



# JACKSON WARD

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## COMMUNITY PLAN

# Choice Neighborhoods Planning Grant

Jackson Ward Community Expo  
May 12, 2022

## Project Overview



Introduction

Choice Neighborhoods Overview

Schedule + Engagement Process

Q&A

Current & Planned Jackson Ward Projects

Open House

### May 10, 2022

- **Introduction** | 6:15 - 6:20 pm
- **Choice Neighborhoods Overview** | 6:20 - 6:40 pm
- **Schedule + Engagement Process** | 6:40 - 6:45 pm
- **Q&A** | 6:45 - 7:00 pm
- **Current & Planned Jackson Ward Projects** | 7:00 - 7:15 pm
- **Open House** | 7:15 - 8:00 pm

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Lead Grantee & Housing Lead



Co-Grantee & Neighborhood Lead



**RICHMOND CITY**  
HEALTH DISTRICT

People Lead



Engagement Lead



Planning Coordinator



Funding Source



# JACKSON WARD

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## What is Choice Neighborhoods?

“The Choice Neighborhoods initiative will transform distressed neighborhoods... into **viable and sustainable mixed-income neighborhoods** by linking housing improvements with appropriate services, schools, public assets, transportation, and access to jobs... Choice Neighborhood grants will build upon the successes of **public housing transformation under HOPE VI** to provide support for the preservation and rehabilitation of public and HUD-assisted housing, within the context of a **broader approach to concentrated poverty.**”

Utilizes the framework of the HOPE VI program, while focusing on the revitalization of the surrounding neighborhoods as well as a public housing site.

# HUD's Choice Neighborhoods is focused on 3 core goals:



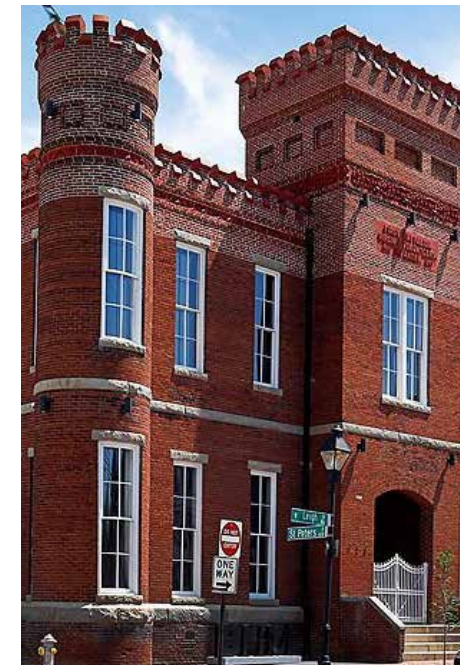
**NEIGHBORHOOD**



**PEOPLE**



**HOUSING**

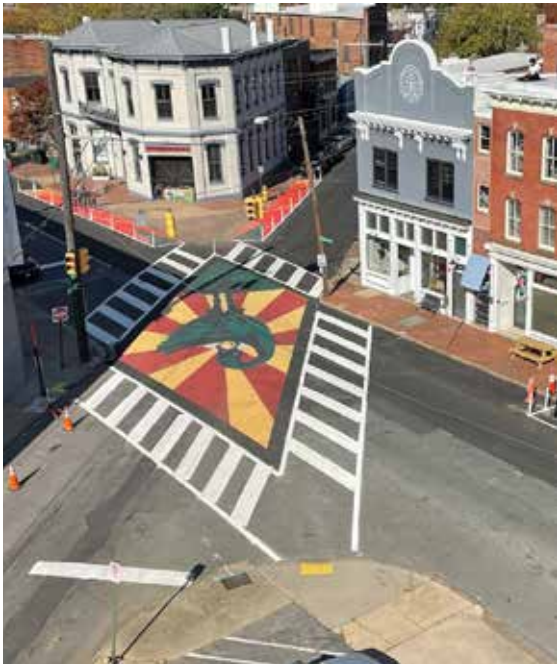


# HUD's Choice Neighborhoods is focused on 3 core goals:



## NEIGHBORHOOD

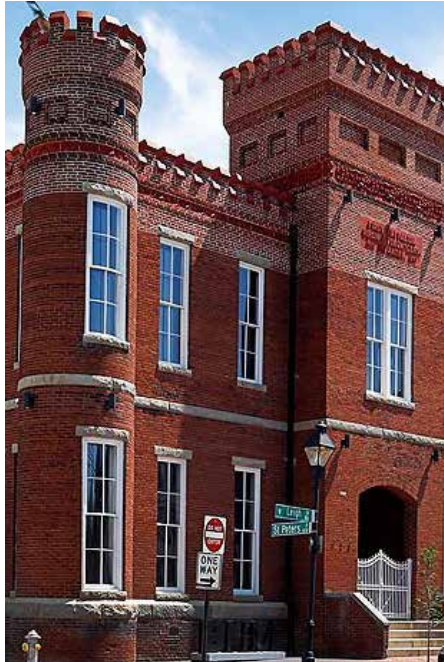
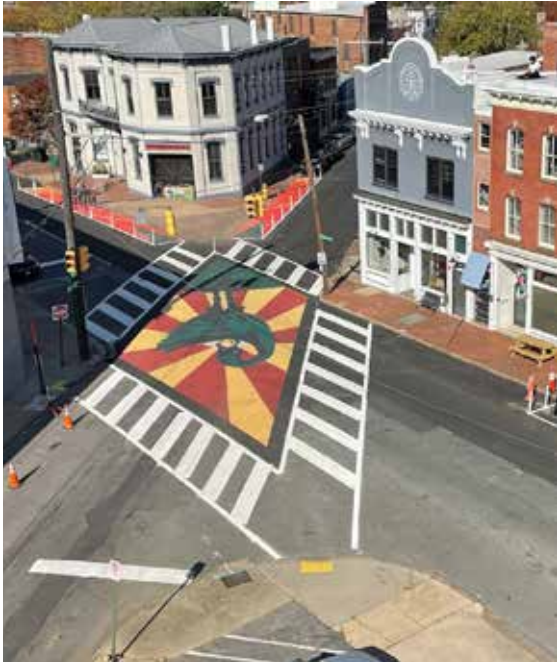
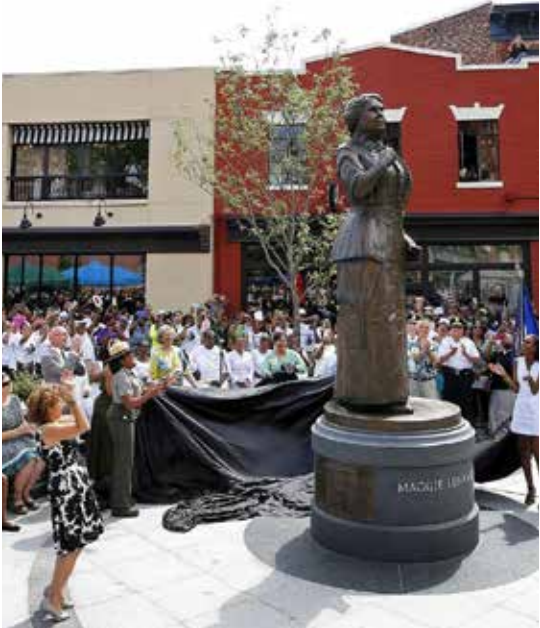
Create the conditions necessary for public and private reinvestment in distressed neighborhoods to offer the kinds of amenities and assets, including safety, good schools, and commercial activity, that are important to families' choices about their community.



# HUD's Choice Neighborhoods is focused on 3 core goals:

 **PEOPLE**

Improve outcomes of households living in the target housing related to employment and income, health, and children's education.

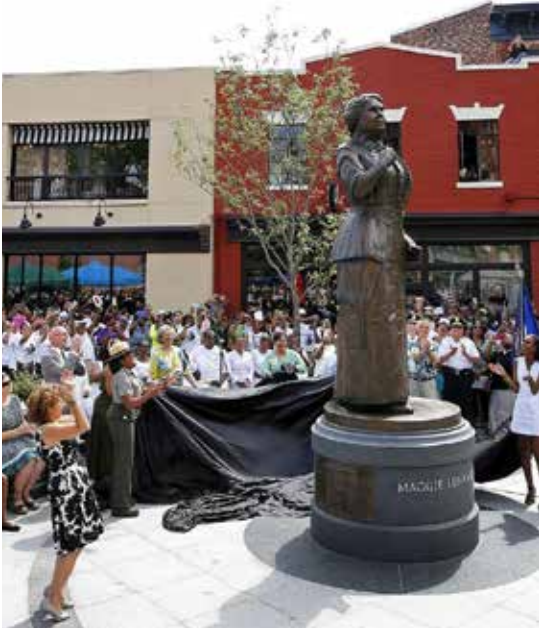




# HUD's Choice Neighborhoods is focused on 3 core goals:

## HOUSING

Replace distressed public and assisted housing with high-quality mixed-income housing that is well-managed and responsive to the needs of the surrounding neighborhood.



## Project Overview



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## Planning Grants

- Supports the development of comprehensive neighborhood revitalization plans
- Focus on transforming public/assisted housing
- Devises strategies to improve the surrounding neighborhood & create positive outcomes for families
- Creates the “Transformation Plan”
- Funds “Early Action Activities” which evolve from the planning process to enhance & accelerate the transformation of the neighborhood

## Implementation Grants

- Supports communities that have undergone a comprehensive local planning process
- Community is ready to implement their Transformation Plan to redevelop the neighborhood
- Begin construction of the Transformation Plan



# JACKSON WARD

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## COMMUNITY PLAN

# Neighborhood

**Jackson Ward Community Expo**  
**May 12, 2022**



## NEIGHBORHOOD

### Example Strategies

Gilpin Court Housing Site

Jackson Ward Neighborhood

Recent Investment & Planned Projects

Early Action Activities

Community Survey

Example **NEIGHBORHOOD** strategies are:



Create the conditions necessary for public and private reinvestment in distressed neighborhoods to offer the kinds of amenities and assets, including safety, good schools, and commercial activity, that are important to families' choices about their community.

- Infill development
- Business development and retention
- Infrastructure improvements (streets, sidewalks, lighting, parks, etc.)
- Neighborhood beautification
- Re-purposing deteriorated structures
- Improve neighborhood safety



# NEIGHBORHOOD

Example Strategies

**Gilpin Court Housing Site**

Jackson Ward Neighborhood

Recent Investment & Planned Projects

Early Action Activities

Community Survey



Gilpin Court





# NEIGHBORHOOD

Example Strategies

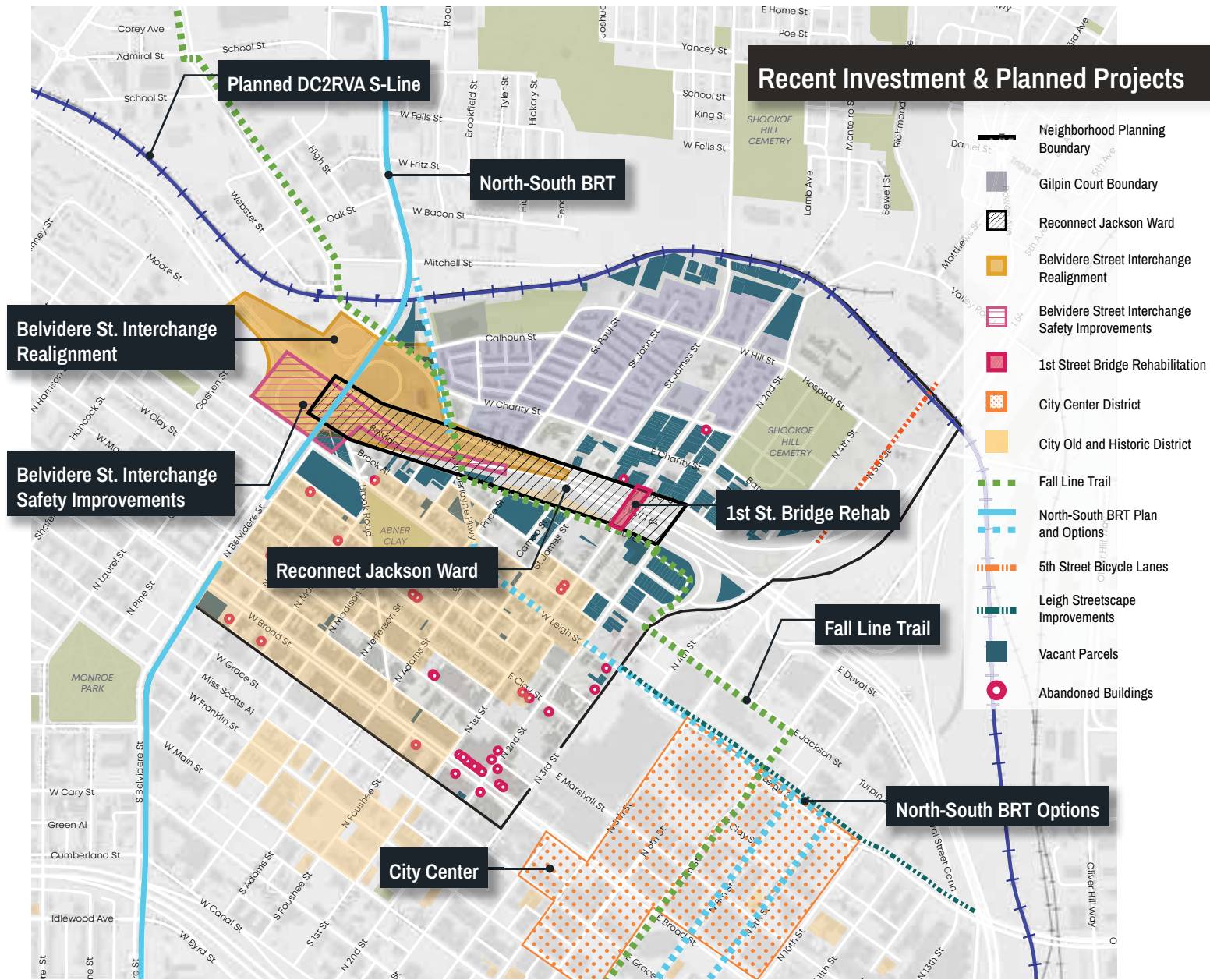
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# NEIGHBORHOOD

Example Strategies

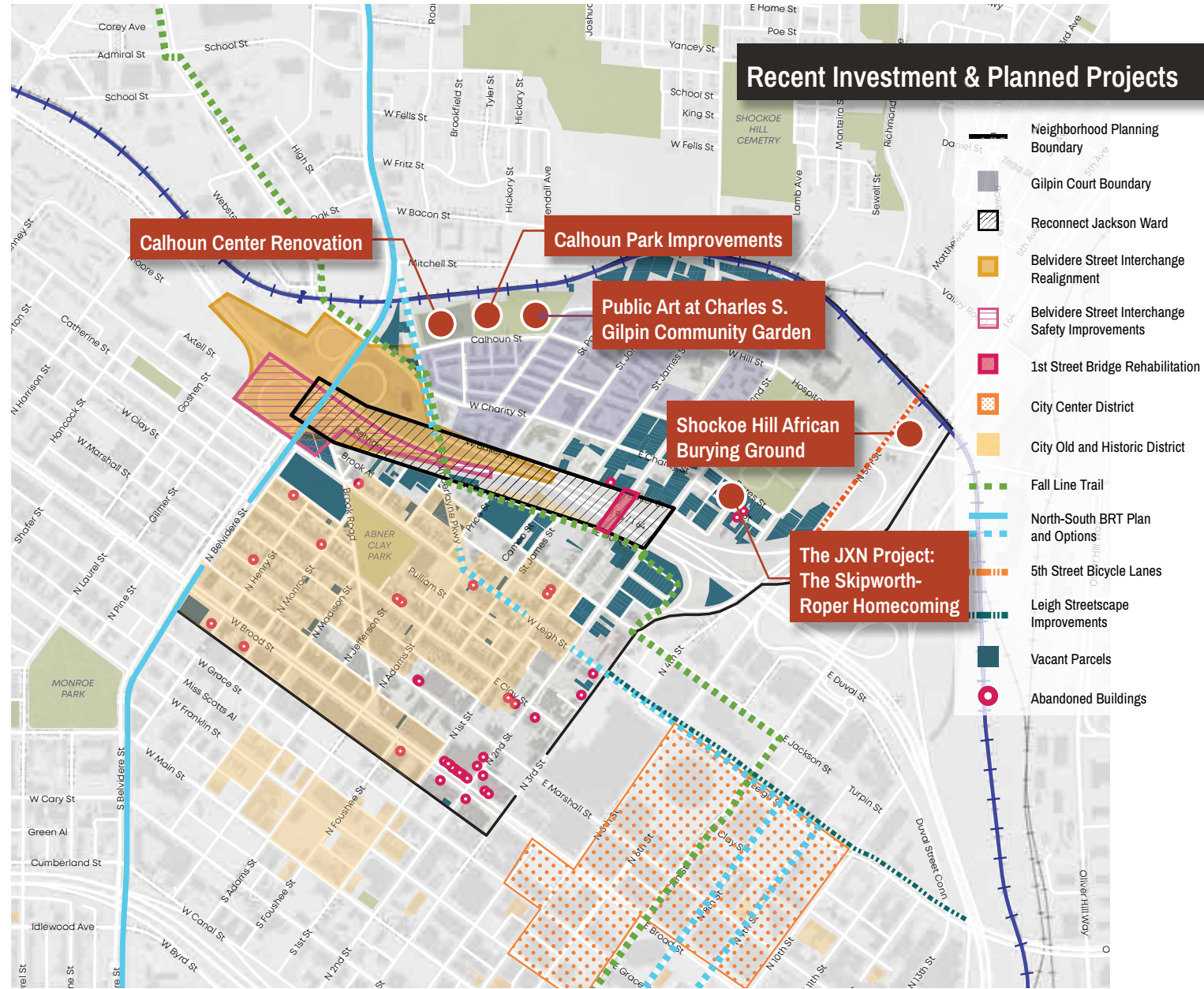
Gilpin Court Housing Site

Jackson Ward Neighborhood

Recent Investment & Planned Projects

Early Action Activities

Community Survey







# NEIGHBORHOOD

## Example Strategies

Gilpin Court Housing Site

Jackson Ward Neighborhood

Recent Investment & Planned Projects

## Early Action Activities

Community Survey

# EARLY ACTION ACTIVITIES

Projects that reinforce the planning process through limited physical neighborhood improvements and use HUD funds for innovative solutions to neighborhood challenges, and must be completed within the first two years of the Grant. Examples:

- Reclaiming and recycling vacant property into community gardens, pocket parks, or farmers markets;
- Beautification, placemaking, and community arts projects (signage, murals, sculptures, streetscaping, etc.);
- Fresh food initiatives (farmers markets or mobile fresh food vendors);
- Owner-occupied home or business facade improvement programs;
- Gap financing for economic development projects that are ready to implement and have secured all other necessary funding.





## NEIGHBORHOOD

Example Strategies

Gilpin Court Housing Site

Jackson Ward Neighborhood

Recent Investment & Planned Projects

**Early Action Activities**

Community Survey

# EARLY ACTION ACTIVITIES

## Draft Principles for Selecting Activities

- Close or within Gilpin Court
- Uplift existing efforts
- Align with HUD requirements

## Process for Selection Activities

- Discuss principles with Steering Committee and Working Groups in March/April
- Develop list with Steering Committee and Working Groups of projects

**Do you have ideas for physical improvement projects for Jackson Ward?**

**We'd love to hear your suggestions!**

**Stop by the “Neighborhood Station” after this presentation.**

**Or, email Maritza at:**

**[maritza.pechin@rva.gov](mailto:maritza.pechin@rva.gov)**



## NEIGHBORHOOD

### Example Strategies

Gilpin Court Housing Site

Jackson Ward Neighborhood

Recent Investment & Planned Projects

Early Action Activities

**Community Survey**

# COMMUNITY SURVEY

## Purpose:

For Jackson Ward community members, business owners, and stakeholders to help the planning team identify assets, challenges, and gaps in services or programming throughout the neighborhood.

## Delivery & Reach:

- Launches TONIGHT and will run through mid-September
- Both paper and electronic options - visit the Community Survey station after this presentation for more information
- Paper copies can be dropped off at Storefront for Community Design



# JACKSON WARD

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## COMMUNITY PLAN

# People

Jackson Ward Community Expo  
May 12, 2022



## PEOPLE

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### Example Strategies

Existing Neighborhood Conditions

Public Participation

Resident Assessment

Gilpin Informed Residents

## Example **PEOPLE** strategies are:



Improve outcomes of households living in the target housing related to employment and income, health, and children's education.

- A high level of resident access to high-quality early learning
- Significant growth in individual resident educational outcomes
- Increase in the residents' income of the target housing over time
- Improved access to health services and improved health over time
- Housing choice for all residents

