



**Urban Land  
Institute**

**Hampton Roads**

# **A Technical Assistance Panel (TAP) Report**

**Poindexter Street Corridor and the Historic District in South Norfolk,  
Chesapeake, VA**

**Sponsored by:  
The City of Chesapeake  
March 7-8, 2012**

**Prepared by:  
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# ULI HR Technical Advisory Panel for the Poindexter Street Corridor and the Historic District in South Norfolk



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ULI – the Urban Land Institute – is an international nonprofit research and education organization that promotes responsible land use and responsible leadership to enhance and sustain communities worldwide. Founded in 1936, the institute now has more than 30,000 members worldwide representing the entire spectrum of land use and real estate development disciplines, working in private enterprise and public service.

Part of ULI's community outreach program is to offer professional services to evaluate specific issues. One of those programs is ULI's Technical Assistance Program (TAP). A TAP session is usually a day and a half long and brings together experts in the real estate and development industry to deal with three to four well defined questions related to a land use issue. The TAP is staffed by local ULI members and Fellows with ULI. Expenses are covered by the sponsor or contracting entity requesting ULI's services. Briefing books are provided to the TAP panel members prior to the TAP and a written report of the finding follows a few months following the event.

The TAP for the Poindexter Street Corridor and the Historic District in South Norfolk Chesapeake, VATAP was requested through the City of Chesapeake's Planning Department; supported by the Hampton Roads District Council of ULI, and coordinated by the Community Outreach committee. For more information about the Technical Assistance Program or to explore how a formal request can be made, please contact E. Andrew Keeney, Chair of the Hampton Roads Community Outreach committee:

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## Acknowledgements

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The Technical Assistance Panel would not be possible without the generous contributions of time, knowledge, resources, and personal energy on the part of many individuals. The ULI Hampton Roads Community Outreach Committee would like to extend a special thanks to the following people:

### **South Norfolk Residents and Business Owners**

### **City of Chesapeake Planning Department Leadership & Staff**

#### Panelists:

**Douglas Smith**, Kaufman & Canoles Consulting, Panel Chair  
**Alia Anderson**, ULI Washington  
**Tommy Drew**, S.L. Nusbaum Realty Co.  
**Michael Glenn**, Luna Development Services, LLC  
**Arch Marston**, AES Consulting Engineers  
**Terry O'Neill**, City of Hampton  
**Stuart Toraason**, Timmons Group  
**Ross Daniel Vierra**, Axis Road Markings

#### ULI Hampton Roads Management Committee:

**John H. Peterson, III**, The Terry/Peterson Companies, District Council Chairman  
**Thomas P. Herbert**, P.E., H&A Architects & Engineers, Treasurer  
**Burrell Saunders**, Lyall Design Architects, Vice Chair Mission Advancement  
**Mary B. Miller**, Downtown Norfolk Council, Vice Chair, Communications  
**Vaughn Rinner**, Vaughn Rinner Landscape Architect, PLC, Vice Chair, Programs  
**E. Andrew Keeney, Esq.**, Kaufman & Canoles, P.C., Vice Chair, Community Outreach  
**Mark Richardson**, AES Consulting Engineers, Vice Chair, Sponsorship  
**Ross Daniel Vierra**, Axis Road Markings, Vice Chair, Young Leaders  
**Lucky C. Peterson**, The Terry/Peterson Companies, Liaison- Private  
**Tara F. Saunders**, Old Dominion University Real Estate Foundation, Liaison-Higher Education  
**Linda M. Smith**, Synergy Plus, Liaison-Private  
**Jamie E. Richardson**, ULI Hampton Roads District Council Coordinator

#### ULI Hampton Roads Community Outreach Committee:

**Donald Cole**, Woolpert LLP  
**Frank M. Duke**, City of Norfolk  
**B. Scott Hall**, Virginia Beach Economic Development  
**E. Andrew Keeney**, Kaufman & Canoles, P.C.  
**Mary B. Miller**, Downtown Norfolk Council  
**Michael P. Molzahn**, HBA Architecture & Interior Design, Inc.  
**Terry P. O'Neill**, City of Hampton  
**John H. Peterson, III**, Terry/Peterson Companies  
**Tara F. Saunders**, ODU Real Estate Foundation

The City of Chesapeake is a unique blend of rural and urban centers. Much of the area is considered “new” construction by today’s standards. Within the City, however, is an historic community called South Norfolk. This historic area has a number of challenges and opportunities in the coming years.

In recent history, the City of Chesapeake has performed several studies on how to improve the area. Efforts have proven slow and often mired in a struggle to find the right fit for this community that is so different from much of the City.

In late 2011, the City of Chesapeake and ULI Hampton Roads began discussions about a Technical Assistance Panel (‘TAP’). The City staff was being challenged to address promises made to citizens in better economic times, and residents and business owners were frustrated with the lack of progress in South Norfolk. In March 2012 the TAP was conducted, and this report outlines the findings of the Panel.

The Panel made the following recommendations:

- General Recommendations:
  - Appoint a South Norfolk Redevelopment Manager with experienced and knowledge about the challenges and opportunities when working with historic neighborhoods
  - Trust will need to be rebuilt
  - Leadership development program to educate community leaders
- Recommendation 1: Go Back To Basics
  - Go after a drive-thru pharmacy at Bainbridge and Poindexter
  - Work to bring in eateries in the neighborhood
  - Consider mid/high density apartments above density in the remaining section of the Gateway property
  - Library: Get it done
- Recommendation 2: Changing perception inside and outside South Norfolk
  - Develop a clear marketing plan
  - Address real and perceived crime
  - Beautify South Norfolk
- Recommendation 3: Modifications to the historic district
  - Invest in South Norfolk as an important community asset
  - Launch Historic District Improvement Matching Grant Program

- Recommendation 4: How to invest?
  - Part and Parcel alone won't work
  - Acquire Bank of America Building
- Recommendation 5: Short and long term goals
  - Develop 6-12 month priorities and execute
  - Develop 12-24 month priorities and execute

## Questions for TAP Panel

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**Task 1:** Evaluate the Localized Market Area (LMA) and Regionalized Market Area (RMA)

Commentary: Currently, the market areas are defined in the same manner as an April 2004 Market Analysis; however, it is our intent with this project to focus the analysis to the Poindexter Street and if time permits on Liberty Street Corridors and immediate environs.

LMA = US Census Bureau's 23324 Zip Code Tabulation Area

RMA= 3 miles radius from the corner of Poindexter Street and Bainbridge Boulevard

Further Commentary: As you review the Market and the historic studies please consider the strengths in the area of physical improvements and social improvements/public perception, but keep in mind the limited public resources that are available.

**Task 2:** How can perceptions, both outside and inside South Norfolk, that currently exist be changed?

**Task 3:** After evaluating the merits and intrinsic value of the South Norfolk historic district and its relationship to the historic area, please recommend what modifications, if any, you would recommend to the historic district.

**Task 4:** Is small investment, parcel by parcel, really feasible or does something on a much larger scale need to be done and how?

**Task 5:** What immediate (6 to 12 months) actions would you recommend for the Poindexter Street Corridor? Assuming recommendations for immediate action are implemented, what short-term (1 to 2 years) actions would you recommend so that the City might achieve the best return on any additional investment the City might undertake?





The City of Chesapeake is a unique blend of rural and urban centers. Much of the area is considered “new” construction by today’s standards. Within the City, however, is an historic community called South Norfolk. This historic area has a number of challenges and opportunities in the coming years.

In recent history, the City of Chesapeake has performed several studies on how to improve the area. Efforts have proven slow and often mired in a struggle to find the right fit for this community that is so different from much of the City.

In late 2011, the City of Chesapeake and ULI Hampton Roads began discussions about a Technical Assistance Panel. The City staff was having difficulties delivering on promises made to citizens in better economic times, and residents and business owners were frustrated with the lack of progress.

Through a lengthy process of working closely together, City staff and ULI volunteers honed the scope of the project to best serve the needs of the community. Ultimately, the staff and volunteers realized that in order to move forward, the City needed to show some immediate success that they could use to build respect and trust in the community. The TAP panelists were tasked with assessing the area and coming up with tangible, actionable items that would allow for success in both the very short term, (6-12 months), as well as in the mid-term, (1-2 years).

ULI Hampton Roads Outreach Committee volunteers worked with City staff to select a Panel Chair from an initial list of approximately 15 candidates. From there, ULI Hampton Roads volunteers rounded out the panel with a mix of real estate professionals who could provide the best advice for the community.

Panelists donated one and a half days to the Panel, and many of them made commitments to continue to help the City of Chesapeake as they move forward with implementation.

The broad themes the panelists felt were most relevant to the issues addressed in this Technical Assistance Panel are trust and redevelopment as an art form. The City of Chesapeake consists largely of relatively new construction. This means that the community of South Norfolk is fundamentally different than the majority of the City of Chesapeake. This led to the first, and most far-reaching, recommendation from the TAP:



### **Redevelopment as an Art Form:**

The City of Chesapeake should appoint a Redevelopment Manager who is experienced and knowledgeable about the challenges and opportunities when working with historic neighborhoods. The Redevelopment Manager will have ultimate authority over the area, and the ultimate responsibility for its success. If there is a true commitment to the redevelopment of South Norfolk, then someone needs to be there each day, working to follow through on the project, nurturing the project and communicating with other City departments about the project. There are a number of potential tools available for both citizens and the City to take advantage of, but there is a lack of a cohesive understanding of how to use the tools and who has access to them. A manager would bring a sense of urgency and cohesiveness to the project.

### **Trust:**

The area of study has struggled in the last several years, in part because the City attempted to take on a grand vision of the redevelopment of the area. A lack of progress led to a lack of trust between the community and the City. The overarching theme coming out of the TAP, as demonstrated in the more specific results, is that trust will need to be rebuilt.

The number one suggestion from the panelists is that in order to rebuild trust the City absolutely must deliver on tangible products. These products need to be delivered on time, on budget, and done well. Consistent communication, celebrating the successes and working with community leaders will also help build the trust in this area.

### **Challenge:**

South Norfolk has a specific set of challenges. While it is positive that so many people want to be involved in the community, they lack a unified voice. The lack of agreement and understanding of City processes leads to confusion and working at cross purposes. As the City moves forward with redevelopment of South Norfolk, this challenge needs to be addressed. The panel recommends leadership development program to educate community leaders on redevelopment and on the most effective ways to work with City officials.



## Recommendations Based on Tasks Assigned

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### **Task 1: Evaluate the Localized Market Area (LMA) & Regionalized Market Area (RMA)**

#### **Task #1 Recommendations: Go Back to Basics**

##### **Recommendation: Drive-thru Pharmacy**

This community has the potential for a drive-thru pharmacy on a corner lot. The panelists recommended using the corner at Bainbridge and Poindexter (see below).

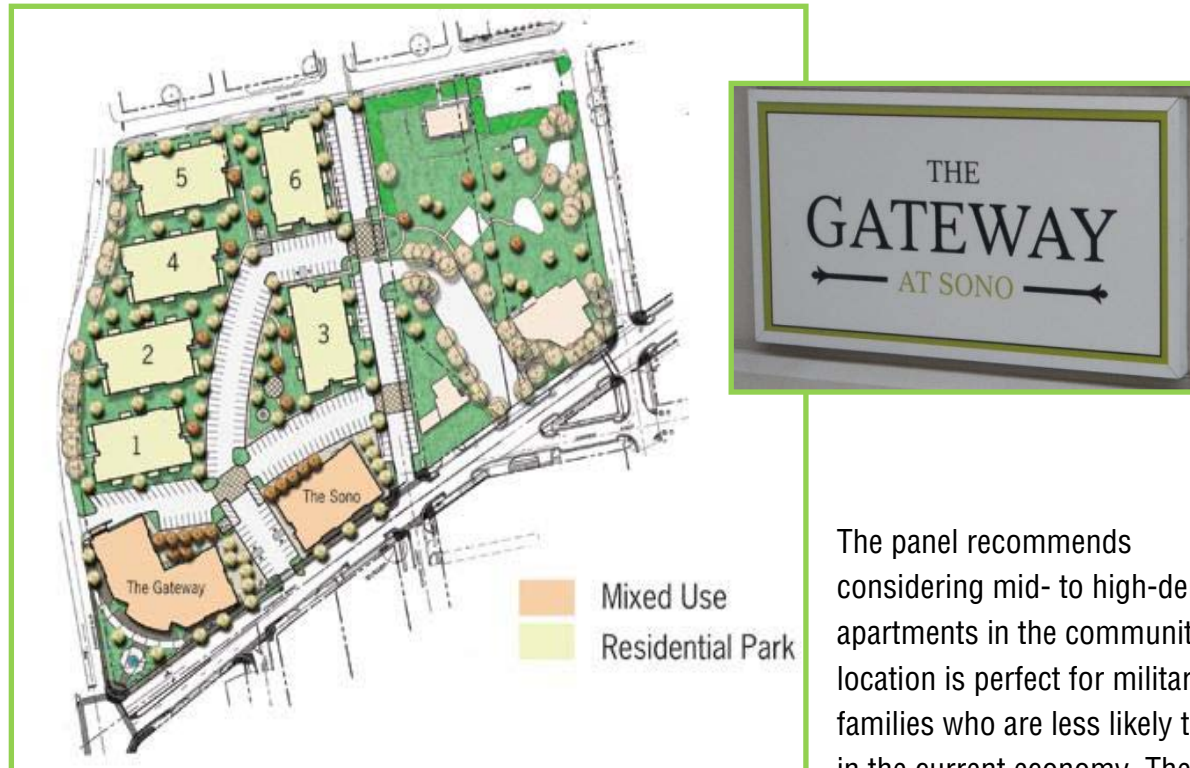


Both CVS and Walgreens have a presence in the region and are known for building respectfully within the fabric of historic neighborhoods. This would provide services that are needed in the community. This type of redevelopment is expensive, and in order to make it work, the City will need to step in and provide incentives. The panel recommends the Department of Economic Development meet with representatives from CVS and Walgreens and discuss what it would take to get them into the community. The City needs to make it attractive enough that the pharmacy would be willing to take on the project.

##### **Recommendation: Neighborhood Eateries**

The panel recommends that the City gain control of one to two properties in South Norfolk with the intention of turning them into eateries or coffee shops. The City needs to go in first and do the things that will make the properties attractive to private sector developers. This may include cleaning the properties up. At that point, with the right incentive mix of grants and tax incentives, the City will be able to attract development of a restaurant, coffee shop or business incubator.

**Recommendation: Remaining section of Gateway property: consider mid/high density apartments above retail**



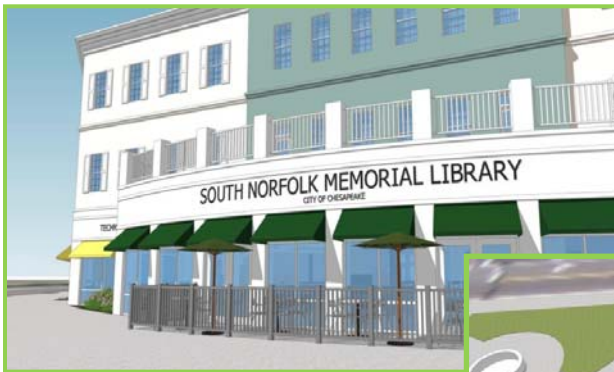
The panel recommends considering mid- to high-density apartments in the community. The location is perfect for military families who are less likely to buy in the current economy. The area

is central to the region making it extremely convenient. It has the benefit of being at the right intersection of being affordable and also very convenient. The panel believes the community could easily support 60-80 additional units of multi-family housing. Furthermore, the panel believes it is a project that could be financed in today's market. The addition of housing units will help the community with the critical mass needed in order to support retail. Apartments in this community would do well with first floor retail and housing units above.



## Recommendation: Library – Get it Done

The panel recommends that the city use the new library as a catalyst for positive public relations. Set a deadline for completion, hit the target date, and celebrate the success with the community.



## **Task 2: How can perceptions, both outside and inside South Norfolk, that currently exist be changed?**

### **Recommendation: Marketing**

The South Norfolk community needs a clear marketing plan. The panel recommends using the new Jordan Bridge as an opportunity to promote the community. This could be done through a “Fun Run” over the bridge. That type of marketing needs to continue throughout the year with festivals, historic home tours, and other community events that will draw people to South Norfolk and celebrate its unique personality. The panel suggests a unified marketing approach with a logo and tagline for South Norfolk that could be used on event flyers, banners in the community and on all promotional materials. This will help create a sense of place.

### **Recommendation: Address Crime (real & perceived)**

The panelists noted that they did not go through a significant amount of research on the crime statistics of South Norfolk. The panelists pointed out that, in any community, the *perception* of crime is as damaging as the *existence* of crime when it comes to redevelopment.

In order to address the real or perceived crime issue, the panelists recommend increased police presence in South Norfolk. Bike patrols or policemen on foot would give the perception of increased presence. The panel also recommended an ambassador program where municipal staff would be visible on the streets by wearing brightly colored shirts. The additional police presence will lend a feeling of safety.

### **Recommendation: Beautification**



The panel recommends an effort to increase visual appeal in South Norfolk. This is a relatively simple item that will make the area more appealing to pedestrians. It can be achieved through pedestrian scale lighting, benches, signage and banners. These will encourage people to feel comfortable walking and spending time in South Norfolk.

**Task 3: After evaluating the merits and intrinsic value of the South Norfolk historic district and its relationship to the historic area, please recommend what modifications, if any, you would recommend to the historic district.**

**Recommendation: Invest in South Norfolk as an Important Community Asset**

The panel recommends that the City view South Norfolk as an important asset, and as such, to invest accordingly in the success of this community. Given the current conditions in the community, it will not draw redevelopment from the private sector. In order to make private sector redevelopment attractive and feasible, the City needs to subsidize the redevelopment. There are a number of tools available, and this recommendation



ties closely to the very first recommendation from the panel – a Redevelopment Manager for South Norfolk is vital to its success. The Redevelopment Manager needs to understand the existing tools, be able to communicate what is available to the private sector, and then work with the private sector to access these tools that will make projects financially viable.

**Recommendation: Launch Historic District Improvement Matching Grant Program**

The panel acknowledges the inherent conflict between preserving a historic district and affordability of housing and development. This recommendation is meant to mitigate this conflict. The panel recommends launching a Historic District Improvement Matching Grant Program. This program would allow homebuyers to make improvements to the standard required for historic preservation. By putting \$1 million into a matching grant program, the City would facilitate \$2 million in improvements. This would significantly improve the district. The City should include a requirement that residents live in the house for five years from the time of the matching grants.

This is another important role for the Redevelopment Manager. Part of the job would be to promote and educate on existing (and future) Homeownership Incentive Programs. The average homeowner is not savvy regarding Homeownership Incentive Programs, or even where to find out about them. The Redevelopment Manager would promote the existing programs and help future residents navigate the various programs available.



**Task 4: Is small investment, parcel by parcel, really feasible or does something on a much larger scale need to be done and how?**

**Recommendation: Part and Parcel Alone Won't Work**

The panel recommends that the City prioritize residential sites where public/private partnerships will be required and then work in an organized, cohesive way to bring about redevelopment.

One such site is B Street. This is an advantageous site because one owner holds most of that piece. This will make it easier to assemble. The City can act as a catalyst for redevelopment as it is part of the Conservation Plan and the blight analysis is completed.

A second opportunity is Triangle. This is a longer-term, more intensive redevelopment option, but it potentially has a bigger impact on the community.

**Recommendation: Acquire Bank of America building**

The panel feels this is an extremely important site in the redevelopment process. The panel recommends acquiring the building and then using it for the following: police precinct, office, medical, municipal services or TCC.

