



PRELIMINARY INFORMATION FORM (PIF) for HISTORIC DISTRICTS

Note: PIFs are prepared by applicants and evaluated by DHR staff and the State Review Board based on information known at the time of preparation. Recommendations concerning PIFs are subject to change if new information becomes available.

DHR No. (to be completed by DHR staff) 122-6483

1. General Information

District name(s): Lindenwood Historic District

Main Streets and/or Routes: Pollard St, Rugby St, Lindenwood Ave, Hayes St, Summit Ave, Hale St, West Ave, Middle Ave, Barre St, Ludlow St, Masi St, Tidewater Dr

City or Town: City of Norfolk

Name of the Independent City or County where the property is located: City of Norfolk

2. Physical Aspects

Acreage: 70.76

Setting (choose only one of the following):

Urban Suburban Town Village Hamlet Rural

Briefly describe the district's overall setting, including any notable landscape features:

Lindenwood is a large, historically African-American upscale streetcar suburb platted in the late nineteenth century and built out over many decades. Construction in Lindenwood was limited until the early twentieth century, when development of the neighborhood began in earnest. Most of the lots were developed by the mid-twentieth century, though sporadic house construction continues to the present day on both vacant lots and the replacement of demolished resources. The neighborhood is bordered by a busy arterial street to the east (Tidewater Drive). Lindenwood Avenue, a similarly trafficked road, passes through the neighborhood from east to west, and is a striped two-lane road. The north side of the neighborhood abuts the Lafayette River and traffic on north to south cross streets is limited. Overall, there are five streets running northwest to southeast and seven streets running approximately northeast to southwest creating a grid street layout; the grid itself is set at an angle, paralleling the river. Lindenwood Elementary School, built in 1953, anchors the northeast corner of the neighborhood, while commercial and light industrial resources form boundaries to the west and southwest. A railroad line completes the boundary along the south side. There are mature trees and shrubs throughout most of the neighborhood, as well as sidewalks on most streets and above ground power lines. The resulting neighborhood is relatively quiet, with good integrity of its setting, strongly evoking its early-to-mid twentieth century streetcar suburb roots.

3. Architectural/Physical Description

Architectural Style(s): Craftsman, Vernacular Queen Anne, Transitional, Vernacular and Minimal Traditional

If any individual properties within the district were designed by an architect, landscape architect, engineer, or other professional, please list here: John A. Simpson, architect, Lindenwood Elementary School

If any builders or developers are known, please list here: Lindenwood Corporation developed the neighborhood; Conrad Brothers (Norfolk Contractors) constructed the Lindenwood Elementary School

Date(s) of construction (can be approximate): ca 1901 - 2025

Are there any known threats to this district? Sea level rise; major weather events

Narrative Description:

In the space below, briefly describe the general characteristics of the entire historic district, such as building patterns, types, features, and the general architectural quality of the proposed district. Include prominent materials and noteworthy building details within the district, as well as typical updates, additions, remodelings, or other alterations that characterize the district.

Discuss the district's general setting and/or streetscapes, including current property uses (and historic uses if different), such as industrial, residential, commercial, religious, etc. For rural historic districts, please include a description of land uses.

The Lindenwood neighborhood is located in Hampton Roads Virginia within the City of Norfolk, approximately two-and-a-half miles northeast of Downtown Norfolk. It is generally bordered along the northern end by the Lafayette River. Additionally, the neighborhood is roughly bound by Tidewater Drive to the east, the former Norfolk & Western Railroad to the south and wooded and wetland land to the west.

A reconnaissance level survey of the neighborhood was completed in two phases from May 2024 through March 2025, resulting in the identification and documentation of 423 primary resources. A total of 324 of the 423 resources contributes to a potential district, while 99 resources would not contribute; four (4) of the 423 resources were recorded as demolished. The overwhelming majority of the primary resources surveyed are dwellings; many of these dwellings also have secondary structures such as garages and sheds. The district also includes four commercial resources: the store at 826 Lindenwood Avenue (DHR ID # 122-1101/122-6483-0075), the mixed-use building at 2327 Tidewater Drive (DHR ID # 122-1100/122-6483-0403), the mixed-use building at 930 Pollard Street (DHR ID # 122-6483-0324), and Deloach General Contracting Company at 2313 Tidewater Drive (DHR ID # 122-6483-0425). Other non-residential resources include the Lindenwood Elementary School (DHR ID # 122-6483-0168), the Mount Olive Baptist Church (DHR ID # 122-1130/122-6483-0327), and the Pentecostal Church of God (DHR ID # 122-6483-0191).

Twenty-one (21) resources in the Lindenwood Historic District had been previously surveyed; however, none of those have been listed in the Virginia Landmarks Register or National Register of Historic Places. One of the previously surveyed resources has since been demolished. The previously surveyed resources include:

- 2524 Hale Street (DHR ID # 122-0788/122-6483-0023)

- 800 Hayes Street (DHR ID # 122-0789/122-6483-0001)
- 829 Lamont Street (DHR ID # 122-1129/122-6483-0054)
- 826 Lindenwood Avenue (DHR ID # 122-1101/122-6483-0075)
- 2401 Ludlow Street (DHR ID # 122-1130/122-6483-0327)
- 822 Pollard Street (DHR ID # 122-0633/122-6483-0232)
- 824 Pollard Street (DHR ID # 122-0632/122-6483-0231)
- 828 Pollard Street (DHR ID # 122-0631/122-6483-0230)
- 946 Pollard Street (DHR ID # 122-0636/122-6483-0302)
- 948 Pollard Street (DHR ID # 122-0637/122-6483-0303)
- 866 Rugby Street (DHR ID # 122-0790/122-6483-0235)
- 869 Rugby Street (DHR ID # 122-0638/122-6483-0233)
- 870 Rugby Street (DHR ID # 122-0792/122-6483-0236)
- 871 Rugby Street (DHR ID # 122-0639/122-6483-0234)
- 874 Rugby Street (DHR ID # 122-0793/122-6483-0237)
- 800 Summit Avenue (DHR ID # 122-0784/122-6483-0049)
- 806 Summit Avenue (DHR ID # 122-0785/122-6483-0050)
- 807 Summit Avenue (DHR ID # 122-0787/122-6483-0052)
- 812 Summit Avenue (DHR ID # 122-0786/122-6483-0051)
- 2327 Tidewater Drive (DHR ID # 122-1100/122-6483-0403)
- 2401 West Avenue (DHR # 122- 1128) - Demolished

