



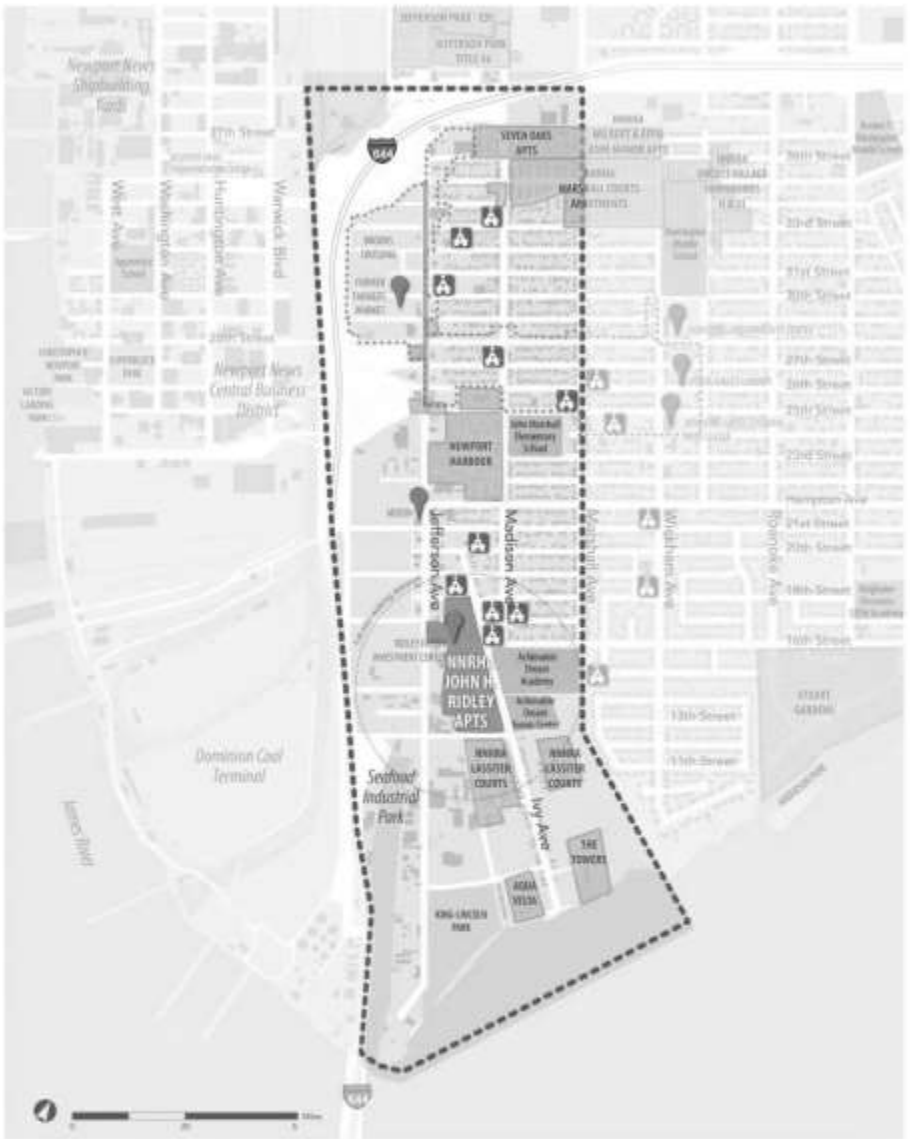
Southeast Community Meeting: Marshall-Ridley Choice Neighborhood & Southeast Community Resource Area

April 28, 2022

Downing-Gross Cultural Arts Center

Newport News, VA

Great Beginnings



Newport News Choice Neighborhood | Neighborhood Map

- Newport News Choice Neighborhood
- Target Housing Authority Property
- Affordable Housing
- Educational Facilities
- Parks / Open Space
- Southeast Redevelopment
- Jefferson Ave Corridor Improvements
- Houses of Worship
- Community Resources

Great Beginnings

- 2016: Awarded \$500,000 Choice Neighborhoods Initiative Planning Grant to create The Transformation Plan
- Target neighborhood: Marshall-Ridley
- Target housing area: Ridley Place

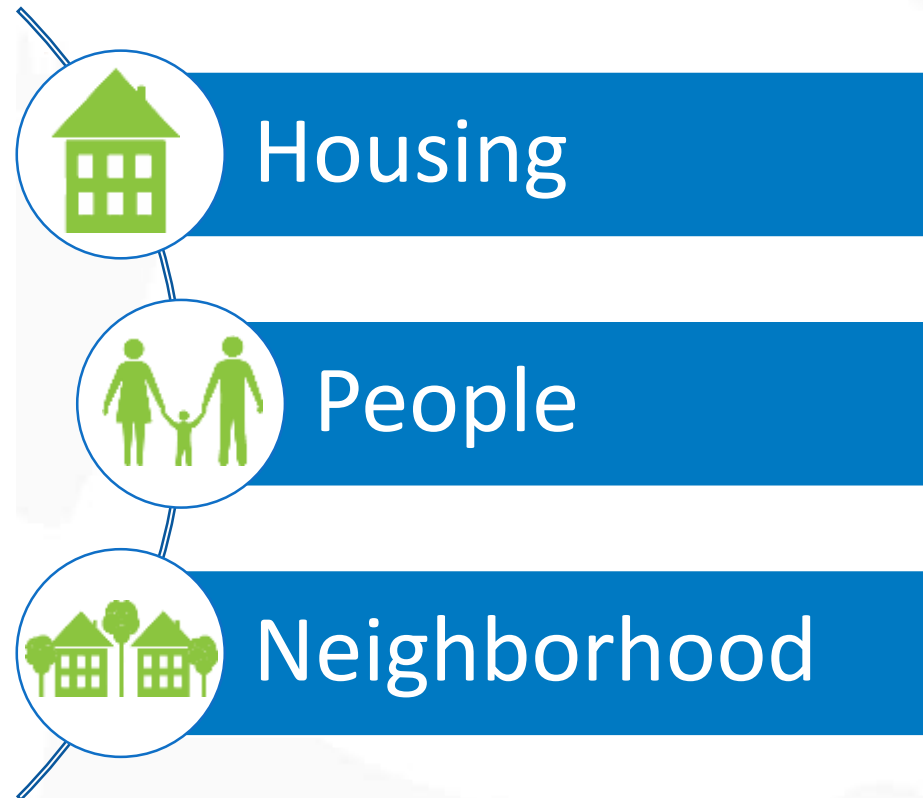


Recipient of the HUD Choice Neighborhoods Initiative (CNI) Implementation Grant



In May 2019, the Newport News Redevelopment and Housing Authority and the City of Newport News received a \$30 million grant from the U.S. Department of Housing and Urban Development's (HUD) Choice Neighborhoods Initiative (CNI) program.

What is the Choice Neighborhoods Initiative?



Choice Neighborhood Initiative Funding

- \$30 million grant awarded by HUD in May 2019
- Six years for implementation
 - Housing (60% Min - \$18 million)
 - Neighborhood (15% Max - \$4.5 million)
 - People (15% Max - \$4.5 million)
- Public investment will exceed \$170 million
- Private investment is expected to exceed \$120 million



MARSHALL-RIDLEY

A C H O I C E N E I G H B O R H O O D

Housing Plan

Housing Plan

Goals:

1. Provide diverse housing types for a diverse community
2. Integrate various housing types in an indistinguishable manner
3. Provide affordable housing in an equitable way
4. Increase homeownership rate
5. Foster community



CHOICE NEIGHBORHOOD I & II - PROGRESS



CHOICE NEIGHBORHOOD I & II - PROGRESS



CHOICE NEIGHBORHOOD I & II MIXED USE HOUSING/COMMERCIAL



CHOICE NEIGHBORHOOD I & II - (REAR VIEW)



TIMELINE:

CHOICE NEIGHBORHOOD I & II

2700-2800 Jefferson Avenue

- Project Description:
 - Two multistory buildings containing 75 units and 6 townhouses
 - Ground floor retail space (total of 3000 sq. ft.)
 - 16-18 months construction period
- Closing and Groundbreaking: June, 2021
- Construction Start: July, 2021
- Construction Completion: October, 2022

Demolition is underway!



