

Choice Neighborhood Initiative

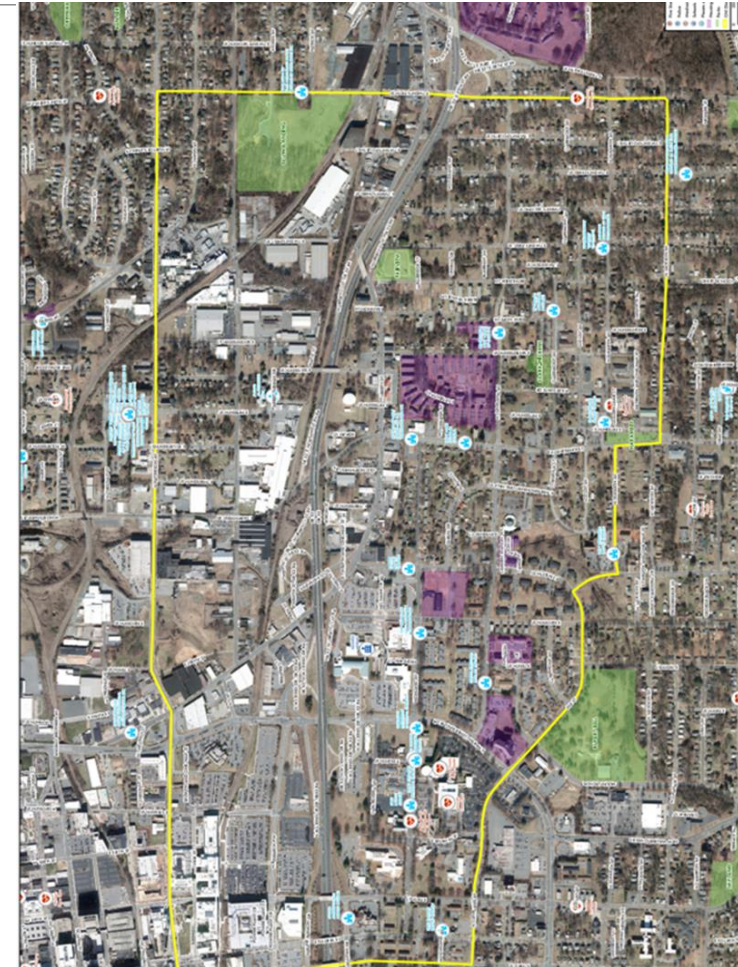
NEIGHBORHOOD UPDATE



Neighborhood Strategy Overview

Through investments catalyzed by the Choice Neighborhood Grant, the redeveloped Cleveland Avenue Homes and the surrounding area will enjoy:

- Variety of housing types
- Improved and new amenities
- Residential and economic investment marketability
- New and existing effective public schools and services
- Increased public safety and community connectivity



Community Engagement



- What do residents feel are the biggest physical challenges or symbols of decline, and can they be addressed? “high-value targets”
- Where is the best place to target CCI dollars in this neighborhood?
- What community partners have the experience and capacity to lead elements of the plan?
- Finding win-win-wins; activities that address more than one goal or outcome.

Critical Community Improvements

The City of Winston-Salem is leading the neighborhood implementation plan which involves using grant funds to make Critical Community Improvements (CCI)

- ✓ CCI's are community and economic development projects undertaken in the target neighborhood which will advance the neighborhood.
- ✓ Must be used for physical community and economic development projects that enhance and accelerate the transformation of the neighborhood and the target housing being redeveloped.



Choice Neighborhood Initiative Home Improvement Program

Help Revitalize,
Restore, Reimagine
Your Neighborhood



Winston-Salem

City of Winston-Salem
Department of Community
Development
100 E. First St. Suite
Winston-Salem, NC

(336) 734-1278

www.cityofws.org/cni

A community meeting to address any questions or comments is scheduled on June 14, 2023 at 6:00 P.M. at the Liberty Street Urban Farmers Market, 1551 N. Liberty Street.



For full details and an application form, go to:
www.cityofws.org/cni

Choice Neighborhood Initiative Home Improvement Program

Help Revitalize,
Restore, Reimagine
Your Neighborhood



Program Highlights

Background

The City has designed a Façade Improvement Program to assist eligible property owners in the CNI geographic boundary (see attached map) to make exterior improvements to their properties.