The Lindenwood neighborhood was first surveyed and platted in 1884. The March 17, 1884 plat delineates a 68-acre area with 722 narrow rectangular lots laid out on a grid pattern bordering the Lafayette River.¹ Originally including blocks along Hale Street, West Avenue, Middle Avenue, East Avenue (now Barre Street), and Ludlow Street, with cross-streets of Union Street (now Hayes Street), Norfolk Street (now Lindenwood Avenue), and Central Avenue (now Rugby Street), the neighborhood has since expanded to include roughly five streets running northwest to southeast and seven streets running approximately northeast to southwest. Two years after its initial platting, in October 1886, the neighborhood was officially advertised as “Valuable Suburban Lots” known as “Lindenwood”.² Despite being marketed for its walkability and prime location, only 171 of the original 722 lots had been sold by November 1887.³ A 1909 advertisement noted Lindenwood as bordering the Huntersville neighborhood but situated on higher ground with wide, graded streets, granolithic sidewalks, electric lights, free postal delivery, and good water. Equipped with all modern conveniences, the neighborhood was also accessible right off the streetcar line.⁴ The Lindenwood neighborhood retains many of these initial features as a densely developed, predominantly residential area. Blocks remain in their original grid pattern, houses are minimally set back with small front yards, streets feature public sidewalks. Separately, on and off-street parking exist throughout the neighborhood, representing the transition to automobile ownership through the first half of the twentieth century.

In the proposed Lindenwood Historic District, the earliest extant resource was constructed in 1901 while the latest resource to be constructed was completed in 2025. Although the neighborhood was platted and

¹ “Map of Lindenwood.” Surveyed by W.W. Gwathmey Jr., March 17, 1884.

² “Lindenwood at Auction.” *Public Ledger* 21, no. 62 (October 13, 1886).

³ “Attention Sales today.” *Virginian-Pilot (Published as Norfolk Virginian)*. November 27, 1887.

⁴ Lindenwood Corporation, “Buy Lindenwood Lots Now!” *The Ledger-Dispatch*. June 19, 1909. Pg. 7; Lindenwood Corporation, “Booker T. Washington Says:” *The Ledger Star*. June 26, 1909. Pg. 7.

construction of infrastructure began in the late nineteenth century, houses were not completed in the neighborhood until the first decade of the twentieth century. While 10 extant resources date to the 1900s, the most active periods of development appear to have been the 1910s and 1920s as the neighborhood began to be marketed toward upscale African-American buyers. The dramatic increase in construction is evident in the neighborhood's extant resources, which includes 72 resources dating to the 1910s and 151 dating to the 1920s. Development also spiked during the 1950s concurrent with the construction of Lindenwood Elementary School in 1953. New construction has continued at a slower rate on vacant lots throughout the neighborhood in each decade except for the 1990s.

The most common architectural styles found in the Lindenwood neighborhood include Craftsman, Vernacular Queen Anne, Transitional, Vernacular, and Minimal Traditional and align with the popularity of each style and architectural trends in the region for each period of development. Two of the most popular styles, Craftsman and Vernacular Queen Anne, reflect the increased level of construction during the 1910s and 1920s, while the use of Minimal Traditional is representative of the streamlined nature of design and construction for housing during the 1940s and 1950s. The use of the Transitional style in the 2000s reflects the fourth-most active construction period within the Lindenwood neighborhood. These Transitional style homes are in some cases designed with compatibility in mind; for example, many use modern interpretations of Victorian and Craftsman elements so that the buildings will not detract from the overall character of the neighborhood. Dwellings throughout Lindenwood are predominantly one and two-story buildings and have a variety of forms, including American foursquare, bungalow, and L-plan, which are reflective of popular styles within the neighborhood. Popular features tied to these styles include full-width front porches often supported by battered piers on brick posts, central dormers, and overhanging, boxed eaves.

One of the most pervasive architectural styles in the neighborhood is the Vernacular Queen Anne dwelling. This style is a streamlined or minimalist version of a Queen Anne that has been observed in several of Norfolk's historic Black neighborhoods, representative of a local trend or vernacular craftsmanship. An example of the prevalent Vernacular Queen Anne style is exhibited by 871 Rugby Street (DHR ID # 122-0639/122-6483-0234), which retains much of its historic material and details. Its rectangular form and hipped roof with cross-gables and eave returns, as well as its full-width front porch supported by turned posts, is shared by many dwellings from this period. Similarly, the Craftsman dwelling at 952 Rugby Street (DHR ID # 122-6483-0338) is representative of this style throughout the neighborhood with its American Foursquare form, hipped roof, central hipped dormer, and full-width front porch supported by battered posts on brick piers.

Although vernacular iterations are much more common throughout the Lindenwood neighborhood, a few more detailed, high-style examples exist. 2401 Tidewater Drive (DHR ID # 122-6483-0423) is a two-and-a-half-story Queen Anne style dwelling with a cross-gable roof with eave returns. The building is clad with asbestos siding and rests on a brick pier foundation. It features a large wrap-around porch with decorative wrought/cast iron posts. A more classic example of the Craftsman style within Lindenwood can be seen through 961 Rugby Street (DHR ID # 122-6483-0357). This two-and-a-half-story American foursquare has a hipped roof, a central hipped dormer, and a corbeled brick interior-end chimney. It retains many of its original wood windows, including a paired, diamond-pane window within the southeastern projecting bay. The primary entrance includes a single door with a transom and sidelights with decorative tracery located beneath a full-width front porch supported by chamfered posts.

Later styles, such as Minimal Traditional, include 2414 Ruffin Street (DHR ID # 122-6483-0407), a single-story, L-plan, dwelling clad in running bond brick veneer. It features double-hung wood windows with brick sills, fixed, inoperable shutters, and corrugated metal awnings along the façade. The front entrance includes a single door that opens onto a partial-width brick stoop with wrought iron railings. A

single-story, vinyl-clad addition is attached to the rear, a common addition throughout the neighborhood. Other later styles, such as Colonial Revival, are exemplified by 954 Rugby Street (DHR ID # 122-6483-0339). This two-story, rectangular dwelling rests on a brick foundation and is clad with vinyl siding. It features double-hung vinyl windows with fixed, inoperable shutters along the façade. The front entrance includes a single door with a classical door surround that opens onto a concrete stoop with brick stairs and a wrought iron railing.

In addition to residential dwellings, there are several commercial buildings within the Lindenwood neighborhood, as well as two churches and a school, making the neighborhood notable for its self-sufficiency and mixed-use functionality. Designed before the automobile, the inclusion of local commercial, religious, and educational buildings reflects neighborhood design in the late nineteenth century.

While most of Lindenwood is residentially developed, several institutional uses are also present. Commercial uses have been historically present in the neighborhood, primarily along the east and south ends of the neighborhood. Additionally, early in the development of the community, two churches were established. Finally, in the mid-twentieth century an elementary school was constructed at the back (north) end of the neighborhood.

The two-story, brick Commercial style building centrally located at 930 Pollard Street (DHR ID # 122-6483-0324) served as Staley's Pharmacy and Trestman's Market, and also provided dwellings on the second floor. It features a flat roof with a corbeled brick parapet and a clipped corner entrance. Triple C Convenience at 826 Lindenwood Avenue (DHR ID # 122-1101/122-6483-0075) is constructed in the Crossroads Commercial style. It is a single-story, rectangular store with a flat roof bordered by a concrete parapet. A large storefront entrance is located on the decorative concrete block-clad façade. A third example of the Commercial style within the Lindenwood neighborhood is 2327 Tidewater Drive (DHR ID # 122-1100/122-6483-0403). This two-story, rectangular, brick mixed-use building houses commercial space on the first floor and apartment space on the second story. It has a flat roof with a brick parapet, large storefront windows, and a distinctive corner entrance. A fourth commercial building is located at 2313 Tidewater Drive (DHR ID # 122-6483-0425). This later ca. 1954 example of the Commercial style is constructed of concrete block with brick veneer along the façade, has a flat roof lined by a parapet, and features fixed metal windows with brick sills. The construction of these Commercial buildings along main thoroughfares further suggests the historic use of these streets as highly traveled, arterial routes, as well their purpose to predominately serve residents of the Lindenwood neighborhood.

Two churches are located within the Lindenwood neighborhood. Constructed ca. 1946, Mount Olive Baptist Church at 2401 Ludlow Street (DHR ID #122-1130/122-6483-0327) is a large three-story, Castellated Gothic style building. It has a composite shingle cross-gable roof and two towers with flat roofs and crenellated parapets along the façade. The exterior walls are constructed of 6-to-1 common bond brick with a stone belt course along the façade. Large, fixed lancet arch windows with stained glass lights, stone arches, and brick sills also contribute to its Gothic Revival style. The Pentecostal Church of God is located at 2501 Masi Street (DHR ID # 122-6483-0191). This single-story Classical Revival building was constructed ca. 1968 of composite masonry. It features a front gable roof with brick parapets and asphalt coping, as well as a corner tower. The entrances and openings have cast stone surrounds, arches, and keystones, while a cast stone belt course runs along the façade.

Lindenwood Elementary school, constructed in 1953, is tied to a key period of development in the neighborhood's history, as the new school designed for Black students drew new residents to Lindenwood and led to the second-highest period of construction. Many of the surrounding resources, particularly along Summit Avenue and Ludlow Street, date to this period. The Moderne-style school is a one-story, U-

shaped, masonry building constructed of six-course common bond brick. It has a flat roof with concrete coping and wide overhangs on the lower-height sections of the building. Windows primarily include fixed, aluminum-sash ribbon windows with brick sills. The primary entrance along the northeast elevation includes two sets of double-leaf paneled doors with a transom window above each. Several other entrances are located throughout the building. The large school building and expansive grounds dominate much of the northeastern boundary of the Lindenwood neighborhood, anchoring the surrounding residential resources and separating them from the Lafayette River.

Consistent with the popular architectural styles throughout the survey area, the majority of the surveyed resources are wood-frame construction, which accounts for roughly 85% of the neighborhood and includes approximately 359 resources. The next most common construction methods in the survey area include brick at 5%, concrete block at 3%, and composite masonry at approximately 4%. As was common in twentieth-century construction, the majority of the resources feature either brick or concrete foundations and composite roof shingles. The overwhelming majority of wall surface materials include vinyl siding accounting for nearly 65% of the properties. The next most common wall surface materials include aluminum siding, stretcher-bond brick, brick veneer, wood siding, stucco, and fiber cement siding. The majority of the windows throughout the district are double-hung, vinyl sash; however, roughly 16% of the survey area's windows are aluminum and roughly 21% of resources retain a portion of their original wood sash windows.