Demolition is underway!



CHOICE NEIGHBORHOOD III MIXED USE HOUSING AND COMMERCIAL 16TH AND JEFFERSON – NE CORNER



JEFFERSON AVENUE

CHOICE NEIGHBORHOOD III



PARKING LOT ENTRY

CHOICE NEIGHBORHOOD III AND IV: TOWNHOMES



TIMELINE:

CHOICE NEIGHBORHOOD III

Ridley Place – On Site North of 16th Street

- Project Description:
 - One, three story multi-family building with 41 rental units
 - Ground floor retail space (total of 2100 sq. ft.)
 - 30 townhouse units
 - Health and Wellness Trail
- Demolition: February-May 2022
- Closing: June, 2022
- Groundbreaking: July, 2022
- Construction Completion: August, 2023

TIMELINE:

CHOICE NEIGHBORHOOD IV

Ridley Place – On Site South of 16th Street

- Project Description:
 - 84 Townhouse Units
 - Health and Wellness Trail
 - An Early Childhood Development Center
- Demolition: February-May 2022
- Closing: June, 2022
- Groundbreaking and Construction Start: July, 2022
- Estimated Construction Completion: April, 2024

IVY AVENUE: SINGLE FAMILY DEVELOPMENT 16TH-18TH STREETS



TIMELINE: RIDLEY SITE-SINGLE FAMILY 24 HOMES

- Demolition: February-May 2022
- Selection of Builders: May 2023 – March 2024
- Construction Start: August 2023 – June 2024
- Construction Completion: November 2023 – October 2024

MARSHALL COURTS PRE-RENOVATION

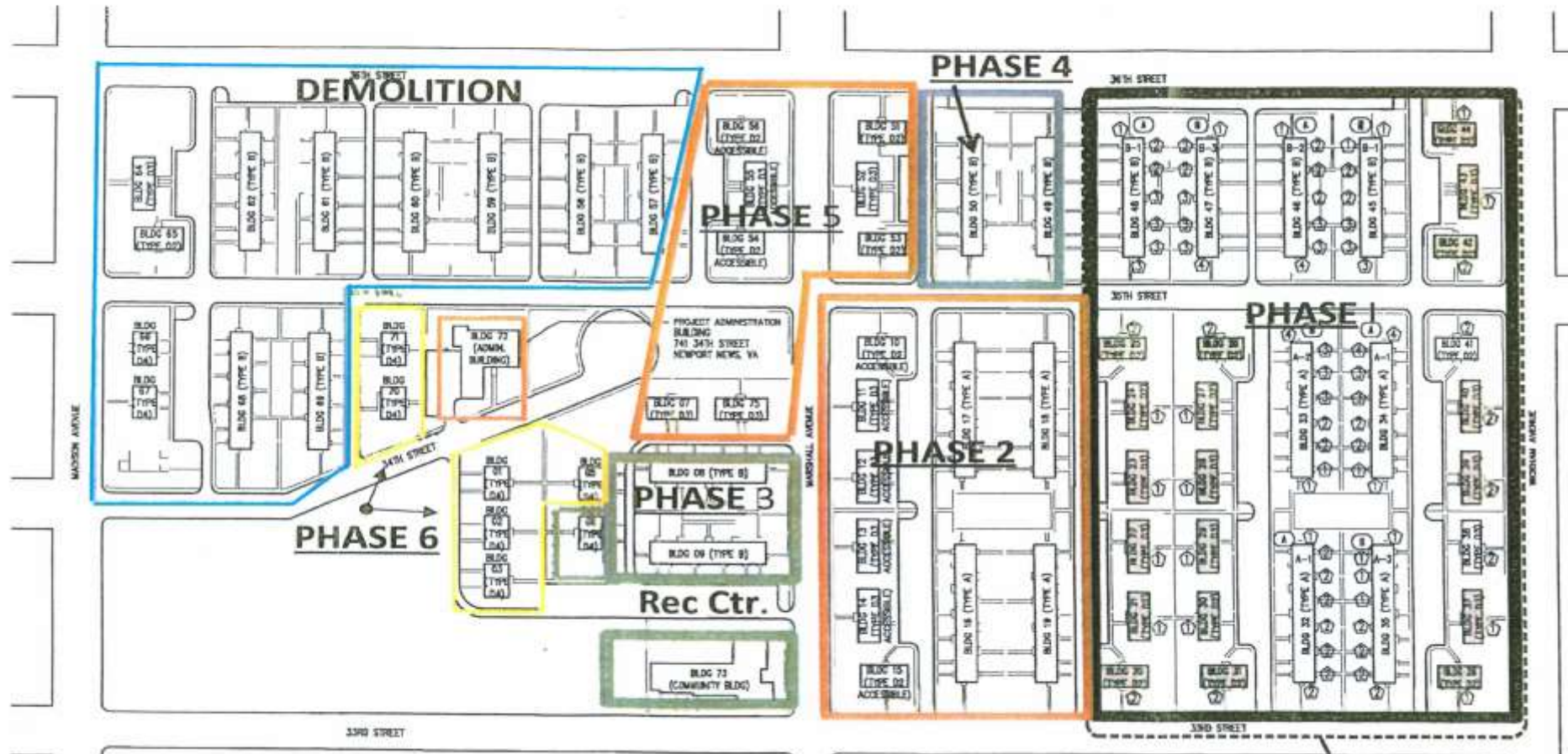


MARSHALL COURTS POST-RENOVATIONS



MARSHALL COURTS: PHASING FOR RENOVATION AND DEMOLITION

Marshall Courts – Phases





MARSHALL-RIDLEY

A C H O I C E N E I G H B O R H O O D

Questions?



MARSHALL-RIDLEY

A C H O I C E N E I G H B O R H O O D

People Plan

People Plan

Goals:

1. Improve access to quality health services
2. Reduce food insecurity & encourage healthy living
3. Increase availability of & strengthen early education programs
4. Create continuum of enriched learning & support opportunities
5. Strengthen school-to-career pathways
6. Fill in the skills gap & bolster job readiness
7. Boost employment opportunities
8. Foster resiliency & self-sufficiency





USI | URBAN STRATEGIES, INC.

Marshall-Ridley CNI Partners

April 28, 2022

WHO IS USI?

Urban Strategies, Inc. (USI) is a national leader in its field, a not-for-profit organization that specializes in results informed human services development, planning, and strategy implementation as part of comprehensive neighborhood revitalization.

OUR MISSION...

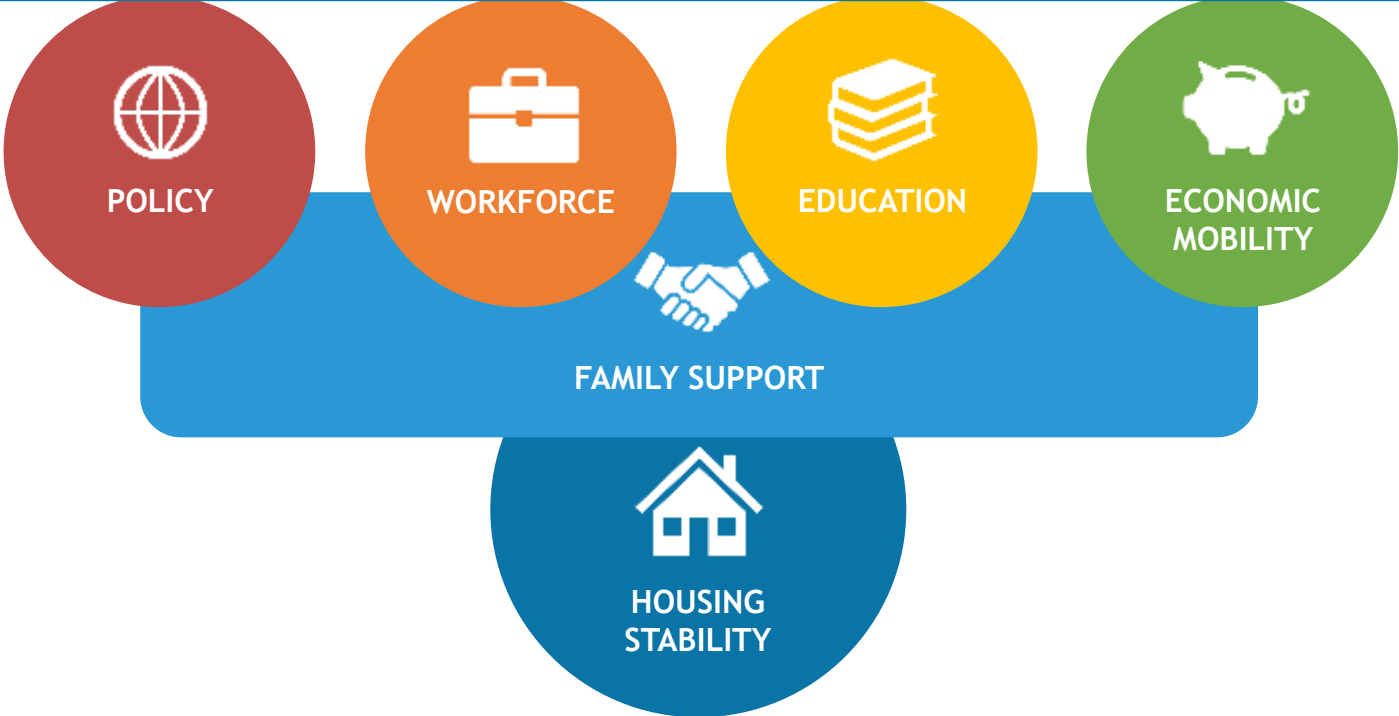
All children and families will be STABLE and THRIVING.



PEOPLE RESULT



OUR MISSION...
All children and families will be **STABLE** and **THRIVING**.





OUR VALUES



INTEGRITY

We are honest, transparent, ethical, and just. People trust us to adhere to our word.



ACCOUNTABILITY

We deliver our very best in all we do, holding ourselves accountable for results.



RESPECT

We treat residents, community, partners and our staff with dignity and respect.



INNOVATION

We act with courage, challenging the status quo and finding new ways to strengthen our work.



DIVERSITY

We know it takes people with different ideas, strengths, interests, and cultural backgrounds to help us succeed.



TEAMWORK/ COLLABORATION

We know that success cannot be accomplished by one person or organization.





RESULTS COUNT FRAMEWORK[®]

The Results Counts approach is based on five core competencies of results-based leadership development.



BE RESULTS-BASED AND DATA-DRIVEN



BRING ATTENTION TO AND ACT ON DISPARITIES



USE ONESELF AS AN INSTRUMENT OF CHANGE TO MOVE A RESULT



COLLABORATIVE LEADERSHIP



ADAPTIVE LEADERSHIP



FAMILY SUPPORT

Family Support is a method of providing services whereby a professional Family Support Specialist (previously known as a case worker) assesses needs of a resident and the resident's family, and monitors, evaluates and advocates for a package of multiple services to meet the specific resident's complex needs in order to successfully achieve a plan that leads to economic self-sufficiency. The work is both macro and micro.

OUR GOAL...

To arm residents with the tools and support needed to stabilize and/or improve their housing situation.

We help residents in assisted housing adapt to their changing world. *It is a two-way partnership.*





MARSHALL-RIDLEY

A CHOICE NEIGHBORHOOD

Questions?





MARSHALL-RIDLEY

A C H O I C E N E I G H B O R H O O D

Neighborhood Plan

Neighborhood Plan

Goals:

1. Connectivity
2. Economic Development
3. Neighborhood Health
4. Safety
5. Sense of Place



CCI: Gateway Elements

- Gateway Improvements:
 - 39th Street and Marshall Avenue
 - 25th Street and Jefferson Avenue
- Coordination with North Star on community branding.



C.C. Carter Funeral Home

CCI: Seafood Market

- Seafood-Centric Market and Food Hall
 - Seafood Market with Vendor Stalls & Kiosks
 - Catering Kitchen Supporting On-Site Dining & Commissary Services



CCI: Health and Wellness Trail

- Trail Segment from 18th Street to King-Lincoln Park
 - 18th to 12th Street
 - 12th Street to King-Lincoln Park
- Support Connectivity throughout Neighborhood



CCI: Health and Wellness Trail

OPEN SPACE DESIGN CONCEPT
ZONE 1. GATEWAY - AMENITIES & PROGRAMS



① GATEWAY:

- Welcome Kiosk
- Interpretive Sign
- Bike Rack
- Trash & Recycle Receptacles
- Pedestrian Light
- Concrete / Asphalt Paver



② URBAN GROVE:

- Movable Table & Chairs
- Manicured Lawn
- Pedestrian Light
- Bonded Gravel
- Public Art Installation



③ GATEWAY PLAZA:

- Pergola - Large Scale
- Chess Table & Chairs
- Swing
- Bike Share
- Trash & Recycle Receptacles
- Pedestrian Light
- Concrete / Asphalt Paver
- Environmental Graphics



CCI: Health and Wellness Trail

OPEN SPACE DESIGN CONCEPT

ZONE 2. GARDEN - AMENITIES & PROGRAMS



①

RAIN GARDEN:

- Interpretive Sign
- Pollinator Plants
- Integrated Seating



②

QUIET NOOK:

- Swings
- Trash & Recycle Receptacles
- Pedestrian Light
- Concrete / Exposed Aggregate
- Environmental Graphics



③

TOT LOT:

- Creative Play Equipment
- Pedestrian Light
- Safety Rubber Surface
- Modular Seating
- Vegetative Safety Buffer

CCI: Health and Wellness Trail

OPEN SPACE DESIGN CONCEPT

ZONE 3. FITNESS - AMENITIES & PROGRAMS



①

WORKOUT POD:

- Cardio + Cross Training Station
- Obstacle Course
- Ping Pong Table
- Integrated Seating
- Trash & Recycle Receptacles
- Pedestrian Light
- Safety Rubber Surface
- Vegetative Safety Buffer



②

RAIN GARDEN:

- Interpretive Sign
- Integrated Seating



③

COMMUNITY PLAZA:

- Public Art Installation
- Trash & Recycle Receptacles
- Pedestrian Light
- Concrete / Asphalt Paver
- Artful Seating

CCI: Health and Wellness Trail

OPEN SPACE DESIGN CONCEPT ZONE 4. PARK - AMENITIES & PROGRAMS



- ①
COMMUNITY GREEN
- Flex Fields
 - Picnic Groves
 - Pergola - Small Scale
 - Earth Berms
 - Meadow
 - Trash & Recycle Receptacles
 - Pedestrian Light
 - Emergency Call Tower



- ②
PONDS & RAIN GARDEN:
- Educational Marker
 - Boulders
 - River Rock Channel



- ③
CREATIVE PLAYGROUND:
- Nature Play Equipment
 - Trash & Recycle Receptacles
 - Pedestrian Light
 - Safety Rubber Surface
 - Engineered Wood Fiber Surface
 - Modular Seating
 - Vegetative Safety Buffer

CCI: Residential Façade Program

- Residential Façade Grant Program
 - \$20,000 Grant for Exterior Improvements
 - Owner-Occupied Dwellings within CNI Geography
- Program Goals:
 - Improve residential quality and aesthetic appeal of existing homes.
 - Increase property values and equity wealth for current homeowners.
 - Complement community investments in new housing and neighborhood improvements funded through the Choice Neighborhoods Initiative.
 - Build good-will and equity wealth among homeowners who have endured the challenging impacts of living adjacent to distressed public housing for many years.



CCI: 2510 Jefferson Avenue

- Building rehabilitation to create new retail/commercial and office space.
- Work Program Architects is providing architectural services for rehab.

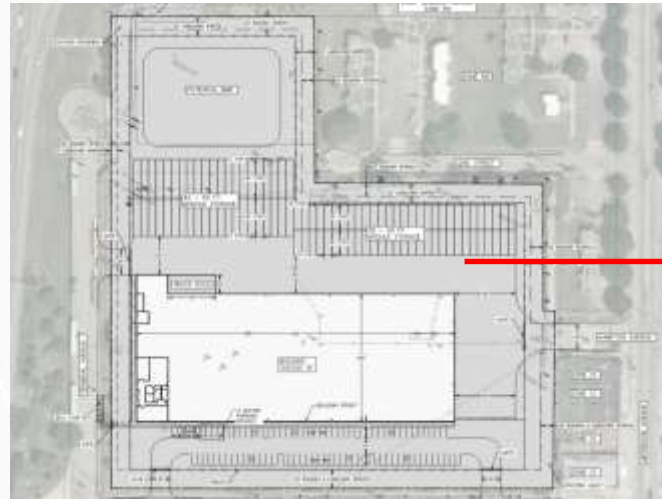


CCI: 2510 Jefferson Avenue



Former Harbor-Dickerson Area

- indieDwell
- S23 Holdings



Former Harbor-Dickerson Area

- Former Paul's Auto Property – 520 14th Street



Seafood Industrial Park

- New Tenants
 - Fernandez Fisheries
 - Lucky Dog Crab and Seafood Company
 - J&R Tidewater Welding and Machining
 - Wanchese Fish Company
 - RDM Corp. of Suffolk
 - Best Quality Seafood



Seafood Industrial Park



BEFORE



AFTER



Chase Packaging Site

- Above-ground and below-ground storage tanks have been removed.
- 200,000 square-foot concrete slab has also been removed.
- Site has been graded and filled.
- Remaining soils sampling is being completed.



Brooks Crossing

- New/Expanding Tenants in Retail
 - G&S Beauty Supply
 - Marco's Pizza
- Fresenius Medical Care



The Offices @ Two Five & J

- Opened in May 2021
- Fully-Occupied with Waiting List
- Past and Upcoming Webinar Sessions
 - Access to Capital – 2.17.22
 - Preparing Proper Tax Paperwork – 2.24.22
 - Business 101: 1-Page Business Plan – 3.10.22
 - Loan Packages – 3.24.22
 - Social Media Training – 4.14.22
 - Elevator Pitch – 4.21.22
 - Leadership Traits for Entrepreneurs – 5.5.22



Micro Enterprise Grant

- \$3,500 Grant to Eligible Micro-Businesses
- Available to Micro-Businesses or Business Owners within Target Geography
- Eligible Use of Funds Includes:
 - Marketing and Advertising Expenses
 - Equipment (New or Used)
 - Computer Hardware or Software
 - Development of Online or Mobile Presence
 - Consultant Services
 - Training and Certifications
 - Initial Inventory
- Additional Information at:
<https://www.nnva.gov/2723/Newport-News-Micro-Enterprise-Grant-Prog>





MARSHALL-RIDLEY

A C H O I C E N E I G H B O R H O O D

Questions?