Title of Document: Riverview Village Neighborhood Commercial District Strategic Assessment
Prepared By: Nottingham & Associates
Prepared For: Riverview Village Task Force, City of Norfolk, and NRHA
Date of Preparation: 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: Colonial Place/Riverview

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Riverview Village
Neighborhood Commercial District

STRATEGIC ASSESSMENT

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

Prepared For:

Riverview Village Task Force
City of Norfolk
Norfolk Redevelopment & Housing Authority

Prepared By:

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Manassas, VA 20110

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 Riverview Village district.
# Riverview Village

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   - Strategic Priorities
   - Priority Initiatives

3. **HOW?**
   - Action Plans
   - Exhibits
Riverview Village

EXECUTIVE SUMMARY

The Riverview Village 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.

Riverview Village must continue to build upon its strategic advantages (i.e. Granby Street access and traffic, untapped local trade area demand, proximity to the Zoo, and existing cluster of international restaurants) in order to overcome apparent retail challenges (i.e. non-contiguous storefronts, scattered incompatible uses, inconsistent retail identity / image, transportation constraints).

Today, Riverview Village 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.
Riverview Village

WHY?
Riverview Village

INTRODUCTION

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. Riverview Village was one of three neighborhoods featured as case studies. The results 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 with the Riverview Village Merchant’s Association were conducted in order to complete this strategic assessment.

Challenges & Opportunities

The opportunity at Riverview Village is to capitalize on its location relative to: Granby Street which is a major north / south gateway (generating traffic volumes of approximately 24,000 cars daily); the nearby Riverview and Colonial Place trade area; and the Norfolk Zoo. Market research conducted by Basile Baumann Prost & Associates has highlighted: trade area demographic constraints relative to competing commercial districts; and the opportunity to capture additional neighborhood spending as well as create new customers by capitalizing on the high cross-town traffic. Further, the existing cluster of international restaurants is an advantage that can be utilized to strengthen the district’s market positioning strategy.

To take advantage of these opportunities, Riverview Village must overcome several key challenges. First, the collection of restaurants are scattered along an approximately 0.5 – 1.0 mile commercial zone that includes antique shops, specialty retail, services, office uses and some vacant buildings. A small portion of the building fronts comprise contiguous retail / restaurant storefronts which generally occur in the vicinity of the Riverview Village Theater. This condition complicates the objective of creating a retail friendly place that encourages pedestrian activity. Second, the limited amount of space available makes it critical that new retail must be complementary and supportive of the restaurant strategy in order to achieve the stated district positioning objectives.
Riverview Village

INTRODUCTION (continued...)

Status

Over the last several years, much progress has been made at Riverview Village such as:

Capital Improvements
- New sidewalks
- New pedestrian street lights
- New street medians
- New landscaping in public and private right of ways
- Proposed median signage

Zoning
- Instituted a Pedestrian Commercial Overlay (PCO) zoning district to encourage retail-oriented development

Financial
- Facade improvement grants were issued

Marketing
- Established restaurant market positioning priority
- Completed marketing brochure

Organization
- Continually expanding active Merchant’s Association enrollment and participation

New Business
- Mihogar Mexican Restaurant (under construction)
- Hurricanes Restaurant (open)
- Buffalo Bill’s Restaurant (pending)
- Dale’s Seafood Market (pending)

Next Steps

The focus of this strategic assessment is to identify actions that should be taken in order to formulate a district strategic plan to make Riverview Village the best it can be. This framework will guide the collaboration between the City, NRHA and the Riverview Village 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 Riverview Village.
Riverview Village

CITY CONTEXT

[Map of Riverview Village with labeled locations such as Old Dominion University, Lafayette River, Virginia Zoological Park, University Village Development, Historic Ghent, Medical Center, Scope, Town Point Park, Waterside, MacArthur Center, and Harbor Park Stadium.]
Riverview Village

NEIGHBORHOOD
WHAT?
Riverview Village

MISSION

Target and prioritize public investment in commercial districts that offer niche market opportunities that will attract and sustain private investment.
Riverview Village

