

St. Paul's Transformation

A Resilience Strategy Putting People First

The Journey from Tidewater Gardens to Kindred

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Agenda

1. Norfolk's Resiliency Strategy & St. Paul's Transformation
2. The People First Resiliency Strategy
3. Kindred: A Model for Equitable Redevelopment
4. Infrastructure & Stormwater Innovation (Blue/Greenway Park)
5. What's Next?

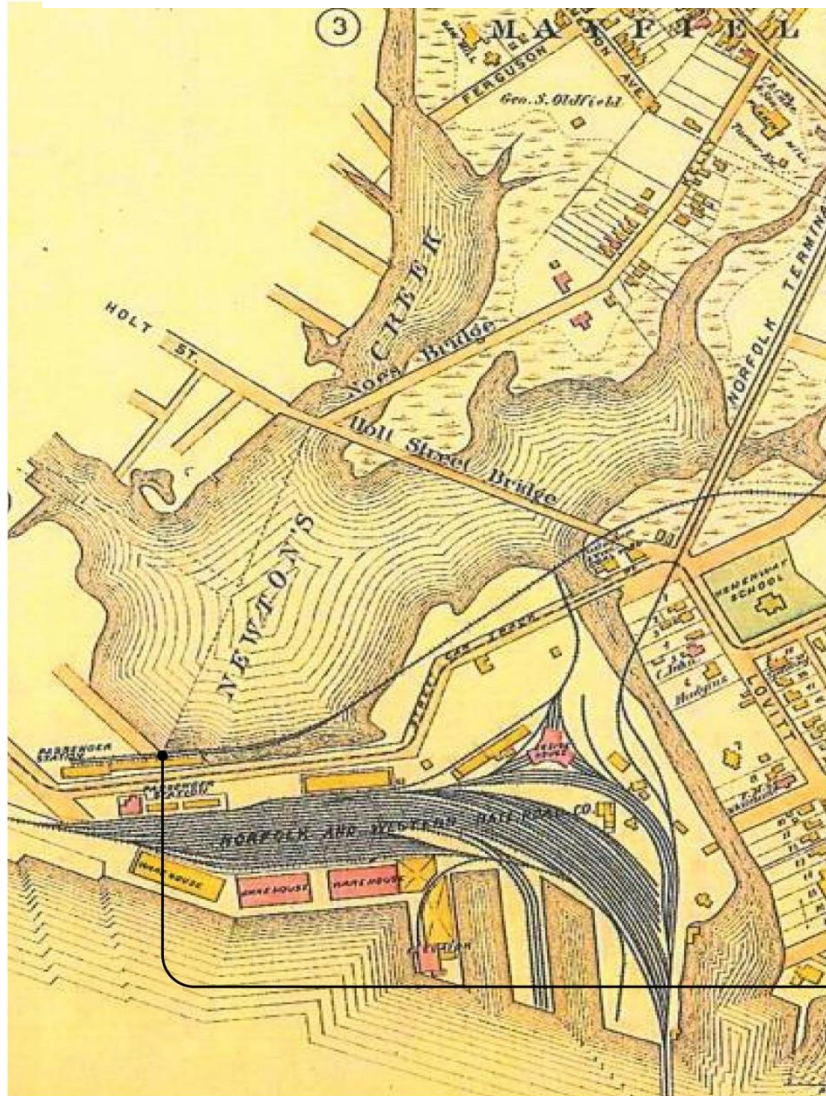
Norfolk's Coastal Context

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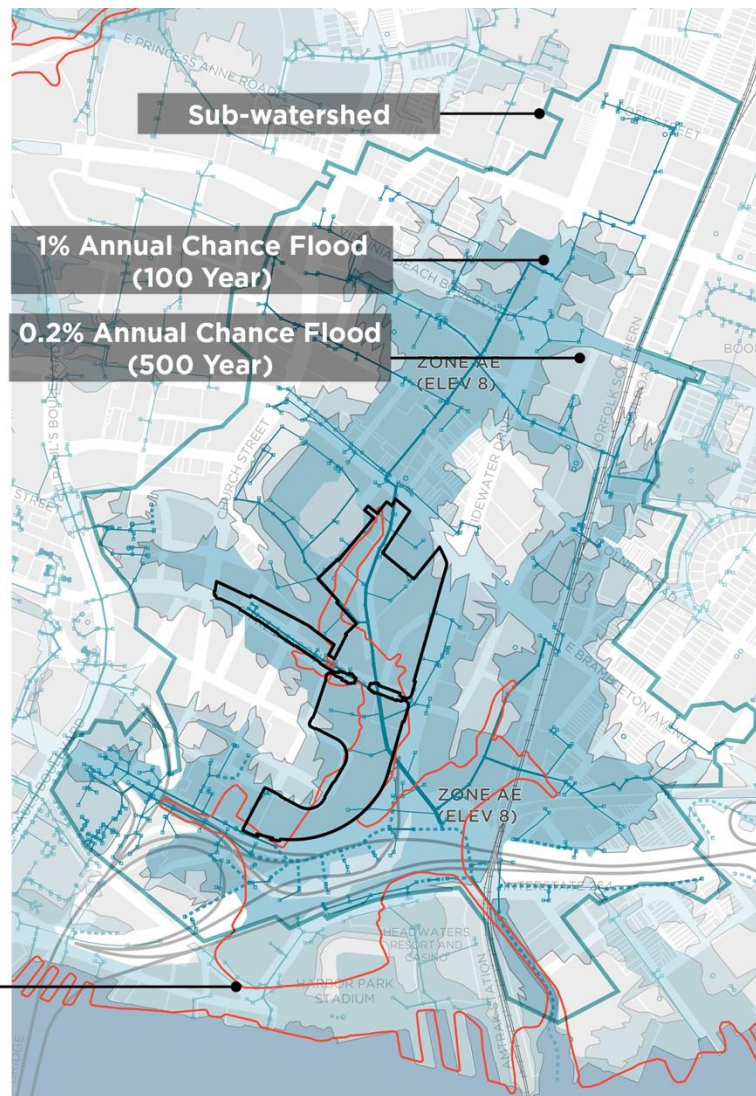


Our Water Story: We Flood Where We Filled

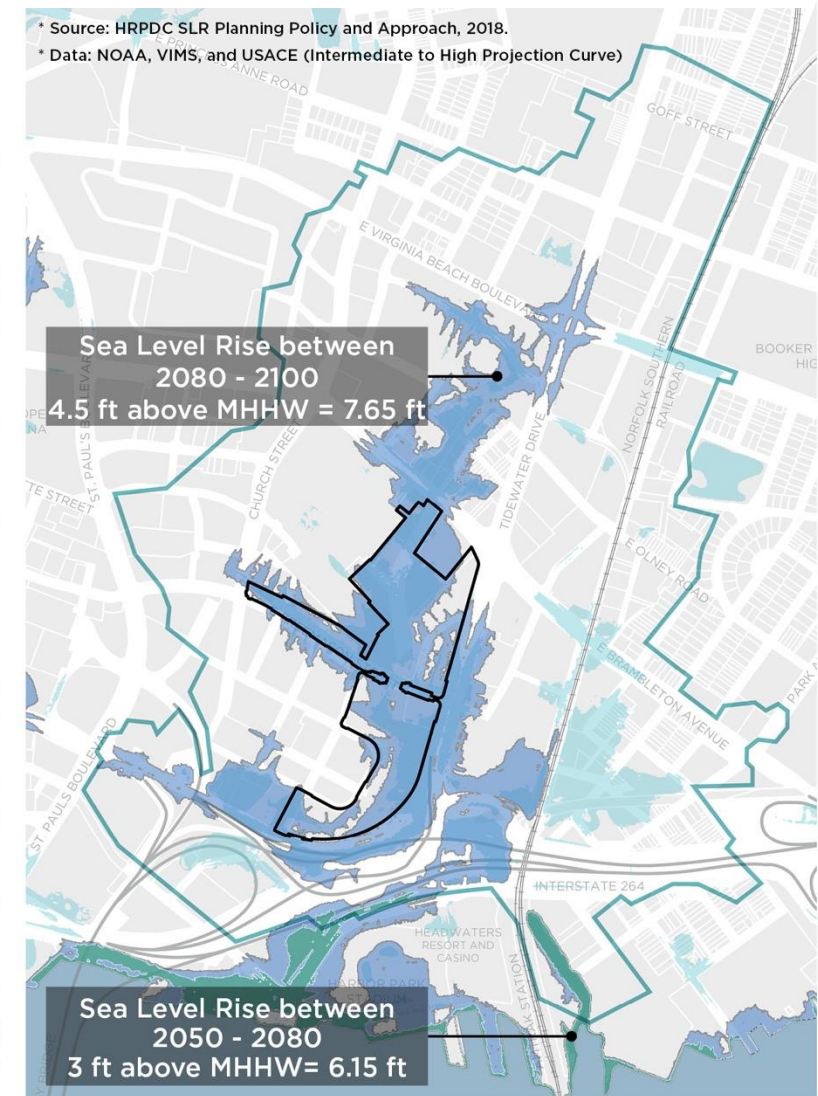
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Present

