

35th Street

Neighborhood Commercial District

STRATEGIC ASSESSMENT



February 10, 2000

Acknowledgements

Prepared For:

35th Street Merchant's Association
City of Norfolk
Norfolk Redevelopment & Housing Authority

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Purpose:

This document reflects the results of strategic planning work sessions held with community residents, the City and the Norfolk Redevelopment & Housing Authority to address neighborhood commercial revitalization challenges and opportunities in the 35th Street commercial district.

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EXECUTIVE SUMMARY

The 35th Street Team has made significant progress over the last several years in translating their vision into a strategy. Milestones have been achieved with respect to capital improvements, zoning, financial incentives, marketing, merchant's association organization and new business recruitment.

35th Street must continue to build upon its strategic advantages (i.e. recent strategic public improvements and acquisitions, local merchant commitment, Newport Avenue intersection parking, new businesses) in order to overcome apparent challenges (i.e. questionable demand for new retail space, scattered businesses and under-utilized properties, multiple property ownership, scattered properties in poor condition).

Today, 35th Street has an opportunity to develop a plan of action that can further strengthen the collaboration between the City, NRHA, business owners and residents. A strategic plan is critical at this juncture in order to: clarify priorities; instill confidence that coordinated, purposeful action will occur; and leverage time and money invested by the public and private sectors to maximize desired outcomes. Based on stakeholder input, this strategic assessment outlines the priorities that should guide work in progress as well as future efforts to develop and implement a strategic plan that supports local business and property owners. Of particular concern was to strengthen existing businesses and build upon incremental success to position the district for the future. Creating a strong image and identify at the 35th Street and Newport Avenue intersection will be the cornerstone of the district competitive strategy.

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WHY?



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BACKGROUND

In May 1999, a workshop was convened by the City and the Norfolk Redevelopment & Housing Authority to review neighborhood commercial revitalization challenges and opportunities. 35th Street was one of three neighborhoods featured as case studies. The result of the workshop was a first step in confirming the vision, priorities and required breakthroughs that would guide future strategy and action planning. Subsequent to the workshop, additional technical due diligence and work sessions were conducted in order to complete this strategic assessment.

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STATUS

Community Development

- Creation of a "Town Center with new pedestrian walkways linking the commercial district with the new residential development and neighborhood (public) services
- Acquisition and clearance of inappropriate and blighted residential uses
- New architecturally significant and quality new housing
- Increased home ownership
- Attracting economically diverse residents

Capital Improvements

- New sidewalks
- New pedestrian street lights
- New landscaping in public right of ways
- New parking lot development
- Striping of on-street parking spaces

Financial

- Façade improvement grants were issued

Marketing

- Initiated marketing brochure

Organization

- Continually expanding active Merchant's Association enrollment and participation

New Businesses

- Brad-Con International Day Resort
- The Cage
- African Promises
- Piece of Paradise

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NEXT STEPS

The focus of this strategic assessment is to identify actions that should be taken in order to formulate a district strategic development plan to make 35th Street the best it can be. This framework will guide the collaboration between the City, NRHA and the 35th Street Merchant's Association recognizing that plans don't achieve results, people do. Ultimately neighborhood commercial revitalization is about developing a district plan that will help entrepreneurs capitalize on competitive advantages in order to strengthen, expand and sustain businesses. This strategic assessment is a framework for achieving this outcome at 35th Street.

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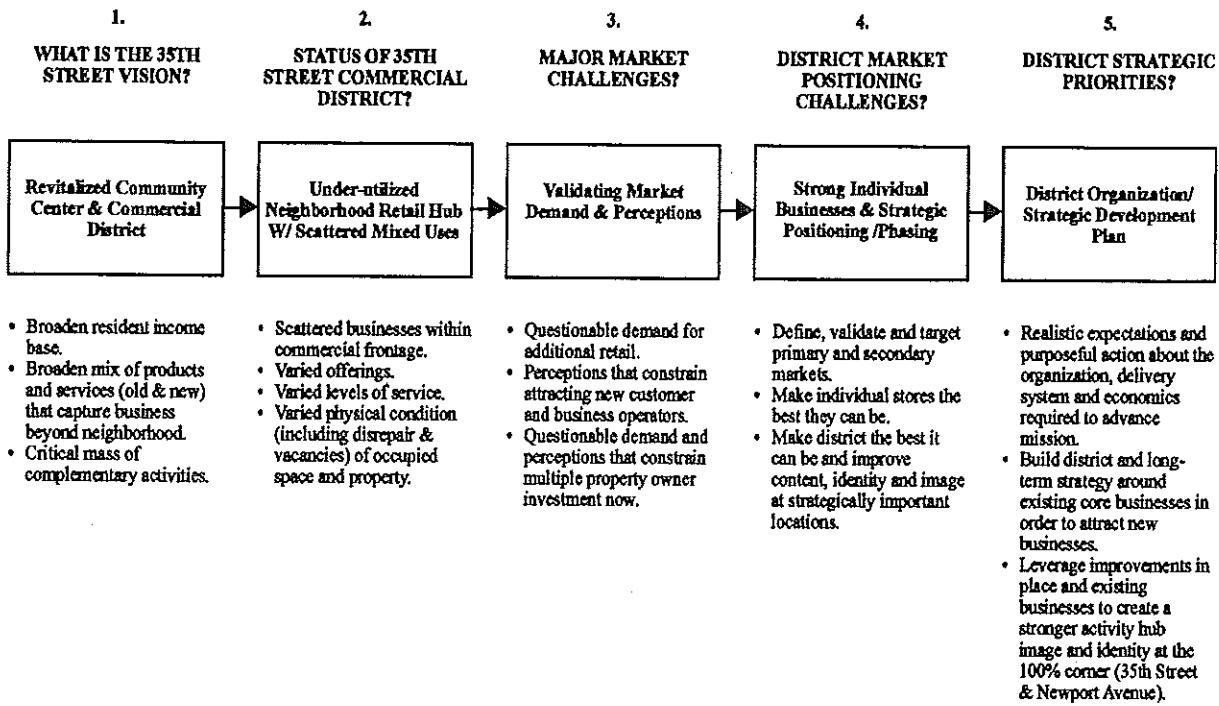
DRIVING QUESTIONS

- What is The 35th Street Vision?
- Status of 35th Street Commercial District?
- Major Market Challenges?
- Commercial District Strategic Priorities?

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DRIVING QUESTIONS



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WHAT?

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PHILOSOPHY

- Plans don't deliver results, people do.
- Successful real estate projects are an outcome of a healthy local economy.
- Commercial revitalization is one piece of the broader strategy to build and sustain stable, marketable neighborhoods that offer housing, employment and business opportunities.

MISSION

Create a revitalized commercial district and community center by leveraging Civic Association, Merchant's Association & NRHA's efforts to support local businesses.

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ECONOMIC DEVELOPMENT PRIORITIES

1. Strengthen neighborhood commercial districts by supporting key existing businesses and property owners, and attracting new complementary businesses.
2. Promote local business and home ownership.
3. Promote job growth and employment opportunities for neighborhood residents.
4. Attract new vested residents to live in the neighborhood.
5. Attract new customers and visitors to the neighborhood.
6. Expand the City's tax base.
7. Undertake collaborative action planning that promotes public and private neighborhood reinvestment.

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STRATEGIC OBJECTIVES

- Strengthen neighborhood's economic base.
- Build on 35th Street's competitive advantages.
- Overcome current disadvantages.
- Strengthen existing businesses and their capacity to export services.
- Constructively collaborate with existing property owners.
- Expand business opportunities.

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COMPETITIVE ADVANTAGES

- Local merchant enthusiasm and commitment.
- Recent progress in building and expanding the Merchant's Association.
- NRHA's commitment to support locally driven revitalization initiatives.
- 35th Street core (at Newport Theater) is centrally located relative to neighborhood cross traffic, new residential development and existing population densities.
- NRHA strategically located parking at 35th Street's core and implemented other important infrastructure improvements.
- NRHA strategically acquired the Newport Plaza Theater and adjoining commercial frontage.
- Continuous ground floor commercial frontage, sidewalks, and on-street parking are conducive to creating a retail-friendly environment.
- The 35th Street & Newport Avenue intersection is the hub of neighborhood center that includes the multi-purpose center.

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Neighborhood Commercial District

DISADVANTAGES

- Market research seriously questions the demand for additional retail at this time (Driving question: What is the best it can be now to position for future success?)
- Leading business operators are scattered which disperses pedestrian traffic and makes it difficult to create synergies and cross-marketing opportunities.
- Scattered vacancies do not promote the positive image and unified identity desired to create synergies.
- Multiple property ownership of strategically important properties are currently in poor condition.
- Low rents and available space have attracted multiple church uses that offer improvements to the area but do not create the traffic and activity desired during the week.
- Size of buildings and individual parcels make it difficult to accommodate larger users.
- East / west cross traffic is substantially less than Granby Street is north / south traffic (\pm 24,000 cars / day).



STRATEGIC PRIORITIES

- Evaluate ways to strengthen the Merchant Association's organizational capacity, to promote and actively develop the area.
- Concentrate efforts on the collection of stores, products / services offered, and physical improvements at 35th Streets retail core (35th Street & Newport Avenue) adjacent to the new parking.
- Evaluate ways to leverage NRHA's ownership of the Newport Theater to help acquire and redevelop the under-utilized block across the street.

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PRIORITY INITIATIVES

1.0 Organization & Delivery System

- 1.1 Merchant's Association
- 1.2 Community Development Corporate Assessment

2.0 Commercial District Strategy

- 2.1 Strategic Development Model → if develop the corner bldg.
- 2.2 Property Acquisition Assessment
- 2.3 Tenant Mix / Phasing Strategy
- 2.4 Business Support Requirements

3.0 District Marketing

- 3.1 Merchant Focus Groups
- 3.2 Positioning & Marketing
- 3.3 New Business Recruitment

→ what can do NOW

4.0 Infrastructure & Services

- 4.1 Public / Private Coordination

→ keep doing it

5.0 Financial Programs

- 5.1 Façade Improvement Incentives
- 5.2 Property Acquisition Incentives

→ more programs avail.

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HOW?

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ACTION PLAN

Priority #1

- Merchant Association Focus Group
- Merchant's Association Organization

Priority #2

- Strategic Development Model
- Property Acquisition Assessment
- Tenant Mix / Phasing Assessment

Priority #3

- Business Assistance Requirements
- Infrastructure & Services Coordination Plan
- Façade Improvement Incentives
- Property Acquisition Incentives

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ACTION PLAN

Back-up

	<u>Activity</u>	<u>Outcome</u>	<u>Public</u>	<u>Private</u>	<u>Timing</u>
1.0	Organization				
1.1	Merchant's Association	<ul style="list-style-type: none">• Evaluate more formal structure (including charter, voting board & membership assessment) to improve and sustain focus, accountability & ability to more constructively partner with City and other stakeholders.	●		1
1.2	Commercial Dev. Corp. Assessment	<ul style="list-style-type: none">• Evaluate pros, cons & advisability of starting a CDC given the scope and nature of the revitalization challenge.	○	●	2
2.0	Commercial District Strategy				
2.1	Development Model	<ul style="list-style-type: none">• Model scope, cost & benefits of a phased development strategy that initially concentrates on strengthening the uses, identity and image at the Newport Avenue intersection	●	⊗	2
2.2	Property Acquisition	<ul style="list-style-type: none">• Work w/ NRHA; existing property owners & businesses; and prospective buyers & businesses to evaluate acquisition scope and ability to leverage NRHA's ownership position.	●	⊗	2
2.3	Tenant Mix / Phasing Strategy	<ul style="list-style-type: none">• Work w/ existing businesses & property owners to develop tenant mix strategy at the Newport Avenue intersection.	●	⊗	2
2.4	Business Support	<ul style="list-style-type: none">• Evaluate needs & ways to support & strengthen existing businesses to advance district strategy.	●	●	

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ACTION PLAN

Back-up (continued...)

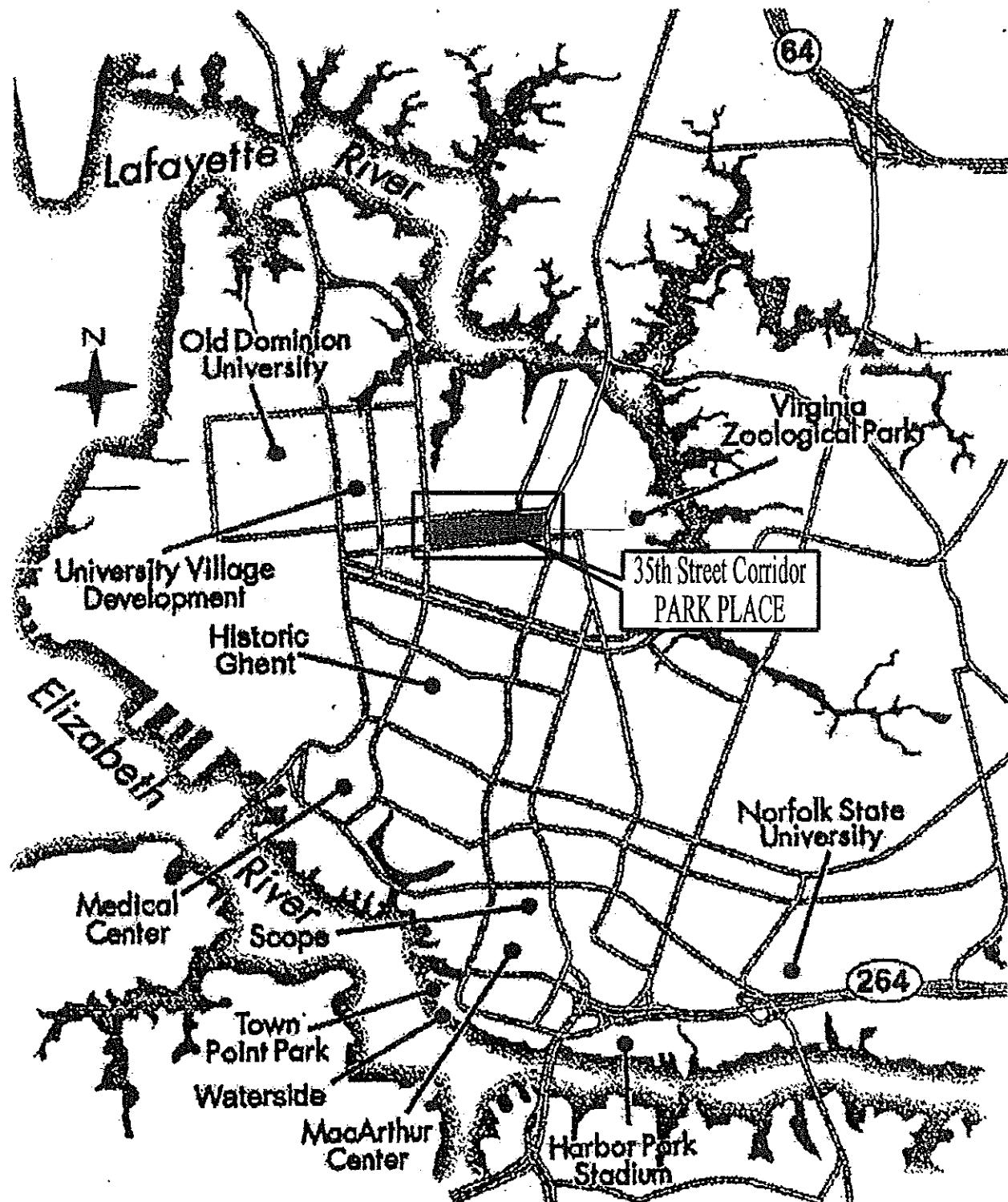
	<u>Activity</u>	<u>Outcome</u>	<u>Public</u>	<u>Private</u>	<u>Timing</u>
3.0	District Marketing				
3.1	Positioning & Marketing	<ul style="list-style-type: none">• Develop a shared public/private (business / property owners, City) enhancement strategy to improve district identity and image as well as showcase desired future improvements.	●		3
3.2	New Business Recruitment	<ul style="list-style-type: none">• Develop plan after strategic priorities & development plan have been established.	⊗	●	3
4.0	Infrastructure & Services	<ul style="list-style-type: none">• Coordinated future public capital improvements to support district strategic development priorities.	●	⊗	3
5.0	Financial Programs & Incentives				
5.1	Façade Improvement	<ul style="list-style-type: none">• Encourage additional improvements in priority areas.	●	⊗	3
5.2	Property Acquisition	<ul style="list-style-type: none">• Encourage strategic acquisitions.	●	⊗	3

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EXHIBITS

35th Street Vicinity Map

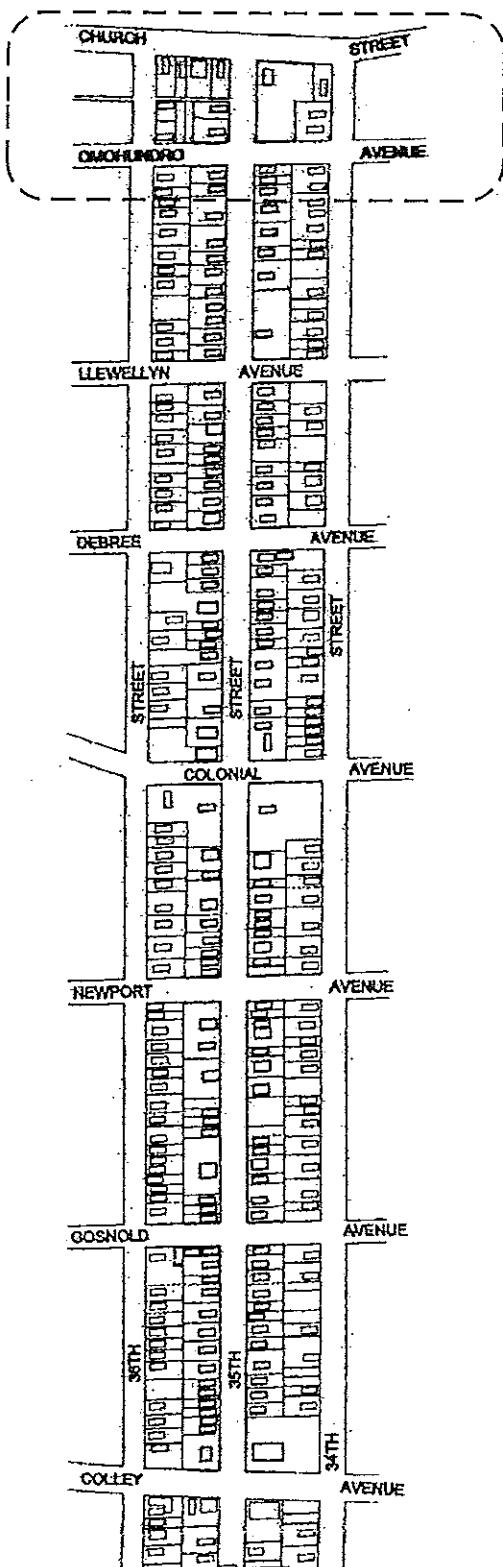


Colonial to Gosnold
500 and 600 blocks

35th Street

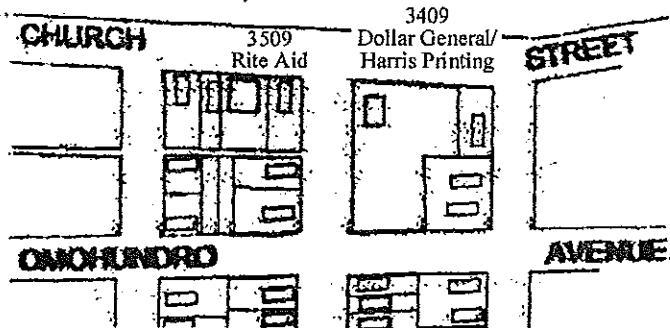
Corridor Sector Location Map

SECTOR 1 PROPERTIES



35th Street

Property Location Map



35th Street Corridor

SECTOR 1 Location Map

Business Reference

Address

Data Sheet Page

Dollar General

3409 Granby Street

S1.1

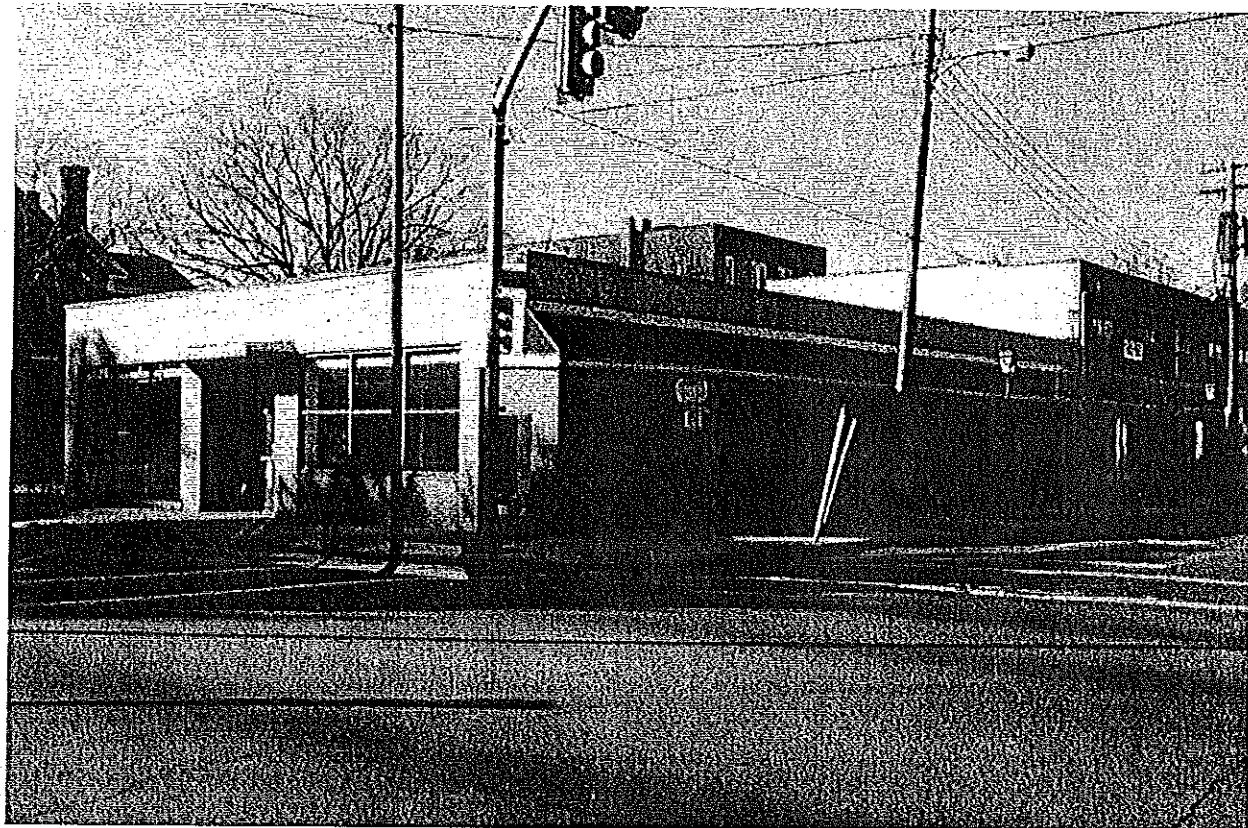
Rite Aid

3509 Granby Street

S1.2

35th Street

Property Data Sheet



Dollar General / Harris Printing

3409 Granby Street

Property Owner: HBO & SBO Associates

Date of Original Construction: 1926

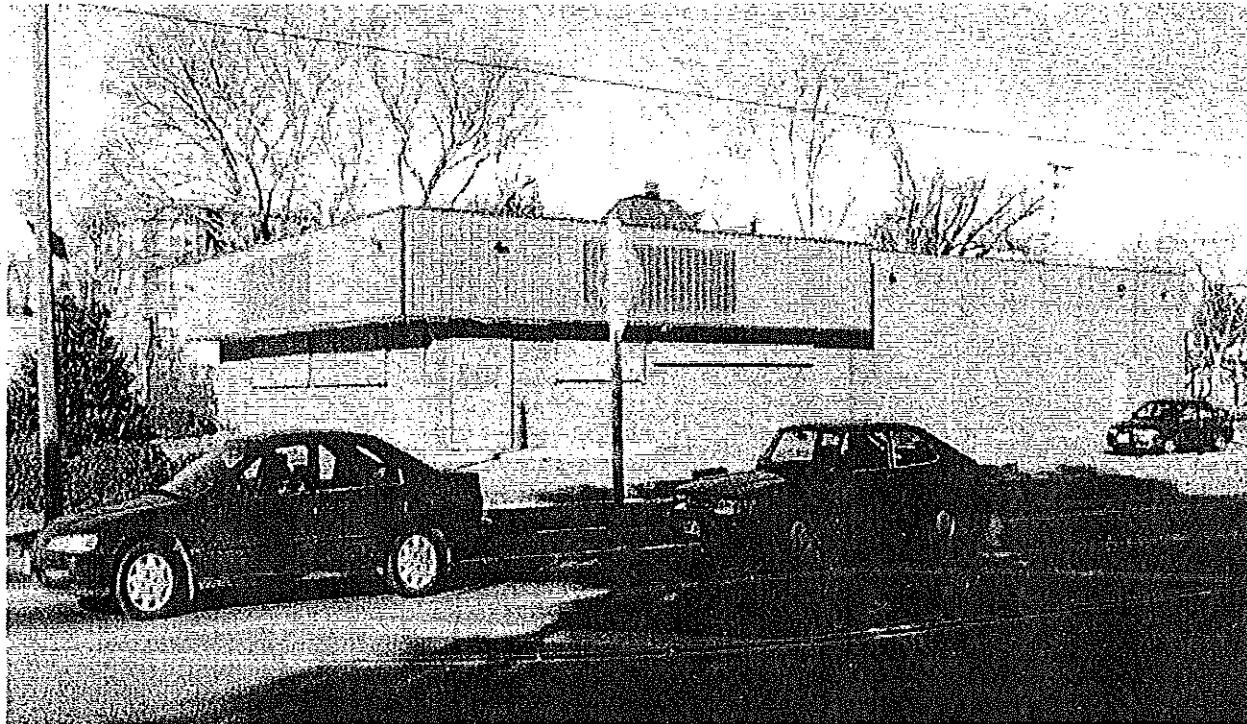
Zoning: Commercial C-1; Usage - Commercial (Part.VACANT)

Property Description: Original brick building has been extended to the east to house the former Dollar General Store which is now vacant. The Granby Street facade has an aluminum storefront system with large display windows in good condition. The 35th Street facade is fully restored brick in good condition. The property is zoned for twenty-two (22) on-site parking spaces.

