

Jeffrey Beers International Completes Waterside District in Norfolk, Virginia

Will Speros • October 12, 2017



New York-based design firm [Jeffrey Beers International](#) has introduced the expansive mixed-use concept [Waterside District](#) to downtown Norfolk, Virginia, following the \$40 million overhaul of the iconic Waterside Festival Marketplace. The nautical and industrial history of Norfolk informed the design of the 135,000-square-foot venue.

Set along the banks of the Elizabeth River, the revamped space houses a 55,000-square-foot food hall, which includes Guy Fieri's Smokehouse, the Harbor Club, and the 22,000-square-foot Blue Moon Tap House. To highlight the history of the region, the design team employed a material palette of stained concrete, white-washed brick, blackened steel, reclaimed wood, and exposed structural elements. Garage-style doors on both floors of the building connect visitors to the coastal setting.