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.
Create a vibrant retail district, brand and district image famous for a collection of international restaurants and select specialty shops. The enhanced Riverview Village experience will include: select antique and specialty shops that complement and extend the dining experience; physical improvements that enhance the district’s curbside appeal and attractiveness as a retail place; and new entertainment / cultural programming in conjunction with the theater. All businesses in the Riverview Village will be expected to offer excellent products and services. In order to position the district as a differentiated collection of dinner experiences (unlike a mall), the marketing strategy will promote a neighborhood authenticity theme – “a real place and real food by real people”.
Riverview Village

COMMERCIAL DISTRICT VISION – Existing Conditions
Riverview Village

CHALLENGES & OPPORTUNITIES

Neighborhood Strategy

- District commercial revitalization efforts must support broader strategies to strengthen and stabilize the neighborhood.
- Build on the commercial districts competitive advantages in order to enhance a strategically important north / south gateway to downtown.

Commercial District Strategy

- Clarify the vision and market rationale that will drive future decision making, strategy development and action planning.
- Develop an updated action plan that builds upon recent progress and clearly
- Deliver the enhanced Riverview Village promise to customers by developing a clear district marketing strategy that is in coordination with a physical enhancement program that addresses:
  - Brand identity
  - Tenant mix
  - Customer service
  - Parking and vehicular access / control
  - Pedestrian access
  - Signage, etc.
- Evaluate transportation and parking requirements to accommodate existing and future needs.
Riverview Village

CHALLENGES & OPPORTUNITIES (continued...)

Market Capacity & Positioning

- The market research firm of Basile Baumann Prost & Associates (BBPA) documented substantial outflow (spending outside of the neighborhood by local residents).
- Capture of a portion of this “outflow” spending could support a limited amount of additional retail / restaurant space (source: BBPA).
- Local demographics relative to other commercial areas in the region indicates that the market area is not as well positioned as other local areas to attract restaurants (source: BBPA).
- Marketing strategies and active promotion will be needed to overcome demographic constraints, capitalize on available expenditures, and attract new restaurant (and selected other retail) development (source: BBPA).
- The high average daily traffic counts along Granby, the potential of new residential along the waterfront and the planned zoo expansion should be emphasized in the strategy.
- A strategic development plan must be developed that addresses district marketing as well as private capital improvements needed to overcome demographic and physical constraints in order to create / sustain a thriving retail district.
- Commercial revitalization strategies must focus on small scale, incremental redevelopment by building on pockets of opportunities.
- Strengthening the district’s market positioning has the potential to generate higher spending by neighborhood residents as well as capture higher spending by customers who live outside of the neighborhood.

Business Development

- Concentrate on building upon core restaurant tenants (strengths), eliminating vacancies and attracting complementary uses.
Linkages
• Explore ways to collaborate with the Zoo and City (i.e. Lafayette Park) in order to target, attract and sustain new customers and businesses.
• Develop a specific strategy that addresses issues associated with the motor hotel and the opportunity cost to the neighborhood and City of not having a more complementary replacement use.
• Support efforts to advance commercially beneficial uses of the theater and linkages with the Zoo and other institutions.

Security
• Continue to address general neighborhood issues working in collaboration with the Civic League, Merchant’s Association, Police Department and City Administration.
• Specifically address security issues associated with the motor hotel and assure proper documentation.
• Efforts must focus on reducing crime as well as positively changing perceptions about the area.

Organization & Delivery System
• Be as proactive as possible in attracting new complementary uses working closely with property owners and the real estate community.
• Develop an updated action plan for addressing strategic priorities including the dedication of resources and personnel to sustain focus and build upon incremental successes.
Riverview Village

STRATEGIC OBJECTIVES

- Stimulate new public and private investment that advances the district strategy,
- Address barriers to strengthen retail / restaurant businesses and appropriately expanding complementary new development such as:
  - Transportation & Parking
  - Crime Prevention & Related Public Relations
  - Land Use Incompatibility & Appropriate Regulations
  - Physical Planning Constraints
  - Property Owner Disinvestment & Deterioration
  - Financial Incentives
- Attract an appropriate mix of new retail and restaurant businesses to the limited opportunities available.
- Strengthen, retain and expand viable existing businesses that advance the district strategy.
- Determine the best that can be done on the district’s strength in order to overcome unviable, under-utilized and / or incompatible uses.
- Evaluate more formal organizational structure (including charter, voting board and membership assessment) to improve and sustain focus, accountability and ability to more constructively partner with City and other stakeholders.
Riverview Village

STRATEGIC PRIORITIES

- Create a commercial district strategic development plan.
- Create a commercial district marketing plan.
- Create a public / private Task Force to establish priorities, develop strategy and sustain focus until results are achieved.
- Target public investment in strategically important planning, infrastructure and services that will attract complementary private interest and investment.
- Solicit property and business owner commitments to invest, reinvest, and divest as required to advance the district strategy.
- Institute and enforce land use regulations that reinforce the planning principles required to advance the desired district strategy outcomes.
- Organizational development strategies to improve and sustain focus, accountability and constructive collaboration.
Riverview Village

PRIORITY INITIATIVES

1.0 District Marketing
   1.1 Consumer Research
   1.2 Marketing Plan
   1.3 Zoo Cross-Marketing
   1.4 District Branding & Streetscape

2.0 New Business Recruitment

3.0 Infrastructure & Services
   3.1 Transportation & Parking
   3.2 Capital Improvements
   3.3 Land Use Regulations
   3.4 Crime Prevention

4.0 Financial Programs & Incentives

5.0 Special Projects
   5.1 Waterfront Development
   5.2 35th / Granby Street Vacancies

6.0 Organizational Development
Riverview Village

HOW?
Riverview Village

ACTION PLAN

Summary

Priority # 1
- Organization Development
- New Business Solicitation Strategy
- Transportation & Parking
- Economic Development Financing & Incentives
- Complete Public Capital Improvements
- Enforce Pedestrian Commercial Overlay Regulations
- Evaluate 35th / Granby Street Alternatives (vacancies)

Priority # 2
- Consumer Research
- Marketing Plan
- Zoo Cross-Marketing
- District Branding & Streetscape Enhancements

Priority # 3
- Waterfront Development (motor hotel vicinity)
Riverview Village

**ACTION PLAN**

**Organization**

- **Team Leader**
  - Vision
  - Strategy
  - Action Plan

- **Client / Stakeholders**
  - Task Force
  - City / NRHA

- **Work Group**
  - City Planning
  - City Economic Development
  - NRHA
  - Merchant's Association
  - Other

- **RESOURCE SUPPORT**
  - Lead Consultant
  - City Departments
  - Subconsultants
Back-up

<table>
<thead>
<tr>
<th>Activity</th>
<th>Outcome</th>
<th>Action By</th>
<th>Timing</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>3.0 Infrastructure &amp; Services</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.1 Transportation &amp; Parking</td>
<td>• Evaluate alternatives to reduce the speed of vehicles traveling through the district (i.e. signalized crossing, enforcement).&lt;br&gt;• Evaluate current peak hour parking requirements and recommend the most viable strategy to accommodate current and projected peak parking demand based on reasonable growth assumptions.</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>3.2 Capital Improvements</strong></td>
<td>• Develop a coordinated infrastructure and streetscape enhancement program that expands scope of construction recently completed.</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>3.3 Land Use Regulations</strong></td>
<td>• Continue to enforce Pedestrian Commercial Overlay (PCO) regulations.</td>
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<td>0</td>
</tr>
<tr>
<td><strong>3.4 Crime Prevention</strong></td>
<td>• Continue extensive police community outreach, as well as crime reporting and follow-up.&lt;br&gt;• Institute measures that foster positive perceptions about actual and perceived neighborhood safety.</td>
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</tr>
</tbody>
</table>
Riverview Village

ACTION PLAN (continued…)

Back-up

<table>
<thead>
<tr>
<th>Activity</th>
<th>Outcome</th>
<th>Action By</th>
</tr>
</thead>
</table>
| 4.0 Financial Programs & Incentives | • Encourage owners to take advantage of the Façade Improvement Program and to advance district brand identity.  
• Identify economic development financing and incentives for property and business owners to promote reinvestment in under-utilized or vacant properties. | • 1       |

| Special Projects | Waterfront Development | • Encourage waterfront development that adds new housing and commercial opportunities.  
• Explore all options to redevelop this strategically important location. | • 1       |

| Organizational Development | Merchant's Association | • Evaluate more formal structure (including charter, voting board, membership assessment) to improve and sustain focus, accountability and constructive collaboration. | • 1       |
Riverview Village