General Observations:

35th Street

Property Data Sheet



Rite Aid

3509 Granby Street

Property Owner: Rite Aid of Virginia, Inc.

Date of Original Construction: 1989

Zoning: Commercial C-1; Usage - Commercial (VACANT)

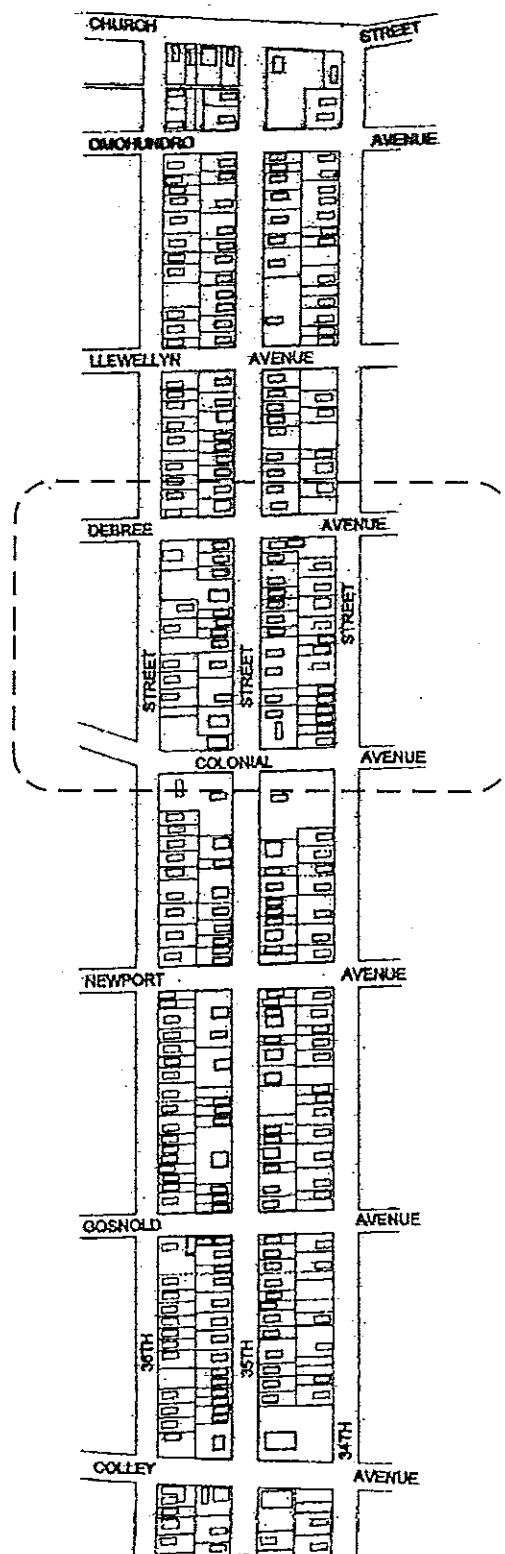
Property Description: Former Rite-Aid chain store. Brick building in good condition with bronze, metal seam placard and overhead signage. All Rite-Aid related signage has been removed. Building is secured with metal overhead security grille doors. The property is zoned for sixteen (16) on-site parking spaces. The building is VACANT.

General Observations:

35th Street

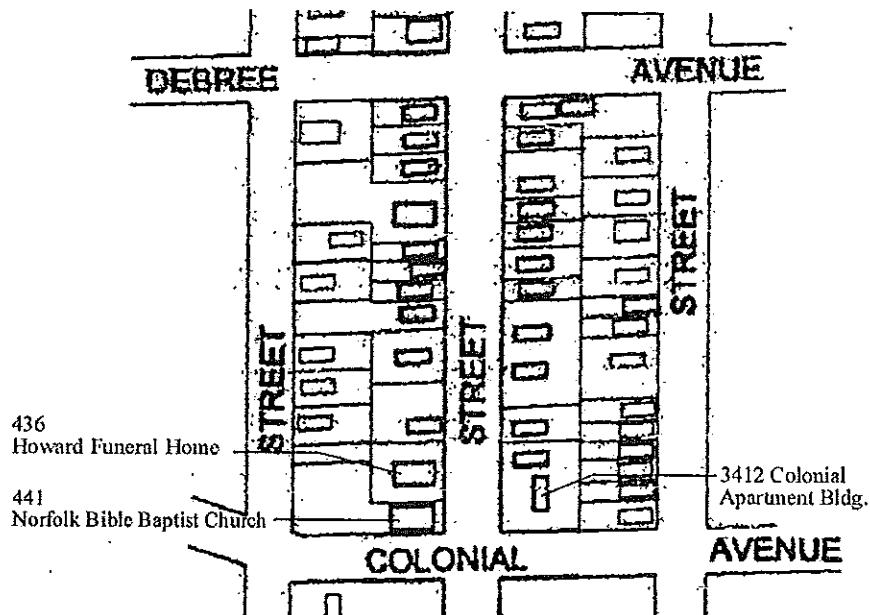
Corridor Sector Location Map

SECTOR 2 PROPERTIES



35th Street

Property Location Map



35th Street Corridor

SECTOR 2 Location Map

<u>Business Reference</u>	<u>Address</u>	<u>Data Sheet Page</u>
Apartment Building	3412 Colonial Avenue	S2.1
Howard Funeral Home	436 W. 35th Street	S2.2
Norfolk Bible Baptist Church	441 W. 35th Street	S2.3

35th Street

Property Data Sheet



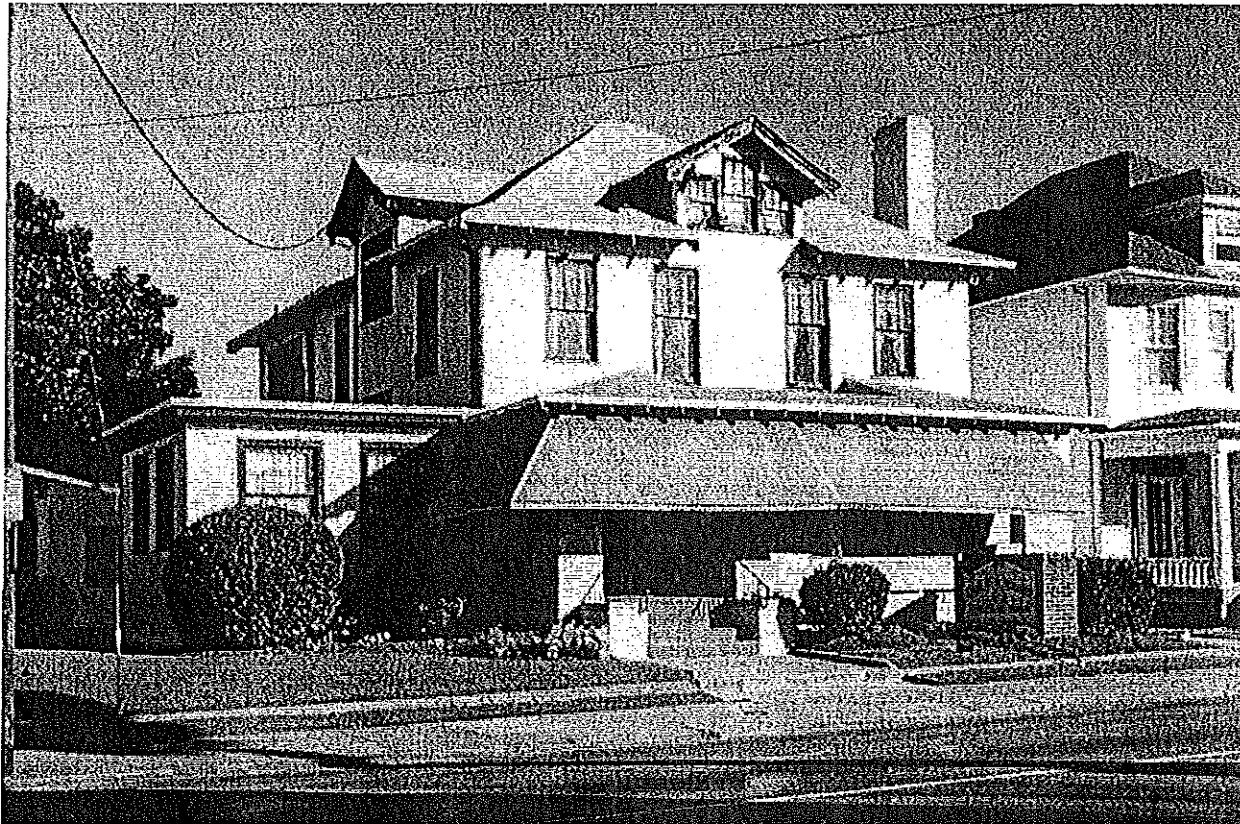
Apartment Building

3412 Colonial Avenue

Property Owner:	Colonial Hall Associates
Date of Original Construction:	1925
Zoning:	Commerical C-2; Usage - Residential
Property Description:	Four (4) story, brick apartment building with a precast limestone watertable, window sills and lintels. Building is well maintained with entry off of Colonial Avenue. 35th Street facade has steel fire escapes which detract from the facade aesthetics.
General Observations:	

35th Street

Property Data Sheet



Howard Funeral Home

436 W. 35th Street

Property Owner: Blag, Incorporated

Date of Original Construction: 1920

Zoning: Commercial C-2; Usage - Commercial

Property Description: Former residence converted to a funeral home. Facade, landscaping and entry awning are in good condition and well maintained. All delivery access is at rear of building, accessed through service alley to east of building.

General Observations:

35th Street

Property Data Sheet



Norfolk Bible Baptist Church

441 W. 35th Street

Property Owner: Charles D. McKissick

Date of Original Construction: 1915

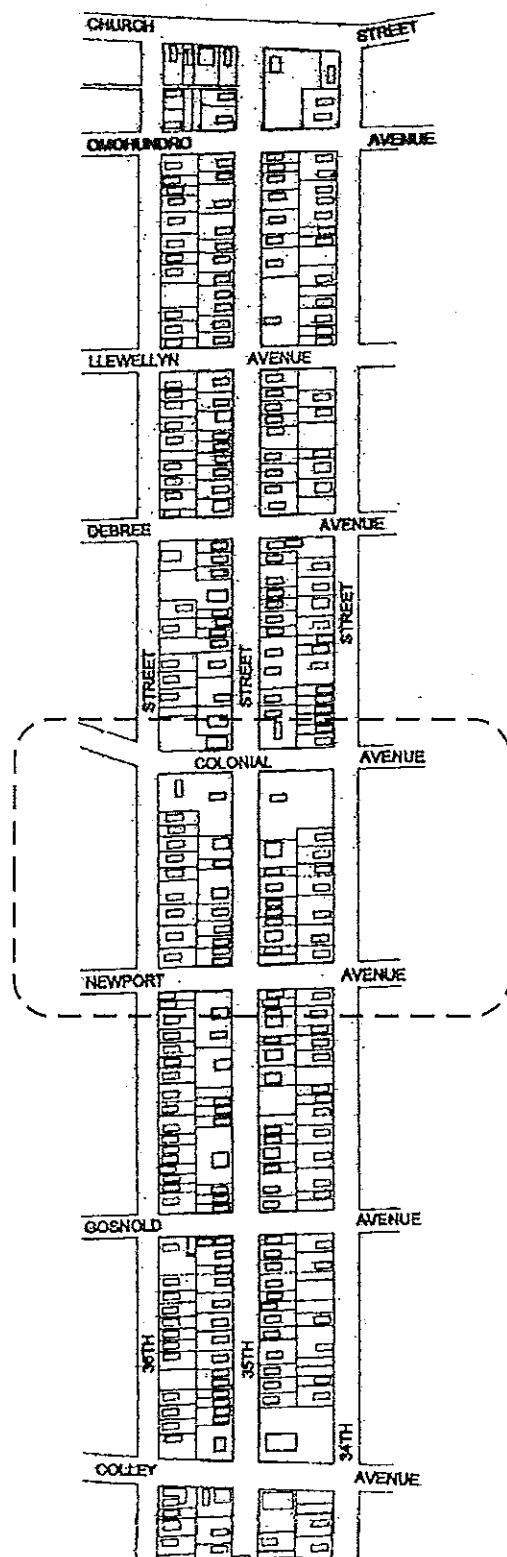
Zoning: Commercial C - 2; Usage - Commercial

Property Description: Along with the Church, the building also houses Park Place Seafood Plus and Sound Way Reading. The original building facade has been laminated with horizontal wood siding and diagonal siding at the signage/placard level. The 35th Street facade has varying window heights and sizes and lite configurations.

General Observations:

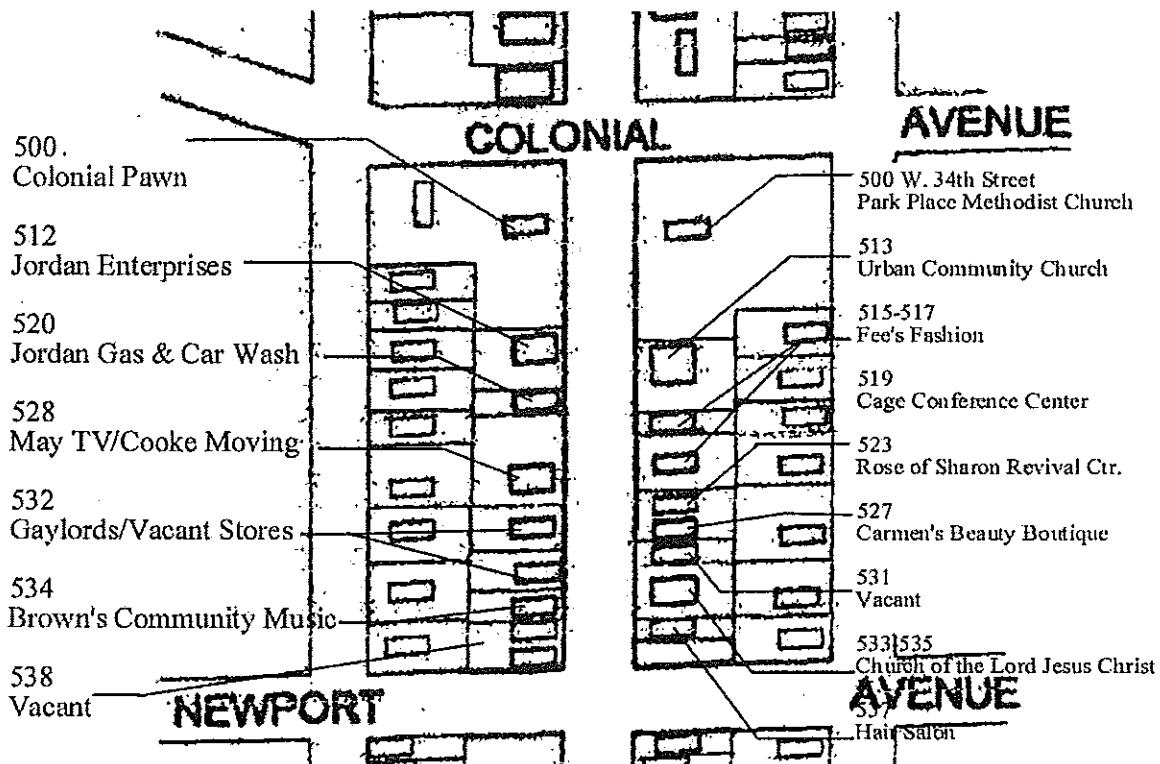
35th Street

Corridor Sector Location Map



35th Street

Property Location Map



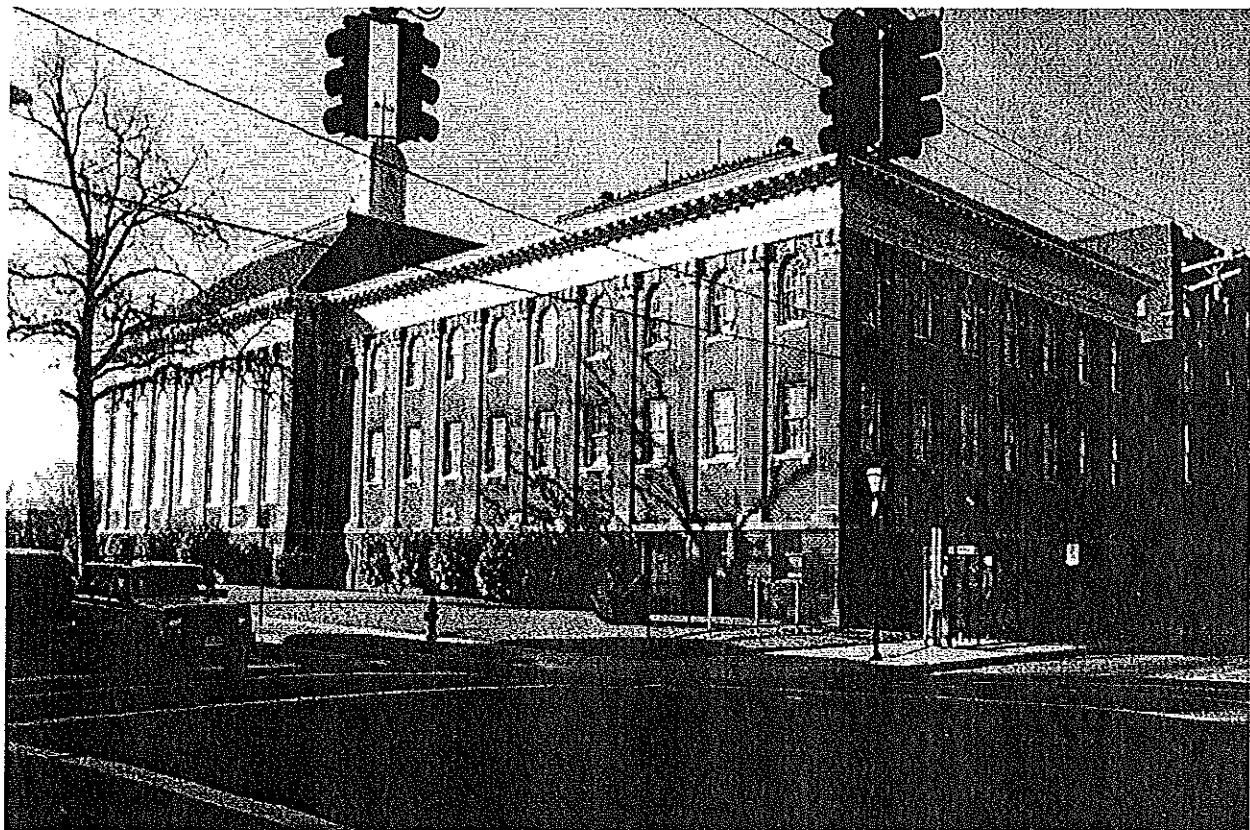
35th Street Corridor

SECTOR 3 Location Map

<u>Business Reference</u>	<u>Address</u>	<u>Data Sheet Page</u>
Park Place Methodist Church	500 W. 34th Street	S3.1
Colonial Pawn Shop	500 W. 35th Street	S3.2
Jordan Family Enterprises	512 W. 35th Street	S3.3
Urban Community Church	513 W. 35th Street	S3.4
Fee's Fashion	515-517 W. 35th Street	S3.5
Cage Conference Center	519 W. 35th Street	S3.6
Jordan Gas Station & Car Wash	520 W. 35th Street	S3.7
Rose of Sharon Revival Center	523 W. 35th Street	S3.8
Carmen's Beauty Boutique	527 W. 35th Street	S3.9
May TV/Cooke Moving	528 W. 35th Street	S3.10
Vacant	531 W. 35th Street	S3.11
Gaylords/Vacant Stores	532 W. 35th Street	S3.12
Church of the Lord Jesus Christ	533-535 W. 35th Street	S3.13
Brown's Community Music	534 W. 35th Street	S3.14
Hair Salon	537 W. 35th Street	S3.15
Vacant	538 W. 35th Street	S3.16

35th Street

Property Data Sheet



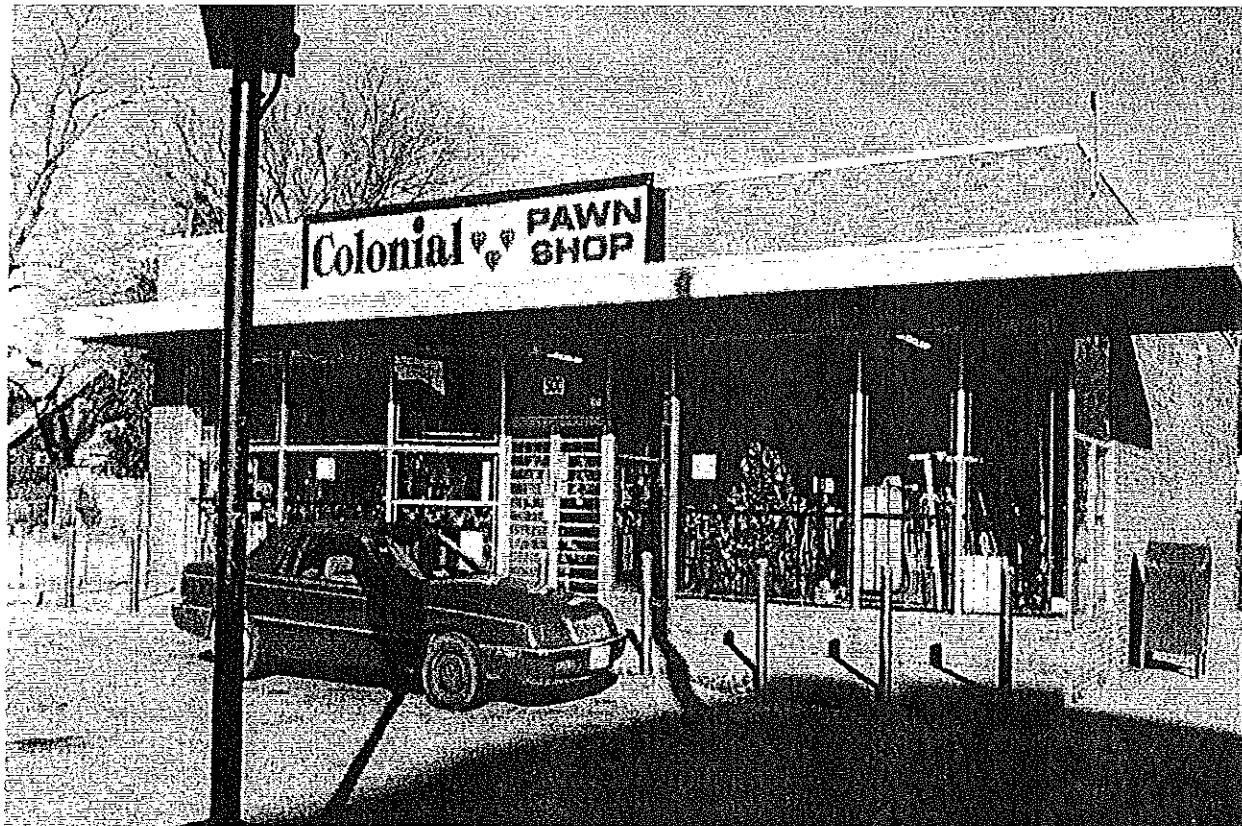
Park Place Methodist Church

500 W. 34th Street

Property Owner:	Park Place Methodist Church Trustees
Date of Original Construction:	Approx. 1915
Zoning:	IN-1
Property Description:	Well maintained and landscaped church. Rear facade fronts 35th Street.
General Observations:	