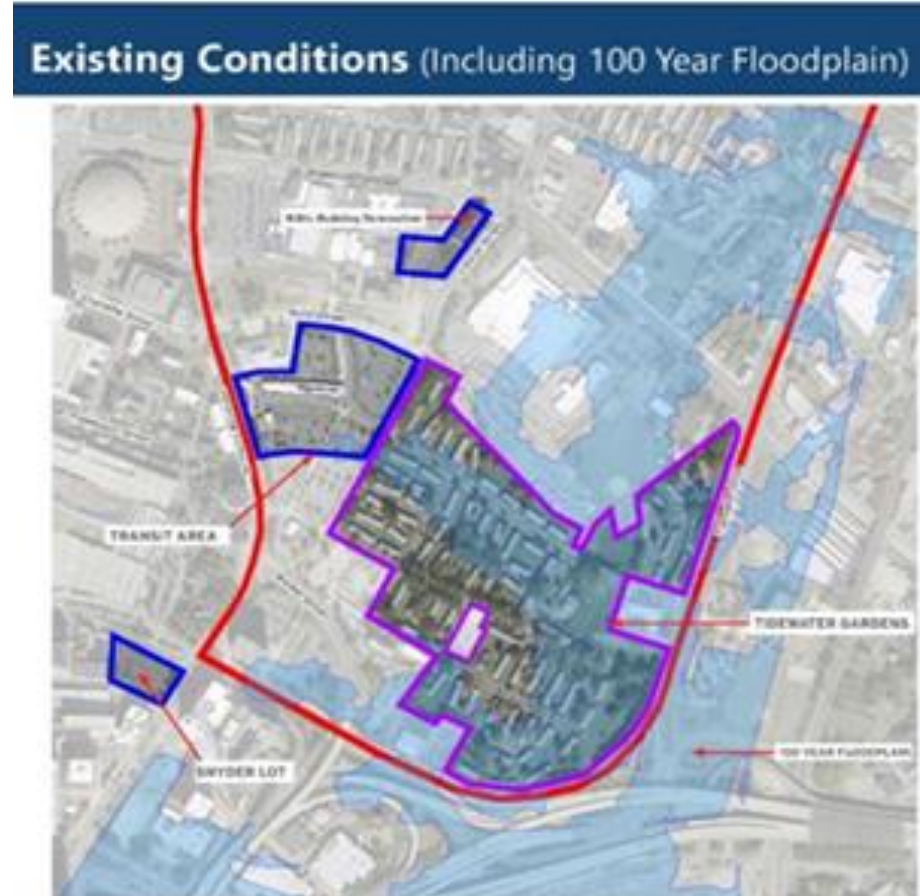


Future

Tidewater Gardens

Where We Started

- Built in the 1950s
- Home to 611 families
- 70% of the residents lived in poverty
- Suffered from chronic flooding
- The streets were designed to cut the community off from the rest of the city
- Barrack style housing with outdated infrastructure



Championed by Leadership and Led by Community MM

Pathways for Engagement

- Large Community Meetings
 - Personal invitations from the Mayor of Norfolk for Meetings
- St. Paul's Advisory Committee
- One on One meetings with Stakeholders



By the Numbers

- Over 100 Meetings since 2013 where the Community or Community Stakeholders were represented
- Over 100 Meetings with direct community participation since Summer 2017
- 1000s of hours of staff engagement with residents

green space health and wellness recreation parks grass parks
healthy safe streets basketball teen playgrounds walkable community trees
gardens playing fields pools community preschool play areas recreation retention ponds
benches gateway signs ponds parks with streams neighborhood parks play area senior
activities pedestrian link special parks to protect our communities
playing fields rain gardens play health and wellness fitness waterfront
berm schools preschool day care camps parental involvement computer programs life & job skills before school
programs Dance Studio mentoring Enrichment Programs After School Programs singing studio trade school music studio
young mother support bank senior services grocery pharmacy doctors mixed
use health and mental health services shops town houses mixed income housing
houses apartments home ownership senior mixed income housing jobs research employment technology offices



The Vision for Kindred

- Transformation into a mixed – use, mixed – income community of the future
- Economically vibrant, environmentally resilient place where people of all incomes, backgrounds, ages and cultures can live, learn, work, play and thrive

People First

A Resilience Strategy

Annual City Commitment of \$3.5M

- A high-quality, comprehensive approach to enhancing life outcomes for residents
- Individualized family coaching and referral services
- System that stays with families throughout the transformation
- Designed to reduce vulnerability and increase opportunity