ACTION PLAN

Organization

ACTION PLAN

Team Leader

- Vision
- Strategy
- Action Plan

Client / Stakeholders
- Task Force
- City / NRHA

Work Group
- City Planning
- City Economic Development
- NRHA
- Merchant’s Association
- Other

RESOURCE SUPPORT
- Lead Consultant
- City Departments
- Subconsultants
# Riverview Village

## ACTION PLAN

### Process

<table>
<thead>
<tr>
<th>Step</th>
<th>Lead</th>
<th>Support</th>
<th>Outcomes</th>
<th>Target Completion</th>
</tr>
</thead>
</table>
| **STEP ONE**  
• Market Research | Consultant | Stakeholders |背景研究及市场逻辑 | Done |
| **STEP TWO**  
• Establish Work Group | NRHA/ City Consultant/ NAI | | 确认社区代表参与City/NRHA规划工作小组 | In Progress |
| **STEP THREE**  
• Strategic Assessment | Consultant | NRHA, City Merch. Assoc. | 概括相关背景材料，制定战略优先级和行动计划 | Done |
| **STEP FOUR**  
• Review | NRHA/ City Consultant | | 工作小组审查上述内容并与Merchant's Association商议 | Pending |
| **STEP FIVE**  
• Complete Action Plan | Consultant | NRHA, City Merch. Assoc. | 完善实施计划 | Pending |
| **STEP SIX**  
• Review | NRHA/ City Consultant | | 复审并批准 | Pending |
| **STEP SEVEN**  
• Implementation | NRHA/ City Consultant | | 执行实施计划 | Pending |
Riverview Village
Vicinity Map

Year 2000 Strategic Assessment
a framework for action in the new millennium
Riverview Village
Corridor Sector Location Map

Year 2000 Strategic Assessment
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**Granby Street SECTOR 1 Location Map**

<table>
<thead>
<tr>
<th>Business Reference</th>
<th>Address</th>
<th>Data Sheet Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health South Diagnostic</td>
<td>4200-4202 Granby Street</td>
<td>S1.1</td>
</tr>
<tr>
<td>Mi Hogar Restaurant</td>
<td>4205 Granby Street</td>
<td>S1.2</td>
</tr>
<tr>
<td>Munden's</td>
<td>4212 Granby Street</td>
<td>S1.3</td>
</tr>
<tr>
<td>New Attitude Salon</td>
<td>4215 Granby Street</td>
<td>S1.4</td>
</tr>
<tr>
<td>Mobil Gas Station</td>
<td>4225 Granby Street</td>
<td>S1.5</td>
</tr>
<tr>
<td>Dail Seafood</td>
<td>4226 Granby Street</td>
<td>S1.6</td>
</tr>
<tr>
<td>Lafayette Motor Hotel</td>
<td>4233 Granby Street</td>
<td>S1.7</td>
</tr>
</tbody>
</table>

**Year 2000 Strategic Assessment**
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Riverview Village
Property Data Sheet

Health South Diagnostic  4200 Granby Street

Property Owner:  MPA Enterprises LP
Owner Address:  310 25th Street N
                Suite 109
                Nashville, Tennessee 37203
Date of Original Construction:  1985
Zoning:  Commercial
Property Description:  14 year old Office Building in good condition; Grey stucco facade and well maintained landscaping

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Mi Hogar Restaurant

Property Owner: Estate of Pearl S. Backus
c/o Marian S. Backus

Owner Address: 5048 Thatcher Way
Virginia Beach, Virginia 23456-6361

Date of Original Construction: 1970

Zoning: Commercial

Property Description: 29 year old, former Burger King Restaurant renovated to existing Mexican Restaurant. Street facade is typical fast-food restaurant with combination bronze aluminum storefront system set on brick knee wall.

General Observations:

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Riverview Village
Property Data Sheet

Munden's 4212 Granby Street

Property Owner: Richard G. and Judith A. Levin
Owner Address: 122 W. 21st Street
Norfolk, Virginia 23517-2225
Date of Original Construction: 1953
Zoning: Commercial
Property Description: 46 year old, painted CMU building with aluminum trapezoidal signature element representative of Modernist style. Street facade is glass and aluminum storefront system set in painted T-111 wrapped wood columns and sill.
General Observations: Modernist style facade accentuation in poor condition and out of context with surrounding buildings.

