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**Title of Document:** Amendment No. 4 to the Conservation Plan for the Park Place Conservation Project

**Prepared By:** Norfolk Redevelopment and Housing Authority

**Prepared For:** NRHA and City of Norfolk

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**Civic League(s)/Organization(s) Affected:** Park Place

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**Amendment No. 4  
To The Conservation Plan  
For The Park Place  
Neighborhood Conservation Project**

**OCTOBER 1994**



**NRHA**



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**AMENDMENT NO. 4 TO THE CONSERVATION PLAN  
FOR THE PARK PLACE  
NEIGHBORHOOD CONSERVATION PROJECT**

The Conservation Plan for the Park Place Neighborhood Conservation Project (the Original Plan) is hereby amended 1) to establish a conservation target area within the project and 2) to change the proposed treatment of a portion of the project known as the Park Place Triangle from conservation to redevelopment.

The purpose of establishing the conservation target area is to provide a concerted, master planned, comprehensive effort to eliminate blight and improve neighborhood conditions, in a relatively small, defined area, primarily by increasing single family homeownership. The purpose of changing the Park Place Triangle from conservation to redevelopment is to eliminate blight which has progressed too far to be corrected by conservation treatment and to make cleared land available for redevelopment by public or private enterprise.

In order to accomplish these changes and to update the description of existing conditions the conservation plan is hereby amended and restated in the following format:

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B. The Park Place Conservation Project

1. General Location

Located about two miles north of downtown Norfolk, the Park Place Conservation Program area encompasses the subdivisions of Kensington, Virginia Place, Old Dominion Place, Villa Heights, and Park Place. The area is generally bounded by 38th Street to the north, Lafayette Park, St. Mary's Cemetery, and the Lafayette River to the east, the northern property line of 25th Street to the south, and Hampton Boulevard to the west.

2. Boundary Description:

Beginning at the point of intersection of the northern line of West 38th Street and the eastern line of Shumadine Road, thence eastwardly along the northern line of West 38th Street to its intersection with the eastern line of Granby Street; thence southwardly along the eastern line of Granby Street, which becomes the eastern line of Church Street at the Broadway Street intersection, to its intersection with the northern line of East 30th Street; thence eastwardly along the southern line of St. Mary's Cemetery and its extension to the center line of the drainage swale to the Lafayette River; thence along a curve to the right, following the center line of the aforementioned drainage swale, until it intersects with the extended western line of Villa Circle; thence along the outer line of Villa Circle (crossing Leo Street, Rialto Place, 28th Street, 26th Street, Druid Circle, Waverly Way and Ruffin Street) to its intersection with the eastern line of Leo Street, thence northwardly along the eastern line of Leo Street to its intersection with the northern line of East 26th Street; thence westwardly along the northern line of 26th Street

to the western line of Monticello Avenue; thence southwardly along the eastern line of Monticello Avenue approximately 110 ft. to a point; thence westwardly along the rear property line of properties fronting on the southern side of West 26th Street to its intersection with the western line of Colley Avenue; thence northwardly along the western line of Colley Avenue to its intersection with the southern line of West 26th Street; thence westwardly along the southern line of West 26th Street to the western line of Killam Avenue; thence northwardly along the western line of Killam Avenue to the southern line of West 27th Street; thence westwardly along the southern line of West 27th Street to its intersection with the eastern line of Hampton Boulevard; thence northwardly along the eastern line of Hampton Boulevard to its intersection with the eastern property line of the N & W R.R. right-of-way; thence northwardly along the eastern property line of N & W R.R. right-of-way to its intersection with the southern line of West 35th Street; thence northwardly across West 35th Street to the northeast corner of West 35th Street and Shumadine Road; thence northwardly along the eastern line of Shumadine Road to the Point of beginning.

### 3. History

Residential development in the Park Place area began shortly after 1900 as part of a general expansion of urban growth in Norfolk along newly placed trolley car routes. By 1930, much of the physical development of the area was complete, featuring single family homes. The overwhelming majority of the buildings presently located in the area were constructed before 1940. However, conversion of single family homes to apartments began during World War II

and continued through the 1960's, although the rate of conversions slowed greatly from the volume of activity recorded prior to 1950.

During the two decades prior to 1970, the physical conditions of the area had deteriorated and a neighborhood analysis prepared by the Norfolk City Planning Commission in 1967 ranked Planning District 52, which is nearly identical with the boundaries of the Park Place Conservation Project, very high in prevalence of substandard physical and social problems. For instance, it was third highest in the City for the occurrence of substandard housing, fourth in residential fires, second in unemployment, fifth in infant mortality, second as to juvenile delinquency, third for adult offenses, eighth in prevalence of tuberculosis, and sixth in the numbers of welfare applications. Today, and despite these serious problems, the Park Place community is ready for a resurgence. It occupies a strategic location at the hub of a chain of neighborhoods forming vital links in the City's development strategy. Park Place has an abundance of affordable housing, both for renters and owners, and also contains concentrations of older commercial facilities found primarily along Colley Avenue, 35th Street, and the Granby/Monticello/Church Street corridor. The community's strategic location, its architectural character, and the dedication of its residents are some of the area's strongest assets.

The stability of the neighborhood, however, continues to be shaken by extreme turnover in population and by social and economic changes that have accelerated physical deterioration, intensified social problems, and hindered efforts to halt decline. Today's resident population, an estimated 8,828 residents in 1990, has low levels of income and education and suffers from a

high rate of unemployment. The neighborhood consists, on the whole, of many large households with a disproportionate number of female-headed families, 52 percent of all families, and 35.1 percent of all households.

#### 4. Existing Land Uses

The vast majority of structures in the Park Place Conservation Program area are residential in nature. In 1990, there were 3,691 housing units in Park Place, 18.1 percent of which are vacant, compared to the citywide average vacancy rate of 9.4 percent. In addition to residential development, there are concentrations of older commercial facilities oriented to retail trade and personal services found primarily along Colley Avenue, 35th Street, and the Granby/Monticello/Church Street corridor. There are also scattered businesses and a number of vacant commercial structures located in the Broadway/32nd Street area. Generally characterized in recent years by a high rate of business turnovers and failures, these existing commercial areas do not satisfy the needs of the resident population.

#### 5. Existing Conditions

The project area contains many structures which have deteriorated to a point where rehabilitation is no longer feasible, and a larger number which are in need of major rehabilitation which is feasible with favorable loans. The overall Project Area has been the subject of code enforcement and rehabilitation efforts for nearly twenty years, and some progress has been made. However, the decline continues and more aggressive action is needed. Such action is contemplated through this Plan Amendment by selecting a target area for more concentrated rehabilitation and another area for clearance and redevelopment. By these means it is believed that the decline can be reversed and the deleterious effects of the blight and deterioration corrected.

Several socioeconomic characteristics provide evidence of the decline which the Park Place area has experienced. These characteristics are set out below to indicate the decline in stability of the area.

Decline in population. The 1990 population of 8,828 is down from a peak of 13,473 in 1970.

Declining median family income. Once adjusted for inflation, median family income had declined from approximately \$20,000 in 1969 to \$17,000 in 1989. Park Place residents earn approximately 65 percent of the city median.

Lack of "traditional family". Married couples with children represent only 9.3 percent of the households in Park Place compared with 20.4 percent of the households citywide.

Female headed households. Female headed households with children represent 21.8 percent of the households in Park Place compared with 9.2 percent of the households citywide.