The City will fund and administer the program at no cost to property owners.

Please note, all improvements will be exterior only and on street facing walls (or walls visible from the street) of existing structures. The project will be paid for with City and federal grant funds.

Site Selection Criteria

The sites selected are located within the CNI target area and are within a 5-mile radius of the new housing construction. All selected structures must be owner-occupied to be eligible for improvements. Some exceptions apply on a case-by-case basis.

Eligible Improvements

Examples of exterior façade improvements not limited to:

- replacing or repairing roofs
- replacing or repair siding and/or mortar
- replacing or repairing windows and doors
- repairing walkways and/or exterior steps
- making ADA improvements for persons with disabilities
- landscaping (i.e., tree installation or removal, sod installation, shrubbery installation)
- installation or painting of shutters
- installation of storm doors

WINSTON-SALEM CHOICE NEIGHBORHOOD



MCCORMACK BARON SALAZAR

Strategies Implemented

- Applied for a Congressional Earmark with Reps. Manning and Foxx and Sen. Tillis
- Applied for ARPA funds from Forsyth County
- Capped developer fee on Ph. 1 resulting in a \$200,000 savings
- Deferred developer fee in Ph. 1 of \$400,000
- Frank L. Blum Construction reduced their fee, resulting in savings of \$89,000
- Value engineered Ph. 1, finding where costs could be reduced
- Added an additional 4% TC phase to raise tax credit equity
- Requested NCHFA increase tax credits set aside from \$1M to max \$1.2M
- Pushed the equity investor to increase their pricing from \$0.87 to \$0.8975 resulting in more equity
- Applied for supplemental CNI grant
- Met with Winston-Salem Community Foundation
- Competitive bidding for an equity investor and worked to utilize FHA debt to maximize borrowing
- Advocacy for NCHFA to provide their WHLP-CV funds to Phase 1
- Put in a funding application to the Federal Home Loan Bank of Cincinnati
- HAWS contributed land in the form of a ground lease

Strategies For The Future

- CDBG/City FY2024 request
- Continued advocacy for HUD CNI Supplemental funds
- Continued advocacy to County for ARPA funds
- City waiving development fees
- Renewed request for Foundation support
- Coordinate between Cleveland Ave public infrastructure plans with City public infrastructure development plans
- Explore and possibly request a change to the overall CNI plan from HUD (i.e, reduce total number of units)

Inspiration

Our mission is to forge a name for this development that honors the community's heritage while celebrating the lifestyle promise of what's to come.

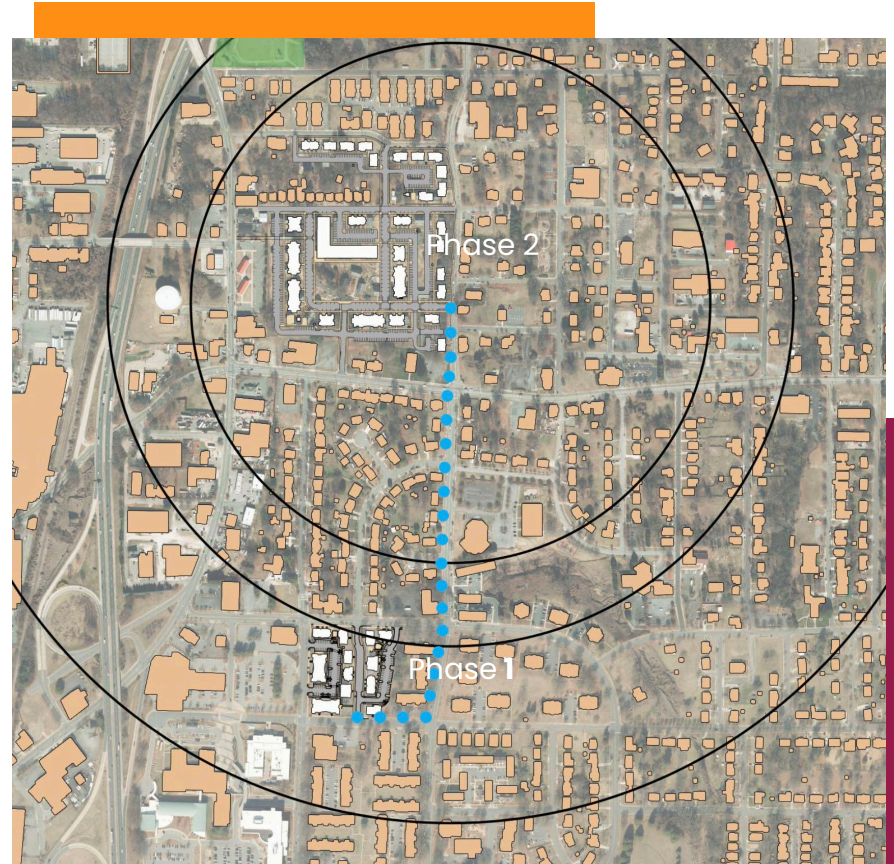
Inspiration sources included:

- The site of the Woodland Avenue School, later named for its strongest advocate and long-time principal, Robert Washington Brown. Destroyed by fire in 2016, the spirit of the school will rise again to support the community through quality housing.
- The area's tree canopy and vistas
- The close bonds and fellowship of the community's residents



Community Names

- **Campus Hill**
Inspired by the Brown Elementary School site, the adjacent Carter and Kennedy schools, and the area's topography
- **Woodland Park**
Inspired by the original Woodland Avenue School and the area's shady, tree-lined streets
- **North Highlands**
Based on a more literal map reference to Highland Avenue that also evokes the neighborhood's hilltop views



Development Names

- **Haven / The Haven**
Conveys the quaint, retreat-like setting where neighbors become friends
- **Phoenix / The Phoenix**
Symbolizes the renewal and regeneration for the neighborhood after fire destroyed the school building
- **The Yard**
Honors the school yard where children would have played and learned while evoking the open green spaces to come
- **Principal Point**
Honors Principal Brown and his goals for elevating the neighborhood



Architectural inspiration image



USI | URBAN STRATEGIES, INC.

Families at the Center of Results

Choice Neighborhood Initiative People Update

Tonya Akins

Operations Director

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.





OUR MISSION...

All children and families will be STABLE and THRIVING.

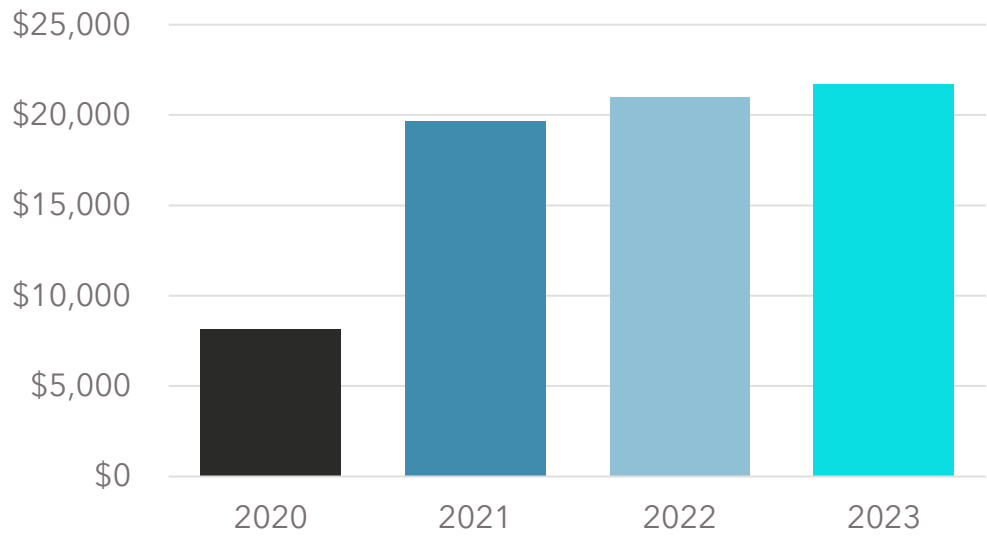
USI has provided services to the CAH community...

- **302** families
- **600+** individuals
- **220** work able adults (i.e., ages 18-64)



96.5% of CAH families are comprised of Black, Indigenous, People of Color.

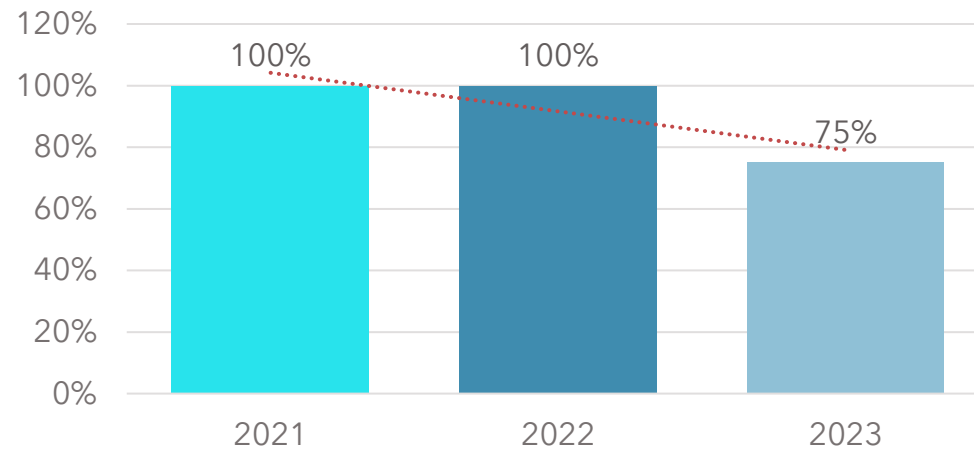
The average earned household income with Cleveland Avenue Homes' families enrolled in services with USI has increased from \$8,135 in 2020 to **\$21,717 in 2023**.



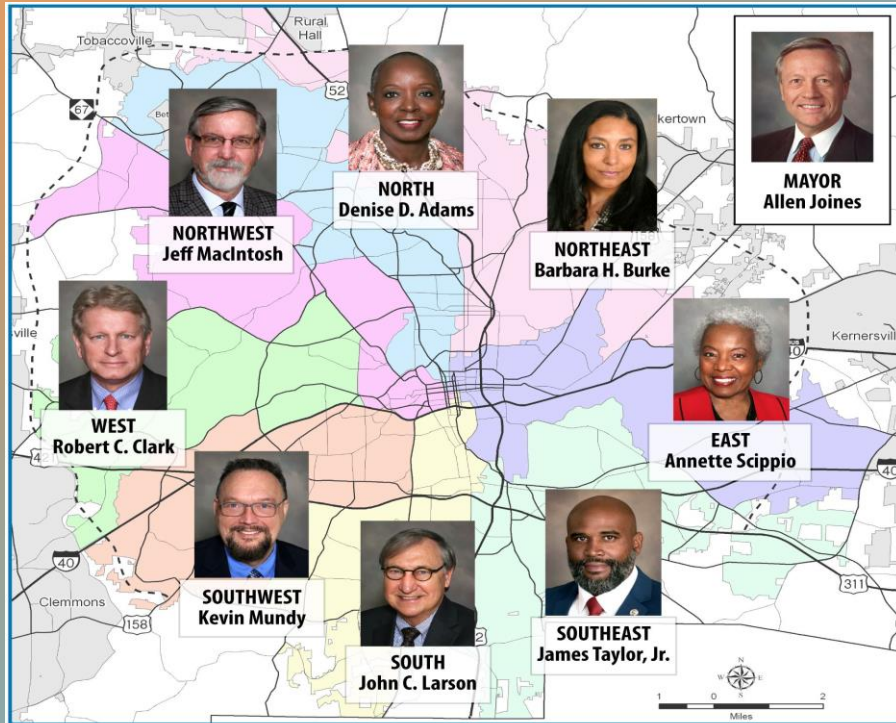
Education

Early Learning (0-5) → Grade School (1st – 12th) → College and Career Readiness

CAH High School Graduation Rate



Housing Stability



Winston-Salem Mayor and City Council



Family Relocation by Zip Codes

27101 - 7.93%

27103 - 4.76%

27105 - 68.25%

27106 - 3.17%

27107 - 6.34%

27127 - 1.58%

North Carolina Cities - 3.17%

Out of State - 4.76%





Questions?