Year 2000 Strategic Assessment
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New Attitude Salon 4215 Granby Street

Property Owner: Estate of Pearl S. Backus
c/o Marian S. Backus

Owner Address: 5048 Thatcher Way
Virginia Beach, Virginia 23456-6361

Date of Original Construction: 1952

Zoning: Commercial

Property Description: 47 year old wood frame building with brick facade and modified aluminum and glass storefront system.

General Observations:

Year 2000 Strategic Assessment
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**Riverview Village**  
**Property Data Sheet**

**Mobil Gas and Service Station**  
4225 Granby Street

**Property Owner:** Grace Riganto  
**Property Address:** P.O. Box 1567  
Virginia Beach, VA 23451-9567  
**Date of Original Construction:** 1970  
**Zoning:** Commercial  
**Property Description:** 29 year old gas and service station located at the base of the Lafayette River Bridge. Station has six (6) operable gas pumps and a three (3) bay service station.  
**General Notes:** Building facade and gas canopy appear to be newly renovated and are in good condition.

*Year 2000 Strategic Assessment*  
*a framework for action in the new millennium*
Property Owner: Richard G. Levin
c/o Walter M. Aul Trustee

Owner Address: 2917 Lynnhaven Drive
Virginia Beach, Virginia 23451

Date of Original Construction: 1948

Zoning: Commercial

Property Description: 51 year old brick building. Street facade is painted brick with aluminum and glass storefront system. Bordered by vacant lot to north.

General Observations:

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Lafayette Motor Hotel
4233 Granby Street

Property Owner: M N M Incorporated

Owner Address: 4233 Granby Street
Norfolk, Virginia 23504-1109

Date of Original Construction: 1964

Zoning: Commercial

Property Description: 35 year old, 460'-0" long, brick building, supported on concrete piers. Green glazed brick accents area between windows. All windows and entrances are aluminum storefront.

General Observations: Brick appears to be in good condition. Signage is in state of disrepair.
Riverview Village
Corridor Sector Location Map

Year 2000 Strategic Assessment
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Riverview Village
Property Location Map

Granby Street

<table>
<thead>
<tr>
<th>Business Reference</th>
<th>Address</th>
<th>Data Sheet Page</th>
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<tbody>
<tr>
<td>Commonwealth Bank Bldg.</td>
<td>4101 Granby Street</td>
<td>S2.1</td>
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<tr>
<td>Superior Tire</td>
<td>4106 Granby Street</td>
<td>S2.2</td>
</tr>
<tr>
<td>French Bakery / All About Furniture</td>
<td>4108-10 Granby Street</td>
<td>S2.3</td>
</tr>
<tr>
<td>Ho Si Ki</td>
<td>4114 Granby Street</td>
<td>S2.4</td>
</tr>
<tr>
<td>Strickland Car Wash</td>
<td>4117 Granby Street</td>
<td>S2.5</td>
</tr>
<tr>
<td>Bender Blinds</td>
<td>4122 Granby Street</td>
<td>S2.6</td>
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<tr>
<td>Riverview Cabinets</td>
<td>4124 Granby Street</td>
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<td>MacDonalds</td>
<td>4125 Granby Street</td>
<td>S2.8</td>
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<tr>
<td>Buffalo Bill's</td>
<td>4136 Granby Street</td>
<td>S2.9</td>
</tr>
<tr>
<td>Tabouli</td>
<td>4140 Granby Street</td>
<td>S2.10</td>
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<tr>
<td>GSH Office</td>
<td>4141 Granby Street</td>
<td>S2.11</td>
</tr>
</tbody>
</table>

Year 2000 Strategic Assessment
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Riverview Village
Property Data Sheet

Commonwealth Bank  4101 Granby Street

Property Owner:  Tidewater Properties
c/o J.C. Councill & Co.

Owner Address:    4101 Granby Street
                  Norfolk, Virginia 23504-1106

Date of Original Construction:  1946

Zoning:  Commercial

Property Description:  43 year old, four story brick office building. Facade is
composed of primarily light colored vertical brick bands with
red brick "column line" accentuation. All windows "bands"
are aluminum storefront with grey spandrel glass panels at
floor level. The ground level is 90% aluminum storefront and
spandrel glass.