Increasing vacancy rate. The 1990 vacancy rate of 18.1 percent is up from a low of 7 percent in 1970. The lower 1970 vacancy rate coincides with the peak of the population in the neighborhood.

Majority of property is rental. In 1990, 71.7 percent of the housing units were rental compared while only 28.3 percent were owner occupied.

Stable rent levels and home values. Median contract rent is approximately 86.6 percent of the citywide average, up slightly from a 1980 average of 85 percent. The median value of homes in Park Place was approximately \$50,000 in 1990, 66 percent of the citywide average, compared to 64 percent in 1980.

Low level of education. Fifty three (53) percent of residents ages 25 and up do not have a high school diploma, compared to 27.3 percent citywide.

Significant number of children. There are 921 children under the age of 5 and 2,185 school age children in Park Place. Thirty five percent of the Park Place population is under the age of 20 compared with the citywide average of 28 percent.

High percentage of public assistance. Approximately 23 percent of Park Place households receive some form of public financial assistance compared with 9.3 percent citywide.

High level of poverty. Thirty five (35) percent of Park Place families have incomes below the poverty level compared with 15.1 percent citywide.

High unemployment. Approximately 16 percent of the Park Place adult population is unemployed, compared to a citywide average of 8.8 percent.

C. The Conservation Target Area:

1. Boundary Description:

The boundary description for the Conservation Target Area is as follows:

Beginning at the point of intersection of the northern line of West 35th Street and the western line of Gosnold Avenue, thence eastwardly along the northern line of West 35th Street to its intersection with the eastern line of Colonial Avenue; thence southwardly along the eastern line of Colonial Avenue to its intersection with the northern line of West 34th Street; thence eastwardly along the northern line of West 34th Street to its intersection with the eastern line of Granby Street; thence southwardly along the eastern line of Granby Street to its intersection with the southern line of West 31st Street; thence westwardly along the southern line of West 31st Street to its intersection with the eastern line of Colonial Avenue; thence southwardly along the eastern line of Colonial Avenue to its intersection with the southern line of West 29th Street; thence westwardly along the southern line of West 29th Street to its point of intersection with the western line of Gosnold Avenue; thence northwardly along the western line of Gosnold Avenue to the point of beginning.

2. Existing Conditions:

Statistics at the block level are not as extensive as those which are available on the planning district or census tract level. However, the information and data which are available for the neighborhood leads to the conclusion that Conservation Program resources need to be

concentrated in the area of most pervasive problems if the overall objectives of the plan are to be met. This is being done by selecting the Conservation Target Area. Below is a summary of findings.

a. Building Conditions

In July 1994, Authority staff conducted an exterior survey to determine building conditions within the Target Area. The exterior of every structure was visually inspected and classified based on staff observations. The following categories were used:

Good- structure is well-maintained, minimal exterior deterioration

Fair- structure in need of repairs beyond normal maintenance

Poor- structure has experienced extensive exterior deterioration and the economic feasibility for rehabilitation is unlikely

A total of 207 structures were surveyed in the Target Area of which 40 percent (82) were single-family, 21 percent (44) were duplexes, 20 percent (41) were multi-family, and 19 percent (40) were commercial, industrial, or institutional structures. Only eleven (11) percent, or 22 structures, were identified as being in apparent good condition.

A total of 39 percent, or 81 structures, were classified as being in fair condition, needing substantial repairs beyond normal maintenance. Deficiencies vary from structure to structure. Typical problems include: deteriorated roofing materials, flashing which has rusted through, trim and cornice boards which have rotted out, siding which is in need of repair or replacement, gutters and downspouts which have rusted through or come loose from the structure, painted surfaces with loose, cracked, or peeling paint, sagging or rotting porches and steps, leaning

structures, and deteriorating building foundations.

Fifty (50) percent, or 104 structures, are in such poor condition that rehabilitation appears infeasible and demolition is appropriate. Many of these deteriorated structures are vacant, contributing to residents' concerns for health and safety.

More comprehensive interior inspections by Authority staff may result in downgrading housing condition categories. Properties initially identified as being in good condition may have significant interior deficiencies while other properties identified as being in fair condition may be poor prospects for rehabilitation after interior inspections are conducted.

b. Environmental Conditions

There are significant problems in the condition of the environment in the Target Area which contribute to the deterioration of the neighborhood. Many segments of the public infrastructure in the area are in need of repair or replacement. Two conflicting street patterns converge in the Target Area resulting in a confused street pattern that is in need of improvement. Additional street trees are needed to complete the tree planting plan for the neighborhood and to better define the edge of the street and the beginning of private yards. Additional street lights are also needed.

There are approximately 54 vacant lots in the area. There is a need to clear these and other areas of significant amounts of trash, weeds, scrap building materials, abandoned cars and trucks, tires,

broken glass, and dead trees which are a blighting influence on the neighborhood.

c. Summary:

While the Park Place neighborhood continues to experience a decline in housing and environmental conditions in general, these problems are most pervasive in the Park Place Conservation Target Area. In this area, a combination of factors, including the age of the housing stock, the high percentage of rental units, the lack of clear boundaries between residential and non-residential uses, and the decrease in household incomes have resulted in the deterioration of a majority of the structures. Without a concerted, targeted approach to revitalization, the neighborhood will continue to deteriorate. There is a compelling need for a comprehensive effort to improve the area, to upgrade conditions, and to reverse the decline which is being experienced.

D. The Redevelopment Area:

1. Boundary Description:

Beginning at the point of intersection of the western line of Granby Street and the eastern line of church Street; thence southwardly along the eastern line of church Street to its intersection with the northern line of West 26th Street; thence westwardly along the northern line of West 26th Street to its intersection with the western line of Monticello Avenue; thence southwardly along the western line of Monticello Avenue to its intersection with the rear property line of properties fronting on the southern side of West 26th Street; thence westwardly along the rear property line of properties fronting on the southern side of West 26th Street to its intersection with the western line of Granby Street; thence northwardly along

the western line of Granby Street to the point of beginning.

2. Existing Conditions

Statistics at the block level are not as extensive as that which is available on the planning district or census tract level. However, the information and data which are available for the redevelopment area leads to the conclusion that the area is blighted and detrimental to the general welfare. Most of the structures need to be cleared if blight is to be eradicated and the overall objectives of the plan are to be met.

a. Building Conditions

A total of 71 structures were surveyed in the Park Place Triangle Area of which 32 percent (23) were single-family, 4 percent (3) were duplexes, 24 percent (17) were multi-family, and 40 percent (28) were commercial, industrial, or institutional structures. Only four (4) percent, or 3 structures, were identified as being in apparent good condition.

A total of 16 percent, or 11 structures, were classified as being in fair condition, needing substantial repairs beyond normal maintenance. Deficiencies vary from structure to structure. Typical problems include: deteriorated roofing materials, flashing which has rusted through, trim and cornice boards which have rotted out, siding which is in need of repair or replacement, gutters and downspouts which have rusted through or come loose from the structure, painted surfaces with loose, cracked, or peeling paint, sagging or rotting porches and steps, leaning structures, and deteriorating building foundations.

Eighty (80) percent or 57 structures are in such poor condition that rehabilitation appears infeasible and demolition is appropriate. Many of these deteriorated structures are vacant, contributing to residents' concerns for health and safety.