**Task 5: What immediate (6 to 12 months) actions would you recommend for the Poindexter Street Corridor? Assuming recommendations for immediate action are implemented, what short-term (1 to 2 years) actions would you recommend so that the City might achieve the best return on any additional investment the City might undertake?**

**Recommendations:**

The panel recommended a number of items that can be achieved in the short term. The panelists strongly believe that the City needs to take initiative, have some early successes, and use those successes to build momentum. The recommendation is to tackle in the following timeframe:

**6-12 Month Priorities**

- Finish streetscape and beautification recommendations
- Finish Library
- Appoint Redevelopment Manager with redevelopment experience
- Initiate acquisition of Bank of America site
- Evaluate feasibility of CVS or Walgreens
- Launch branding & marketing process
- Launch bike police/ ambassador program
- Frame and initiate strategy for Historic District Matching Grant program
- Initiate residential redevelopment in focused area
- Get approval for project
- Initiate acquisition process

**12-24 Month Priorities**

- Acquire control of 1-2 key commercial properties at Liberty & Poindexter
- Celebrate successes (bridge, library, streetscape) with community event(s)

The Urban Land Institute (ULI) Hampton Roads District Council's Technical Assistance Panel (TAP) was tasked to suggest near term strategies to accelerate the revitalization of the South Norfolk Area. Based on their suggestions, the City of Chesapeake will move forward in determining the best way to redevelop this area.

The TAP committee assembled a panel of largely local business owners, managers and private and commercial real estate professionals. Participating panelists are listed below followed by brief summaries of their individual qualifications.



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Andy currently serves as the General Counsel for numerous credit unions, he is an approved and preferred special counsel for several credit union insurance companies and has been a specially retained attorney by NCUA. Additionally, Andy's practice involves a range of commercial real estate services from zoning to representation provided in connection with the leasing or purchase and/or sale of commercial real estate. His finance experience includes real estate development activities and workouts of troubled loans.

#### practice areas

- Lender Representation
- Real Estate Strategies
- Commercial

#### representative matters

- Retained general counsel for ABNB Federal Credit Union, Credit Union Auto Loan Network (CUALN), Credit Union Mortgage Association (CUMA), Justice Federal Credit Union, Congressional Federal Credit Union, Educational System Federal Credit Union, BayPort Credit Union, Belvoir Federal Credit Union, NIH Federal Credit Union, Montgomery County Employees Federal Credit Union, NARFE Federal Credit Union, FedChoice Federal Credit Union, Police Federal Credit Union and many other credit unions
- Achieved as agent for the applicant rezoning in a controversial application for Wal-Mart and Sam's Club in Chesapeake, Virginia
- Obtained rezoning for Franciscus Company in the first age-restricted community in Chesapeake, Virginia
- Regional counsel for Southeastern Property Development of Birmingham, Alabama
- Obtained special zoning counsel for Wood Partners and the Alta Great Bridge, Alta Reserve and Streets of Greenbrier developments
- Regional counsel for Bonaventure Realty Group, a widely-respected multi-family residential developer

#### recognition and honors

- Who's Who Attorneys in the East, 1996-present
- Virginia Super Lawyers; *Law & Politics*, 2006
- Who's Who in America's Credit Unions, 2008
- Virginia Bar Association Community Servant Awards, 2006-present
- National Leadership Award, 2003
- American College of Mortgage Attorneys, 1994-present; Board of Regents, 2007-present
- Community Service Award, Currituck County Board of Commissioners
- Eagle Scout

## associations

- American Bar Association
- Virginia Bar Association
- District of Columbia Bar Association
- American College of Mortgage Attorneys
- North Carolina Bar Association
- American Bar Association; Committee on Credit Unions; Charter Member
- Old Dominion University Center for Real Estate and Economic Development; Executive Committee and Advisory Board
- Fairfax County Board of Equalization; Vice Chairman, 1992-1993
- Urban Land Institute; District Council for Hampton Roads, Executive Committee
- Civic Leadership, 2000-2001
- Boys and Girls Club of South Hampton Roads; Board of Directors, 2001-2008
- Virginia Chapter of American Planning Association
- Langley Federal Credit Union; Board of Directors, 2006 -2008
- Dare County Board of Adjustment (Alternate)
- Whalehead Preservation Board, 1997-2004

## education

- Drew University; B.A., 1973
- American University Washington College of Law; J.D., 1976

## press and publication

- Credit Union Legal Update - Summer 2012
- Credit Union Legal Update - Spring 2012
- "New FASB Guidance Helps to Clarify TDR Accounting," CFO Focus: Hot Examination Issue, *Credit Union Management*, July 2011
- Credit Union Legal Update - Summer 2011
- Credit Union Legal Update - Spring 2011
- "Legal Eagle" Addendum
- Mortgage Delinquency & Collections Conference, 2010
- Credit Union Legal Update - Spring 2010
- Glossary of Real Estate Terms
- E. Andrew Keeney Re-elected to Board of Regents for the American College of Mortgage Attorneys
- Credit Union Legal Update - Fall 2009
- Credit Union Legal Update - Winter 2009
- Credit Union Legal Update - Summer 2008
- Credit Union Legal Update - Winter 2008
- Credit Union Legal Update - Summer 2007
- Credit Union Legal Update - Winter 2007
- Critical Real Estate Issues for Credit Unions
- 28 Kaufman & Canoles Attorneys Named in Virginia Super Lawyers 2006
- Credit Union Legal Update - Spring 2006
- Credit Union Legal Update - Fall 2005
- Credit Union Legal Update - Spring 2005
- Credit Union Legal Update - Fall 2004
- Credit Union Legal Update - Summer 2004
- Credit Union Legal Update - Autumn 2001-present
- "Cybersquatters Infringe on Local Financial Institutions," *Inside Business*, March 31, 2008, April 6, 2008
- "Updating Member Credit Data," On Compliance, CUES, February 28, 2008
- Federal Credit Union Newsletter - Spring 2001
- Presenter on major land use laws in Virginia for National Business Institute

### press and publication (continued)

- Presenter on zoning and land use for Lorman Educational Services
- Black's Guide Board of Advisors
- Black's Guide Glossary of Real Estate Terms, 1996, 1997 & 1998
- "What Happens When a Board Member Resigns?," Martindale, July 24, 2006
- Presenter on internet pirating to Virginia Credit Union League, Hampton, Tidewater, and Richmond Chapters
- Critical Real Estate Issues for Credit Unions – Virginia Credit Union League, 2007
- Let's Make a Deal: Managing Your Real Estate Portfolio - Maryland D.C. Credit Union Association, 2009



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Powering your growth with leadership.

Doug is the President and CEO of Kaufman & Canoles Consulting. Smith, a former banker, City Councilman and Deputy City Manager, has served in a number of regional leadership positions. The facilitation and coordination skills Mr. Smith has developed in both the public and private sectors make him uniquely qualified to help guide organizations through the difficult process of coordinating public/private development activities.

#### practice areas

- Public Private Development Strategies
- Infrastructure Development Strategies
- Innovation Strategies

#### representative projects

- Old Dominion University: Tri-Cities Center / Virginia Modeling Analysis & Simulation Center
- Hampton Roads Partnership: Comprehensive Economic Development Strategy
- Hampton Roads Transit: Southside Facility – Operations and Admin Facility
- Commonwealth Railway: Mainline Safety Relocation project
- CenterPoint Properties: Virginia Strategy
- City of Manassas: Manassas Landing
- City of Staunton: Western State Hospital property
- Virginia Chamber of Commerce: Vision, Values and Mission

#### associations past and current

- Portsmouth City Council
- Hampton Roads Transportation Planning Organization
- Hampton Roads Planning District Commission
- Urban Land Institute - Hampton Roads District Council
- Tidewater Community College Education Foundation
- City of Portsmouth, VA
  - Deputy City Manager
  - Economic Development Director
- First Union National Bank
  - North Carolina
  - Georgia
  - Virginia
- Portsmouth Port & Industrial Commission
- Portsmouth Schools Foundation
- CHKD Corporate Advisory Board
- Portsmouth Industrial Development Authority
- Portsmouth Community Foundation

#### education

- University of Virginia, B.A. 1985
- CIVIC Leadership Institute, Class of 2001

### Alia Anderson, Director of Community Outreach, ULI Washington

As the Director of Community Outreach for ULI Washington, Alia Anderson oversees all of the Technical Assistance Panels conducted by ULI in the greater Washington DC area. She also oversees the UrbanPlan program, which is a high-school curriculum on community development offered at seven DC area schools. Prior to coming to ULI Alia was a Program & Policy Associate in Reconnecting America's Oakland office. There she conducted research and consulted on transit system planning and urban design as it relates to community development and placemaking. Alia also conducted regular analysis of proposed Federal transit and housing legislation and led a national review of state and local policies on transit-oriented development. Before joining the staff at Reconnecting America, Alia served as the Executive Director of a transportation and land use advocacy organization in central Virginia, where she oversaw an urban streetcar campaign, worked on an Active Living by Design project on better linking physical activity and public spaces, and provided trainings on Safe Routes to School programs to practitioners around the country. Alia has also worked and consulted for the Urban Land Institute of San Francisco, providing technical assistance and program management for a Bay Area technical assistance panel program. Alia holds a M.A. from UC Berkeley in City and Regional Planning and a B.A. from the University of Virginia.





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## PROFESSIONAL PROFILE

### **H. THOMAS DREW** **Vice President**

#### INTRODUCTION

Tommy specializes in grocery-anchored shopping center leasing, grocery tenant representation, shopping center leasing, sales and the identification of retail development opportunities for the Virginia, Northeastern North Carolina and Georgia markets. He has worked with Kroger Mid-Atlantic since 2000 and is assisting them on specific sites for their new Marketplace expansion strategy for Hampton Roads, VA. He also co-brokers Sears Holdings.

#### SELECT TRANSACTION EXPERIENCE

- 2009 Retail Deal of the Year - U.S. Coast Guard Retail Exchange
- 2009 Office Deal of the Year - 3rd Place - U.S. Coast Guard Exchange National Offices
- Fresh Market/Talbot/Ann Taylor-anchored center - Abercorn Walk, Savannah, GA
- 2011 Asset Sale - Kroger - Cary, NC

#### SELECT CLIENT LIST

Kroger	Ann Taylor Loft
Sears Holdings /Kmart	Talbot
U.S. Corp of Engineers	Chico's
McDonald Garden Centers	U.S. Army, Navy, Marines, Air
O'Reilly Auto Parts	Force Career Centers
Kroger Surplus Store Sales	
Farm Fresh Prototype Store, Elizabeth City, NC	
Hall Honda, Elizabeth City, NC (Tanglewood)	

#### PROFESSIONAL AFFILIATIONS & ACCREDITATIONS

- Past Virginia State Director International Council of Shopping Centers (ICSC)
- Past Chairman of ICSC Operations Committee, Virginia
- Hampton Road Association of Commercial Real Estate (HRACRE), Member

#### EDUCATION

- George Southern University - AB Degree in History and Journalism
- Industrial Development Certification from GA Institute of Technology
- University of Georgia - Community Development Certification
- University of Virginia -Darden School of Business - Field Sales Management and Marketing Strategies

# MICHAEL E. GLENN

## BIO

Name: **Michael E. Glenn**

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Company Name: **Luna Development Services, LLC**

Industry: **Real Estate Development and Government Contracting**

Founded: **9/1/04**

Mission Statement/ Brief Description of Company:

**Our Mission is to provide our clients with a no-nonsense business approach emphasizing superior customer service.**

**Our combined 60 years of industry experience allows us to be creative and objective and efficiently focus on each project for its uniqueness.**

Noteworthy aspect of company (optional):

Poindexter Street Corridor and the Historic District in South Norfolk, Chesapeake VA March 7-8, 2012



Certified 8(a) and Virginia MBE.

Other Associations involved with (Past and Present):

YMCA of Norfolk, Hampton Roads Sanitation District, Habitat for Humanity, St. Patrick Catholic School, Residential Options Inc., Big Brothers/Big Sisters, Historic Preservation Commission, Old Point National Bank Director.

Education of Member:

Colleges Attended/Degrees Earned:                      Old Dominion University

Stuart Toraason is a licensed Civil Engineer and LEED Accredited Professional working on urban and redevelopment projects in Richmond, Virginia. His areas of expertise include infill development, site redevelopment, adaptive reuse, historic preservation and brownfield development. Stuart works as a Project Manager for **Timmons Group**, a multi-disciplined firm recognized for over 20 years as one of *Engineering News Record's* Top 500 Design Firms in the country. He works for clients in both the Private and Public Sector. Stuart's passion for redevelopment goes back to his undergraduate thesis work on the effects of redevelopment on urban neighborhoods in his home town of Cincinnati Ohio as well as three years spent as a surveyor, including work on Hope VI urban revitalization projects in Downtown Cincinnati. Spawned by an interest in design, Mr. Toraason returned to the University of Cincinnati to complete a degree in Civil Engineering. Upon receipt he moved to Richmond to work in the growing Urban Redevelopment practice at **Timmons Group**. Since starting in that position in 2006 Stuart has performed design, project management, and construction administration for over 45 redevelopment projects in the Central and Northern Virginia areas. Projects include *Rocketts Landing*, the mixed use brownfield redevelopment along the James River in Downtown Richmond, *Movieland at Boulevard Square*, the adaptive reuse of a historic steel works building on Richmond's North Side, *1050K Street*, a LEED Gold infill office tower in Washington DC's East End, *Main Street Station*, the renovation by the City of Richmond of their historic train shed and 10 acre site in Downtown Richmond and the *Richmond Canal Walk*, the rehabilitation of the historic banks of Richmond's Haxall and Kanawha Canals. **Timmons Group** also completed site analysis, existing conditions summaries and construction plans for the Greenbrier TIF Development which implemented public improvements to provide for Greenbrier's future as an accessible, safe and vibrant mixed-use development within the 3.7 square mile TIF District boundary in the City of Chesapeake, Virginia. Stuart's skills include helping clients achieve desired results, municipality interface, problem solving, project management, utility and stormwater management design, code research and compliance, zoning and entitlement processes and permitting. By participating in his client's visions for sustainable growth through redevelopment Stuart is able to exemplify a passion for successful urban renewal projects and shared successes. He has 10 years of experience in the field of engineering and construction with six year tenure in the Redevelopment practice at **Timmons Group**. Stuart lives in the City of Richmond with his wife and two children and also enjoys playing music in the Richmond based bluegrass band Rattlesnake Creek.

## **Ross D. Vierra**

**2216 Devore Court. Virginia Beach, VA 23451. Cell: 757-470-2068**

Mr. Ross Vierra is the CEO and President of Axis Road Markings Inc., a Service Disabled Veteran Owned Small Business specializing in General Contracting, Roads-Infrastructure, and Professional Services based out of Hampton Roads, VA.

Ross Vierra grew up in Virginia Beach, Virginia and has been heavily involved in the community since the very beginning. Ross is a graduate of Virginia Tech with a Masters of Science from Troy State University. Ross served on active duty as an officer in the United States Navy for seven years, achieving the rank of Lieutenant. His service as a Naval Officer included multiple combat deployments in support of Operation Iraqi Freedom and Operation Enduring Freedom. LT. Vierra expertise and operational performance and tactical execution of the Tomahawk Missile and Weapon System, lead him to orchestrate the testing and evaluation of the newest Block IV Tactical Tomahawk Weapon System. Ross and his team successfully ensured the testing and operational processes were ready for the active deployment of the most advanced long-range precision missile weapon system in the fleet.

After his time in the Navy, Ross was hired to be the Vice President of Bay Breeze Development Inc. (2007 – 2009). Mr. Vierra actively explored and executed on residential and commercial investment and development opportunities in the commercial, office and residential markets. Vierra also served as a Project Manager under an affiliated company, Ocean Properties and Oceanside Building Company where he oversaw residential home building operations for several successful development sites in Hampton Roads. In addition, Ross developed and operated the companies human resource division and their customer service operations to ensure excellent was awarded to every client. While with Bay Breeze, Ross started two new businesses for the company's owners; which after 4 years are still growing and profitable based on the foundation he set forth.

Ross is active in the development and local real estate community. A licensed Virginia Realtor with Prudential Towne Realty, Ross has vast experience in both the residential and commercial real estate markets. For his leadership in the industry, Vierra was selected to serve on the Executive Board of the Hampton Roads Urban Land Institute and became the Vice Chairman of the Hampton Roads Urban Land Institute Young Leaders Group. Vierra currently is a member of the Hampton Road Commercial Real Estate Association, National Association of Realtors, and Hampton Roads Realtor Association, the Virginia Hispanic Chamber of Commerce, Service Disabled Veteran Owned Business

Council, Association of General Contractors of Virginia and many other organizations. The company is registered with the Contractor and Builders Exchange, Community Affairs Institute, and many more.

A passion for his community and following the motto of Virginia Tech “Ut Prosim” That I may serve, Ross is most proud of the Virginia Gentlemen Foundation. Currently the Chairman, Ross is a founding Board Member and the founding CFO of the Virginia Gentlemen Foundation, he was part of the executive leadership in the organization of the largest single day charity event to benefit Lou Gehrig’s disease (ALS), raising \$1.2 million dollars with 6,000 walker on the Virginia Beach oceanfront in 2008. In 2009, they again broke the record with 9,000 walker raising \$2 million dollars while increase ALS awareness and helping to build nations first fully handicap accessible children’s playground on a beach which is located proudly in Virginia Beach, VA.

In addition, the Virginia Gentlemen Foundation has given over \$800,000 to the Leading Physician and Researchers to help find a cure for ALS and other Neurodegenerative Diseases. Over the last 4 years the organization with its 13 members have helped raise well over \$5.5 Million dollars for charity, built the first ever- 15,000 SQFT beach park and playground for everybody in Virginia Beach, constructed several handicap ramps for the disabled, begun construction of the first kid-friendly neonatal/pediatric ambulance for CHKD and has set records in awareness and research dollars for ALS and Stem Cell Research grants.

Ross Vierra also has served on several other charitable boards: Prevent Child Abuse Hampton Roads, The Noblemen, and is a Life member of Virginia Tech Rescue Squad. Ross was a graduation of the Hampton Roads Chamber of Commerce LEAD Hampton Roads Class of 2007 and is a member of the Virginia Hispanic Chamber of Commerce. Active in the local and nation civic and political scene and is serving proudly on the Finance Committee for Congressman Scott Rigell 2<sup>nd</sup> District Virginia, The City of Virginia Bike and Trails Advisory Committee, and Advisor for the Hampton Roads Young Republicans and the Republican Professional Network.

Outside of his professional and community pursuits, he enjoys traveling, triathlons, biking, boating, and living life to the fullest.

## The Stakeholders

Local businesses and organizations considered interested/relevant parties to any significant changes that may occur in South Norfolk were identified as Stakeholders. These Stakeholders included:

- A series of interviews were conducted with the stakeholders. Additionally, stakeholders were given the opportunity to submit statements via email. These statements and the information from the interviews were reviewed by TAP panelists.