General Observations:

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Riverview Village
Property Data Sheet

Superior Tire

Property Owner: Doris B. Brock
c/o Mrs. Edwin Brock

Owner Address: 437 Pleasant Point Drive
Norfolk, Virginia 23502-5703

Date of Original Construction: 1965

Zoning: Commercial

Property Description: 34 year old painted cmu building. Building fronts small parking lot to south and has an aluminum arch incorporated into the entrance canopy.

General Observations: Granby Street frontage is a painted wall with Superior Tire logo.

Year 2000 Strategic Assessment
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French Bakery / All About Furniture  4108-10 Granby Street

Property Owner: Doris B. Brock
c/o Mrs. Edwin Brock

Owner Address: 437 Pleasant Point Drive
Norfolk, Virginia 23502-5703

Date of Original Construction: 1946

Zoning: Commercial

Property Description: 53 year old light brick building with neon signage over the bakery entrance. Aluminum coping and small canopy are rusted in several areas. All doors and windows are aluminum storefront with dark tile sill and walls beneath windows.

General Observations: Green awning over bakery entrance in conjunction with historic street lantern light fixture presents interesting renewal potential.

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Riverview Village
Property Data Sheet

Ho Si Ki 4114 Granby Street

Property Owner: Sun T Wong et als
Owner Address: 4114 Granby Street
Norfolk, Virginia 23504
Date of Original Construction: 1945
Zoning: Commercial
Property Description: 54 year old brick building with wooden T-111 plywood facade. Building front is primarily composed of a faux mansard roof
General Observations: Building is VACANT.

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Riverview Village
Property Data Sheet

Strickland Car Wash
4117 Granby Street

Property Owner: Paul B. Strickland
Owner Address: 4837 Admiration Drive
Virginia Beach, Virginia 23464-3104
Date of Original Construction: 1968
Zoning: Commercial
Property Description: 31 year old former gas station which has been converted into a hand car wash and detailing station. Building has new roof and is in good repair.

General Observations:

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Riverview Village
Property Data Sheet

Bender Blinds 4122 Granby Street

Property Owner: Riverview Development Group LLC
Owner Address: 122 W. 21st Street
Norfolk, Virginia 23517-2225
Date of Original Construction: 1947
Zoning: Commercial
Property Description: 52 year old building with large display windows in a painted wood facade. Large standalone, backlit sign dominates building front.
General Observations: Building is VACANT.

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Riverview Village
Property Data Sheet

Riverview Cabinets
4124 Granby Street

Property Owner: Riverview Development Group LLC
Owner Address: 122 W. 21st Street
Norfolk, Virginia 23517-2225
Date of Original Construction: 1964
Zoning: Commercial
Property Description: 35 year old "butler building" with stucco facade attached to front of building.
General Observations:

Year 2000 Strategic Assessment
a framework for action in the new millenium
Property Owner: Golden Arch Realty Corporation
c/o Leon Dickey

Owner Address: 1804 Broad Bay Circle
Virginia Beach, Virginia 23454

Date of Original Construction: 1973

Zoning: Commercial

Property Description: 26 year old typical standalone MacDonald's restaurant in good condition. Building has seemingly been recently renovated.

General Observations:

Year 2000 Strategic Assessment
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Riverview Village
Property Data Sheet

Buffalo Bills
4136 Granby Street

Property Owner: Fouad Mohit
Owner Address: 1006 Jamestown Cres
Norfolk, Virginia 23508-1233
Date of Original Construction: 1959
Zoning: Commercial
Property Description: 40 year old painted cmu building. Parking lot shows signs of recent utility work. Building facade is in need of cleaning and painting
General Observations:

Year 2000 Strategic Assessment
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Riverview Village
Property Data Sheet

Tabouli
4140 Granby Street

Property Owner: Simin A. & Fouad Mohit
Owner Address: 1006 Jamestown Cres
              Norfolk, Virginia 23508-1233
Date of Original Construction: 1948
Zoning: Commercial
Property Description: 51 year old, vinyl siding clad building (assumed brick).
Building appears well maintained and uses canopies at the entrance and over front windows to match the aesthetics of the "lantern" street light fixture.

General Observations:

Year 2000 Strategic Assessment
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Riverview Village  
**Property Data Sheet**

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GSH Residential  
4141 Granby Street

<table>
<thead>
<tr>
<th>Property Owner:</th>
<th>Forty One Forty One Associates</th>
</tr>
</thead>
</table>
| Owner Address:  | 4560 South Boulevard  
Virginia Beach, Virginia 23452-1160 |
| Date of Original Construction: | 1948 |
| Zoning:         | Commercial |
| Property Description: | 51 year old brick building with white stucco facade above 8'-0". Building is well maintained with awnings on the 42nd Street facade. |

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Corridor Sector Location Map

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Property Location Map

Granby Street

<table>
<thead>
<tr>
<th>Business Reference</th>
<th>Address</th>
<th>Data Sheet Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tinee Giant</td>
<td>4002 Granby Street</td>
<td>S3.1</td>
</tr>
<tr>
<td>Texaco Station</td>
<td>4005 Granby Street</td>
<td>S3.2</td>
</tr>
<tr>
<td>EHI</td>
<td>4016 Granby Street</td>
<td>S3.3</td>
</tr>
<tr>
<td>Hurricane's</td>
<td>4019 Granby Street</td>
<td>S3.4</td>
</tr>
<tr>
<td>Veneziano</td>
<td>4020-24 Granby Street</td>
<td>S3.5</td>
</tr>
</tbody>
</table>

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Riverview Village
Property Data Sheet

Property Owner: Triple Enterprises Incorporated
Owner Address: 4002 Granby Street
Date of Original Construction: Norfolk, Virginia 23504-1106
Zoning: Commercial
Property Description: Light brick building with structural cracks and blemishes.
General Observations: Building is VACANT

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Property Data Sheet

Texaco Gas Station
4005 Granby Street

Property Owner: Benjamin & Benton Davenport
Owner Address: 4005 Granby Street
Norfolk, Virginia 23504
Date of Original Construction: 1967
Zoning: Commercial
Property Description: 32 year old gas and service station. Service station is brick with an aluminum storefront office and aluminum clad canopy.

General Observations:

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Property Data Sheet

EHI

4016 Granby Street

Property Owner: Herman Corp of Virginia
Owner Address: P.O. Box 9837
Norfolk, Virginia 23505-0837
Date of Original Construction: 1922
Zoning: Commercial
Property Description: 77 year old building with plate glass display windows over brick sill. Facade over windows is painted stucco trimmed with T-111.

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Property Data Sheet

Hurricane's
4019 Granby Street

Property Owner: Stephen E. Brown
Owner Address: 4200 Mayflower Drive
Norfolk, Virginia 23508-2952
Date of Original Construction: 1941
Zoning: Commercial
Property Description: 58 year old aluminum clad building with faux mansard roof. Front facade has a protruding vestibule and shuttered windows. The northern elevation has awnings above all windows.

General Observations:

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Property Data Sheet

Veneziano 4020 - 24 Granby Street

Property Owner: Antonio & Angelina M. Loiercio
Owner Address: 4024 Granby Street
Norfolk, Virginia 23504-1106
Date of Original Construction: 1920
Zoning: Commercial

Property Description: 79 year old stone and faux marble clad facade with T-111 wood clading above entrance roof. A large neon "V" dominates the front of the building along with a backlit sign. The 41st Street facade is clad with aluminum siding.

General Observations:

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Riverview Village
Property Data Sheet

Riverview Theatre
3900 - 04 Granby Street

Property Owner: Richard G. & Judy A. Levin
Owner Address: 541 Spotswood Avenue
Norfolk, Virginia 23517-2007
Date of Original Construction: 1947
Zoning: Commercial
Property Description: 52 year old theatre and commercial facility. The theatre signage is fully restored. The building appears newly renovated and well maintained. There is a barber shop and beauty salon in the attached commercial portion of the building.

General Observations:

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Riverview Village
Property Data Sheet

Big All's Office 3920 Granby Street

Property Owner: Andrews & Etzell, Incorporated

Owner Address: 3920 Granby Street
Norfolk, Virginia 23504

Date of Original Construction: 1907

Zoning: Commercial

Property Description: 92 year old, fully renovated, enclosed storefront in front of a renovated residence. All building facades are well maintained and freshly painted. The building mirrors the service station with a faux mansard roof over the storefront portion of the building.