# PEOPLE

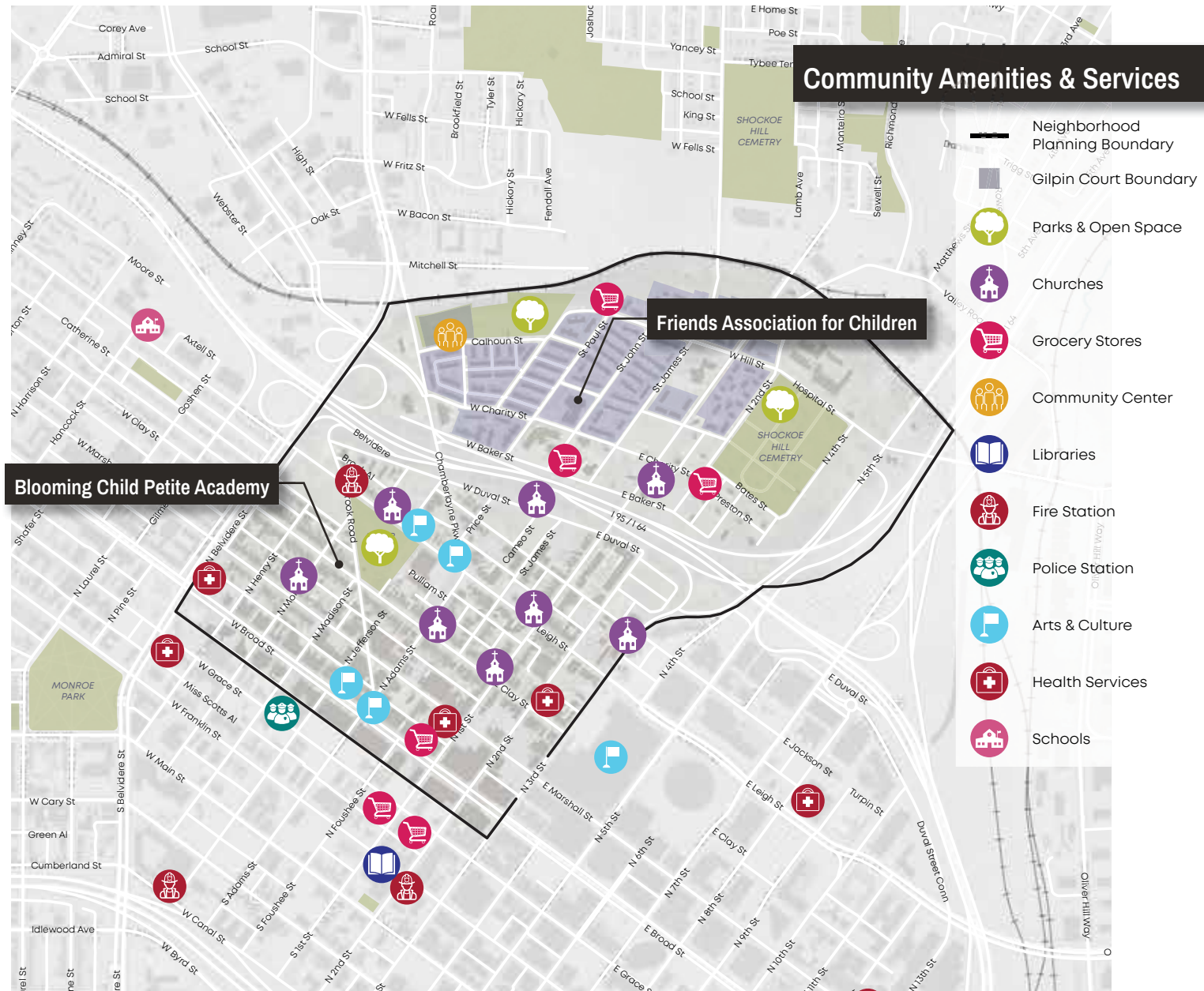
Example Strategies

Existing Neighborhood Conditions

Public Participation

Resident Assessment

Gilpin Informed Residents



# PEOPLE

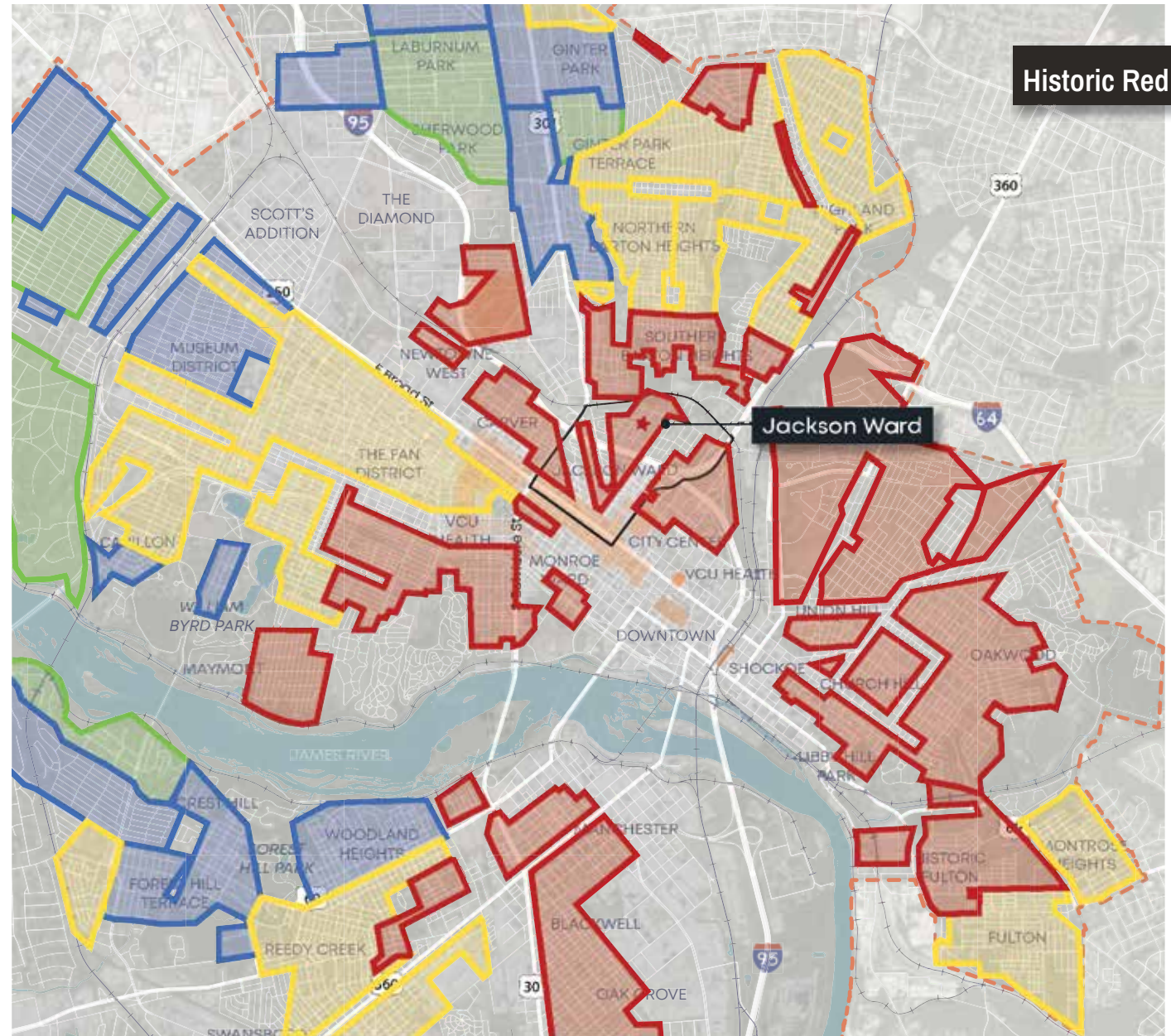
Example Strategies

Existing Neighborhood Conditions

Public Participation

Resident Assessment

Gilpin Informed Residents



Source: 2010 Decennial Census & City of Richmond GIS Data

# PEOPLE

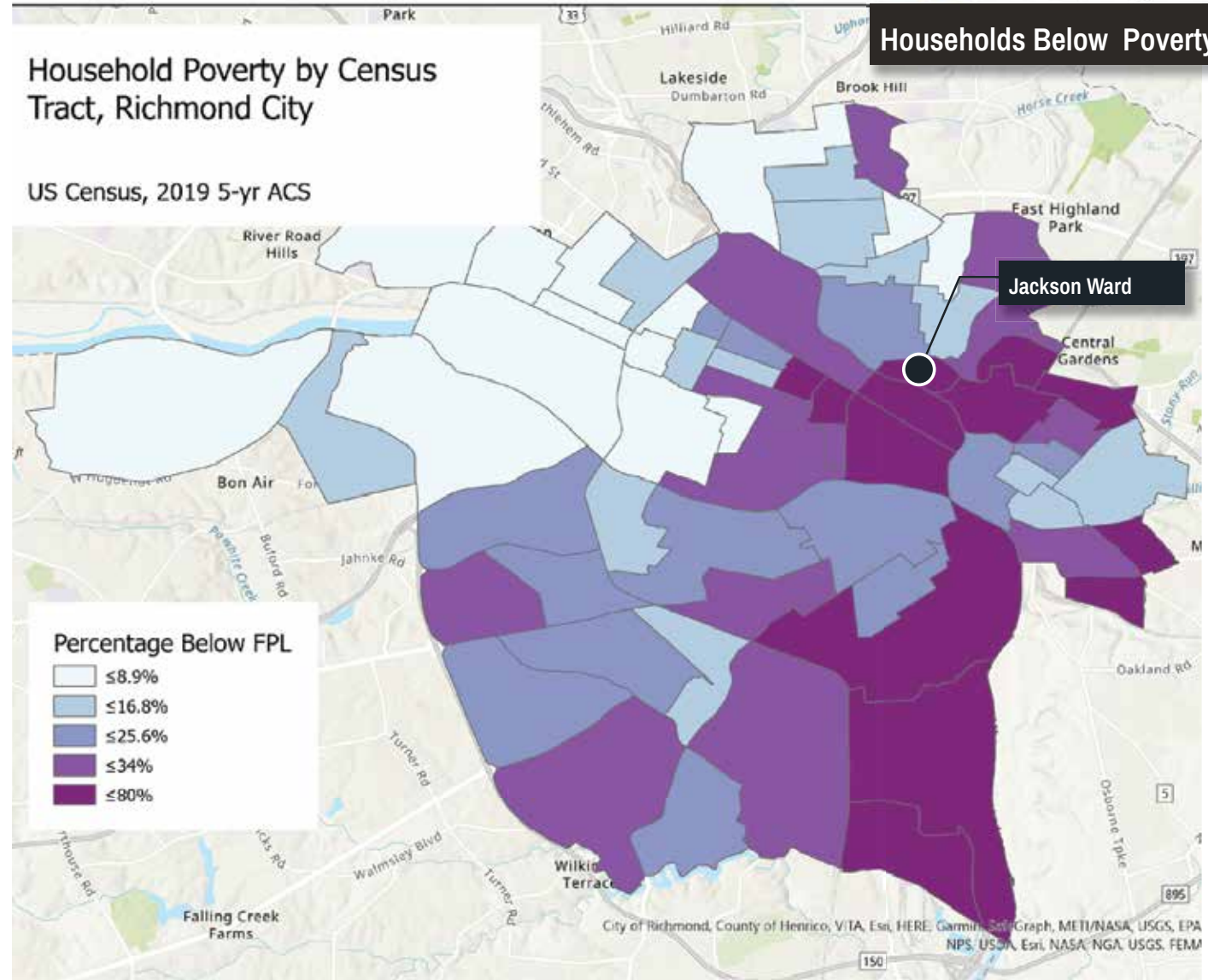
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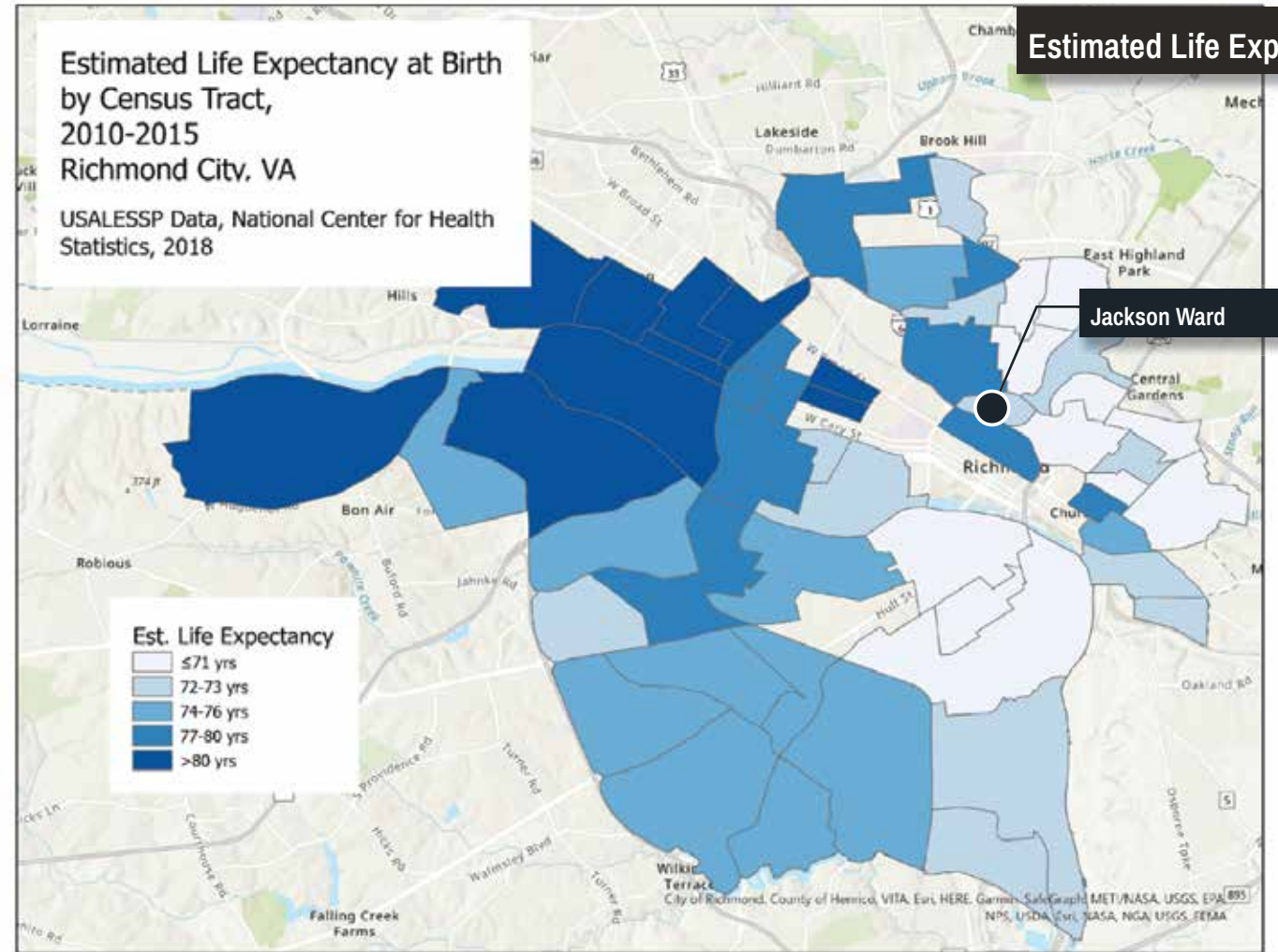
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 **PEOPLE**

Example Strategies

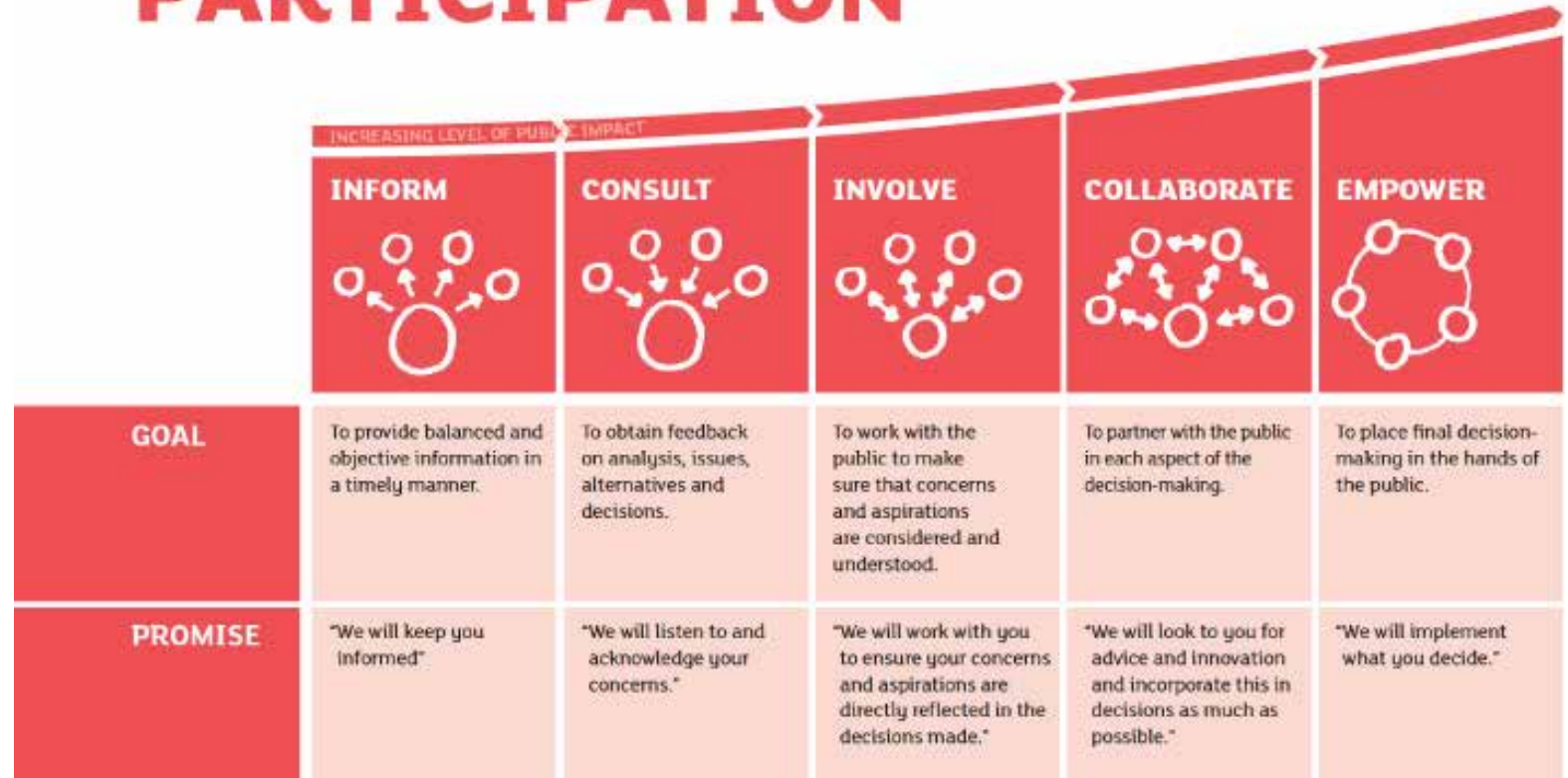
Existing Neighborhood Conditions

**Public Participation**

Resident Assessment

Gilpin Informed Residents

# IAP2 SPECTRUM OF PUBLIC PARTICIPATION





## PEOPLE

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Example Strategies

Existing Neighborhood Conditions

Public Participation

**Resident Assessment**

Gilpin Informed Residents

# RESIDENT ASSESSMENT

**Purpose:** Within the first 12 months a household-level assessment of Gilpin Court residents will assess assets and needs related to the Housing, People, and Neighborhood goals to better design solutions for challenges facing the children and families of HUD housing.

**Delivery & Reach:**

- Both paper and electronic options
- Launch at Resident Information Exchange on May 10 and will run through mid-September.
- 781 units in Gilpin Court - Goal to reach as many units as possible, more than 60% of households



## PEOPLE

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Example Strategies

Existing Neighborhood Conditions

Public Participation

Resident Assessment

**Gilpin Informed Residents**

# GILPIN INFORMED RESIDENTS

## Hire Gilpin Informed Resident Coordinator to work up to 20 Hours a week

- Developing Informed Neighbors community engagement plan
- Building a culture of trust, transparency, knowledge and joy on Informed Neighbors team
- Supervising Gilpin Informed Neighbors Team
- Coordinating with health literacy grantee partners

## Hire Gilpin Informed Residents to work up to 12 hours a week

- Participating in Informed Neighbors community meetings and support community engagement efforts
- Relaying feedback from the community to the Gilpin Planning Team
- Encouraging community residents to participate in local meetings & community surveys to ensure community voice in local decision making



# JACKSON WARD

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## COMMUNITY PLAN

# Housing

**Jackson Ward Community Expo**  
**May 12, 2022**



# HOUSING

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## Example Strategies

Gilpin Court Housing Site

Market Study

Build First Strategy

Recent and Planned Development

Housing Possibilities

## Example **HOUSING** strategies are:



Replace distressed public and assisted housing with high-quality mixed-income housing that is well-managed and responsive to the needs of the surrounding neighborhood.

- Demolition of distressed housing
- Construct market-responsive mixed-income housing
- Energy efficient, sustainable, healthy, accessible units
- Re-purposing existing structures
- Construct new community amenities (community facilities, recreation areas, etc.)
- Provide adequate resident and visitor parking

# HOUSING

Example Strategies

**Gilpin Court Housing Site**

Market Study

Build First Strategy

Recent and Planned Development

Housing Possibilities



Gilpin Court



# HOUSING

Example Strategies

Gilpin Court Housing Site

Market Study

Build First Strategy

Recent and Planned Development

Housing Possibilities

## 2019 Market Study

- Average annual market potential above 100% AMI is nearly 30%
- 20% is between 60-100% AMI
- Based on market absorption income mixing potential is positive

	Average Annual Market Potential					Subtotal
	Below 30% AMI	31% to 60% AMI	61% to 80% AMI	81% to 100% AMI	Above 100% AMI	
<i>Multi-Family For-Rent:</i>	332	266	131	92	303	<b>1,124</b>
<i>Multi-Family For-Sale:</i>	33	31	16	9	52	<b>141</b>
<i>Single-Family Attached For-Sale:</i>	45	36	20	14	60	<b>175</b>
<i>Single-Family Detached For-Sale:</i>	73	75	40	32	130	<b>350</b>
<b>Total:</b>	<b>483</b>	<b>408</b>	<b>207</b>	<b>147</b>	<b>545</b>	<b>1,790</b>
<b>Percent:</b>	<b>27.0%</b>	<b>22.8%</b>	<b>11.6%</b>	<b>8.2%</b>	<b>30.4%</b>	<b>100.0%</b>

Note: For fiscal year 2018, the Richmond, VA MSA Median Family Income for a family of four is \$83,200.

SOURCE: Claritas, Inc.  
Zimmerman/Volk Associates, Inc.





# HOUSING

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Example Strategies

Gilpin Court Housing Site

Market Study

**Build First Strategy**

Recent and Planned Development

Housing Possibilities

## **Build First Strategy**

- RRHA's commitment, where applicable, is to build replacement housing units first before demolition of public housing.
- This is accomplished by:
  - RRHA building units for families to relocate
  - Assisting families in finding homes based on the selection of their housing options via:
    1. Tenant Protection Voucher
    2. Project Based Voucher
    3. Return to Gilpin Court
    4. Relocation to another public housing community

# HOUSING

Example Strategies

Gilpin Court Housing Site

Market Study

Build First Strategy

Recent and Planned Development

Housing Possibilities

## Gilpin Court Revitalization



- Legend**
- Greater Moriah Baptist Church
  - Fay Towers
  - RRHA Owned Properties (Non-Public Housing)
  - Stallings Properties
  - Saint Luke Building LLC
  - Acquisition Strategy
  - Gilpin





# HOUSING

Example Strategies

Gilpin Court Housing Site

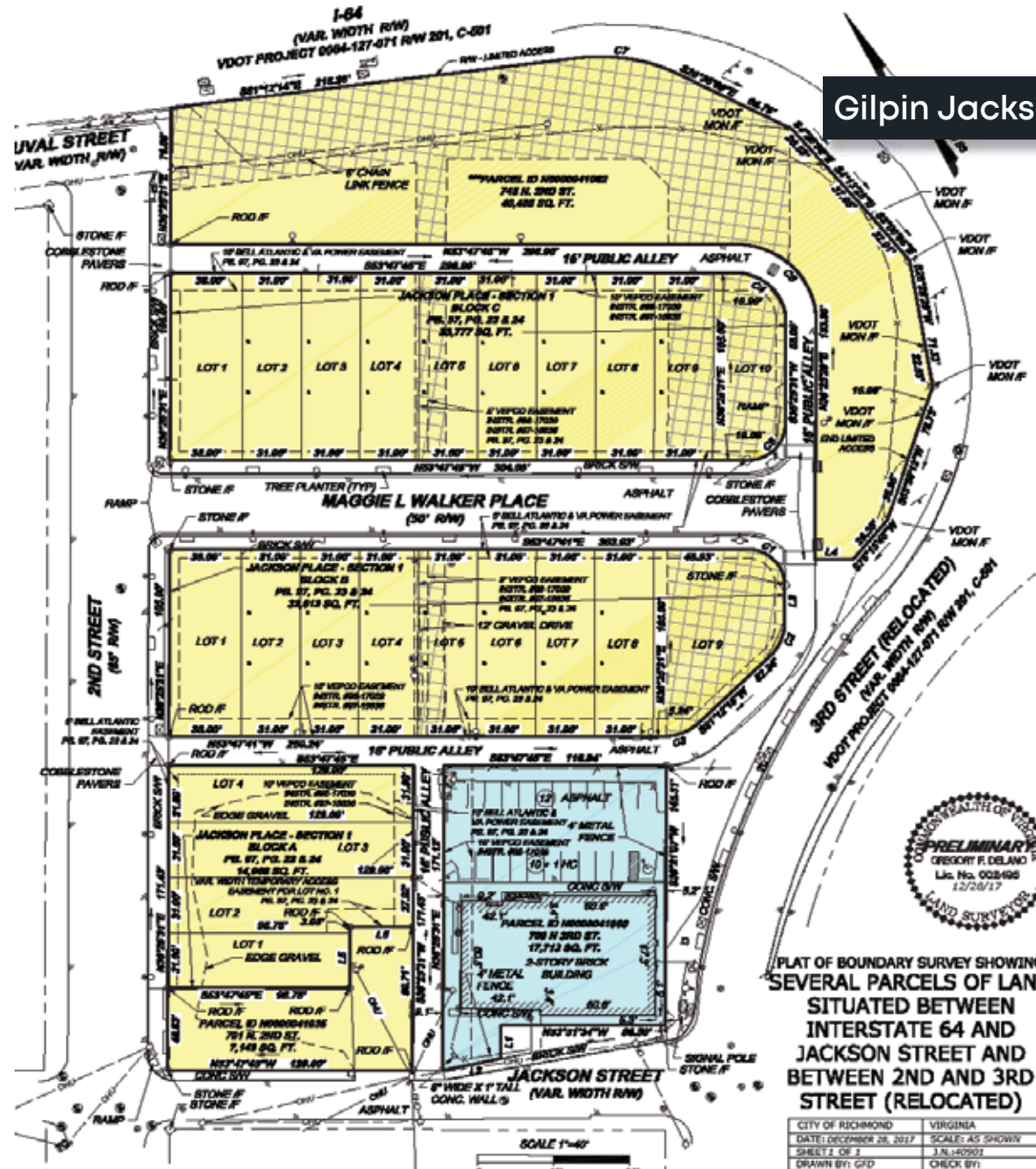
Market Study

Build First Strategy

Recent and Planned Development

Housing Possibilities

## Gilpin Jackson Place 26 - Lots



# HOUSING

Example Strategies

Gilpin Court Housing Site

Market Study

Build First Strategy

**Recent and Planned Development**

Housing Possibilities

Baker School Senior Apartments



# HOUSING

Example Strategies

Gilpin Court Housing Site

Market Study

Build First Strategy

**Recent and Planned Development**

Housing Possibilities



The Rosa

# HOUSING

Example Strategies

Gilpin Court Housing Site

Market Study

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Housing Possibilities

Armstrong Renaissance



# HOUSING

Example Strategies

Gilpin Court Housing Site

Market Study

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**Recent and Planned Development**

Housing Possibilities

Armstrong Renaissance



# HOUSING

Example Strategies

Gilpin Court Housing Site

Market Study

Build First Strategy

Recent and Planned Development

**Housing Possibilities**



COTTAGES



SINGLE FAMILY

## Range of Housing Density



DUPLEX



TRIPLEX



GARDEN/WALK UP



MULTI-FAMILY





# JACKSON WARD

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## COMMUNITY PLAN

# Schedule + Engagement Process

Jackson Ward Community Expo  
May 12, 2022

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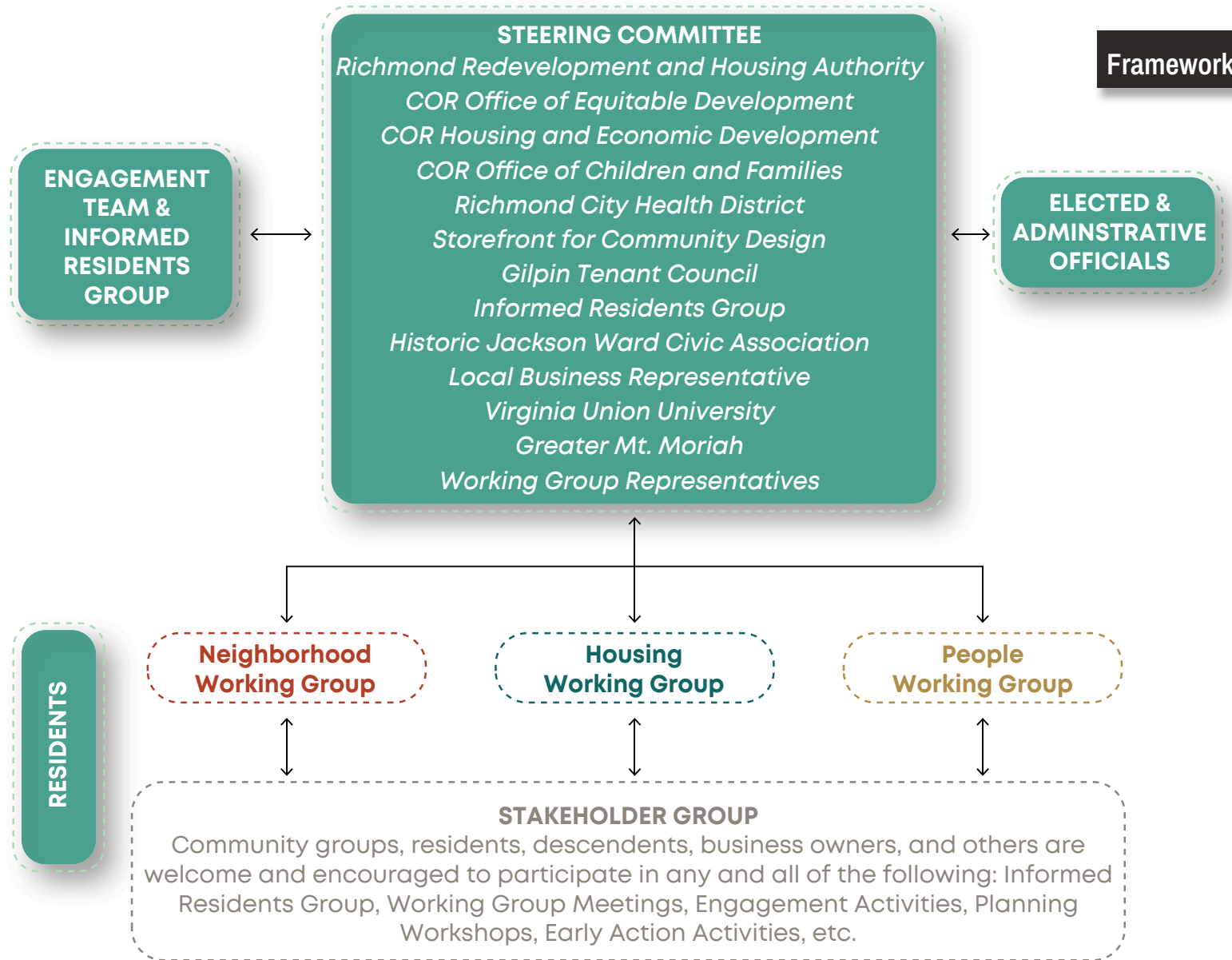
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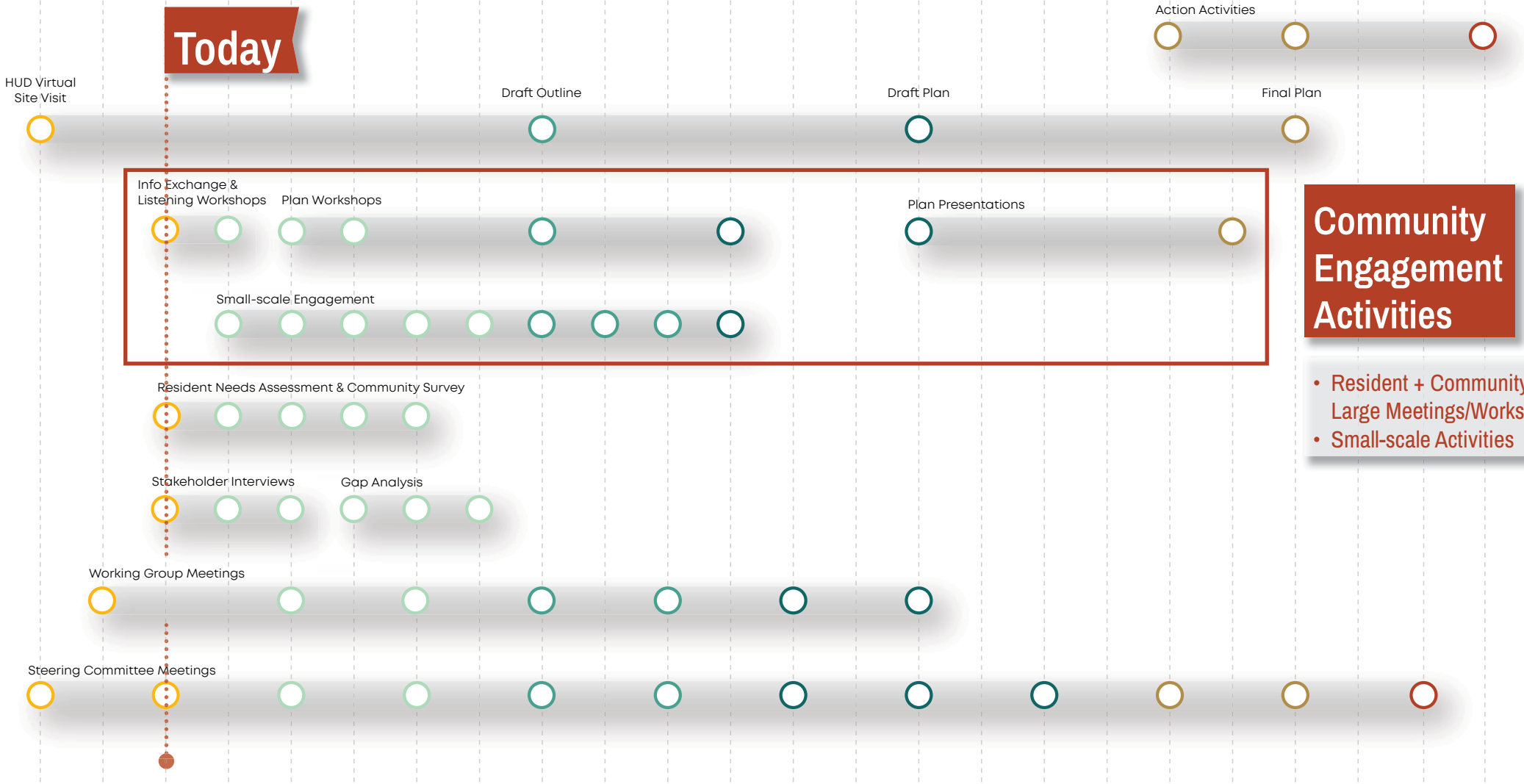
Open House



**ORGANIZE** **UNDERSTAND** **ENVISION** **SHAPE** **FINALIZE** **IMPLEMENT**

Winter '22 Spring '22 Summer '22 Fall '22 Winter '23 Spring '23 Summer '23 Fall '23 Winter '24

J F M A M J J A S O N D J F M A M J J A S O N D J F



**Community Engagement Activities**  
 May 2022 - Oct 2023

- Resident + Community At-Large Meetings/Workshops
- Small-scale Activities

**ORGANIZE** **UNDERSTAND** **ENVISION** **SHAPE** **FINALIZE** **IMPLEMENT**

Winter '22 Spring '22 Summer '22 Fall '22 Winter '23 Spring '23 Summer '23 Fall '23 Winter '24



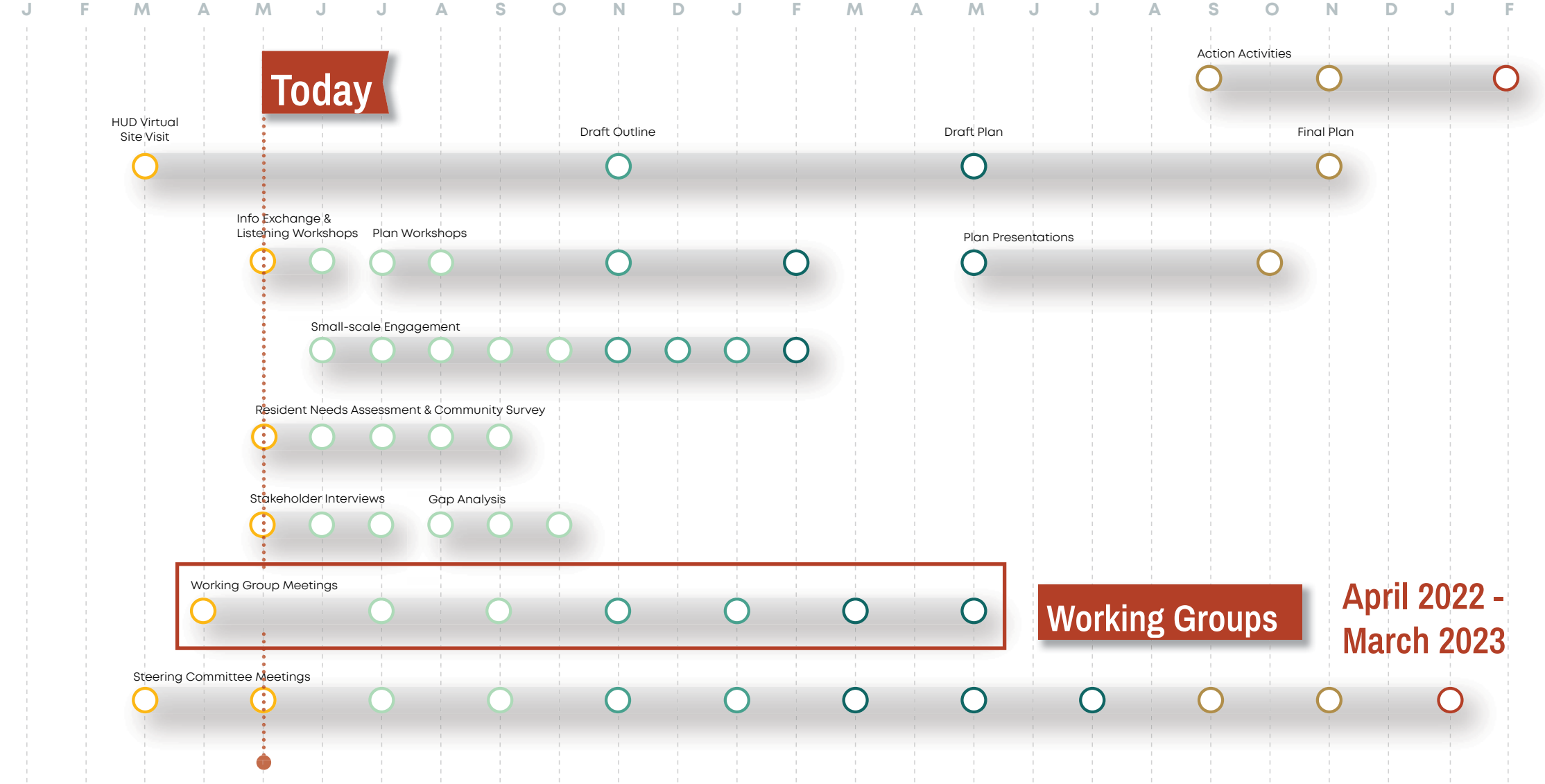
**Today**

Stakeholder Interviews  
Gap Analysis

**Stakeholder Interviews** May - Oct 2022

**ORGANIZE** **UNDERSTAND** **ENVISION** **SHAPE** **FINALIZE** **IMPLEMENT**

Winter '22 Spring '22 Summer '22 Fall '22 Winter '23 Spring '23 Summer '23 Fall '23 Winter '24



**Working Groups**  
April 2022 - March 2023

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Open House

## Community Engagement Activities



### Gilpin Resident Meetings/ Workshop

- Community Meeting
- Community Workshop
- Community Open House



### Community-at-Large Meetings/ Workshop

- Community Meeting
- Community Workshop
- Community Open House



### Small Scale Engagement Activity

- Block Talks
- Pop-up Lemonade Stand
- Storefront Conversations



Community Meetings



Open House Events



Storefront Conversations



Pop-up Lemonade Stand

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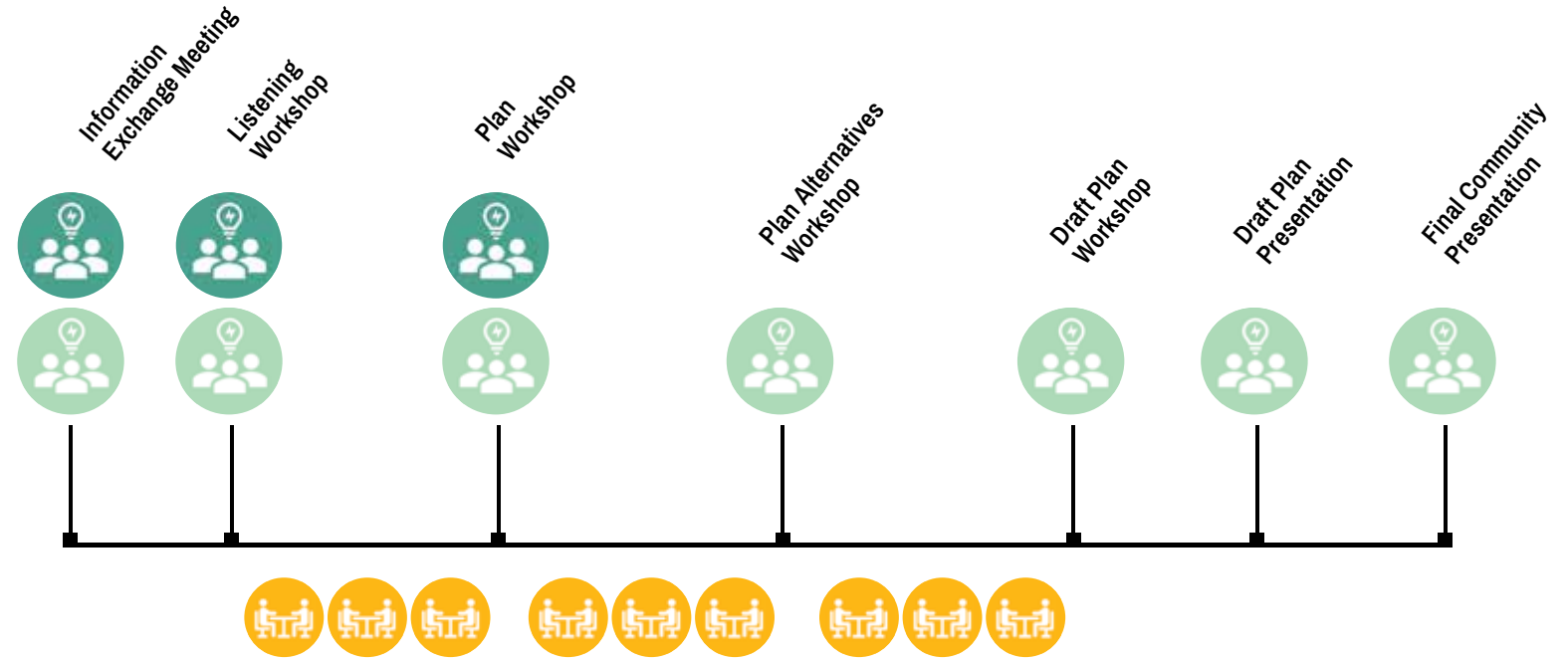
Schedule + Engagement Process




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## The Cadence of Community Meetings and Events



-  Gilpin Resident Meetings/Workshop
-  Community-at-large Meetings/Workshop
-  Small Scale Engagement Activity



# JACKSON WARD

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## COMMUNITY PLAN

Q & A

Jackson Ward Community Expo  
May 12, 2022





# JACKSON WARD

COMMUNITY PLAN

Visit the website:

[JacksonWardChoice.com](http://JacksonWardChoice.com)

Reach out to the Planning Team:

[JacksonWard@RRHA.com](mailto:JacksonWard@RRHA.com)





# JACKSON WARD

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## COMMUNITY PLAN

# Projects Around Jackson Ward

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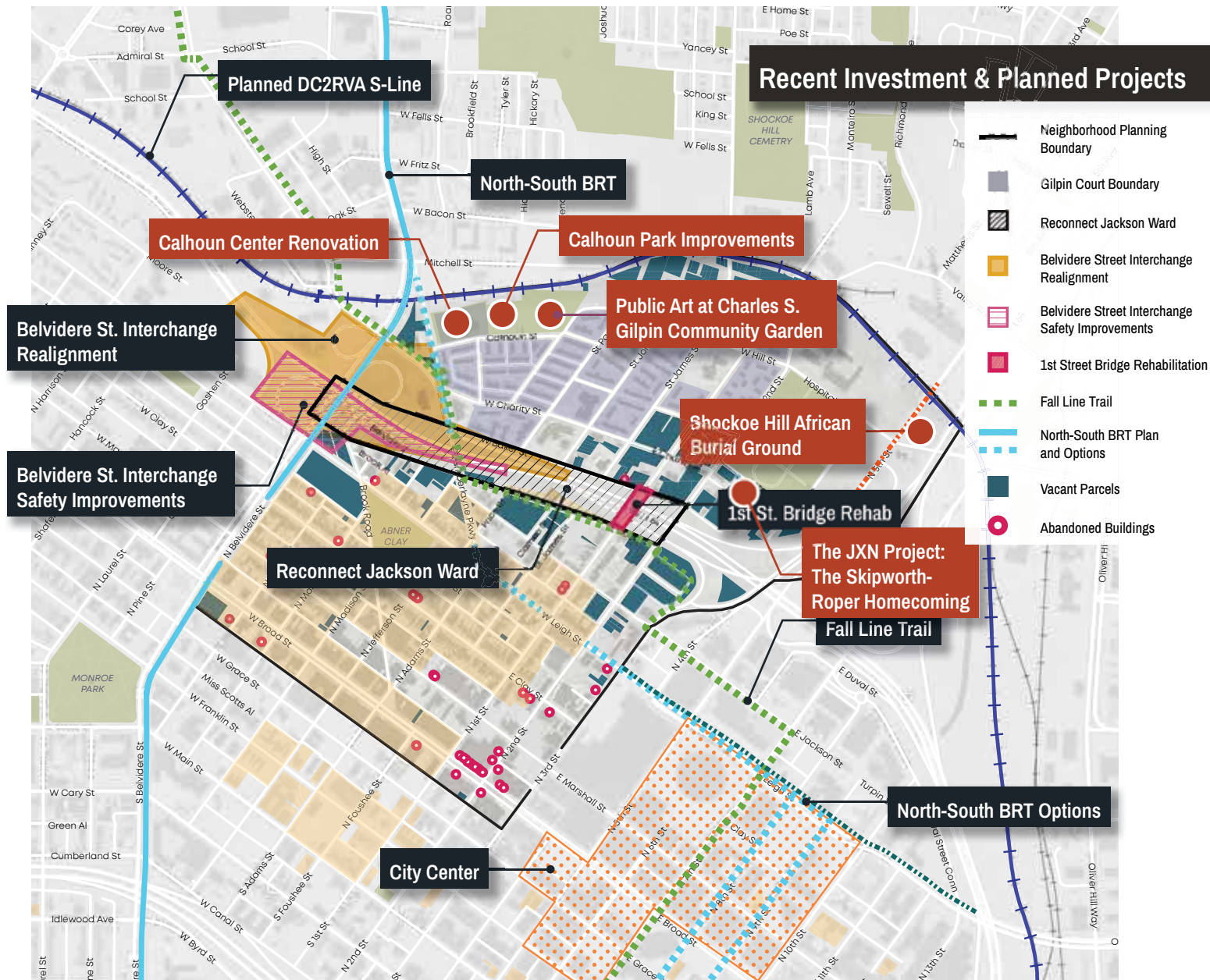
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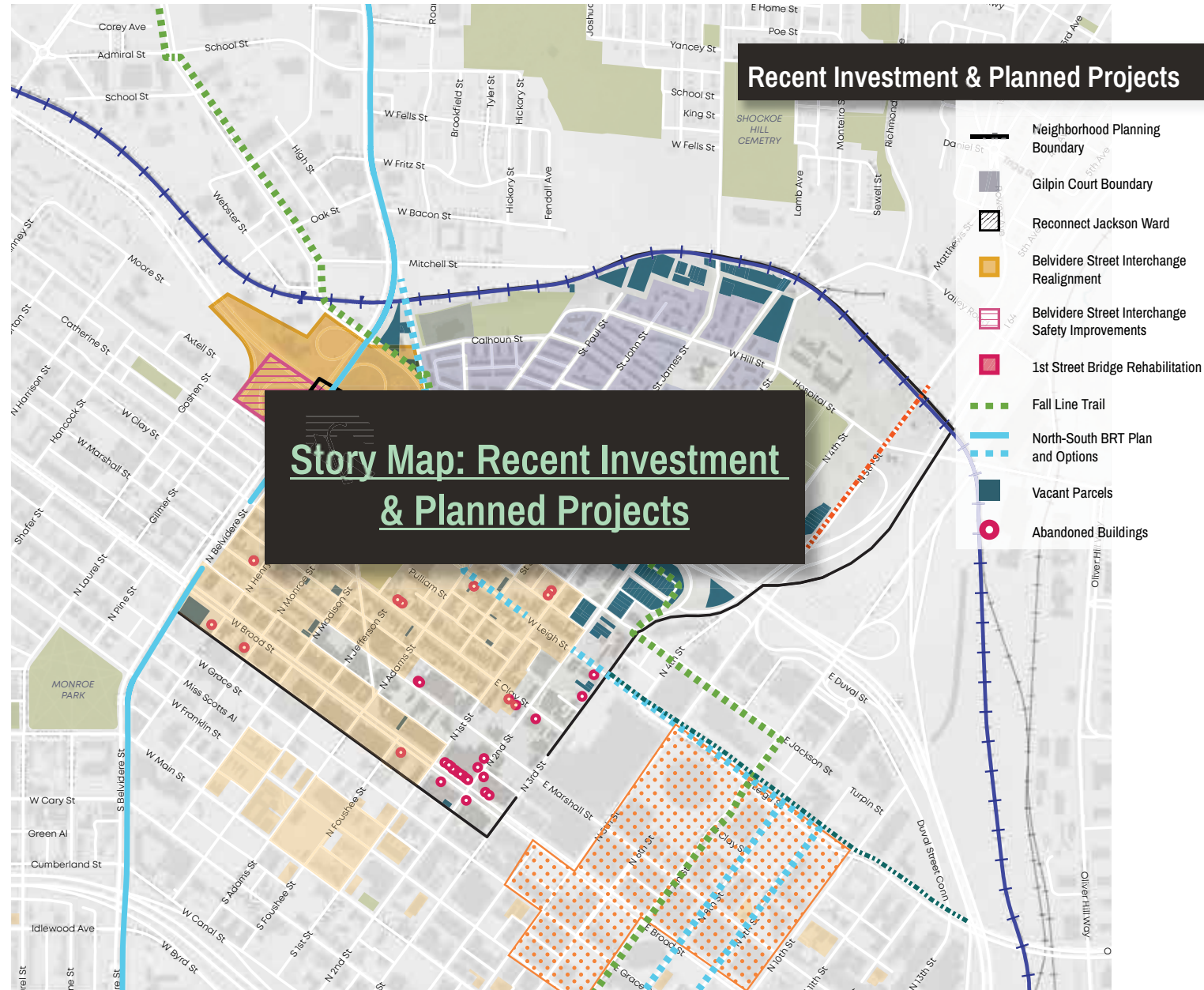
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**Current & Planned Jackson Ward Projects**

Open House





# JACKSON WARD

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## COMMUNITY PLAN

# Open House

Jackson Ward Community Expo  
May 12, 2022



# JACKSON WARD

## COMMUNITY PLAN

Please join us for the Expo - visit all the stations to learn more about the Jackson Ward Community Plan Process!

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- Station 1: Neighborhood
- Station 2: People
- Station 3: Housing
- Station 4: Process
- Station 5: Community Survey
- Community Expo