Stakeholder	Business/Specialty
Police Chief Wright	City of Chesapeake
Jay Tate, Director of Development & Permits	City of Chesapeake
Brent R. Nielson, Planning Director	City of Chesapeake
Steven Wright, Economic Development Director	City of Chesapeake
Dr. Myer, Deputy City Manager	City of Chesapeake
Dr. Bailey, Deputy City Manager	City of Chesapeake
Allison Joyce	SN Business Consortium, Taylor Made Diagnostics
Jenifer Gilman	Architectural Review Board
Mike Nishnick	757 Real Estate
Kevin & Tammi Amick	South Norfolk Borough Civic League, South Norfolk Revitalization Commission, Greater South Norfolk Leadership Council
Jerry Harris	Developer

## **Appendix A: Demographic Information**

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## Site Map

South Norfolk

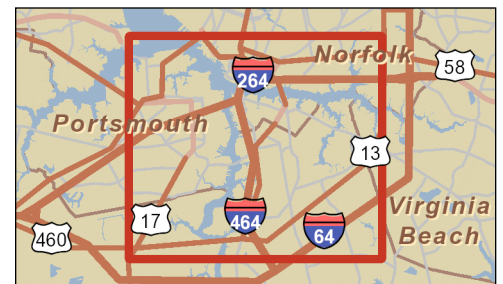
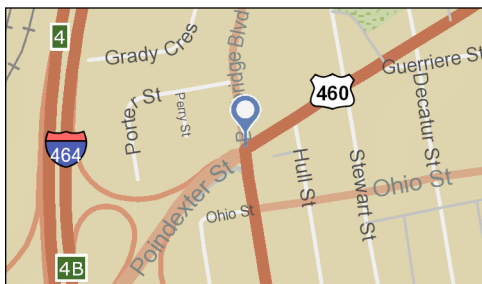
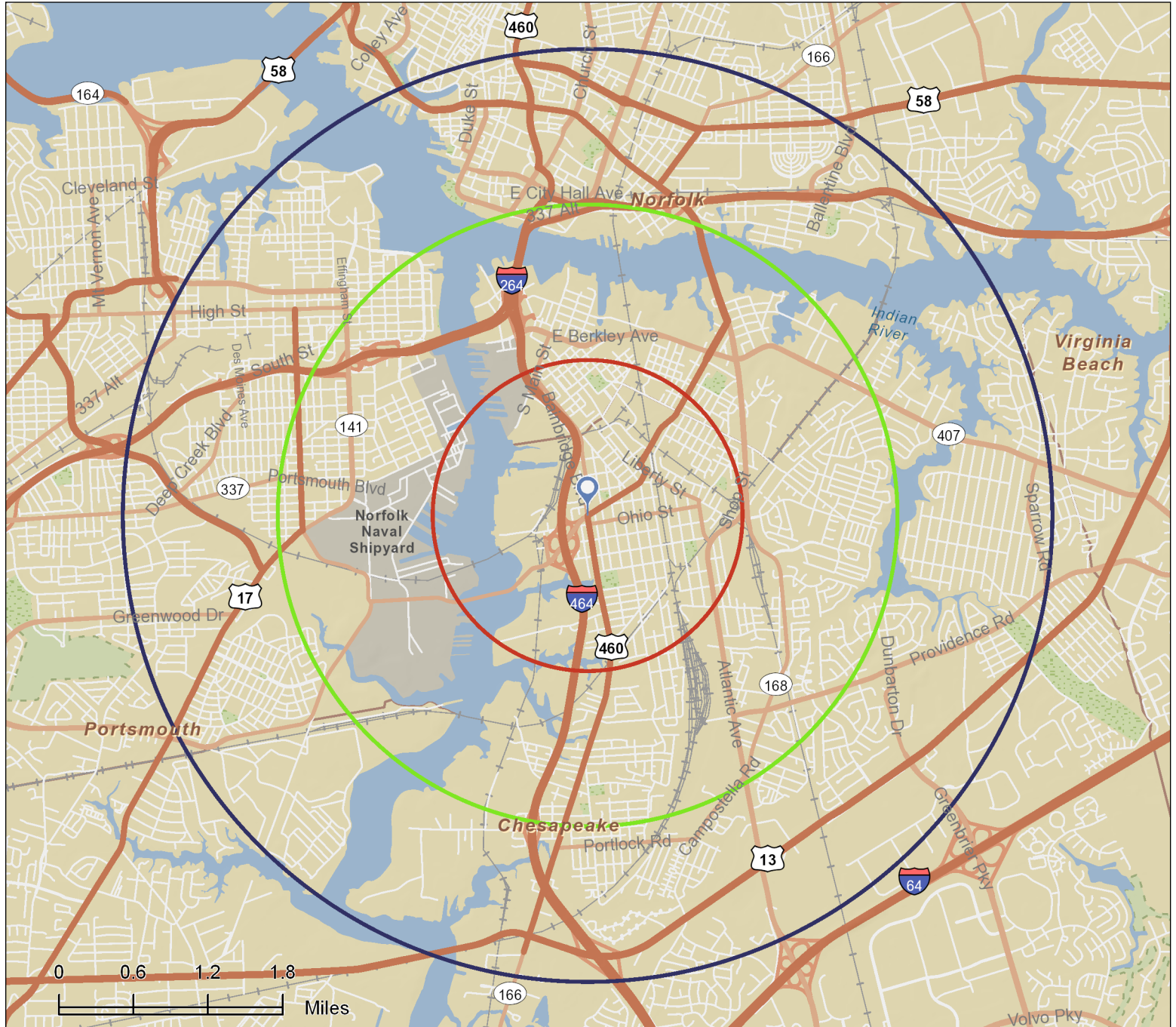
Bainbridge Blvd & Poindexter St, Chesapeake, VA, 23324, Bainbridge Blvd &

Ring: 1, 2, 3 Miles

Prepared by Frank Cowling

Latitude: 36.815791

Longitude: -76.278766





## Market Profile

Prepared by Frank Cowling




### South Norfolk

Bainbridge Blvd & Poindexter St, Chesapeake, VA, 23324, Bainbridge Blvd & Poindexter St

Ring: 1, 2, 3 Miles

Latitude: 36.815791

Longitude: -76.278766

	1 mile radius	2 miles radius	3 miles radius
 2000 Total Population	9,518	37,062	89,478
2000 Group Quarters	91	694	4,467
2010 Total Population	9,817	37,713	92,724
2015 Total Population	9,836	37,651	93,183
2010 - 2015 Annual Rate	0.04%	-0.03%	0.1%
 2000 Households	3,477	13,899	33,442
2000 Average Household Size	2.71	2.62	2.54
2010 Households	3,611	14,263	35,073
2010 Average Household Size	2.69	2.59	2.51
2015 Households	3,623	14,278	35,406
2015 Average Household Size	2.69	2.58	2.5
2010 - 2015 Annual Rate	0.07%	0.02%	0.19%
2000 Families	2,373	9,357	21,935
2000 Average Family Size	3.25	3.17	3.13
2010 Families	2,397	9,357	22,251
2010 Average Family Size	3.27	3.17	3.13
2015 Families	2,387	9,304	22,244
2015 Average Family Size	3.27	3.17	3.13
2010 - 2015 Annual Rate	-0.08%	-0.11%	-0.01%
 <b>2000 Housing Units</b>	3,861	15,312	36,637
Owner Occupied Housing Units	44.9%	41.5%	42.9%
Renter Occupied Housing Units	45.3%	49.5%	48.5%
Vacant Housing Units	9.9%	9.0%	8.6%
<b>2010 Housing Units</b>	4,109	16,245	39,781
Owner Occupied Housing Units	41.8%	38.6%	40.2%
Renter Occupied Housing Units	46.1%	49.2%	48.0%
Vacant Housing Units	12.1%	12.2%	11.8%
<b>2015 Housing Units</b>	4,206	16,553	40,790
Owner Occupied Housing Units	40.8%	37.8%	39.6%
Renter Occupied Housing Units	45.3%	48.4%	47.2%
Vacant Housing Units	13.9%	13.7%	13.2%
<b>Median Household Income</b>			
2000	\$27,729	\$26,395	\$26,979
2010	\$37,890	\$36,506	\$37,189
2015	\$46,189	\$45,004	\$45,872
<b>Median Home Value</b>			
2000	\$69,856	\$73,543	\$76,066
2010	\$125,299	\$133,462	\$139,703
2015	\$170,758	\$180,728	\$189,870
<b>Per Capita Income</b>			
2000	\$13,064	\$13,495	\$14,396
2010	\$16,636	\$17,011	\$18,164
2015	\$19,995	\$20,294	\$21,447
<b>Median Age</b>			
2000	32.9	31.8	32.4
2010	33.5	32.9	33.4
2015	34.0	33.4	33.7

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



## Market Profile

Prepared by Frank Cowling

South Norfolk

Bainbridge Blvd & Poindexter St, Chesapeake, VA, 23324, Bainbridge Blvd & Poindexter St

Ring: 1, 2, 3 Miles

Latitude: 36.815791

Longitude: -76.278766

	1 mile radius	2 miles radius	3 miles radius
<b>2000 Households by Income</b>			
Household Income Base	3,492	14,035	33,395
< \$15,000	30.3%	30.1%	30.4%
\$15,000 - \$24,999	15.4%	17.6%	16.4%
\$25,000 - \$34,999	14.8%	13.6%	13.4%
\$35,000 - \$49,999	19.6%	17.1%	16.3%
\$50,000 - \$74,999	12.4%	13.0%	14.0%
\$75,000 - \$99,999	4.0%	5.0%	5.4%
\$100,000 - \$149,999	2.5%	2.6%	2.7%
\$150,000 - \$199,999	0.4%	0.3%	0.6%
\$200,000+	0.5%	0.7%	0.9%
Average Household Income	\$34,439	\$35,254	\$36,885
<b>2010 Households by Income</b>			
Household Income Base	3,612	14,264	35,069
< \$15,000	21.7%	23.1%	23.8%
\$15,000 - \$24,999	13.1%	13.9%	13.0%
\$25,000 - \$34,999	11.4%	11.1%	10.7%
\$35,000 - \$49,999	18.7%	16.6%	15.6%
\$50,000 - \$74,999	17.2%	18.2%	18.7%
\$75,000 - \$99,999	12.1%	10.8%	11.3%
\$100,000 - \$149,999	3.7%	4.7%	5.0%
\$150,000 - \$199,999	1.6%	1.0%	1.0%
\$200,000+	0.4%	0.6%	0.8%
Average Household Income	\$44,949	\$44,506	\$45,845
<b>2015 Households by Income</b>			
Household Income Base	3,622	14,281	35,403
< \$15,000	17.6%	19.5%	20.5%
\$15,000 - \$24,999	10.9%	11.5%	10.9%
\$25,000 - \$34,999	10.7%	10.3%	9.3%
\$35,000 - \$49,999	14.4%	12.8%	12.9%
\$50,000 - \$74,999	21.3%	22.1%	21.7%
\$75,000 - \$99,999	14.5%	12.7%	12.9%
\$100,000 - \$149,999	6.6%	8.1%	8.4%
\$150,000 - \$199,999	3.0%	2.0%	1.9%
\$200,000+	0.9%	1.1%	1.4%
Average Household Income	\$54,011	\$52,975	\$53,999
<b>2000 Owner Occupied HUs by Value</b>			
Total	1,736	6,426	15,665
<\$50,000	14.7%	13.9%	14.9%
\$50,000 - 99,999	76.6%	71.6%	63.7%
\$100,000 - 149,999	5.4%	9.6%	14.7%
\$150,000 - 199,999	1.2%	2.5%	3.3%
\$200,000 - \$299,999	1.4%	1.8%	2.1%
\$300,000 - 499,999	0.6%	0.4%	1.0%
\$500,000 - 999,999	0.2%	0.2%	0.2%
\$1,000,000+	0.0%	0.0%	0.1%
Average Home Value	\$76,120	\$81,332	\$87,758
<b>2000 Specified Renter Occupied HUs by Contract Rent</b>			
Total	1,724	7,475	17,631
With Cash Rent	94.6%	96.9%	97.4%
No Cash Rent	5.4%	3.1%	2.6%
Median Rent	\$387	\$387	\$386
Average Rent	\$377	\$374	\$381

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



## Market Profile

Prepared by Frank Cowling


South Norfolk

Bainbridge Blvd & Poindexter St, Chesapeake, VA, 23324, Bainbridge Blvd & Poindexter St

Ring: 1, 2, 3 Miles

Latitude: 36.815791

Longitude: -76.278766

	1 mile radius	2 miles radius	3 miles radius
<b>2000 Population by Age</b>			
 Total	9,518	37,065	89,479
Age 0 - 4	7.4%	8.0%	7.8%
Age 5 - 9	8.6%	8.8%	8.3%
Age 10 - 14	9.4%	8.9%	8.1%
Age 15 - 19	8.2%	8.1%	8.1%
Age 20 - 24	6.9%	7.3%	7.8%
Age 25 - 34	12.3%	12.9%	13.2%
Age 35 - 44	15.5%	14.6%	14.6%
Age 45 - 54	11.9%	11.1%	11.2%
Age 55 - 64	7.7%	7.7%	7.8%
Age 65 - 74	5.8%	6.6%	6.7%
Age 75 - 84	5.0%	4.7%	4.8%
Age 85+	1.3%	1.2%	1.4%
Age 18+	69.3%	69.3%	71.2%
<b>2010 Population by Age</b>			
Total	9,816	37,712	92,727
Age 0 - 4	7.5%	8.0%	7.9%
Age 5 - 9	8.0%	8.0%	7.6%
Age 10 - 14	7.8%	7.4%	6.9%
Age 15 - 19	7.7%	7.8%	7.9%
Age 20 - 24	7.7%	7.9%	8.4%
Age 25 - 34	13.1%	13.3%	13.3%
Age 35 - 44	11.6%	11.5%	11.8%
Age 45 - 54	13.9%	12.9%	12.8%
Age 55 - 64	11.0%	10.3%	10.2%
Age 65 - 74	6.1%	6.7%	6.6%
Age 75 - 84	3.8%	4.2%	4.5%
Age 85+	1.9%	1.8%	2.0%
Age 18+	71.9%	71.8%	73.3%
<b>2015 Population by Age</b>			
Total	9,836	37,650	93,184
Age 0 - 4	7.4%	7.9%	7.8%
Age 5 - 9	7.9%	8.0%	7.6%
Age 10 - 14	8.1%	7.7%	7.2%
Age 15 - 19	7.0%	7.0%	7.3%
Age 20 - 24	7.1%	7.5%	8.1%
Age 25 - 34	13.8%	13.9%	13.9%
Age 35 - 44	11.3%	11.2%	11.5%
Age 45 - 54	11.8%	11.4%	11.3%
Age 55 - 64	12.8%	11.7%	11.3%
Age 65 - 74	7.3%	7.7%	7.7%
Age 75 - 84	3.7%	4.1%	4.4%
Age 85+	1.7%	1.8%	2.0%
Age 18+	72.1%	72.1%	73.6%
<b>2000 Population by Sex</b>			
Males	45.9%	45.5%	46.0%
Females	54.1%	54.5%	54.0%
<b>2010 Population by Sex</b>			
Males	46.3%	45.8%	46.3%
Females	53.7%	54.2%	53.7%
<b>2015 Population by Sex</b>			
Males	46.4%	45.8%	46.3%
Females	53.6%	54.2%	53.7%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.





## South Norfolk

Bainbridge Blvd & Poindexter St, Chesapeake, VA, 23324, Bainbridge Blvd & Poindexter St

Ring: 1, 2, 3 Miles

Latitude: 36.815791

Longitude: -76.278766

	1 mile radius	2 miles radius	3 miles radius
<b>2000 Population by Race/Ethnicity</b>			
 Total	9,518	37,061	89,478
White Alone	35.6%	28.6%	33.1%
Black Alone	60.9%	68.4%	63.8%
American Indian Alone	0.3%	0.3%	0.4%
Asian or Pacific Islander Alone	1.1%	0.7%	0.8%
Some Other Race Alone	0.5%	0.5%	0.5%
Two or More Races	1.6%	1.4%	1.5%
Hispanic Origin	1.1%	1.4%	1.5%
Diversity Index	51.3	46.5	49.9
<b>2010 Population by Race/Ethnicity</b>			
Total	9,817	37,713	92,723
White Alone	33.2%	27.2%	32.0%
Black Alone	61.9%	68.7%	63.7%
American Indian Alone	0.3%	0.3%	0.4%
Asian or Pacific Islander Alone	1.5%	1.0%	1.0%
Some Other Race Alone	0.8%	0.8%	0.8%
Two or More Races	2.4%	2.0%	2.1%
Hispanic Origin	1.9%	2.2%	2.4%
Diversity Index	52.5	47.7	51.5
<b>2015 Population by Race/Ethnicity</b>			
Total	9,836	37,652	93,181
White Alone	32.6%	26.9%	31.7%
Black Alone	61.9%	68.5%	63.5%
American Indian Alone	0.3%	0.3%	0.4%
Asian or Pacific Islander Alone	1.7%	1.1%	1.2%
Some Other Race Alone	0.8%	0.9%	0.9%
Two or More Races	2.7%	2.3%	2.4%
Hispanic Origin	2.1%	2.6%	2.9%
Diversity Index	53.1	48.5	52.5
<b>2000 Population 3+ by School Enrollment</b>			
 Total	9,082	35,316	85,049
Enrolled in Nursery/Preschool	2.1%	2.2%	2.0%
Enrolled in Kindergarten	1.5%	1.7%	1.7%
Enrolled in Grade 1-8	16.6%	15.6%	14.5%
Enrolled in Grade 9-12	8.5%	7.1%	6.7%
Enrolled in College	2.7%	4.0%	5.1%
Enrolled in Grad/Prof School	0.5%	0.6%	0.7%
Not Enrolled in School	68.1%	68.7%	69.1%
<b>2010 Population 25+ by Educational Attainment</b>			
Total	6,022	22,929	56,848
Less than 9th Grade	7.6%	7.0%	6.6%
9th - 12th Grade, No Diploma	17.4%	17.5%	16.6%
High School Graduate	39.5%	34.7%	33.5%
Some College, No Degree	22.2%	23.2%	22.6%
Associate Degree	3.3%	4.7%	5.1%
Bachelor's Degree	6.1%	8.3%	9.8%
Graduate/Professional Degree	3.9%	4.6%	5.8%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.








## South Norfolk

Bainbridge Blvd & Poindexter St, Chesapeake, VA, 23324, Bainbridge Blvd & Poindexter St

Ring: 1, 2, 3 Miles

Latitude: 36.815791

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	1 mile radius	2 miles radius	3 miles radius
 <b>2010 Population 15+ by Marital Status</b>			
Total	7,535	28,847	71,994
Never Married	38.8%	38.4%	37.0%
Married	38.5%	39.7%	42.3%
Widowed	9.9%	9.1%	8.5%
Divorced	12.8%	12.9%	12.2%
 <b>2000 Population 16+ by Employment Status</b>			
Total	6,924	27,062	66,387
In Labor Force	59.4%	58.5%	57.0%
Civilian Employed	53.5%	51.2%	49.5%
Civilian Unemployed	5.3%	5.8%	5.7%
In Armed Forces	0.6%	1.4%	1.8%
Not in Labor Force	40.6%	41.5%	43.0%
<b>2010 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	84.5%	84.5%	84.7%
Civilian Unemployed	15.5%	15.5%	15.3%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	88.2%	88.2%	88.4%
Civilian Unemployed	11.8%	11.8%	11.6%
<b>2000 Females 16+ by Employment Status and Age of Children</b>			
Total	3,839	15,199	36,782
Own Children < 6 Only	7.6%	7.7%	7.8%
Employed/in Armed Forces	3.9%	4.4%	4.3%
Unemployed	0.8%	0.8%	0.9%
Not in Labor Force	2.8%	2.6%	2.7%
Own Children < 6 and 6-17 Only	7.0%	7.0%	6.5%
Employed/in Armed Forces	4.8%	4.3%	3.9%
Unemployed	0.8%	1.0%	0.7%
Not in Labor Force	1.4%	1.7%	1.9%
Own Children 6-17 Only	19.2%	17.5%	17.0%
Employed/in Armed Forces	13.6%	11.9%	11.4%
Unemployed	0.4%	0.9%	1.1%
Not in Labor Force	5.2%	4.7%	4.6%
No Own Children < 18	66.3%	67.8%	68.6%
Employed/in Armed Forces	25.7%	28.0%	28.5%
Unemployed	4.2%	3.4%	3.1%
Not in Labor Force	36.5%	36.4%	37.0%
 <b>2010 Employed Population 16+ by Industry</b>			
Total	4,031	14,962	36,286
Agriculture/Mining	1.1%	0.5%	0.4%
Construction	8.3%	8.5%	8.5%
Manufacturing	7.1%	8.2%	7.3%
Wholesale Trade	2.4%	2.6%	2.5%
Retail Trade	13.6%	13.0%	11.7%
Transportation/Utilities	6.0%	5.1%	4.7%
Information	1.7%	1.9%	1.8%
Finance/Insurance/Real Estate	5.6%	5.8%	5.8%
Services	46.0%	48.0%	49.9%
Public Administration	8.0%	6.3%	7.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



## South Norfolk

Bainbridge Blvd & Poindexter St, Chesapeake, VA, 23324, Bainbridge Blvd & Poindexter St

Ring: 1, 2, 3 Miles

Latitude: 36.815791

Longitude: -76.278766

	1 mile radius	2 miles radius	3 miles radius
<b>2010 Employed Population 16+ by Occupation</b>			
Total	4,031	14,961	36,285
White Collar	47.9%	49.7%	52.0%
Management/Business/Financial	9.0%	8.5%	9.3%
Professional	12.8%	15.4%	17.4%
Sales	10.4%	10.7%	10.3%
Administrative Support	15.7%	15.1%	15.0%
Services	22.9%	22.1%	22.4%
Blue Collar	29.3%	28.2%	25.6%
Farming/Forestry/Fishing	1.2%	0.5%	0.3%
Construction/Extraction	7.3%	8.4%	8.4%
Installation/Maintenance/Repair	6.2%	5.0%	4.2%
Production	6.5%	6.5%	5.7%
Transportation/Material Moving	8.1%	7.7%	7.0%
<b>2000 Workers 16+ by Means of Transportation to Work</b>			
Total	3,638	13,918	33,241
Drove Alone - Car, Truck, or Van	68.9%	69.4%	68.3%
Carpooled - Car, Truck, or Van	19.3%	17.8%	16.9%
Public Transportation	5.0%	6.3%	6.3%
Walked	2.3%	2.6%	4.4%
Other Means	2.9%	2.4%	2.5%
Worked at Home	1.6%	1.4%	1.6%
<b>2000 Workers 16+ by Travel Time to Work</b>			
Total	3,637	13,917	33,242
Did Not Work at Home	98.4%	98.6%	98.4%
Less than 5 minutes	1.6%	1.4%	1.8%
5 to 9 minutes	7.4%	7.7%	9.2%
10 to 19 minutes	39.2%	36.4%	36.0%
20 to 24 minutes	18.1%	18.4%	17.1%
25 to 34 minutes	21.7%	21.9%	21.5%
35 to 44 minutes	2.9%	2.9%	3.0%
45 to 59 minutes	2.8%	3.8%	3.6%
60 to 89 minutes	1.9%	3.1%	3.4%
90 or more minutes	2.8%	3.0%	2.7%
Worked at Home	1.6%	1.4%	1.6%
Average Travel Time to Work (in min)	23.4	24.6	24.1
<b>2000 Households by Vehicles Available</b>			
Total	3,471	13,929	33,422
None	24.9%	24.4%	24.2%
1	34.6%	38.3%	38.7%
2	28.5%	27.1%	26.8%
3	7.8%	7.2%	7.5%
4	3.8%	2.5%	2.1%
5+	0.4%	0.6%	0.6%
Average Number of Vehicles Available	1.3	1.3	1.3

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



## Market Profile

Prepared by Frank Cowling



South Norfolk

Bainbridge Blvd & Poindexter St, Chesapeake, VA, 23324, Bainbridge Blvd & Poindexter St

Ring: 1, 2, 3 Miles

Latitude: 36.815791

Longitude: -76.278766

	1 mile radius	2 miles radius	3 miles radius
<b>2000 Households by Type</b>			
 Total	3,477	13,898	33,443
Family Households	68.2%	67.3%	65.6%
Married-couple Family	32.6%	32.0%	32.9%
With Related Children	17.5%	15.2%	14.9%
Other Family (No Spouse)	35.6%	35.4%	32.7%
With Related Children	24.2%	25.6%	23.8%
Nonfamily Households	31.8%	32.7%	34.4%
Householder Living Alone	25.8%	26.9%	28.7%
Householder Not Living Alone	6.0%	5.8%	5.7%
Households with Related Children	41.8%	40.8%	38.7%
Households with Persons 65+	26.1%	26.0%	26.5%
<b>2000 Households by Size</b>			
Total	3,477	13,899	33,442
1 Person Household	25.8%	26.9%	28.7%
2 Person Household	27.6%	28.7%	29.2%
3 Person Household	18.5%	18.9%	18.6%
4 Person Household	15.0%	13.9%	12.9%
5 Person Household	7.2%	6.6%	6.1%
6 Person Household	3.4%	2.9%	2.7%
7+ Person Household	2.6%	2.1%	1.7%
<b>2000 Households by Year Householder Moved In</b>			
Total	3,472	13,929	33,422
Moved in 1999 to March 2000	17.4%	18.7%	19.5%
Moved in 1995 to 1998	26.6%	29.8%	30.1%
Moved in 1990 to 1994	16.8%	15.2%	15.3%
Moved in 1980 to 1989	16.0%	13.8%	14.4%
Moved in 1970 to 1979	9.7%	9.2%	8.4%
Moved in 1969 or Earlier	13.5%	13.2%	12.4%
Median Year Householder Moved In	1993	1995	1995
<b>2000 Housing Units by Units in Structure</b>			
 Total	3,862	15,287	36,575
1, Detached	58.0%	50.4%	49.3%
1, Attached	8.8%	9.0%	9.5%
2	13.7%	8.8%	7.0%
3 or 4	10.7%	13.3%	9.5%
5 to 9	5.3%	8.2%	8.7%
10 to 19	1.3%	3.2%	4.6%
20+	2.0%	6.7%	8.9%
Mobile Home	0.3%	0.4%	2.5%
Other	0.0%	0.0%	0.0%
<b>2000 Housing Units by Year Structure Built</b>			
Total	3,868	15,320	36,617
1999 to March 2000	0.0%	0.3%	0.8%
1995 to 1998	1.7%	3.0%	3.2%
1990 to 1994	1.3%	4.2%	4.6%
1980 to 1989	16.4%	15.3%	13.4%
1970 to 1979	14.4%	16.2%	14.5%
1969 or Earlier	66.2%	61.0%	63.5%
Median Year Structure Built	1958	1963	1961

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.





## Market Profile

Prepared by Frank Cowling

South Norfolk

Bainbridge Blvd & Poindexter St, Chesapeake, VA, 23324, Bainbridge Blvd & Poindexter St

Ring: 1, 2, 3 Miles

Latitude: 36.815791

Longitude: -76.278766

	1 mile radius	2 miles radius	3 miles radius
<b>Top 3 Tapestry Segments</b>			
1.	Rustbelt Traditions	Inner City Tenants	City Commons
2.	Family Foundations	Modest Income Homes	Modest Income Homes
3.	Modest Income Homes	Family Foundations	Family Foundations



**2010 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$4,006,238	\$15,911,664	\$40,253,900
Average Spent	\$1,109.45	\$1,115.59	\$1,147.72
Spending Potential Index	46	47	48
Computers & Accessories: Total \$	\$496,517	\$2,002,902	\$5,077,008
Average Spent	\$137.50	\$140.43	\$144.76
Spending Potential Index	62	64	66
Education: Total \$	\$3,016,468	\$11,584,722	\$29,368,277
Average Spent	\$835.36	\$812.22	\$837.35
Spending Potential Index	68	67	69
Entertainment/Recreation: Total \$	\$7,506,172	\$29,228,289	\$74,203,300
Average Spent	\$2,078.70	\$2,049.24	\$2,115.68
Spending Potential Index	64	64	66
Food at Home: Total \$	\$10,864,709	\$42,992,074	\$108,537,616
Average Spent	\$3,008.78	\$3,014.24	\$3,094.62
Spending Potential Index	67	67	69
Food Away from Home: Total \$	\$7,763,519	\$30,724,949	\$77,616,036
Average Spent	\$2,149.96	\$2,154.17	\$2,212.99
Spending Potential Index	67	67	69
Health Care: Total \$	\$9,137,573	\$34,517,733	\$87,389,597
Average Spent	\$2,530.48	\$2,420.09	\$2,491.65
Spending Potential Index	68	65	67
HH Furnishings & Equipment: Total \$	\$4,080,082	\$15,945,320	\$40,450,233
Average Spent	\$1,129.90	\$1,117.95	\$1,153.32
Spending Potential Index	55	54	56
Investments: Total \$	\$3,373,917	\$12,787,791	\$32,821,906
Average Spent	\$934.34	\$896.57	\$935.82
Spending Potential Index	54	52	54
Retail Goods: Total \$	\$55,675,851	\$217,318,428	\$549,779,121
Average Spent	\$15,418.40	\$15,236.52	\$15,675.28
Spending Potential Index	62	61	63
Shelter: Total \$	\$36,430,460	\$144,956,625	\$367,984,892
Average Spent	\$10,088.75	\$10,163.12	\$10,491.97
Spending Potential Index	64	64	66
TV/Video/Audio: Total \$	\$3,036,218	\$11,928,028	\$30,188,518
Average Spent	\$840.82	\$836.29	\$860.73
Spending Potential Index	68	67	69
Travel: Total \$	\$4,101,314	\$15,910,485	\$40,482,642
Average Spent	\$1,135.78	\$1,115.51	\$1,154.24
Spending Potential Index	60	59	61
Vehicle Maintenance & Repairs: Total \$	\$2,215,497	\$8,716,924	\$22,033,473
Average Spent	\$613.54	\$611.16	\$628.22
Spending Potential Index	65	65	67

**Data Note:** The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.



# Retail Goods and Services Expenditures

Prepared by Frank Cowling

South Norfolk

Bainbridge Blvd & Poindexter St, Chesapeake, VA, 23324, Bainbridge Blvd & Poindexter St

Ring: 1 mile radius

Latitude: 36.815791

Longitude: -76.278766

Top Tapestry Segments:		Demographic Summary		2010	2015
Rustbelt Traditions	18.7%	Population		9,817	9,836
Family Foundations	17.9%	Households		3,611	3,623
Modest Income Homes	17.7%	Families		2,397	2,387
Great Expectations	11.8%	Median Age		33.5	34.0
Urban Rows	9.5%	Median Household Income		\$37,890	\$46,189

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	46	\$1,109.45	\$4,006,238
Men's	43	\$196.85	\$710,809
Women's	41	\$343.35	\$1,239,830
Children's	50	\$200.96	\$725,652
Footwear	33	\$136.32	\$492,256
Watches & Jewelry	62	\$121.33	\$438,123
Apparel Products and Services <sup>1</sup>	118	\$110.65	\$399,568
<b>Computer</b>			
Computers and Hardware for Home Use	63	\$120.06	\$433,521
Software and Accessories for Home Use	61	\$17.45	\$62,996
<b>Entertainment &amp; Recreation</b>	64	\$2,078.70	\$7,506,172
<b>Fees and Admissions</b>	62	\$384.82	\$1,389,573
Membership Fees for Clubs <sup>2</sup>	63	\$103.98	\$375,459
Fees for Participant Sports, excl. Trips	62	\$65.61	\$236,933
Admission to Movie/Theatre/Opera/Ballet	63	\$95.07	\$343,289
Admission to Sporting Events, excl. Trips	66	\$39.45	\$142,449
Fees for Recreational Lessons	59	\$80.18	\$289,515
Dating Services	69	\$0.53	\$1,928
<b>TV/Video/Audio</b>	68	\$840.82	\$3,036,218
Community Antenna or Cable TV	71	\$509.56	\$1,840,008
Televisions	64	\$124.36	\$449,050
VCRs, Video Cameras, and DVD Players	64	\$12.95	\$46,774
Video Cassettes and DVDs	66	\$34.69	\$125,255
Video and Computer Game Hardware and Software	70	\$39.21	\$141,602
Satellite Dishes	55	\$0.69	\$2,491
Rental of Video Cassettes and DVDs	65	\$26.58	\$95,993
Streaming/Downloaded Video	69	\$0.97	\$3,496
Audio <sup>3</sup>	59	\$87.29	\$315,210
Rental and Repair of TV/Radio/Audio	60	\$4.53	\$16,340
Pets	78	\$333.65	\$1,204,812
Toys and Games <sup>4</sup>	67	\$96.90	\$349,923
Recreational Vehicles and Fees <sup>5</sup>	47	\$151.91	\$548,539
Sports/Recreation/Exercise Equipment <sup>6</sup>	47	\$85.35	\$308,207
Photo Equipment and Supplies <sup>7</sup>	62	\$64.53	\$233,031
Reading <sup>8</sup>	66	\$101.62	\$366,966
Catered Affairs <sup>9</sup>	77	\$19.08	\$68,904
<b>Food</b>	67	\$5,158.74	\$18,628,228
<b>Food at Home</b>	67	\$3,008.78	\$10,864,709
Bakery and Cereal Products	68	\$404.26	\$1,459,774
Meat, Poultry, Fish, and Eggs	68	\$707.76	\$2,555,721
Dairy Products	67	\$331.66	\$1,197,614
Fruit and Vegetables	66	\$517.38	\$1,868,258
Snacks and Other Food at Home <sup>10</sup>	67	\$1,047.73	\$3,783,343
<b>Food Away from Home</b>	67	\$2,149.96	\$7,763,519
Alcoholic Beverages	69	\$391.41	\$1,413,383
Nonalcoholic Beverages at Home	68	\$297.99	\$1,076,053



# Retail Goods and Services Expenditures

Prepared by Frank Cowling

## South Norfolk

Bainbridge Blvd & Poindexter St, Chesapeake, VA, 23324, Bainbridge Blvd & Poindexter St

Ring: 1 mile radius

Latitude: 36.815791

Longitude: -76.278766

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	54	\$934.34	\$3,373,917
Vehicle Loans	64	\$3,131.87	\$11,309,181
<b>Health</b>			
Nonprescription Drugs	66	\$67.82	\$244,912
Prescription Drugs	71	\$355.77	\$1,284,668
Eyeglasses and Contact Lenses	67	\$51.67	\$186,593
<b>Home</b>			
Mortgage Payment and Basics <sup>11</sup>	60	\$5,629.55	\$20,328,320
Maintenance and Remodeling Services	60	\$1,192.90	\$4,307,574
Maintenance and Remodeling Materials <sup>12</sup>	56	\$209.33	\$755,894
Utilities, Fuel, and Public Services	70	\$3,190.33	\$11,520,280
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>13</sup>	63	\$83.21	\$300,484
Furniture	62	\$374.42	\$1,352,029
Floor Coverings	68	\$50.65	\$182,912
Major Appliances <sup>14</sup>	62	\$187.89	\$678,462
Housewares <sup>15</sup>	55	\$47.47	\$171,399
Small Appliances	67	\$21.93	\$79,200
Luggage	61	\$5.69	\$20,549
Telephones and Accessories	44	\$18.74	\$67,665
<b>Household Operations</b>			
Child Care	62	\$288.13	\$1,040,439
Lawn and Garden <sup>16</sup>	61	\$255.29	\$921,846
Moving/Storage/Freight Express	54	\$32.54	\$117,515
Housekeeping Supplies <sup>17</sup>	67	\$472.31	\$1,705,524
<b>Insurance</b>			
Owners and Renters Insurance	67	\$308.60	\$1,114,361
Vehicle Insurance	67	\$779.49	\$2,814,733
Life/Other Insurance	66	\$276.86	\$999,730
Health Insurance	69	\$1,333.03	\$4,813,565
Personal Care Products <sup>18</sup>	66	\$262.57	\$948,140
School Books and Supplies <sup>19</sup>	71	\$75.44	\$272,406
Smoking Products	76	\$324.60	\$1,172,141
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>20</sup>	63	\$2,766.04	\$9,988,157
Gasoline and Motor Oil	68	\$1,936.22	\$6,991,681
Vehicle Maintenance and Repairs	65	\$613.54	\$2,215,497
<b>Travel</b>			
Airline Fares	59	\$271.12	\$979,013
Lodging on Trips	60	\$262.93	\$949,432
Auto/Truck/Van Rental on Trips	60	\$22.10	\$79,801
Food and Drink on Trips	60	\$262.74	\$948,768

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Retail Goods and Services Expenditures

Prepared by Frank Cowling

South Norfolk

Bainbridge Blvd & Poindexter St, Chesapeake, VA, 23324, Bainbridge Blvd & Poindexter St

Ring: 1 mile radius

Latitude: 36.815791

Longitude: -76.278766

<sup>1</sup>**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

<sup>4</sup>**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

<sup>5</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>6</sup>**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

<sup>7</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>8</sup>**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

<sup>9</sup>**Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.

<sup>10</sup>**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

<sup>11</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>12</sup>**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

<sup>13</sup>**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

<sup>14</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>15</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>16</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>17</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

<sup>18</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

<sup>19</sup>**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

<sup>20</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.



# Retail Goods and Services Expenditures

Prepared by Frank Cowling

South Norfolk

Bainbridge Blvd & Poindexter St, Chesapeake, VA, 23324, Bainbridge Blvd & Poindexter St

Ring: 2 miles radius

Latitude: 36.815791

Longitude: -76.278766

Top Tapestry Segments:		Demographic Summary		2010	2015
Inner City Tenants	15.2%	Population		37,713	37,651
Modest Income Homes	14.9%	Households		14,263	14,278
Family Foundations	11.9%	Families		9,357	9,304
Rustbelt Traditions	8.0%	Median Age		32.9	33.4
City Commons	7.8%	Median Household Income		\$36,506	\$45,004

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	47	\$1,115.59	\$15,911,664
Men's	43	\$198.06	\$2,824,935
Women's	41	\$341.16	\$4,865,990
Children's	51	\$202.45	\$2,887,578
Footwear	33	\$138.85	\$1,980,488
Watches & Jewelry	61	\$119.35	\$1,702,226
Apparel Products and Services <sup>1</sup>	124	\$115.72	\$1,650,450
<b>Computer</b>			
Computers and Hardware for Home Use	64	\$122.35	\$1,745,056
Software and Accessories for Home Use	63	\$18.08	\$257,846
<b>Entertainment &amp; Recreation</b>	64	\$2,049.24	\$29,228,289
<b>Fees and Admissions</b>	61	\$375.27	\$5,352,423
Membership Fees for Clubs <sup>2</sup>	61	\$99.58	\$1,420,356
Fees for Participant Sports, excl. Trips	60	\$64.20	\$915,643
Admission to Movie/Theatre/Opera/Ballet	64	\$96.79	\$1,380,508
Admission to Sporting Events, excl. Trips	63	\$37.42	\$533,767
Fees for Recreational Lessons	56	\$76.71	\$1,094,096
Dating Services	73	\$0.56	\$8,053
<b>TV/Video/Audio</b>	67	\$836.29	\$11,928,028
Community Antenna or Cable TV	69	\$499.05	\$7,117,906
Televisions	64	\$124.27	\$1,772,474
VCRs, Video Cameras, and DVD Players	67	\$13.57	\$193,478
Video Cassettes and DVDs	69	\$36.27	\$517,255
Video and Computer Game Hardware and Software	70	\$39.30	\$560,552
Satellite Dishes	56	\$0.71	\$10,159
Rental of Video Cassettes and DVDs	67	\$27.77	\$396,075
Streaming/Downloaded Video	67	\$0.94	\$13,353
Audio <sup>3</sup>	61	\$89.73	\$1,279,759
Rental and Repair of TV/Radio/Audio	62	\$4.70	\$67,019
Pets	75	\$324.53	\$4,628,812
Toys and Games <sup>4</sup>	66	\$95.77	\$1,365,970
Recreational Vehicles and Fees <sup>5</sup>	47	\$150.91	\$2,152,418
Sports/Recreation/Exercise Equipment <sup>6</sup>	47	\$84.98	\$1,212,093
Photo Equipment and Supplies <sup>7</sup>	62	\$63.96	\$912,265
Reading <sup>8</sup>	63	\$98.26	\$1,401,546
Catered Affairs <sup>9</sup>	78	\$19.26	\$274,738
<b>Food</b>	67	\$5,168.41	\$73,717,022
<b>Food at Home</b>	67	\$3,014.24	\$42,992,074
Bakery and Cereal Products	67	\$400.10	\$5,706,674
Meat, Poultry, Fish, and Eggs	69	\$710.97	\$10,140,533
Dairy Products	66	\$330.19	\$4,709,555
Fruit and Vegetables	66	\$521.00	\$7,431,091
Snacks and Other Food at Home <sup>10</sup>	67	\$1,051.97	\$15,004,221
<b>Food Away from Home</b>	67	\$2,154.17	\$30,724,949
Alcoholic Beverages	69	\$395.56	\$5,641,878
Nonalcoholic Beverages at Home	68	\$299.23	\$4,267,945



# Retail Goods and Services Expenditures

Prepared by Frank Cowling

South Norfolk

Bainbridge Blvd & Poindexter St, Chesapeake, VA, 23324, Bainbridge Blvd & Poindexter St

Ring: 2 miles radius

Latitude: 36.815791

Longitude: -76.278766

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	52	\$896.57	\$12,787,791
Vehicle Loans	64	\$3,131.32	\$44,661,986
<b>Health</b>			
Nonprescription Drugs	65	\$66.87	\$953,700
Prescription Drugs	67	\$335.78	\$4,789,183
Eyeglasses and Contact Lenses	64	\$49.56	\$706,860
<b>Home</b>			
Mortgage Payment and Basics <sup>11</sup>	56	\$5,231.33	\$74,614,479
Maintenance and Remodeling Services	55	\$1,094.49	\$15,610,642
Maintenance and Remodeling Materials <sup>12</sup>	52	\$191.98	\$2,738,263
Utilities, Fuel, and Public Services	68	\$3,100.12	\$44,217,021
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>13</sup>	62	\$83.00	\$1,183,900
Furniture	62	\$372.91	\$5,318,771
Floor Coverings	62	\$46.45	\$662,564
Major Appliances <sup>14</sup>	59	\$180.20	\$2,570,250
Housewares <sup>15</sup>	56	\$48.62	\$693,429
Small Appliances	65	\$21.45	\$305,953
Luggage	61	\$5.63	\$80,242
Telephones and Accessories	46	\$19.56	\$278,935
<b>Household Operations</b>			
Child Care	63	\$292.90	\$4,177,590
Lawn and Garden <sup>16</sup>	57	\$238.47	\$3,401,240
Moving/Storage/Freight Express	61	\$36.99	\$527,574
Housekeeping Supplies <sup>17</sup>	66	\$465.16	\$6,634,516
<b>Insurance</b>			
Owners and Renters Insurance	61	\$282.72	\$4,032,384
Vehicle Insurance	66	\$771.89	\$11,009,451
Life/Other Insurance	61	\$255.56	\$3,645,104
Health Insurance	65	\$1,265.90	\$18,055,597
Personal Care Products <sup>18</sup>	66	\$264.75	\$3,776,175
School Books and Supplies <sup>19</sup>	72	\$76.93	\$1,097,246
Smoking Products	76	\$323.57	\$4,615,136
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>20</sup>	63	\$2,778.05	\$39,623,298
Gasoline and Motor Oil	67	\$1,923.33	\$27,432,393
Vehicle Maintenance and Repairs	65	\$611.16	\$8,716,924
<b>Travel</b>			
Airline Fares	59	\$272.53	\$3,887,162
Lodging on Trips	58	\$252.89	\$3,606,919
Auto/Truck/Van Rental on Trips	60	\$22.22	\$316,938
Food and Drink on Trips	59	\$257.01	\$3,665,778

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Retail Goods and Services Expenditures

Prepared by Frank Cowling

South Norfolk

Bainbridge Blvd & Poindexter St, Chesapeake, VA, 23324, Bainbridge Blvd & Poindexter St

Ring: 2 miles radius

Latitude: 36.815791

Longitude: -76.278766

<sup>1</sup>**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

<sup>4</sup>**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

<sup>5</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>6</sup>**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

<sup>7</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>8</sup>**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

<sup>9</sup>**Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.