Education:

All children and youth are ready for school, thrive in and out of school, graduate from high school, and are prepared for college, career and life

92% high school seniors graduated on time for the 2024 – 2025 school year



Economic Mobility:

All households, before and after redevelopment, are economically independent

Annual Wage Income at baseline was \$14,177 and is currently at **\$29,173**



Health:

All children and adults, before and after redevelopment, are mentally and physically healthy

96% of residents have health insurance



Housing Stability:

All households remain stably housed in their housing of choice

84% of families report being in good standing with their property manager/landlord

****By the end of Year 6, nearly all original 614 eligible TWG households are receiving family support services offered by People First empowered by Urban Strategies, Inc.***

Resilience by Design

On-site Housing:

Building back a mixed-income community – **714 total** units

- 260 Replacement units with direct rental assistance
- 270 Affordable units
- 184 Market-rate apartments

Off-site Housing:

- 70 Replacement apartments in privately developed projects

Resilient and Sustainable:

Transformational design that sets a precedent for the most sustainable neighborhood in the City

- Elevated out of the Flood Zone
- Energy-efficient systems
- Family-centric design
- Comfortable streetscapes
- Reflects community priorities

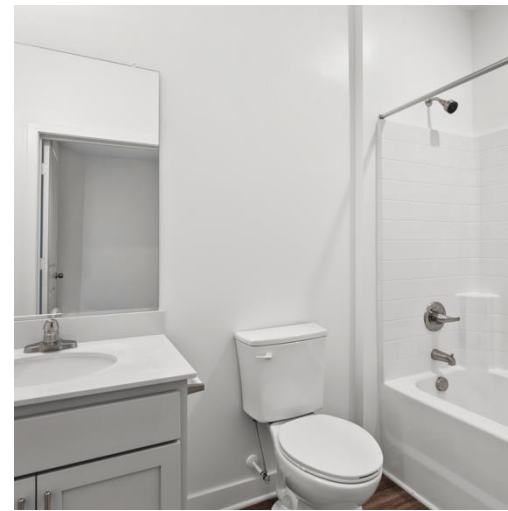




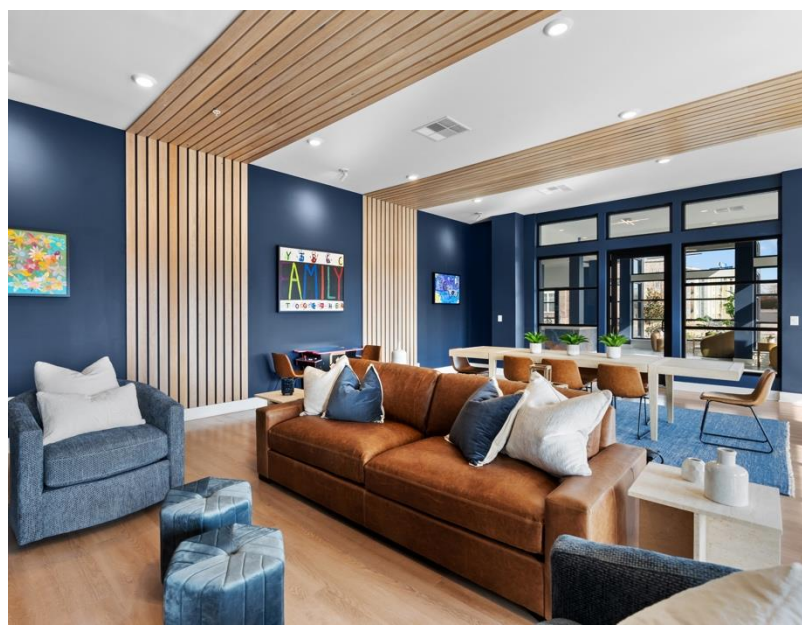
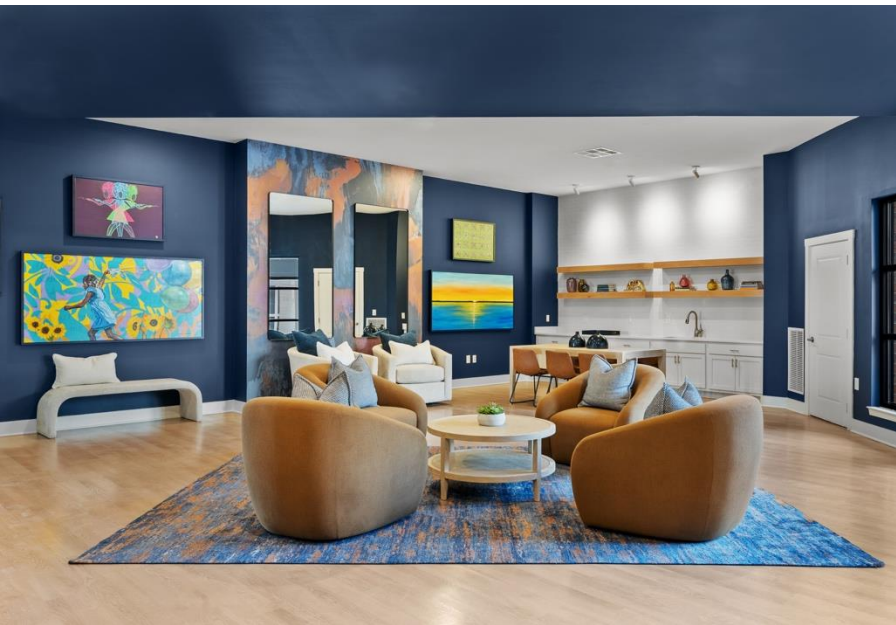