As in the Target Area, more comprehensive interior inspections by Authority staff may result in downgrading housing condition categories. Properties initially identified as being in good condition may have significant interior deficiencies while other properties identified as being in fair condition may be poor prospects for rehabilitation after interior inspections are conducted.

b. Environmental Conditions

The Redevelopment Area contains conflicting land uses and lacks a clear boundary between residential uses. Many of the commercial, office, and light-industrial buildings are multi-story masonry structures that lack adequate parking facilities, landscaping, set backs, or other facilities generally associated with modern commercial, office, and light-industrial areas. This produces congestion, poor appearances and a generally deleterious aspect.

Much of the housing stock in the area is poorly maintained and has become substandard. Lack of pride in the area is evidenced by accumulation of trash, debris, wrecked cars, and other attributes contributing to deterioration. With high levels of automobile and truck traffic, and the majority of uses in the area being non-residential, development of a viable residential community is infeasible.

E. PLAN OBJECTIVES

1. for the area proposed as residential in the land use plan, the revitalization of a residential community experiencing decline and decay;
2. the rehabilitation of individual residential properties so as to bring these properties up to the Rehabilitation Standards identified in the Conservation Plan;
3. the acquisition of deteriorated property which is not feasible for rehabilitation;
4. the development of new owner-occupied, attractive single family housing that is consistent with the goals of the neighborhood;
5. the development of a strategy that will encourage and promote maintenance of residential units at the level outlined in the Park Place Rehabilitation Standards;
6. the construction of needed public improvements, including additional open space, to enhance the liveability of the area, to create a more attractive environment, and to upgrade the public infrastructure to serve the needs of the community;
7. develop a mid-rise apartment complex for the elderly adjacent to the current Park Place Multi-purpose center;

8. expand the Monroe School site to 34th Street to the North and Colonial Avenue to the east, while maintaining church parking facilities and establishing a site for an early childhood development center;
9. develop a "gateway" entrance into the neighborhood across from the current Norfolk Zoological Park entrance which will improve the overall appearance and quality of life in the neighborhood, enhance the image of the community, and provide open space and recreational facilities;
10. in the Park Place Triangle Redevelopment Area, redevelopment of cleared land and creation of an attractive, healthy, viable commercial district which will provide a clear boundary between residential and non-residential uses, and provide increased job opportunities for neighborhood residents;
11. the active participation of residents in the improvement and future development of their neighborhood through involvement with the development, approval, and implementation of the conservation program;

F. Project Actions:

1. Rehabilitation: All properties not designated for acquisition will be rehabilitated to Project Standards where such rehabilitation is economically feasible.

2. Property Acquisition and Disposition:

a. Land designated for acquisition:

The Boundary and Land Acquisition Plan, Exhibit 1, identifies 215 properties to be acquired. The properties designated for acquisition are identified on the Land Acquisition List, Plan Exhibit 1A and are either blighted, designated for public uses or are being used in such a manner or are in such condition that their use or condition is inconsistent with the objectives and purposes of this Plan or of the Zoning Ordinances of the City of Norfolk.

b. Properties which are not rehabilitated to Project Standards:

In addition to these properties specifically designated for acquisition, deteriorating or blighted properties will be inspected to determine whether or not they comply with the provisions of the Conservation Plan Rehabilitation Standards. The owners of improved property which does not comply with the rehabilitation standards will be notified in writing of observed deficiencies and of the need to bring their property into compliance. In the event that the property has not been made to comply with the rehabilitation standards within one year after a written request for such compliance has been sent to the last known address of the owner, then the Authority may proceed to acquire the property by deed or condemnation. The Authority will resort to condemnation of improved properties only for failure to correct significant discrepancies, by which is meant a discrepancy which affects the safety or health of the occupant or which would have a substantial negative impact upon an economic evaluation of the property.

c. Vacant Lots: Certain vacant lots may be acquired which have been permitted to deteriorate in appearance to such an extent that their condition is inconsistent with the purposes and objectives of this Conservation Plan and whose owners either cannot be located, or upon request have failed or are unable to remedy such conditions for a period of not less than six months. These lots will be acquired by deed or, if marketable title cannot be conveyed or if agreement as to price cannot be reached, then by condemnation.

d. Disposition of Acquired Land: Upon acquisition of project property, whether by deed or condemnation, the Authority, at its discretion, will (1) sell or lease the property under a contract obligating the buyer to renovate any improvements thereon so as to bring them into conformity with the rehabilitation standards and the objectives of the Neighborhood Conservation Plan; or (2) demolish any structure or structures upon the property and then dispose of the land for redevelopment by private or public enterprise under terms and for uses which further the purposes of the Conservation Plan; or (3) renovate the improvements on the property to bring them into compliance with the rehabilitation standards; or (4) dispose of unimproved land for redevelopment by private or public enterprise under terms and for uses which further the purposes of the Conservation Plan. In those instances where the property is acquired and subsequently resold to a private developer, the disposition documents will contain appropriate restrictions to insure that rehabilitation is completed and that the property will be used in a manner consistent with the objectives of the plan. Such restrictions shall be imposed as covenants running with the land for a period of not less than 40 years after the date of the deed of conveyance.

3. Financial and Technical Assistance

a. Financial Assistance: NRHA provides comprehensive financial and technical assistance to property owners to assist them in complying with the Rehabilitation Standards for the Project Area. Property owners within the Project Area may request financial and/or technical assistance from the Authority to rehabilitate their property to the specifications in the Project Rehabilitation Standards. Financial Assistance in the form of below market interest rate loans and/or grants are provided to eligible homeowners through the Residential Rehabilitation Loan and Grant Program. The loans are for a term of 15 to 30 years and are evidenced by a note and secured by a deed of trust. Determination of eligibility for the type of loan and/or grant is made on an individual basis by the NRHA staff after meeting with the property owner and discussing the specifics of the program.

b. Technical Assistance: Comprehensive technical assistance is also offered by NRHA to property owners within the Project Area. At the property owner's request, an Authority staff member with extensive training and experience in all phases of property rehabilitation will be assigned to assist in planning the work to be done with the owner and the owner's selected contractor. Authority staff will, for its own benefit, make periodic inspections of the progress of the work in order to determine the appropriateness of making payments on its loan. For further information, property owners should contact the Norfolk Redevelopment and Housing Authority's Department of Neighborhood Conservation at 201 Granby Street, Norfolk, Virginia 23510.

c. Exceptions to Strict Compliance: There may be cases where an individual owner-occupant of a unit containing from one to four dwelling units cannot obtain the financial resources to pay for the improvements required to bring the property into full compliance with the project rehabilitation standards but is willing and able to complete all work needed to satisfy those sections of the rehabilitation standards which protect the public health and safety. In such cases, the individual owner-occupant can submit an application for exception to the Project Coordinator for the Park Place Neighborhood Conservation Project. Upon approval of the application the applicant may be issued a modified Certificate of Compliance permitting the accomplishment of work less than that which is needed to comply fully with the rehabilitation standards. Authorization of this lesser level of property improvement will remain in effect for such time as the owner resides in the dwelling, unless it is determined by NRHA that because of changed circumstances the property owner has become financially capable of full compliance. At that time, full compliance with the rehabilitation standards will be required.

5. Public Improvements

a. Nature of Improvements:

There is a need to construct a number of improvements to the public infrastructure in Park Place to remedy existing deficiencies or to develop new improvements to make the neighborhood more liveable and attractive. These public improvement include:

1. extension of 31st Street from Gosnold Avenue eastward to its intersection with Newport Avenue extended;
2. extension of Newport Avenue from Lamberts Point Road southward to its intersection with 31st Street extended;
3. construction of a landscaped center median on Newport Avenue from 35th Street to 31st Street extended;

4. closure and removal of Lamberts Point Road from Gosnold Avenue to Colonial Avenue;
5. development of a park in the area generally bounded by Colonial Avenue to the west, 34th Street to the north, 33rd Street to the south, and a new street approximately 250 feet eastward of Colonial Avenue;
6. closure and removal of 33rd Street between Debree Avenue and a new street approximately 250 feet eastward of Colonial Avenue;
7. development of a park in the area generally bounded by Debree Avenue to the west, 33rd Street to the north, Llewellyn Avenue to the east, and 32nd Street to the south;
8. closure and removal of Broadway from Church Street to 33rd Street;
9. creation of a "gateway" entrance into the neighborhood across from the current Norfolk Zoological Park entrance which will improve the overall appearance and quality of life in the neighborhood, enhance the image of the community, and provide open space and recreational facilities;
10. closure and removal of 32nd Street from Omohundro Avenue to Church Street;
11. closure and removal of 29th Street from Monticello Avenue to Church Street;
12. closure and removal of 28th Street from Monticello Avenue to Church Street;
13. closure and removal of Armistead Avenue from 26th Street to Church Street;

b. Timing of Improvements:

The Authority will make every effort to execute identified public improvements during the life span of the project. To that end, the Authority will endeavor to obtain the necessary funds to

accomplish the identified public improvements. Funding constraints will limit the scope and/or timing of these improvements. The Authority, with the assistance of the Park Place Community, will continue to monitor the Project Area in order to identify and address public improvement deficiencies during the life of the Conservation Project. Public improvements to the existing circulation system will be undertaken in close cooperation with local transportation officials, neighborhood representatives, and representatives from surrounding areas.

6. Design Review

A design review process is necessary to establish and maintain property values, ensure the aesthetic and functional coordination essential to carrying out the objectives of the Plan, and assure continuous maintenance of the Project. Therefore, developers who purchase property from NRHA will be required, as a condition precedent to their acquisition of project land, to agree to the review and approval of the detailed plans, final working drawings and specifications of all proposed improvements by the Authority, the Norfolk Design Review Committee, and finally by the City Planning Commission. Reviews and approvals will be specifically concerned with but not limited to, site planning, architectural layout, materials of construction, landscaping, access, advertising and identification signs. The aforementioned approvals of plans and identification shall not relieve developers of their obligation to comply with all applicable codes, ordinances or regulations issued by appropriate authority.

7. Programmatic Implementation/Coordination

It is recognized that the resolution of the problems facing the Park Place Conservation Project

Area will require an intensive effort on the part of the Authority and its program capabilities as well as a close working relationship with the City's Codes Division, the police department and the school administration. It is intended that the Codes Division, as well as other City departments and agencies will be fully involved in the direction and coordination of the programs implemented in the Park Place Conservation Project Area.

G. Land Use Plan

The Plan permits the following uses:

1. Public Uses: street rights-of-way, parks, cemeteries, playgrounds, pedestrian ways and other similar uses which conform to the general nature of the project area.
  
2. Residential Uses: new construction and existing properties rehabilitated in accordance with the Park Place Conservation Project Rehabilitation Standards, the Building Code of the City of Norfolk, and the Zoning Ordinance of the City of Norfolk.
  
3. Commercial Uses: shops, stores, offices, and other business operations commonly associated with neighborhood commercial retail areas.
  
4. Institutional Uses: churches, public or private schools, private clubs and similar non-profit institutional uses compatible with the surrounding neighborhood.
  
5. Industrial: light-industry primarily and currently located in the southern portions

of the Park Place Triangle Area.

H. Other Provisions Necessary to Meet Federal, State and Local Requirements

1. Real Estate Acquisition: In conducting real estate acquisition and family and business relocation activities, the Authority will comply with applicable provisions of the Uniform Relocation Assistance and Real Property Acquisition Policy Act of the Commonwealth (Sec. 25-235 et. seq. of Code of Virginia, 1960) and the United States P. L. 91-646, 42 USC 4601 et. seq.). In the acquisition of real property in the Park Place Conservation Project the Authority will make a diligent effort to acquire property by negotiating the purchase at the approved acquisition price before instituting eminent domain proceedings. In addition, the Authority will not require an owner to surrender the right to possession of his property until the Authority pays, or causes to be paid, to the owner or to the registry of the court in condemnation cases, the approved acquisition price, or the compensation awarded by Commissioners in eminent domain proceedings. The Authority will not require any person lawfully occupying property to surrender possession without at least 90 days prior written notice from the Authority of the date on which possession will be required. To constitute lawful occupancy, a tenant must not be in breach of the terms of his or her lease or other occupancy agreement.

2. Relocation: The Authority will administer the relocation program for all families and individuals affected by the acquisition of property by the Authority. No occupant will be required to move from the acquired property until such time as decent, safe, and sanitary living accommodations can be offered the occupant at a rent or purchase price which is within his/her

economic means. All occupants will be advised of all benefits to which they may be entitled. The relocation program will be administered without discrimination on the basis of race, creed, color or national origin, all as required by law.

3. Relationship to definite local objectives: The Park Place Conservation Plan provides for land uses consistent with the General Development Plan for Park Place. Plans for neighborhood rehabilitation are in keeping with and are supportive of the recommendations outlined in the General Development Plan for Park Place, Adopted January 28, 1992.

Improvements to the existing circulation system within the project area will be undertaken in close cooperation with local transportation officials and will be consistent with City transportation objectives expressed in adopted transportation plans. Improvements to the public facility infrastructure will be accomplished within existing public rights-of-way or within land to be acquired to achieve project objectives.

I. Changes in Approved Plan: Any amendments to the plan are subject to review and comment by the Park Place Civic League, or its successors, if any, and will be discussed at a scheduled public hearing. However, formal adoption of any amendments will be done only by the Commissioners of the Norfolk Redevelopment and Housing Authority and each amendment must be approved by the Council of the City of Norfolk.

J. Lifespan of Project Activities: It is the intent of the Authority to proceed

diligently to achieve completion of project activities and to attain the objectives outlined in the plan. One objective is to achieve completion of project activities by the end of the year 2004. The Authority will monitor project activities and continue to work with the Park Place Civic League.

K. Environmental Impact: Norfolk Redevelopment and Housing Authority, coordinating with the City of Norfolk, is responsible for the preparation of an Environmental Review Record for the Park Place Conservation Project. A finding of "No Significant Impact" will be required by the U.S. Department of Housing and Urban Development for this project if federal financial assistance, principally Community Development Block Grant funds, are to be made available for conservation related activities. When completed, the Environmental Review Record may be examined and copied during normal working hours at the Fiscal Division, City of Norfolk, Room 807, City Hall, Norfolk, Virginia 23510. All interested parties will have an opportunity to comment on the Environmental Review Record prior to the project implementation. In the event that some activities are to be conducted within the Project Area before final environmental clearance is obtained, a special environmental assessment will be completed to determine the impact, if any, of these activities. In accordance with the applicable regulations, these activities must be shown not to have an adverse environmental effect, not to limit choices among competing alternatives, and not to alter the premises upon which the environmental clearance will be based in any way which affects the validity of the conclusions reached.

L. Non-Discrimination: The Norfolk Redevelopment and Housing Authority enthusiastically pursues a policy of non-discrimination with regard to race, color, creed, national origin, age, sex, disability/handicap or familial status in all aspects of its Redevelopment and Conservation Programs. This policy is in compliance with applicable provisions of all civil rights, fair housing, and equal opportunity laws and regulations.

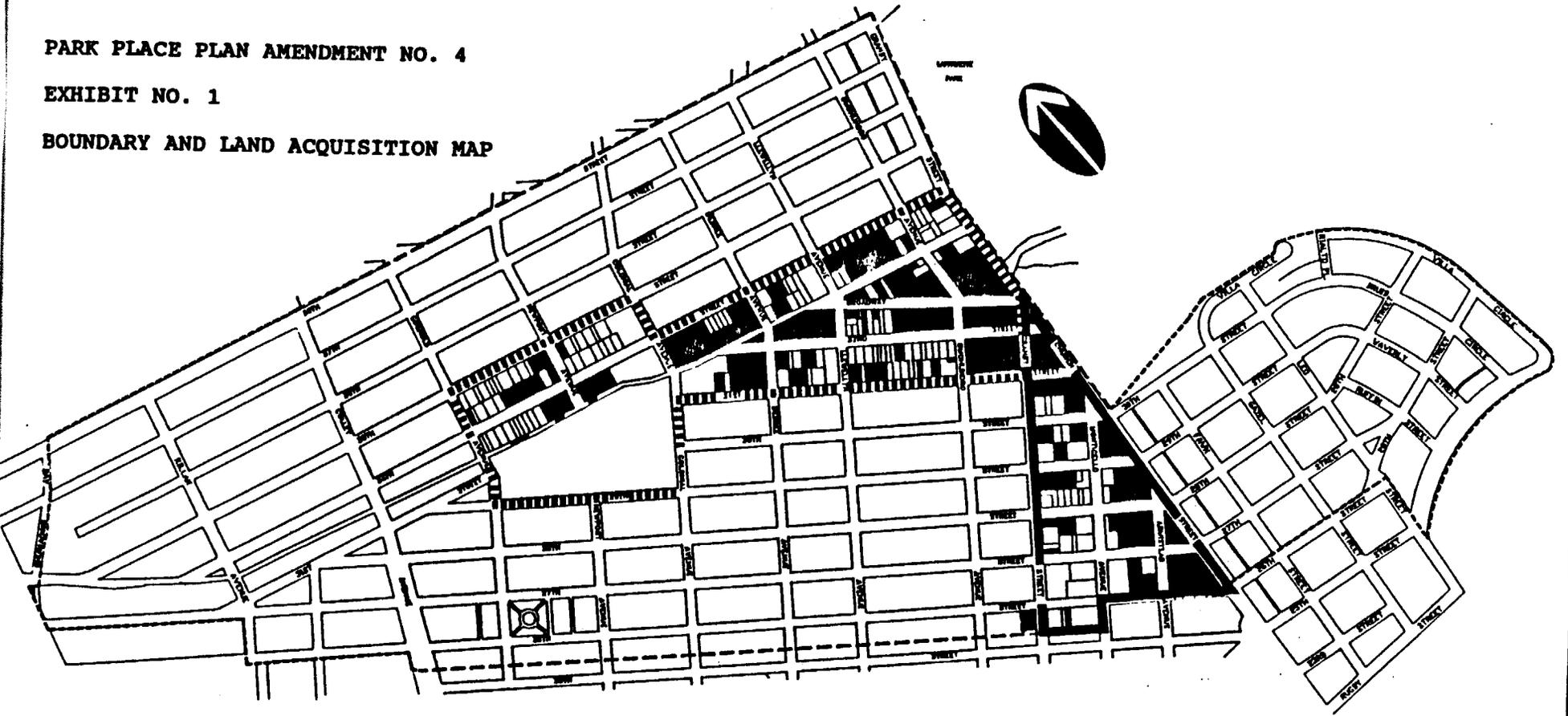
M. Citizen Participation: The Authority actively involves Project Area residents as well as other citizens and community groups in the development of the Conservation Plan and in the execution of program activities. Citizen involvement and participation in the Park Place Conservation Project has been achieved through the Park Place Civic League and representatives of the Park Place community. These participants have met to discuss and assist in the planning and design of the Conservation Plan. The participants have assisted in identifying plan objectives, determining project boundaries, identifying needed public improvements, and identifying structures to be acquired. Also identified was the critical need for the benefits, services and protection offered by the Conservation Plan. The members of the Civic League will continue to take an active role in discussing the particulars of the plan with other Park Place residents and the Civic League will be encouraged to take an active role in the implementation of the Plan.

EXHIBIT NO. 1

PARK PLACE PLAN AMENDMENT NO. 4

EXHIBIT NO. 1

BOUNDARY AND LAND ACQUISITION MAP



- Conservation Project Boundary
- Target Area Boundary
- █ Redevelopment Project Boundary
- To Be Acquired

NRHA PARK PLACE CONSERVATION PROJECT

October, 1994  
0 200 400 600  
SCALE IN FEET

**EXHIBIT NO. 1a.**

**Land Acquisition List**

**Planned Acquisitions in the Park Place Conservation Project Area:**

537 West 35th Street

541 West 35th Street

Three vacant lots between Newport Avenue and 611 West 35th Street

211 West 34th Street ✓

213 West 34th Street ✓

215 West 34th Street ✓

217 West 34th Street

221 West 34th Street

223 West 34th Street ○

229 West 34th Street ✓

233 West 34th Street ✓

Vacant lot between 233 West 34th Street and 239 West 34th Street ✓

239 West 34th Street ✓

317 West 34th Street

319/321 West 34th Street

323/325 West 34th Street

401 West 34th Street

405 West 34th Street

423 West 34th Street

427 West 34th Street

433 West 34th Street

512 West 34th Street

Two vacant lots between Colonial Avenue and 529 West 34th Street

529 West 34th Street

531 West 34th Street

533 West 34th Street

539 West 34th Street

600 West 34th Street

601 West 34th Street

605 West 34th Street

607 West 34th Street

608 West 34th Street

Two vacant lots between 607 West 34th Street and 613 West 34th  
Street

612 West 34th Street

613 West 34th Street

Vacant lot between 612 West 34th Street and 618 West 34th Street

618 West 34th Street

620 West 34th Street

622 West 34th Street

626 West 34th Street

644 West 34th Street

111 West 33rd Street

115 West 33rd Street

200 West 33rd Street

205 West 33rd Street

212 West 33rd Street

213 West 33rd Street

214 West 33rd Street

216 West 33rd Street

218 West 33rd Street

219 West 33rd Street

220 West 33rd Street

222 West 33rd Street

224 West 33rd Street

225 West 33rd Street

226 West 33rd Street

228 West 33rd Street <

229 West 33rd Street

231 West 33rd Street

316 West 33rd Street

318 West 33rd Street

400 West 33rd Street

406 West 33rd Street

408 West 33rd Street

414 West 33rd Street

426 West 33rd Street

430 West 33rd Street

432 West 33rd Street

114 West 32nd Street

115 West 32nd Street

116 West 32nd Street

121 West 32nd Street

120/126 West 32nd Street

Three vacant lots between Omohundro Avenue and 214 West 32nd Street

214 West 32nd Street

218 West 32nd Street

Vacant lot between 218 West 32nd Street and 222 West 32nd Street

222 West 32nd Street

227 West 32nd Street

Vacant lot between 227 West 32nd Street and 231 West 32nd Street

Vacant lot behind 232/234 West 32nd Street fronting on Broadway

242 West 32nd Street

300 West 32nd Street

306 West 32nd Street

310 West 32nd Street

311 West 32nd Street

Two vacant lots between 311 West 32nd Street and 319 West 32nd  
Street

314 West 32nd Street

Two vacant lots between 314 West 32nd Street and 3200/3202 Debree  
Avenue

Vacant lot between 321 West 32nd Street and Debree Avenue

401 West 32nd Street

Vacant lot between 401 West 32nd Street and 415 West 32nd Street

415 West 32nd Street

Three vacant lots between Granby Street and 114 West 31st Street

114 West 31st Street

208 West 31st Street

216 West 31st Street

234 West 31st Street

236 West 31st Street

240 West 31st Street

242 West 31st Street

Vacant lot between 244 West 31st Street and 252 West 31st Street

252 West 31st Street

316 West 31st Street

318 West 31st Street

Vacant lot between Debree Avenue and 402 West 31st Street

402 West 31st Street

406 West 31st Street

408 West 31st Street

410 West 31st Street

412 West 31st Street

414 West 31st Street

420 West 31st Street

3300 Colonial Avenue

3306 Colonial Avenue

3308 Colonial Avenue

33300/3302 Debree Avenue

3301 Debree Avenue

3212 LLewellyn Avenue

3100 Omohundro Avenue

3111 Omohundro Avenue

3210 Omohundro Avenue

3212 Omohundro Avenue

3216 Omohundro Avenue

3221 Omohundro Avenue

3224 Omohundro Avenue

Three Vacant lots between Broadway and 3221 Omohundro

3226 Omohundro Avenue

3230 Omohundro Avenue

3109/3115 Granby Street

3201 Granby Street

3211 Granby Street

3225 Granby Street

3233 Granby Street

3235 Granby Street

3313 Granby Street

**Planned Acquisitions in the Park Place Redevelopment Project Area:**

110 East 31st Street

Two vacant lots between Church Street and 107 East 31st Street

Vacant lot between 110 East 31st Street and Granby Street

Two vacant lots between Monticello Avenue and 114 East 30th Street  
114 East 30th Street

Two vacant lots between Monticello Avenue and 113 East 30th Street

Two vacant lots between Church Street and Monticello Avenue  
fronting on the north side of 29th Street

Two vacant lots between 2707 Monticello Avenue and 2906 Granby  
Street

Vacant lot between Church Street and 211 East 29th Street

Two vacant lots between 211 East 29th Street and 2810 Monticello  
Avenue

117 East 29th Street

115 East 29th Street

113 East 29th Street

111/101 East 29th Street

Vacant lot between Armistead Avenue and 221 East 28th Street

221 East 28th Street

219 East 28th Street

215 East 28th Street

212 East 28th Street

211 East 28th Street

210 East 28th Street

209/207 East 28th Street

208 East 28th Street

206 East 28th Street

205 East 28th Street

204 East 28th Street

Three vacant lots between Monticello Avenue and 107/101 East 28th  
Street

307 East 27th Street

301 East 27th Street

220/222 East 27th Street

218 East 27th Street

217 East 27th Street

214 East 27th Street

213 East 27th Street

210 East 27th Street

208 East 27th Street

308/310 East 26th Street

Vacant lot between 308/310 East 26th Street and 302/306 East 26th  
Street

302/306 East 26th Street

Vacant lot between Armistead Avenue and 218 East 26th Street

218 East 26th Street

214 East 26th Street

Vacant lot between 214 East 26th Street and 2612 Monticello Avenue

111 East 26th Street

2511 Granby Street

2515/2517 Granby Street

Vacant lot between 27th Street and 2704/2708 Granby Street

2714/2718 Granby Street

3110 Granby Street

3200 Granby Street

2601/2603 Church Street

Six vacant lots between 2601/2603 Church Street and East 27th

Street

2701 Church Street

2801 Church Street

2809 Church Street

2813/2815 Church Street

2817/2819 Church Street

Vacant lot between 2817/2819 Church Street and East 29th Street

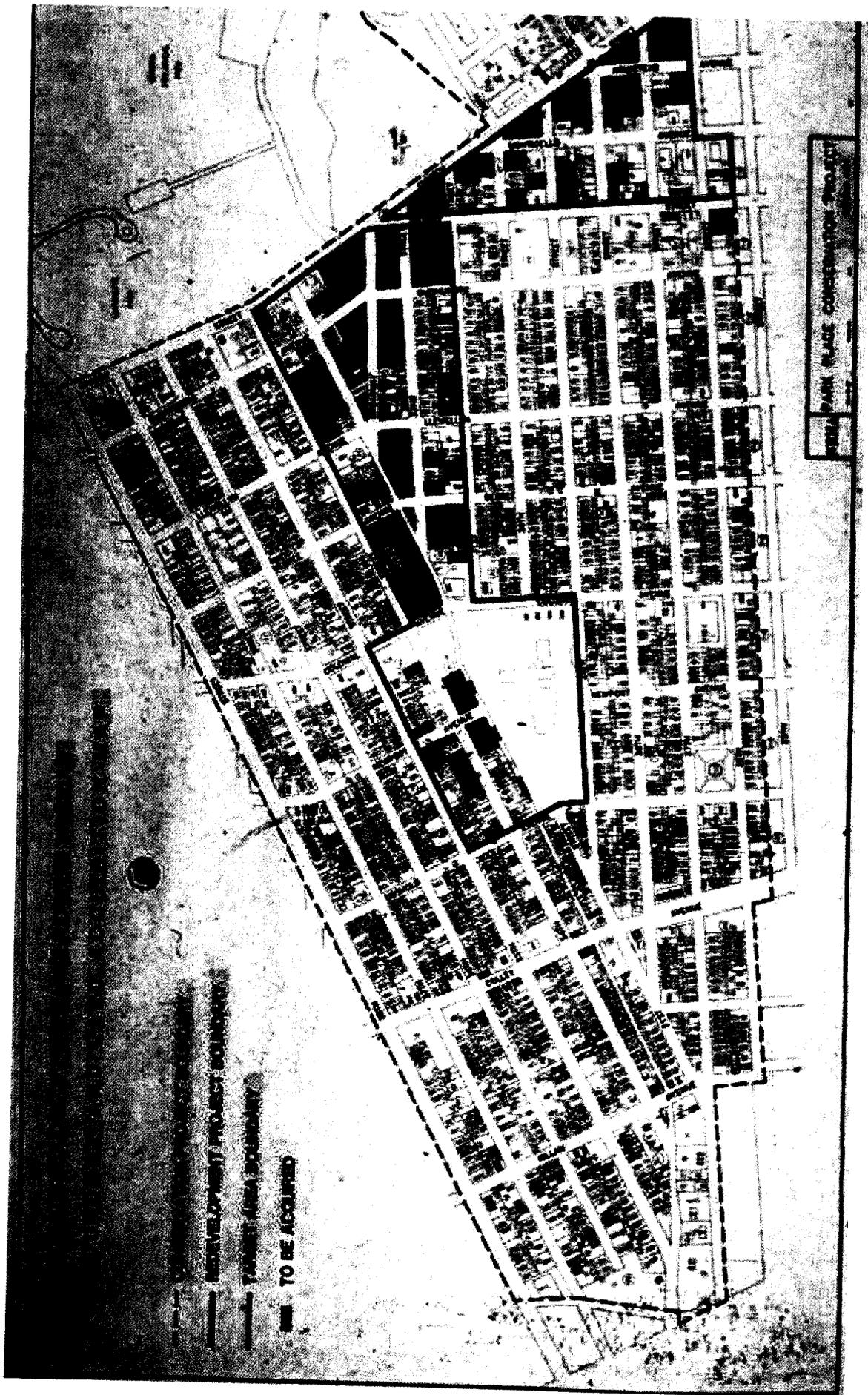
Three vacant lots between East 29th Street and 2917 Church Street

Four vacant lots between East 30th Street and East 31st Street

fronting on Church Street/Monticello Avenue

Two vacant lots between 110 East 31st Street and 3110 Granby Street

fronting on Church Street



--- (dashed line) REDEVELOPMENT PROJECT BOUNDARY

— (solid line) TRANSFER AREA BOUNDARY

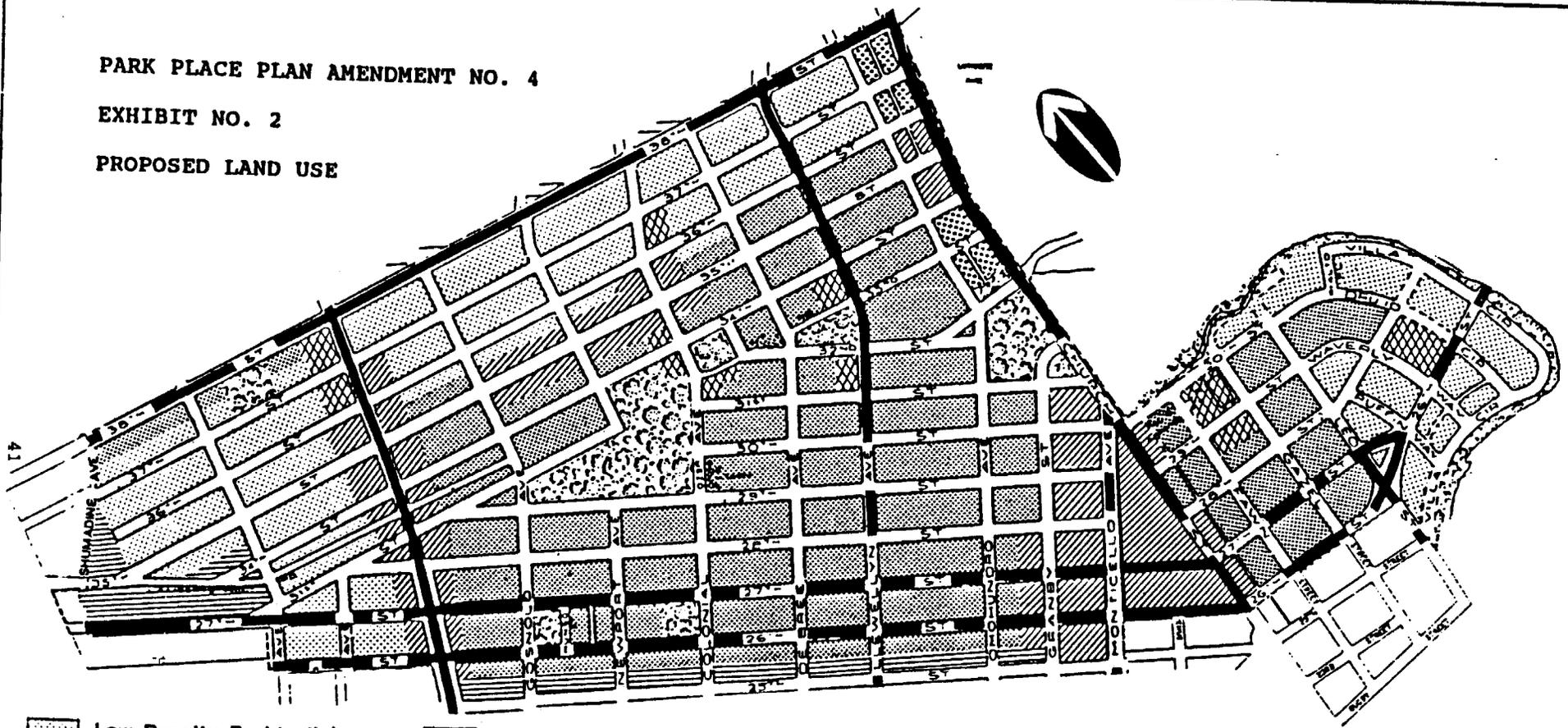
--- (dashed line) AREAS TO BE ACQUIRED

PARK PLACE CONSERVATION PROJECT

PARK PLACE PLAN AMENDMENT NO. 4

EXHIBIT NO. 2

PROPOSED LAND USE



- |   |   |
|---|---|
|  Low Density Residential    |  Institutional                     |
|  Medium Density Residential |  Industrial/Transportation/Utility |
|  High Density Residential   |  Education/Open Space              |
|  Commercial/Office          |  Arterial Street                   |

NRHA PARK PLACE CONSERVATION PROJECT

October, 1984









City of  
**Norfolk**  
Office of the City Manager

*NRHS,  
Park Place*

June 13, 1995

To the Honorable Council  
City of Norfolk, Virginia

Re: Park Place Conservation Plan  
Amendment #4

Gentlemen:

The City Council, Norfolk Redevelopment and Housing Authority Commission, and Norfolk City Planning Commission held a public hearing on December 20, 1994 to consider a fourth amendment to the Park Place Conservation Plan. Based on comments received, refinements were made to the amendment. On January 23, 1995 the Norfolk Redevelopment and Housing Authority Commission approved the modified amendment #4. On April 13, 1995 the Norfolk City Planning Commission voted to recommend approval of the modified amendment #4. A copy of the City Planning recommendation is attached.

Amendment # 4 is the culmination of the recent planning work done with the Park Place neighborhood, NRHA staff, City staff, and UDA Architects. The amendment establishes a conservation target area in a corridor between the Monroe School site and City Park to the east, and changes the designation from conservation to redevelopment for the triangle area bounded by Granby St., Church St., and 26th St. (see exhibit 1 in the attachment). Recommended are changes in the land use plan for the Park Place neighborhood within those two areas, including a reconfiguration and expansion of the Monroe School site, creation of an elderly housing site at medium density, development of additional neighborhood public open space and several parks, and creation of a commercial development triangle on the eastern edge of the community.

Recommendation: Approve resolution.

Respectfully submitted,

James B. Oliver, Jr.  
City Manager

Form and Correctness Approved:

Contents Approved: *MLB*

By *David R. Hagemister*  
Office of the City Attorney

NORFOLK, VIRGINIA

By *JmD*  
DEPT. City Planning & Codes  
Admin.

**Resolution** 792

*R-9*

A RESOLUTION APPROVING MODIFIED AMENDMENT  
NUMBER FOUR TO THE PARK PLACE CONSERVATION  
PLAN.

- - -

WHEREAS, the Commissioners of the Norfolk Redevelopment and Housing Authority approved modified Amendment Number 4 to the Park Place Neighborhood Conservation Project by official action taken on January 23, 1995; and

WHEREAS, the Norfolk City Planning Commission recommended approval of the modified Amendment Number 4 by official action taken in its meeting on April 13, 1995; and

WHEREAS, this Council has maturely considered the proposed modified Amendment Number 4 and is of the opinion that it is proper in all respects; now, therefore,

BE IT ORDAINED by the Council of the City of Norfolk:

Section 1:- That modified Amendment Number 4 to the Conservation Plan for the Park Place Neighborhood Conservation Project is hereby approved.

Section 2:- That this resolution shall be in effect from the date of its adoption.

Adopted by Council June 13, 1995  
Effective June 13, 1995

TRUE COPY  
TESTE:

R. BRECKENRIDGE DAUGHTREY, CITY CLERK

BY: \_\_\_\_\_  
DEPUTY CITY CLERK



City of  
**Norfolk**  
Office of the City Manager

cc: Dir., City Planning & Codes Admin.

*NRHA  
Park Place*

June 13, 1995

To the Honorable Council  
City of Norfolk, Virginia

Re: General Plan Amendments  
concerning Park Place

Gentlemen:

The City Council and Norfolk City Planning Commission held a public hearing on December 20, 1994 to consider amendments to Norfolk's General Plan to reflect proposed amendments to the Park Place Conservation Plan. On April 13, 1995 in conjunction with its vote to recommend approval of the conservation plan amendments, the Norfolk City Planning Commission voted to recommend the General Plan Amendments as well. A copy of the City Planning recommendation concerning Park Place is attached.

These amendments are the final step in incorporating the results of recent planning reviews with the Park Place neighborhood, NRHA staff, and City staff, facilitated by UDA Architects. Recommended are changes in the land use plan for the Park Place neighborhood, including a reconfiguration and expansion of the Monroe School site, creation of an elderly housing site at medium density, development of additional neighborhood public open space in the form of several new parks, and creation of a commercial development triangle on the eastern edge of the community.

Recommendation: Approve ordinance.

Respectfully submitted,

James B. Oliver, Jr.  
City Manager

1101 City Hall Building / Norfolk, Virginia 23501 / (804) 441-2471 / Fax: (804) 441-1336 *R-8*

06/07/95 JM

Form CC

Form and Correctness Approved:

Contents Approved: *MLB*

By *Daniel B. Hagemister*  
Office of the City Attorney

By *A. Dugan*  
DEPT City Planning &  
Adm

NORFOLK, VIRGINIA

*R-8*

**ORDINANCE No. 38,013**

*NR 24  
Park*

AN ORDINANCE TO AMEND AND REORDAIN THE GENERAL PLAN OF NORFOLK, JANUARY, 1992, SO AS TO REFLECT CHANGES TO THE NEIGHBORHOOD PLAN FOR PARK PLACE.

- - -

BE IT ORDAINED by the Council of the City of Norfolk.

Section 1:- That the General Plan of Norfolk: January, 1992, as amended, is hereby further amended and reordained so as to incorporate therein changes recommended for the Park Place neighborhood plan, including all affected maps. A copy of the amendments, as recommended for approval by the City Planning Commission, is attached hereto and by this reference is incorporated herein.

Section 2:- That this ordinance shall be in effect from the date of its adoption.

Adopted by Council June 13, 1995  
Effective June 13, 1995

TRUE COPY  
TESTE:

R. BRECKENRIDGE DAUGHTREY, CITY CLERK

BY: \_\_\_\_\_  
DEPUTY CITY CLERK



City of Norfolk

De 4/26/95  
5/13/95  
5/17/95  
5/17/95

Inter Department Correspondence Sheet

TO: ..... City Attorney  
FROM: ..... Assistant City Manager Montgomery  
COPIES TO: ..... Director, Department of City Planning and Codes  
Administration  
SUBJECT: ..... Park Place Conservation Plan Amendment # 4

*NRCA  
Lynn Lee*

April 18, 1995

On December 20, 1994 the City Council, Norfolk Redevelopment and Housing Authority Commission, and the City Planning Commission held a joint public hearing on a proposed amendment #4 to the Park Place Conservation Plan. By action taken on January 23, 1995 the Norfolk Redevelopment and Housing Authority approved an updated amendment #4. At its meeting on April 13, 1995, the Norfolk City Planning Commission recommended approval of the modified amendment #4. Please prepare an appropriate resolution for Council's consideration approving the modified amendment #4.

Thank you for your assistance.

*[Handwritten Signature]*  
Shurl R. Montgomery



City of  
**Norfolk**

Inter Department Correspondence Sheet

TO: ..... City Manager .....

FROM: ..... City Planning Commission .....

COPIES TO: .....

SUBJECT: ..... Park Place Conservation Plan Amendment # 4 .....

April 18, 1995

The Norfolk City Planning Commission participated in the joint public hearing on December 20, 1994 for amending the Park Place Conservation Plan. At its meeting on April 13, 1995 the Commission reviewed the amendment as approved by the Norfolk Redevelopment and Housing Authority Commission on January 23, 1995.

By action taken on April 13, 1995 the Norfolk City Planning Commission recommends approval of the most recent version of the Park Place Conservation Plan Amendment #4 to provide for modifications of the street pattern, the addition of several parks, the location of an elderly midrise and an early childhood education facility next to the Monroe Elementary School and Park Place Multi-Service Facility, and the creation of a target area with additional properties for acquisition. To insure that this amendment is in keeping with Norfolk's General Plan, the Commission is making a separate recommendation to amend the General Plan to be in conformance with the Park Place Amendment #4.

John M. Dugan  
Executive Secretary



# Commissioners' Resolution

Commissioners' Meeting Date: January 23, 1995

Re:

## RESOLUTION ADOPTING AMENDMENT NO. 4 TO THE CONSERVATION PLAN FOR THE PARK PLACE NEIGHBORHOOD CONSERVATION PROJECT

**Resolution:**

WHEREAS, it has become necessary to amend the Conservation Plan for the Park Place Neighborhood Conservation Project adopted by the Authority on November 4, 1985, approved by the City Council on June 17, 1986 and since then amended three times, in order to establish a conservation target area within the project and to change the proposed treatment for that portion of the Project Area known as the Park Place Triangle from conservation to redevelopment, thereby providing for a more concentrated and focused effort to stabilize the conservation target area and to eliminate the blight and deleterious land uses in the Redevelopment Area, thereby promoting the general welfare, and

WHEREAS, Amendment No. 4 to the Conservation Plan for the Park Place Neighborhood Conservation Project, dated January, 1995, which has been presented at this meeting, accomplishes the foregoing;

NOW, THEREFORE, BE IT RESOLVED that Amendment No. 4 to the Conservation Plan for the Park Place Neighborhood Conservation Project, dated January, 1995, and consisting of thirty typewritten pages and three exhibits is hereby adopted, and the Secretary of this Authority is directed to forward a copy of the same to the Council of the City of Norfolk requesting that the same be approved as provided by law.

01\nrha\prkplace\prkplace.res

**Commissioners' Action:**

Moved by:	Seconded by:	<input checked="" type="checkbox"/> Approved <input type="checkbox"/> Disapproved	Certified by: 
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"Over For Instructions"