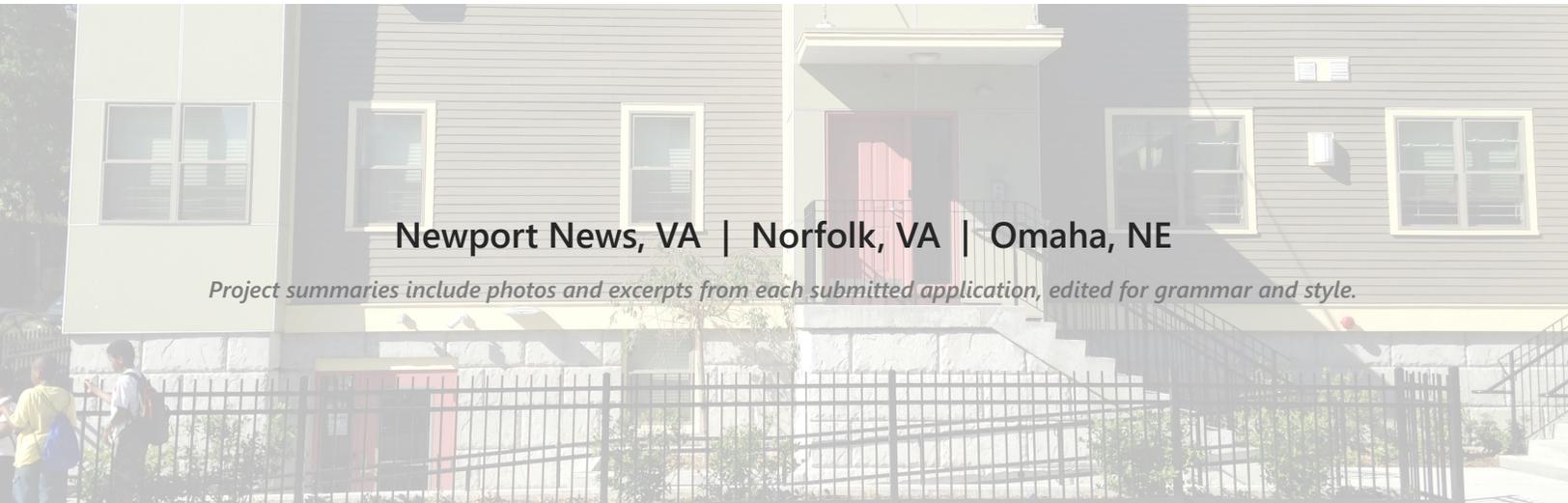




Choice Neighborhoods FY2018 Implementation Grant Awards



U.S. Department of Housing & Urban Development



Newport News, VA | Norfolk, VA | Omaha, NE

Project summaries include photos and excerpts from each submitted application, edited for grammar and style.

FY2018 CHOICE NEIGHBORHOODS IMPLEMENTATION GRANT

NEWPORT NEWS, VIRGINIA

Newport News Redevelopment and Housing Authority & City of Newport News
Marshall – Ridley Neighborhood

project OVERVIEW

The Newport News Redevelopment and Housing Authority (NNRHA) and City of Newport News were awarded a \$30 million FY2018 Choice Neighborhoods Implementation Grant to revitalize the Marshall – Ridley neighborhood and surrounding area. Building on the successes of new private and public reinvestment in the nearby area, local partners secured a FY2015/16 Choice Neighborhoods Planning Grant and created a comprehensive Transformation Plan for the Marshall – Ridley neighborhood. Now, through the support of the Choice Neighborhoods Implementation Grant, NNRHA and the City will replace the obsolete Ridley Place public housing development with 487 units of mixed-income housing on a variety of sites in southeast and downtown Newport News. To ensure that families directly benefit from this investment, the team will work closely with Hampton Roads Community Action Program to implement employment, health, and education strategies. A variety of open space improvements and placemaking activities are also planned.