Origin Circle

MM



Origin Circle



Reunion



Reunion



Kindred's Foundational Infrastructure

\$85M+ City Investment

New roadways, new public utilities, new pump stations and all underground private utilities

Enhanced Connectivity

- Freemason Street extension from St. Paul's Blvd. to Tidewater Drive and realignment of Church Street
- New district-wide stormwater management system and 22-acre Blue/Greenway
- Vehicular and pedestrian bridge that connects Kindred neighborhood and the new Blue/Greenway Park



Economic Inclusion is Driving the Work

NRHA Demolition Work

MM

- \$3,934,141 of \$5,721,807 (**69%**) has gone to M/WBE contractors

City Demolition Work

- \$993,066.09 of \$1,071,466.09 (**93%**) has gone to M/WBE contractors

Infrastructure Phase I and II

- Construction Management Contract Award
 - \$2.5M to M/WBE firm (**100%** of award)
- Construction Contract Award
 - Phase I: \$3,179,397 of \$13,490,105.11 (**24%**) has gone to M/WBE firms
 - Phase II: \$12,594,931 of \$55,068,777 (**23%**) has gone to M/WBE firms

Reunion and Origin

- \$6,921,626 of \$39,358,100 (**18%**) has gone to M/WBE contractors

Unity Place

- \$16,753,680 of \$44,083,314 (**38%**) has gone to M/WBE contractors

Kinship

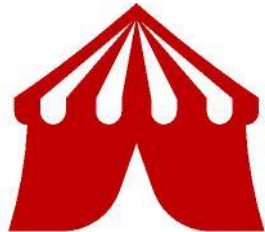
- \$17,621,161 of \$59,153,123 (**30%**) has gone to M/WBE contractors

“All water has a perfect memory and is forever trying to get back to where it was.”

– Toni Morrison



Residents Prioritize Green Space!



**PLACES FOR
FESTIVALS**



DEMONSTRATIONS



**COMMUNITY
EVENTS**



PLAYGROUNDS



**PICNICS /
COOK OUTS**



**HANDS ON
LEARNING**



REC LAWNS



TRAILS

The St. Paul's Blue Greenway Environmental Resilience

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- Uncovering Newton's Creek to restore natural drainage to mitigate flooding
- 22-acre park as green infrastructure
- Designed for resilience, recreation, and restoration
- Wetlands, trails, and public space for health and safety



USPS

BLUE GREENWAY
(WEST)

BLUE GREENWAY
(NORTH)

BLUE GREENWAY
(SOUTH)