<sup>10</sup>**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

<sup>11</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>12</sup>**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

<sup>13</sup>**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

<sup>14</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>15</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>16</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>17</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

<sup>18</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

<sup>19</sup>**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

<sup>20</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.





# Retail Goods and Services Expenditures

Prepared by Frank Cowling

South Norfolk

Bainbridge Blvd & Poindexter St, Chesapeake, VA, 23324, Bainbridge Blvd & Poindexter St

Ring: 3 miles radius

Latitude: 36.815791

Longitude: -76.278766

Top Tapestry Segments:		Demographic Summary		2010	2015
City Commons	13.7%	Population		92,724	93,183
Modest Income Homes	10.1%	Households		35,073	35,406
Family Foundations	9.1%	Families		22,251	22,244
Rustbelt Traditions	7.0%	Median Age		33.4	33.7
Metro City Edge	6.3%	Median Household Income		\$37,189	\$45,872

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	48	\$1,147.72	\$40,253,900
Men's	44	\$203.59	\$7,140,498
Women's	42	\$351.06	\$12,312,757
Children's	52	\$207.60	\$7,281,165
Footwear	34	\$142.48	\$4,997,148
Watches & Jewelry	64	\$123.78	\$4,341,239
Apparel Products and Services <sup>1</sup>	127	\$119.21	\$4,181,092
<b>Computer</b>			
Computers and Hardware for Home Use	66	\$126.20	\$4,426,237
Software and Accessories for Home Use	65	\$18.55	\$650,771
<b>Entertainment &amp; Recreation</b>	66	\$2,115.68	\$74,203,300
<b>Fees and Admissions</b>	63	\$387.46	\$13,589,459
Membership Fees for Clubs <sup>2</sup>	63	\$102.97	\$3,611,370
Fees for Participant Sports, excl. Trips	62	\$66.32	\$2,326,135
Admission to Movie/Theatre/Opera/Ballet	66	\$99.61	\$3,493,612
Admission to Sporting Events, excl. Trips	65	\$38.69	\$1,356,825
Fees for Recreational Lessons	58	\$79.30	\$2,781,325
Dating Services	75	\$0.58	\$20,192
<b>TV/Video/Audio</b>	69	\$860.73	\$30,188,518
Community Antenna or Cable TV	71	\$513.49	\$18,009,788
Televisions	66	\$128.34	\$4,501,435
VCRs, Video Cameras, and DVD Players	68	\$13.92	\$488,053
Video Cassettes and DVDs	71	\$37.21	\$1,304,947
Video and Computer Game Hardware and Software	72	\$40.43	\$1,418,032
Satellite Dishes	58	\$0.73	\$25,756
Rental of Video Cassettes and DVDs	69	\$28.51	\$1,000,104
Streaming/Downloaded Video	70	\$0.98	\$34,263
Audio <sup>3</sup>	63	\$92.27	\$3,236,287
Rental and Repair of TV/Radio/Audio	64	\$4.84	\$169,852
Pets	78	\$335.29	\$11,759,541
Toys and Games <sup>4</sup>	68	\$98.60	\$3,458,078
Recreational Vehicles and Fees <sup>5</sup>	49	\$158.67	\$5,564,862
Sports/Recreation/Exercise Equipment <sup>6</sup>	49	\$87.94	\$3,084,371
Photo Equipment and Supplies <sup>7</sup>	64	\$66.03	\$2,315,734
Reading <sup>8</sup>	66	\$101.46	\$3,558,615
Catered Affairs <sup>9</sup>	79	\$19.51	\$684,123
<b>Food</b>	69	\$5,307.61	\$186,153,652
<b>Food at Home</b>	69	\$3,094.62	\$108,537,616
Bakery and Cereal Products	69	\$411.36	\$14,427,692
Meat, Poultry, Fish, and Eggs	70	\$728.63	\$25,555,150
Dairy Products	68	\$339.23	\$11,897,748
Fruit and Vegetables	68	\$535.13	\$18,768,539
Snacks and Other Food at Home <sup>10</sup>	69	\$1,080.28	\$37,888,487
<b>Food Away from Home</b>	69	\$2,212.99	\$77,616,036
Alcoholic Beverages	71	\$406.89	\$14,270,788
Nonalcoholic Beverages at Home	70	\$307.24	\$10,775,772





# Retail Goods and Services Expenditures

Prepared by Frank Cowling

South Norfolk

Bainbridge Blvd & Poindexter St, Chesapeake, VA, 23324, Bainbridge Blvd & Poindexter St

Ring: 3 miles radius

Latitude: 36.815791

Longitude: -76.278766

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	54	\$935.82	\$32,821,906
Vehicle Loans	65	\$3,217.14	\$112,834,784
<b>Health</b>			
Nonprescription Drugs	67	\$68.75	\$2,411,432
Prescription Drugs	69	\$344.86	\$12,095,244
Eyeglasses and Contact Lenses	66	\$50.99	\$1,788,337
<b>Home</b>			
Mortgage Payment and Basics <sup>11</sup>	58	\$5,419.68	\$190,084,356
Maintenance and Remodeling Services	57	\$1,134.41	\$39,787,161
Maintenance and Remodeling Materials <sup>12</sup>	54	\$199.52	\$6,997,807
Utilities, Fuel, and Public Services	70	\$3,178.68	\$111,485,853
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>13</sup>	64	\$85.68	\$3,005,115
Furniture	64	\$385.08	\$13,505,856
Floor Coverings	64	\$47.98	\$1,682,922
Major Appliances <sup>14</sup>	61	\$185.96	\$6,522,338
Housewares <sup>15</sup>	58	\$49.87	\$1,749,099
Small Appliances	67	\$22.07	\$774,097
Luggage	63	\$5.80	\$203,465
Telephones and Accessories	47	\$20.08	\$704,217
<b>Household Operations</b>			
Child Care	65	\$301.92	\$10,589,332
Lawn and Garden <sup>16</sup>	59	\$246.68	\$8,651,910
Moving/Storage/Freight Express	63	\$38.14	\$1,337,842
Housekeeping Supplies <sup>17</sup>	68	\$477.79	\$16,757,666
<b>Insurance</b>			
Owners and Renters Insurance	63	\$291.00	\$10,206,375
Vehicle Insurance	68	\$791.80	\$27,770,665
Life/Other Insurance	63	\$263.31	\$9,235,060
Health Insurance	67	\$1,303.78	\$45,727,500
Personal Care Products <sup>18</sup>	68	\$271.94	\$9,537,836
School Books and Supplies <sup>19</sup>	74	\$79.00	\$2,770,933
Smoking Products	78	\$332.82	\$11,673,117
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>20</sup>	65	\$2,852.85	\$100,057,928
Gasoline and Motor Oil	69	\$1,970.04	\$69,095,050
Vehicle Maintenance and Repairs	67	\$628.22	\$22,033,473
<b>Travel</b>			
Airline Fares	61	\$281.98	\$9,889,863
Lodging on Trips	60	\$261.90	\$9,185,504
Auto/Truck/Van Rental on Trips	62	\$23.02	\$807,258
Food and Drink on Trips	61	\$265.67	\$9,317,747

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Retail Goods and Services Expenditures

Prepared by Frank Cowling

South Norfolk

Bainbridge Blvd & Poindexter St, Chesapeake, VA, 23324, Bainbridge Blvd & Poindexter St

Ring: 3 miles radius

Latitude: 36.815791

Longitude: -76.278766

<sup>1</sup>**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

<sup>4</sup>**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

<sup>5</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>6</sup>**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

<sup>7</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>8</sup>**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

<sup>9</sup>**Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.

<sup>10</sup>**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

<sup>11</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>12</sup>**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

<sup>13</sup>**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

<sup>14</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>15</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>16</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>17</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

<sup>18</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

<sup>19</sup>**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

<sup>20</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.



# 2010 Retail MarketPlace Profile

Prepared by Frank Cowling

## South Norfolk

Bainbridge Blvd & Poindexter St, Chesapeake, VA, 23324, Bainbridge Blvd & Poindexter St  
Ring: 1 mile radius

Latitude: 36.815791

Longitude: -76.278766

### Summary Demographics

2010 Population	9,817
2010 Households	3,611
2010 Median Disposable Income	\$30,076
2010 Per Capita Income	\$16,636

### Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$61,304,662	\$57,844,938	\$3,459,724	2.9	47
Total Retail Trade (NAICS 44-45)	\$52,457,367	\$52,115,636	\$341,731	0.3	36
Total Food & Drink (NAICS 722)	\$8,847,295	\$5,729,302	\$3,117,993	21.4	11

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$11,987,407	\$5,286,794	\$6,700,613	38.8	6
Automobile Dealers (NAICS 4411)	\$10,262,263	\$4,971,206	\$5,291,057	34.7	5
Other Motor Vehicle Dealers (NAICS 4412)	\$860,192	\$71,295	\$788,897	84.7	1
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$864,952	\$244,293	\$620,659	56.0	1
Furniture & Home Furnishings Stores (NAICS 442)	\$1,467,966	\$20,416	\$1,447,550	97.3	1
Furniture Stores (NAICS 4421)	\$937,788	\$20,416	\$917,372	95.7	1
Home Furnishings Stores (NAICS 4422)	\$530,178	\$0	\$530,178	100.0	0
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$1,351,564	\$327,324	\$1,024,240	61.0	1
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$1,947,829	\$3,872,146	\$-1,924,317	-33.1	4
Building Material and Supplies Dealers (NAICS 4441)	\$1,775,691	\$3,872,146	\$-2,096,455	-37.1	4
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$172,138	\$0	\$172,138	100.0	0
Food & Beverage Stores (NAICS 445)	\$8,660,924	\$4,793,225	\$3,867,699	28.7	9
Grocery Stores (NAICS 4451)	\$8,198,978	\$3,685,411	\$4,513,567	38.0	7
Specialty Food Stores (NAICS 4452)	\$115,523	\$131,678	\$-16,155	-6.5	1
Beer, Wine, and Liquor Stores (NAICS 4453)	\$346,423	\$976,136	\$-629,713	-47.6	1
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$1,868,986	\$0	\$1,868,986	100.0	0
Gasoline Stations (NAICS 447/4471)	\$9,164,345	\$28,794,663	\$-19,630,318	-51.7	4
Clothing and Clothing Accessories Stores (NAICS 448)	\$2,333,881	\$376,801	\$1,957,080	72.2	2
Clothing Stores (NAICS 4481)	\$1,783,143	\$376,801	\$1,406,342	65.1	2
Shoe Stores (NAICS 4482)	\$252,234	\$0	\$252,234	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$298,504	\$0	\$298,504	100.0	0
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$544,995	\$116,803	\$428,192	64.7	2
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$274,108	\$116,803	\$157,305	40.2	2
Book, Periodical, and Music Stores (NAICS 4512)	\$270,887	\$0	\$270,887	100.0	0

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

**Sources:** Esri and Infogroup



# 2010 Retail MarketPlace Profile

Prepared by Frank Cowling

South Norfolk

Bainbridge Blvd & Poindexter St, Chesapeake, VA, 23324, Bainbridge Blvd & Poindexter St

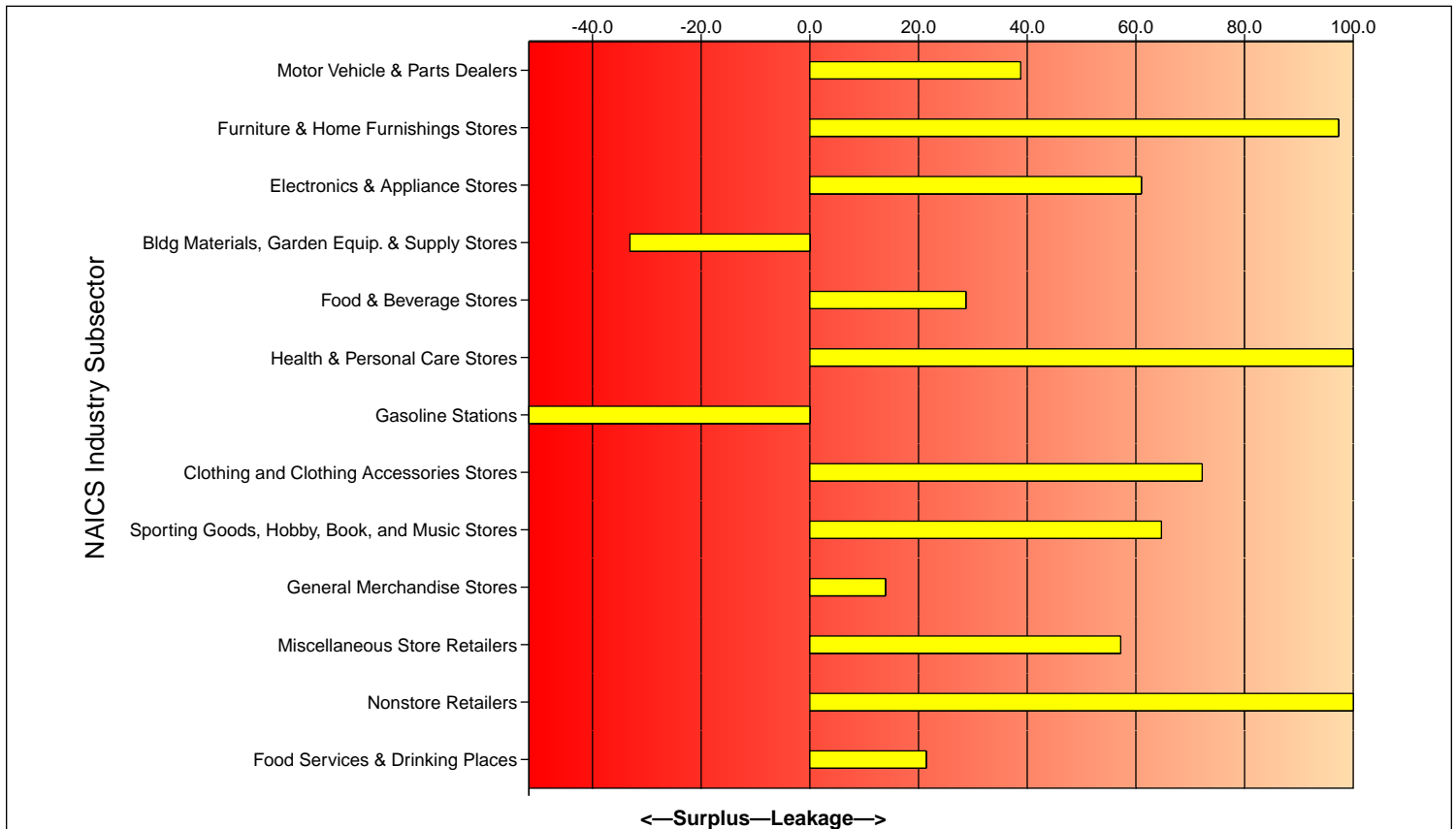
Ring: 1 mile radius

Latitude: 36.815791

Longitude: -76.278766

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$10,999,253	\$8,309,565	\$2,689,688	13.9	4
Department Stores Excluding Leased Depts. (NAICS 4521)	\$3,626,918	\$0	\$3,626,918	100.0	0
Other General Merchandise Stores (NAICS 4529)	\$7,372,335	\$8,309,565	\$-937,230	-6.0	4
Miscellaneous Store Retailers (NAICS 453)	\$799,941	\$217,899	\$582,042	57.2	4
Florists (NAICS 4531)	\$44,421	\$35,150	\$9,271	11.7	1
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$400,348	\$0	\$400,348	100.0	0
Used Merchandise Stores (NAICS 4533)	\$53,833	\$33,822	\$20,011	22.8	1
Other Miscellaneous Store Retailers (NAICS 4539)	\$301,339	\$148,927	\$152,412	33.8	2
Nonstore Retailers (NAICS 454)	\$1,330,276	\$0	\$1,330,276	100.0	0
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$298,217	\$0	\$298,217	100.0	0
Vending Machine Operators (NAICS 4542)	\$335,959	\$0	\$335,959	100.0	0
Direct Selling Establishments (NAICS 4543)	\$696,100	\$0	\$696,100	100.0	0
Food Services & Drinking Places (NAICS 722)	\$8,847,295	\$5,729,302	\$3,117,993	21.4	11
Full-Service Restaurants (NAICS 7221)	\$3,430,923	\$1,027,975	\$2,402,948	53.9	6
Limited-Service Eating Places (NAICS 7222)	\$4,892,793	\$1,598,572	\$3,294,221	50.7	2
Special Food Services (NAICS 7223)	\$379,846	\$3,102,755	\$-2,722,909	-78.2	3
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$143,733	\$0	\$143,733	100.0	0