key PARTNERS

Hampton Roads Community Action Program | Pennrose Development | Newport News Economic Development Authority | Newport News Public Schools | Ridley Place Tenant Council | Newport News Department of Human Services | Newport News Police Department | Bay Electric Company | Boys and Girls Club of the Virginia Peninsula | Community Free Clinic of Newport News | Goodwill Industries | Greater Peninsula Workforce Development Board | Newport News Green Foundation | Newport News Public Library System | Old Dominion University | Riverside Health System | Serve the City | The Mission Continues | United Way of the Virginia Peninsula | Virginia Housing Development Authority | Virginia Peninsula Foodbank

committed LEVERAGE (self-reported)

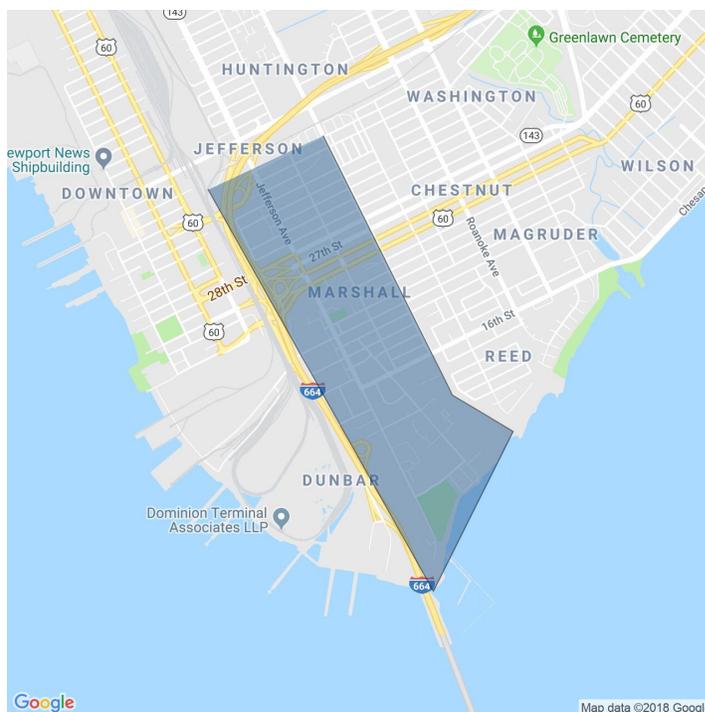
Housing Leverage Committed: \$71.5 million
People Leverage Committed: \$47.7 million
Neighborhood Leverage Committed: \$156.1 million

neighborhood BACKGROUND & VISION

The history of Marshall – Ridley and the surrounding southeast neighborhoods of Newport News parallel the rise and disinvestment of many urban neighborhoods nationwide. Throughout the 1960s and 1970s, the southeast neighborhoods of Newport News experienced suburban migration, followed by economic decline. Soon thereafter, large concentrations of public and assisted housing sites such as Ridley Place disrupted the fabric of the Marshall – Ridley area. Today, the Marshall – Ridley neighborhood has a high concentration of families living in poverty, high rates of unemployment, and crime rates far higher than those of the surrounding area.

Despite these challenges, new investments in the nearby areas of downtown and Brooks Crossing are laying the groundwork for future growth. Newport News Shipbuilding is investing in new office space that will bring 600 jobs into the southeast neighborhoods, a new grocery store and shopping center have opened, and a one-stop employment center, Brooks Crossing Neighborhood Opportunity Center, is under construction.

In hopes of capitalizing on this investment, local partners secured a FY2015/16 Choice Neighborhoods Planning Grant and created a comprehensive Transformation Plan for the Marshall – Ridley neighborhood. Now, with the support of the \$30 million Choice Neighborhoods Implementation Grant, the Newport News Redevelopment and Housing Authority (NNRHA) and the City of Newport News will lead efforts to build 487 units of mixed-income housing on a variety of sites throughout the southeast neighborhoods and downtown Newport News. The plan serves a broad range of income groups to achieve a mixed-income, intergenerational community on the target site, and equitably distribute affordable housing across the city in an indistinguishable manner. Over the course of five phases of development, NNRHA and their development partner, Pennrose, will replace Ridley Place's 259 public housing units, as well as create 133 moderate-income housing units and 98 market rate units. A range of housing types will be built, including townhouses near the neighborhood's elementary school and higher density developments in or near downtown.



