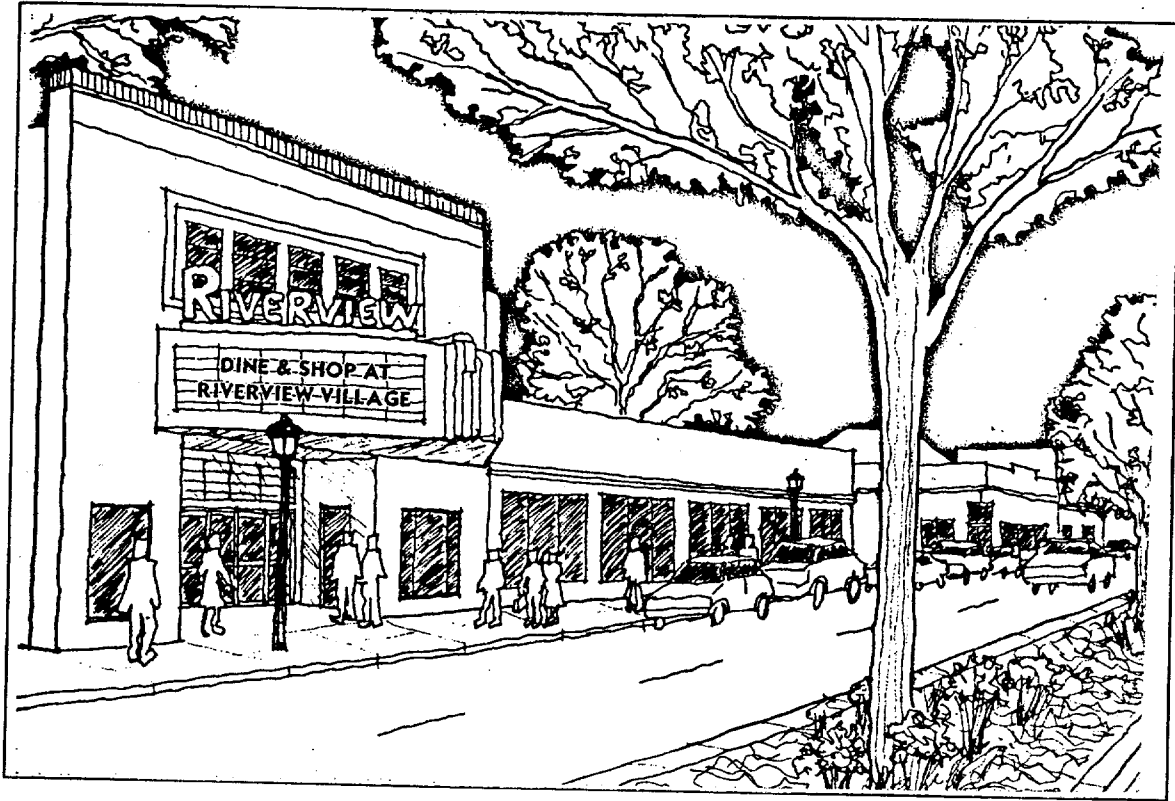


Riverview Village

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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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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- Priority Initiatives

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- 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

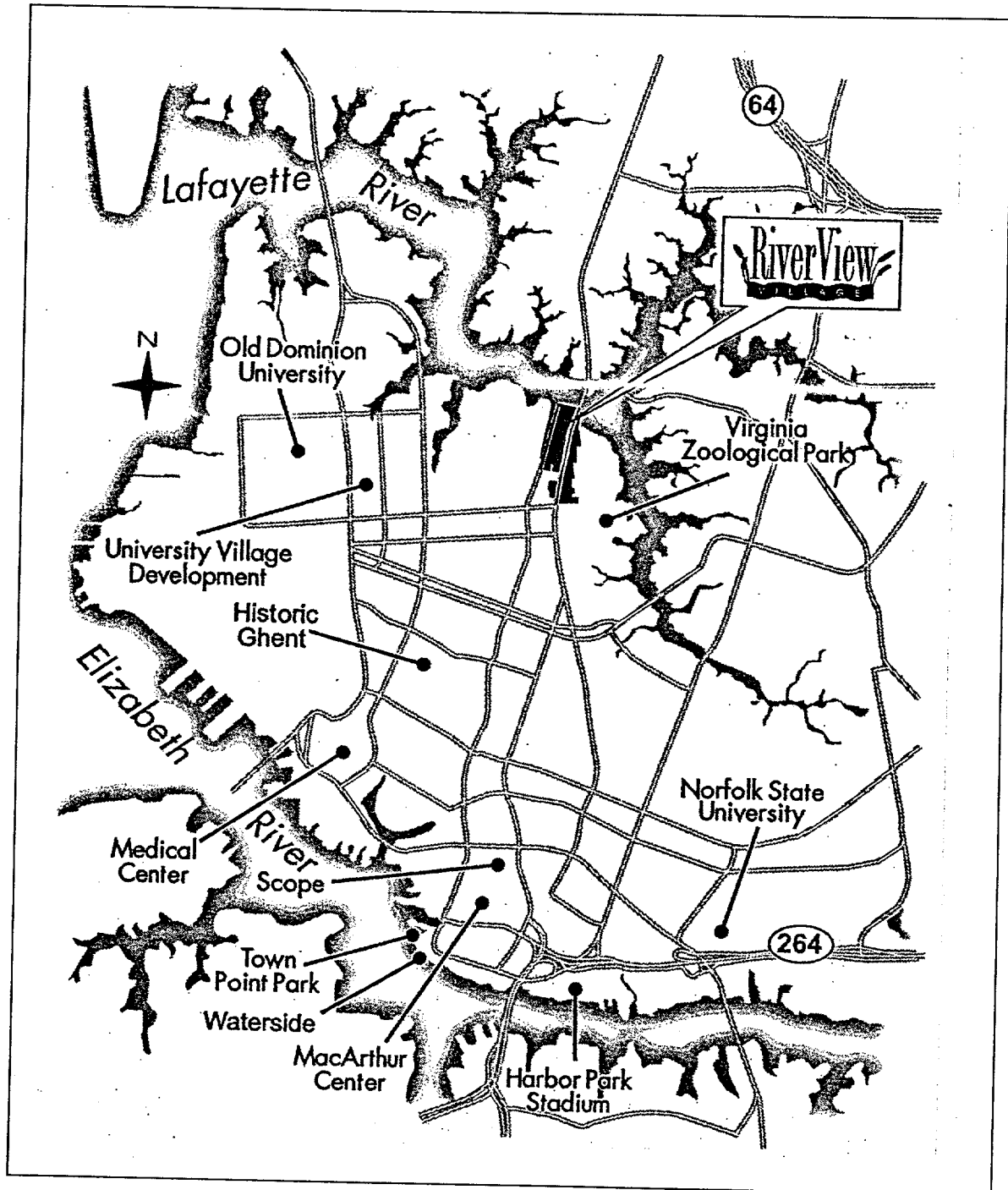
- Mihogar Mexican Restaurant (under construction)
- Hurricanes Restaurant (open)
- Buffalo Bill's Restaurant (pending)
- Dale's Seafood Market (pending)

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.

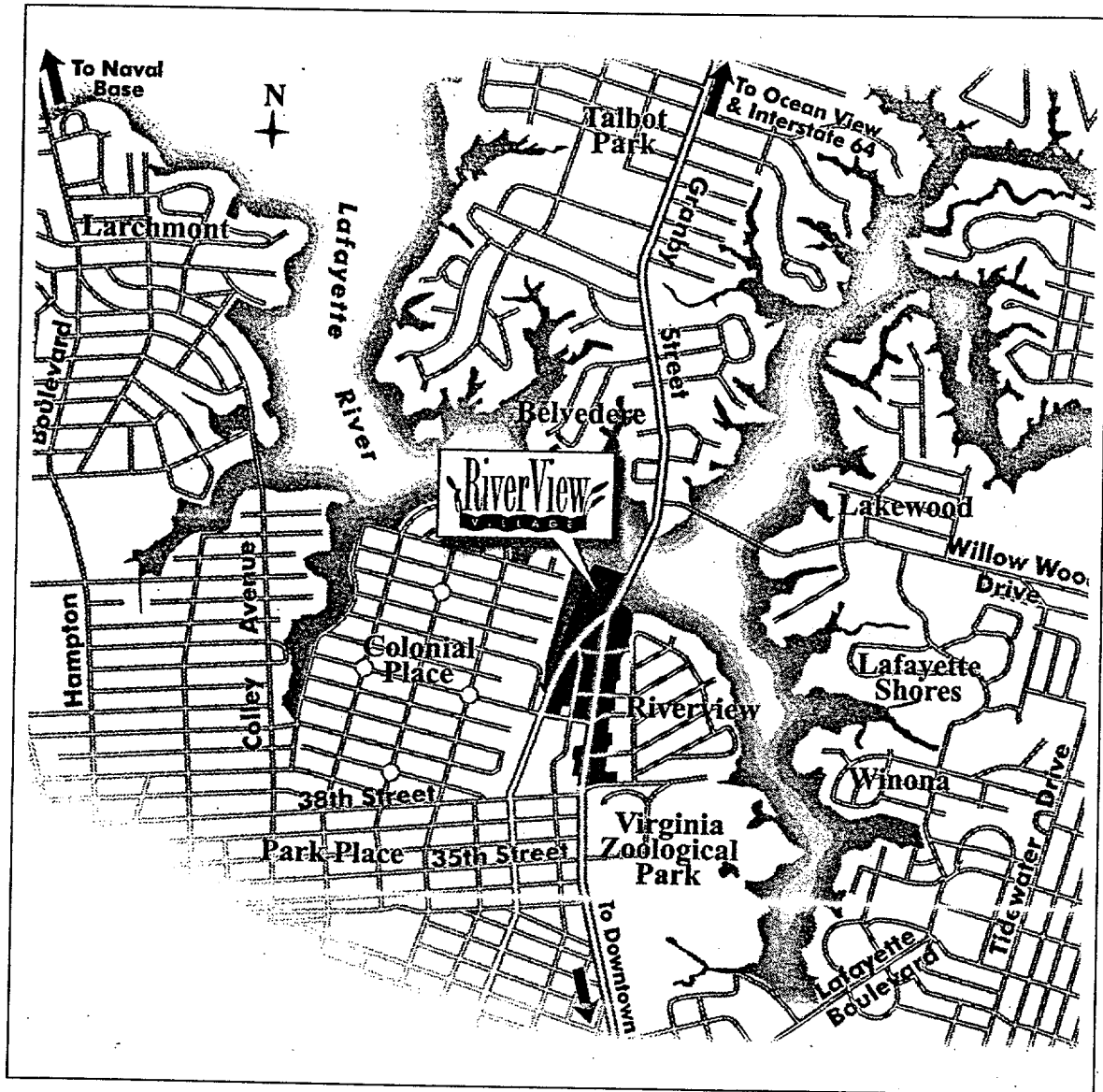
Riverview Village

CITY CONTEXT



Riverview Village

NEIGHBORHOOD

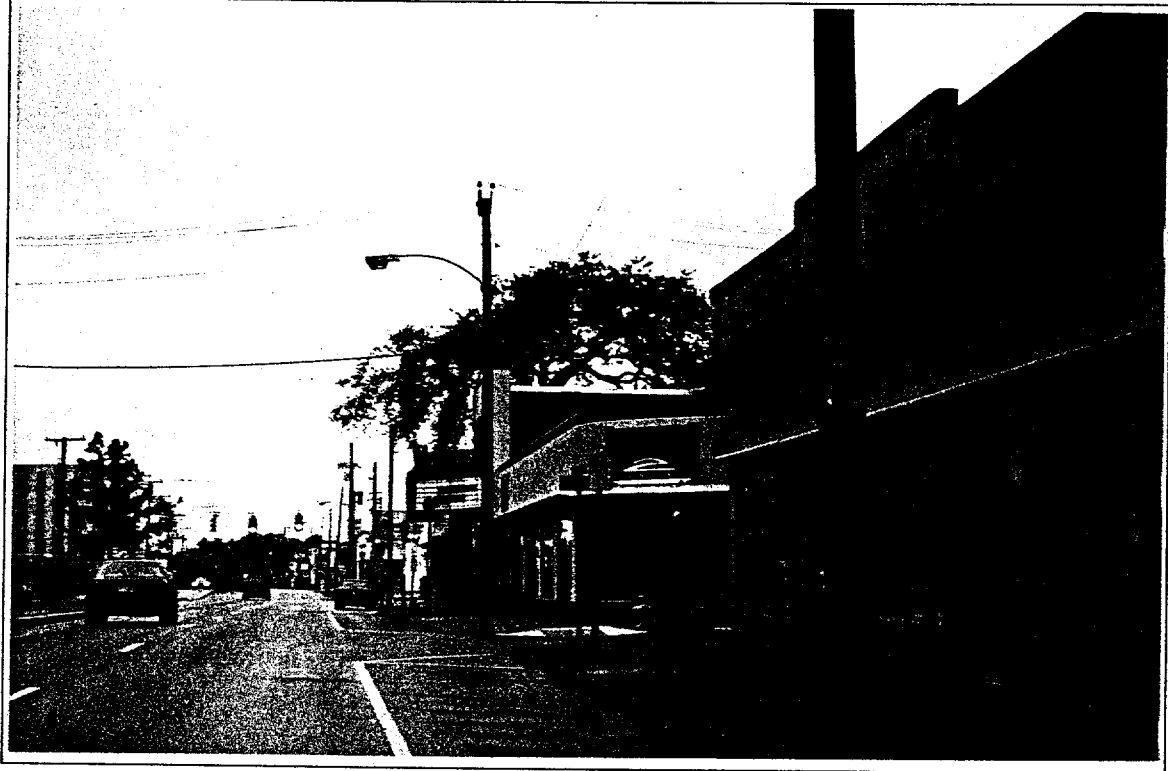


Riverview Village

WHAT?

Riverview Village

MISSION



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

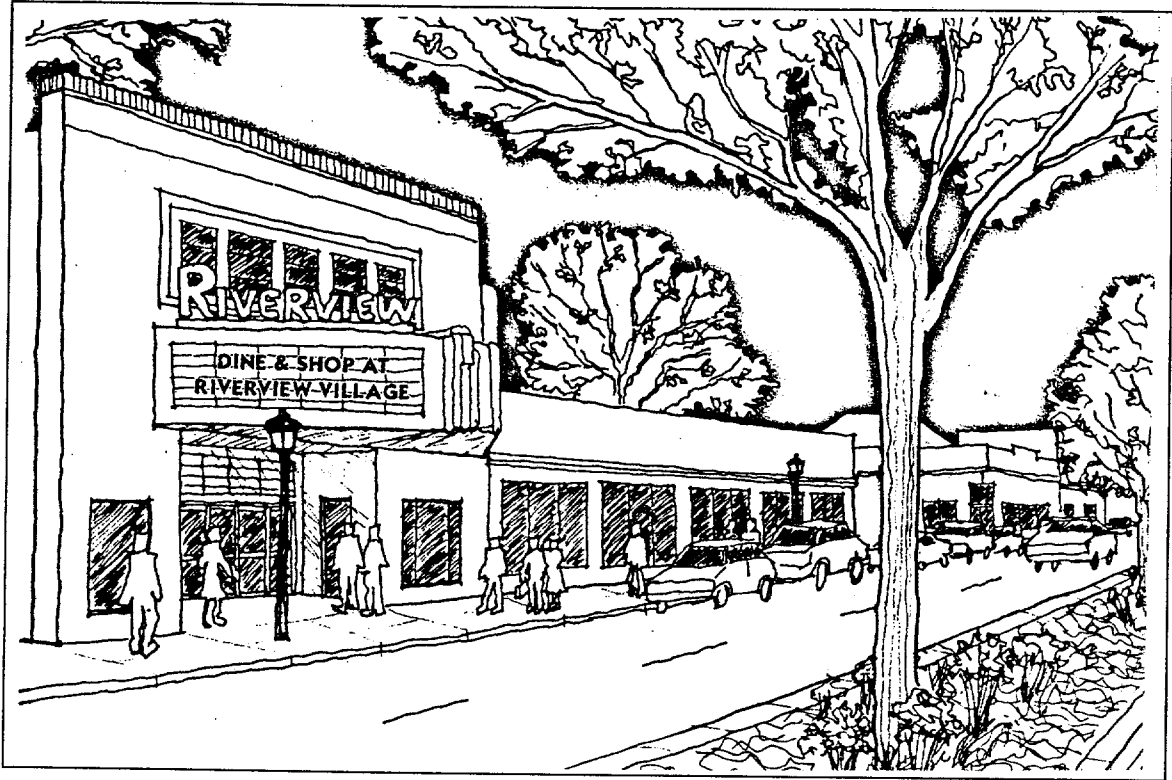
Riverview Village

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.

