



# Choice Neighborhoods

e-news about transforming housing, people and neighborhoods

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## ANNOUNCEMENTS

### HUD Awards \$85 million in Choice Neighborhoods Implementation Grants

On May 13, HUD [awarded](#) FY 2018 Choice Neighborhoods Implementation Grants to the City of Newport News, City of Norfolk, and the City of Omaha. Together these three communities are leveraging an initial \$620.5 million to magnify their impact in replacing 988 distressed public housing units with 1,730 new mixed-income housing units. Each awardee's transformation plan seeks to link housing improvements with a wide variety of supportive services and neighborhood improvements to help break the cycle of intergenerational poverty. Learn more about these communities' transformation plans [here](#).

### FHA Insurance Opportunity in Opportunity Zones

HUD's [Housing Notice 2019-07](#) issued on May 9, 2019, provides incentives for multi-family property owners to invest in Opportunity Zones. Applicants to FHA's Section 221(d)(4), Section 220 and Section 223(f) will be eligible for significantly lower application fees for mortgage insurance for market rate and affordable housing properties located within Opportunity Zones. Interested applicants may contact their local HUD office for information on how to identify their eligibility for these incentives.

## FUNDING OPPORTUNITIES

### Second Chance Act Youth Offender Reentry Program

The Office of Juvenile Justice and Delinquency Prevention (OJJDP) will be making 9 awards of \$750,000 each for the planning and implementation of juvenile reentry projects that provide comprehensive reentry services before, during, and after a young person's release from confinement. Review the [OJP Grant Application Resource Guide](#) and the [webinar](#) recording before applying. All [applications](#) are due by June 24, 2019.

### Investing in Opportunity Act

The Rockefeller Foundation and The Kresge Foundation are requesting [letters of inquiry](#) (LOI) from prospective fund managers and organizations raising and deploying capital that creates wealth, assets, and opportunity in low-income communities, based on the federal Investing in Opportunity Act. [Download and review](#) the LOI request and submit all inquiries to [socialinvestments@kresge.org](mailto:socialinvestments@kresge.org) by July 16, 2019.

### **National Endowment for the Arts Our Town Matching Grant**

Our Town funds projects to bring arts, culture, and design into local community development strategies. Supported projects must have a partnership between a local government entity and nonprofit organization, one of which must be a cultural organization. [Matching grants](#) range from \$25,000 to \$200,000. The deadline to [apply](#) is August 8, 2019 for projects beginning no earlier than July 1, 2020.

## **EVENTS AND TOOLS**

### **Collective Impact Convening Takeaways**

The Collective Impact Forum has made recordings of their [2019 convening](#) available to practitioners, offering tools for individuals across sectors to improve their collective impact. The recorded sessions focus on operationalizing equity, supporting emerging social leaders, addressing equity, and moving to social impact. Visit the [Collective Impact YouTube](#) to stream the trainings now.

### **Your Money, Your Goals Webinar Series**

Summary materials are now available from the Consumer Financial Protection Bureau's [Your Money, Your Goals](#) series – a set of financial empowerment materials for organizations that help people meet their financial goals by increasing their knowledge, skills, and resources. Upcoming webinars in this series will be uploaded to the same [Dropbox location](#).

## **RESEARCH AND PUBLICATIONS**

### **Creating Health Advocates from Anchor Institutions**

The [Anchor Institute Taskforce](#) (AITF) has released *Value Added: Adopting a 'Social Determinants of Health' Lens* promoting the engagement of anchor institutions in community and economic development. The [paper](#) shares short and long term challenges and best practices across education, employment, housing, economic development and food insecurity.

### **Arts, Culture, and Community Mental Health**

Since 2015, [ArtPlace America](#) has been compiling independent research to investigate the intersection of arts and culture within community development. The result has been an extensive [case study analysis](#) on projects around the country that are infusing community development with creativity to address stigma; trauma; community-level stress, depression, substance use disorders; and cultural identity.

### **Understanding Small Area Data**

The [Center for Community Progress'](#) *Neighborhoods by Numbers: An Introduction to Finding and Using Small Area Data* is an easy-to-use [guide](#) to help readers find, understand, and use local and national datasets within small areas like properties, blocks, and neighborhoods to inform community planning and revitalization decisions.

## **GRANTEES IN THE NEWS**

### **New Retail and Grocery Store Comes to Cincinnati's Choice Neighborhood**

[Avondale Town Center](#) in Cincinnati, OH is going from a single retail strip to several multi-story buildings adding retail, residential units, and a long-awaited grocery store option to the Avondale neighborhood. Organizers have spent seven years coordinating the phased

development of Avondale's Reading Road to meet the needs and desires for longtime residents without requiring them to leave their community.

### **Baltimore's Relocation Kick-Off**

The Baltimore City Housing Authority recently held a relocation kick-off and resource fair for residents impacted by the Perkins Homes redevelopment project. [Local coverage](#) describes the development as an opportunity that is leading the creation of mixed-income housing options for community residents and will be the future site of a new school.

### **New Choice Neighborhood Grantee – Omaha, NE**

The City of Omaha, Omaha Housing Authority, and their community partners received a \$25 million Choice Neighborhoods grant to help launch the [North 30th Transformation Plan](#). The award will replace Spencer Homes Public Housing with more than 400 mixed-income apartments, townhouses, and homes in a multi-modal 30th street corridor, providing residents with better pedestrian, bicycle, and transit access.

### **New Choice Neighborhood Grantees – Newport News and Norfolk, VA**

[Newport News and Norfolk, VA](#) will each receive a \$30 million Choice Neighborhoods grant to carry out demolition and redevelopment plans for their cities. In Norfolk, about \$4.5 million of the grant will go to the "People First" Program – supporting displaced residents to find new voucher eligible housing, secure job training, and participate in many other programs.

## **SPOTLIGHT: Revitalized Chicago Community Opens Long-Awaited Grocery Store**



*Figure 1: Representatives of the Preservation of Affordable Housing, Terraco, DL3 Realty, the City of Chicago and members of the community cut the ribbon on a new Jewel-Osco in Chicago's Woodlawn neighborhood.*

The Chicago, IL Woodlawn neighborhood celebrated the grand opening of a new Jewel-Osco grocery store this past March, following nearly ten years of redevelopment efforts and \$410 million of public and private investment, all catalyzed by a \$30.5 million Choice Neighborhoods Implementation Grant. What initially began as the demolition and redevelopment of a troubled, Section 8 housing development, quickly became a springboard for community-wide renewal once the Choice Neighborhoods

award was received in 2011. Leading this revitalization effort was Preservation of Affordable Housing, Inc. (POAH) partnered with the City of Chicago, LISC-Chicago, Community Investment Corporation, residents, and other community stakeholders who are rehabilitating more than 800 units of housing and transforming the surrounding neighborhood.

Early in the Choice Neighborhoods process, the community made establishing a grocery store a top priority. This charge was no small feat given that Woodlawn had experienced

nearly fifty years of disinvestment and severe problems with crime, abandoned homes, poor schools, unemployment, and limited services. Negative perceptions of the neighborhood meant few grocers were willing to commit to the site. “Retail wasn’t going to lead the development, [investors] needed to see transformation of the neighborhood in action before owners made the investment in the neighborhood,” said Konrad Schlater, Vice President of POAH’s Chicago Region.

One of the first initiatives for the Choice Neighborhoods team was to address the neighborhood’s ailing housing stock and secure a mixed-income resident population that could support commercial investment. Leveraging Choice Neighborhoods Critical Community Improvement (CCI) funds, the team launched the Renew Woodlawn Homeownership Program. The program comprehensively reduced blighted housing and rebranded the neighborhood by redeveloping 59 abandoned houses and helping 36 first-time buyers own homes. Meanwhile, the redevelopment of the distressed target housing site had a deeply transformative impact. In its place, POAH and their partners constructed and fully leased three new senior and family housing properties, a high-end apartment building with retail space leased to a daycare provider, and neighborhood amenities like MetroSquash, a year-round recreational facility that led to a \$7 million investment. The stable income base, visible improvements, and growing sense of community empowerment drastically changed the image of the neighborhood.



*Figure 2: The new Jewel-Osco in Woodlawn brings the first grocery store to the Chicago community in five decades.*

originally attempted to develop the grocery store independently but after a failed effort to lure one grocer they recognized they would benefit from the expertise of an experienced retail developer. After almost five years of various outreach efforts, POAH sold the site to a retail developer who executed a lease with Jewel-Osco, a supermarket chain based in Illinois.

By this point POAH and their partners had managed to attract enough surrounding investment to the high-traffic corridor that they did not need to use Choice Neighborhoods dollars to underwrite the deal. Instead, the City’s support and a discounted land value was enough to attract this major investment. To push the deal to completion, POAH relied on key partners. The Mayor of Chicago was instrumental as he personally contacted the head of Jewel-Osco to emphasize how important it was to get a store in Woodlawn and to hire locally. Jewel-Osco’s commitment to Woodlawn included the complete development of the grocery store, support for local entrepreneurs by

Identifying a grocer was an additional challenge. The team contacted a private broker and retail consultants who conducted their own outreach to pitch the site. These experts connected retailers with the surrounding anchor institutions that would support patronage and confirmed the site’s food desert-adjacent status, solidifying a geographic demand. POAH

shelving their goods, and the creation of a formal hiring process to prioritize local residents.

To facilitate resident employment opportunities, the Choice Neighborhoods team was strongly involved in the Jewel-Osco hiring and training process. The Woodlawn Resource Center (WRC), an employment center that was part of the Choice Neighborhoods initiative, served as an intermediary to connect residents to job training in preparation for the Jewel-Osco employee development pipeline. WRC made a commitment to prepare potential applicants for this robust job training program, helping reduce retailer concerns of high turnover rates and a delayed onboarding process. Since the store's opening, WRC continues to host job fairs and offer social services for all residents of the neighborhood including computer readiness, resume writing, and interview preparation. As a result of these intentional efforts, Jewel-Osco has employed 370 full- and part-time Woodlawn residents out of 530 total hires.

The comprehensive Choice Neighborhoods community redevelopment effort successfully built an environment in which Jewel-Osco was willing to invest. Now, the grocery store has become a gathering place and draw for local residents, supporting neighboring businesses and establishing a sense of community pride that continues to push progress forward.

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