A majority (approximately 68%) of the resources within the Lindenwood Historic District are in good condition; however, many others were found to be threatened by deterioration or deferred maintenance. Additionally, sea level rise, recurrent flooding, and severe weather threaten the resources due to their proximity to the Lafayette River and location in coastal Virginia.

Overall, the Lindenwood neighborhood retains the seven aspects of integrity. While there have been alterations to individual resources throughout the district, and the addition of sporadic new construction, the majority of historic resources remain intact and retain architectural integrity. The location and setting along the Lafayette River and the lot size, street patterns, and building types have not changed. It retains the original residential character, generally adhering to the same layout of dense, residential, rectangular lots as defined by the 1884 plat, and continues to follow the grid pattern and street layout as originally established. However, with the adoption and increased use of automobiles, there has been an increase of traffic along Lindenwood Avenue, through the center of the neighborhood. This has reduced the pedestrian feeling of the neighborhood to some degree; however, the tree and sidewalk-lined streets and grid-like street pattern are preserved contributing to the feeling and association with early-twentieth-century streetcar suburbs. While many of the dwellings retain their historic massing, scale, form, and roof form, common material replacements can be found throughout Lindenwood and include vinyl siding, vinyl windows, and composite shingle roofing. In some cases, historic siding may remain extant or is clearly visible under the replacement siding material. Despite these material changes, most resources in the neighborhood retain their historic fenestration patterns, form, and porches that characterize their architectural styles and construction period. Overall Lindenwood is still a clearly identifiable, early-twentieth-century suburb developed for middle- and upper-class Black residents of Norfolk.

4. District's History and Significance

In the space below, briefly describe the history of the district, such as when it was established, how it developed over time, and significant events, persons, and/or families associated with the property.

Please list all sources of information used to research the history of the property. (It is not necessary to attach lengthy articles or family genealogies to this form.) Normally, only information contained on this form is forwarded to the State Review Board.

Statement of Significance Summary

The Lindenwood Historic District in Norfolk, Virginia is locally significant under Criterion A (Ethnic History: Black) as a rare intact neighborhood built for and marketed to Black home buyers, beginning in the early twentieth century. The neighborhood was part of the focal area of middle-class life for Blacks in Norfolk during much of the twentieth century and its civic league was a leader in increasing pressure on the City to make utility and infrastructure improvements to Black neighborhoods in the pre-World War II period. Lindenwood is also an example of the housing discrimination which plagued the city for all of the twentieth century. The addition of Lindenwood Elementary School in 1953 sparked another round of home building and reestablished Lindenwood for another generation as a leading Black community within the City of Norfolk. The purpose-built segregated school also represented the ongoing effort by the city to impose the failed system of “separate but equal” education. Lindenwood is also locally significant under Criterion A (Community Planning and Development) as a good example of an early streetcar suburb in the City of Norfolk. The development of the neighborhood demonstrates the evolution of housing types and lot configurations seen with early-twentieth-century streetcar suburbs, while later housing with larger lots featuring driveways and garages shows the dramatic effect of the displacement of streetcars by automobiles. Additionally, with its street grid, platting, and housing configuration completely intact from its original nineteenth-century platting and early housing construction, the neighborhood has strong integrity of location, design, setting, feeling and association. The Period of Significance for the district begins in 1901, the date of the earliest extant dwelling, until 1975 representing the continued development of the neighborhood into the late twentieth century, by which time most of the remaining parcels featured dwellings.

Lindenwood Historic District

The first mention of “Lindenwood” was in March of 1866 in conjunction with the auctioning of Oak Hall, an antebellum dwelling identified as being located at “Lindenwood” on Tanner’s Creek (now part of the Lafayette River). As part of the auction, twenty acres of land west of Oak Hill, near the Fairgrounds, was advertised for sale or rent. The advertisement stated that there were 125 vacant lots, each roughly fifty by one hundred fifty feet.⁵ It does not appear that any residential development occurred at this time, and the first survey and platting of the property occurred in 1884. The March 17, 1884 plat laid out 722 lots covering a sixty-eight-acre area in what was still Norfolk County. (*See Figure 1*) The narrow, rectangular lots were laid out in a grid pattern bounded by the Lafayette River and included blocks of lots along Hala Street, West Avenue, East Avenue (currently Barre Street) and Ludlow Street.⁶

⁵ “Very Desirable Property for Rent at Auction,” *Day Book* 2, no. 56 (March 1866); “For Sale – For Lease – For Rent,” *Day Book* 2, no. 69 (March 1866).

⁶ W.W. Gwathmey, Jr. *Map of Lindenwood* (Norfolk County, Va: March 17, 1884), M.B.2, p.14-15, sheet 3059.