Riverview Village

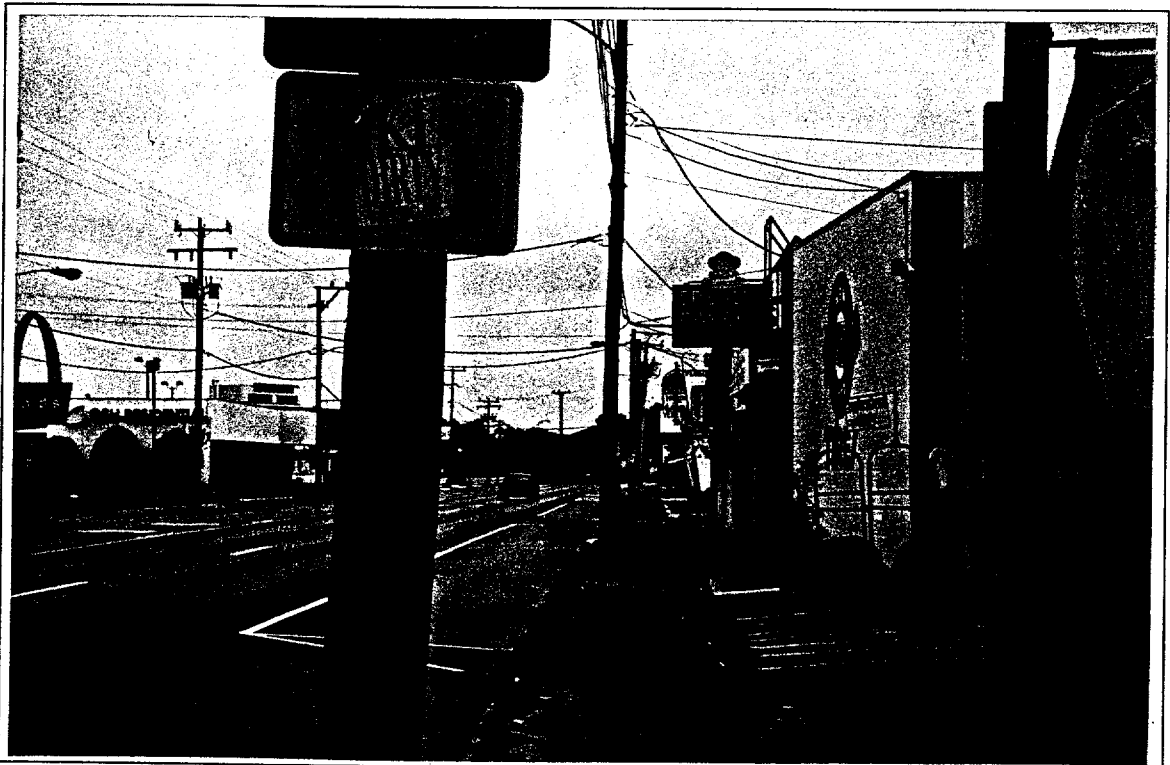
COMMERCIAL DISTRICT VISION



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".

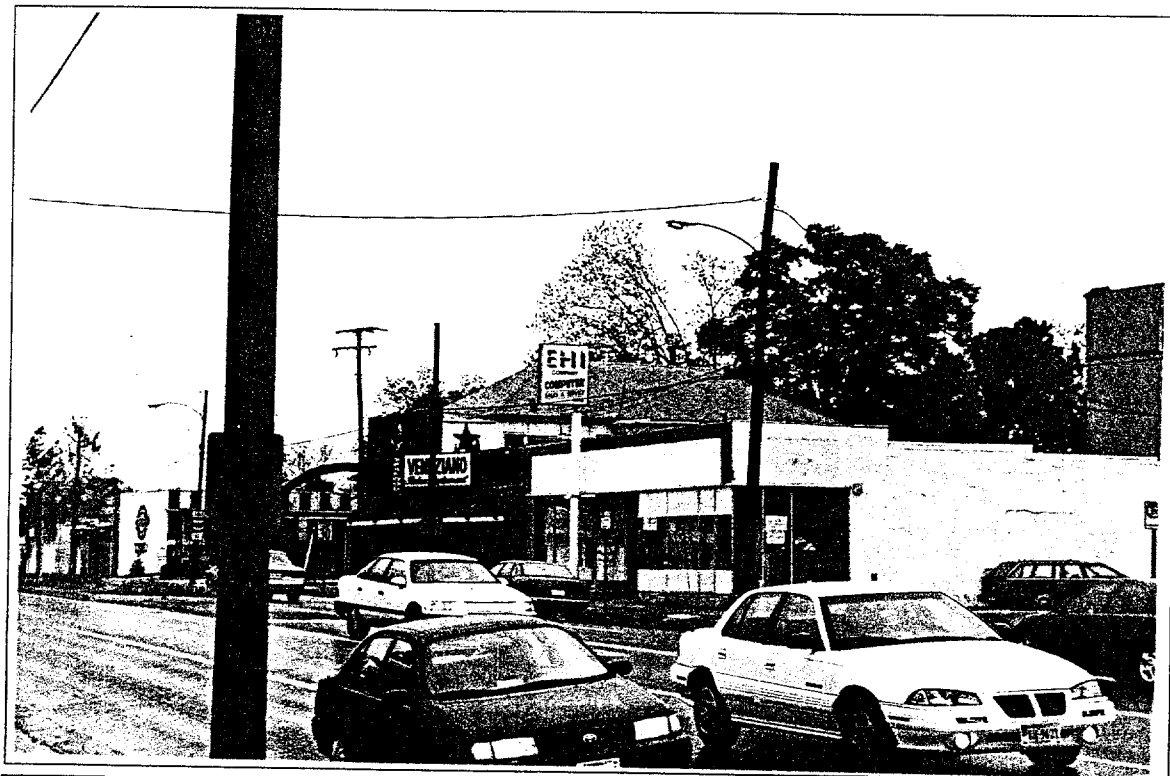
Riverview Village

COMMERCIAL DISTRICT VISION – Existing Conditions



Riverview Village

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.

Riverview Village

CHALLENGES & OPPORTUNITIES (continued...)

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

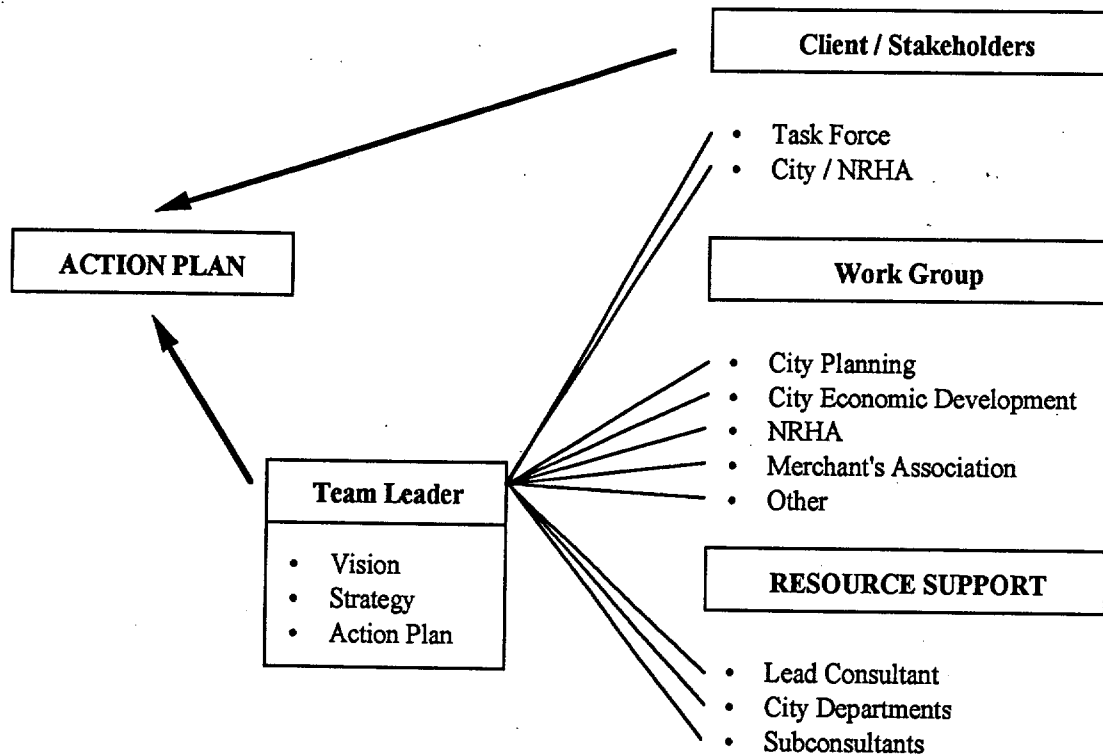
Priority # 3

- Waterfront Development (motor hotel vicinity)

Riverview Village

ACTION PLAN

Organization



Riverview Village

ACTION PLAN (continued...)

Back-up

Activity	Outcome	Action By		Timing
		Public	Private	
3.0 Infrastructure & Services				
3.1 Transportation & Parking	<ul style="list-style-type: none"> Evaluate alternatives to reduce the speed of vehicles traveling through the district (i.e. signalized crossing, enforcement). 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. 	●	○	1
3.2 Capital Improvements	<ul style="list-style-type: none"> Develop a coordinated infrastructure and streetscape enhancement program that expands scope of construction recently completed. 	●	⊙	1
3.3 Land Use Regulations	<ul style="list-style-type: none"> Continue to enforce Pedestrian Commercial Overlay (PCO) regulations. 	●	⊙	1
3.4 Crime Prevention	<ul style="list-style-type: none"> Continue extensive police community outreach, as well as crime reporting and follow-up. Institute measures that foster positive perceptions about actual and perceived neighborhood safety. 	●	○	1

Riverview Village

ACTION PLAN (continued...)

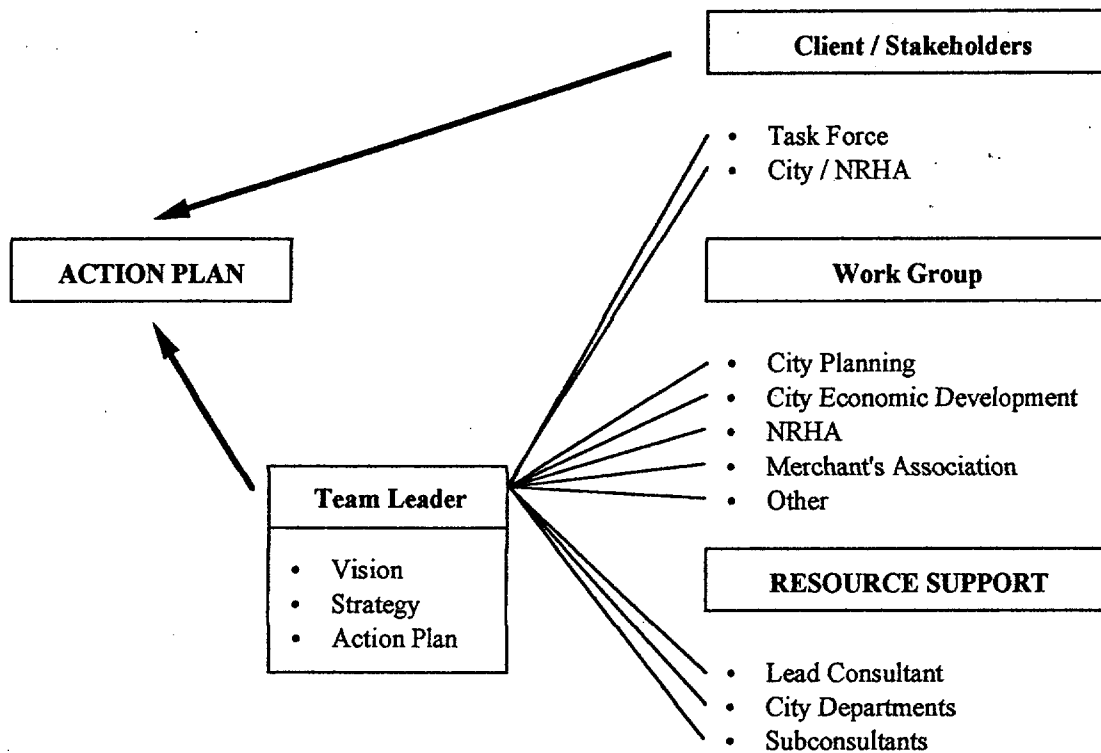
Back-up

Activity	Outcome	Action By		
		Public	Private	Timing
4.0 Financial Programs & Incentives				
4.1 Programs & Incentives	<ul style="list-style-type: none"> • 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
		●	⊗	1
5.0 Special Projects				
5.1 Waterfront Development	<ul style="list-style-type: none"> • Encourage waterfront development that adds new housing and commercial opportunities. • Explore all options to redevelop this strategically important location. 	●	●	1
6.0 Organizational Development				
6.1 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 and constructive collaboration. 		●	1

Riverview Village

ACTION PLAN

Organization



Riverview Village

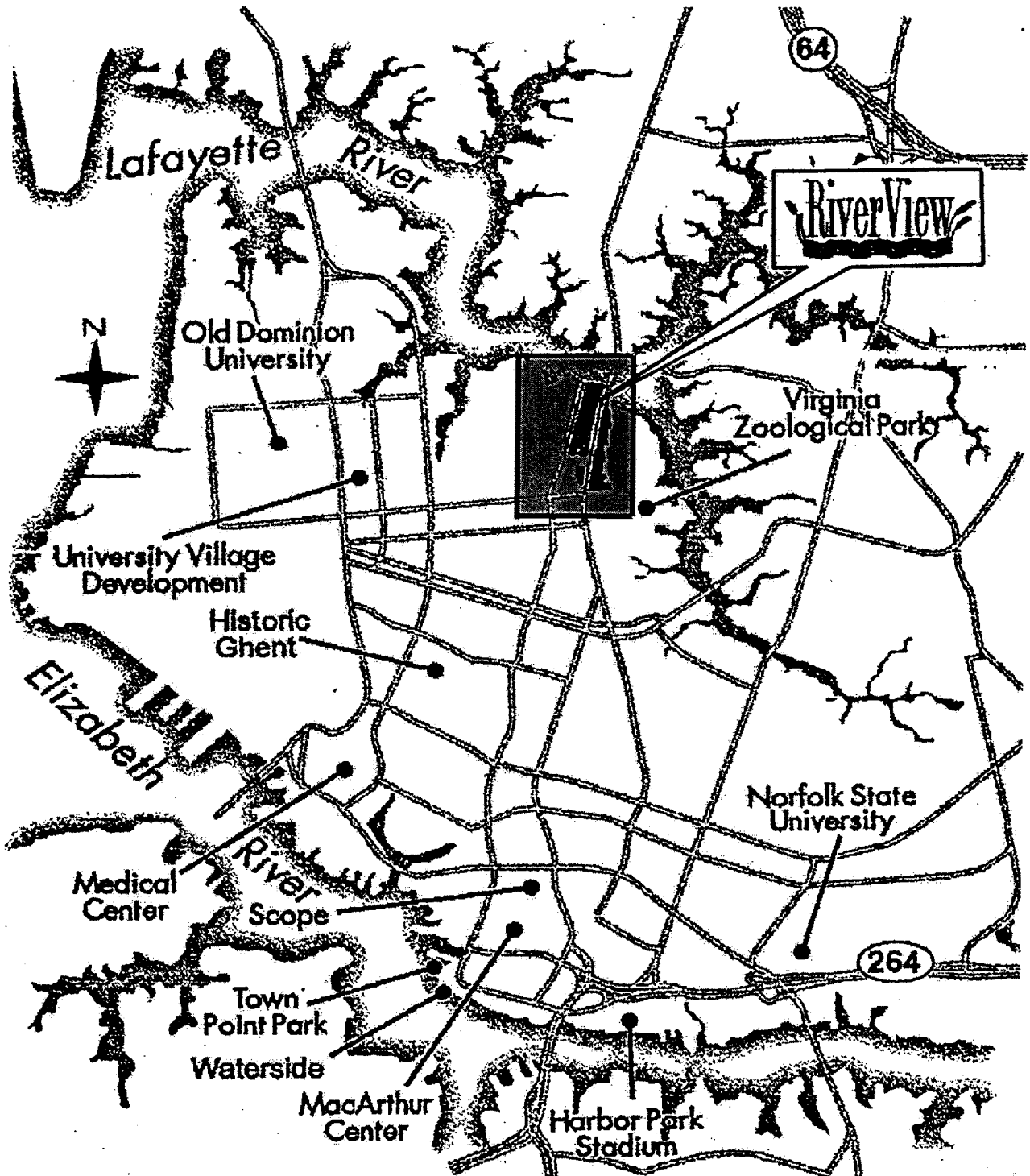
ACTION PLAN

Process

	<u>Lead</u>	<u>Support</u>	<u>Outcomes</u>	<u>Target Completion</u>
STEP ONE				
• Market Research	Consultant	Stakeholders	Background research & market rationale.	Done
STEP TWO				
• Establish Work Group	NRHA/ City	Consultant/ NAI	Confirm community representatives involved in City / NRHA Planning Work Group.	In Progress
STEP THREE				
• Strategic Assessment	Consultant	NRHA, City Merch. Assoc.	Summarize relevant background material, establish strategic priorities and develop action plan.	Done
STEP FOUR				
• Review	NRHA/ City	Consultant	Work Group reviews above with Merchant's Association.	Pending
STEP FIVE				
• Complete Action Plan	Consultant	NRHA, City Merch. Assoc.	Finalize implementation plans.	Pending
STEP SIX				
• Review	NRHA/ City	Consultant	Review and approve	Pending
STEP SEVEN				
• Implementation	NRHA/ City	Consultant	Execute implementation plan.	Pending

Riverview Village

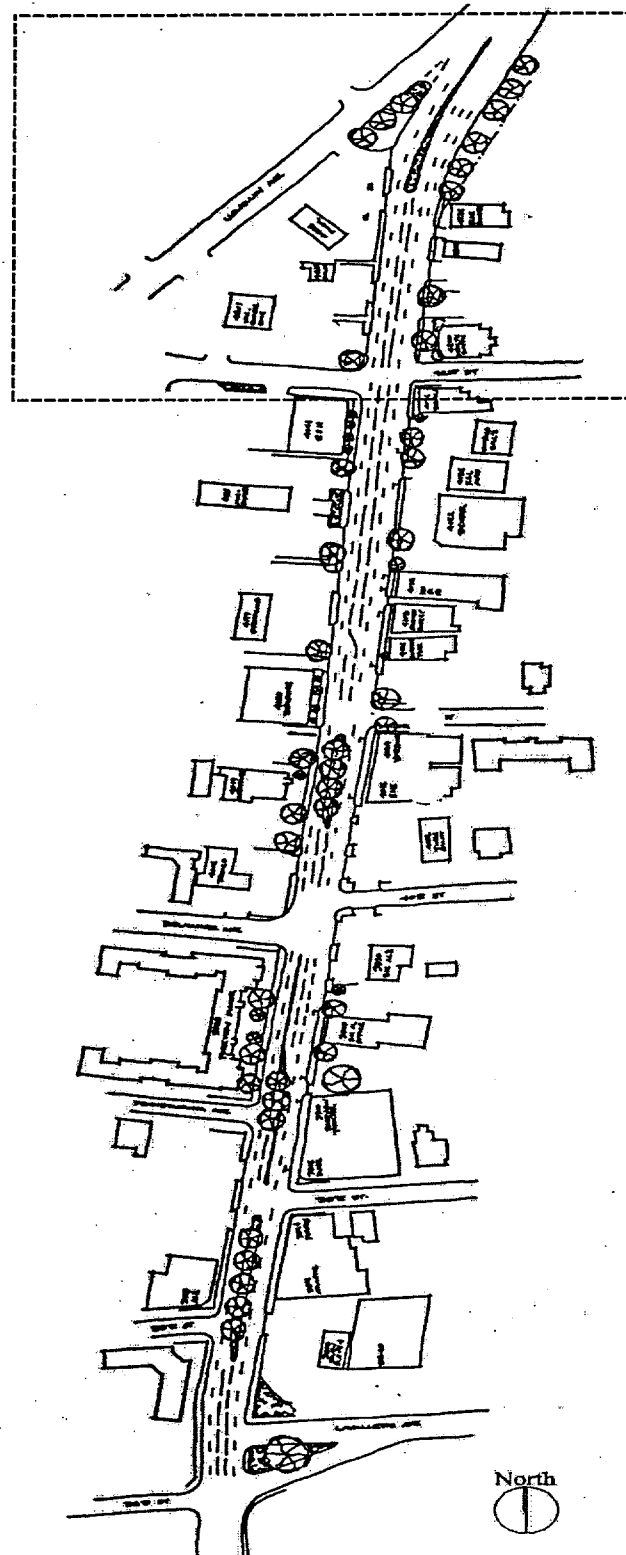
Vicinity Map



Riverview Village

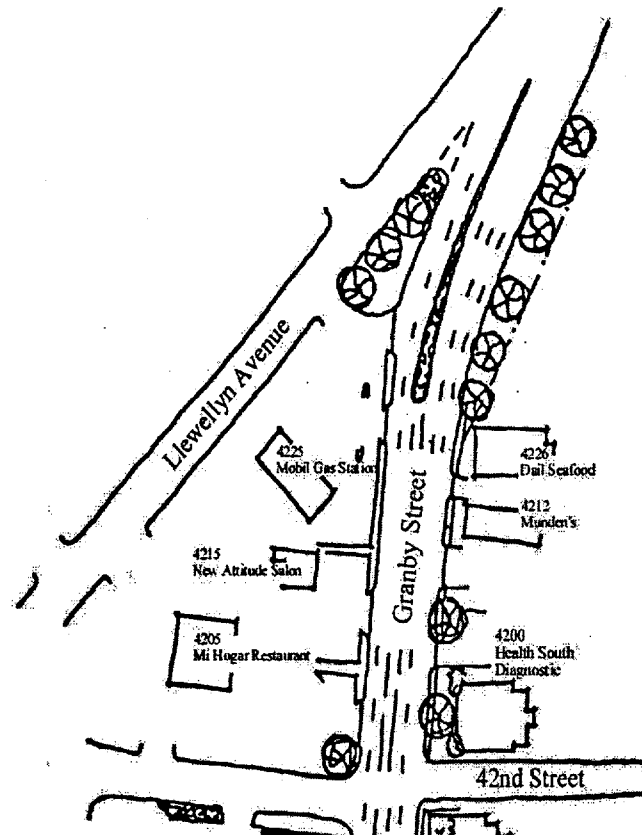
Corridor Sector Location Map

SECTOR 1 PROPERTIES



Riverview Village

Property Location Map



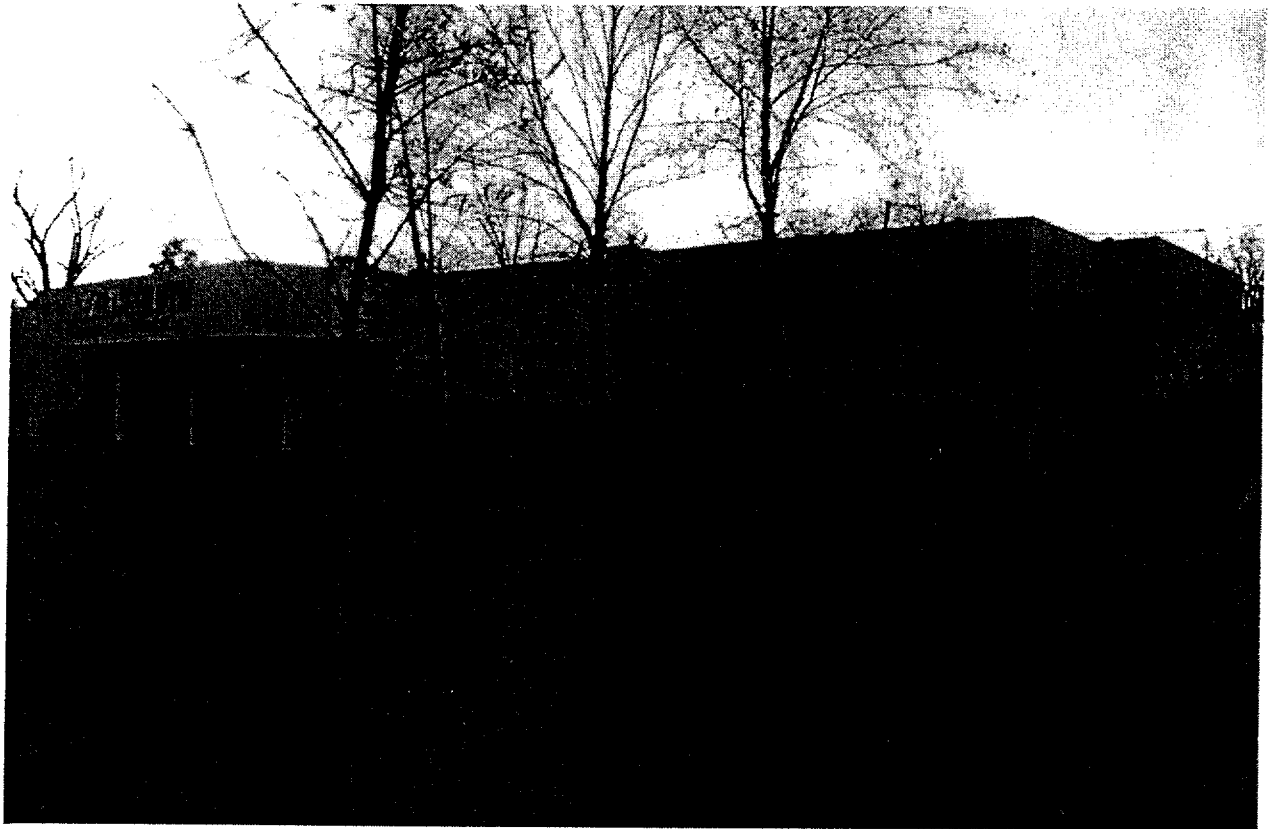
Granby Street

SECTOR 1 Location Map

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

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
General Observations:	

Riverview Village

Property Data Sheet



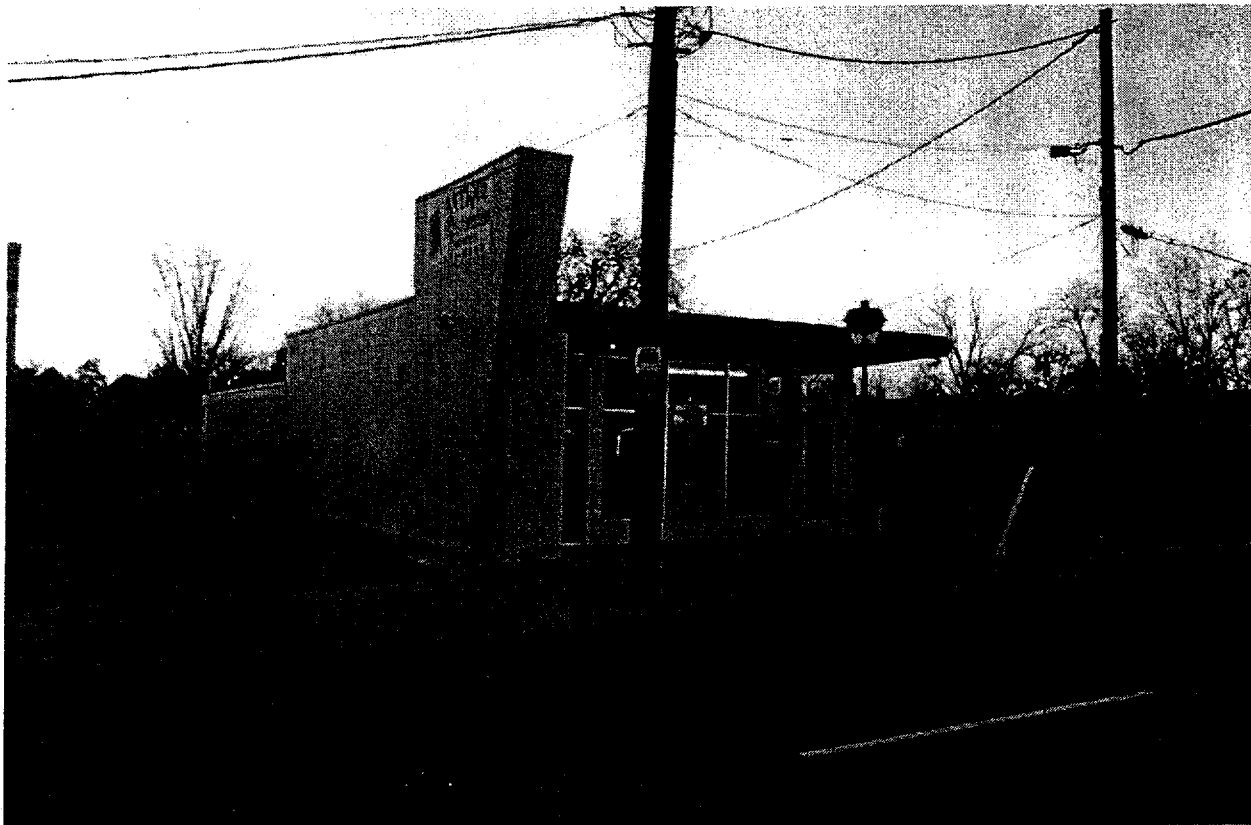
Mi Hogar Restaurant

4205 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:	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:	

Riverview Village

Property Data Sheet



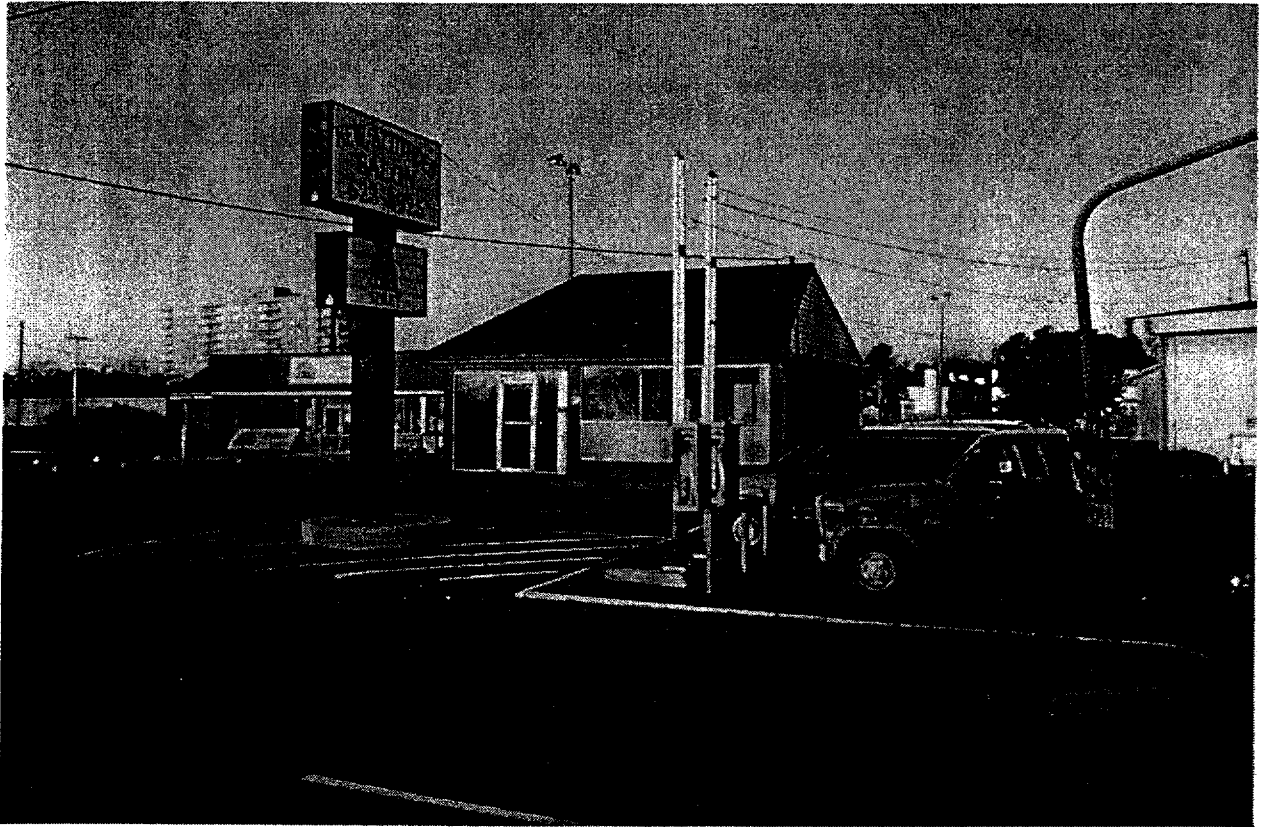
Munden's

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.

Riverview Village

Property Data Sheet



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

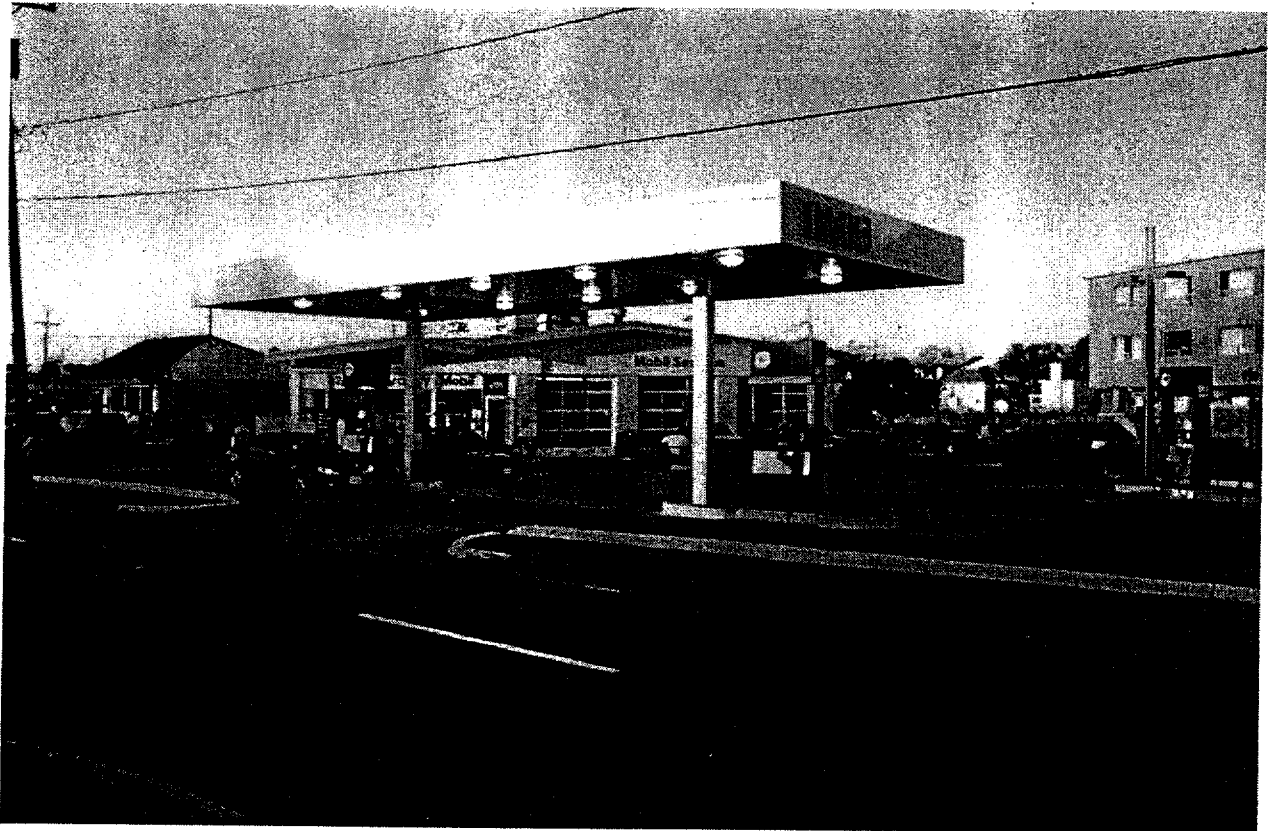
Zoning: Commercial

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

General Observations:

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.

Riverview Village

Property Data Sheet



Dail Seafood

4226 Granby Street

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

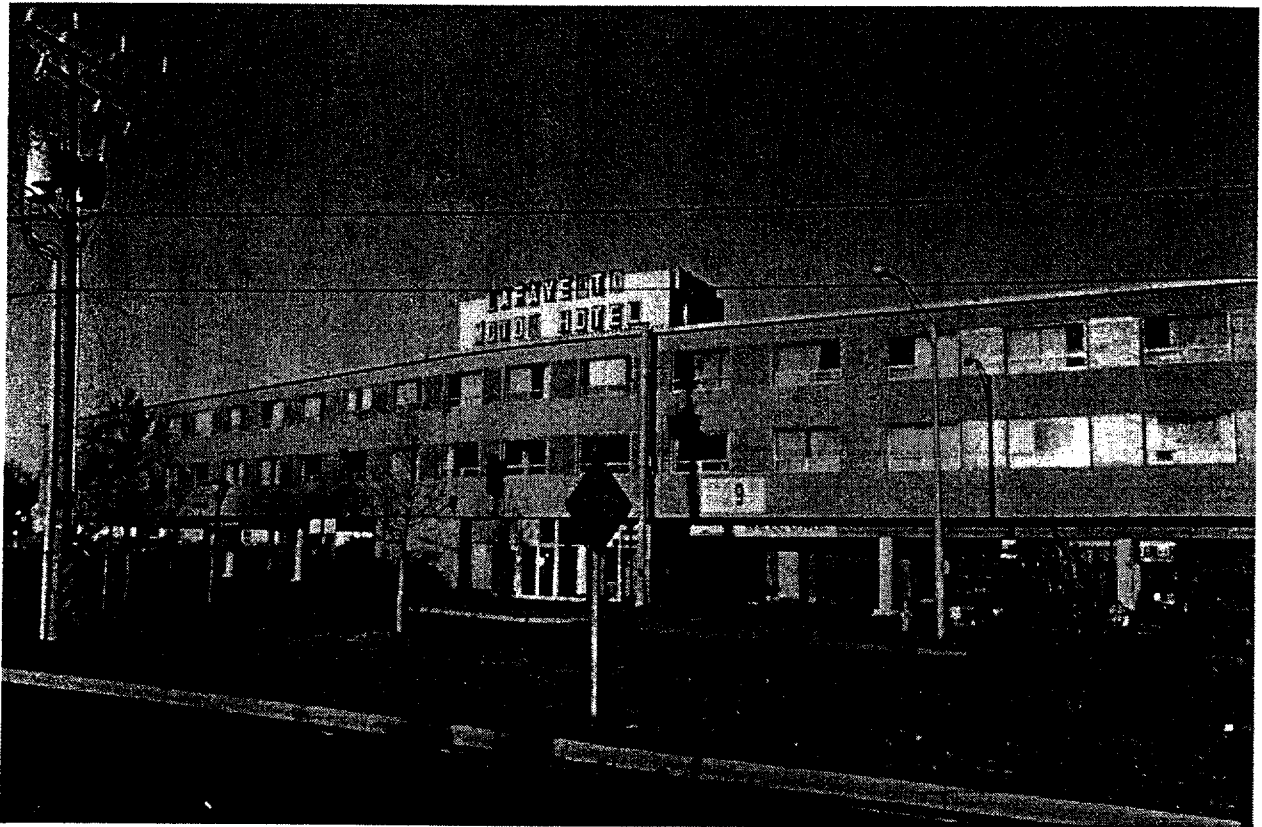
Zoning: Commercial

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:

Riverview Village

Property Data Sheet



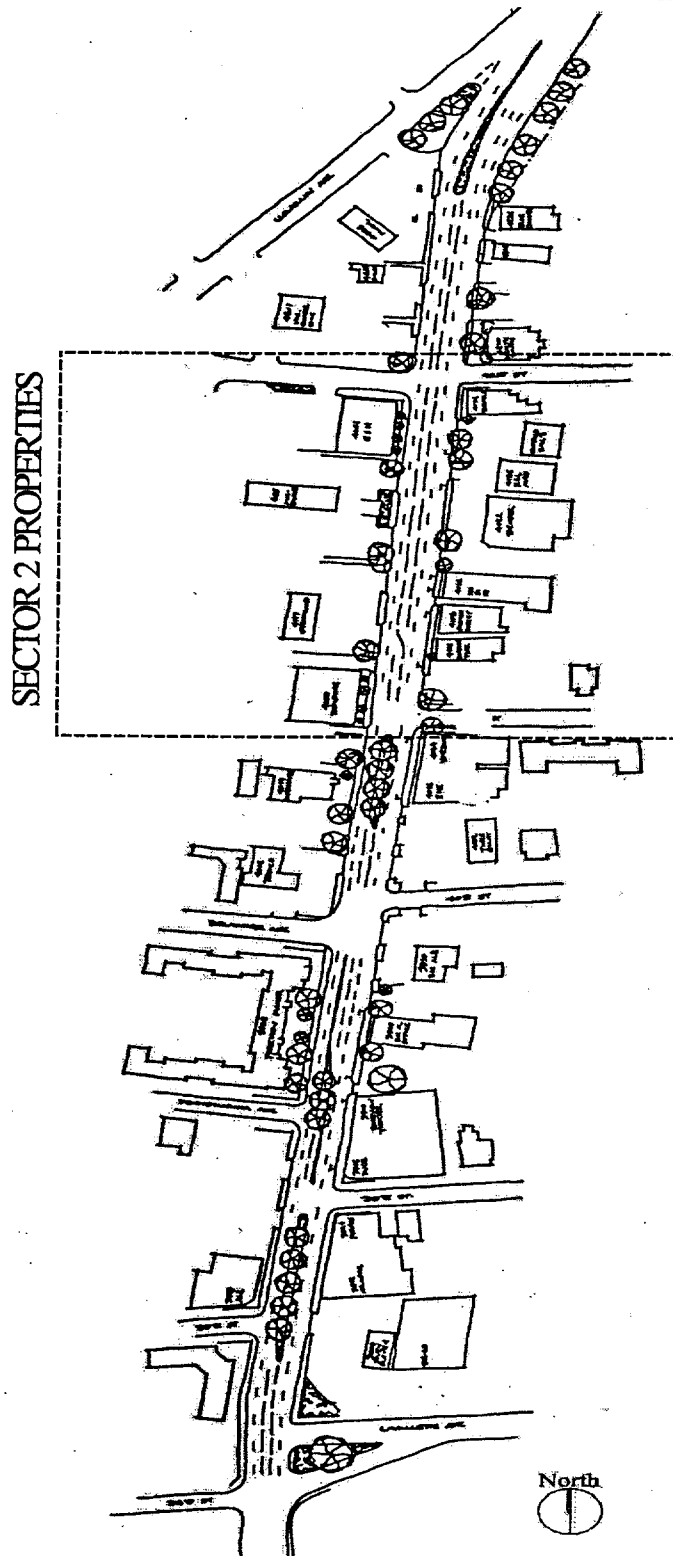
Lafayette Motor Hotel

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.

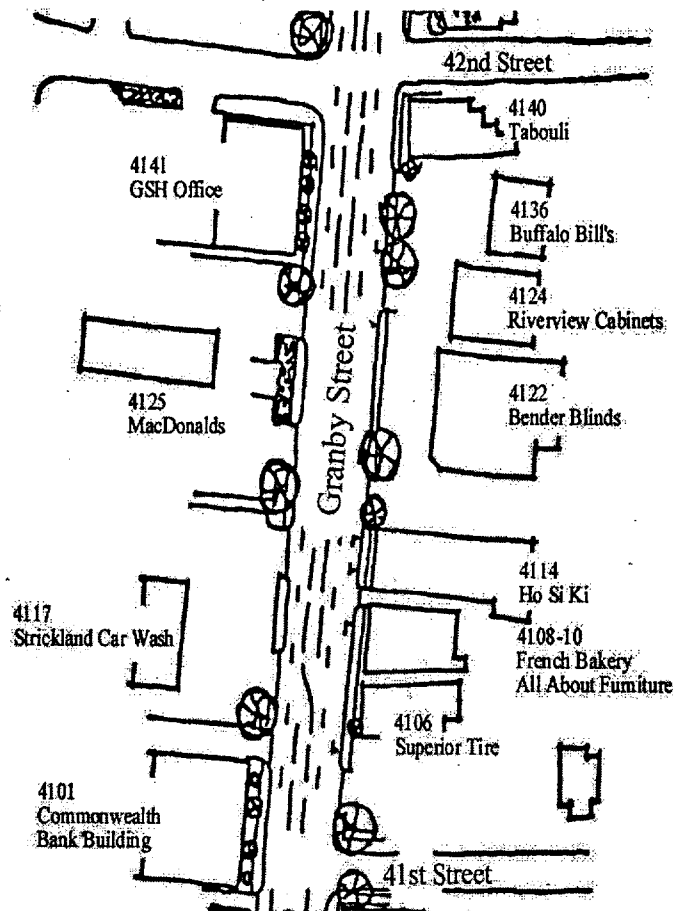
Riverview Village

Corridor Sector Location Map



Riverview Village

Property Location Map



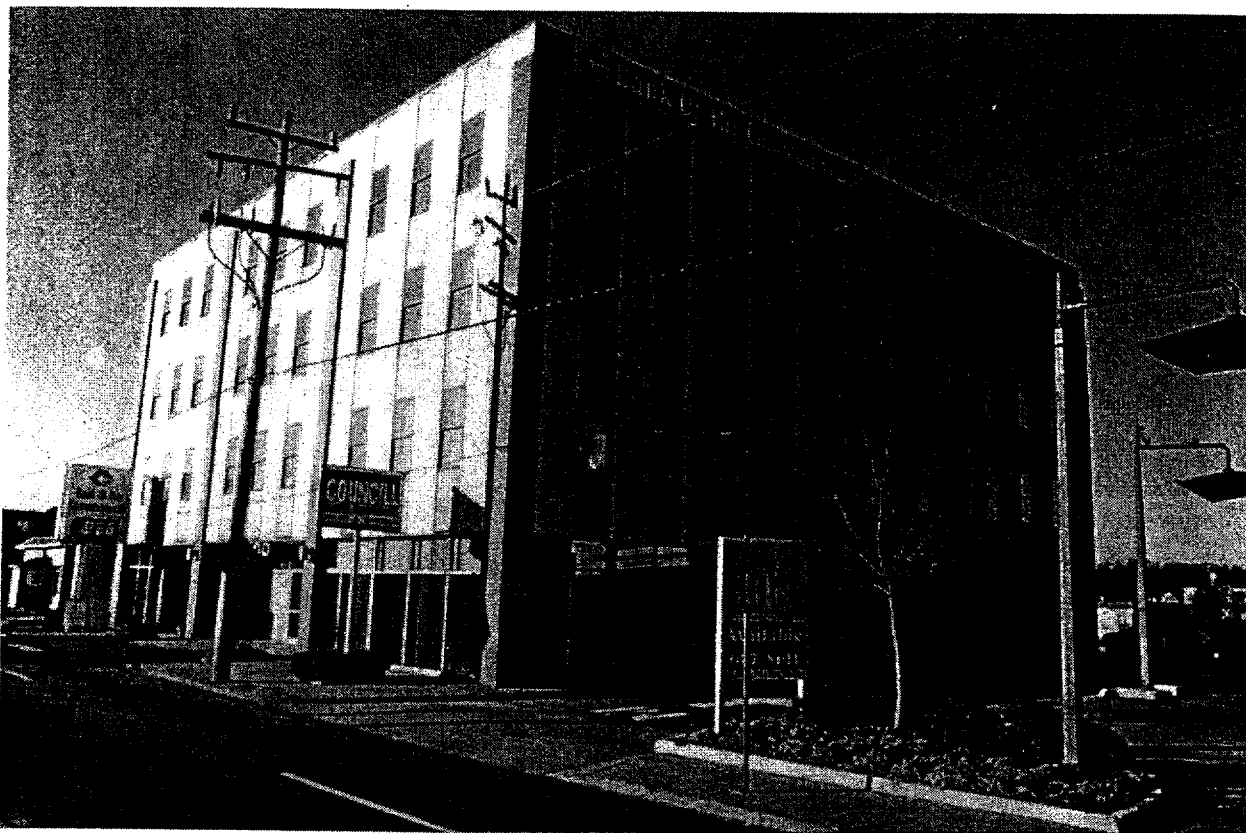
Granby Street

SECTOR 2 Location Map

<u>Business Reference</u>	<u>Address</u>	<u>Data Sheet Page</u>
Commonwealth Bank Bldg.	4101 Granby Street	S2.1
Superior Tire	4106 Granby Street	S2.2
French Bakery / All About Furniture	4108-10 Granby Street	S2.3
Ho Si Ki	4114 Granby Street	S2.4
Strickland Car Wash	4117 Granby Street	S2.5
Bender Blinds	4122 Granby Street	S2.6
Riverview Cabinets	4124 Granby Street	S2.7
MacDonalds	4125 Granby Street	S2.8
Buffalo Bill's	4136 Granby Street	S2.9
Tabouli	4140 Granby Street	S2.10
GSH Office	4141 Granby Street	S2.11

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.

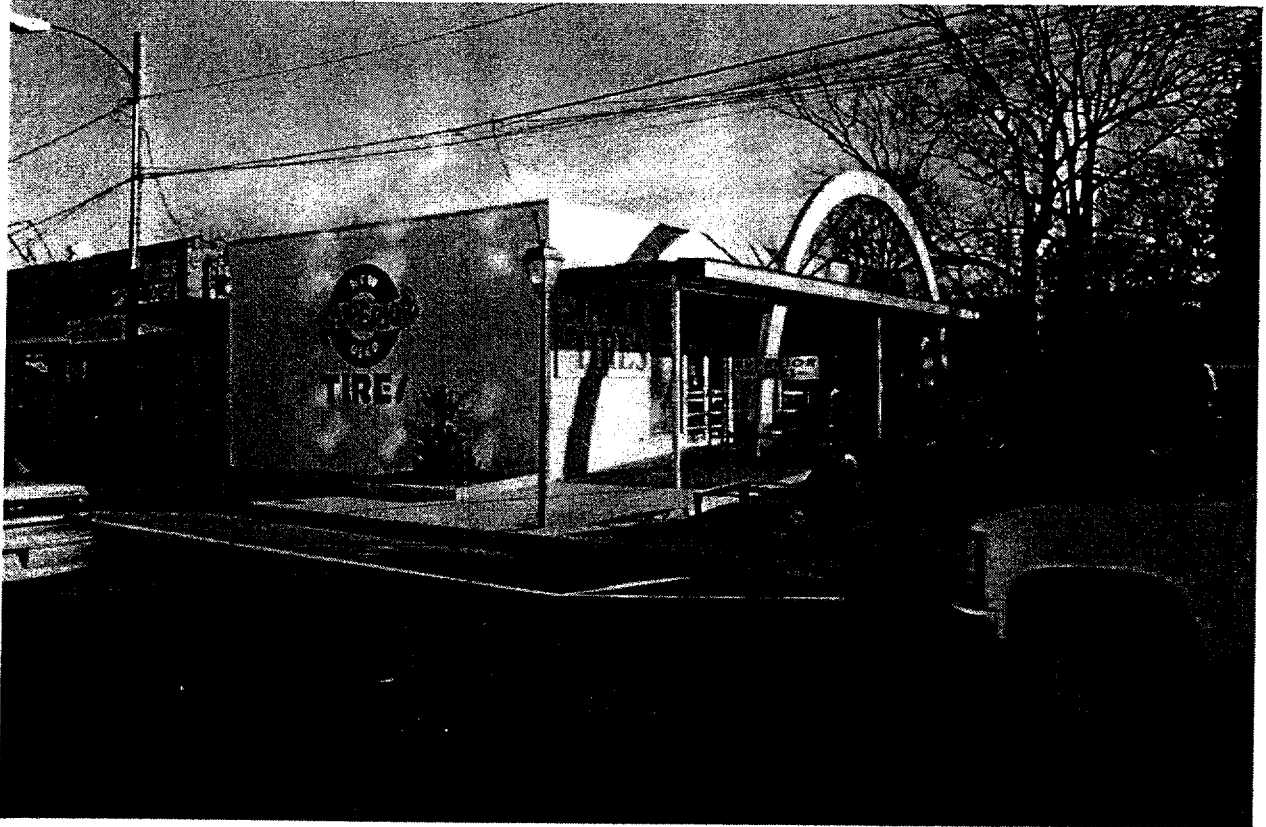
General Observations:

Year 2000 Strategic Assessment

a framework for action in the new millenium

Riverview Village

Property Data Sheet



Superior Tire

4106 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:	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.

Riverview Village

Property Data Sheet



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:

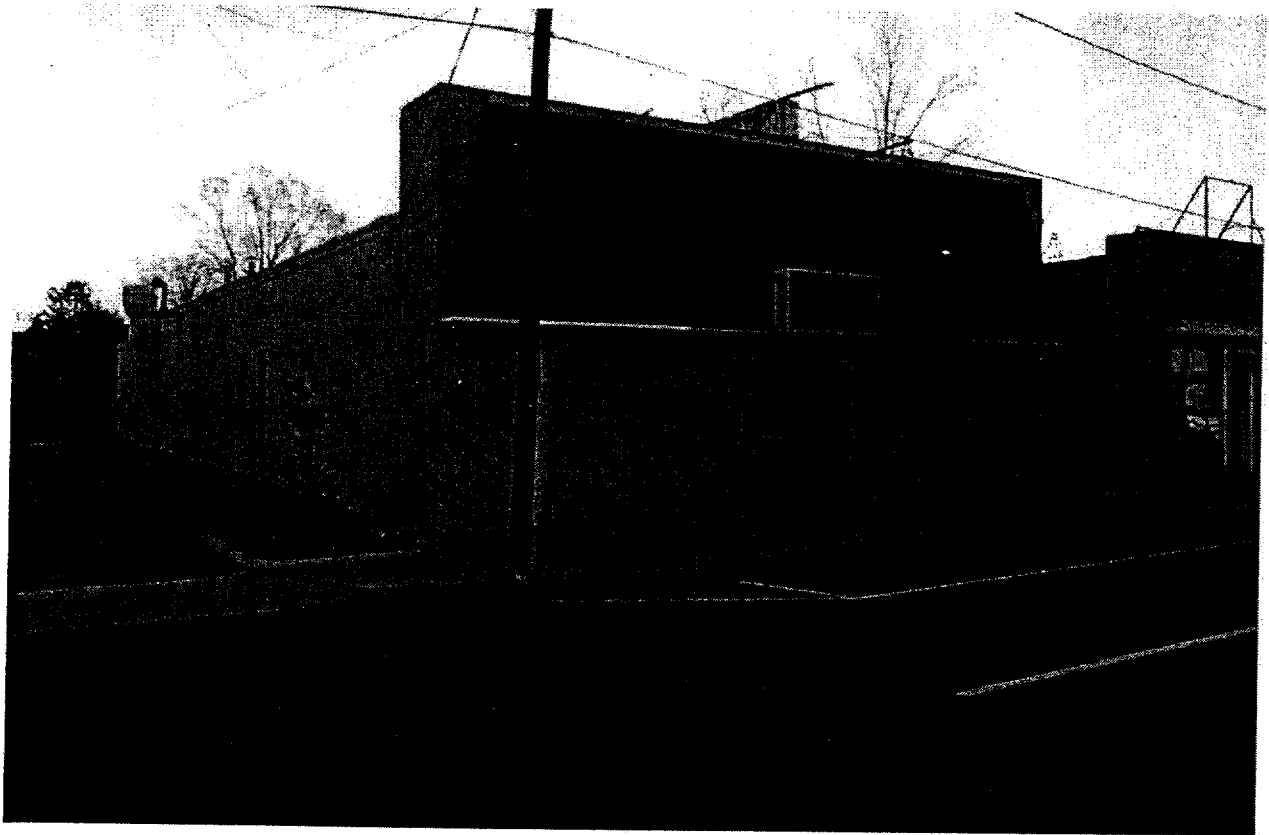
53 year old light brick building with neon signage over the bakery entrance. Aluminum coping and small canopy are rusted in several areas. All doors and windows are aluminum storefront with dark tile sill and walls beneath windows.

General Observations:

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

Riverview Village

Property Data Sheet



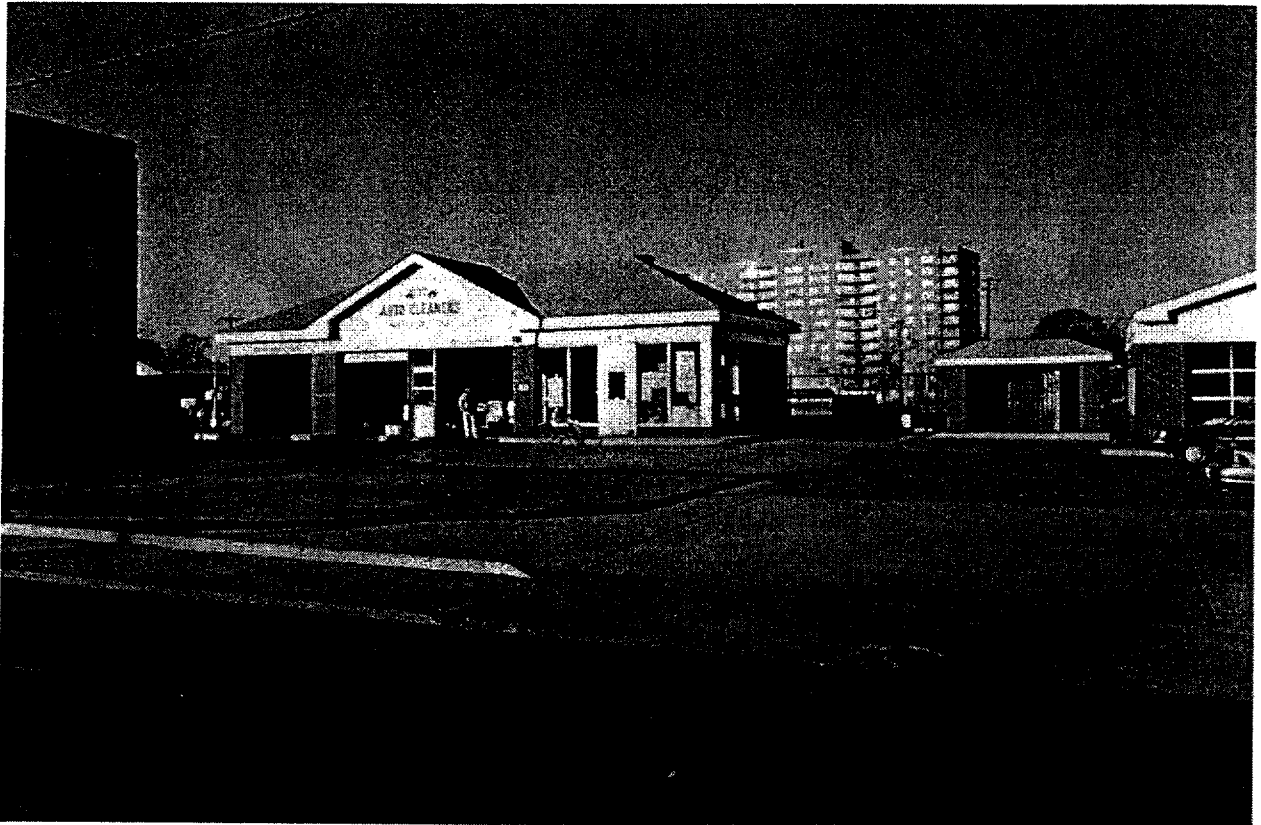
Ho Si Ki

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.

Riverview Village

Property Data Sheet



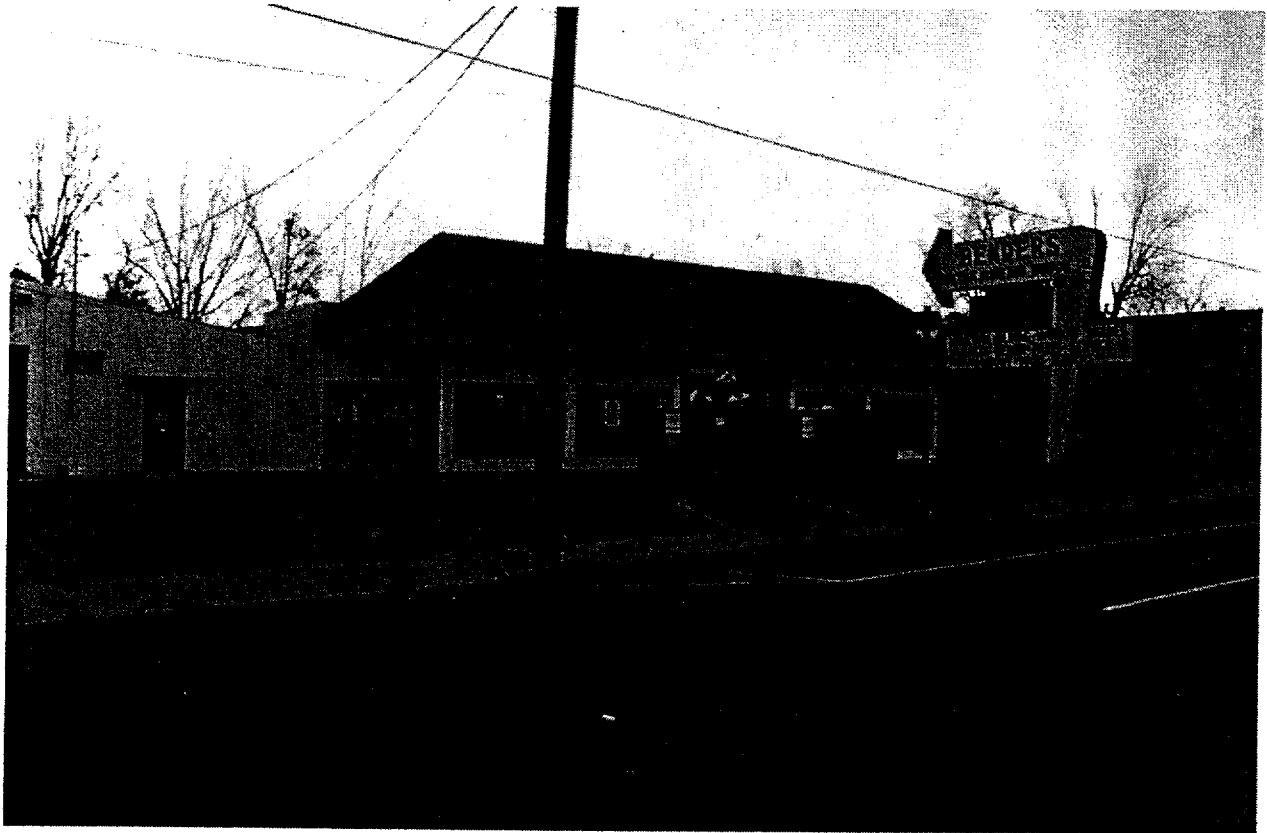
Strickland Car Wash

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:	

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.

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:	

Riverview Village

Property Data Sheet



MacDonalds

4125 Granby Street

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:	

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

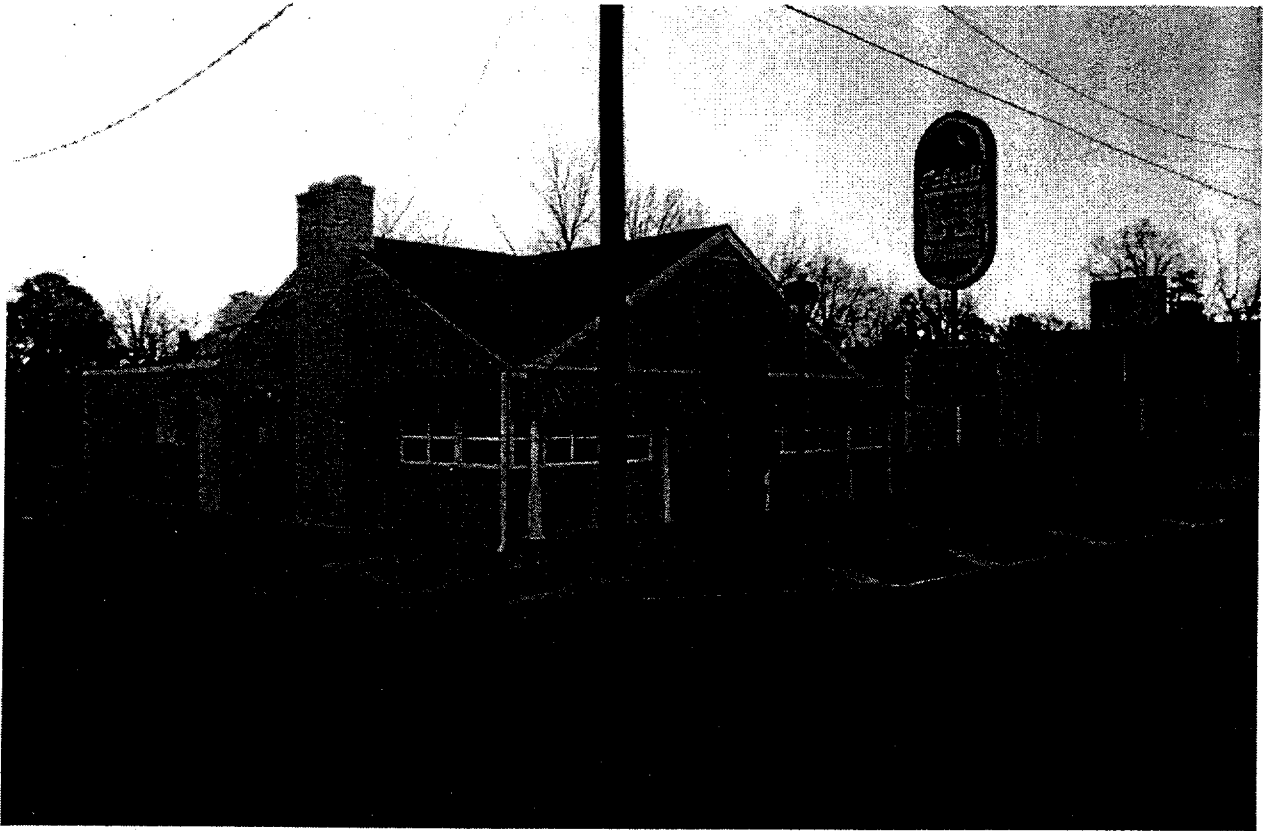
Zoning: Commercial

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:

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

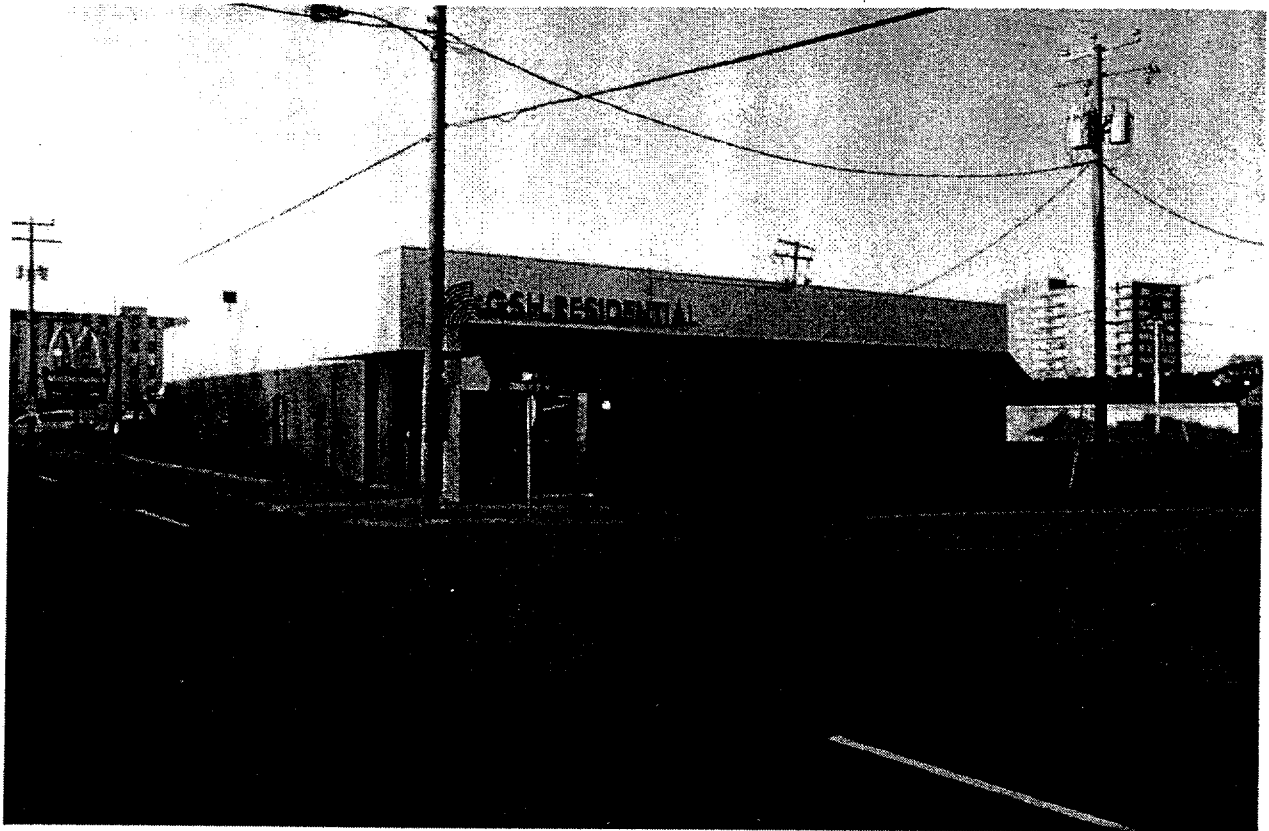
Zoning: Commercial

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:

Riverview Village

Property Data Sheet



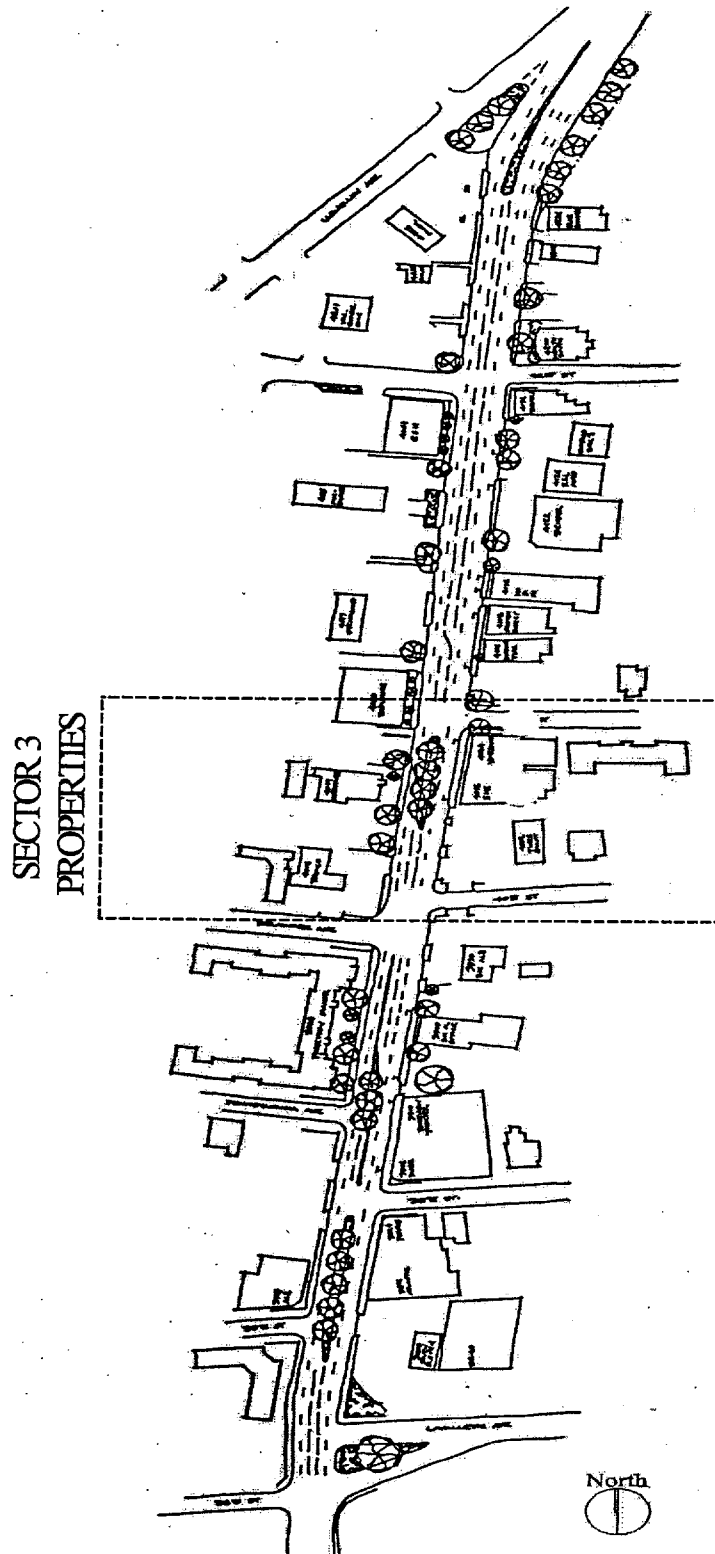
GSH Residential

4141 Granby Street

Property Owner:	Forty One Forty One Associates
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.
General Observations:	

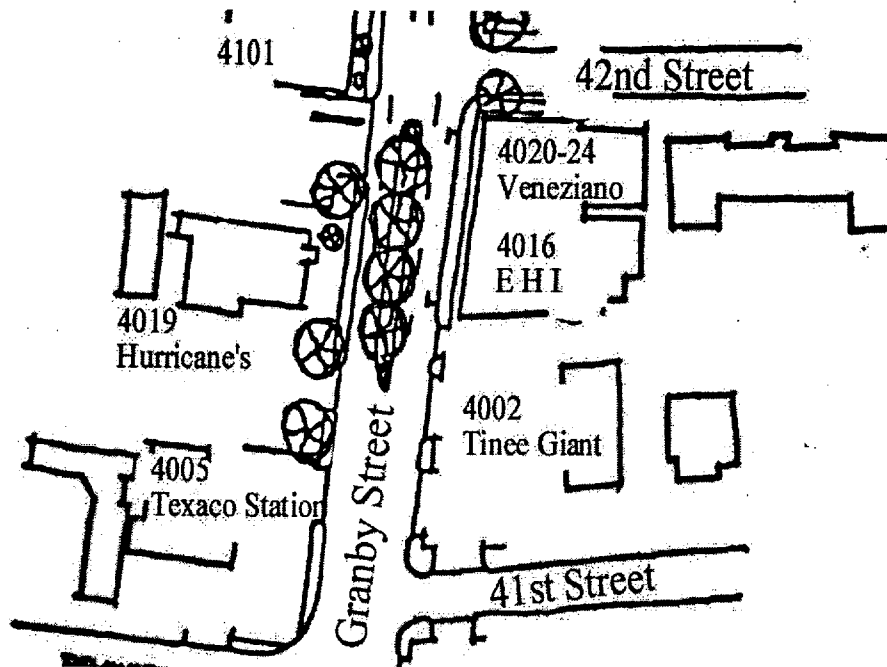
Riverview Village

Corridor Sector Location Map



Riverview Village

Property Location Map



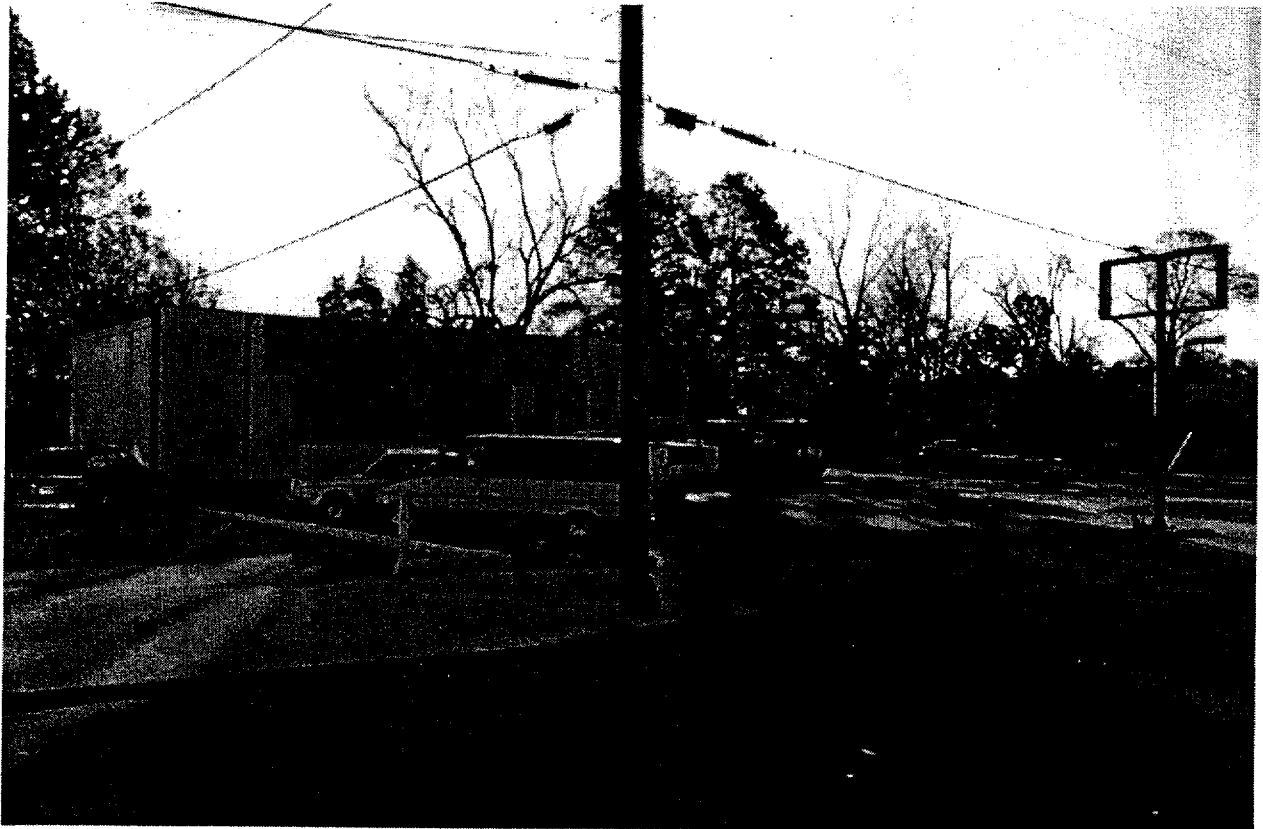
Granby Street

SECTOR 3 Location Map

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

Riverview Village

Property Data Sheet



Tinee Giant

4002 Granby Street

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

Riverview Village

Property Data Sheet



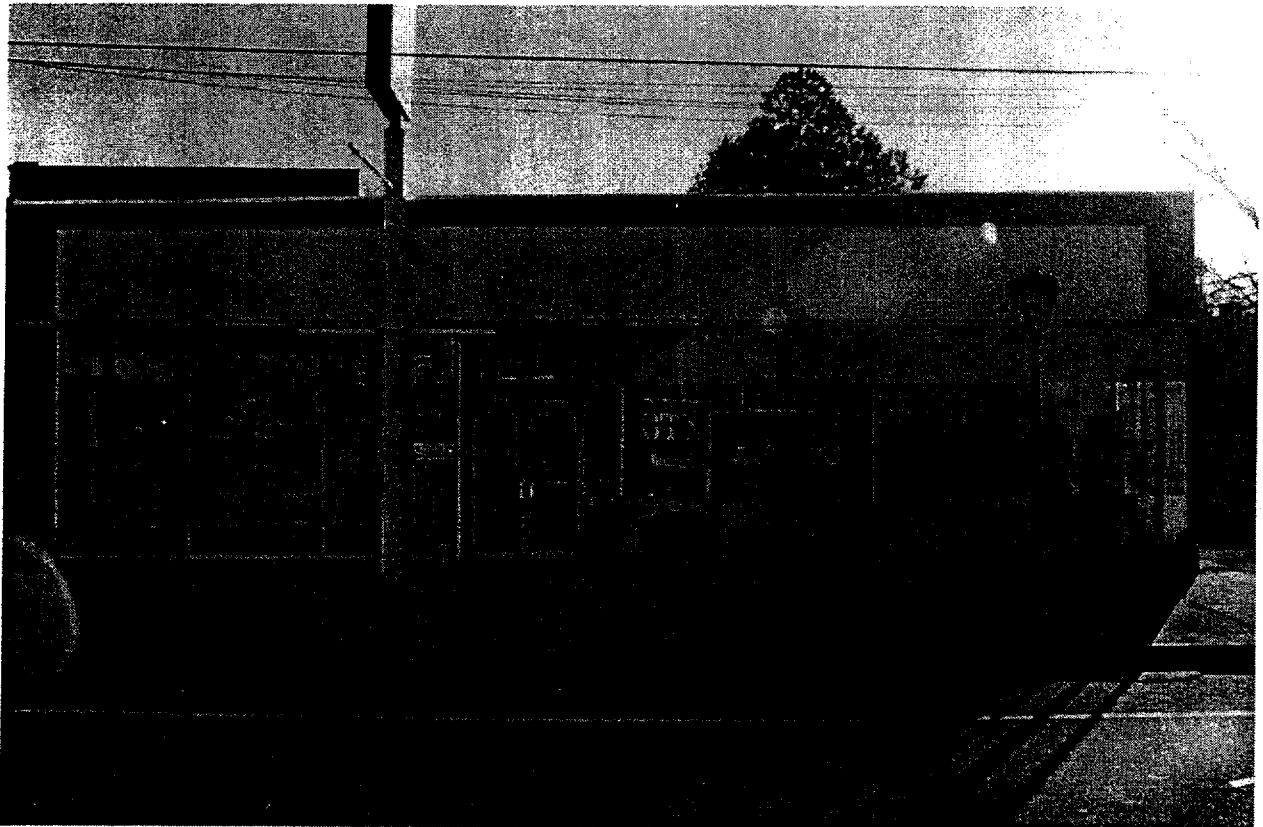
Texaco Gas Station

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:	

Riverview Village

Property Data Sheet



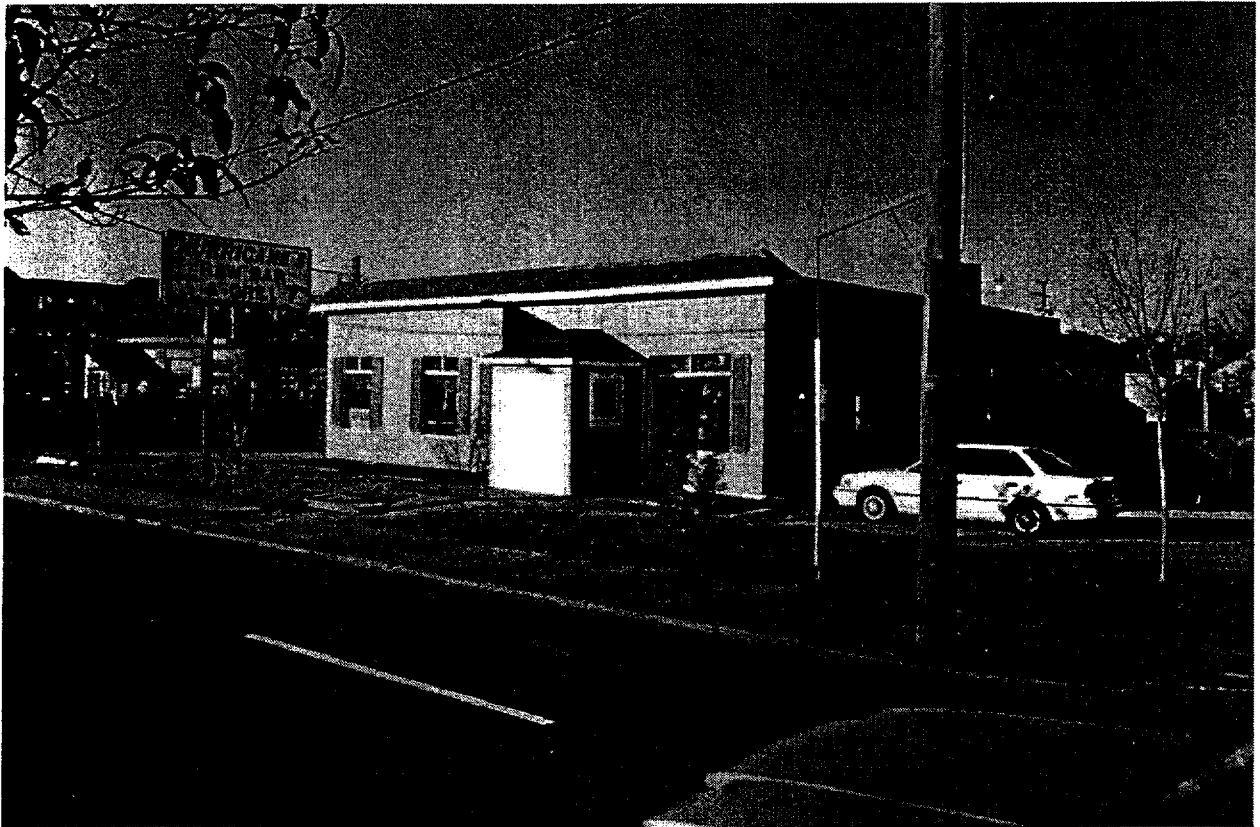
EHI

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.
General Observations:	

Riverview Village

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

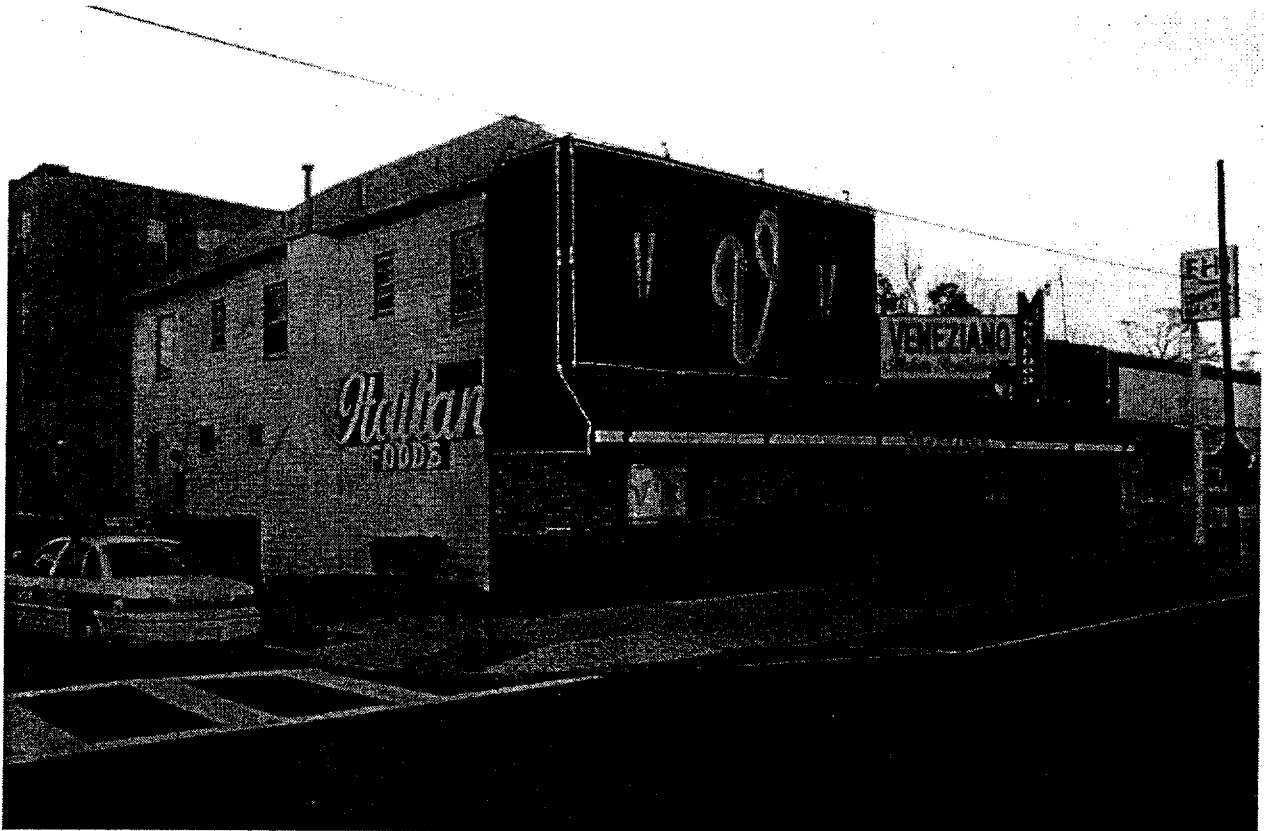
Zoning: Commercial

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:

Riverview Village

Property Data Sheet



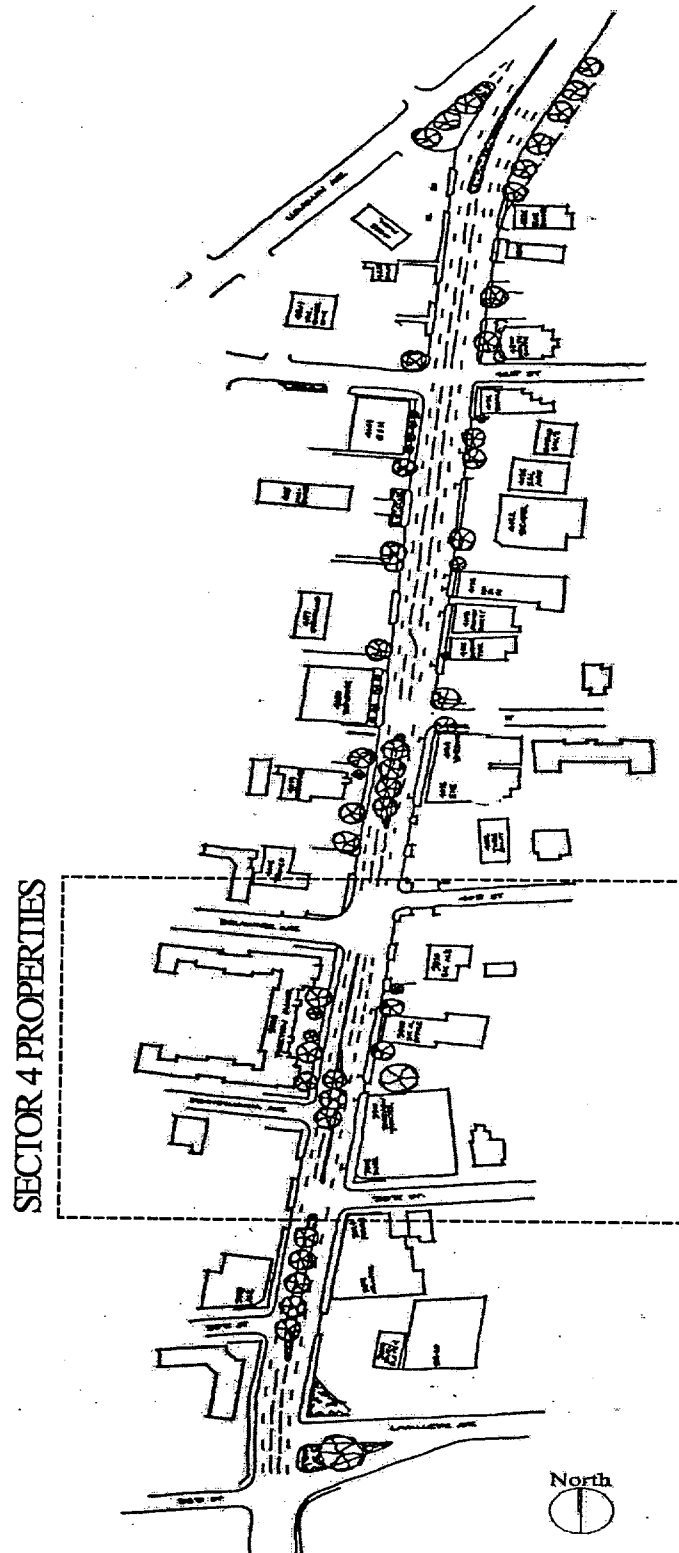
Veneziano

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 cladding 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:	

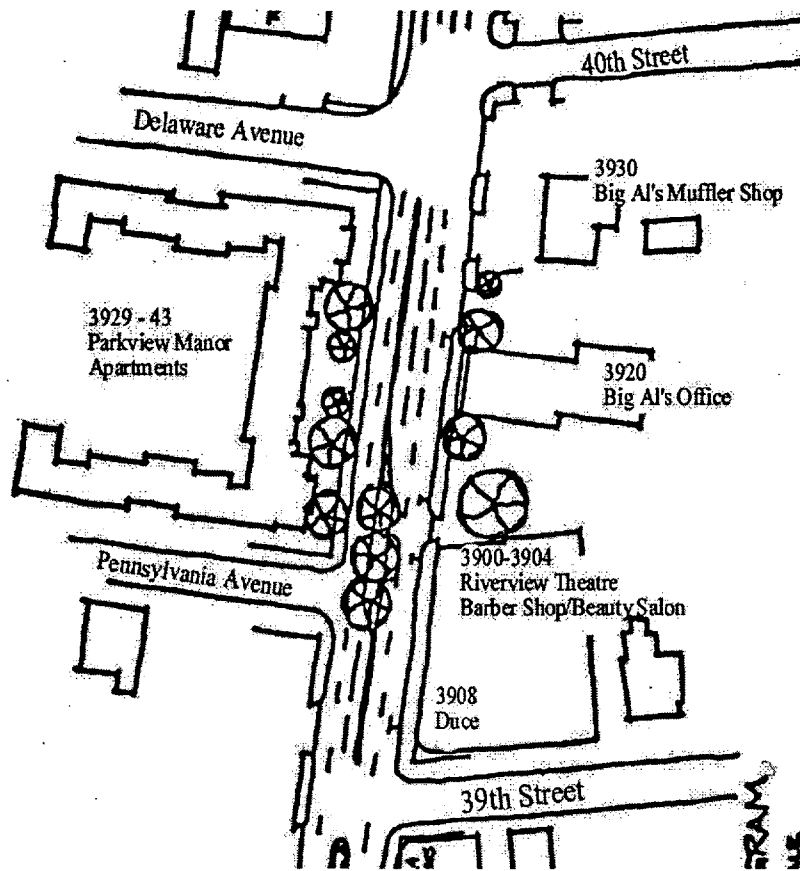
Riverview Village

Corridor Sector Location Map



Riverview Village

Property Location Map



Granby Street

SECTOR 4 Location Map

<u>Business Reference</u>	<u>Address</u>	<u>Data Sheet Page</u>
Riverview Theatre	3900 - 04 Granby Street	S4.1
Big Al's Office	3920 Granby Street	S4.2
Parkview Manor Apts.	3929-43 Granby Street	S4.3
Big Al's Muffler Shop	3930 Granby Street	S4.4

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:	

Riverview Village

Property Data Sheet



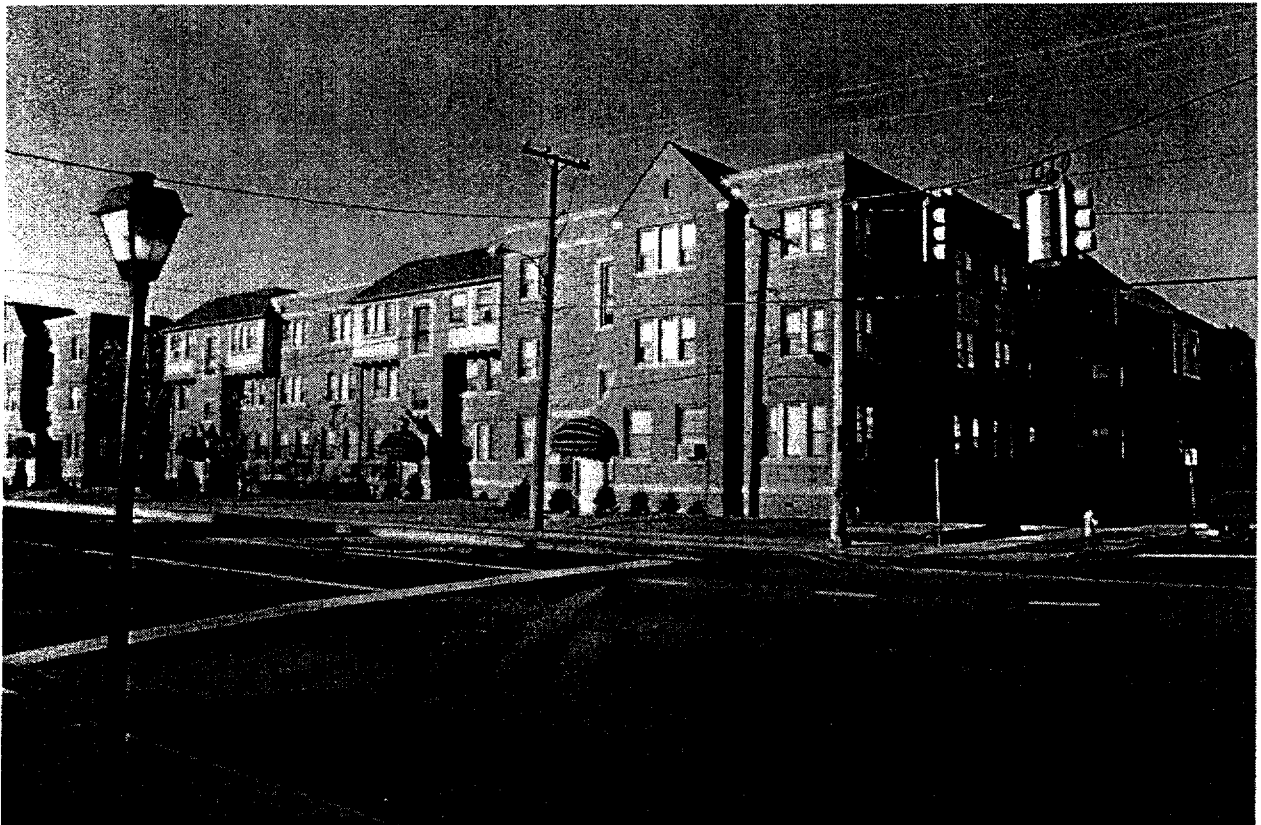
Big Al's Office

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:	

Riverview Village

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:	

Riverview Village

Property Data Sheet



Big Al'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:	

Corridor Sector Location Map

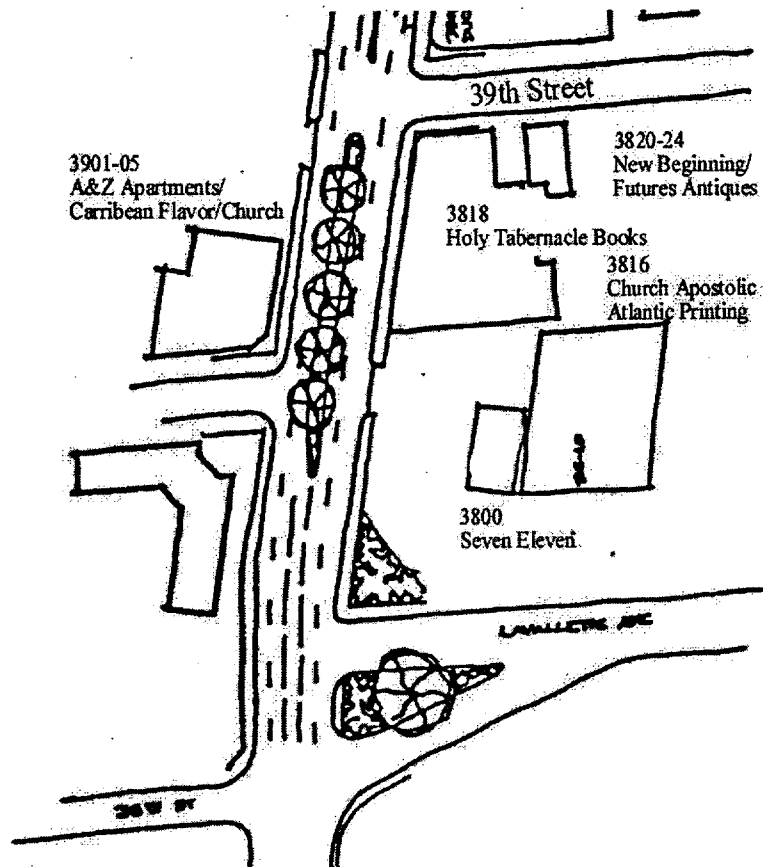


Year 2000 Strategic Assessment

a framework for action in the new millenium

Riverview Village

Property Location Map



Granby Street

SECTOR 5 Location Map

<u>Business Reference</u>	<u>Address</u>	<u>Data Sheet Page</u>
Seven Eleven	3800 Granby Street	S5.1
Church Apostolic Printing	3816 Granby Street	S5.2
Holy Tabernacle Books	3818 Granby Street	S5.3
New Beginning/Future Ant.	3820-24 Granby Street	S5.4
A&Z Apts./New Caribbean Restaurant/Church	3901-05 Granby Street	S5.5
Apartments	3807 Granby Street	S5.6

Riverview Village

Property Data Sheet



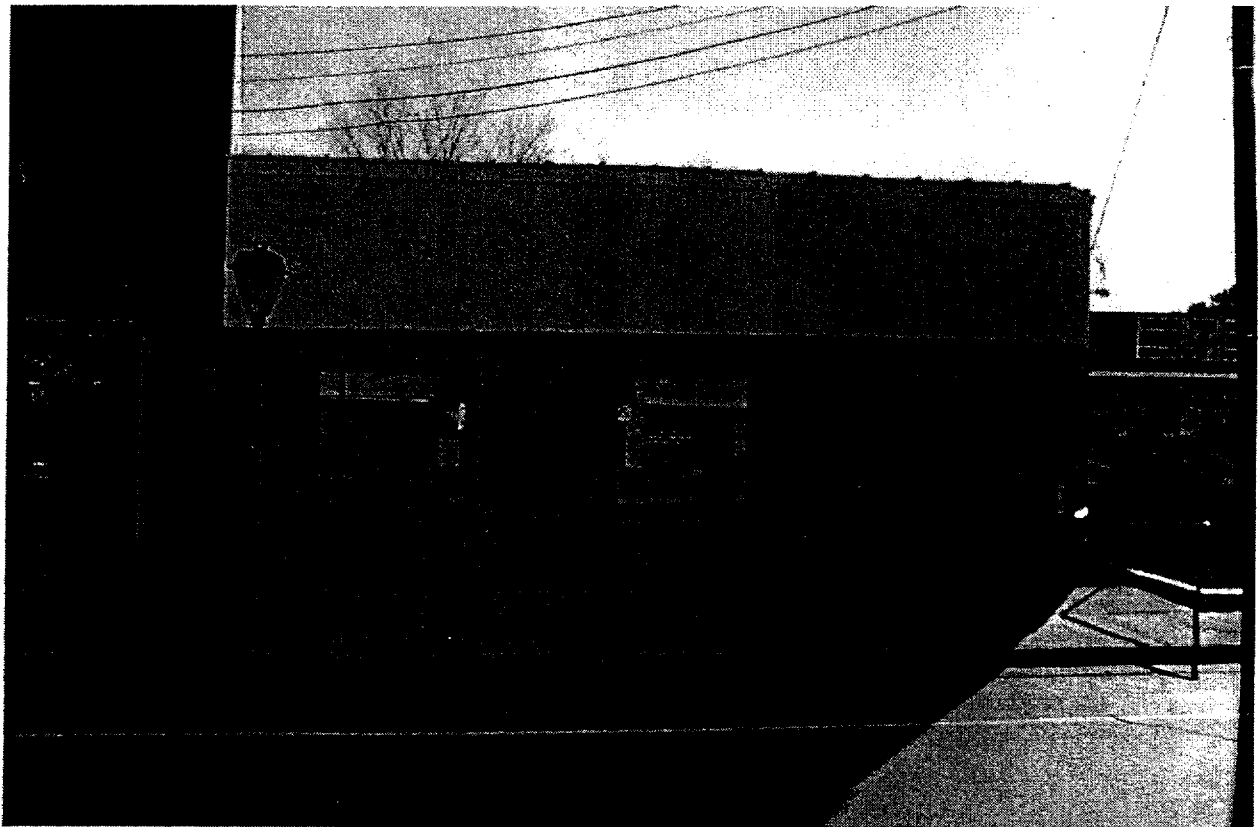
7-11 Convenience Store

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:	

Riverview Village

Property Data Sheet



Church Apostolic Atlantic Printing

3816 Granby Street

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:

Riverview Village

Property Data Sheet



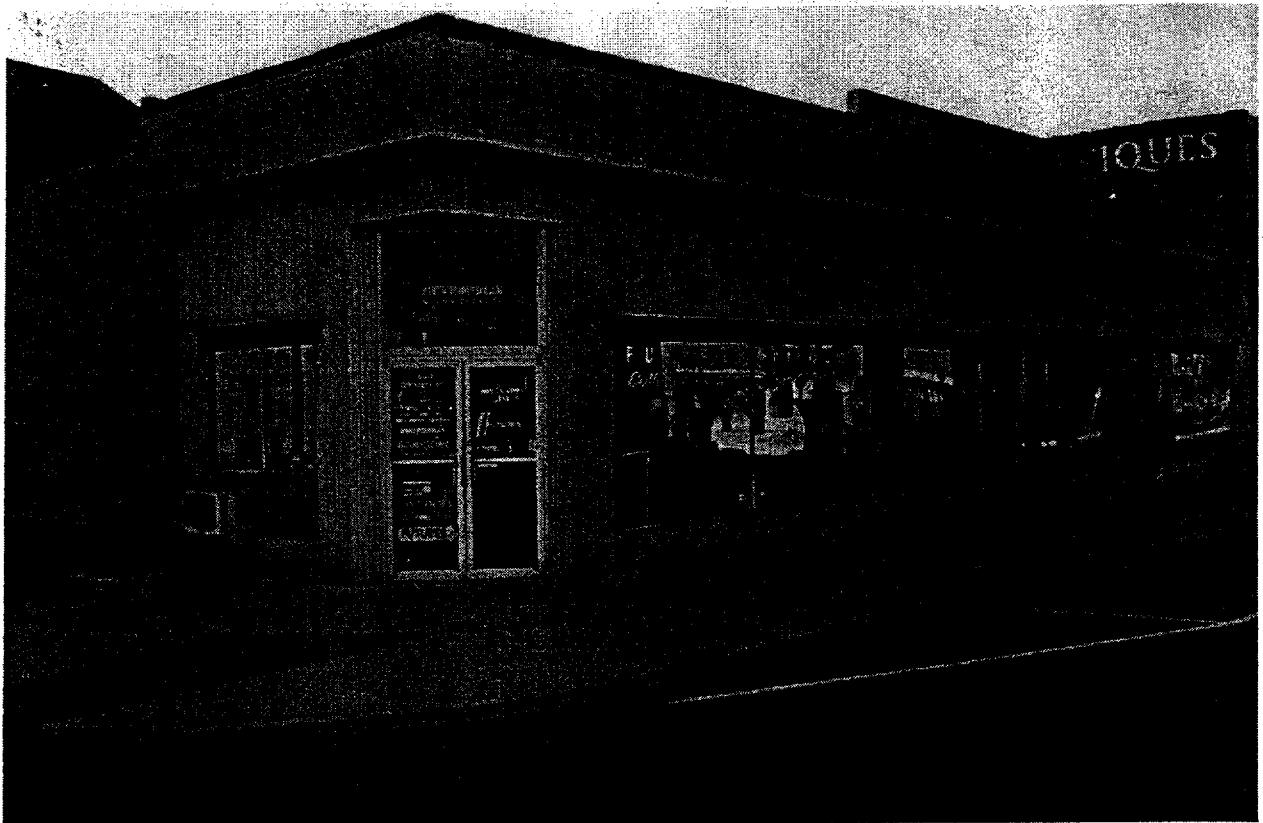
Holy Tabernacle Book Shop

3818 Granby Street

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.

Riverview Village

Property Data Sheet



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:

Riverview Village

Property Data Sheet



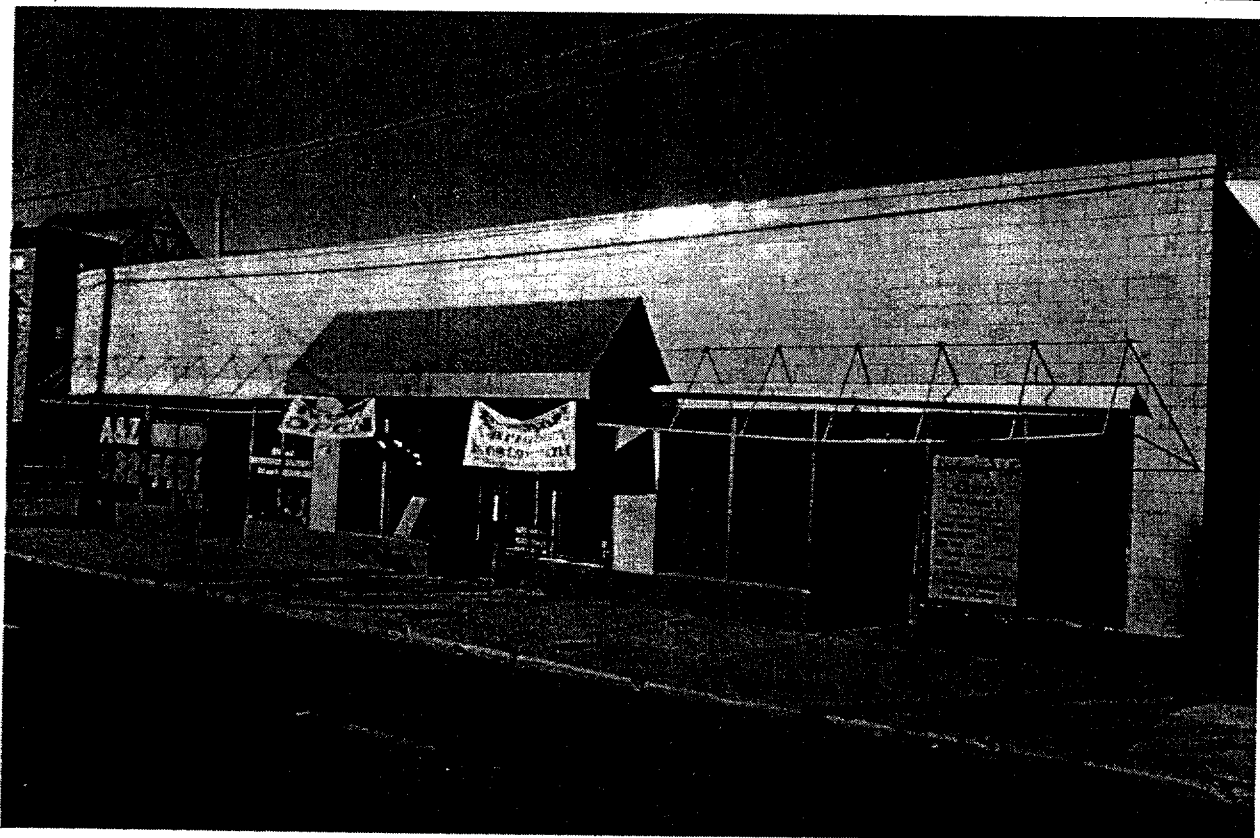
Apartments

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:	

Riverview Village

Property Data Sheet



A & Z Apts/Caribbean 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 Caribbean restaurant has a canopy at the entrance. The building base is brick on all sides.

General Observations: