Title of Document: 35th Street Neighborhood Commercial District Strategic Assessment
Prepared By: Nottingham & Associates
Prepared For: 35th Street Merchant’s Association, City of Norfolk, and NRHA
Date of Preparation: February 2000
Status (as of January 2012): No action taken by City Council to adopt this plan. Some plan actions reaffirmed by City Council in 2009.
Civic League(s)/Organization(s) Affected: Park Place, 35th Street Merchant’s Association

The information included in this document may not reflect current City of Norfolk policy. For more information on this document, contact the City of Norfolk Department of Planning and Community Development.
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.
35th Street
Neighborhood Commercial District

WHY?
35th Street
Neighborhood Commercial District

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.
35th Street
Neighborhood Commercial District

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
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.
35th Street
Neighborhood Commercial District

DRIVING QUESTIONS

• What is The 35th Street Vision?

• Status of 35th Street Commercial District?

• Major Market Challenges?

• Commercial District Strategic Priorities?
# Driving Questions

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<tbody>
<tr>
<td>Revitalized Community Center &amp; Commercial District</td>
<td>Under-utilized Neighborhood Retail Hub W/ Scattered Mixed Uses</td>
<td>Validating Market Demand &amp; Perceptions</td>
<td>Strong Individual Businesses &amp; Strategic Positioning/Phasing</td>
<td>District Organization/Strategic Development Plan</td>
</tr>
</tbody>
</table>

- Broaden resident income base.
- Broaden mix of products and services (old & new) that capture business beyond neighborhood.
- Critical mass of complementary activities.

- Scattered businesses within commercial footage.
- Varied offerings.
- Varied levels of service.
- Varied physical condition (including disrepair & vacancies) of occupied space and property.

- Questionable demand for additional retail.
- Perceptions that constrain attracting new customer and business operators.
- Questionable demand and perceptions that constrain multiple property owner investment now.

- Define, validate and target primary and secondary markets.
- Make individual stores the best they can be.
- Make district the best it can be and improve content, identity and image at strategically important locations.

- Realistic expectations and purposeful action about the organization, delivery system and economics required to advance mission.
- Build district and long-term strategy around existing core businesses in order to attract new businesses.
- Leverage improvements in place and existing businesses to create a stronger activity hub image and identity at the 100% corner (35th Street & Newport Avenue).
35th Street
Neighborhood Commercial District

WHAT?
35th Street
Neighborhood Commercial District

PHILOSOPHY

• Plans don’t deliver results, people do.

• Successful real estate projects are an outcome of a health 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.
35th Street
Neighborhood Commercial District

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.
35th Street
Neighborhood Commercial District

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.
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.
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 (± 24,000 cars / day).
35th Street
Neighborhood Commercial District

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.
PRIORITIZED 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
   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

4.0 Infrastructure & Services
   4.1 Public / Private Coordination

5.0 Financial Programs
   5.1 Façade Improvement Incentives
   5.2 Property Acquisition Incentives
35th Street
Neighborhood Commercial District

HOW?
35th Street
Neighborhood Commercial District

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
## ACTION PLAN

### Back-up

<table>
<thead>
<tr>
<th>Activity</th>
<th>Outcome</th>
<th>Public</th>
<th>Private</th>
<th>Timing</th>
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</thead>
<tbody>
<tr>
<td><strong>1.0 Organization</strong></td>
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<tr>
<td>1.1 Merchant’s Association</td>
<td>• Evaluate more formal structure (including charter, voting board &amp; membership assessment) to improve and sustain focus, accountability &amp; ability to more constructively partner with City and other stakeholders.</td>
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<td>1.2 Commercial Dev. Corp. Assessment</td>
<td>• Evaluate pros, cons &amp; advisability of starting a CDC given the scope and nature of the revitalization challenge.</td>
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<td><strong>2.0 Commercial District Strategy</strong></td>
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<tr>
<td>2.1 Development Model</td>
<td>• Model scope, cost &amp; benefits of a phased development strategy that initially concentrates on strengthening the uses, identity and image at the Newport Avenue intersection</td>
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<tr>
<td>2.2 Property Acquisition</td>
<td>• Work w/ NRHA; existing property owners &amp; businesses; and prospective buyers &amp; businesses to evaluate acquisition scope and ability to leverage NRHA’s ownership position.</td>
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<tr>
<td>2.3 Tenant Mix / Phasing Strategy</td>
<td>• Work w/ existing businesses &amp; property owners to develop tenant mix strategy at the Newport Avenue intersection.</td>
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<tr>
<td>2.4 Business Support</td>
<td>• Evaluate needs &amp; ways to support &amp; strengthen existing businesses to advance district strategy.</td>
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### ACTION PLAN

*Back-up (continued...)*

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<td><strong>3.0 District Marketing</strong></td>
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<tr>
<td>3.1 Positioning &amp; Marketing</td>
<td>• Develop a shared public/private (business / property owners, City) enhancement strategy to improve district identity and image as well as showcase desired future improvements.</td>
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<tr>
<td>3.2 New Business Recruitment</td>
<td>• Develop plan after strategic priorities &amp; development plan have been established.</td>
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<td><strong>4.0 Infrastructure &amp; Services</strong></td>
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<td>• Coordinated future public capital improvements to support district strategic development priorities.</td>
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<tr>
<td><strong>5.0 Financial Programs &amp; Incentives</strong></td>
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<tr>
<td>5.1 Façade Improvement</td>
<td>• Encourage additional improvements in priority areas.</td>
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<td>3</td>
</tr>
<tr>
<td>5.2 Property Acquisition</td>
<td>• Encourage strategic acquisitions.</td>
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35th Street
Neighborhood Commercial District

EXHIBITS
### 35th Street Corridor

<table>
<thead>
<tr>
<th>Business Reference</th>
<th>Address</th>
<th>Data Sheet Page</th>
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<tbody>
<tr>
<td>Dollar General</td>
<td>3409 Granby Street</td>
<td>S1.1</td>
</tr>
<tr>
<td>Rite Aid</td>
<td>3509 Granby Street</td>
<td>S1.2</td>
</tr>
</tbody>
</table>

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*Year 2000 Strategic Assessment*

*a framework for action in the new millennium*
Dollar General / Harris Printing

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:

Year 2000 Strategic Assessment
a framework for action in the new millennium
Rite Aid

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

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

35th Street

Apartment Building 3412 Colonial Avenue

Property Owner: Colonial Hall Associates

Date of Original Construction: 1925

Zoning: Commercial 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:

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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:

Y e a r  2 0 0 0  S t r a t e g i c A s s e s s m e n t
a framework for action in the new millennium
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:

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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:

Year 2000 Strategic Assessment
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Property Owner: Robert M. Stein et Alis.
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:
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:
Urban Community Church

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:
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:

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The Cage Conference Center 519 W. 35th Street

Property Owner: Alonza Cooke et Al.
Date of Original Construction: 1912
Zoning: Commercial 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:

Year 2000 Strategic Assessment
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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:

Year 2000 Strategic Assessment
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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.
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**

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**May TV / Cooke Moving**

528 W. 35th Street

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**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:**

---

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*a framework for action in the new millennium*
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:

---

Year 2000 Strategic Assessment
a framework for action in the new millennium
Gaylords / Vacant Stores

Property Data Sheet

532 W. 35th Street

Property Owner: Anna R. Newton et Alis.

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:

Year 2000 Strategic Assessment
A framework for action in the new millennium
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:

Year 2000 Strategic Assessment
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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:

Year 2000 Strategic Assessment
a framework for action in the new millennium
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:

Year 2000 Strategic Assessment
a framework for action in the new millennium
35th Street
Corridor Sector Location Map

Year 2000 Strategic Assessment
a framework for action in the new millennium
35th Street Corridor

<table>
<thead>
<tr>
<th>Business Reference</th>
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<tbody>
<tr>
<td>Newport Plaza Building</td>
<td>600 W. 35th Street</td>
<td>S4.1</td>
</tr>
<tr>
<td>Parking Lot</td>
<td>601-603 W. 35th Street</td>
<td>S4.2</td>
</tr>
<tr>
<td>Shabazz Fashions</td>
<td>610 W. 35th Street</td>
<td>S4.3</td>
</tr>
<tr>
<td>Masjid William Salaam</td>
<td>612 W. 35th Street</td>
<td>S4.4</td>
</tr>
<tr>
<td>King of Snowballs</td>
<td>613-615 W. 35th Street</td>
<td>S4.5</td>
</tr>
<tr>
<td>Dry Cleaners</td>
<td>617-619 W. 35th Street</td>
<td>S4.6</td>
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<td>St. Timothy Church</td>
<td>622 W. 35th Street</td>
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<td>Private Residence</td>
<td>623 W. 35th Street</td>
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<td>Classique Hairstyling Salon</td>
<td>624 W. 35th Street</td>
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<td>St. Andrews Temple</td>
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<td>Islamic Information Center</td>
<td>637 W. 35th Street</td>
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<td>Private Residence</td>
<td>645 W. 35th Street</td>
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## Newport Plaza Building