Department of Historic Resources

Preliminary Information Form 8

8/25/2025

Rev. July 2020

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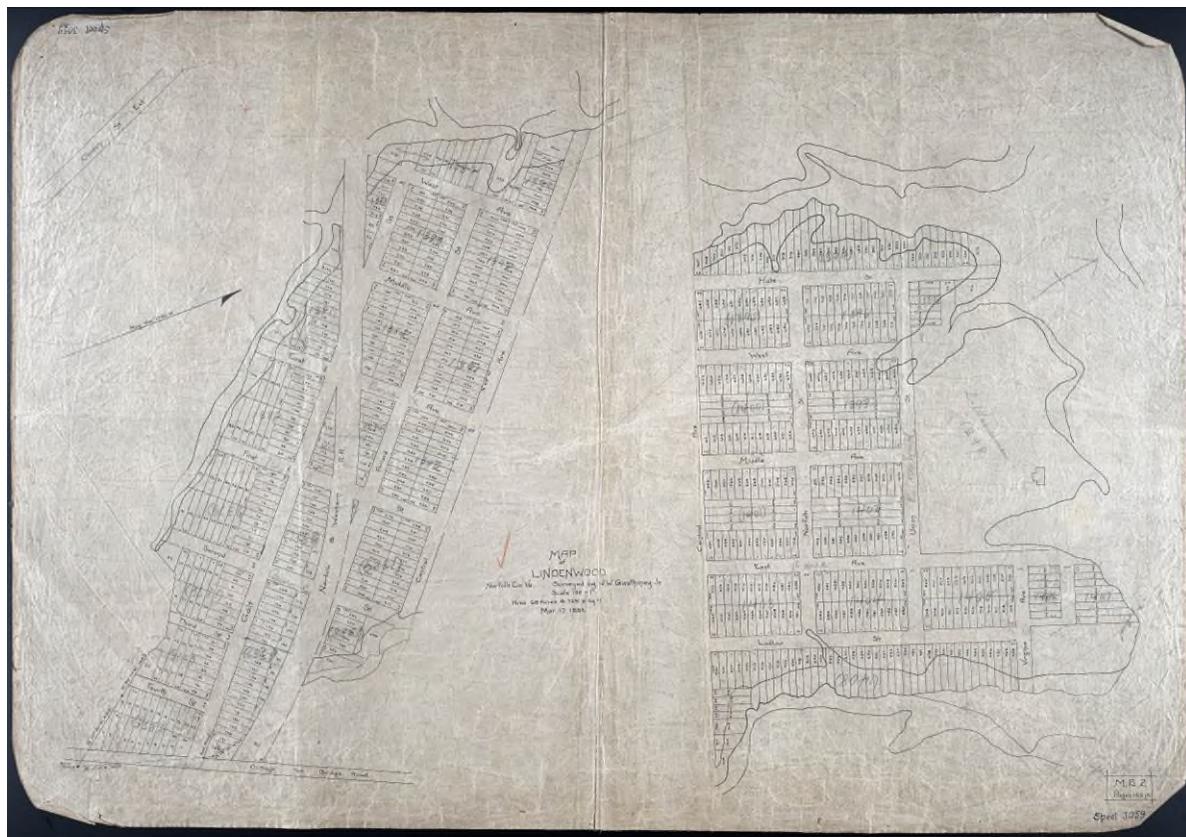


Figure 1: March 17, 1884 Plat of proposed development, “Map of Lindenwood,”

A May 1, 1884 auction announcement places Lindenwood on the Eastern Branch of Tanner’s Creek and abutting the Norfolk Fairgrounds. The area is described as high ground, well-drained, a healthy location and only a five-minute walk to downtown. Fear of disease from low lying, marshy land and insects was a very real concern at that time. Furthermore, the announcement declares that the land has been laid out into large, beautiful squares and streets and is “the most desirable property...ever offered in this section.”⁷ In 1886 it was announced that “valuable suburban lots” comprising the area “known as ‘Lindenwood’” were for sale at public auction on October 19th at the Norfolk Real Estate Exchange. The same language regarding its proximity to the Old Fair Grounds and Tanner’s Creek, and the healthy location near Church Street, is repeated from the earlier announcement. Interestingly, potential buyers are admonished: “Remember you lost a fortune by not investing in Brambleton five years ago. Do not let this, another chance, pass by without availing yourself of a last grand opportunity to make money.”⁸ Despite this advertising, sales of lots progressed slowly through the late nineteenth century. In 1889, Lindenwood was sold for \$25,000 from the Pollard estate to the Suburban Land and Improvement Company, including 520 lots. This was followed by “a large force of graders at work grading streets, extending avenues, planting trees...”⁹ Presumably the remainder of the original 722 lots had been previously sold. By 1898, only a small number of lots had been developed with residences in a block on the southwest end of the district bounded by Pollard Street and East Avenue (now Barre Street).¹⁰ None of these early dwellings appear to be extant. (See Figure 2)

⁷ John K. Ludlow & Co, “The Gem of Places, Lindenwood for sale at auction,” *Virginian-Pilot*, May 1, 1884, p.3.

⁸ Smith & Pannill, General and Real Estate Auctioneers, “Lindenwood At Auction,” *Public Ledger*, vol.21, No.62, October 13, 1886.

⁹ “Huntersville Takes A Boom,” *Norfolk Landmark*, vol.29, no.9, May 19, 1889.

¹⁰ Sanborn Fire Insurance Maps, Norfolk, 1898, Sheet 57.

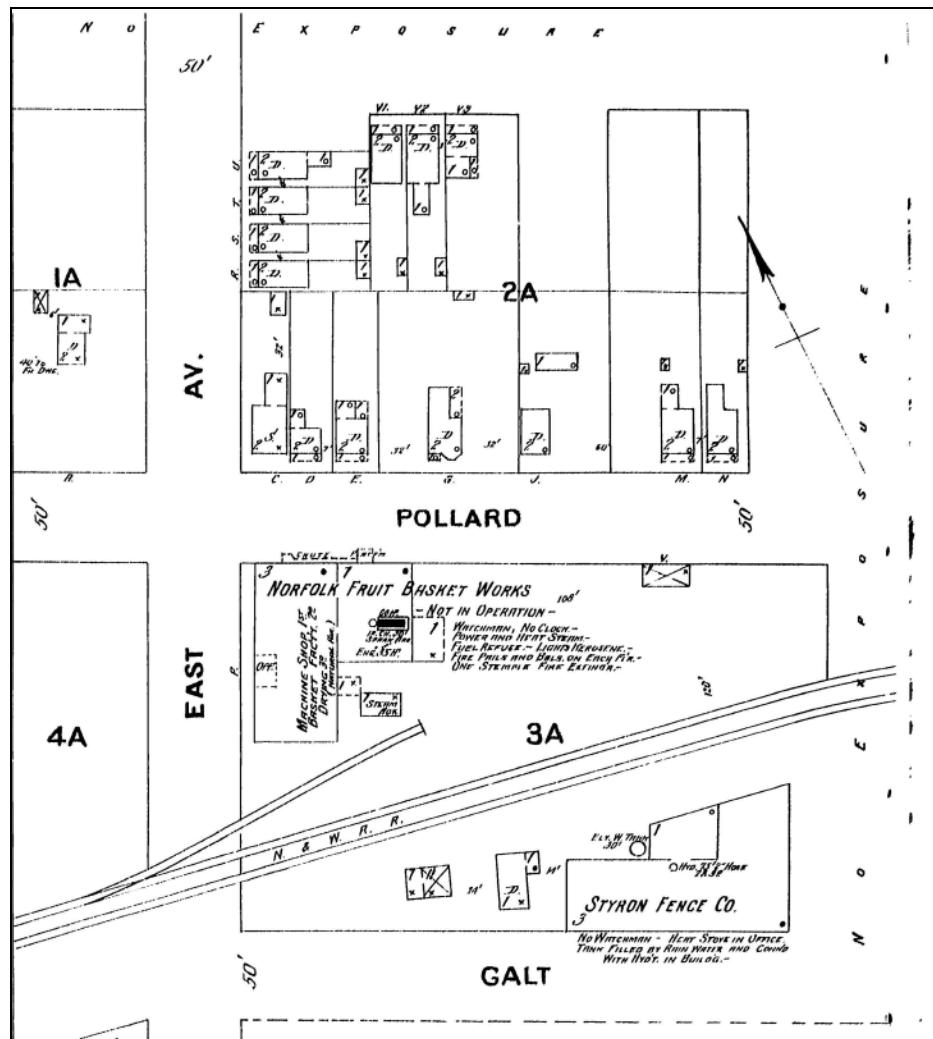


Figure 2: Sanborn Fire Insurance Maps, Norfolk, 1898, Sheet 57.

By 1900, the lots in Lindenwood were being sold individually to prospective homeowners (after being marketed in groups to developers) and they were being marketed specifically to African-American customers. This is demonstrated by an advertisement which was addressed as a “Notice To Colored People,” for “fine high lots, graded streets, board walks, water front,” for \$5 down and \$1 per week.¹¹ By 1909, two advertisements mark a change in advertising, presenting Lindenwood as an upscale African-American neighborhood, describing it as “the colored man’s ‘Ghent’ of Norfolk,” referencing the wealthiest White neighborhood in the city. Many features were listed including “wide, graded streets, granolithic sidewalks, electric lights, free postal delivery and good water.” It also states that the neighborhood is on the streetcar line, which would have meant better access to the city and jobs. With the electric streetcar being first used nationally in Richmond, Virginia in 1887, streetcar suburbs such as this were still a relatively new concept allowing development much further outside the traditional core of existing cities. The streetcar lines near Lindenwood eventually ran along what is now Lafayette Boulevard and down Church Street, the heart of the Black community at that time. Lindenwood residents would have had a short walk to access this relatively new public transportation.

Lots in Lindenwood were listed for sale at \$300 to \$400 each with payment plans the same as those advertised in 1900. Interestingly, one of the ads lists the names of men who had already purchased a

¹¹ "For Sale. Notice To Colored People," *Virginian-Pilot*, November 11, 1900, p.2.

home, presumably instilling confidence in the development and potential neighbors. This same ad makes a very direct appeal to the Black community, calling Lindenwood “The Colored Man’s Chance...live in Norfolk’s Only High-Class Colored Residential Section.”¹² The second ad invokes Booker T. Washington, stating that “Every Colored Man Should Own His Own Home.” Potential buyers are called to action: “...now is the opportune time...to own that home in the most beautiful colored residential section around Norfolk.”¹³

While there are only ten extant resources dating before 1910, the 1909 advertising campaign kicked off a dramatic increase in home construction, demonstrated by seventy-two extant resources from the 1910s and another one hundred and fifty-one from the 1920s. The ads also made a logical appeal to renters regarding the cost and benefit of owning. The reader of the ad is asked: how many years have you paid rent, how much per month and, in the end, the landlord still owns the house. The Lindenwood Corporation did not just sell the lots; it would also construct a house on that lot for \$1,200 to \$1,800. Buyers made a deposit, then small payments, just like rent but with the benefit of ownership, the ads persuaded.¹⁴ The next period of substantial development did not occur until the 1950s, after the construction of the Lindenwood Elementary School at the rear of the neighborhood in 1951. (See Figures 3, 4)

THE LEDGER-DISPATCH, NORFOLK, VA.—SATURDAY AFTERNOON, JUNE 19, 1909.

BUY LINDENWOOD LOTS NOW!

Before the Advance!

Terms
\$5
Down
\$1
Week

**All Lots Will Be
Advanced \$100 Each
on August First**

Prices
\$300 To \$400 Per Lot, 25 by
100 to 25 by 150 feet.
No interest or taxes until paid
for.

**The Colored
Man's Chance**
Why Not Own Your Own Home
and Live in Norfolk's Only
High-Class Colored Residential Section?

**DON'T
PAY
T-H-E
R-E-N-T**

**When You Can
Own a Home**
WE WILL BUILD YOU A
HOME, AND YOU CAN PAY
FOR IT, LIKE RENT!

LINDENWOOD CORPORATION
WILLIAM R. COOK & CO., Agts. L. M. SMITH, Supt.
200 AND 201 CITIZENS BANK BUILDING, NORFOLK, VIRGINIA

Figure 3: “Buy Lindenwood Lots Now,” *Ledger Dispatch*, June 19, 1909

¹² “Buy Lindenwood Lots Now!”, June 19, 1909, p.6.

¹³ “Booker T. Washington Says,”, June 26, 1909, p.7.

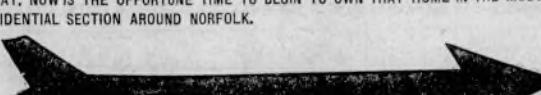
¹⁴ “Buy Lindenwood Lots Now!”, June 19, 1909, p.6.

Booker T. Washington

Says: "Every Colored Man Should Own His Own Home"

IN HIS RECENT ADDRESS DR. BOOKER T. WASHINGTON, THE GREAT COLORED EDUCATOR, HAS LAID PARTICULAR STRESS ON THE FACT THAT EVERY COLORED MAN SHOULD BE A HOME OWNER.

AND—WE SAY, NOW IS THE OPPURTUNE TIME TO BEGIN TO OWN THAT HOME IN THE MOST BEAUTIFUL COLORED RESIDENTIAL SECTION AROUND NORFOLK.



LINDENWOOD

PRICES
 \$300 to \$400 per lot,
 25 by 100 to 25 by 150
 feet.

No interest or taxes
 until paid for.

Lindenwood is truly the colored man's "Ghent" of Norfolk. It is located in that beautiful section on the Norfolk and Western Railroad and Church street, and immediately adjoining Huntersville. In elevation it is 30 feet higher than Huntersville. Has wide graded streets, granolithic sidewalks, electric lights, free postal delivery and good water. Practically all modern improvements, and right on the car line. Thousands of dollars worth of lots have already been sold—numbers of houses erected and the property is already rapidly enhancing in value. All lots will be advanced again August 1st, \$100 each. Until that time, however, you can buy at the old prices of \$300 to \$400 each, \$5 down and \$1 per week.

Over 40 new houses built in the past 18 months. Four new houses just being completed. Do you want one? If so, you can make a small payment in cash and the balance like rent—a little each week or month.

LINDENWOOD CORPORATION, 200 and 201 Citizen's Bank Bldg.
 Willard R. Cook & Co. Agents. L. M. Smith, Supt. Bell Phone 1222.

Lots
\$5 Down
\$1 Per Week

Figure 4: “Booker T. Washington Says,” *Ledger Star*, June 26, 1909

Lindenwood was part of an area of Norfolk, centered around Huntersville, which was considered the cosmopolitan center of the Black community in the early-to-mid twentieth century. The segregation of the city's streetcars in 1906 and a 1914 City of Norfolk ordinance banning Black residents from living in White neighborhoods, or the reverse, continued and expanded the residential segregation of the city. The realities of de facto and de jure segregation, was a decisive factor in creating pockets of Black life within the larger city. A few blocks to the south on Church Street was the Crispus Attucks Theater, the "leading Black movie house"¹⁵ While the 1914 city segregation ordinance was ruled unconstitutional in 1925, Norfolk entered a state of de facto segregation for decades to come. While there were Black residents in every ward of the city, most were crowded into a handful of communities, some focused around downtown, and others in the areas surrounding Huntersville. Most Black housing was substandard or worse; of twenty-one city parks, none were located in Black neighborhoods, until a park was finally established on Barraud Farm, east of Huntersville, in 1928. For the first half of the twentieth century Lindenwood, Huntersville, and a few other neighborhoods were the exceptions to the typical housing conditions for Black residents. Lindenwood was one of several neighborhoods to establish community leagues to push the city for improvements, such as paved streets, utilities, sidewalks and parks.¹⁶

During the Great Depression housing worsened in Black neighborhoods, which represented 12.5% of the city's population, but only 1% of the city geography. An outbreak of typhoid in 1933 was blamed on the City for cutting off water in Black neighborhoods for unpaid bills. And, while available, the city refused to apply for federal housing grants. The marginalization of the Black population was further demonstrated in voter registration, where Norfolk's Black population was almost 50,000, with only 700 residents registered to vote. Schools were egregiously underfunded for decades; in 1935 the City of Norfolk spent only a little over half of the \$50 per student spent on White students each year. During this period the

¹⁵ Thomas C. Parramore, Peter C. Stewart, Tommy L. Bogger, *Norfolk, The First Four Centuries* (Charlottesville, VA: The University Press of Virginia: 1995), p.275-76, 312.

¹⁶ Norfolk, *The First Four Centuries*, p.275, 313.

neighborhoods of Huntersville, Lindenwood and Young Park, around Booker T. Washington High Schools, continued to be the center of middle-class Black life in Norfolk.¹⁷

The City of Norfolk established a housing authority in 1940, and it took on its current identity in 1946 as the Norfolk Redevelopment and Housing Authority (NRHA). NRHA led the city efforts to demolish many of the city's "slums," particularly those near to downtown. This was exacerbated by the fact that the city had essentially not constructed any new housing for Black residents in approximately fifteen years. Initially established Black neighborhoods, such as Lindenwood and Huntersville, were not targeted by NRHA. However, Huntersville, just south of Lindenwood, had fallen into a state of disrepair by the 1970s, with high crime and overcrowded housing, and became a focal point of NRHA efforts.¹⁸

Integral to the discussion of housing discrimination was the reality of the segregated and disparate educational system in the City of Norfolk, which existed through the twentieth century. When Lindenwood Elementary School was finally built in 1953, it was the result of years of community protests regarding the condition of existing Black schools as well as the inferior sites initially proposed for the school.¹⁹ The site eventually chosen for this segregated school was the one preferred by the surrounding community, but was also a location that reinforced the highly segregated society in the city. Additionally, there were constant pressures to cut the funding for the school, especially in comparison to comparable White schools such as Campostella Elementary.²⁰ Lindenwood Elementary School represented a dramatic improvement in school facilities for the Black community in Norfolk in 1953, while simultaneously standing as an example of the continued failure of the "separate but equal" educational system which existed at that time.

Lindenwood is an excellent example of an early streetcar suburb which retains its entire originally platted street plan with a Period of Significance from the earliest extant dwelling (1901) through the continued development into the late twentieth century (1975). A significant majority of the dwellings are historic, contributing resources to any potential historic district. While there are infill resources, and many homes have some updated exterior materials, most retain integrity of design and workmanship. The district is estimated to have 324 contributing resources as opposed to 99 noncontributing resources. Additionally, Lindenwood tells the important story of a neighborhood developed for the Black community, in contrast to the housing discrimination that prohibited Black ownership in so many areas of the city, and any community living through the Jim Crow era in the late nineteenth and early-to-mid twentieth century.

Criterion A: Ethnic Heritage: Black

The Lindenwood neighborhood was developed in the late nineteenth and early twentieth centuries as a neighborhood for the Black community. Unlike most Black communities, which were "slums" of poorly maintained, overcrowded, substandard rental housing, Lindenwood offered the dream of home ownership. However, this reality was offered by White developers with a clear aim of profit, and not social progress. Only a small percentage of the Black population in Norfolk were homeowners, a trend found across the southern United States at the turn of the twentieth century. The size and style of the homes offered for sale in Lindenwood were comparable to White middle-class neighborhoods in the city, a character only seen in a few other Black neighborhoods at the time, such as Huntersville, Barboursville, Douglass Park, and Washington Heights. Additionally, to increase the viability of sales, developers of the neighborhood specifically designed a financing plan for parcels and home construction that mirrored the rent payments most potential buyers currently paid. Lindenwood was developed and marketed similarly to comparable

¹⁷ *Norfolk, The First Four Centuries*, p.327, 328.

¹⁸ *Norfolk, The First Four Centuries*, p.351-53, 414.

¹⁹ "Proposed site of Negro School Protested by J.C. Price Patrons," *Virginian-Pilot*, May 3, 1950, p.36.

²⁰ "Issuance of Chesterfield Heights School Bonds Delayed Pending Further Cost Study by Council," *Virginian-Pilot*, October 31, 1951, p.17.

White neighborhoods in Norfolk, such as Campostella Heights. Advertisements promised street improvements, landscaping, utilities, dry land and good water. While the neighborhood was a rare positive example in Black housing in the first half of the twentieth century, it also is a clear demonstration of the housing segregation inherent to residential development in the city. Lindenwood represents an important local chapter in the story of the Black community, segregation and Black home ownership in the City of Norfolk. Additionally, with the construction of Lindenwood Elementary School in 1953, the community became part of an integral chapter in the story of segregated education and the failed policy of “separate but equal” schools. The school was constructed in a leading Black neighborhood as part of school consolidation, but also to reflect the reality of housing and educational segregation integral to local and state government policies at that time.

Criterion A: Community Planning and Development

The streetcar revolutionized the development of, and access to, neighborhoods outside the city core. Early neighborhoods required proximity to the city which assumed pedestrian access or horse-based transportation to reach jobs and return to home. The first electric streetcar was established in Richmond, Virginia in 1887 and the concept of the “streetcar suburb” was established. These streetcars extended into formerly remote or rural areas (such as the former Oak Hall estate, which became Lindenwood, as well as the existing Huntersville neighborhood) and substantially expanded the geographically and economically viable areas for residential development. The less expensive land outside the cities, and the readily available transportation back to the jobs in the cities, led to an increase in home ownership, particularly for the White middleclass. In contrast, Lindenwood was a rare exception to that reality, with home ownership for the Black middleclass. Reflecting its status as an early streetcar suburb, Lindenwood featured mostly narrow lots, often without driveways or garages. The house styles often seen nationally in these suburbs (bungalow, foursquare) are also common in Lindenwood, as are the inclusion of front porches on most early houses. Later houses embrace the Minimal Traditional and Colonial Revival styles. Another feature of these early suburbs, which is partially retained in Lindenwood, is the collection of businesses that developed to serve the new neighborhood. Streetcar use began to decline in the mid-1920s with the growth in automobile ownership, and by the 1950s streetcars in Norfolk had almost entirely been replaced by buses and automobiles. Later dwellings in Lindenwood reflect this change with larger lots incorporating driveways and garages. Later development also often combined multiple parcels to construct larger homes.

5. Property Ownership (Check as many categories as apply):

Private: Public\Local Public\State Public\Federal

6. Applicant/Sponsor (Individual and/or organization sponsoring preparation of the PIF, with contact information. For more than one sponsor, please list each below or on an additional sheet.)

name/title: Elizabeth Nowak / Historic Preservation Officer

organization: City Planning Department, City of Norfolk

street & number: 810 Union Street, Suite 508

city or town: Norfolk state: VA zip code: 23510

e-mail: Elizabeth.Nowak@norfolk.gov telephone: 757-803-5379

Applicant's Signature: _____

Date: _____

• • Signature required for processing all applications. • •

In the event of organization sponsorship, you must provide the name and title of the appropriate contact person.

Contact person: _____

Daytime Telephone: _____

Applicant Information (Individual completing form if other than applicant/sponsor listed above)

name/title: Marcus Pollard, Kynzie Johnson

organization: Commonwealth Preservation Group

street & number: 536 W 35th Street

city or town: Norfolk state: VA zip code: 23508

e-mail: marcus@commonwealthpreservationgroup.com telephone: 757-923-1900

Date: 7/1/2025

7. Notification

In some circumstances, it may be necessary for DHR to confer with or notify local officials of proposed listings of properties within their jurisdiction. In the following space, please provide the contact information for the local County Administrator, City Manager, and/or Town Manager.

name/title: Patrick Roberts, City Manager

locality: City of Norfolk

street & number: 810 Union Street

city or town: City of Norfolk state: VA zip code: 23510

telephone: 757-664-4242