35th Street

Property Data Sheet



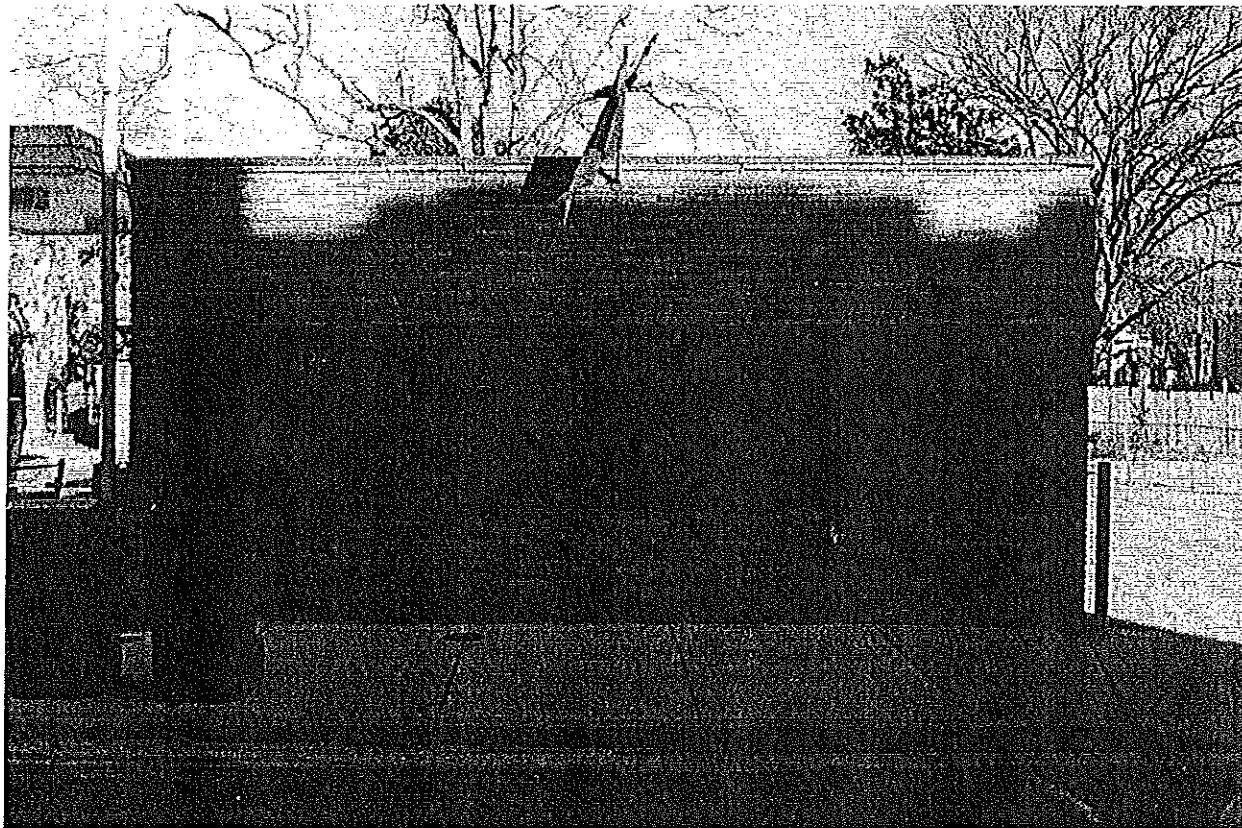
Colonial Pawn Shop

500 W. 35th Street

Property Owner:	Robert M. Stein et Als.
Date of Original Construction:	1960
Zoning:	Commercial C-2; Usage - Commercial
Property Description:	Brick building with large display windows in aluminum storefront system on 35th Street facade. Extended canopy roof shades front with backlit signage above.
General Observations:	

35th Street

Property Data Sheet



Jordan Family Enterprises

512 W. 35th Street

Property Owner: Patricia G. Jordan

Date of Original Construction: 1959

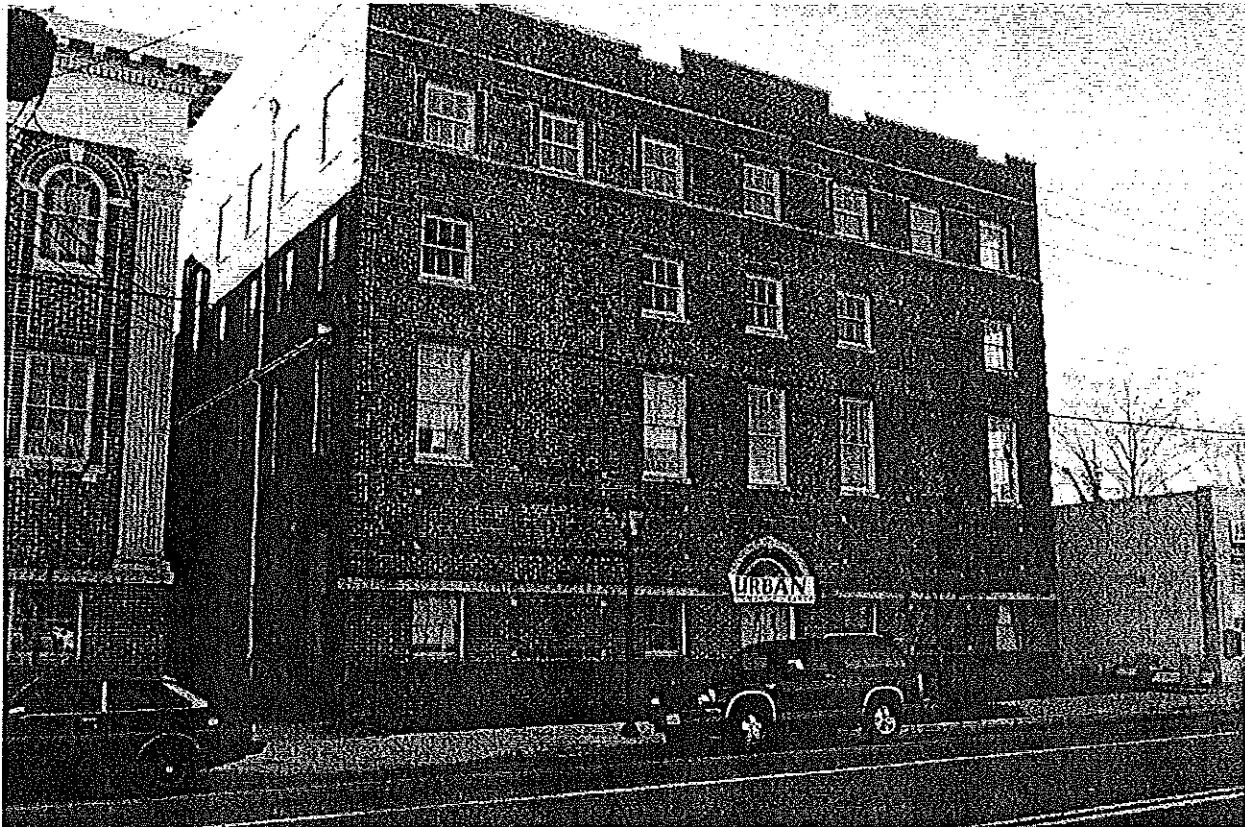
Zoning: Commercial C-2; Usage - Commercial

Property Description: Brick building with T-111 wood paneling over former windows. 35th Street entrance is closed and building is accessed from gas station lot to west or drive-thru on east side of the building. Fencing between building and pawn shop is dilapidated.

General Observations:

35th Street

Property Data Sheet



Urban Community Church

513 W. 35th Street

Property Owner:	Lord's of Tidewater, Inc.
Date of Original Construction:	1915
Zoning:	Commercial C-2; Usage - Commercial
Property Description:	Restored brick building with well maintained facade fronting 35th Street.
General Observations:	

35th Street

Property Data Sheet



Fee's Fashion

515 - 517 W. 35th Street

Property Owner:

Date of Original Construction:

Zoning:

Property Description:

Subdivided brick structure containing two (2) businesses and one (1) church. The display windows have been infilled with vinyl siding and single, non-hc accessible doors. Glass block, externally mounted a/c units and non-uniform signage dominate the facade. Brick piers show signs of structural cracks indicating facade is pulling away from substructure above the entrances.

General Observations:

35th Street

Property Data Sheet



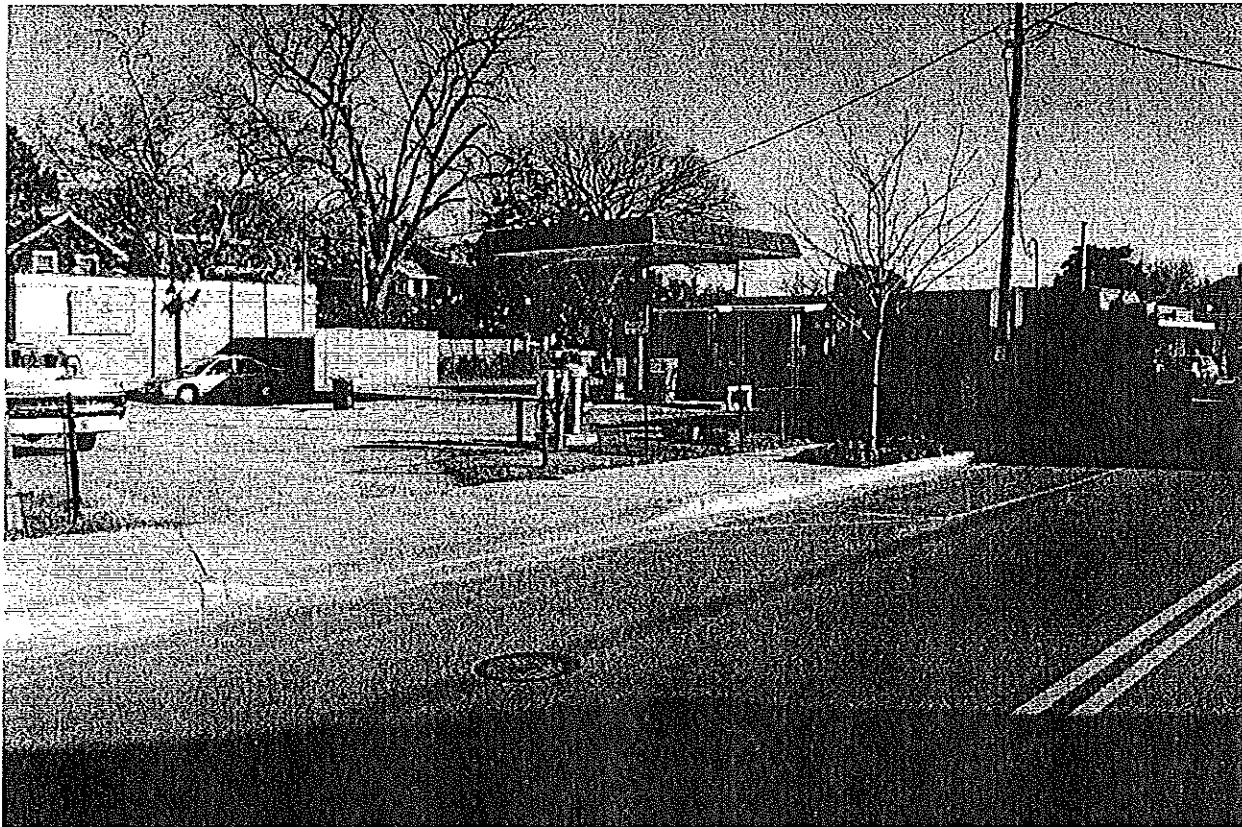
The Cage Conference Center

519 W. 35th Street

Property Owner:	Alonza Cooke et Al.
Date of Original Construction:	1912
Zoning:	Commerical C-2; Usage Commercial Assembly
Property Description:	Renovated 87 year old building with aluminum awning windows and storefront entrance system. Entry level of building is brick veneer while upper story of building is vinyl siding. Facade also backlit sign over front door.
General Observations:	

35th Street

Property Data Sheet



Jordan Family Gas Station/Car Wash

520 W. 35th Street

Property Owner: Patricia G. Jordan

Date of Original Construction: 1959

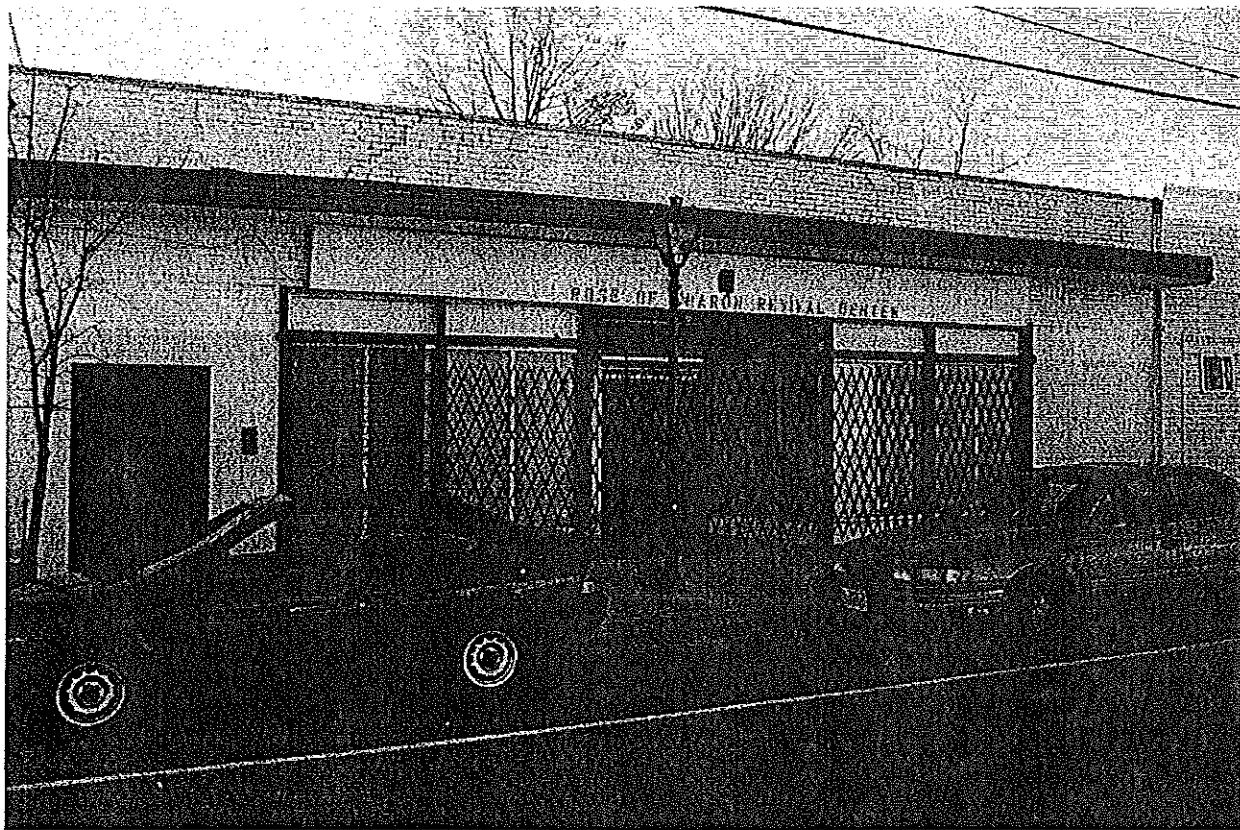
Zoning: Commercial C-2; Usage - Commercial

Property Description: Two (2) pump gas station lot for 512 W. 35th Street. Pumps and canopy have not been updated, but are well maintained as is the separate car wash facility.

General Observations:

35th Street

Property Data Sheet



Rose of Sharon Revival Center

523 W. 35th Street

Property Owner: Rose of Sharon Revival Center Church Trustees

Date of Original Construction: 1946

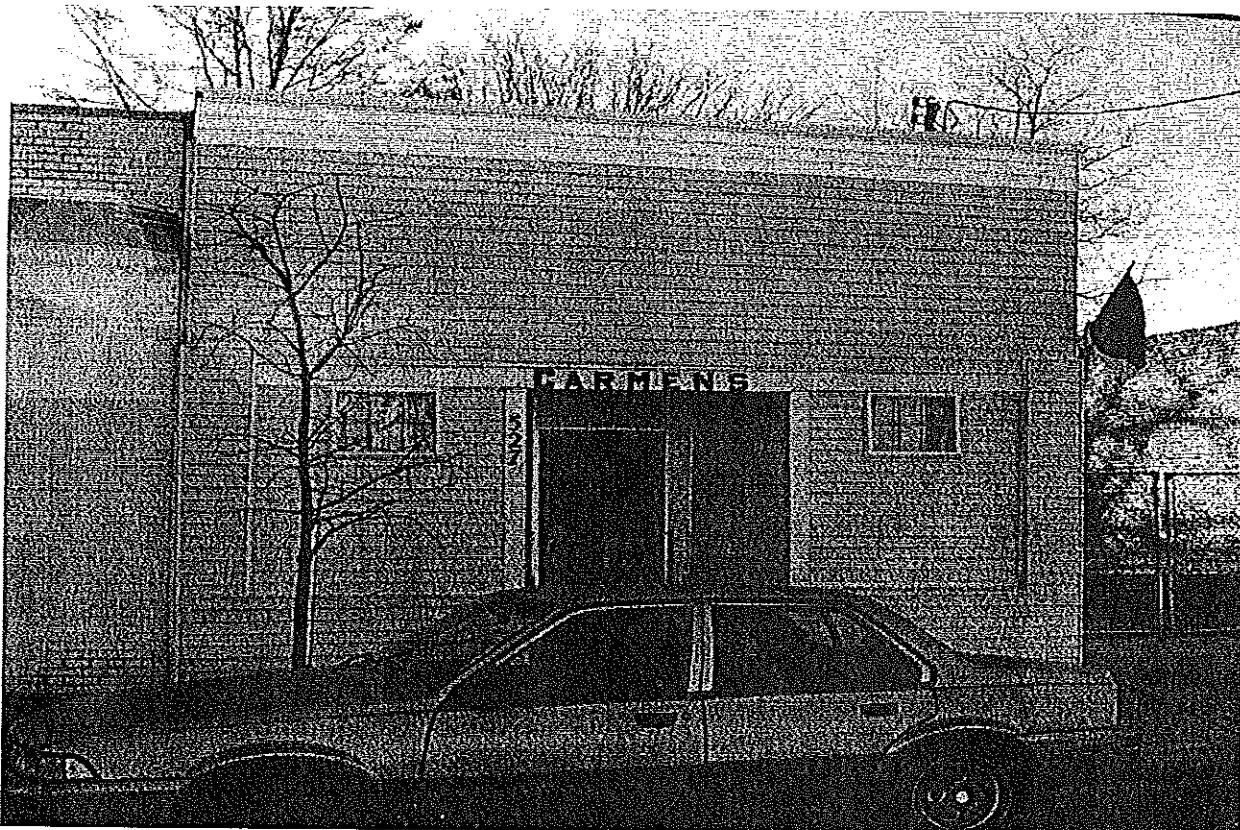
Zoning: Commercial C-2; Usage - Commercial

Property Description: 53 year old brick building which is currently vacant. Aluminum storefront entrance and display windows are secured with accordion security grating. Brick facade shows signs of structural shear cracks. Horizontal canopy's metal facade is rusted. Signage is plywood with stenciled lettering.

General Observations: This building has exposed gas meters on the front facade.

35th Street

Property Data Sheet



Carmen's Beauty Boutique

527 W. 35th Street

Property Owner: Gaylon A. & Ida K. Aikens

Date of Original Construction: 1925

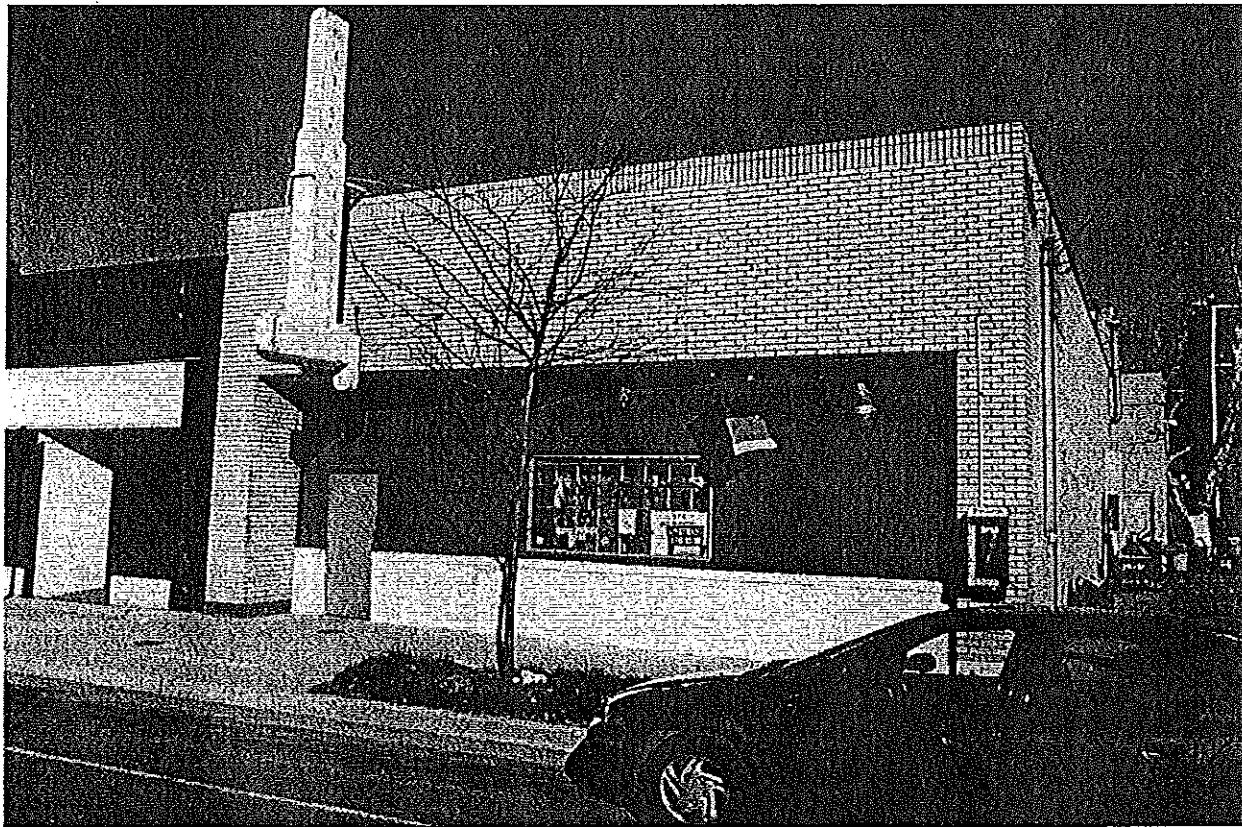
Zoning: Commercial C-2; Usage - Commercial

Property Description: 74 year old brick building. Facade has been covered with vinyl siding. Large display windows have been infilled and replaced with 2 over 2 residential windows. Signage is individual hand cut letters attached above the exterior vestibule.

General Observations:

35th Street

Property Data Sheet



May TV / Cooke Moving

528 W. 35th Street

Property Owner: Charlie T. May et Al.

Date of Original Construction: 1950

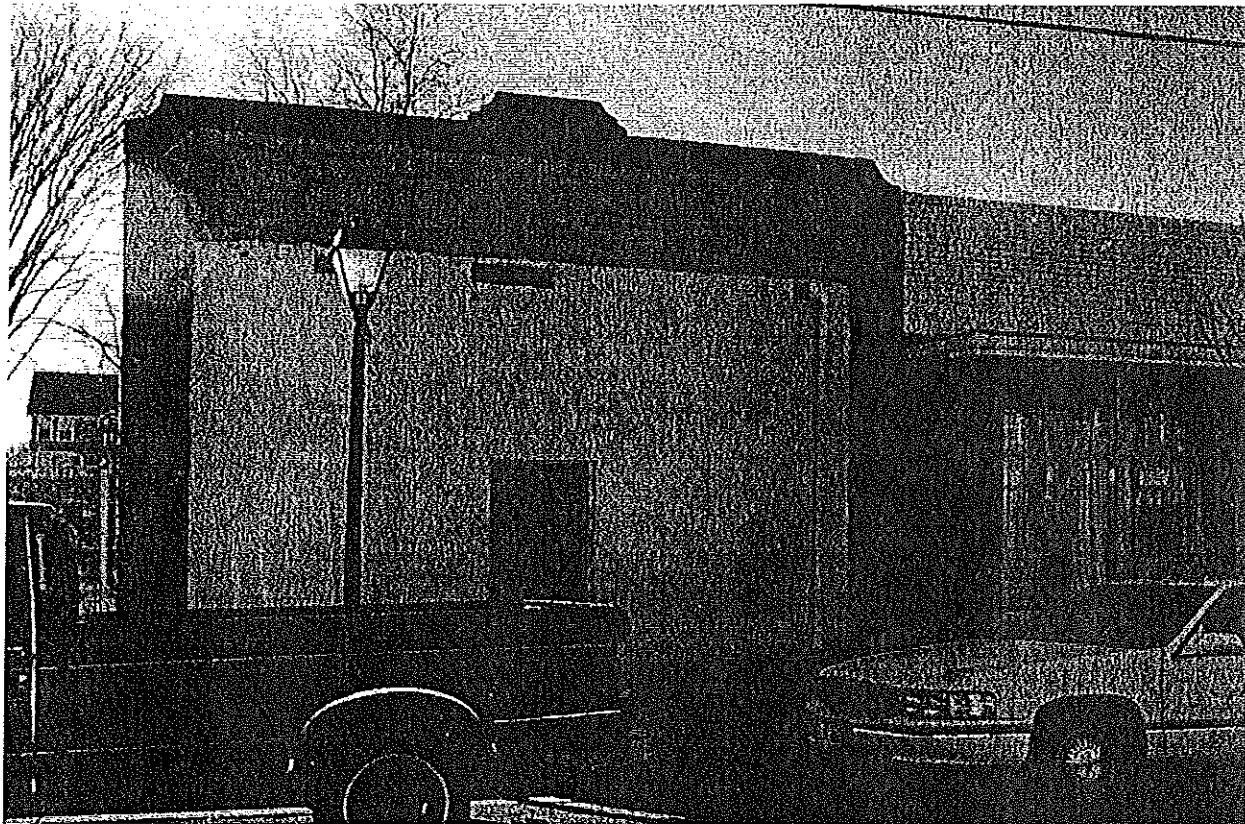
Zoning: Commercial C-2; Usage Commercial

Property Description: 49 year old well maintained brick facade with T-111 wood siding infill in place of original display windows. Building "marquee" signage is consistent with 1950's architecture and should be restored. Owner has installed exterior vapor lights on front facade.

General Observations:

35th Street

Property Data Sheet



Vacant Building

531 W. 35th Street

Property Owner: Universal Church of The Lord Jesus Christ
Apostolic Faith Trustees

Date of Original Construction: 1931

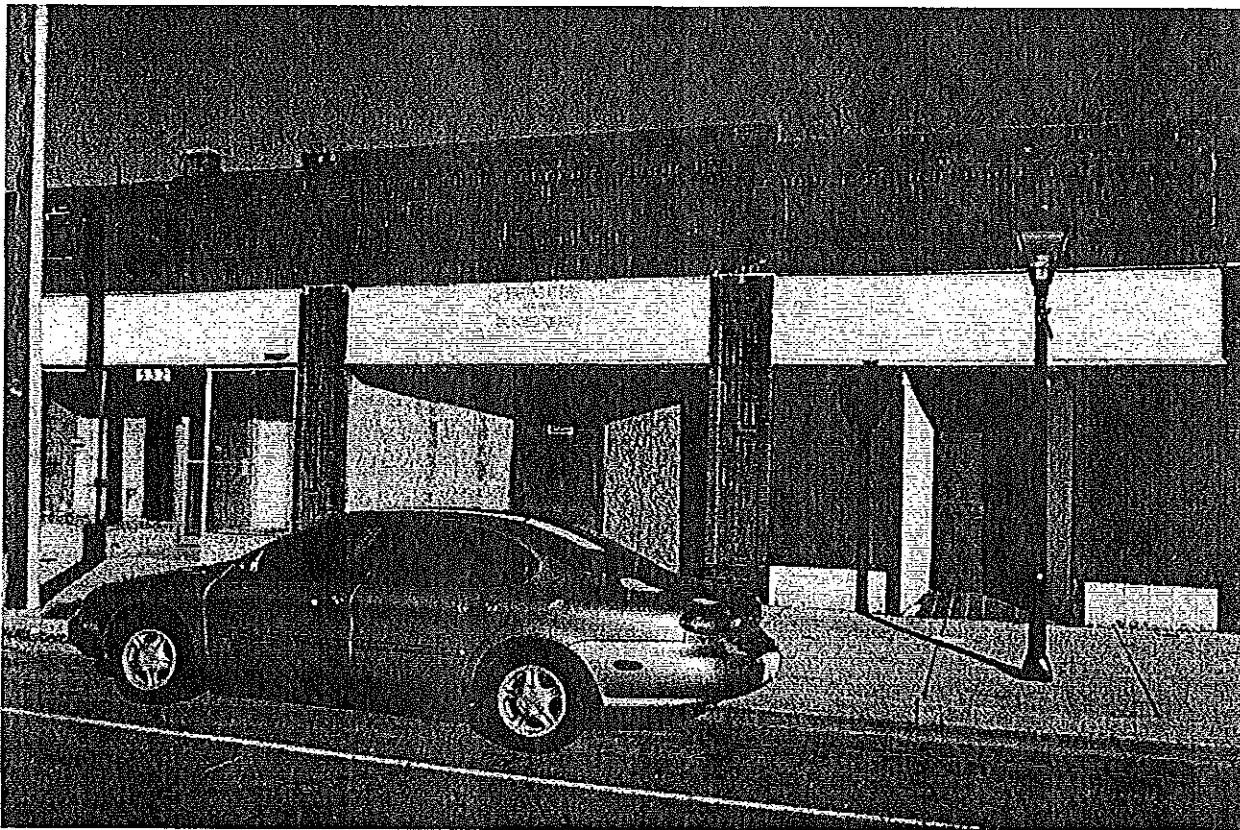
Zoning: Commercial C-2; Usage - Commercial

Property Description: 68 year old building has a combination formstone and painted
cmu facade with a six (6) panel steel security door. Rain
leader is thru-wall and anchored to front wall. Building is
VACANT.

General Observations:

35th Street

Property Data Sheet



Gaylords / Vacant Stores

532 W. 35th Street

Property Owner: Anna R. Newton et Als.

Date of Original Construction: 1923

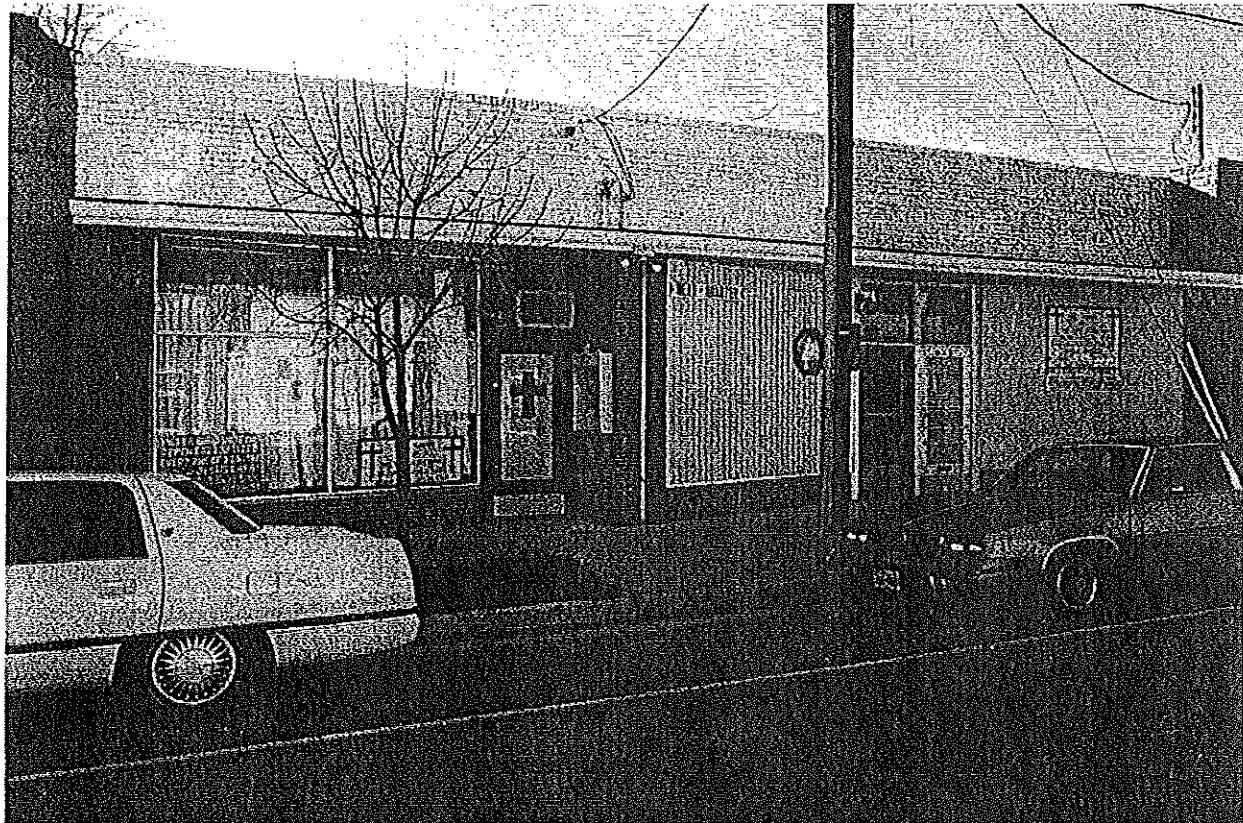
Zoning: Commercial C-2; Usage - Commercial

Property Description: Subdivided brick structure containing three (3) businesses, two (2) of which are vacant. At the vacant stores, the aluminum storefront windows and doors have been infilled with T-111 wood siding and OSB board. The doors have been replaced with standard flush mount wood doors. Each entrance has single, non-hc accessible doors. Brick piers show signs of structural cracks and repairs, indicating facade is pulling away from substructure above the entrances. A large white space is provided above each entrance for signage.

General Observations:

35th Street

Property Data Sheet



Church of the Lord Jesus Christ

533-35 W. 35th Street

Property Owner: Universal Church of The Lord Jesus Christ
Apostolic Faith Trustees

Date of Original Construction: 1925

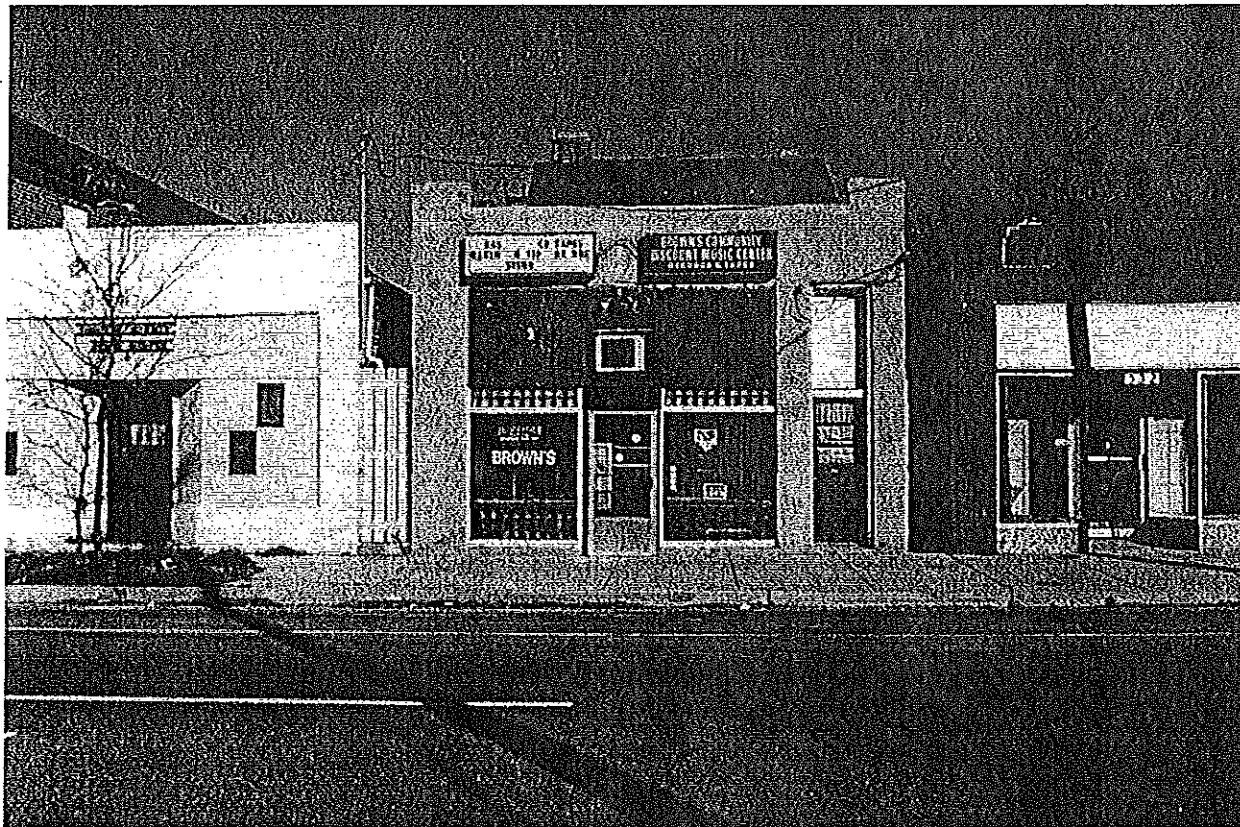
Zoning: Commercial C-2; Usage Commercial

Property Description: 74 year old renovated brick store. 533 has remaining aluminum storefront system, while 535 has been infilled with T-111 wood siding and cmu. Brick at the entry level is restored in moderate condition, whereas brick above entry canopy is painted. Telephone service entrance is attached to the front facade above the canopy.

General Observations:

35th Street

Property Data Sheet



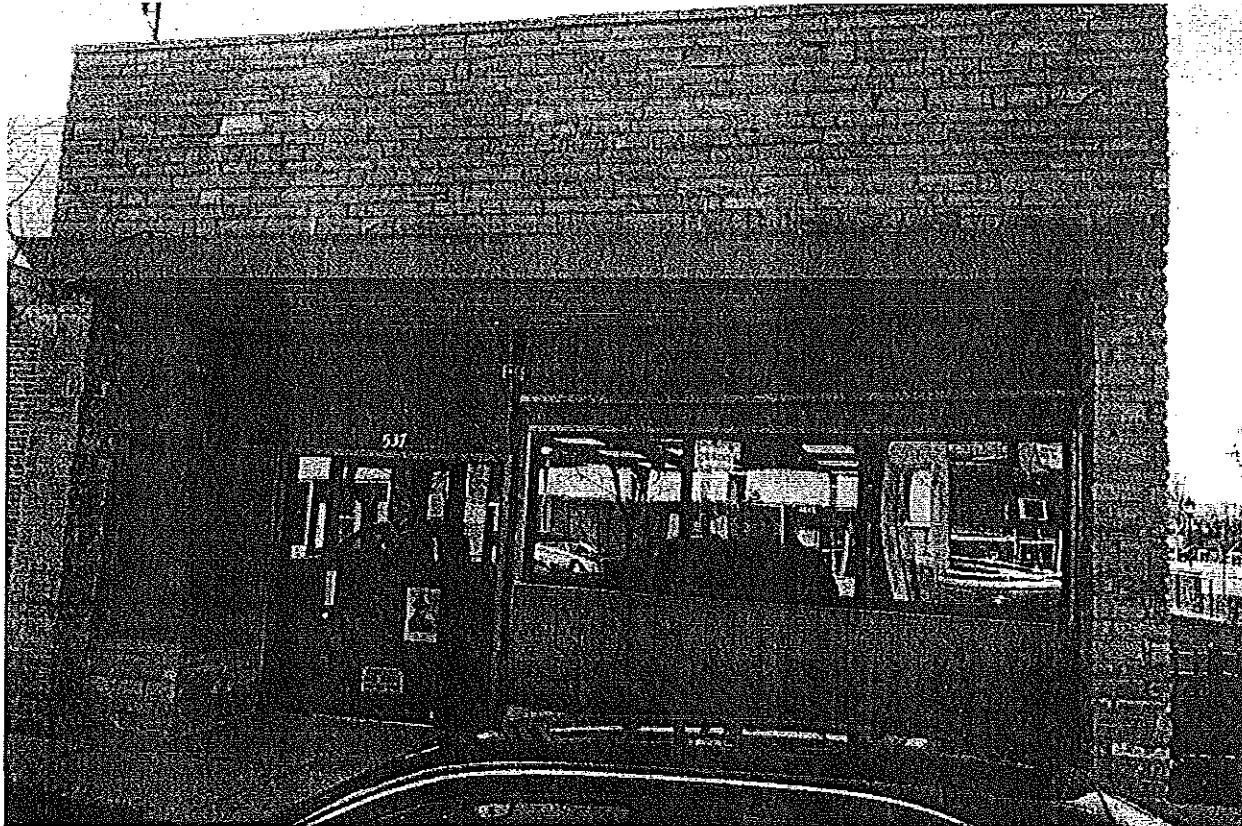
Brown's Community Music

534 W. 35th Street

Property Owner:	Charlie T. May et Al.
Date of Original Construction:	1912
Zoning:	Commercial C-2; Usage Commercial
Property Description:	87 year old, brick building with parged concrete facade. Store front is a combination of glass block, aluminum screen doors and T-111 wood siding. Two (2) backlit signs are attached above the entrance. The a/c unit is externally mounted above the door.
General Observations:	

35th Street

Property Data Sheet



Hair Salon

537 W. 35th Street

Property Owner: Charles N. & Joel B. Cooper

Date of Original Construction: 1949

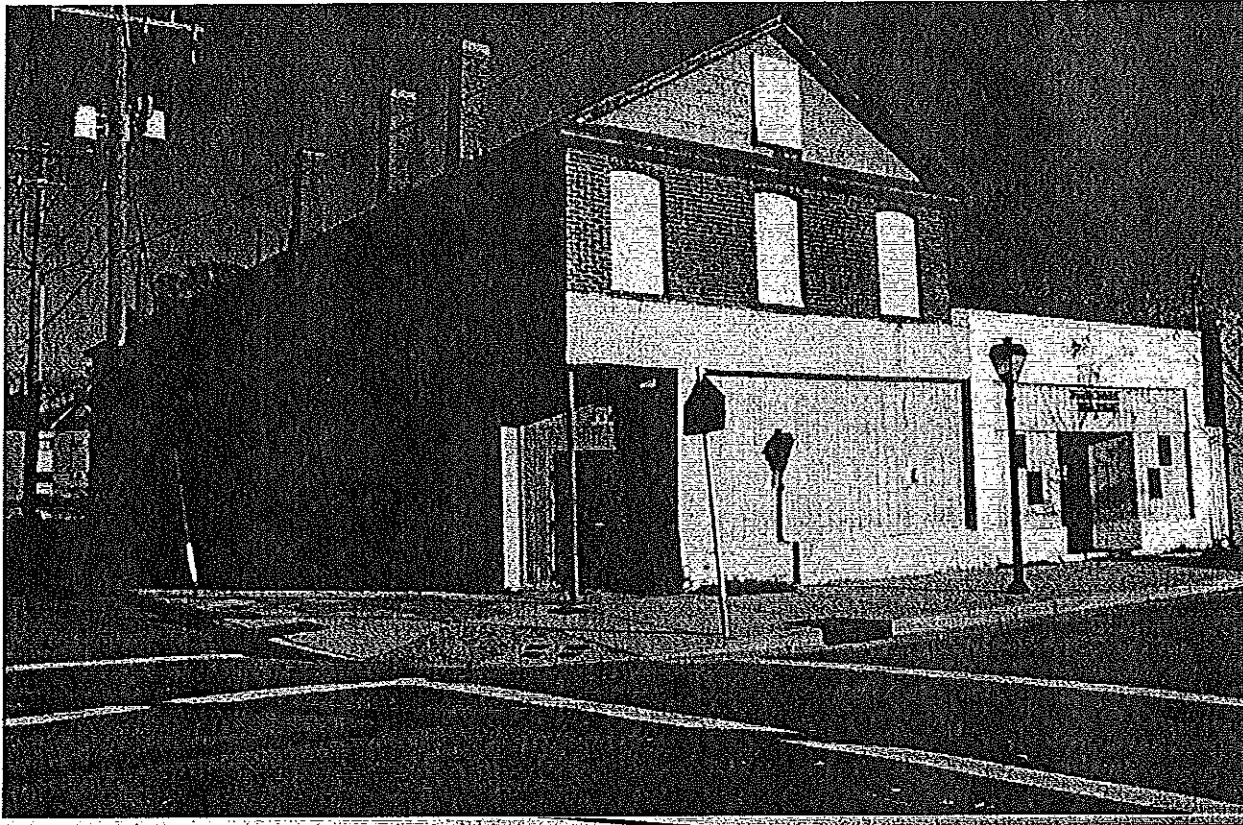
Zoning: Commercial C-2; Usage - Commercial

Property Description: 50 year old, renovated building with restored formstone facade and bronze aluminum storefront system and display windows. Main facade at entry is infilled with stained T-111 wood siding in good condition.

General Observations:

35th Street

Property Data Sheet



Vacant Building - 35th & Newport Ave.

538 W. 35th Street

Property Owner: Gene S. & Shu C. Wong

Date of Original Construction: 1915

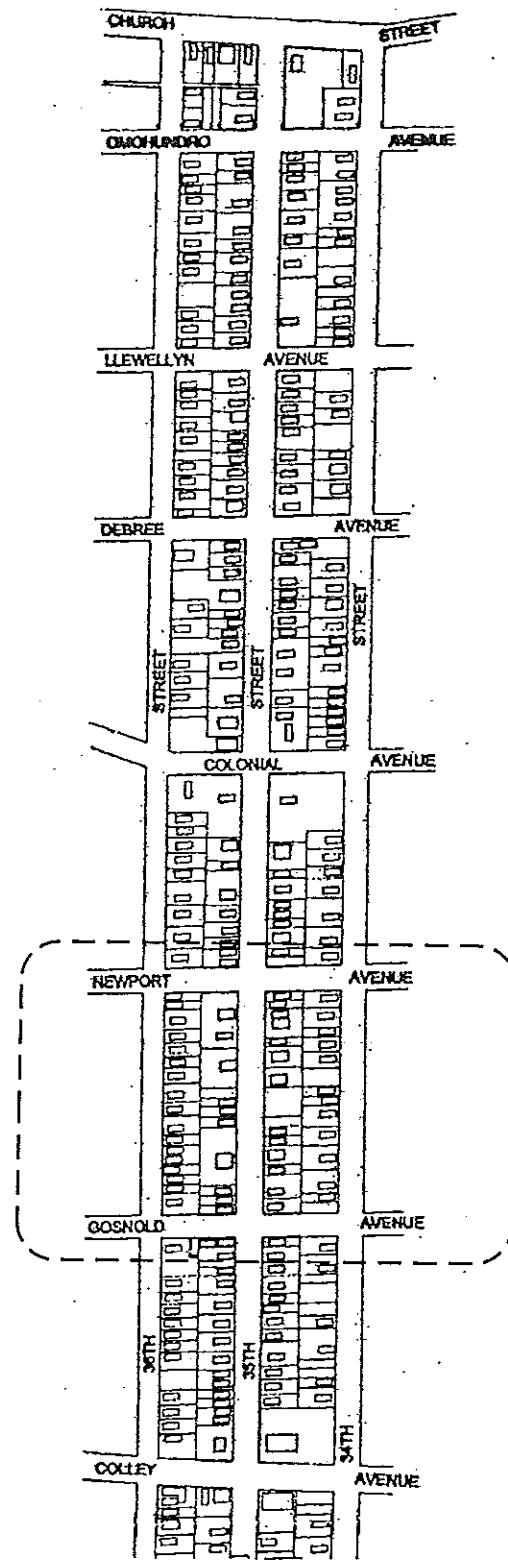
Zoning: Commercial C-2; Usage - Vacant

Property Description: 84 year old, large brick building. Property has four (4) potential signature element chimneys on the Newport Avenue facade. The 35th Street facade has been infilled with T-111 over the display windows. The cornice and trim is in a state of disrepair. The brick is in good condition.

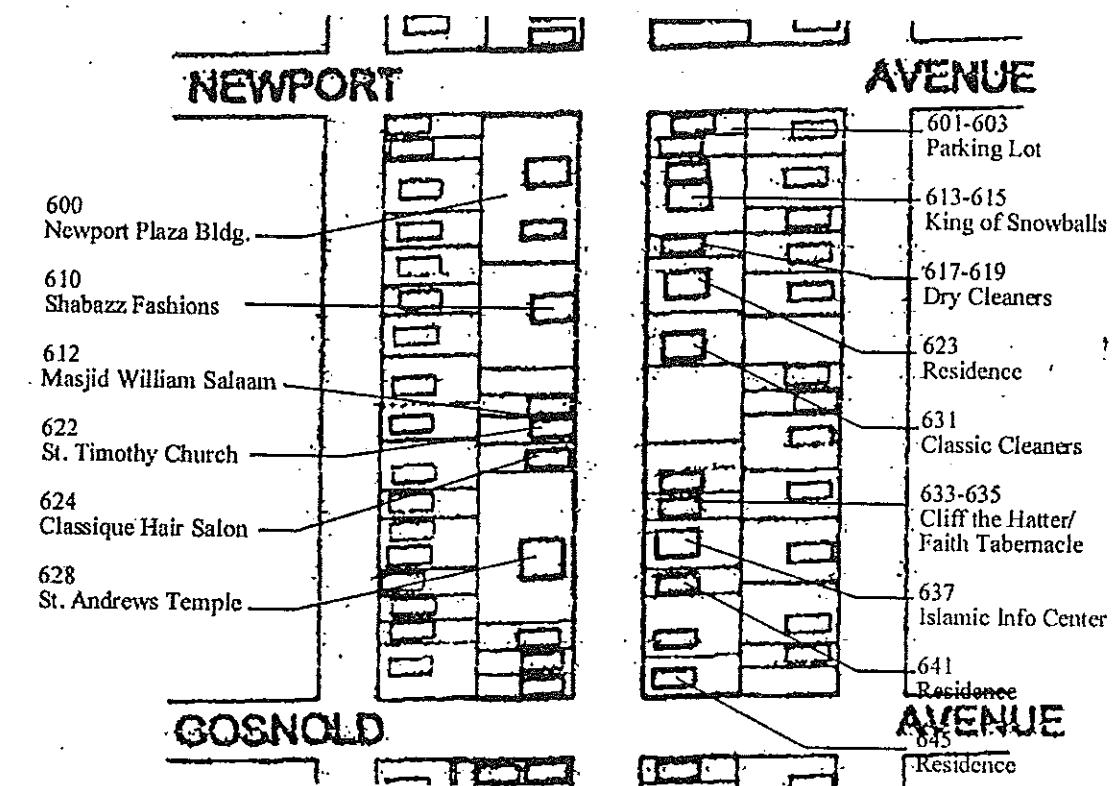
General Observations:

35th Street

Corridor Sector Location Map



35th Street Property Location Map



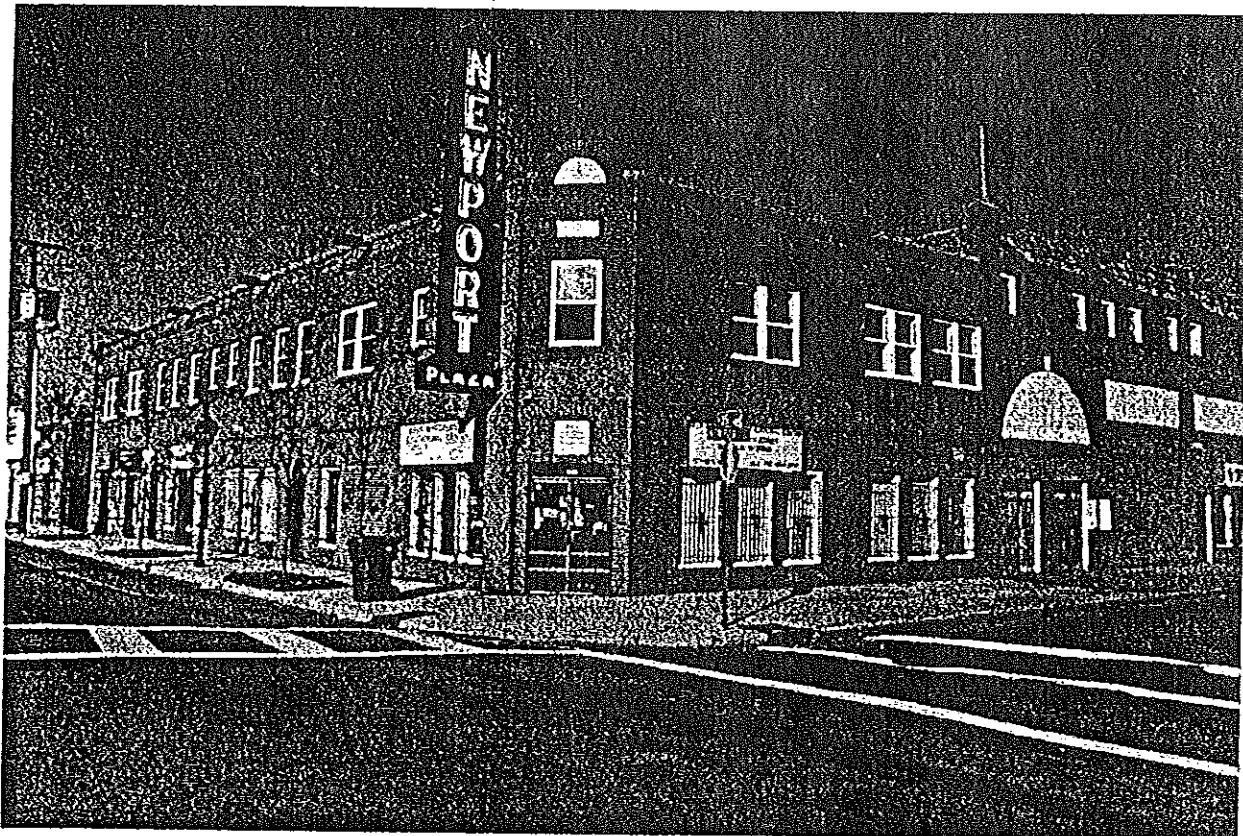
35th Street Corridor

SECTOR 4 Location Map

<u>Business Reference</u>	<u>Address</u>	<u>Data Sheet Page</u>
Newport Plaza Building	600 W. 35th Street	S4.1
Parking Lot	601-603 W. 35th Street	S4.2
Shabazz Fashions	610 W. 35th Street	S4.3
Masjid William Salaam	612 W. 35th Street	S4.4
King of Snowballs	613-615 W. 35th Street	S4.5
Dry Cleaners	617-619 W. 35th Street	S4.6
St. Timothy Church	622 W. 35th Street	S4.7
Private Residence	623 W. 35th Street	S4.8
Classique Hairstyling Salon	624 W. 35th Street	S4.9
St. Andrews Temple	628 W. 35th Street	S4.10
Classic Cleaners	631 W. 35th Street	S4.11
Cliff the Hatter/Faith Tabernacle	633-635 W. 35th Street	S4.12
Islamic Information Center	637 W. 35th Street	S4.13
Private Residence	641 W. 35th Street	S4.14
Private Residence	645 W. 35th Street	S4.15

35th Street

Property Data Sheet



Newport Plaza Building

600 W. 35th Street

Property Owner: NR & H A

Date of Original Construction: 1925

Zoning: Commercial C-2; Usage - Commercial

Property Description: 74 year old brick building houses four (4) businesses oriented to the 35th Street facade. The brick has been cleaned and appears well maintained. All windows have been replaced and bronze exterior accent/security lights have been installed along the roof parapet. The corner is dominated by a historic, surface lit marquee announcing "Newport Plaza". Each business has small, surface mounted, backlit signage over their entrances.

General Observations: This building encompasses the Self Improvement Educational Center, Fareed Fragrances, African American Clothes and Sunrise. One window infill has been done with non-matching brick and mortar.

35th Street

Property Data Sheet



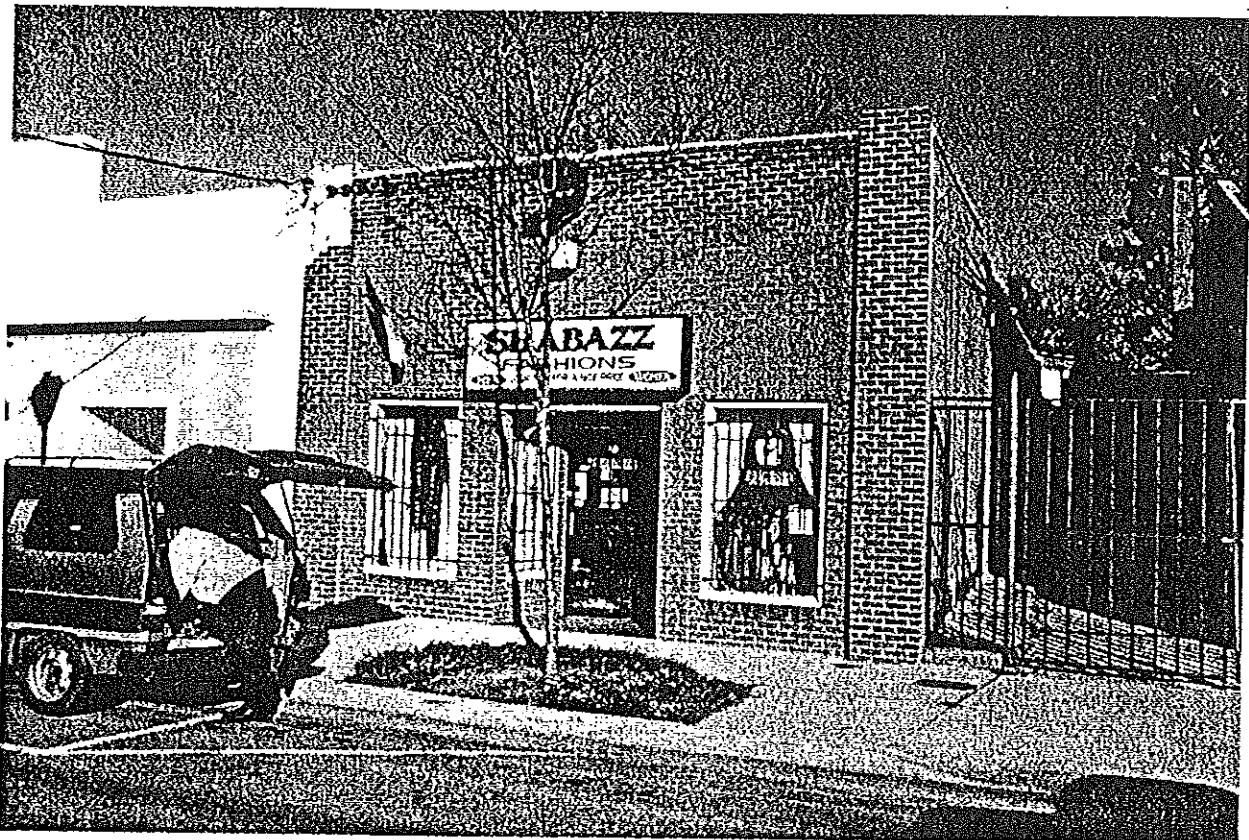
Parking Lot

601 - 603 W. 35th Street

Property Owner:	Eugene G. Newman N R & H A
Date of Original Construction:	N/A
Zoning:	Commercial C-2; Usage - Parking
Property Description:	Newly constructed twenty-four (24) space parking lot. Property is enclosed with wrought iron picket fence supported by brick piers on the 35th Street facade. Fence is chainlink on Newport Avenue side.
General Observations:	Lot has newly installed landscaping and is in general well maintained.

35th Street

Property Data Sheet



Shabazz Fashions

610 W. 35th Street

Property Owner: NR & H A

Date of Original Construction: Approx. 1948

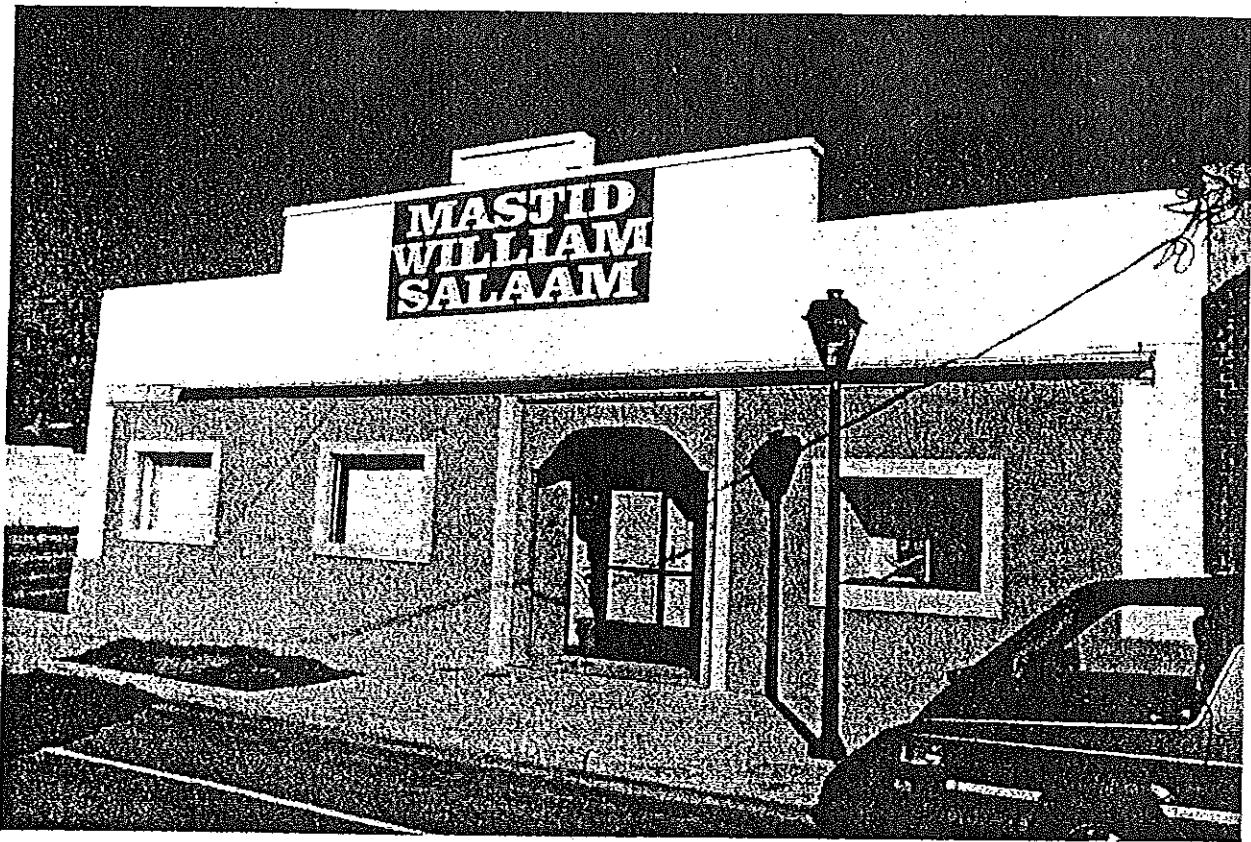
Zoning: Commercial C-2; Usage Commercial

Property Description: 51 year old building has new brick facade and upgraded wood windows. Brick on left pier has not been completed. Backlit signage is surface mounted above the building entrance.

General Observations:

35th Street

Property Data Sheet



Masjid William Salaam

612 W. 35th Street

Property Owner:	Masjid W. Salaam Trustees
Date of Original Construction:	1948
Zoning:	Commercial C-2; Usage - Church
Property Description:	51 year old building with new stucco facade. Facade has large windows frame with painted 1"x 4". Door is recessed storefront system which is appears ADA accessible .
General Observations:	

35th Street

Property Data Sheet



King of Snow Balls

613 - 15 W. 35th Street

Property Owner: Que Three Associates

Date of Original Construction: 1928

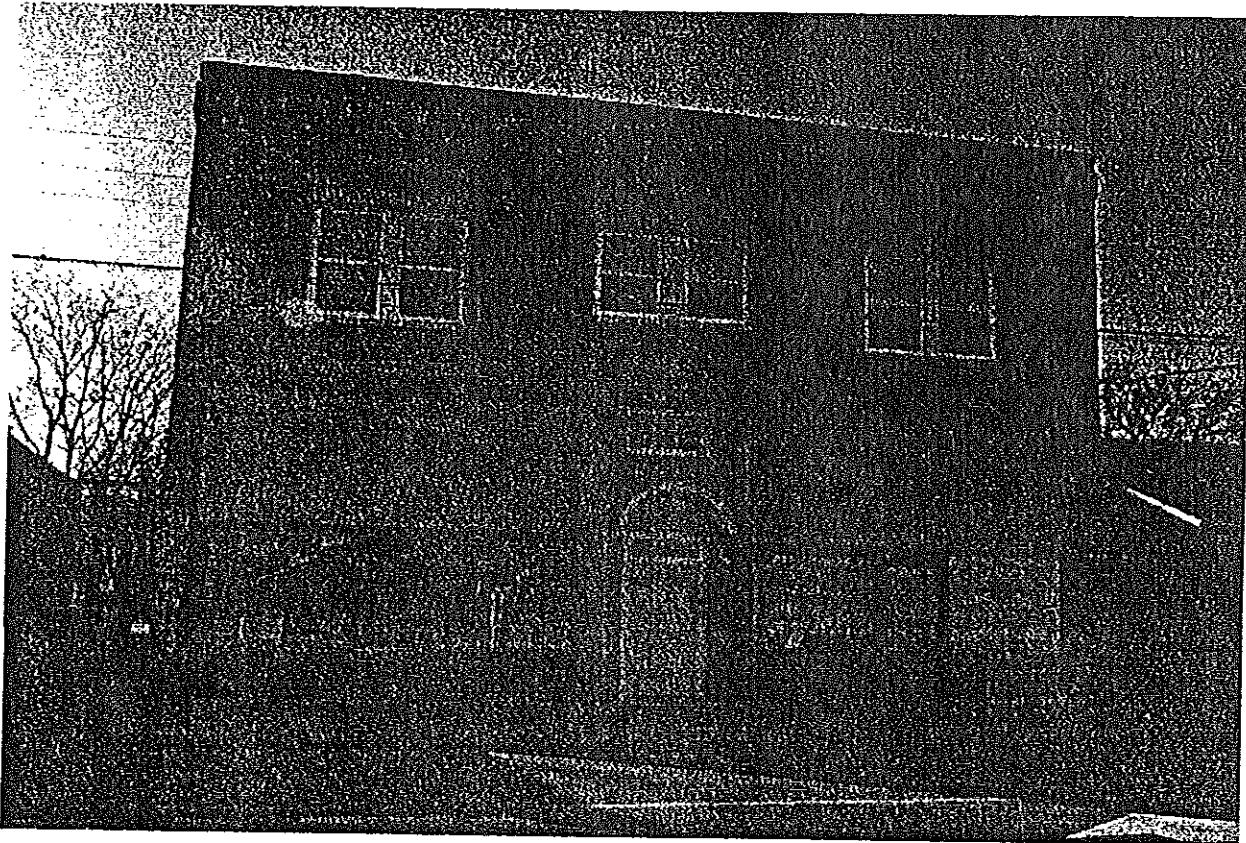
Zoning: Commercial C-2; Usage - Commercial

Property Description: 71 year old painted brick building is primary "billboard" of the business. Three (3), separate storefronts have been enclosed with varying materials and painted to direct customers to the remaining entrance at 613. Signage is backlit surface mounted.

General Observations:

35th Street

Property Data Sheet



Dry Cleaners

617 - 619 W. 35th Street

Property Owner:

Date of Original Construction: Approx. 1917

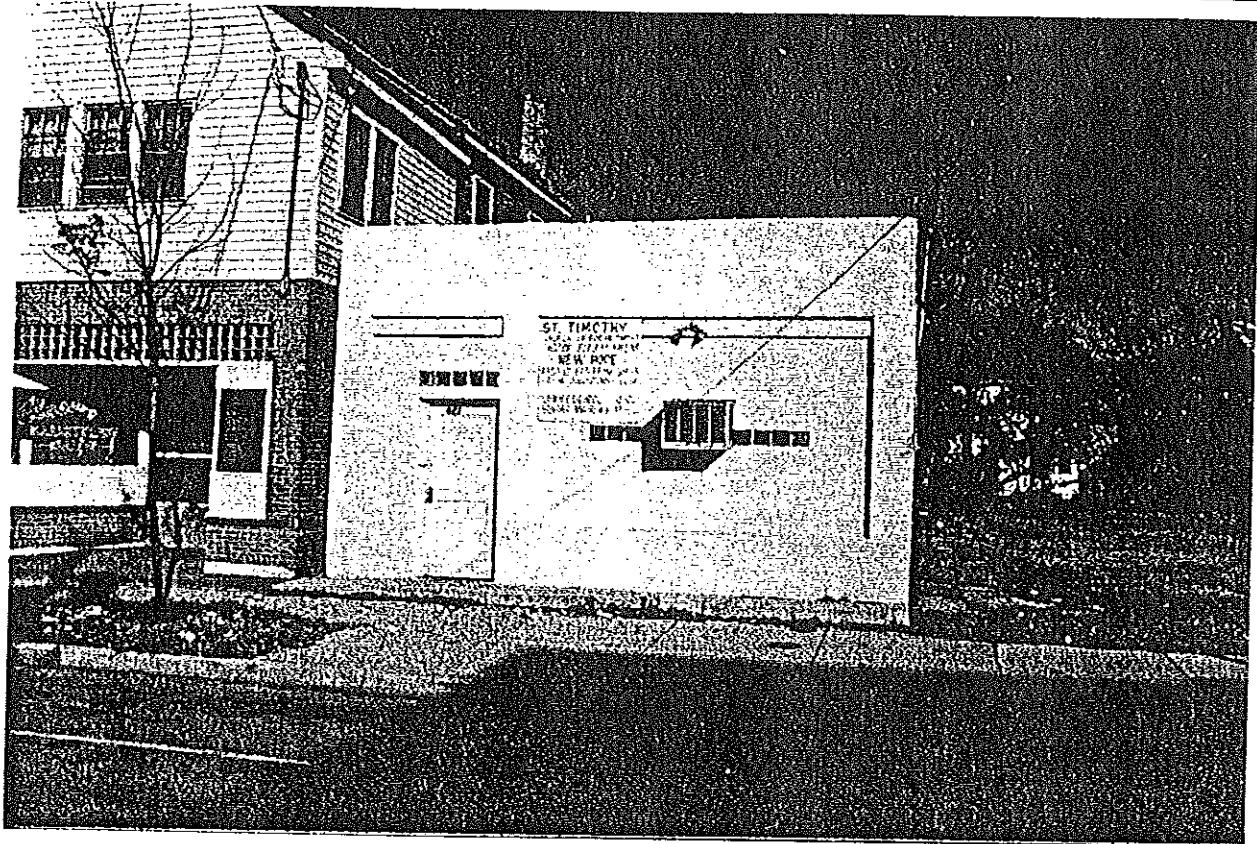
Zoning: Commercial C-2; Usage - Commercial; Appears Mixed Use w/Residential

Property Description: 82 year old brick building. Facade shows major signs of structural damage and has been poorly repointed at the windows. Original display windows have been downsized and infilled with stucco. Remaining glass and doors are bronze aluminum storefront with separate entrances to both stores. The center door to the building is residential in nature and suggests apartments on the second level of the building.

General Observations:

35th Street

Property Data Sheet



St. Timothy Church

622 W. 35th Street

Property Owner:	New Cogic Trustees
Date of Original Construction:	1948
Zoning:	Commercial C-2; Usage - Church
Property Description:	51 year old, single story brick building with stucco facade. Former storefront has been enclosed and provides a single row of eight (8) glass blocks for light into the building. The entry door is residential in nature.
General Observations:	An unsupported window mounted a/c units protrudes from the middle of the front wall.

35th Street

Property Data Sheet



Residential Property

623 W. 35th Street

Property Owner: William T. Gallaway

Date of Original Construction: 1985

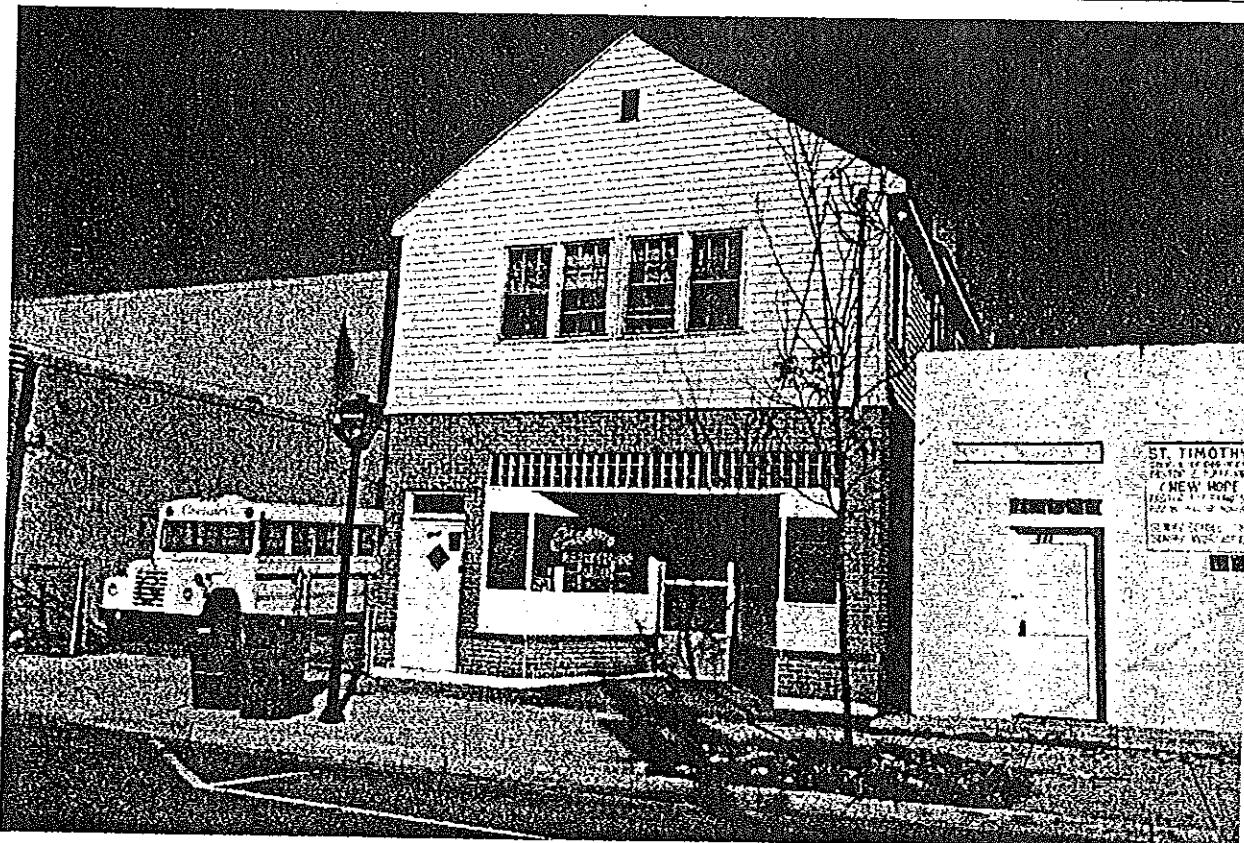
Zoning: Commercial C-2; Usage - Residential

Property Description: 14 year old apartment building setback approximately 30-35 feet from 35th Street. Building is vinyl siding clad with a brick base and wood exterior stair. Off street parking is provided in front of the building.

General Observations:

35th Street

Property Data Sheet



Classique Hairstyling Salon

624 W. 35th Street

Property Owner: Jane W. Hamilton et Al.

Date of Original Construction: 1920

Zoning: Commercial C-2; Usage - Commercial; Appears Mixed Use w/Residential

Property Description: 79 year old brick building. First story of the building is well maintained, exposed brick and glass block accentuating the wood frame display window with brick sill. The second story is covered with vinyl siding and has a separate entrance to the left of the store.

General Observations: Separate entrance and vinyl siding on second story is indicative of a residential unit above the store.

35th Street

Property Data Sheet



St. Andrews Temple

628 W. 35th Street

Property Owner: St. Andrews Cogic Trustees

Date of Original Construction: 1940

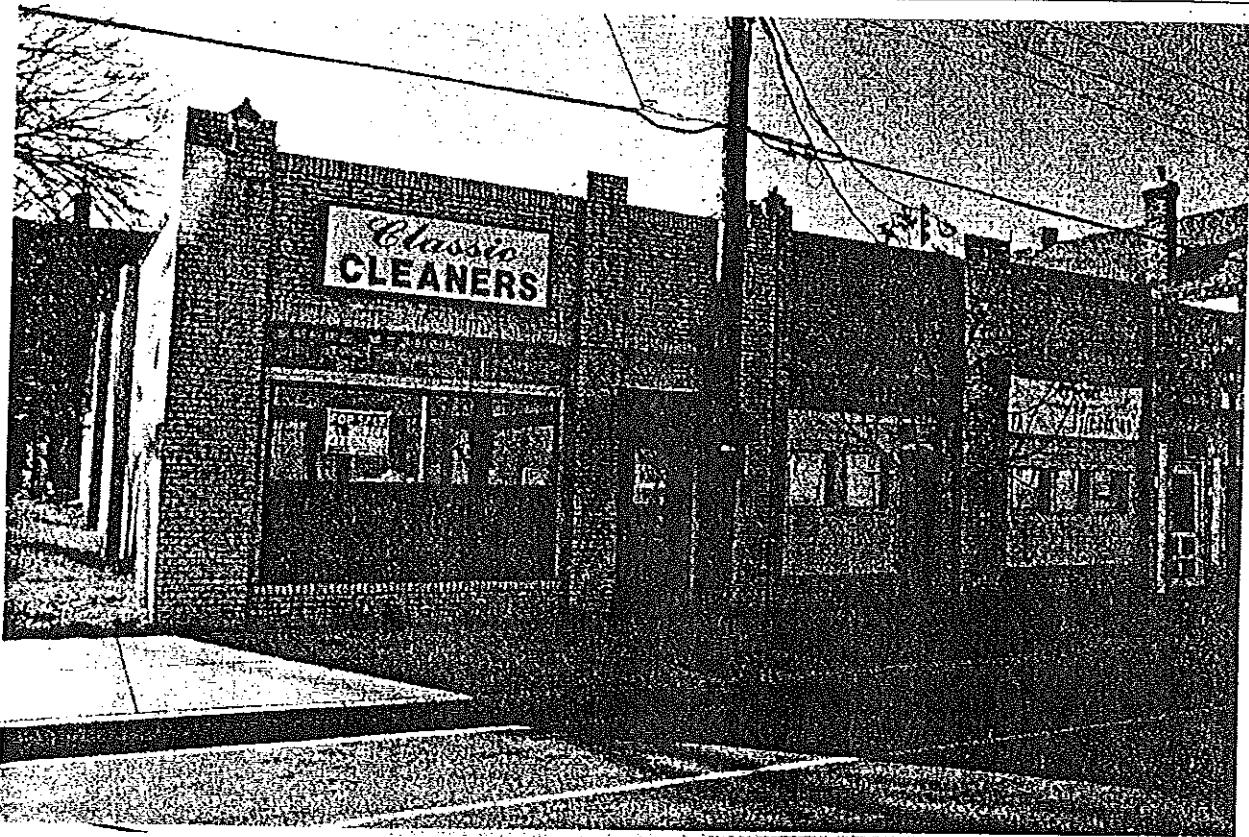
Zoning: Commercial C-2; Usage - Church

Property Description: 59 year old Art Deco brick building. Converted theatre is well maintained and has potential for five (5) businesses which front 35th Street. Each bay has an aluminum storefront system with staggered entrances at every other bay. Dark brick serves as accent band throughout the facade and at the sill level of all windows. A large protruding marquee serves as the primary signage.

General Observations:

35th Street

Property Data Sheet



Classic Cleaners

631 W. 35th Street

Property Owner:	Clarence Clanton
Date of Original Construction:	1949
Zoning:	Commercial C-2; Usage - Commercial
Property Description:	50 year old, light brick building. Moderately maintained front facade has glass block clerestory lites over modified front display windows. Front entrance has canopy awning and base of display windows is infilled with painted T-111 plywood sheathing. Front signage is backlit, surface mounted over the display window.
General Observations:	Building is VACANT.

35th Street

Property Data Sheet



Cliff the Hatter / Faith Tabernacle

633 - 635 W. 35th Street

Property Owner:

Sylvin & Annette Belkov et Als.

Date of Original Construction:

1948

Zoning:

Commercial C-2; Usage - Commercial

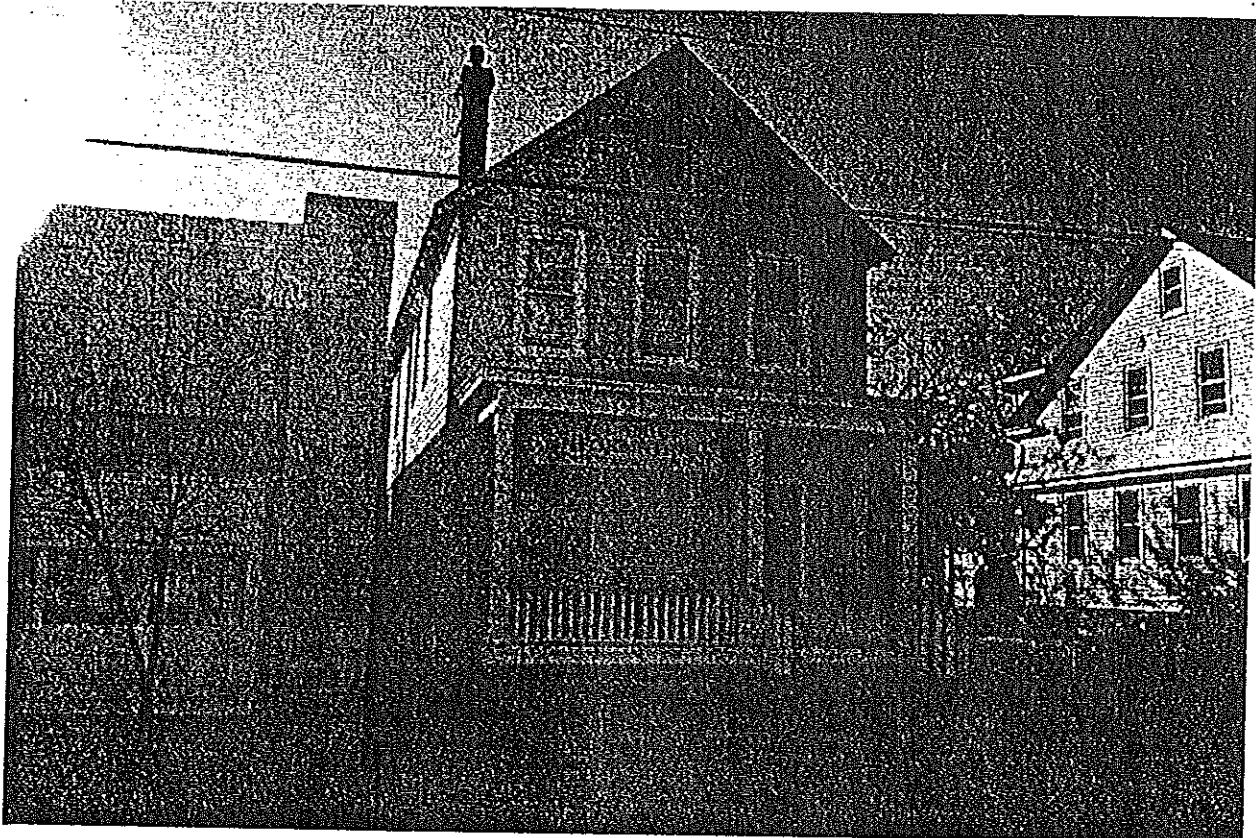
Property Description:

51 year old, light brick building. Moderately maintained front facade has glass block clerestory lites over modified front display windows. All display windows have been enclosed with vinyl siding. Piers at the church entry have "solder course" brick. Front signage is a surface mounted vinyl banner over the display window.

General Observations:

35th Street

Property Data Sheet



Islamic Information Center of Norfolk

637 W. 35th Street

Property Owner: Samuel P. & Juanita H. Bouie
Date of Original Construction: 1910
Zoning: Commercial C-2; Usage - Residential
Property Description: 89 year old, restored colonial residence. Building is in moderate condition and appears to be used as both residence and info center.
General Observations:

35th Street

Property Data Sheet



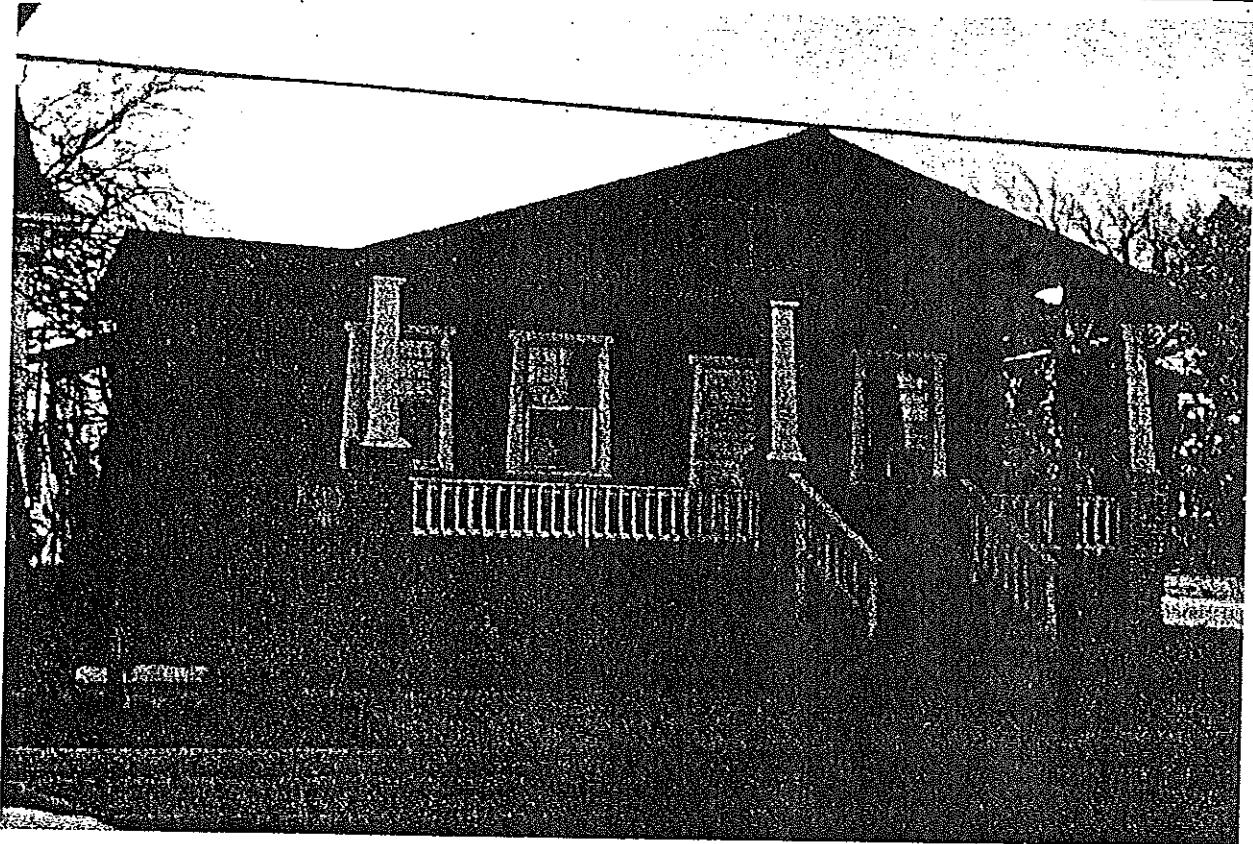
Private Residence

641 W. 35th Street

Property Owner: Mardell C. Hockaday
Date of Original Construction: 1925
Zoning: Commercial C-2; Usage - Residential
Property Description: 74 year old well maintained residence. Building envelope is aluminum siding.
General Observations:

35th Street

Property Data Sheet



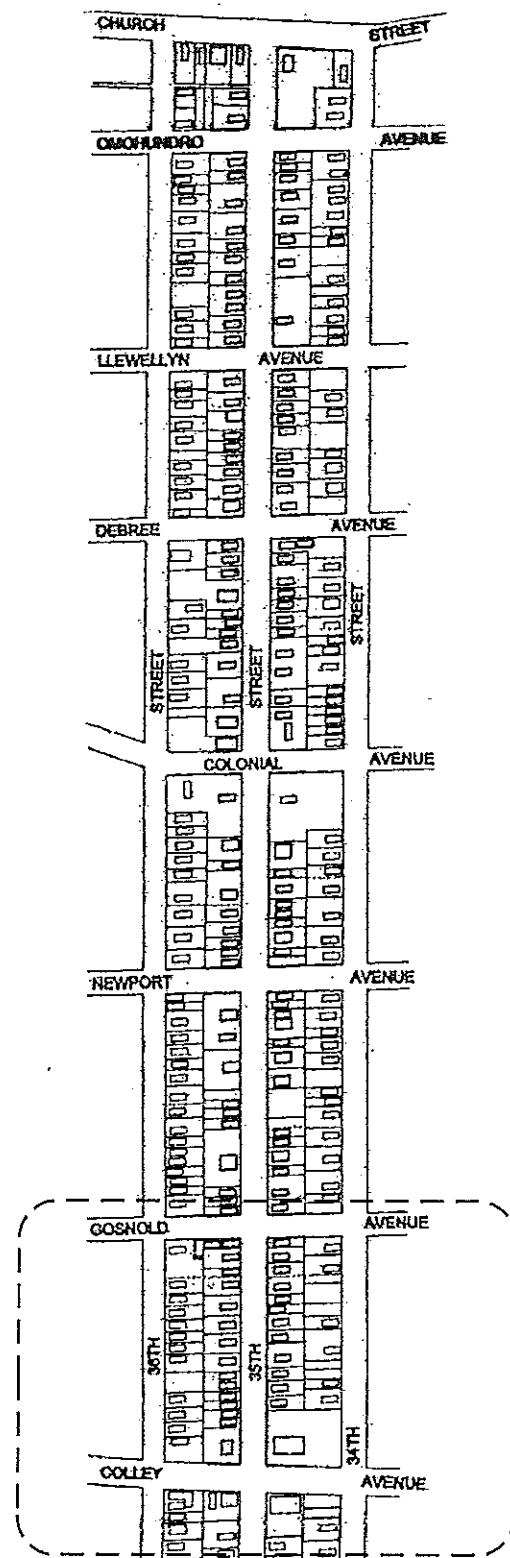
Private Residence

645 W. 35th Street

Property Owner: Arthur B. Hall, Sr.
Date of Original Construction: 1918
Zoning: Commercial C-2; Usage - Residential
Property Description: 81 year old well maintained residence. Building envelope is painted aluminum siding.
General Observations:

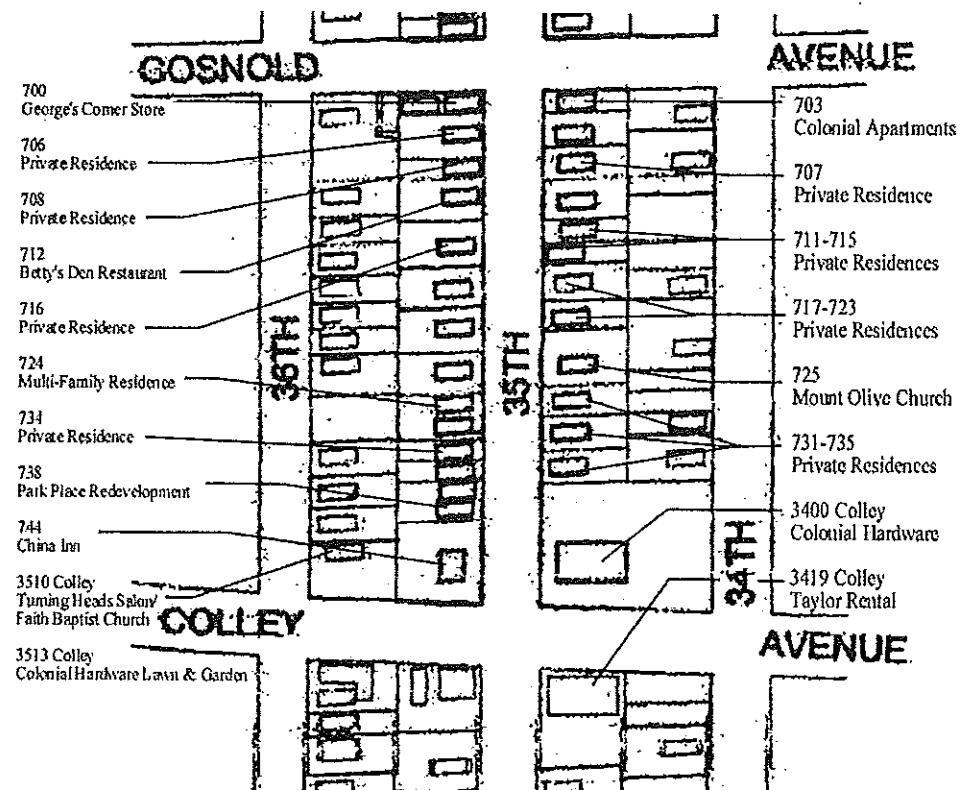
35th Street

Corridor Sector Location Map



35th Street

Property Location Map



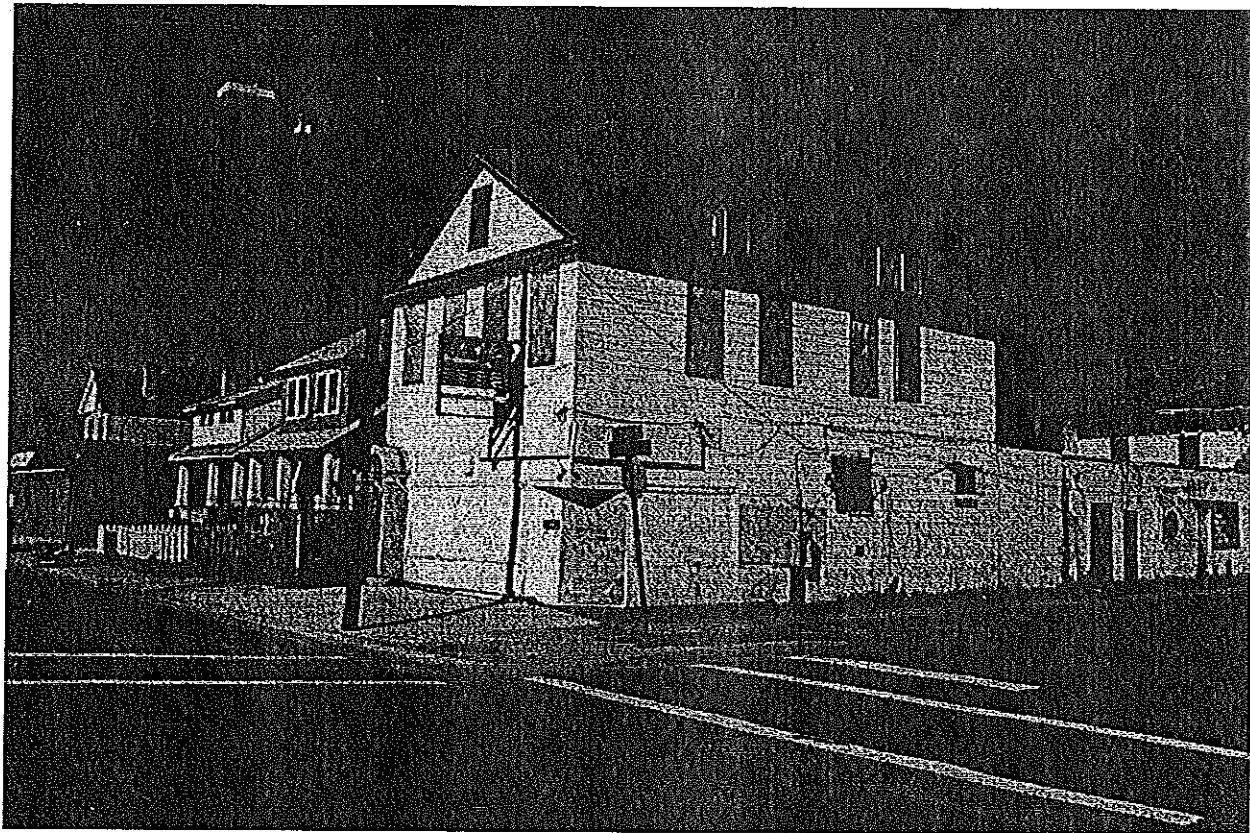
35th Street Corridor

SECTOR 5 Location Map

<u>Business Reference</u>	<u>Address</u>	<u>Data Sheet Page</u>
George's Corner Store	700 W. 35th Street	S5.1
Colonial Apartments	703 W. 35th Street	S5.2
Private Residence	706 W. 35th Street	S5.3
Private Residence	707 W. 35th Street	S5.4
Private Residence	708 W. 35th Street	S5.5
Private Residences	711-715 W. 35th Street	S5.6
Betty's Den Restaurant & Lounge	712 W. 35th Street	S5.7
Private Residence	716 W. 35th Street	S5.8
Private Residence	717-723 W. 35th Street	S5.9
Multi-Family Residence	724 W. 35th Street	S5.10
Mount Olive Church	725 W. 35th Street	S5.11
Private Residence	731-735 W. 35th Street	S5.12
Private Residence	734 W. 35th Street	S5.13
Park Place Redevelopment Foundation	738 W. 35th Street	S5.14
China Inn	744 W. 35th Street	S5.15
Colonial Hardware	3400 Colley Avenue	S5.16
Taylor Rental	3419 Colley Avenue	S5.17
Turning Heads Salon/Faith Baptist Ch.	3510 Colley Avenue	S5.18
Colonial Hardware Lawn & Garden	3513 Colley Avenue	S5.19

35th Street

Property Data Sheet



George's Corner Store

700 W. 35th Street

Property Owner:	Montgomery Wills, III
Date of Original Construction:	1910
Zoning:	Residential R-11; Usage - Commercial
Property Description:	89 year old, two (2) story aluminum wrapped building. Building is vacant and appears to have been mixed-use with a corner entry to the business on the first level and a separate residential entry on the 35th Street facade. Building extends along Gosnold Avenue with an addition and modified garage.
General Observations:	Building is boarded-up at all windows and has many wires over the exterior facade.

35th Street

Property Data Sheet



Colonial Apartments

703 W. 35th Street

Property Owner:	Colonial Apartments, Incorporated
Date of Original Construction:	1917
Zoning:	Residential R-11; Usage - Residential
Property Description:	82 year old, four (4) unit apartment building. Building envelope varies between aluminum siding on the front facade and painted tile on the sides.
General Observations:	Building is in need of paint, landscaping and cleaning.

35th Street

Property Data Sheet



Private Residence

706 W. 35th Street

Property Owner: Arthur B. Hall, Sr.

Date of Original Construction: 1921

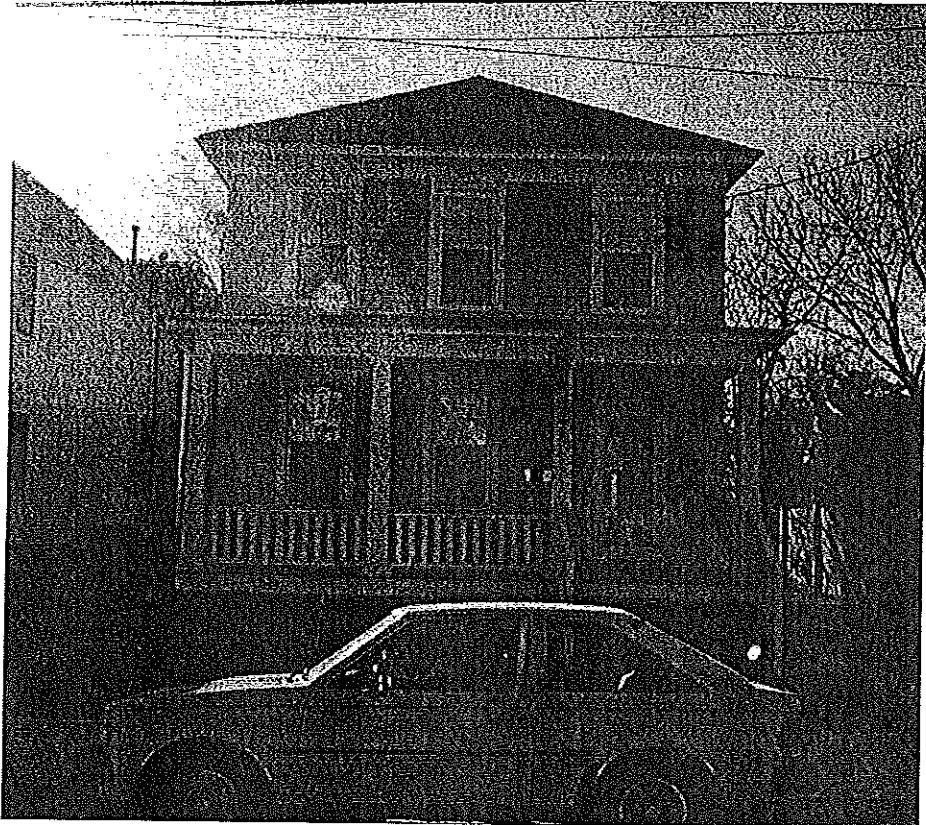
Zoning: Residential R-11; Usage - Residential

Property Description: 78 year old well maintained residence. Building envelope is painted clay shake siding.

General Observations:

35th Street

Property Data Sheet



Private Residence

707 W. 35th Street

Property Owner: Marian & Arthur Johnson

Date of Original Construction: 1918

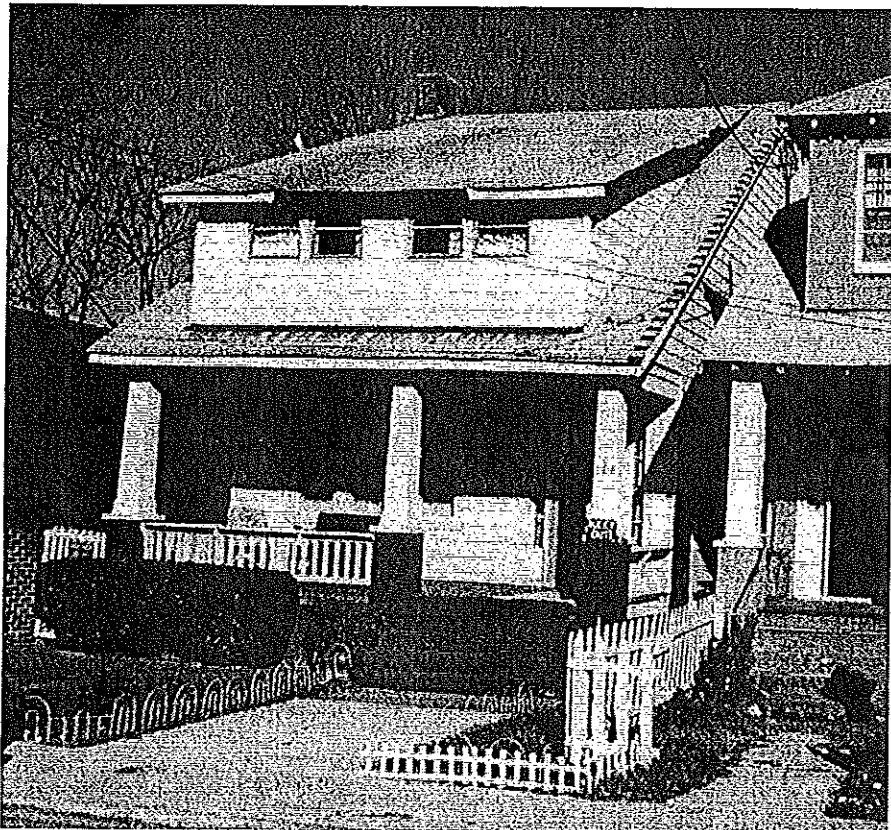
Zoning: Residential R-11; Usage - Residential

Property Description: 81 year old, newly renovated private residence. Building envelope is new vinyl siding. Property has curb-cut and driveway to rear of building.

General Observations:

35th Street

Property Data Sheet



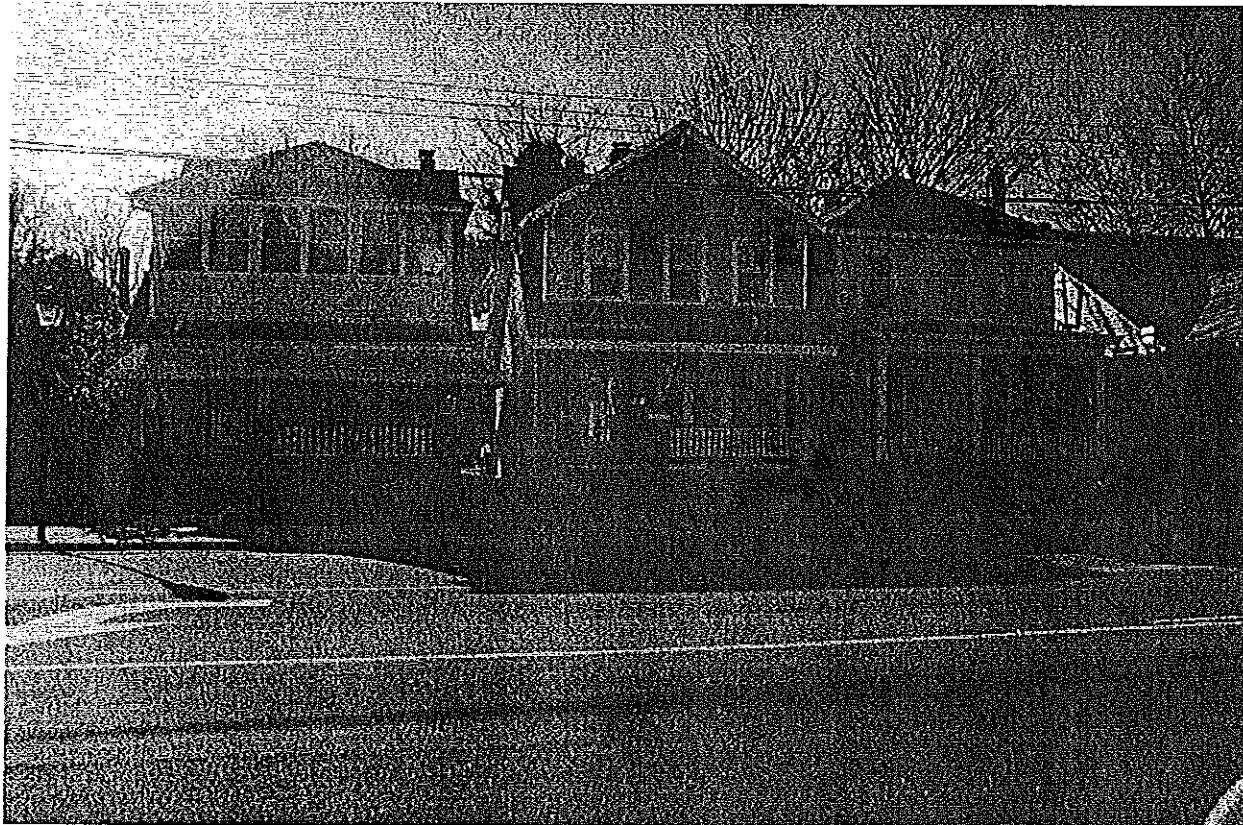
Private Residence

708 W. 35th Street

Property Owner:	Leroy & Mary Ellsworth
Date of Original Construction:	1921
Zoning:	Residential R-11; Usage - Residential
Property Description:	78 year old residence. Building envelope is aluminum siding. Landscaping is well maintained.
General Observations:	Fascia at main roof is partially missing on the front facade and completely missing on the sides.

35th Street

Property Data Sheet



Private Residences

711-715 W. 35th Street

Property Owners:

Gerald & Barbara Johnson (711)
Walter & Rosa Butts (713)
Sykes Brothers (715)

Date of Original Construction: 1918

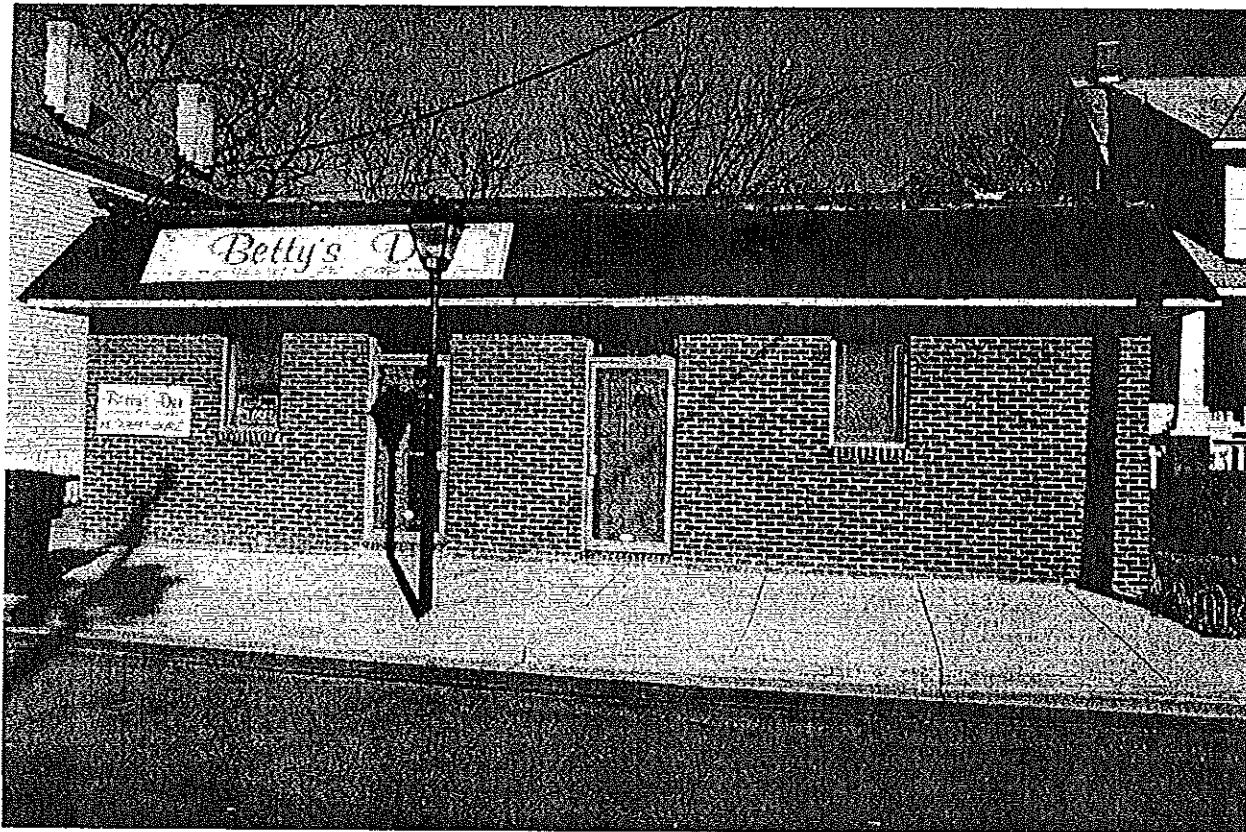
Zoning: Residential R-11; Usage - Residential

Property Description: All properties are 81 years old, single-family private residences. All facades are well maintained vinyl siding.

General Observations:

35th Street

Property Data Sheet



Betty's Den Restaurant and Lounge

712 W. 35th Street

Property Owner: Betty C. Bond

Date of Original Construction: 1978

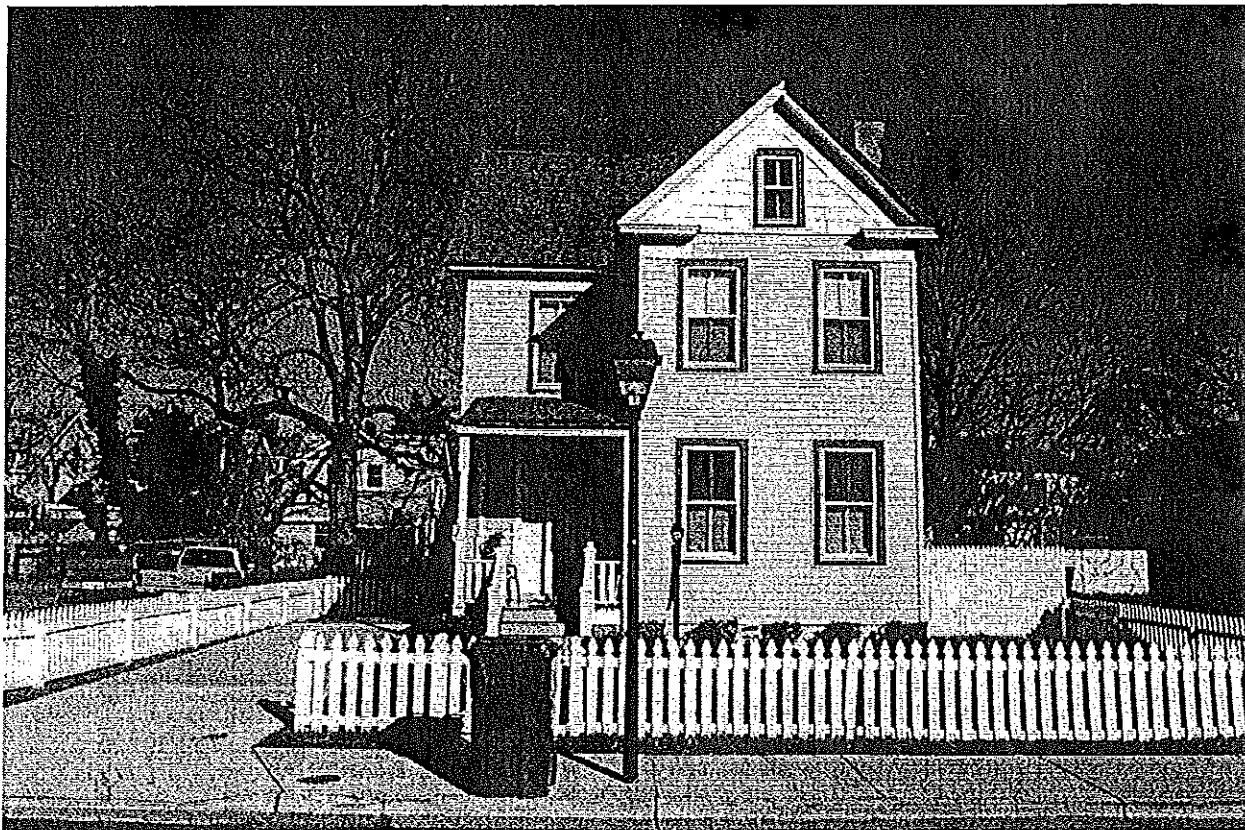
Zoning: Residential R-11; Usage - Commercial

Property Description: 21 year old, single story brick building. Facade is well maintained and has aluminum storefront doors and windows. Roof is mansard and is location of surface mounted painted aluminum sign.

General Observations:

35th Street

Property Data Sheet



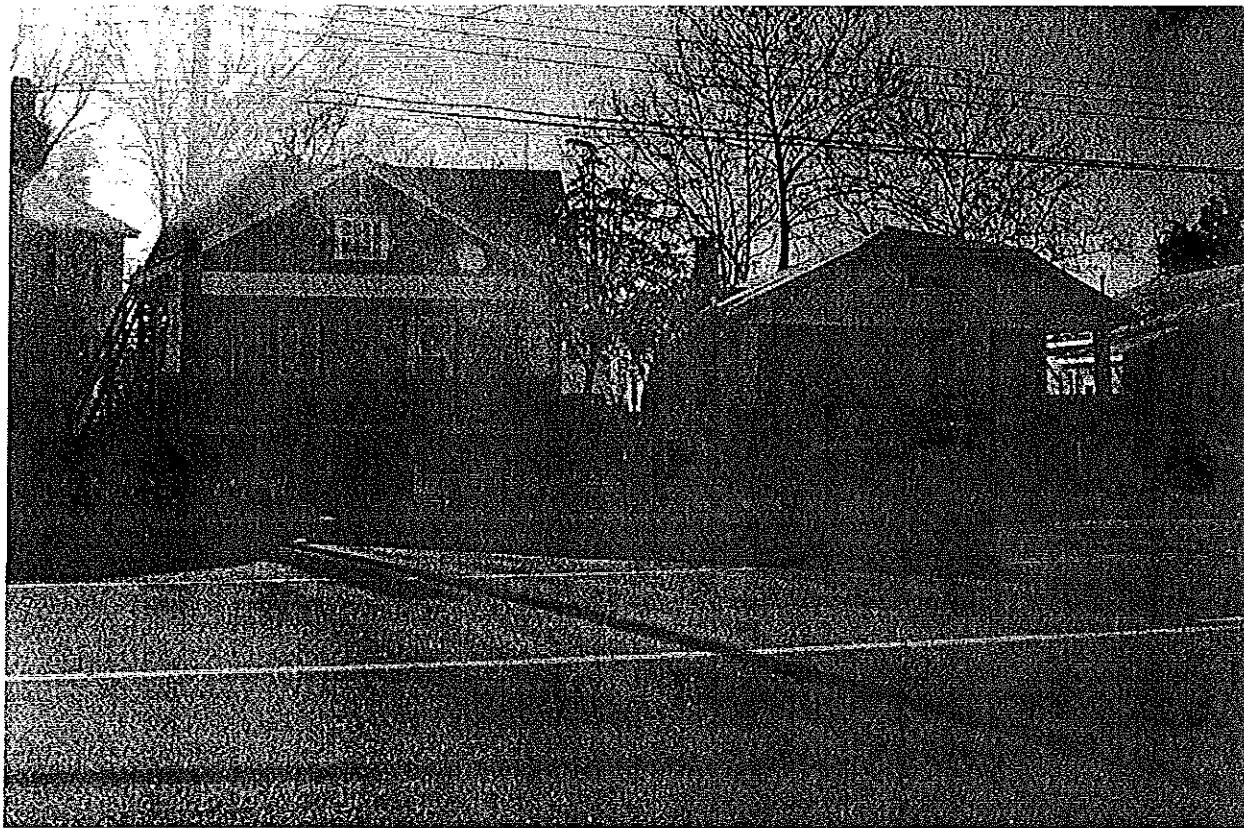
Private Residence

716 W. 35th Street

Property Owner:	Bennie Reid
Date of Original Construction:	1906
Zoning:	Residential R-11; Usage - Residential
Property Description:	93 year old, newly restored single family residence.
General Observations:	This house should serve as the standard to which other residences aspire, when renovating the property to reflect the Colonial time period of the neighborhood.

35th Street

Property Data Sheet



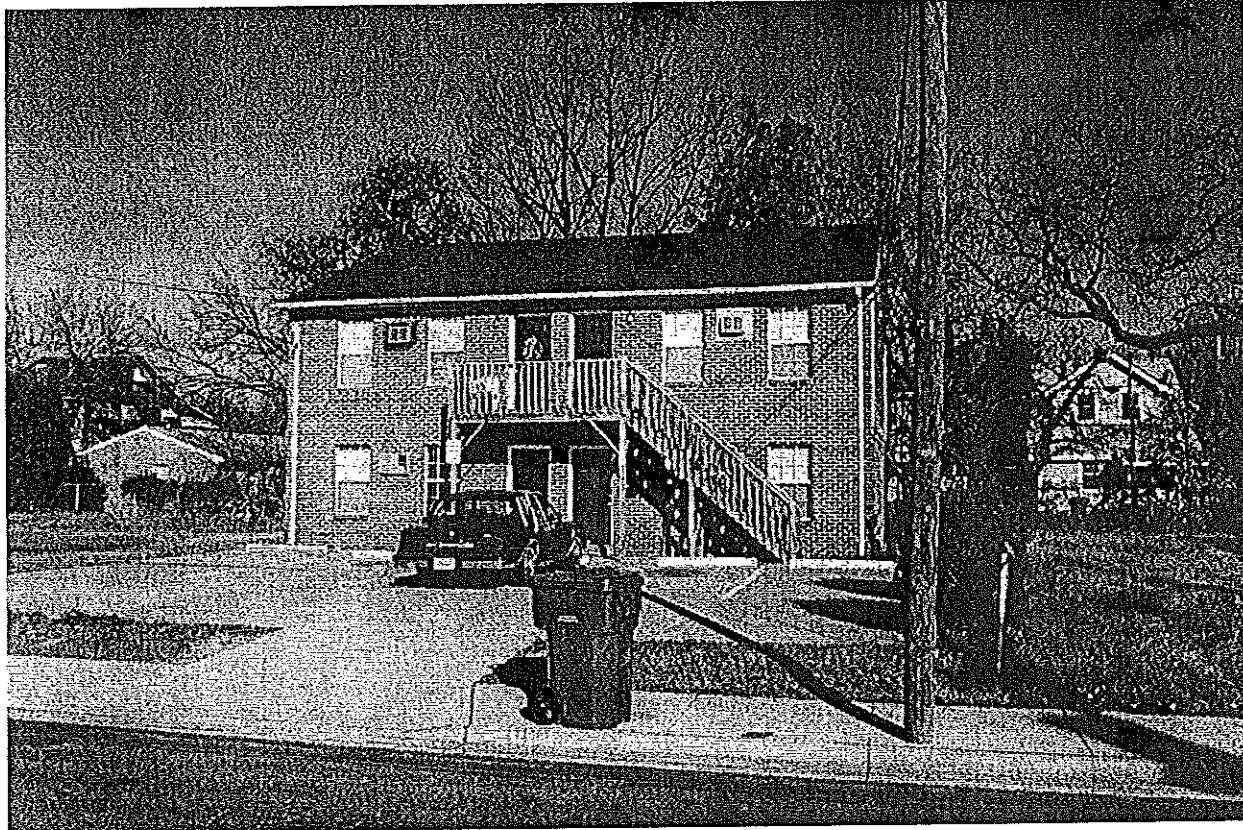
Private Residences

717 - 723 W. 35th Street

Property Owners:	Hoover Turner et Als. (717) William & Mary Davis (723)
Date of Original Construction:	1919 (717); 1917 (723)
Zoning:	Residential R-11; Usage - Residential
Property Description:	Properties are 80 and 82 years old, respectively. Both are single-family private residences. 717 facade is aluminum siding and 723 facade is painted tile.
General Observations:	

35th Street

Property Data Sheet



Multi-Family Residence

724 W. 35th Street

Property Owner: Lemuel & Esther Williams

Date of Original Construction: 1987

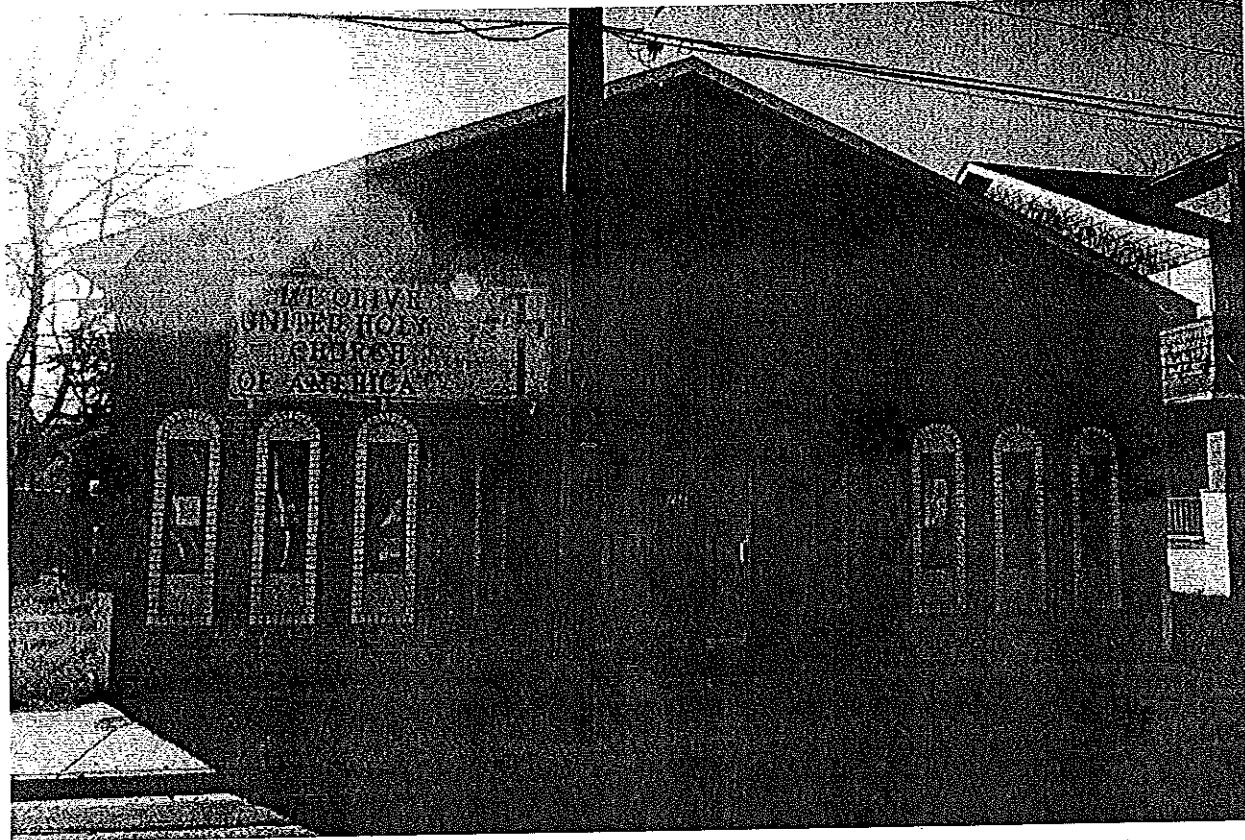
Zoning: Residential R-11; Usage - Residential

Property Description: 12 year old, four (4) unit, brick apartment building. Each unit has through-wall a/c units mounted between the front windows. Front stairs are aging pressure treated wood. Unit has five (5) off-street parking spaces.

General Observations:

35th Street

Property Data Sheet



Mount Olive Church

725 W. 35th Street

Property Owner: Mount Olive United Holy Church of America

Date of Original Construction: N/A

Zoning: Residential R-11; Usage - Church

Property Description: Front facade of building has brick veneer over plywood substrate. Plywood is exposed above first story of building. Painted brick arches surround aluminum storefront windows. Entry is recessed, modified residential doors. Signage is dilapidated painted wood, surface mounted above the front windows.

General Observations:

35th Street

Property Data Sheet



Private Residences

731 - 735 W. 35th Street

Property Owners:

Emma James (731)
Virginia Williams (733)
Moses Johnson (735)

Date of Original Construction:

1917 (731 and 735); 1918 (733)

Zoning:

Residential R-11; Usage - Residential

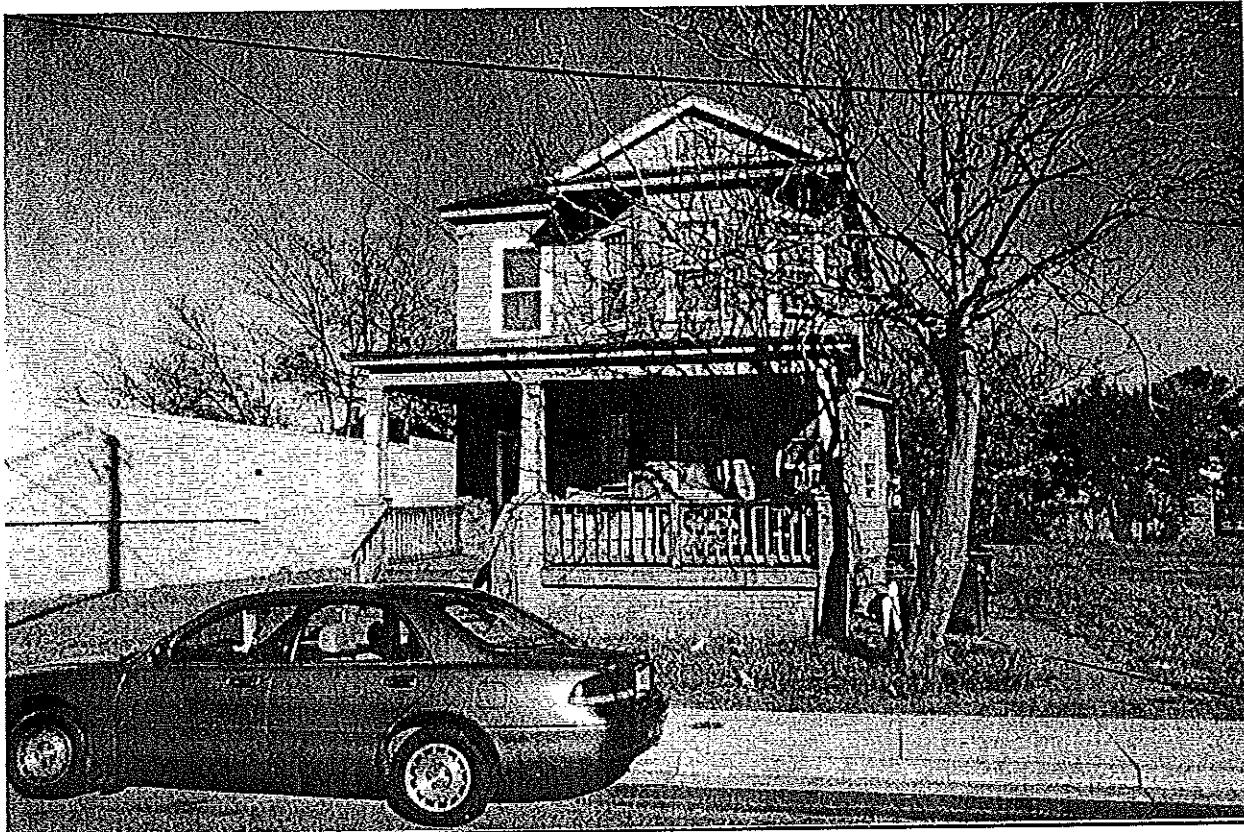
Property Description:

All units are single family residential. 731 is vacant and boarded. 733 and 735 are well maintained single family residences. The facade of 733 is painted tile. The facade of 735 is vinyl siding.

General Observations:

35th Street

Property Data Sheet



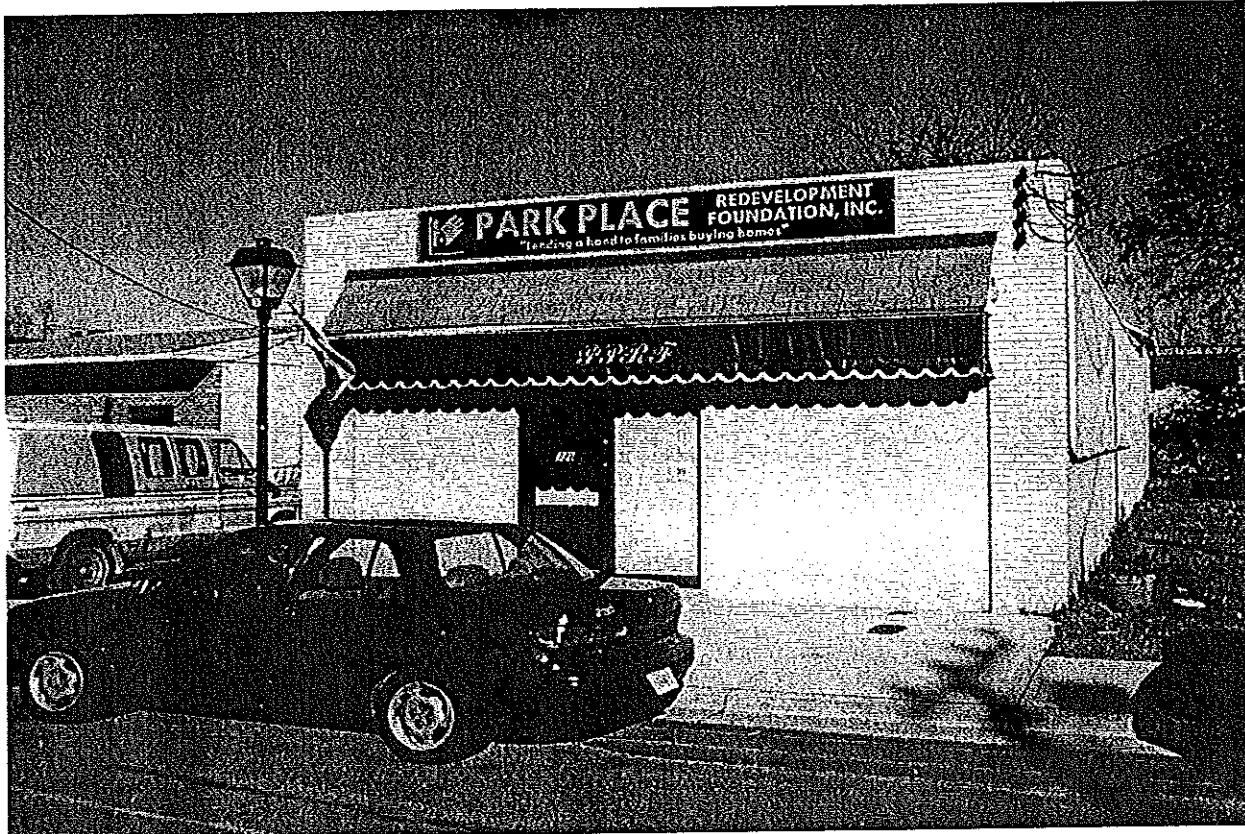
Private Residence

734 W. 35th Street

Property Owner:	Arthur B. Hall
Date of Original Construction:	1916
Zoning:	Residential R-11; Usage - Residential
Property Description:	83 year old, single family residence. Colonial building has painted tile facade. Porch and rails are in need of repair.
General Observations:	

35th Street

Property Data Sheet



Park Place Redevelopment Foundation

738 W. 35th Street

Property Owner:

Park Place Redevelopment Foundation Incorporated

Date of Original Construction: 1950

Zoning:

Commercial C-2; Usage - Commercial

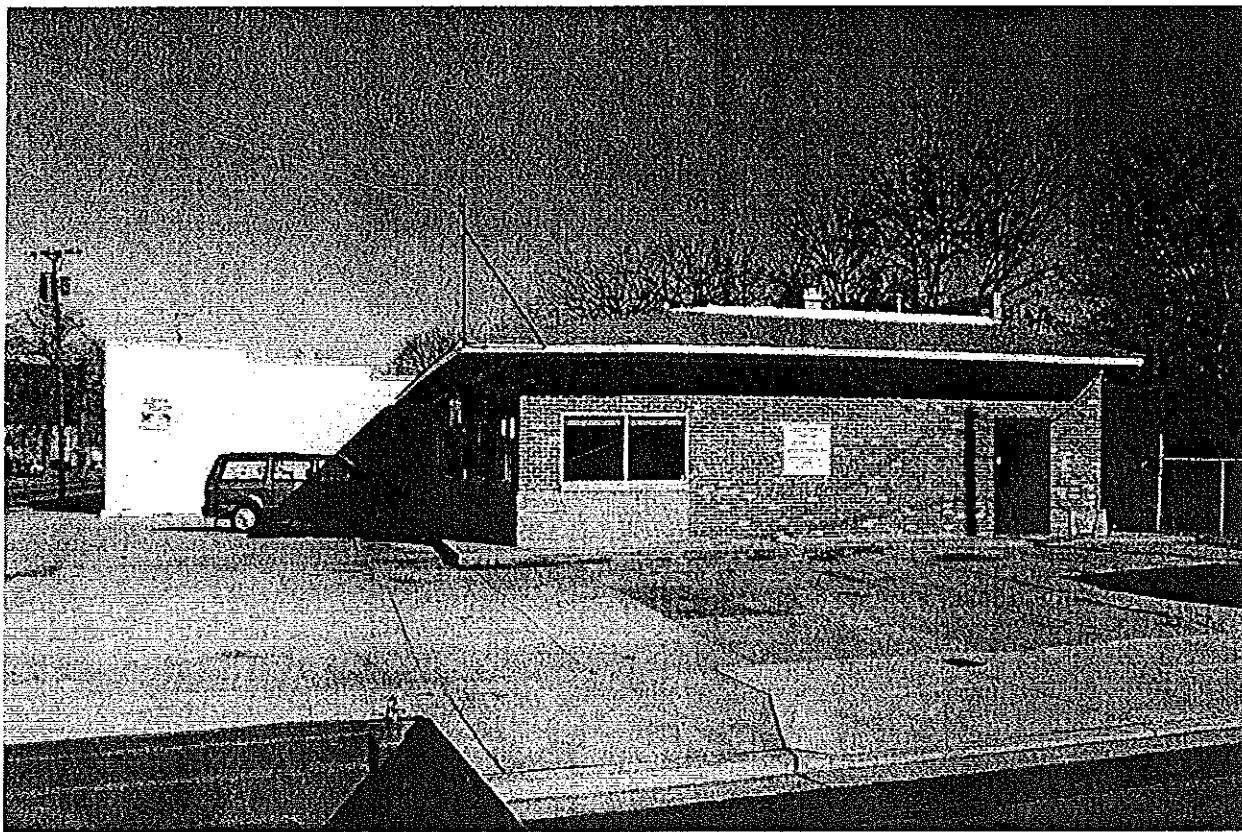
Property Description:

49 year old well maintained, brick building. Facade is painted brick with stucco enclosed display windows. Entrance is bronze aluminum storefront with side lite. Shingled roof and canopy accentuate the front facade. Painted aluminum signage is surface mounted above shed roof.

General Observations:

35th Street

Property Data Sheet



China Inn

744 W. 35th Street

Property Owner: NG. & Eva Chang

Date of Original Construction: 1945

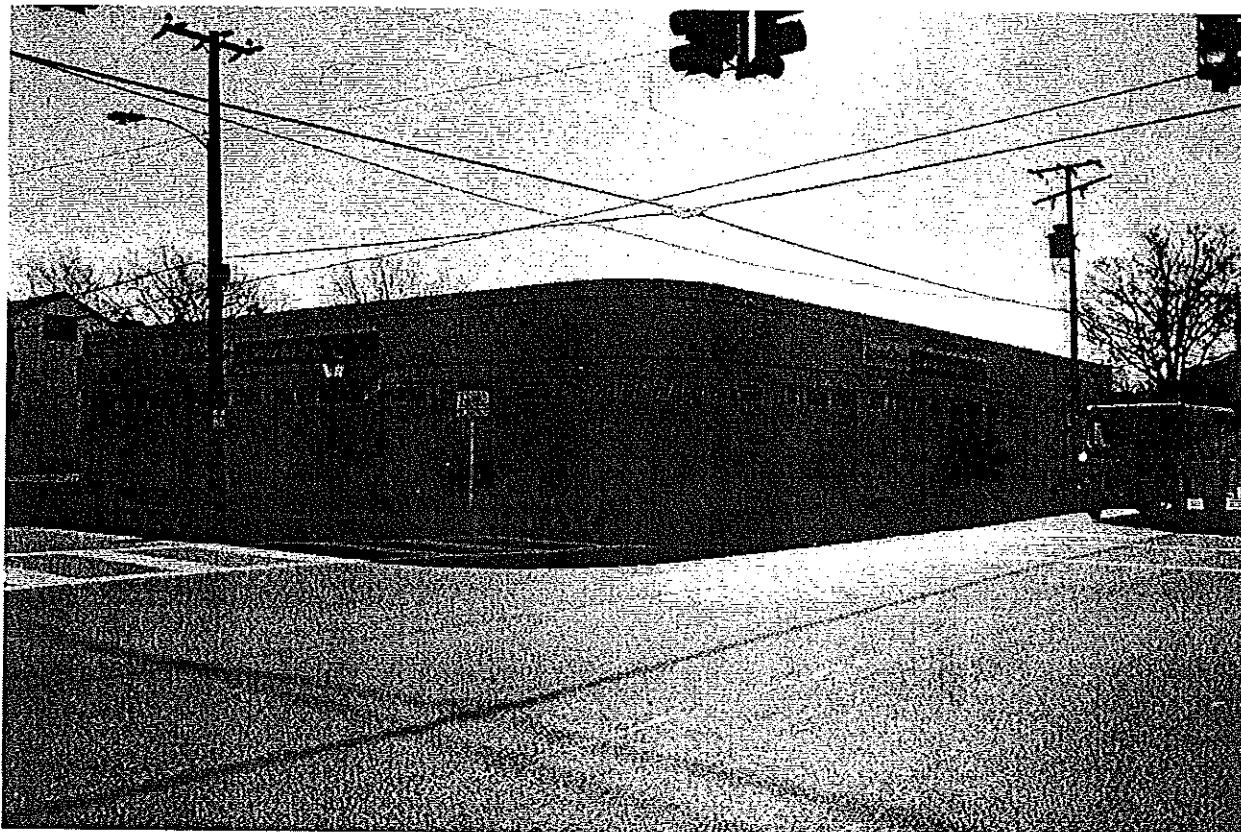
Zoning: Commercial C-2; Usage - Commercial

Property Description: 54 year old brick building has stone base on front facade. Building fronts Colley Avenue. Off-street parking is provided off of both Colley Avenue and 35th Street.

General Observations:

35th Street

Property Data Sheet



Colonial Hardware

3400 Colley Avenue

Property Owner: GTV Investments

Date of Original Construction: 1936

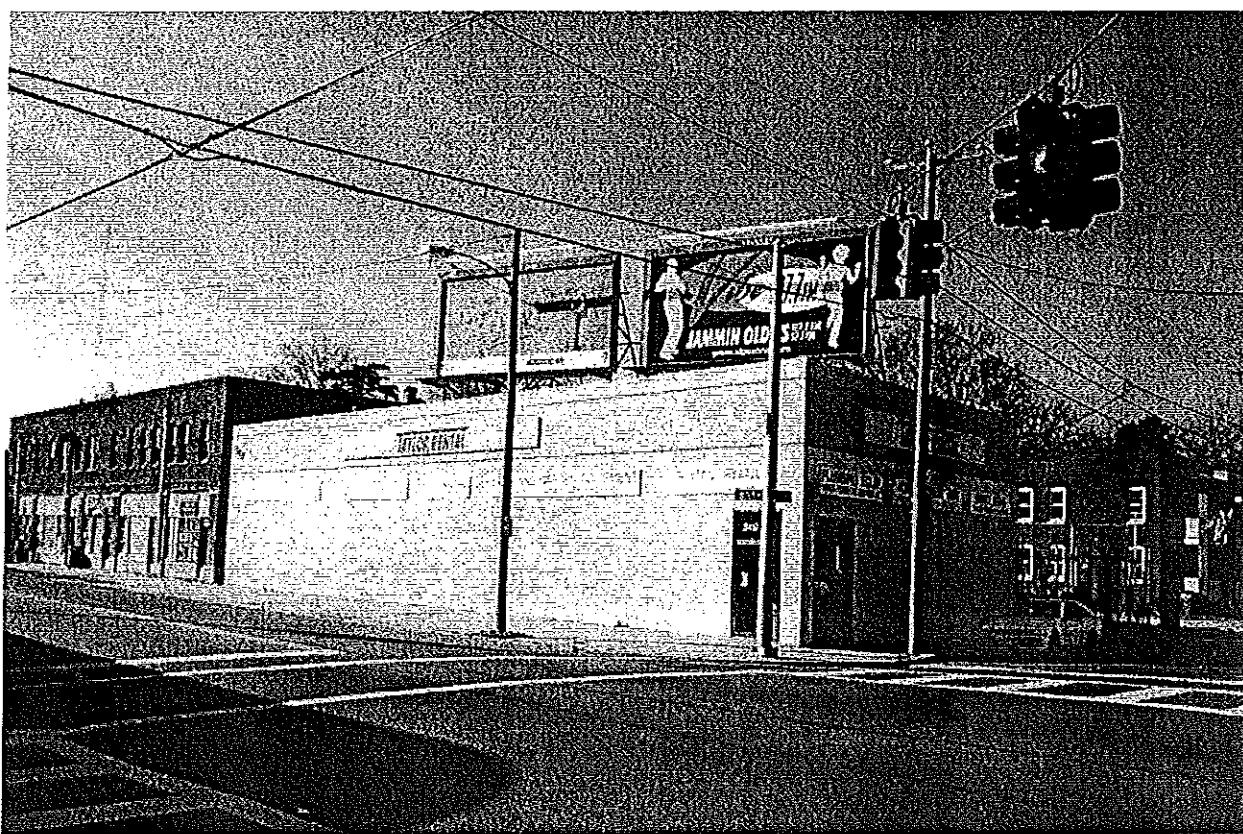
Zoning: Commercial C-2; Usage - Commercial

Property Description: 63 year old brick building. Former display windows are enclosed with stucco. Store signage is surface mounted at enclosed display windows.

General Observations:

35th Street

Property Data Sheet



Taylor Rental

3419 Colley Avenue

Property Owner: N/A

Date of Original Construction: N/A

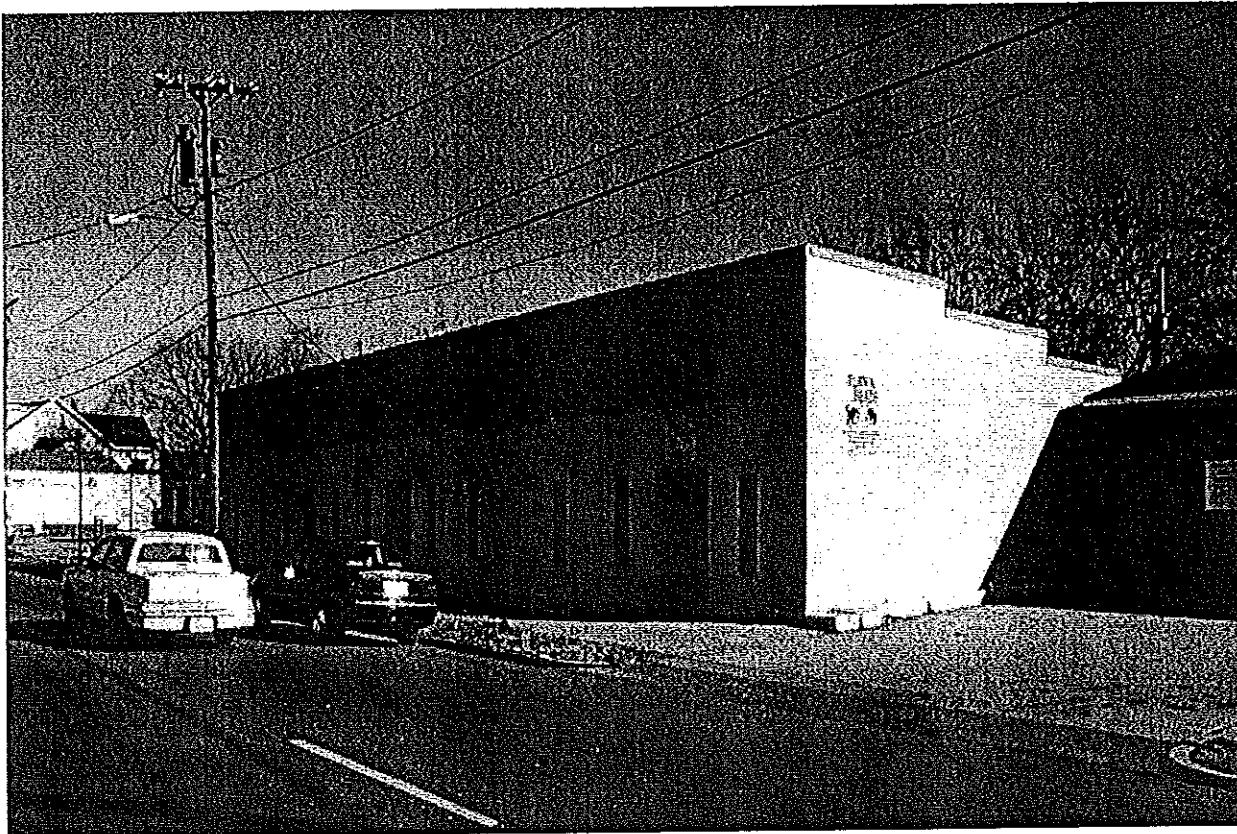
Zoning: Commercial C-2; Usage - Commercial

Property Description: Stucco building is well maintained. Exterior signage is surface mounted, painted aluminum. 35th Street facade has gated exterior storage.

General Observations: Building has two (2) roof mounted billboards.

35th Street

Property Data Sheet



Turning Heads Salon/Faith Baptist Church

3510 Colley Avenue

Property Owner: Barbara Barnes

Date of Original Construction: 1917

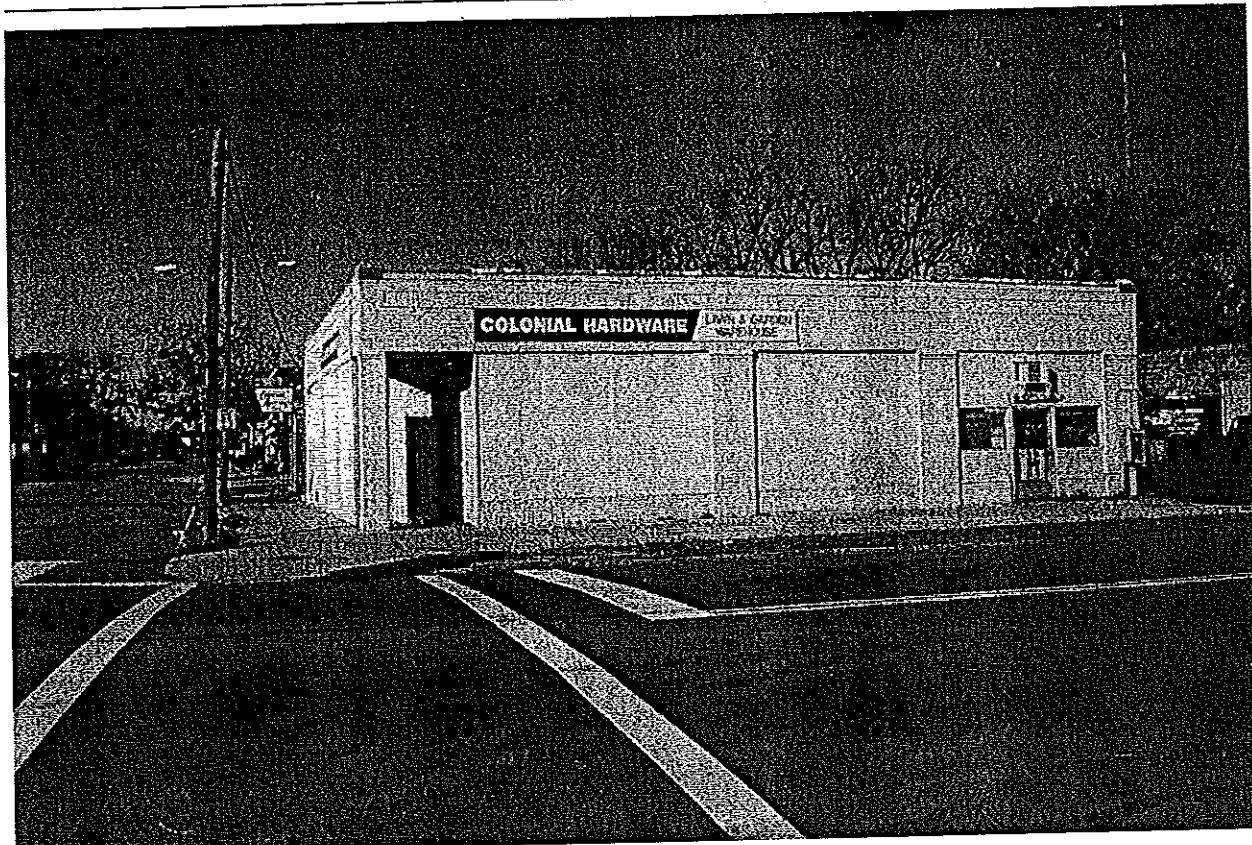
Zoning: Commercial C-2; Usage - Commercial

Property Description: 82 year old restored building with two (2) color, stucco finish. Building is designed to house multiple business. Colley Avenue facade has aluminum storefront windows and doors. Signage is surface mounted, painted aluminum.

General Observations:

35th Street

Property Data Sheet



Colonial Hardware Lawn & Garden Ctr.

3513 Colley Avenue

Property Owner: GTV Investments

Date of Original Construction: 1936

Zoning: Commercial C-2; Usage - Commercial

Property Description: 63 year old brick building. Former display windows are enclosed with stucco. Exterior storage of masonry units is gated along the 35th Street facade.

General Observations: