



Status Report

**Reported by: Carlos A. Howard
September 18, 2007**

Project Status Report

Project Name: 35th Street Business Corridor
Committee: 35th Street Merchant's Association
Focus Area: W. 35th Street Norfolk (Newport Complex)
Process: Park Place Community Revitalization and Awareness

Project Status Report

Version	Date	Author	Change Description
1.0	01/16/07	Carlos A. Howard	Document created
2.0	09/18/07	Carlos A. Howard	Document updated with Strategy and current web address to access report

Prepared by

Company	Website
Software and Business Management Solutions (SBMS)	www.sbms-va.com

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1 35TH STREET BUSINESS CORRIDOR STATUS REPORT PURPOSE

Establish a vision, by changing the face of 35th Street, as not to remove those businesses that have been there in the lean time, but offer growth by creating a cultural shopping experience.

The purpose of this project is a revitalization effort and is part of a larger urban development project to attract businesses, bringing with them gainful employment and money back into the city center. Currently, there are advantageous plans¹ for our community; however, the plans listed on the 2007 budget do not target the influx of new and cultural business, or restructure of the existing businesses. The community wishes to preserve the [35th Street Business Corridor Vision](#) initiated in 1991; becoming an important partner in the revitalization of the Park Place area of the city.

2 35TH STREET BUSINESS CORRIDOR STATUS REPORT DETAILS

35th Street Business Corridor project will break through the barriers that impede retail expansion and market growth for those merchants who currently operate business in the area. With the success of this project, it will launch several programs - to help the culture, residents, work with the community, and local banks and contractors to get special financing and prices on all the necessary re-hab construction for the current business owners. 35th Street Merchant's Association will work with current business owners to find special financing for their needs as the plan will determine the look of the 35th Street Corridor.

- With the acquisition, and development of the Newport Complex it will become the anchor and will offer educational programs, credit repair initiatives, state-of-the-art technology, and business consultation services.
 - Assess Newport Complex As Hub
 - Address Zoning Issues
 - Newport Complex has square footage that will support the vision
- Merchants and property owners would put up the money for the facelifts and be reimbursed for half the cost - up to \$15,000 - by the city².
- Solicitation of specific business (i.e. dentist, major retailer)

¹ [CITY MANAGER'S BUDGET 2007](http://www.norfolk.va.us/Budget/Budget_2007/3-City_Manager's_Budget_Message.pdf) (http://www.norfolk.va.us/Budget/Budget_2007/3-City_Manager's_Budget_Message.pdf)

² [AFRICATOWN UNVEILED \\$35 MILLION PLAN WILL SPRUCE UP 35TH STREET](http://scholar.lib.vt.edu/VA-news/VA-Pilot/issues/1997/vp971016/10160555.htm) (http://scholar.lib.vt.edu/VA-news/VA-Pilot/issues/1997/vp971016/10160555.htm)

3 REVITALIZATION STRATEGY

- Redevelopment Strategy should encompass the length of West 35th Street from Granby to Hampton Blvd.
- Impediments from the NRHA conservation District designation should be moved, such as Title 36
- Place “Cultural UrbanTown” archway at 35th & Granby and 35th & Hampton Blvd.
- Acquire parking area adjacent to Newport Theatre complex.
- In order to have a proper Zoo tie in, commercial revitalization should be focused on the entire 35th Street area not “generally between Gosnold and colonial Avenues.”
- Again the “gateway landscaping and signage treatment” should focus on 35th & Granby and 35th & Hampton, not 34th & Newport and 35th & Colonial.
- Acquire vacant and available houses on 35th Street for Café and Small-shop development.

4 FINANCIAL PLAN

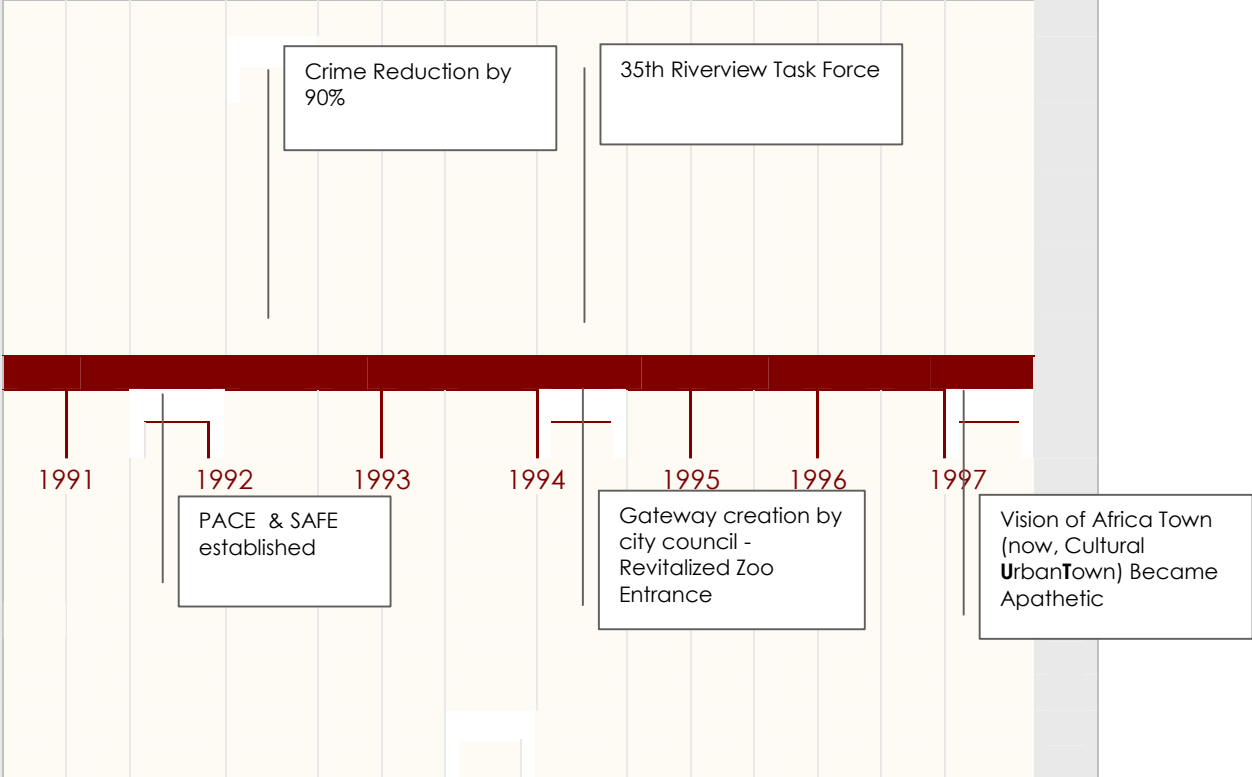
- 35th Street Merchant’s Association wants to finance growth mainly through cash flow.

4.1 Important Assumptions

- The financial plan depends on important assumptions, most of which can be shown in our full presentation, that will be given by 35th Street Merchant’s Association, as well as annual assumptions. The monthly assumptions after the acquisition of the Newport Complex are included in our full presentation. We realize that the success of this project will need particular consideration with relationship to interest rates, tax rates, and current business owner’s burden. Some of the more important underlying assumptions are:
 - We assume a strong economy, without major recession.
 - We assume that there are no unforeseen changes in the economy that would change our estimations.

Please contact 35th Street Merchant’s Association to schedule full presentation of the **New Vision**. Contact us by telephone or visit this website for this report <http://35thStreetProject.SBMS-VA.COM>.

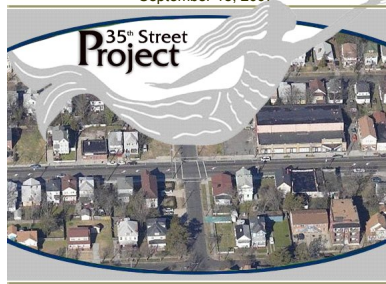
Timeline of past accomplishment



West 35th Street Revitalization

35th Street Merchant's Association Outline

September 18, 2007



35th Street Merchant's Association

Carlos A. Howard, **President**
Raheema Shabazz, **Vice President**
Haddras Abdul-Salaam, **Secretary**
Trina Peters, **Treasurer**

Overview

- The West 35th Street Commercial Corridor represents one of the largest collections of African-American owned businesses in Hampton Roads. The Commercial area resides within Park Place, which has a racial composition of 97% Non-white (source Dept. of City Planning)
- In keeping with the nationwide theme of community empowerment, the 35th Street Merchants Revitalization Plan calls for a multicultural, African-American centered shopping cultural district developed in cooperation with Norfolk Zoo.

Goals and Objectives

Short-Term Goals

- Create viable multicultural Park Place commercial district
- Improve streetscape and décor
- Provide capital for small business strengthening and growth

Long-Term Goals

- Develop West 35th as major commercial thoroughfare to Norfolk Zoo
- Attract additional multicultural businesses



Goals and Objectives con't

Long-Term Goals

- Interface with Old Dominion University (ODU), Norfolk State University (NSU), Tidewater Community College (TCC) and other community groups in increasing home ownership
 - Create community-based employment
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Multicultural Commercial District

- Modeled after Trivoli Theater, Chinatown[s], Little Italy[s], and other cultural districts as found in such cities as Washington, D.C., Baltimore, and San Francisco – which bears almost identical demographics as Park Place
 - Includes seasonal cafés, ethnic restaurants, small cinema/theater, art galleries, cultural clothing, etc.
 - Theme is in cooperation with adjacent commercial districts Central Granby, Colley Ave., and Ghent
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Commercial Improvements

- Acquire/purchase theater on Newport Avenue for community showcases, lectures, presentation, etc.
 - Create additional parking areas along 35th Street corridor specifically Newport and 35th South
 - Develop business cooperative agreements with churches located on 35th Street
 - Place overhead electrical wiring underground
 - Provide gas lamp lighting along 35th Street
 - Return traffic from 38th Street back to 35th Street
 - Shuttle bus (circular route) from Ghent and city-wide to the 35th Corridor
 - shuttle will run until 11:00pm
 - Circle from 35th, 21st, Colley, Granby Streets and downtown
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Technology Plan

- **Newport Plaza will deploy Internet Technology, the building will be a Wi-Fi “Hotspot”**
 - **What is Wi-Fi**
 - “Wi-Fi” is short for wireless fidelity, technology for broadcasting a high-speed Internet connection to a given area. The Internet connection is plugged into a transmitter, called an access point, the Newport Plaza will become the access point and will broadcast to an area about 300 feet in diameter, called a “hotspot.” Properly equipped laptop computers or other portable devices can then pick up the signal and log onto the Internet without the need to be plugged into a hard line connection.
 - **35th Street will deploy a Local Area Network for homes in the community preferring to purchase**
 - In order to widen our “Hotspot” network and offer inter-operability within the 35th Street Housing Community, and outside networks, we will integrate aspects of the 802.11f Standards into our external vendor plans. By watching the 802.11f standards, we can offer roaming and extended off-network services to the community, thereby creating a local customer base, and generate additional revenue.
Network security will be a high priority for the technology plan. The 802.11i Standards will be used as a guideline for 35th Street Revitalization Plan’s security strategies; we will utilize many methods for evaluation and monitoring network usage to ensure security of the network.
 - We have contacted service providers and solicited their partnership with Wi-Fi in their respected geographical service areas. Before a partnership is established, we will carefully review the service provider’s business record and establish communication with a few of their businesses references. Only then do we begin contract negotiations.
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Streetscape/Décor Improvement

- **Develop tree-lined medians on West 35th Street and West 21st Street**
 - **Place Cultural-style motifs exteriors in keeping with Norfolk Zoo, such as African exhibits**
 - **Place archway at intersection of 35th Street and Granby welcoming visitors to Cultural UrbanTown (name subject to change and approved)**
 - **Develop historical markers such as corner of Norfolk Legends**
 - This corner will provide the citizens of the community to nominate those who’ve contributed positively to the community. Once the nominee has been approved, a mermaid (Norfolk’s logo) posting their contribution will be erected, thereby creating a corner for Norfolk Legends - this corner will provide additional revenue.
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Capital Access

- **Modify City of Norfolk Enterprise Zone regulations to be more favorable toward small business**
 - **Develop cooperative lending programs with area banking institutions**
 - **Support CDFI (Community Development Financial Institution) as proposed**
 - **Create NHRA Business Grant Program for 35th Street merchants**
 - **Maximize access to ODU, NSU, and TCC business development assistance centers**
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Thank you.

