocker | Crescas Real Estate, Colonial Place Civic League |
| The Honorable Courtney Doyle | Norfolk City Council |
| Anya Fairchild | Davis Ad Agency |
| Daphne Frank | Daphne's Hair Studio |
| Brittany Gardner | City of Roanoke |
| Barbara Gavin | Elizabeth River Project |
| Russell Gilbert | Dirty Buffalo |
| Jon Goodall | UVA |
| Ted Gournelos | Colonial Place Resident, ODU Professor of Communications |
| Dick Gresham | Immanuel Presbyterian Church |
| Ashley Gudknecht | GUD Yoga |
| Megan Hale | Colonial Place Resident |

| | |
|---------------------------|---|
| Joe Hamm | Park Place Civic League |
| Ty Harrell | Equinox Coffee |
| Wendy Hazel | President of Highland Park Civic League, WHRO, Lafayette Wetlands Partnership |
| Jim Hazel | Lafayette Wetlands Partnership |
| Marvin Hodges | City of Chesapeake - South Norfolk Revitalization Commission |
| Gordon Holley | Westside Produce & Provisions |
| George Homewood | City of Norfolk (Planning) |
| Tara Honey | Highland Park resident |
| Kenny Van Hook | Elation Brewing |
| Andrew Hunds | Hund's Re-Cycle and Hydro Factory |
| Fleta Jackson | Keep Norfolk Beautiful |
| Marie Jensen | River Star Home |
| Charles Johnson Jr. | Park Place Civic League |
| Rodney Jordan | Park Place Civic League |
| Richard Katz | North Colley Business District (Cogan's Pizza, Hank's Filling Station) |
| Teresa Kissel | Colonial Place |
| Nicole Knudson | Lady Fern's Native Plants |
| Michael Langston | Colonial Place/Riverview Civic League |
| Abriel Levantino | Auntie's Norfolk |
| Matthew Lynch | Shellcycling, Lafayette Wetlands Partnership, and Colonial Place Civic League |
| Mary Mantey | Elizabeth River Project |
| Julee Martin | City of Norfolk |
| Ruth Martin | Lafayette Wetlands Partnership |
| Marjorie Mayfield Jackson | Elizabeth River Project |
| Donna McCullough | Fellini's |
| Jamie Mitchell | HRSD |
| Molly Mitchell | VIMS |
| Pooya Mohit | Colonial Place/Riverview Civic League Vice President |
| Sarah Nicosia | Davis Ad Agency |
| Gabriella Olivieri | Elizabeth River Project |
| Erick Pinzon | Electrified Marina on Knitting Mill Creek |
| Richard Popkin | Eastern Burlap |
| John Porter | Railroad Business District; Handsome Biscuit |
| Julia Powell | American Sheet Metal Corporation |
| Mike Purcell | Elation Brewing |
| Joe Rieger | Elizabeth River Project |
| Zach Roberts | Park Place Civic League |
| John Robertson | Colonial Place Civic League |
| Dr. Paul Robinson | RISE Resilience |

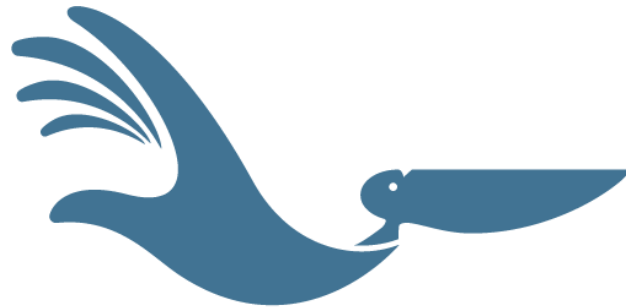
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|-------------------|---|
| Meredith Romano | Davis Ad Agency |
| Dale Ryder | Highland Park Civic League/ Lafayette Wetlands Partnership |
| Dave Sample | Virginia Tech professor |
| Liz Scheessele | Timmons Group |
| Justin Shafer | City of Norfolk |
| Casey Shaw | Elizabeth River Project |
| Kyle Spencer | City of Norfolk |
| David Spriggs | Colonial Place Civic League |
| Sarah Sterzing | Keep Norfolk Beautiful (Public Works) |
| John Stewart | Lafayette Wetlands Partnership |
| Tom Stokes | Stokes Environmental Associated, Ltd |
| Randy Stokes | Stokes Law Group |
| Artemis Stoll | Colonial Place Civic League |
| Tim Stromberg | Stromberg Garrigan & Associates, Inc. |
| Doug Taphouse | Colonial Place Civic League |
| Madison Teeter | Wetlands Watch |
| Anna Thurmond | Colonial Place Civic League |
| Steven Traylor | City of Norfolk (Norfolk Arborist) |
| Jana Underwood | Happy Tails |
| Ross Weaver | Wetlands Watch |
| Audrey Webb | Colonial Place Civic League |
| Jessica Whitehead | ODU/ICAR |
| Chris Whitney | Chief Planner, City of Norfolk, Department of City Planning |
| Michelle Williams | Adopt-A-Spot Locations within KMC |
| Dave Wolfe | Colonial Place Civic League |
| Stephen Zurek | City of Norfolk (RPOS) |

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