General Observations:

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Property Data Sheet

Parkview Manor Apartments
3923-43 Granby Street

Property Owner: Robert A. & Marion L. Carter
Owner Address: 3929 Granby Street
Norfolk, Virginia 23504-1224
Date of Original Construction: 1928
Zoning: Commercial
Property Description: 71 year old well maintained, brick apartment building. Entrances are defined with blue awnings and exterior light fixtures mirror public historic "lantern" fixtures located along the street.

General Observations:

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Riverview Village
Property Data Sheet

Big All's Muffler Shop
3930 Granby Street

Property Owner: Andrews & Etzell, Incorporated
Owner Address: 109 E. 40th Street
Norfolk, Virginia 23504-1005
Date of Original Construction: 1948
Zoning: Commercial
Property Description: 51 year old formstone clad auto maintenance facility with bright yellow mansard roof. Business has a large, yellow backlit sign located at the NW corner of the property.

General Observations:

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Property Location Map

Granby Street

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<thead>
<tr>
<th>Business Reference</th>
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</thead>
<tbody>
<tr>
<td>Seven Eleven</td>
<td>3800 Granby Street</td>
<td>S5.1</td>
</tr>
<tr>
<td>Church Apostolic Printing</td>
<td>3816 Granby Street</td>
<td>S5.2</td>
</tr>
<tr>
<td>Holy Tabernacle Books</td>
<td>3818 Granby Street</td>
<td>S5.3</td>
</tr>
<tr>
<td>New Beginning/Future Ant.</td>
<td>3820-24 Granby Street</td>
<td>S5.4</td>
</tr>
<tr>
<td>A&amp;Z Apts./New Carribean Restaurant</td>
<td>3901-05 Granby Street</td>
<td>S5.5</td>
</tr>
<tr>
<td>Apartments</td>
<td>3807 Granby Street</td>
<td>S5.6</td>
</tr>
</tbody>
</table>

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Property Data Sheet

7-11 Convenience Store 3800 Granby Street

Property Owner: FFCA Capital Holding Corporation
Owner Address: 17207 N. Perimeter Drive Scottsdale, Arizona 85255
Date of Original Construction: 1982
Zoning: Commercial
Property Description: Typical 7-11 convenience store with six (6) pump gas station.
General Observations:

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Property Owner: Daniel H. Gardner, Sr.  
c/o The Church of Christ

Owner Address: P.O. Box 2352  
Norfolk, Virginia 23501-2352

Date of Original Construction: 1915

Zoning: Commercial

Property Description: 84 year old, restored brick building with stucco above the building first story. Framed large glass windows and a solid door face Granby Street with glass block on the SW corner of the building.

General Observations:

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Property Owner: Thirty-Eight-18 Granby Street Property c/o Iris D. Printz

Owner Address: 604 General Cage Road
Virginia Beach, Virginia 23462

Date of Original Construction: 1910

Zoning: Commercial

Property Description: 89 year old cmu building with glazed cmu and aluminum storefront on the first story and painted stucco at the second story.

General Observations: Stucco shows signs of structural cracks at the windows.

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New Beginnings Outreach/Futures Antiques    3820-3824 Granby Street

Property Owner: Wong & Margie Din
Owner Address: 7090 Kirby Crescent
               Norfolk, Virginia 23505-4215
Date of Original Construction: 1925
Zoning: Commercial
Property Description: 74 year old brick building with aluminum cladding and storefront system.
General Observations: 

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Apartment Data Sheet

3807 Granby Street

Property Owner: TDP Associates LC c/o Meredith Management

Owner Address: 1014 W. 24th Street Norfolk, Virginia 23517

Date of Original Construction: 1938

Zoning: Apartment

Property Description: 61 year old, Tudor based building. Facade and landscaping are well maintained with canopies defining each entrance.

General Observations:

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Riverview Village
Property Data Sheet

A & Z Apts/Carribean Flavor/Church
3901-05 Granby Street

Property Owner: Clyde and Joyce Turner
Owner Address: 3901 Granby Street
Norfolk, Virginia 23504-1201
Date of Original Construction: 1940
Zoning: Commercial
Property Description: 59 year old building houses two (2) businesses and a church. The building facade is glazed cmu with an aluminum storefront system. The Carribean restaurant has a canopy at the entrance. The building base is brick on all sides.

General Observations:

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