Pictured: The boundaries of the Newport News Choice Neighborhood.



Pictured: A conceptual rendering of the onsite development at Ridley Place. The new Ridley Place will have a mix of new rental and homeownership opportunities, new parks for children to play, and dedicated space for community gatherings and supportive services programming. This new development restores a street grid within the neighborhood, eliminating the large superblocks of public housing.

The People Plan will be led by the Hampton Roads Community Action Program (HRCAP), which operates over 20 programs providing employment, education, health, housing and emergency services for low-income families and individuals in the region. NNRHA and the City's Department of Human Services will support HRCAP with case management and coordination. The People Plan responds directly to the findings of a comprehensive needs assessment for residents, with strategies to increase opportunities through improving access to job readiness, employment, education and health resources. A variety of local education and job training partners will help residents enhance their skills so they can work in high demand industries and pursue new careers. Newport News Public Schools will lead the plan's education efforts and support cradle to career learning by expanding access to high-quality early childhood education, improving neighborhood schools, and increasing academic enrichment programs.

The Neighborhood Plan will be led by the City of Newport News with strong support from its economic development arm, the Newport News Economic Development Authority. The plan includes efforts to improve the neighborhood's physical and economic landscape by creating new parks and recreational areas, investing in commercial and retail spaces, and placemaking efforts to build neighborhood confidence. The City will also continue building on recent infrastructure and private investments (totaling \$42 million) along the key corridor of Jefferson Avenue. Expanded Wi-Fi access will also help to connect residents. Finally, the Newport News Police Department will continue working with the City to improve public safety by investing in youth programs and resident engagement.

FY2018 CHOICE NEIGHBORHOODS IMPLEMENTATION GRANT

NORFOLK, VIRGINIA

Norfolk Redevelopment and Housing Authority & City of Norfolk
St. Paul's Area

project OVERVIEW

The Norfolk Redevelopment and Housing Authority and City of Norfolk were awarded a \$30 million FY2018 Choice Neighborhoods Implementation Grant for the St. Paul's Area. Immediately adjacent to the Central Business District of Norfolk, the St. Paul's Area is the lowest-income neighborhood in the city, and the Tidewater Gardens public housing development is among the housing authority's most distressed and isolated sites. Despite these challenges, the St. Paul's Area holds incredible potential, with an expanding light rail service and significant planned private and public investment. In hopes of capitalizing on this potential, local partners secured a FY2010 Choice Neighborhoods Planning Grant and created a comprehensive Transformation Plan for the St. Paul's Area. With the award of a Choice Neighborhoods Implementation Grant, these partners will be able to build 709 new, mixed-income housing units; improve the neighborhood's landscape by creating new open space and increasing opportunities for local businesses; and improving families' access to quality jobs and education.

key PARTNERS

Brinshore Development | Banc of America CDC | The Franklin Johnston Group | Norfolk Public Schools | Norfolk Police Department | Virginia Housing Development Authority | Basilica of Saint Mary of the Immaculate Conception | Dollar Bank | Foodbank of Southeastern Virginia and the Eastern shore | Green Coast Enterprises | E Smith Communities | Hampton Roads Community Health Center | Norfolk Arts | Opportunity, Inc. | Teens with a Purpose | The First Baptist Church | The Planning Council | United Way of South Hampton Roads | Virginia Tech Cooperative Extension | William A. Hunton YMCA

committed LEVERAGE (self-reported)