RESILIENCE DRIVE

MARINER STREET

E. FREEMASON STREET

BRAMBLETON AVENUE

TIDEWATER DRIVE

NORTH

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Unique to the Region

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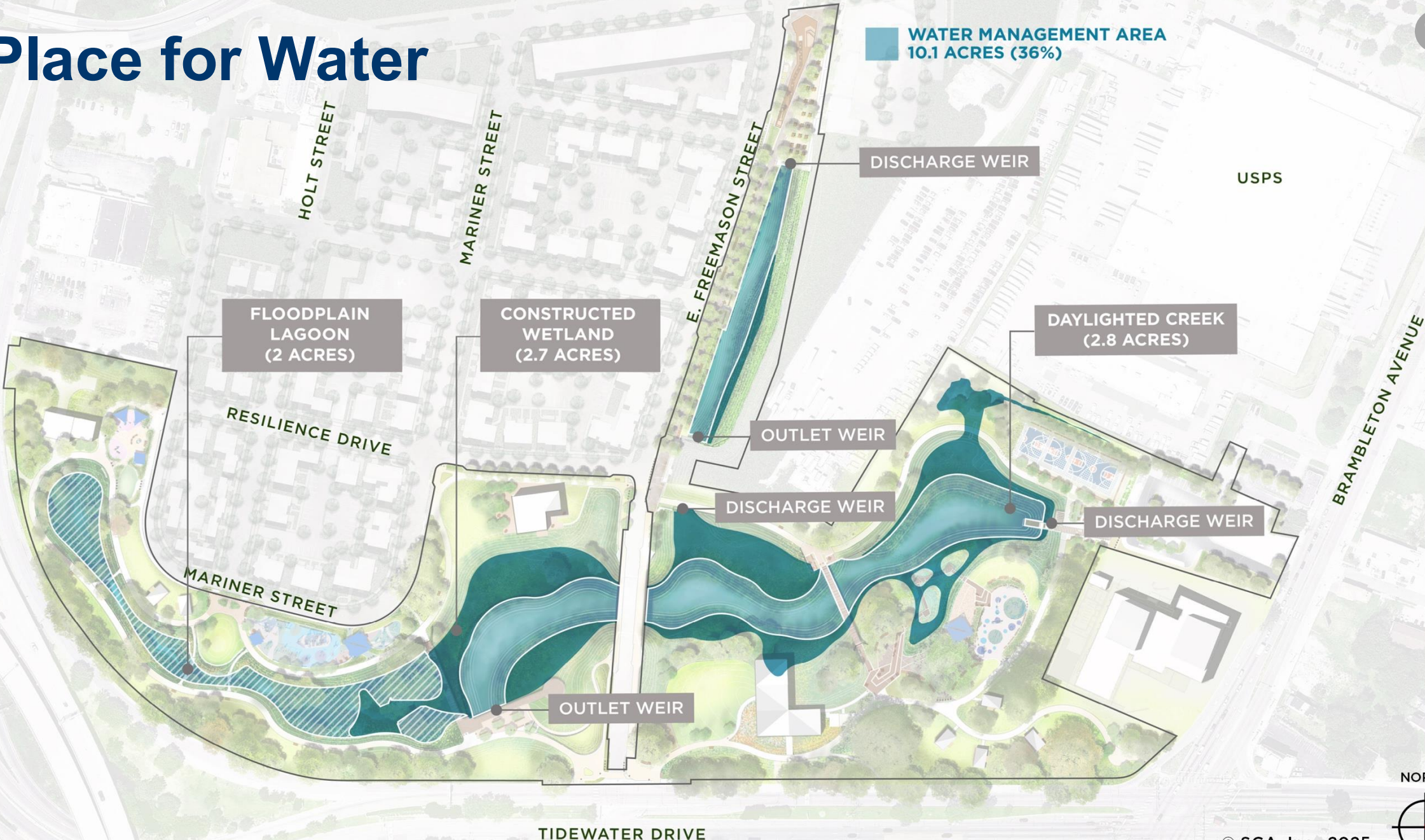
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A Place for Water

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WATER MANAGEMENT AREA
10.1 ACRES (36%)



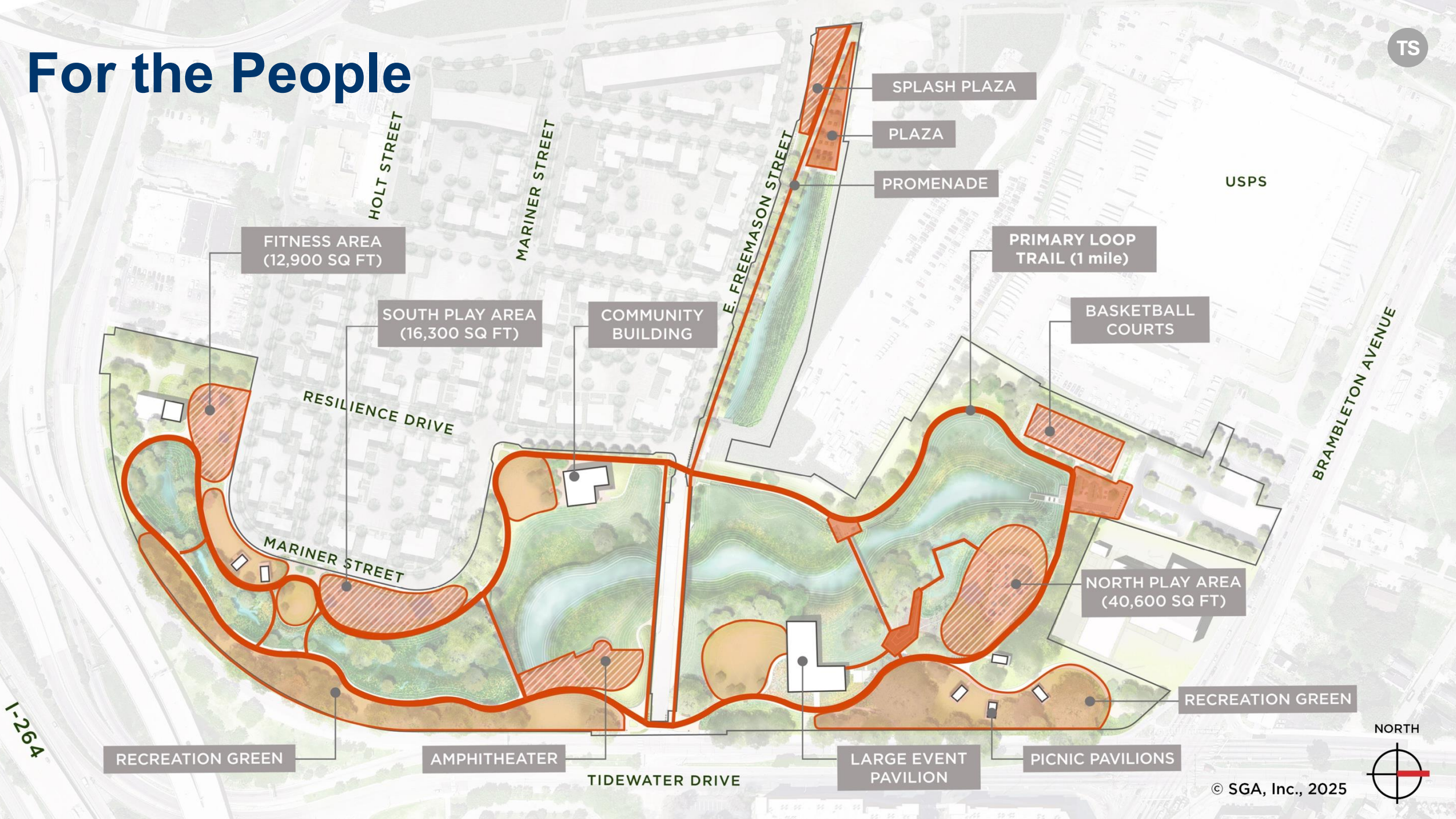
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For the People

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Embracing Water and People



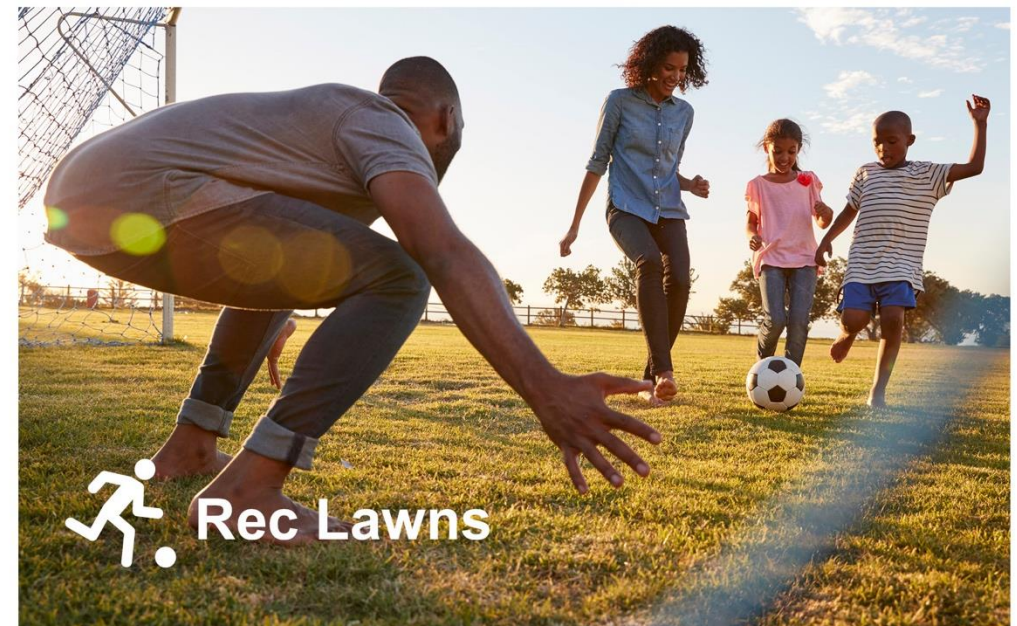
Embracing People

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Photo Credit: MVVA Maggie Daley Park



Photo Credit: KHN - Kevin Mohatt



Natural Learning

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Daylighted Creek

Environmental
Education Deck

Greater Metropolitan
AME Zion Church

Music
Performance
Area



Natural Learning

TS

Photo Credit: Youth Conservation Team - Chicago Field Museum



Hands On Learning

Photo Credit: Miliken Park - Smith Group



Celebrating Identity

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Outdoor Seating

Freemason Water Channel

Splash Pad

E. Freemason Street

Freemason Promenade

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Celebrating Identity

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A Place for Local Celebrations

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Freemason Bridge

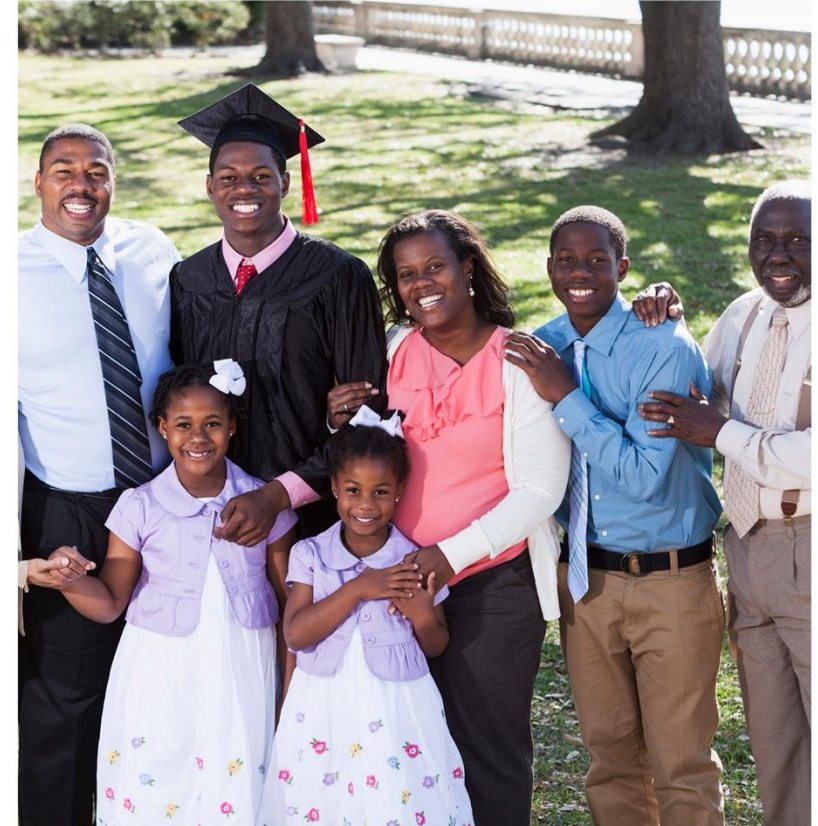
Community Building

Downtown Norfolk

Daylighted Creek

A Place for Local Celebrations

Photo Credit: Matthew J. Lee/The Boston Globe via Getty Images,
Juneteenth Celebration in Franklin Park in Boston





A Place for Family

Picnic Pavilions

Holt Street Prospect Mound

Holt Street Plaza

The Basilica of Saint Mary of the Immaculate Conception

Floodplain Lagoon

Stepping Stone

A Place for Family

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Grant Funding

St. Paul's Transformation Area has been awarded over \$100M in federal and state funding, including but not limited to:

- Choice Neighborhood Implementation (CNI) Grant: \$30M
- CNI Supplemental Grant: \$10M and \$2.5M
- Better Utilizing Investments to Leverage Development (BUILD) Grant: \$14.4M and \$1.66
- Virginia Department of Transportation (VDOT), Revenue Sharing: \$6.9M
- Economic Development Initiative/Community Project Funding Grant (EDI/CPF): \$2.9M
- Urban and Community Forestry Grant: \$4M
- Outdoor Recreation Legacy Partnership (ORLP) grant*: \$10M
- National Fish and Wildlife Foundation (NFWF) grant*: \$10M
- Low-Income Housing Tax Credit (LIHTC or Housing Tax Credit): \$10M

What's Next

- Continue construction and lease-up of final housing phases
- Complete Phase II Infrastructure and begin Blue/Greenway Park construction
- Replicate this mixed-income development approach with People First program services in other city neighborhoods

Thank You/ Questions?

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BRINSHORE

