Executive Summary

This Masterplan outlines a transformative vision for the critical corridor encompassing Norman Bridge Road and Augusta Avenue, converting a collection of neglected parcels into a vibrant, safe, and integrated community hub. The current site is burdened by significant blight, including abandoned buildings and severe infrastructural deficiencies characterized by high vehicular speeds on Augusta Avenue and a critical lack of security lighting and appropriate fencing. This environment is unsafe, discourages pedestrian activity, and restricts the community's potential.

The proposed strategy is a comprehensive response, directly informed by community engagement, that focuses on three core pillars: Strategic Land Reclamation, Safety and Connectivity, and Integrated Growth. The plan begins with the demolition of all blighted structures to immediately increase the area's perceived value. In their place, we propose introducing vertical density through a mixed-use residential/retail building and a two-story multi-family development, boosting local economy and housing options.

Crucially, the plan centers on creating a pedestrian-first environment. Key safety initiatives include proactive traffic calming (raised tables and bollards), the creation of a Memorial Walking Trail, and the strategic construction of a new bypass road to reroute fast traffic away from core civic areas. Every new and renovated area will embed Crime Prevention Through Environmental Design (CPTED) principles, utilizing strategic lighting and security cameras to guarantee long-term safety.

The Masterplan simultaneously revitalizes community assets: renovating the Floyd Community Center and supporting structures, establishing a community urban farm, and upgrading recreational facilities with new turf fields and pickleball courts. Launching from the momentum of the recently completed Therapeutic Recreational Center renovation, this project is prepared for phased implementation. Funding will rely on a multi-pronged approach that combines public investment, targeted grant applications, and public/private partnerships to ensure sustainable realization of this vital community vision.

Let's Take Pride Where We Reside!



Greater Floyd Campus Master Plan

Strategic Overview

Robinson and Associates Architecture, Inc.


NEW ROAD TO REDUCE TRAFFIC FLOW ON AUGUSTA AVE. FOR PEDESTRIAN SAFETY AND ADDED PARKING TO SUPPORT SPORTS FIELDS
PROPOSED ROAD
LEXINGTON ROAD
RICHMOND ROAD
NORMAN BRIDGE ROAD
LEBRON ROAD
AUGUSTA AVE.
ADDITIONAL SITE PARKING
NEW RIVER REGION BIKE TRAIL/LANE
ADA ACCESSIBLE TURF BASEBALL FIELD
REGULATION MINIMUM TURF SOCCER FIELD
PRESSBOX AND CONCESSIONS
SHADED BENCH SEATING
NEW OPEN STRUCTURE PARK PAVILLION w/ RESTROOMS
2-STORY MULTI-FAMILY RESIDENTIAL DEVELOPMENT
INFORMAL DOG PARK
3-STORY MIXED-USE (1) RETAIL (2) RESIDENTIAL
BOLLARDS CLOSE OFF AUGUSTA AVE. DURING EVENT HOURS AND DOUBLE AS SPEED BUMPS TO SLOW TRAFFIC AND INCREASE PEDESTRIAN SAFETY.
RAISED TABLE w/ CONCRETE STREET PAVERS
NORMANDALE FOUNTAIN
WALKING PATH
RESTROOMS
RENOVATED PLAYGROUND
IMPROVE EXISTING DRIVE CONNECTION
RENOVATED FUTURE OFFICE SPACES
NEW OPEN STRUCTURE PARK PAVILLION
RENOVATED THERAPEUTIC RECREATIONAL CENTER
SECURITY LIGHTING w/ MOUNTED CAMERAS
RENOVATED COMMUNITY RESOURCE CENTER
FENCING AROUND PARK BOARDERS PROVIDE MORE SITE SECURITY
PICKLEBALL COURTS
EXPANDED PARKING AREA TO ACCOMODATE RENOVATED FACILITIES AND NEW PAVILLION
PAVILLION w/OUTDOOR KITCHEN AND STAGE
ENHANCE LANSCAPE AND BUILDING FRONTAGE
THERAPEUTIC GARDEN
WALKING PATH
RENOVATED FLOYD COMMUNITY CENTER
COMMUNITY CENTER PROVIDES INDOOR BASKETBALL & VOLLEYBALL