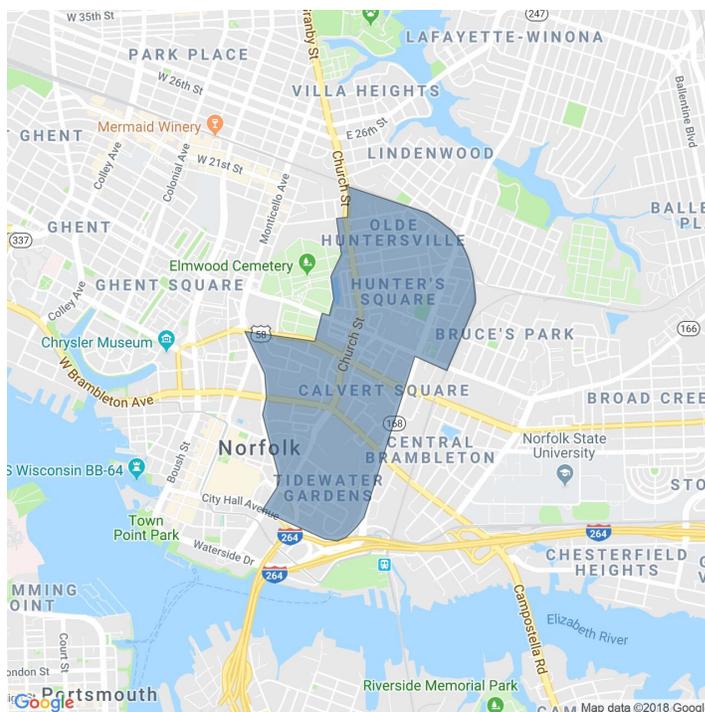
Housing Leverage Committed: \$64.0 million
People Leverage Committed: \$38.7 million
Neighborhood Leverage Committed: \$55.6 million

neighborhood BACKGROUND & VISION

Norfolk is on the frontlines of sea-level rise. The City has experienced more than 14 inches of relative sea-level rise since 1930, the highest rate on the east coast. The impacts of this are visible in the St. Paul's Area of Norfolk, and at Tidewater Gardens – a 618 unit distressed public housing property. Developed in 1955, Tidewater Gardens was built atop the filled Newton Creek. More than half of the public housing site lies within the 100-year floodplain, and subsequently many streets have become impassable during high tide and significant rain events. Meanwhile, the larger St. Paul's Area surrounding Tidewater Gardens has additional stormwater management challenges, high poverty rates, high vacancy rates, and crime incidences higher than that of the surrounding neighborhoods.

St. Paul's Area is immediately adjacent to the Central Business District in Norfolk's Downtown, and the City of Norfolk and the Norfolk Redevelopment and Housing Authority are working to ensure the investment in the downtown core has a spillover effect on the neighboring St. Paul's Area. The Transformation Plan of the St. Paul's Area evolved through a series of community-driven planning efforts, including a 2010 Choice Neighborhoods Planning Grant. The final plan incorporates Norfolk's resilience strategy for water management, the new resilient zoning code, green infrastructure plans, the Choice Neighborhoods Transformation Plan, and recommendations from the Norfolk Plan to Reduce Poverty.

The Transformation Plan's neighborhood improvement strategies include restoring the street grid to replace existing super blocks and to connect the east and west streets across St. Paul's Boulevard. The Plan also calls for a realignment of Church Street, with buildings on each side to be mixed-use, with ground level retail or community-serving offices. The buried waterways of Newton Creek will be restored as part of a strategy to return the watershed to nature and create a new "blueway." This new amenity will include recreational facilities, connections to bike paths and trails, and the waterfront along Elizabeth River. Additional placemaking activities to honor the neighborhood's African-American history and community will also be implemented.



Pictured: The boundaries of the Norfolk Choice Neighborhood.



Pictured: The St. Paul's Transformation Plan includes revitalization strategies to mitigate flood risk and redevelop distressed housing within the 100-year flood plain. The conceptual rendering (top) shows townhomes and mid-rise buildings that will replace the aging Tidewater Gardens public housing site, as well as the daylighted Newton Creek. The replacement strategy includes the creation of several mixed-use mixed-income buildings to replace Tidewater Gardens (bottom), with storefronts along commercial corridors. The plan also ties into the City's emerging light rail system to connect residents to downtown Norfolk and the surrounding neighborhoods.

The Housing Plan will simultaneously (1) create new housing options and choices for Tidewater Gardens residents; (2) connect the St. Paul's area to downtown's mixed-income residential population and economic activity; and (3) protect the neighborhood through storm- and tidal-resilient design. The replacement housing strategy will provide new, energy-efficient, attractive, modern housing for residents in a more connected mixed-income setting. Because the site sits within a floodplain, the housing plan will replace units onsite, offsite, and/or allow residents to access a housing choice voucher and relocate to a place of their choosing. In total, 709 new mixed-income housing units will be completed.

The People Plan will build upon existing case management and resident services currently available through the Norfolk Redevelopment and Housing Authority with a robust *People First* initiative funded by the City for the residents of the St. Paul's public housing communities, including Tidewater Gardens. The City has committed \$3 million a year for five years for the *People First* initiative – which focuses on mobility service, case management, and transformative human services. Through *People First* and strategic case management, each household will be offered supports to improve health, employment, and education outcomes.

FY2018 CHOICE NEIGHBORHOODS IMPLEMENTATION GRANT

OMAHA, NEBRASKA

City of Omaha & Omaha Housing Authority
North 30th Street Corridor

project OVERVIEW

The City of Omaha and Omaha Housing Authority were awarded a \$25 million FY2018 Choice Neighborhoods Implementation Grant for the North 30th Street Corridor of Omaha. A neighborhood divided by a highway in the 1970s, the North 30th Street Corridor has struggled with disinvestment and an over concentration of public housing. However, through a planning process through Purpose Built Communities' model, the community has established a new vision for the corridor. This planning led to the creation of the Highlander mixed-income housing community and the Accelerator – a community center and gathering space with robust educational programming and other services. With the Choice Neighborhoods Implementation Grant, the City will lead efforts to complete the remaining units at Highlander and replace the Spencer Homes public housing site. The City will use their Choice Neighborhoods Implementation Grant and leverage commitments to develop vibrant, mixed-income housing; revive a key commercial corridor; enhance public safety; and provide families with the tools they need to achieve their personal goals.

key PARTNERS

Seventy Five North Revitalization Corporation | Brinshore Development | Sherwood Foundation | AIM Institute | Buffett Early Childhood Fund | Buffett Early Childhood Institute | Charles Drew Health Center | Creighton University | Horizon Bank | Keep Omaha Beautiful | Metropolitan Community College | Nebraska Early Childhood Collaborative | Nebraska Enterprise Fund | Omaha Early Learning Center | Omaha Public Schools | Nebraska Early Childhood Collaborative | Urban League of Nebraska | Whispering Roots

committed LEVERAGE (self-reported)

Housing Leverage Committed: \$100.7 million
People Leverage Committed: \$31.9 million
Neighborhood Leverage Committed: \$54.3 million

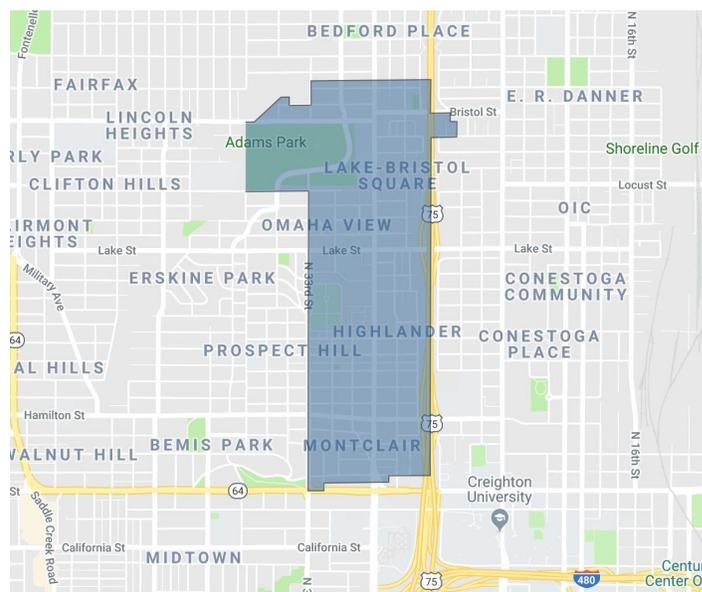
neighborhood BACKGROUND & VISION

Located near downtown Omaha, the 30th Street Corridor has a strong heritage and prime location. However, the construction of the North Freeway in the 1970s hindered neighborhood investment and led to the separation of the neighborhood from downtown Omaha. The negative influence of the highway's construction is evident today by the growing number of vacant lots and the deteriorating physical condition of housing stock which has led to the demolition of condemned homes. The freeway even cut through Spencer Homes – a 111-unit distressed public housing development along North 30th Street. Today, the majority of the barracks styles buildings of the original Spencer Homes are located on the west side of the freeway – while the remainder of the property is isolated on the eastside.

Despite this division and the challenges that it brought the community, significant investment is underway along the North 30th Street Corridor. The transformation of this community is centered on revitalizing its aging public housing stock and creating educational opportunities for children. Bridging the two goals, a Purpose Built Communities planning process supported the vision for a new 30th Street Corridor. Central to the reinvestment back into the neighborhood was the development of the Highlander community.

Highlander includes 101 mixed-income homes, having a variety of physical housing types, unified by architectural designs. The central community building, known as the Accelerator, is a prominent structure on North 30th Street. The Accelerator offers educational opportunities through Metropolitan Community College, community programming, arts and cultural enrichment programs for children, and enhances the public realm with a much-needed coffee shop that creates a desirable community gathering space.

With the award of a Choice Neighborhoods Implementation Grant, the City of Omaha will lead efforts to expand upon the initiative started through Purpose Built Communities and redevelop Spencer Homes. The replacement of Spencer Homes is intended to be a further catalyst for change along the North 30th Street corridor. Leveraging significant private philanthropy, the housing strategy will transform Spencer Homes into a mixed-income community (known as Kennedy Square) with access to educational amenities, as well as complete the Highlander mixed-use development.



Pictured: The boundaries of the Omaha Choice Neighborhood.



Pictured: Spencer Homes (top, left) is a severely distressed public housing development along the 30th Street Corridor. The replacement of Spencer Homes will include new townhomes responsive to the needs of larger families (top, right) as well as larger mixed-use, mixed-income buildings on commercial corridors (bottom).

To accomplish this goal, the new housing development will include 120 new public housing replacement units, 172 new workforce housing units, and 133 new unrestricted (market) units – for a total of 425 new housing units in North Omaha.

Neighborhood improvements will also foster physical and social connections between the Kennedy Square and Highlander developments along 30th Street. A linear park connecting Kennedy Park, Highlander and the local elementary school will be created to provide new play, recreation, and outdoor classroom spaces. North 30th Street will undergo a “road diet” to slow traffic and add bike lines. Further, new streetscaping and infrastructure improvements will be made along North 30th street to enhance safety and walkability. The City will also add infrastructure throughout the neighborhood so that additional homeownership units may be created as part of neighborhood’s long-term transformation.

Education strategies are central to the transformation of North 30th Street. Being singularly focused on the revitalization of the North 30th neighborhood and having brought together educational opportunities from cradle to career for the neighborhood, Seventy Five North Revitalization Corporation (75N) will serve as both the People Lead and Education Partner. 75N will expand on the work already underway at the Accelerator, with a deliberate focus on improving the lives of former Spencer Homes residents. As part of the school district’s partnership with the 75 North effort, Kennedy Elementary – the subject school of the Purpose-Built Community intervention – has undergone both significant enhancement of the districts foundational instructional model, and also expansion of the supports, tools, and resources available to the school based on the needs of the students it serves. Neighboring Kennedy Elementary, a new early learning center is currently under construction to provide children ages 0-3 with care. Employment and health services will also be offered to all households at Spencer Homes.