Leakage/Surplus Factor by Industry Subsector



Sources: Esri and Infogroup



## 2010 Retail MarketPlace Profile

Prepared by Frank Cowling

South Norfolk

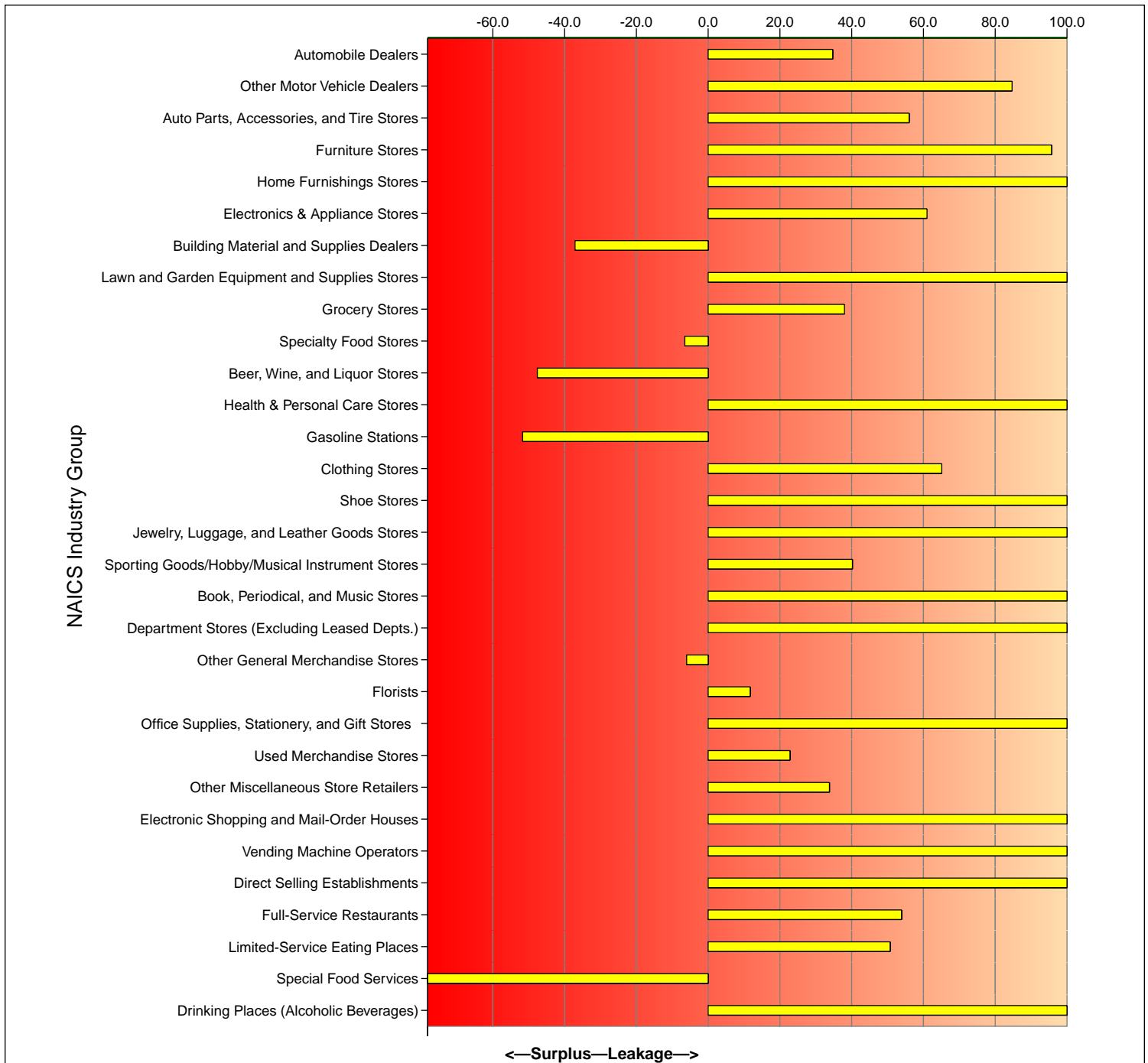
Bainbridge Blvd & Poindexter St, Chesapeake, VA, 23324, Bainbridge Blvd & Poindexter St

Ring: 1 mile radius

Latitude: 36.815791

Longitude: -76.278766

Leakage/Surplus Factor by Industry Group



Sources: Esri and Infogroup



# 2010 Retail MarketPlace Profile

Prepared by Frank Cowling

South Norfolk

Bainbridge Blvd & Poindexter St, Chesapeake, VA, 23324, Bainbridge Blvd & Poindexter St

Ring: 2 miles radius

Latitude: 36.815791

Longitude: -76.278766

## Summary Demographics

2010 Population	37,713
2010 Households	14,263
2010 Median Disposable Income	\$29,147
2010 Per Capita Income	\$17,011

## Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$239,914,709	\$218,805,041	\$21,109,668	4.6	206
Total Retail Trade (NAICS 44-45)	\$205,303,557	\$189,638,167	\$15,665,390	4.0	141
Total Food & Drink (NAICS 722)	\$34,611,152	\$29,166,874	\$5,444,278	8.5	65

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$47,406,567	\$20,494,883	\$26,911,684	39.6	19
Automobile Dealers (NAICS 4411)	\$40,366,463	\$16,985,750	\$23,380,713	40.8	10
Other Motor Vehicle Dealers (NAICS 4412)	\$3,467,110	\$2,189,261	\$1,277,849	22.6	4
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$3,572,994	\$1,319,872	\$2,253,122	46.0	5
Furniture & Home Furnishings Stores (NAICS 442)	\$5,832,201	\$3,233,441	\$2,598,760	28.7	5
Furniture Stores (NAICS 4421)	\$3,646,430	\$1,685,478	\$1,960,952	36.8	2
Home Furnishings Stores (NAICS 4422)	\$2,185,771	\$1,547,963	\$637,808	17.1	3
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$5,168,812	\$857,236	\$4,311,576	71.5	4
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$7,598,145	\$7,309,491	\$288,654	1.9	12
Building Material and Supplies Dealers (NAICS 4441)	\$6,905,336	\$6,666,419	\$238,917	1.8	10
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$692,809	\$643,072	\$49,737	3.7	2
Food & Beverage Stores (NAICS 445)	\$36,096,696	\$39,650,898	\$-3,554,202	-4.7	29
Grocery Stores (NAICS 4451)	\$34,292,099	\$37,806,994	\$-3,514,895	-4.9	24
Specialty Food Stores (NAICS 4452)	\$431,678	\$354,708	\$76,970	9.8	3
Beer, Wine, and Liquor Stores (NAICS 4453)	\$1,372,919	\$1,489,196	\$-116,277	-4.1	2
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$7,758,250	\$12,118,485	\$-4,360,235	-21.9	4
Gasoline Stations (NAICS 447/4471)	\$36,059,513	\$59,921,824	\$-23,862,311	-24.9	11
Clothing and Clothing Accessories Stores (NAICS 448)	\$9,000,330	\$2,064,023	\$6,936,307	62.7	12
Clothing Stores (NAICS 4481)	\$6,878,252	\$1,365,426	\$5,512,826	66.9	9
Shoe Stores (NAICS 4482)	\$1,061,130	\$639,557	\$421,573	24.8	2
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$1,060,948	\$59,040	\$1,001,908	89.5	1
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$2,206,630	\$1,770,566	\$436,064	11.0	8
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$1,175,194	\$1,717,920	\$-542,726	-18.8	8
Book, Periodical, and Music Stores (NAICS 4512)	\$1,031,436	\$52,646	\$978,790	90.3	1

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

**Sources:** Esri and Infogroup



# 2010 Retail MarketPlace Profile

Prepared by Frank Cowling

South Norfolk

Bainbridge Blvd & Poindexter St, Chesapeake, VA, 23324, Bainbridge Blvd & Poindexter St

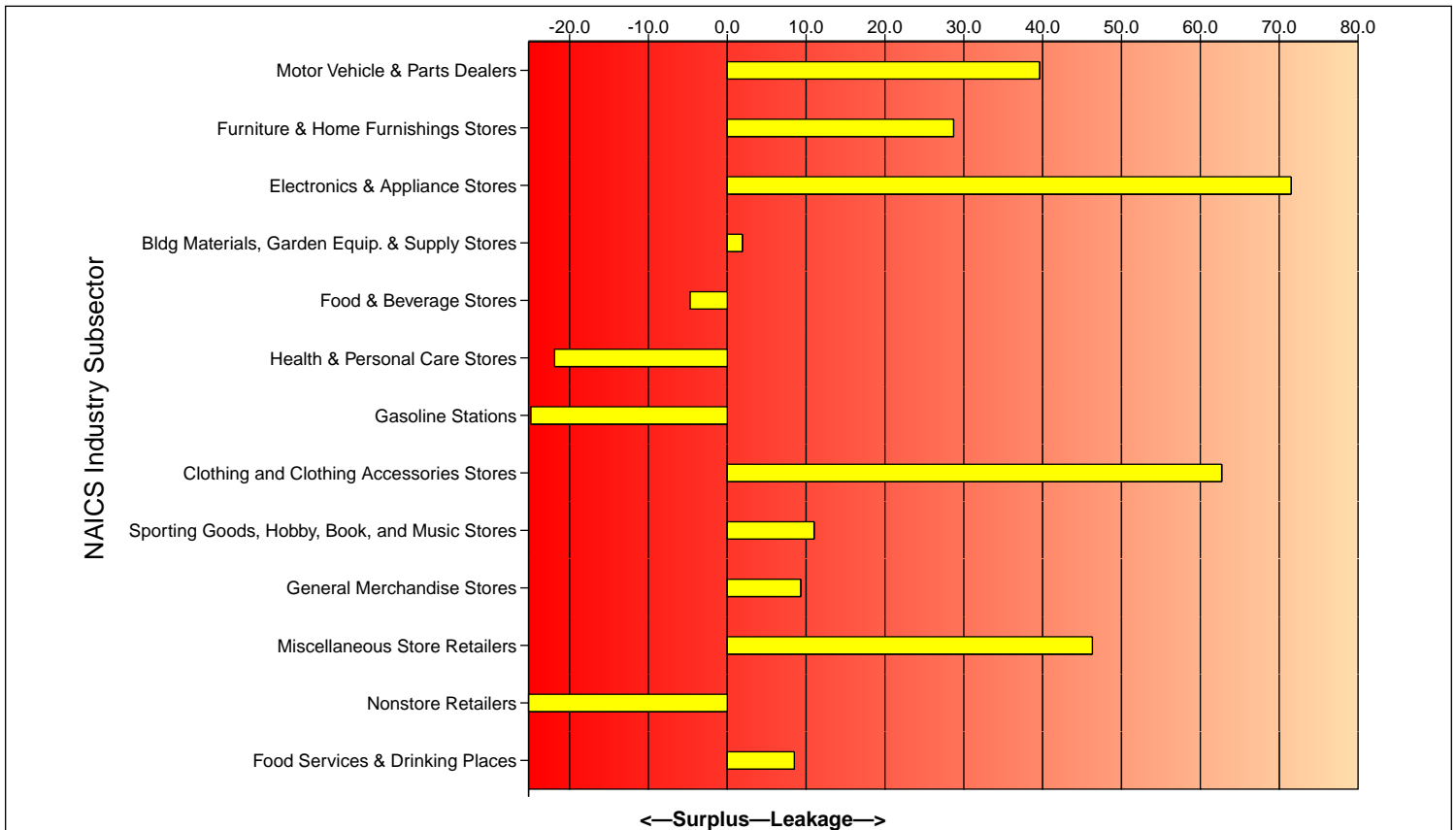
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Latitude: 36.815791

Longitude: -76.278766

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$40,275,749	\$33,430,083	\$6,845,666	9.3	12
Department Stores Excluding Leased Depts.(NAICS 4521)	\$13,897,735	\$4,676,700	\$9,221,035	49.6	2
Other General Merchandise Stores (NAICS 4529)	\$26,378,014	\$28,753,383	\$-2,375,369	-4.3	10
Miscellaneous Store Retailers (NAICS 453)	\$3,397,639	\$1,248,169	\$2,149,470	46.3	22
Florists (NAICS 4531)	\$211,331	\$270,106	\$-58,775	-12.2	3
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$1,576,676	\$252,508	\$1,324,168	72.4	3
Used Merchandise Stores (NAICS 4533)	\$345,914	\$300,178	\$45,736	7.1	10
Other Miscellaneous Store Retailers (NAICS 4539)	\$1,263,718	\$425,377	\$838,341	49.6	6
Nonstore Retailers (NAICS 454)	\$4,503,025	\$7,539,068	\$-3,036,043	-25.2	3
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$988,287	\$0	\$988,287	100.0	0
Vending Machine Operators (NAICS 4542)	\$1,180,736	\$2,400,184	\$-1,219,448	-34.1	1
Direct Selling Establishments (NAICS 4543)	\$2,334,002	\$5,138,884	\$-2,804,882	-37.5	2
Food Services & Drinking Places (NAICS 722)	\$34,611,152	\$29,166,874	\$5,444,278	8.5	65
Full-Service Restaurants (NAICS 7221)	\$13,580,686	\$11,642,491	\$1,938,195	7.7	42
Limited-Service Eating Places (NAICS 7222)	\$18,607,007	\$8,597,739	\$10,009,268	36.8	14
Special Food Services (NAICS 7223)	\$1,558,231	\$6,536,259	\$-4,978,028	-61.5	6
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$865,228	\$2,390,385	\$-1,525,157	-46.8	3

Leakage/Surplus Factor by Industry Subsector



Sources: Esri and Infogroup





# 2010 Retail MarketPlace Profile

Prepared by Frank Cowling

South Norfolk

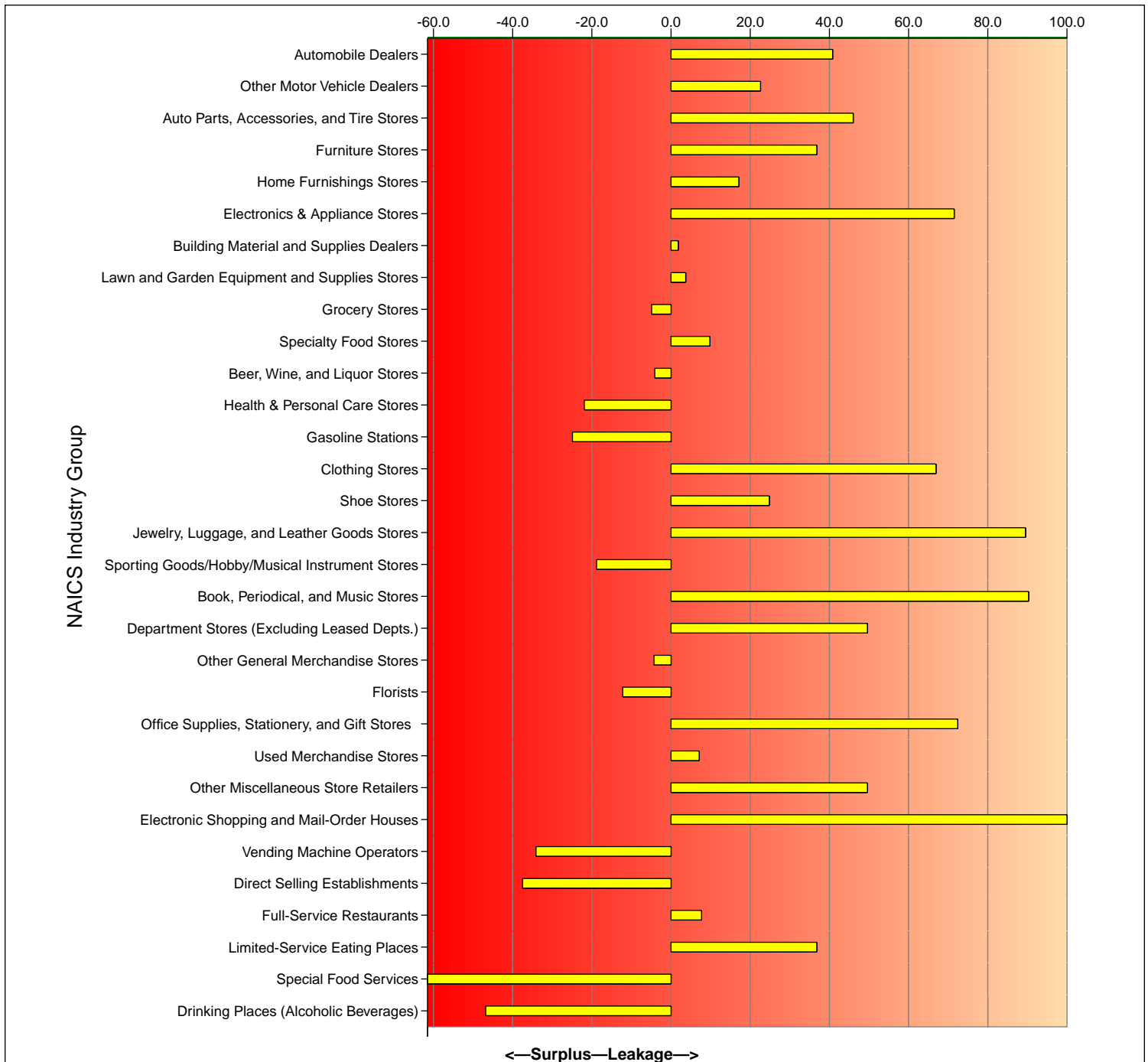
Bainbridge Blvd & Poindexter St, Chesapeake, VA, 23324, Bainbridge Blvd & Poindexter St

Ring: 2 miles radius

Latitude: 36.815791

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Leakage/Surplus Factor by Industry Group



Sources: Esri and Infogroup





# 2010 Retail MarketPlace Profile

Prepared by Frank Cowling

South Norfolk

Bainbridge Blvd & Poindexter St, Chesapeake, VA, 23324, Bainbridge Blvd & Poindexter St

Ring: 3 miles radius

Latitude: 36.815791

Longitude: -76.278766

## Summary Demographics

2010 Population	92,724
2010 Households	35,073
2010 Median Disposable Income	\$29,730
2010 Per Capita Income	\$18,164

## Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$606,286,521	\$945,594,900	\$-339,308,379	-21.9	748
Total Retail Trade (NAICS 44-45)	\$518,835,060	\$800,910,446	\$-282,075,386	-21.4	516
Total Food & Drink (NAICS 722)	\$87,451,461	\$144,684,454	\$-57,232,993	-24.7	232

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$120,515,112	\$278,481,622	\$-157,966,510	-39.6	71
Automobile Dealers (NAICS 4411)	\$101,884,354	\$257,824,974	\$-155,940,620	-43.4	39
Other Motor Vehicle Dealers (NAICS 4412)	\$9,062,447	\$9,080,327	\$-17,880	-0.1	12
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$9,568,311	\$11,576,321	\$-2,008,010	-9.5	20
Furniture & Home Furnishings Stores (NAICS 442)	\$15,497,248	\$29,732,542	\$-14,235,294	-31.5	20
Furniture Stores (NAICS 4421)	\$9,830,105	\$20,919,078	\$-11,088,973	-36.1	12
Home Furnishings Stores (NAICS 4422)	\$5,667,143	\$8,813,464	\$-3,146,321	-21.7	8
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$12,834,476	\$9,290,958	\$3,543,518	16.0	19
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$19,578,597	\$12,422,829	\$7,155,768	22.4	28
Building Material and Supplies Dealers (NAICS 4441)	\$17,761,476	\$10,563,382	\$7,198,094	25.4	24
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$1,817,121	\$1,859,447	\$-42,326	-1.2	4
Food & Beverage Stores (NAICS 445)	\$94,897,266	\$109,040,533	\$-14,143,267	-6.9	86
Grocery Stores (NAICS 4451)	\$90,109,355	\$99,490,047	\$-9,380,692	-4.9	66
Specialty Food Stores (NAICS 4452)	\$1,078,920	\$1,169,892	\$-90,972	-4.0	11
Beer, Wine, and Liquor Stores (NAICS 4453)	\$3,708,991	\$8,380,594	\$-4,671,603	-38.6	9
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$20,371,924	\$20,018,346	\$353,578	0.9	22
Gasoline Stations (NAICS 447/4471)	\$90,493,477	\$151,604,992	\$-61,111,515	-25.2	29
Clothing and Clothing Accessories Stores (NAICS 448)	\$23,034,650	\$51,757,937	\$-28,723,287	-38.4	96
Clothing Stores (NAICS 4481)	\$17,583,668	\$42,882,950	\$-25,299,282	-41.8	67
Shoe Stores (NAICS 4482)	\$2,826,666	\$6,141,245	\$-3,314,579	-37.0	18
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$2,624,316	\$2,733,742	\$-109,426	-2.0	11
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$5,629,011	\$7,573,789	\$-1,944,778	-14.7	25
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$3,022,455	\$4,157,100	\$-1,134,645	-15.8	17
Book, Periodical, and Music Stores (NAICS 4512)	\$2,606,556	\$3,416,689	\$-810,133	-13.5	8

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

**Sources:** Esri and Infogroup



# 2010 Retail MarketPlace Profile

Prepared by Frank Cowling

South Norfolk

Bainbridge Blvd & Poindexter St, Chesapeake, VA, 23324, Bainbridge Blvd & Poindexter St

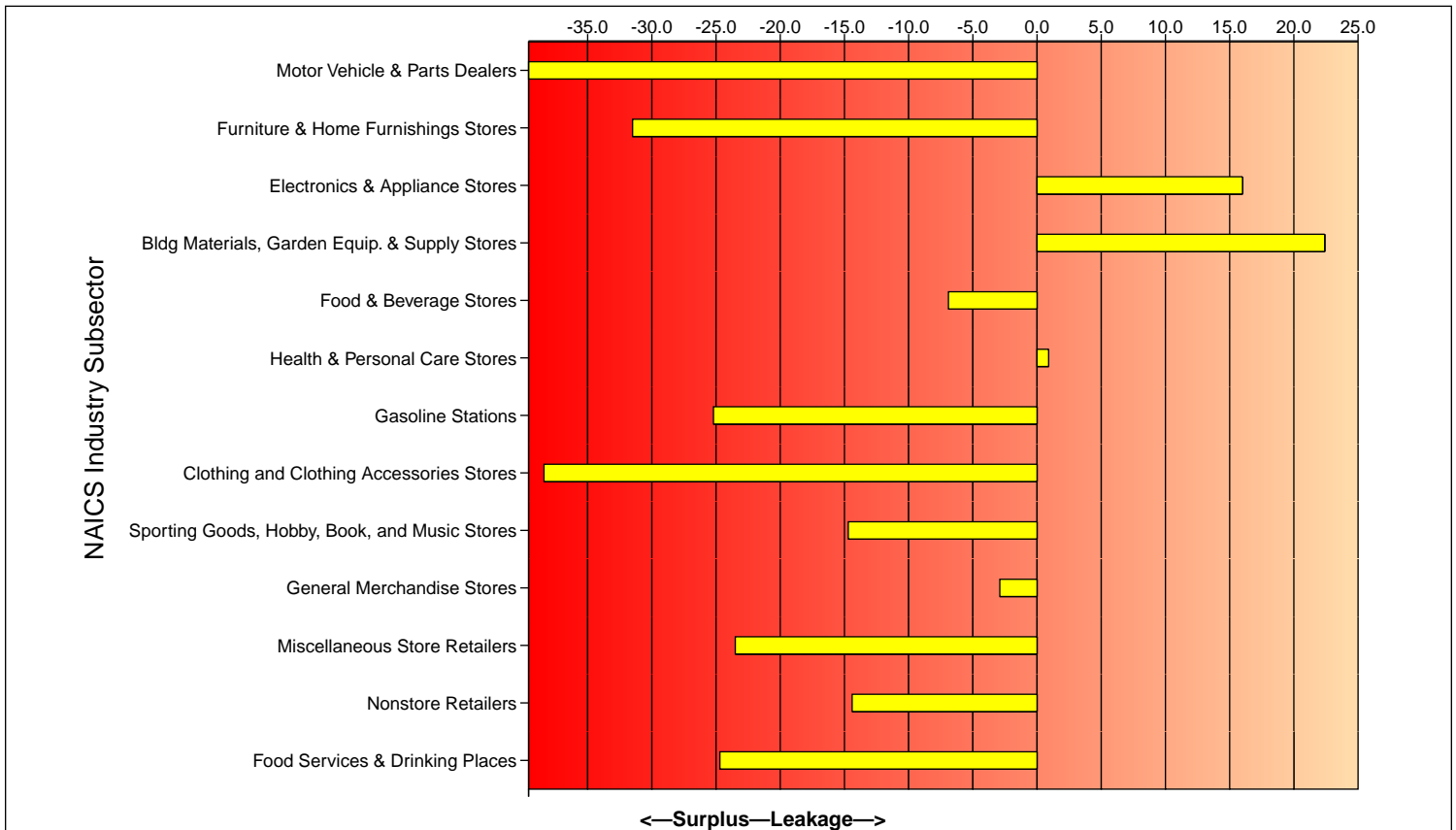
Ring: 3 miles radius

Latitude: 36.815791

Longitude: -76.278766

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$95,896,298	\$101,555,174	\$-5,658,876	-2.9	33
Department Stores Excluding Leased Depts.(NAICS 4521)	\$34,375,388	\$30,192,050	\$4,183,338	6.5	11
Other General Merchandise Stores (NAICS 4529)	\$61,520,910	\$71,363,124	\$-9,842,214	-7.4	22
Miscellaneous Store Retailers (NAICS 453)	\$9,247,105	\$14,937,166	\$-5,690,061	-23.5	80
Florists (NAICS 4531)	\$675,461	\$2,594,297	\$-1,918,836	-58.7	13
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$4,064,818	\$4,274,427	\$-209,609	-2.5	19
Used Merchandise Stores (NAICS 4533)	\$1,117,094	\$5,136,892	\$-4,019,798	-64.3	21
Other Miscellaneous Store Retailers (NAICS 4539)	\$3,389,732	\$2,931,550	\$458,182	7.2	27
Nonstore Retailers (NAICS 454)	\$10,839,896	\$14,494,558	\$-3,654,662	-14.4	7
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$2,019,234	\$2,030,325	\$-11,091	-0.3	1
Vending Machine Operators (NAICS 4542)	\$2,672,393	\$3,034,570	\$-362,177	-6.3	2
Direct Selling Establishments (NAICS 4543)	\$6,148,269	\$9,429,663	\$-3,281,394	-21.1	5
Food Services & Drinking Places (NAICS 722)	\$87,451,461	\$144,684,454	\$-57,232,993	-24.7	232
Full-Service Restaurants (NAICS 7221)	\$35,626,844	\$80,011,432	\$-44,384,588	-38.4	156
Limited-Service Eating Places (NAICS 7222)	\$45,293,518	\$42,896,831	\$2,396,687	2.7	57
Special Food Services (NAICS 7223)	\$4,182,709	\$17,428,069	\$-13,245,360	-61.3	13
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$2,348,390	\$4,348,122	\$-1,999,732	-29.9	6

Leakage/Surplus Factor by Industry Subsector



Sources: Esri and Infogroup



# 2010 Retail MarketPlace Profile

Prepared by Frank Cowling

South Norfolk

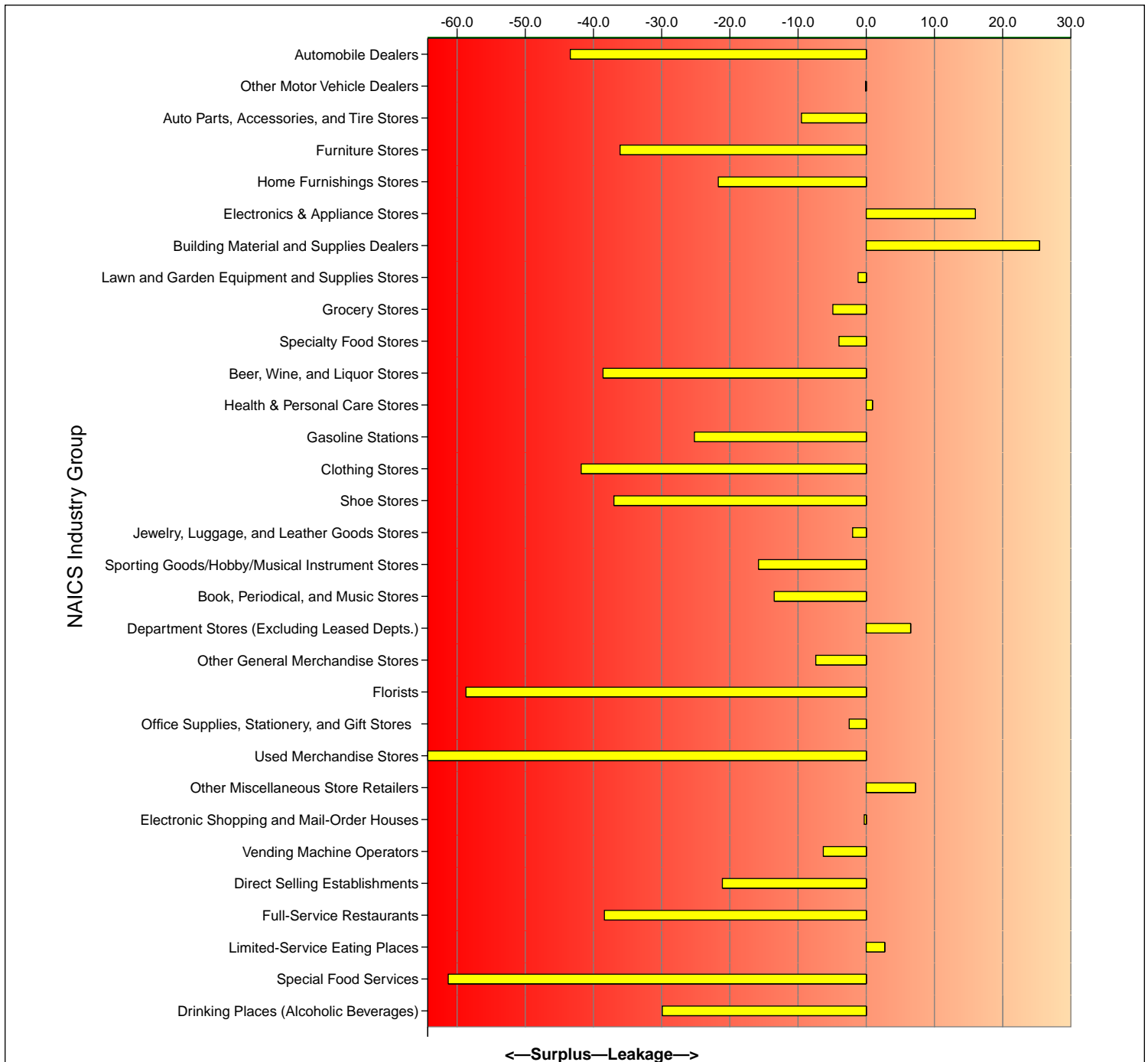
Bainbridge Blvd & Poindexter St, Chesapeake, VA, 23324, Bainbridge Blvd & Poindexter St

Ring: 3 miles radius

Latitude: 36.815791

Longitude: -76.278766

Leakage/Surplus Factor by Industry Group



Sources: Esri and Infogroup



# Demographic and Income Profile Report

South Norfolk  
Bainbridge Blvd & Poindexter St, Chesapeake, VA, 23324, ...  
Ring: 1 mile radius

Prepared by Frank Cowling  
Latitude: 36.815791  
Longitude: -76.278766

Summary	2010	2011	2016				
Population	9,912	9,802	9,874				
Households	3,537	3,499	3,513				
Families	2,407	2,382	2,373				
Average Household Size	2.78	2.78	2.79				
Owner Occupied Housing Units	1,764	1,651	1,693				
Renter Occupied Housing Units	1,773	1,848	1,820				
Median Age	32.1	32.2	32.5				
Trends: 2011 - 2016 Annual Rate	Area	State	National				
Population	0.15%	0.86%	0.67%				
Households	0.08%	0.87%	0.71%				
Families	-0.08%	0.73%	0.57%				
Owner HHs	0.50%	1.04%	0.91%				
Median Household Income	1.65%	3.62%	2.75%				
Households by Income	2011		2016				
	Number	Percent	Number	Percent			
	<\$15,000	853	24.4%	896	25.5%		
	\$15,000 - \$24,999	525	15.0%	437	12.4%		
	\$25,000 - \$34,999	444	12.7%	383	10.9%		
	\$35,000 - \$49,999	674	19.3%	570	16.2%		
	\$50,000 - \$74,999	508	14.5%	511	14.5%		
	\$75,000 - \$99,999	258	7.4%	396	11.3%		
	\$100,000 - \$149,999	140	4.0%	190	5.4%		
	\$150,000 - \$199,999	67	1.9%	93	2.6%		
	\$200,000+	30	0.9%	37	1.1%		
Median Household Income	\$32,941		\$35,754				
Average Household Income	\$43,287		\$48,863				
Per Capita Income	\$15,730		\$17,674				
Population by Age	2010		2011		2016		
	Number	Percent	Number	Percent	Number	Percent	
	0 - 4	854	8.6%	832	8.5%	845	8.6%
	5 - 9	818	8.3%	809	8.3%	807	8.2%
	10 - 14	748	7.5%	737	7.5%	741	7.5%
	15 - 19	797	8.0%	785	8.0%	739	7.5%
	20 - 24	684	6.9%	680	6.9%	666	6.7%
	25 - 34	1,464	14.8%	1,456	14.9%	1,500	15.2%
	35 - 44	1,192	12.0%	1,171	11.9%	1,128	11.4%
	45 - 54	1,432	14.4%	1,401	14.3%	1,288	13.0%
	55 - 64	983	9.9%	983	10.0%	1,061	10.7%
	65 - 74	487	4.9%	494	5.0%	613	6.2%
	75 - 84	308	3.1%	309	3.2%	323	3.3%
85+	145	1.5%	145	1.5%	163	1.7%	
Race and Ethnicity	2010		2011		2016		
	Number	Percent	Number	Percent	Number	Percent	
	White Alone	2,989	30.2%	2,915	29.7%	2,830	28.7%
	Black Alone	6,364	64.2%	6,326	64.5%	6,378	64.6%
	American Indian Alone	36	0.4%	36	0.4%	37	0.4%
	Asian Alone	93	0.9%	92	0.9%	100	1.0%
	Pacific Islander Alone	6	0.1%	6	0.1%	6	0.1%
	Some Other Race Alone	162	1.6%	167	1.7%	215	2.2%
	Two or More Races	261	2.6%	259	2.6%	307	3.1%
	Hispanic Origin (Any Race)	427	4.3%	440	4.5%	583	5.9%

**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

March 08, 2012

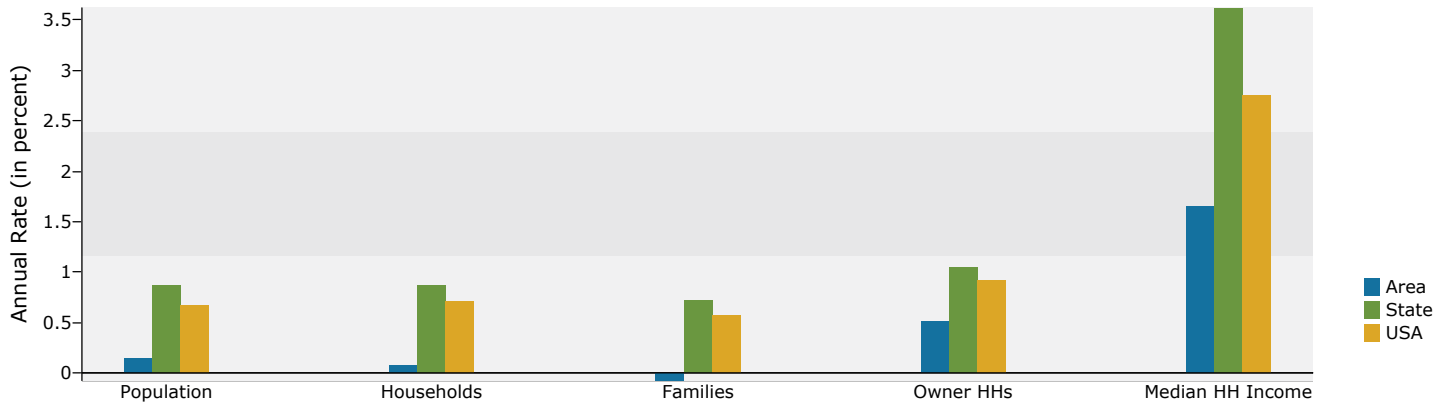


# Demographic and Income Profile Report

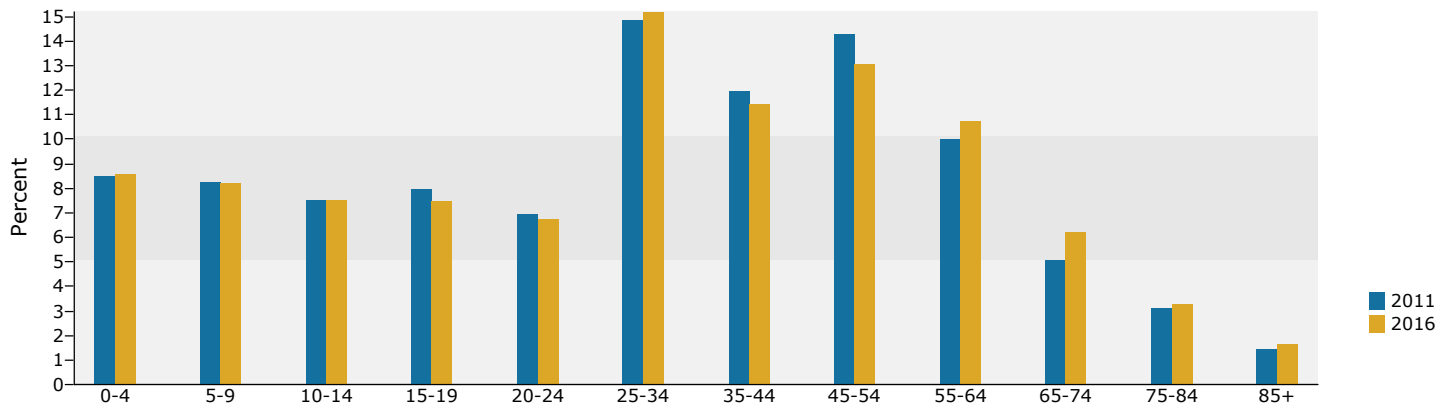
South Norfolk  
Bainbridge Blvd & Poindexter St, Chesapeake, VA, 23324, ...  
Ring: 1 mile radius

Prepared by Frank Cowling  
Latitude: 36.815791  
Longitude: -76.278766

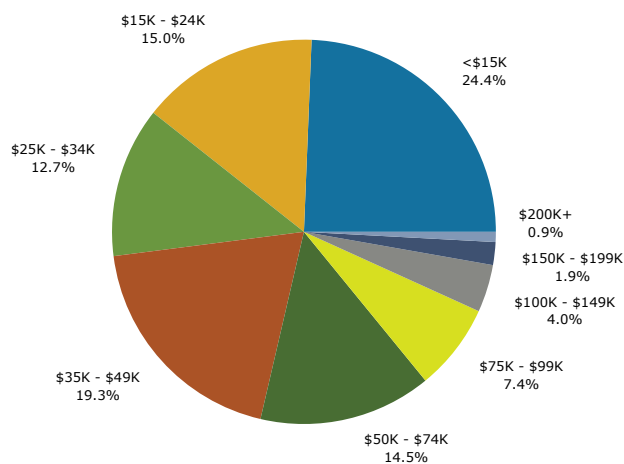
## Trends 2011-2016



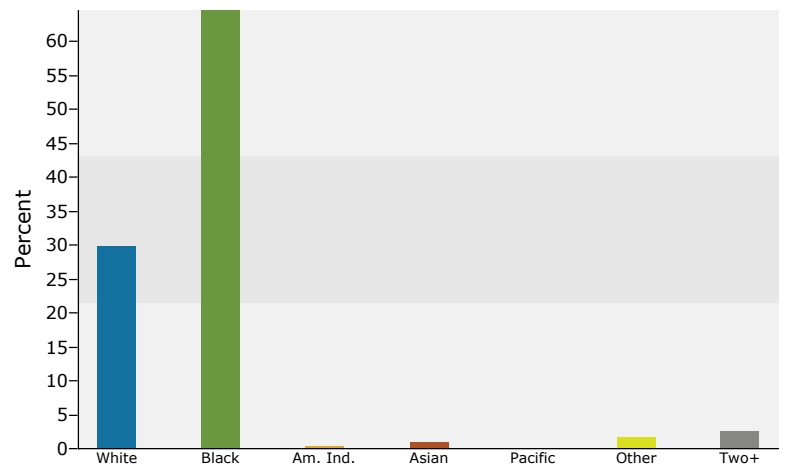
## Population by Age



## 2011 Household Income



## 2011 Population by Race



2011 Percent Hispanic Origin: 4.5%

Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

March 08, 2012



# Demographic and Income Profile Report

South Norfolk  
Bainbridge Blvd & Poindexter St, Chesapeake, VA, 23324, ...  
Ring: 2 miles radius

Prepared by Frank Cowling  
Latitude: 36.815791  
Longitude: -76.278766

Summary	2010	2011	2016				
Population	37,849	37,485	37,682				
Households	13,926	13,795	13,844				
Families	9,199	9,115	9,085				
Average Household Size	2.66	2.66	2.67				
Owner Occupied Housing Units	6,238	5,866	5,982				
Renter Occupied Housing Units	7,688	7,929	7,861				
Median Age	31.8	31.9	32.3				
Trends: 2011 - 2016 Annual Rate	Area	State	National				
Population	0.11%	0.86%	0.67%				
Households	0.07%	0.87%	0.71%				
Families	-0.07%	0.73%	0.57%				
Owner HHs	0.39%	1.04%	0.91%				
Median Household Income	2.31%	3.62%	2.75%				
Households by Income	2011		2016				
	Number	Percent	Number	Percent			
	<\$15,000	3,601	26.1%	3,681	26.6%		
	\$15,000 - \$24,999	2,130	15.4%	1,740	12.6%		
	\$25,000 - \$34,999	1,711	12.4%	1,510	10.9%		
	\$35,000 - \$49,999	2,158	15.6%	1,873	13.5%		
	\$50,000 - \$74,999	2,033	14.7%	2,021	14.6%		
	\$75,000 - \$99,999	1,024	7.4%	1,527	11.0%		
	\$100,000 - \$149,999	723	5.2%	963	7.0%		
	\$150,000 - \$199,999	252	1.8%	338	2.4%		
	\$200,000+	161	1.2%	191	1.4%		
Median Household Income	\$31,160		\$34,923				
Average Household Income	\$44,455		\$50,489				
Per Capita Income	\$17,030		\$19,240				
Population by Age	2010		2011		2016		
	Number	Percent	Number	Percent	Number	Percent	
	0 - 4	3,331	8.8%	3,246	8.7%	3,294	8.7%
	5 - 9	3,037	8.0%	3,004	8.0%	2,993	7.9%
	10 - 14	2,645	7.0%	2,619	7.0%	2,629	7.0%
	15 - 19	2,878	7.6%	2,835	7.6%	2,661	7.1%
	20 - 24	3,036	8.0%	3,019	8.1%	2,930	7.8%
	25 - 34	5,707	15.1%	5,678	15.1%	5,801	15.4%
	35 - 44	4,250	11.2%	4,172	11.1%	4,003	10.6%
	45 - 54	5,169	13.7%	5,069	13.5%	4,646	12.3%
	55 - 64	3,761	9.9%	3,774	10.1%	4,044	10.7%
	65 - 74	2,142	5.7%	2,176	5.8%	2,677	7.1%
	75 - 84	1,329	3.5%	1,329	3.5%	1,381	3.7%
	85+	564	1.5%	562	1.5%	623	1.7%
Race and Ethnicity	2010		2011		2016		
	Number	Percent	Number	Percent	Number	Percent	
	White Alone	9,666	25.5%	9,488	25.3%	9,241	24.5%
	Black Alone	26,121	69.0%	25,928	69.2%	26,023	69.1%
	American Indian Alone	126	0.3%	126	0.3%	129	0.3%
	Asian Alone	298	0.8%	296	0.8%	323	0.9%
	Pacific Islander Alone	18	0.0%	18	0.0%	18	0.0%
	Some Other Race Alone	648	1.7%	663	1.8%	824	2.2%
	Two or More Races	973	2.6%	966	2.6%	1,124	3.0%
	Hispanic Origin (Any Race)	1,658	4.4%	1,699	4.5%	2,190	5.8%

**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

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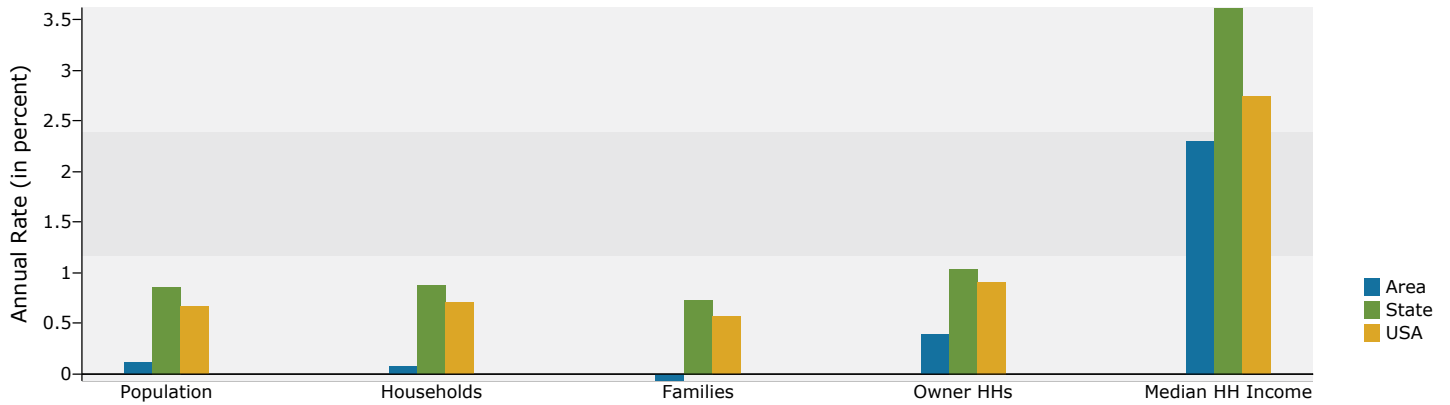


# Demographic and Income Profile Report

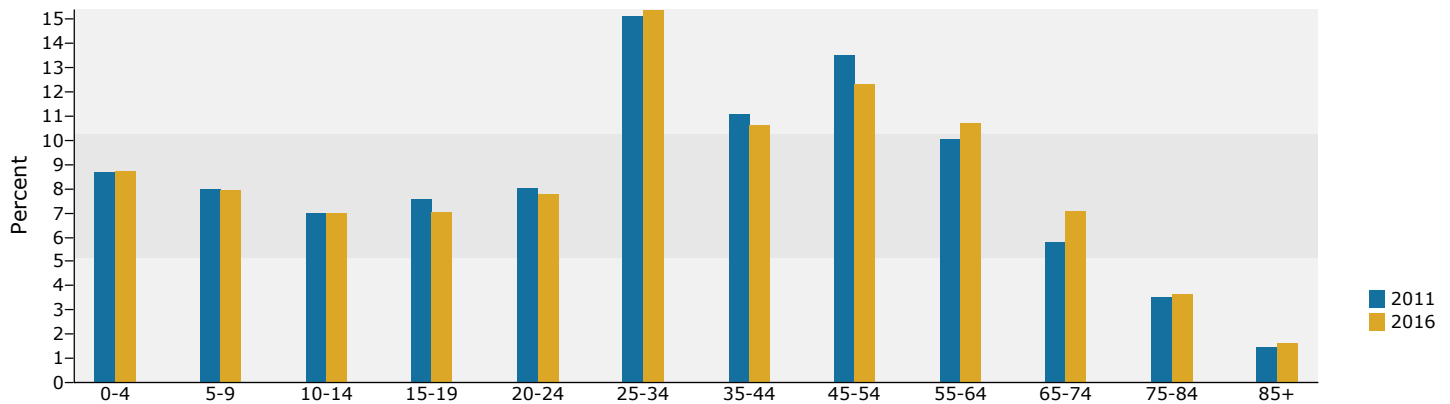
South Norfolk  
Bainbridge Blvd & Poindexter St, Chesapeake, VA, 23324, ...  
Ring: 2 miles radius

Prepared by Frank Cowling  
Latitude: 36.815791  
Longitude: -76.278766

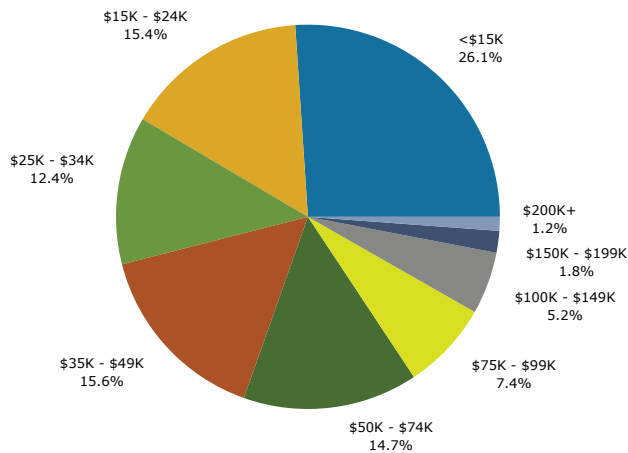
## Trends 2011-2016



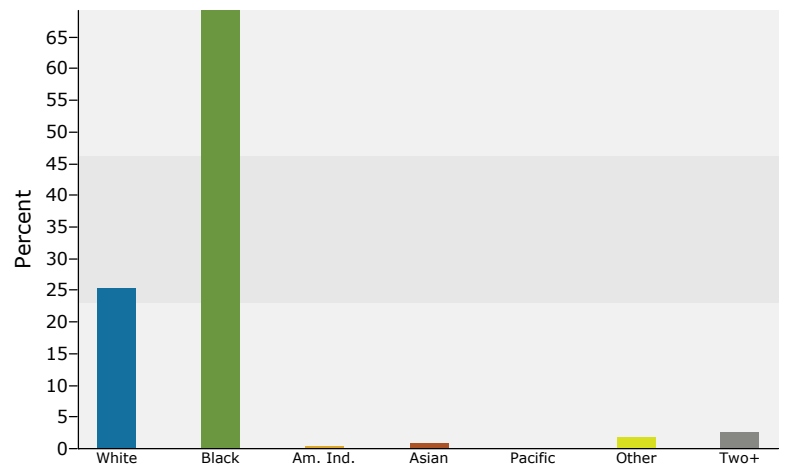
## Population by Age



## 2011 Household Income



## 2011 Population by Race



2011 Percent Hispanic Origin: 4.5%

Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

March 08, 2012



# Demographic and Income Profile Report

South Norfolk  
Bainbridge Blvd & Poindexter St, Chesapeake, VA, 23324, ...  
Ring: 3 miles radius

Prepared by Frank Cowling  
Latitude: 36.815791  
Longitude: -76.278766

Summary	2010	2011	2016				
Population	94,704	94,121	94,581				
Households	35,434	35,217	35,385				
Families	22,385	22,259	22,193				
Average Household Size	2.52	2.52	2.52				
Owner Occupied Housing Units	16,244	15,422	15,795				
Renter Occupied Housing Units	19,190	19,795	19,590				
Median Age	31.8	31.9	32.4				
Trends: 2011 - 2016 Annual Rate	Area	State	National				
Population	0.10%	0.86%	0.67%				
Households	0.10%	0.87%	0.71%				
Families	-0.06%	0.73%	0.57%				
Owner HHs	0.48%	1.04%	0.91%				
Median Household Income	2.24%	3.62%	2.75%				
Households by Income	2011		2016				
	Number	Percent	Number	Percent			
	<\$15,000	9,136	25.9%	9,138	25.8%		
	\$15,000 - \$24,999	5,039	14.3%	4,048	11.4%		
	\$25,000 - \$34,999	4,080	11.6%	3,742	10.6%		
	\$35,000 - \$49,999	5,284	15.0%	4,640	13.1%		
	\$50,000 - \$74,999	5,658	16.1%	5,527	15.6%		
	\$75,000 - \$99,999	2,840	8.1%	4,209	11.9%		
	\$100,000 - \$149,999	1,939	5.5%	2,592	7.3%		
	\$150,000 - \$199,999	563	1.6%	739	2.1%		
	\$200,000+	677	1.9%	749	2.1%		
Median Household Income	\$33,013		\$36,871				
Average Household Income	\$47,302		\$53,964				
Per Capita Income	\$19,411		\$21,935				
Population by Age	2010		2011		2016		
	Number	Percent	Number	Percent	Number	Percent	
	0 - 4	7,894	8.3%	7,735	8.2%	7,853	8.3%
	5 - 9	7,014	7.4%	6,947	7.4%	6,906	7.3%
	10 - 14	6,199	6.5%	6,151	6.5%	6,174	6.5%
	15 - 19	7,692	8.1%	7,605	8.1%	7,185	7.6%
	20 - 24	8,492	9.0%	8,475	9.0%	8,230	8.7%
	25 - 34	14,186	15.0%	14,170	15.1%	14,465	15.3%
	35 - 44	10,524	11.1%	10,370	11.0%	9,936	10.5%
	45 - 54	12,488	13.2%	12,292	13.1%	11,262	11.9%
	55 - 64	9,380	9.9%	9,435	10.0%	10,086	10.7%
	65 - 74	5,653	6.0%	5,760	6.1%	7,037	7.4%
	75 - 84	3,648	3.9%	3,647	3.9%	3,769	4.0%
	85+	1,534	1.6%	1,533	1.6%	1,676	1.8%
Race and Ethnicity	2010		2011		2016		
	Number	Percent	Number	Percent	Number	Percent	
	White Alone	28,453	30.0%	28,241	30.0%	27,798	29.4%
	Black Alone	61,276	64.7%	60,884	64.7%	61,011	64.5%
	American Indian Alone	355	0.4%	353	0.4%	363	0.4%
	Asian Alone	984	1.0%	978	1.0%	1,057	1.1%
	Pacific Islander Alone	68	0.1%	69	0.1%	76	0.1%
	Some Other Race Alone	1,212	1.3%	1,249	1.3%	1,557	1.6%
	Two or More Races	2,356	2.5%	2,347	2.5%	2,719	2.9%
	Hispanic Origin (Any Race)	3,644	3.8%	3,764	4.0%	4,889	5.2%

**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

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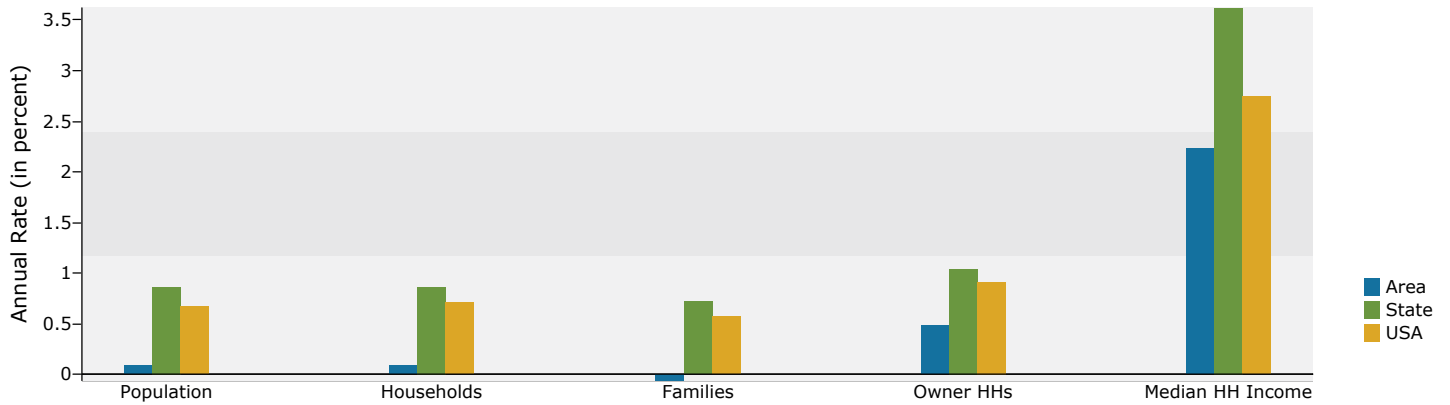


# Demographic and Income Profile Report

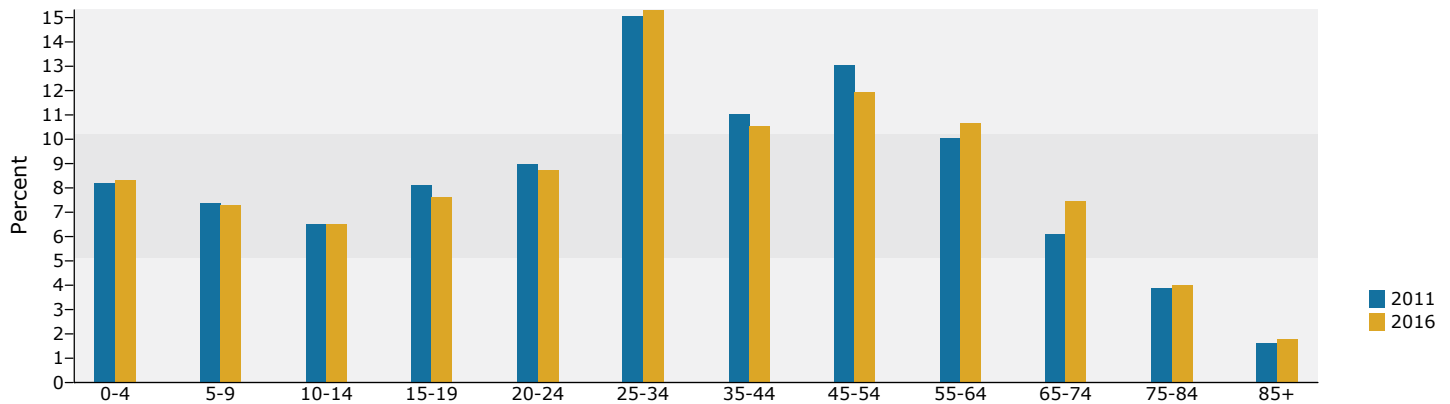
South Norfolk  
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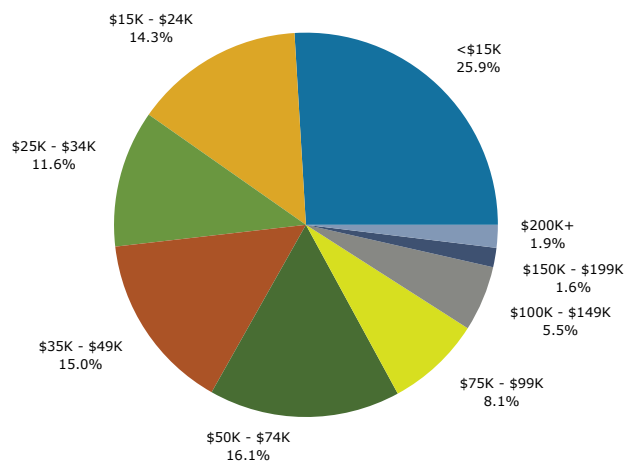
## Trends 2011-2016



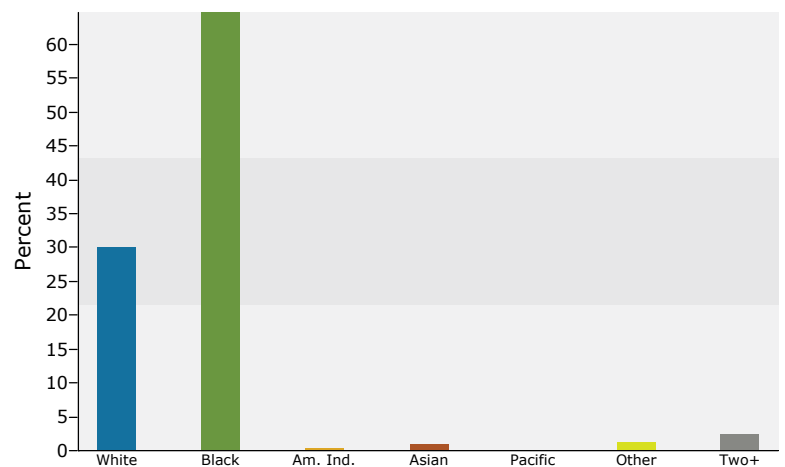
## Population by Age



## 2011 Household Income



## 2011 Population by Race



2011 Percent Hispanic Origin: 4.0%

Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

March 08, 2012