**600 W. 35th Street**

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<thead>
<tr>
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<th>N R &amp; H A</th>
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<tr>
<td>Date of Original Construction:</td>
<td>1925</td>
</tr>
<tr>
<td>Zoning:</td>
<td>Commercial C-2; Usage - Commercial</td>
</tr>
<tr>
<td>Property Description:</td>
<td>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 &quot;Newport Plaza&quot; Each business has small, surface mounted, backlit signage over their entrances.</td>
</tr>
<tr>
<td>General Observations:</td>
<td>This building encompasses the Self Improvement Educational Center, Fared Fragrances, African American Clothes and Sunrise. One window infill has been done with non-matching brick and mortar.</td>
</tr>
</tbody>
</table>

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_Y ear 2000 S t r a t e g i c A s s e s s m e n t_

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# 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. |
Shabazz Fashions 610 W. 35th Street

Property Owner: N R & 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:
Masjid William Salaam

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:

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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:

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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.
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:

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Classique Hairstyling Salon

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 woof 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.
St. Andrews Temple

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:
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.
Property Owner: Sylvin & Annette Belkov et Al.

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 "solider course" brick. Front signage is a surface mounted vinyl banner over the display window.

General Observations:
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:

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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

SECTOR 5
PROPERTIES

Year 2000 Strategic Assessment
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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.
**Property Data Sheet**

**Colonial Apartments**

<table>
<thead>
<tr>
<th>Property Owner:</th>
<th>Colonial Apartments, Incorporated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date of Original Construction:</td>
<td>1917</td>
</tr>
<tr>
<td>Zoning:</td>
<td>Residential R-11; Usage - Residential</td>
</tr>
<tr>
<td>Property Description:</td>
<td>82 year old, four (4) unit apartment building. Building envelope varies between aluminum siding on the front facade and painted tile on the sides.</td>
</tr>
<tr>
<td>General Observations:</td>
<td>Building is in need of paint, landscaping and cleaning.</td>
</tr>
</tbody>
</table>
### 35th Street Property Data Sheet

**Private Residence**

<table>
<thead>
<tr>
<th>Property Owner:</th>
<th>Arthur B. Hall, Sr.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date of Original Construction:</td>
<td>1921</td>
</tr>
<tr>
<td>Zoning:</td>
<td>Residential R-11; Usage - Residential</td>
</tr>
<tr>
<td>Property Description:</td>
<td>78 year old well maintained residence. Building envelope is painted clay shake siding.</td>
</tr>
<tr>
<td>General Observations:</td>
<td></td>
</tr>
</tbody>
</table>

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**Year 2000 Strategic Assessment**

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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:

Year 2000 Strategic Assessment
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<table>
<thead>
<tr>
<th>Private Residence</th>
<th>708 W. 35th Street</th>
</tr>
</thead>
<tbody>
<tr>
<td>Property Owner:</td>
<td>Leroy &amp; Mary Ellsworth</td>
</tr>
<tr>
<td>Date of Original Construction:</td>
<td>1921</td>
</tr>
<tr>
<td>Zoning:</td>
<td>Residential R-11; Usage - Residential</td>
</tr>
<tr>
<td>Property Description:</td>
<td>78 year old residence. Building envelope is aluminum siding. Landscaping is well maintained.</td>
</tr>
<tr>
<td>General Observations:</td>
<td>Fascia at main roof is partially missing on the front facade and completely missing on the sides.</td>
</tr>
</tbody>
</table>

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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:
Betty's Den Restaurant and Lounge

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:

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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.
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:

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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:

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Mount Olive Church

Mount Olive United Holy Church of America

N/A

Residential R-11; Usage - Church

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:

Year 2000 Strategic Assessment
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Property Data Sheet

35th Street

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:

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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:
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:
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:

Year 2000 Strategic Assessment
a framework for action in the new millennium
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: