

DC Department of Housing & Community Development
National Community Reinvestment Coalition

IVY CITY & TRINIDAD NEIGHBORHOOD STABILIZATION INITIATIVE



Partnership Structure

U.S. Department of Housing and Urban Development (HUD)

NEIGHBORHOOD STABILIZATION PROGRAM, ROUND II (NSP2)

**D.C. Department of Housing & Community
Development (DHCD)**

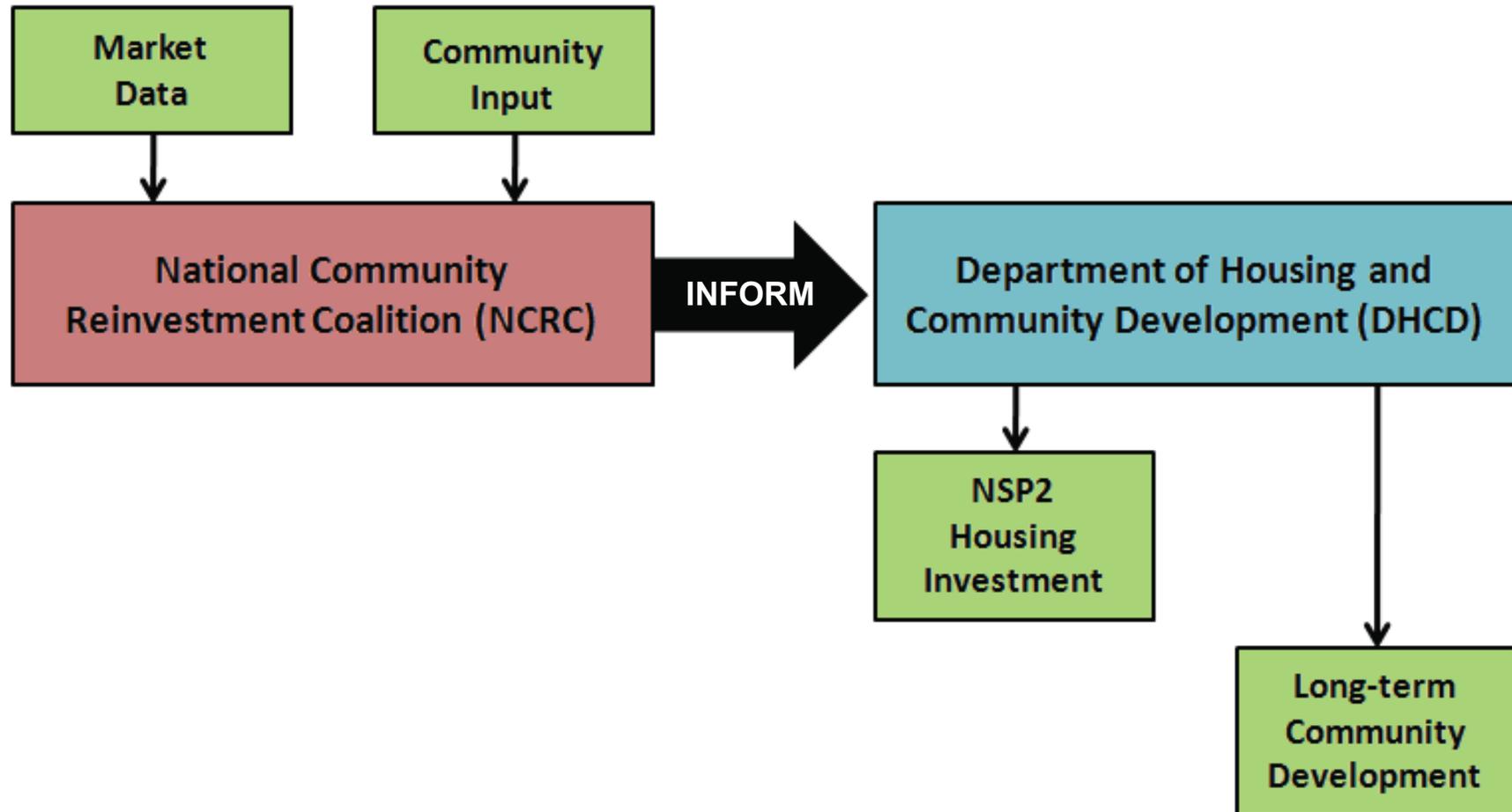
NSP2 grantee and grant administrator

National Community Reinvestment Coalition (NCRC)

Project Management, Community Engagement, Access to Financial Services
Analysis, Job Creation Analysis, Media Outreach



Partnership Structure



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Initiative Goals

GOAL 1: IMPROVED ACCESS TO AFFORDABLE HOUSING

GOAL 2: INCREASED COMMERCIAL DEVELOPMENT & EMPLOYMENT OPPORTUNITIES

GOAL 3: A COMPREHENSIVE VISION FOR COMMUNITY REDEVELOPMENT



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EXALTIUM *NCRC*



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Initiative Goals

GOAL 1: IMPROVED ACCESS TO AFFORDABLE HOUSING

DHCD will invest \$9.5 million in property acquisition, housing rehabilitation and home purchase assistance in the Deanwood, Anacostia and Ivy City & Trinidad neighborhoods. To guide this investment, NCRC and initiative partners are researching existing affordable housing and homeownership programs and performing a housing market analysis. The input local stakeholders provide through the community engagement process will inform this data and help NCRC focus recommendations to ensure these investments benefit current residents.



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Initiative Goals

GOAL 1: IMPROVED ACCESS TO AFFORDABLE HOUSING

GOAL 2: INCREASED COMMERCIAL DEVELOPMENT & EMPLOYMENT OPPORTUNITIES

The Ivy City & Trinidad Initiative provided an opportunity for neighborhood residents to think about what they want in their community and how they might benefit from future investments. NCRC and initiative partners have conducted a commercial market analysis and explored opportunities to help local residents start successful businesses. To inform this work, residents were asked about goods and services they feel are missing from their neighborhood. Residents also had the opportunity to identify their skills and employment challenges through surveys and focus groups intended to help improve local training programs and connect residents to future job opportunities.



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Initiative Goals

GOAL 1: IMPROVED ACCESS TO AFFORDABLE HOUSING

GOAL 2: INCREASED COMMERCIAL DEVELOPMENT & EMPLOYMENT OPPORTUNITIES

GOAL 3: A COMPREHENSIVE VISION FOR COMMUNITY REDEVELOPMENT

The Ivy City & Trinidad Initiative empowered local residents to develop a comprehensive and long-term vision for their neighborhood. To aid this process, local and national experts provided access to mapping and photo reimaging technology that are intended to help residents understand current conditions, communicate their vision, and shape future investments to ensure community benefits.



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Initiative Findings – Housing Development

GOAL 1: IMPROVED ACCESS TO AFFORDABLE HOUSING

✓ Complete Housing Market Analysis



Over the near term, market support for up to 18 new/renovated ownership units and 38 new/renovated rental units per year.

Most of the new residents will be younger singles and couples moving from elsewhere in the District and from the region.

Because of the gentrification potential of the streetcar line, preservation of affordable housing will be as important as access.



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Initiative Findings – Housing Development

GOAL 1: IMPROVED ACCESS TO AFFORDABLE HOUSING

- ✓ Discuss Housing Issues in Community Meetings and Resident Focus Groups



Housing unit types, access to parks and recreation and access to transit are important considerations for area residents.

Poor maintenance, raising rents and inadequate building code enforcement are issues for local renters.



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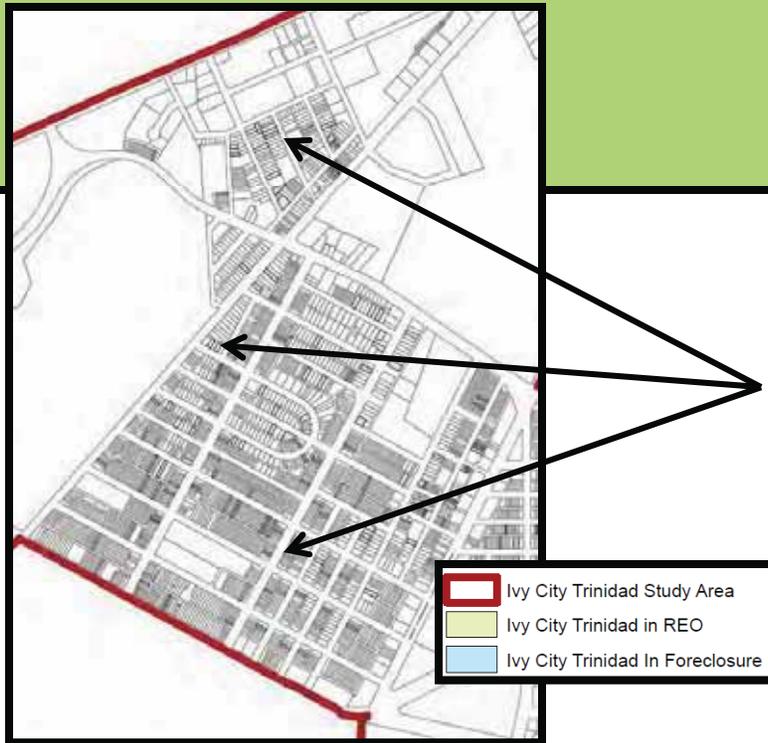


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Initiative Findings – Housing Development

GOAL 1: IMPROVED ACCESS TO AFFORDABLE HOUSING

✓ Collect and Map Neighborhood Foreclosure Data



Foreclosures have been occurring throughout the neighborhoods



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Initiative Recommendations – Housing Development



Acquire and renovate units to preserve affordable ownership housing:

1. On streets where investment has already been made.
2. On the streets that represent the “public face” of the neighborhood: Florida, West Virginia, Bladensburg.
3. On interior blocks of southern Trinidad, where gentrification pressures are likely to result from the streetcar.

Acquire and renovate small multi-unit rental buildings to preserve affordable rental housing.

Provide new rental units in mixed-use buildings on commercial sites on Bladensburg and Mount Olivet Roads.



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Initiative Findings – Housing Affordability Programs

GOAL 1: IMPROVED ACCESS TO AFFORDABLE HOUSING

✓ Analyze Existing Homeownership Programs

DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT
dhcd Home Purchase Assistance Program Enhancement
Neighborhood Stabilization Program 2 (NSP2)
HPAP "E"

The Home Purchase Assistance Program (HPAP) Enhancement Neighborhood Stabilization Program 2 (NSP2), referred to as HPAP "E", will help stabilize the housing market and revitalize neighborhoods hardest hit by high rates of foreclosure and vacant properties. The program will create housing opportunities for low and moderate income residents in the three hardest hit targeted neighborhoods: Deanwood, Ivy City/Triad and Historic Anacostia.

Under HPAP "E", Home Purchase Assistance Program down payment assistance funding increases from its current maximum amount of \$44,000 to \$77,000 (including closing costs) in the three targeted areas. The amount will be determined by the household size and income. Funding for this program is available on a first come first serve basis and ends on February 11, 2013. The HPAP "E" Assistance Table is available online at dhcd.dc.gov.

HPAP "E" can be used in conjunction with other DHCD homebuyer programs, including the Employer Assisted Housing Program (EAHP), the Negotiated Employee Affordable Housing Program (NEAHP), and the Home Purchase Rehabilitation Pilot Program.

HPAP "E" Target Areas
The qualifying census tract numbers within each target area are listed below. No other areas are eligible for the HPAP "E" funds. Maps of these target areas are available at dhcd.dc.gov.

Target Area	Qualifying Census Tract Numbers
Deanwood	78.3, 78.4, 78.7, 78.8, 78.9, 99.4, 99.5, 99.6
Historic Anacostia	75.3, 75.4, 76.1
Ivy City/Triad	79.1, 79.3, 85, 88.2, 88.3, 88.4, 89.3, 89.4

Properties Eligible for Purchase
Recipients of HPAP "E" assistance must purchase properties that are currently vacant and foreclosed with a free and clear title and are ready for re-sale. If the property is not in livable condition, the new purchaser can finance the rehabilitation costs that are needed to bring the home to health safety and building code, through a rehabilitation loan that must be completed within six (6) months from the day of closing. This can be evidenced through a FHA 203(k) streamline loan or via the applicant's bank statement and work write up. All properties, including properties that were rehabilitated, must pass a Housing Quality Inspection.

(Continued on reverse side)

Department of Housing and Community Development, 1800 Walter Luther King Jr. Ave. SE, Washington, DC 20003 (202) 443-7298

Barriers to Homeownership:

- Employment/Economic Constraints
- Maintenance Costs
- Knowledge of Existing Projects/Programs

Programs like HPAP are serving low-income residents, but there continues to be a significant gap between development costs and market values



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Recommendations – Housing Affordability Programs

- Recommendations for Homeownership
 - Employ a combination of financial/homeownership education and support programs along with buyer-based and unit-based subsidy programs to enable safe, sustainable low-income homeownership
 - Create a formal outreach plan to targeted neighborhoods to educate and promote existing homeownership plans and affordable homeownership opportunities
 - Employ neighborhood-based shared equity homeownership strategies, namely the commonly-used limited-equity cooperative and the community land trust model
 - Target tailored set of programs to appropriate income levels
- Recommendations for overcoming development challenges
 - Set income restrictions in line with realities of development costs
 - Incorporate dedicated second loan program
 - Optimize District acquisition/disposition programs to provide discounts on land in addition to development subsidy.
 - Establish long-term affordable homeownership entities – like community land trusts – that can preserve substantial development subsidies for long periods and preserve affordable homeownership opportunities.



Initiative Findings – Commercial Development

GOAL 2: INCREASED COMMERCIAL DEVELOPMENT & EMPLOYMENT OPPORTUNITIES

✓ Complete Commercial Market Analysis



Office Demand Analysis, 2013-2015

Commercial Services	Req. Tenants 2013	2013 Current Reservations SF	2014 Reservations SF with Virtually Completed Procurement	2014 Reservations SF with RFPs Procurement
Commercial Banking & Credit Union	4,300	0	0	0
Mortgage Brokers	2,000	0	0	0
Securities, Banking, etc.	4,800	4,800	4,800	4,800
Business Agencies	1,500	0	0	0
Real Estate Agencies/Property Mgmt	2,500	20,000	20,000	20,000
Law Services	5,000	0	0	0
Accounting Services	1,500	0	0	0
Arch. Eng. Services	4,000	10,000	10,000	10,000
Interior & Graphic Design Services	2,000	2,000	2,000	2,000
Sign Consulting	6,000	10,000	10,000	10,000
Advertising & Media Agencies	5,000	0	0	0
Photographic Services	1,500	0	0	0
Insurance Services	1,500	0	0	0
Business Support Services	6,000	0	0	0
Travel Agencies	1,500	0	0	0
Leasing/ing	9,000	0	0	0
Pharmacies	1,500	0	0	0
Restaurants	1,500	0	0	0
Convenience	1,500	0	0	0
Concessions	4,000	0	0	0
Outpatient Care Centers	6,000	0	0	0
Child Day-Care Services	6,000	0	0	0
Personal Care Services	3,000	0	0	0
Total	67,000	42,800	42,800	42,800

Retail Demand Analysis, 2010

	By City & District Sales Potential	Average Sales \$/sq ft	Existing Supply	Pop. Base Sales
Furniture & Home Furnishing Stores	\$3,318,867	\$280	0	15,276
Electronics & Appliance Stores	\$1,447,194	\$350	18,977	1,158
Building Materials, Garden Equipment & Supply	\$1,258,234	2450	8,371	0
Grocery Stores	\$34,242,048	1050	80,000	2,389
Convenience Stores	\$2,888,983	\$480	14,821	0
Health and Personal Care Stores	\$11,775,124	\$450	33,503	0
Clothing and Clothing Accessories	\$10,204,021	\$350	86,712	978
Sporting Goods, Hobby, Book, & Music	\$4,082,028	\$250	18,288	2,246
Miscellaneous Store Retailers	\$4,082,244	\$250	5,881	15,722
Food Services & Drinking Places	\$8,480,000	\$417	174,337	0
General Merchandise	0	\$490	18,881	0
Total in 2010	\$61,833,319	\$378	475,335	23,872

Transform low-density and vacant parcels into higher-density and mixed-use development.

Opportunity for new development:

- 40,000-50,000 SF of retail development
- 50,000-60,000 SF of office development

Priority Investment Areas:

- Bladensburg Road
- Mount Olivet Road & West Virginia Ave



Initiative Findings – Commercial Development

GOAL 2: INCREASED COMMERCIAL DEVELOPMENT & EMPLOYMENT OPPORTUNITIES

- ✓ Discuss Retail and Commercial Development Issues in Resident Focus Groups



Poor customer service and low quality products at local outlets

Many residents leave the area to shop for basic goods and services

Interest in supporting local businesses and increasing the variety of goods and services available



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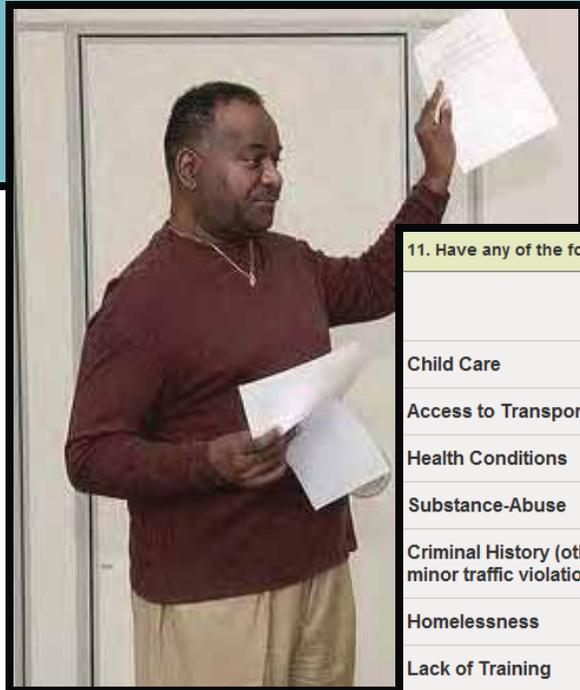


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Initiative Findings – Workforce Skills and Training

GOAL 2: INCREASED COMMERCIAL DEVELOPMENT & EMPLOYMENT OPPORTUNITIES

✓ Survey Local Workforce Skills



11. Have any of the following prevented you from obtaining or keeping a job?		
		Response Percent
Child Care		16.3%
Access to Transportation		32.6%
Health Conditions		9.3%
Substance-Abuse		7.0%
Criminal History (other than minor traffic violations)		30.2%
Homelessness		18.6%
Lack of Training		18.6%
Lack of Education		4.7%

Collected 693 workforce skills surveys from area residents, over 200 of whom are currently unemployed.

Top barriers to employment:

- Transportation
- Criminal History
- Homelessness
- Lack of Training
- Child Care



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Initiative Findings – Workforce Skills and Training

GOAL 2: INCREASED COMMERCIAL DEVELOPMENT & EMPLOYMENT OPPORTUNITIES

- ✓ Canvass Existing Workforce Training Programs



Evaluating:

- Services and training offered
- Job placement potential
- Proximity and affordability

Needs Identified to Date:

- Increased community outreach
- Central information source
- Increased responsiveness



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Initiative Findings – Cooperative Business Development

GOAL 2: INCREASED COMMERCIAL DEVELOPMENT & EMPLOYMENT OPPORTUNITIES

- ✓ Research Opportunities for Cooperative Businesses



Area institutions, local foundations and community residents are interested in pursuing a cooperative business model in the District that leverages institutional purchasing to provide jobs and builds wealth through business ownership for area residents.



Initiative Recommendations – Cooperative Business Development

Democracy Collaborative , NCRC and Partners -

- Continue conversations with interested institutions and potential funders
- Conduct feasibility analysis of potential businesses
- Consider business siting, worker recruitment and training

TIMELINE For Business Development: 2-3 years

YOU, the Community Residents -

- Develop a standing formal or informal association
- Engage in small projects that could help build community cohesion and capacity
- Considering partnering with groups like Gallaudet University, the NoMa Business Improvement District, and/or the Trinidad Neighborhood Association



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Initiative Findings – Neighborhood Conditions

GOAL 3: A COMPREHENSIVE VISION FOR COMMUNITY REDEVELOPMENT

✓ Research and Map Neighborhood Conditions



- Transportation Network
- Institutions/Services
- Zoning
- Vacant Properties
- Street Trees/Canopy



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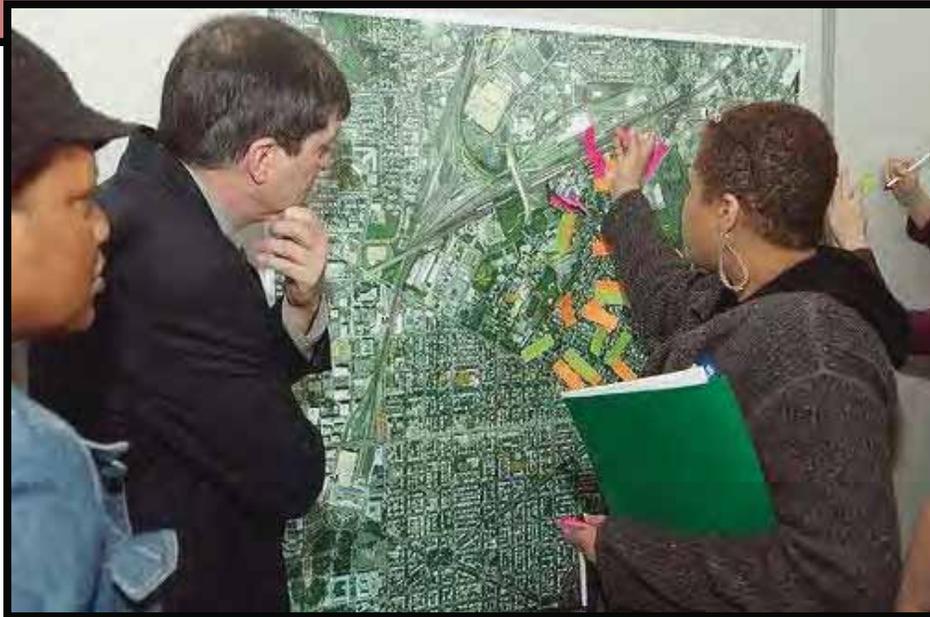


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Initiative Findings – Neighborhood Conditions

GOAL 3: A COMPREHENSIVE VISION FOR COMMUNITY REDEVELOPMENT

✓ Discuss Social Conditions, Redevelopment Trends and Community “Cleaning and Greening” Programs in Resident Focus Groups



Interest in increased patrols and a stronger relationship between the community and the police

Need affordable child care

Litter and dumping issues



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Initiative Recommendations – Community Greening



1. Gallaudet University
2. NSP2 Renovations should meet Green Community standards
3. Resident training by DDOE for sustainable home & yard improvements
4. Casey Trees/UFA locations for street and yard tree planting
5. Arboretum
6. DDOE renewable energy program for NSP2 multi-family retrofits
7. NSP2 acquisition to enlarge existing park as gateway
8. Bioretention and greening by DDOE/UFA at Central Place
9. Community litter clean up at bus stops
10. Block demonstration programs – rain barrels, sidewalk plantings, new yard trees



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Initiative Recommendations – Community Greening



- New Pedestrian Crossing
- Street Trees
- Existing Entrance
- New Entrance Gate
- Existing Bike Lane
- Possible New Bike Trail
- Community Building
- Neighborhood Green Space



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Initiative Activities – Photo Reimaging

GOAL 3: A COMPREHENSIVE VISION FOR COMMUNITY REDEVELOPMENT

- ✓ Produce Reimagined Photographs to Illustrate Neighborhood Potential



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Urban *Advantage*

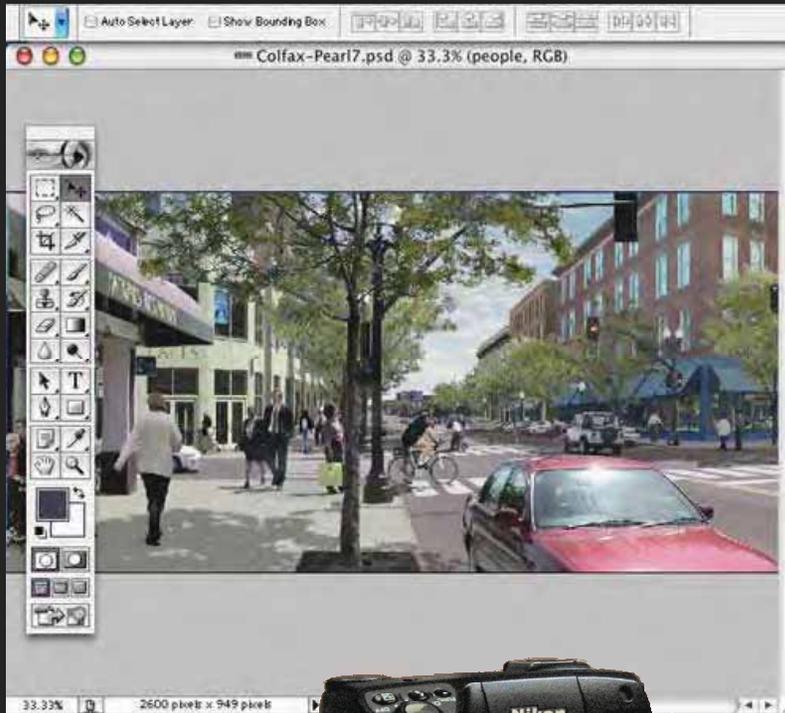
Envisioning Urbanism



Urban *Advantage*

Envisioning Urbanism

Tools for Photo-Reimaging



Photoshop



Photograph

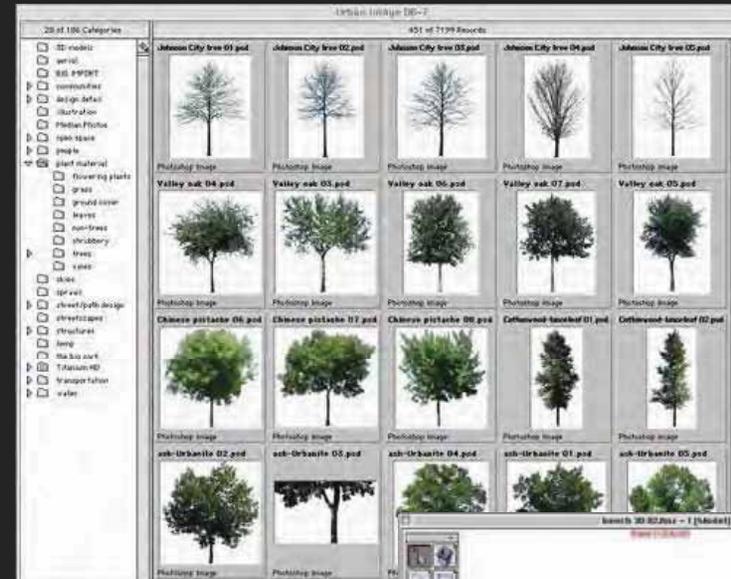
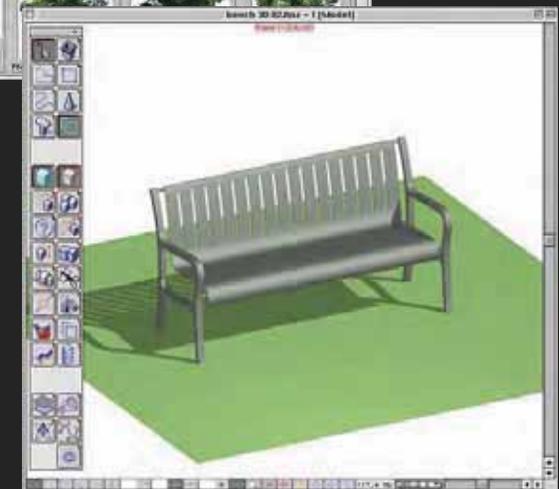


Image database



3D Modeling

Ivy City, Washington DC Crummell School



Ivy City, Washington DC Crummell School



Ivy City, Washington DC Crummell School



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Ivy City, Washington DC Crummell School



Ivy City, Washington DC Crummell School



Ivy City, Washington DC
Capitol Avenue



Ivy City, Washington DC
Capitol Avenue



Ivy City, Washington DC
Capitol Avenue



Ivy City, Washington DC
Capitol Avenue



Ivy City, Washington DC

Capitol Avenue



Ivy City, Washington DC

Capitol Avenue



Ivy City, Washington DC
Capitol Avenue



Trinidad, Washington DC
Orren Street



Trinidad, Washington DC
Orren Street



Trinidad, Washington DC
Orren Street



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Trinidad, Washington DC

Orren Street



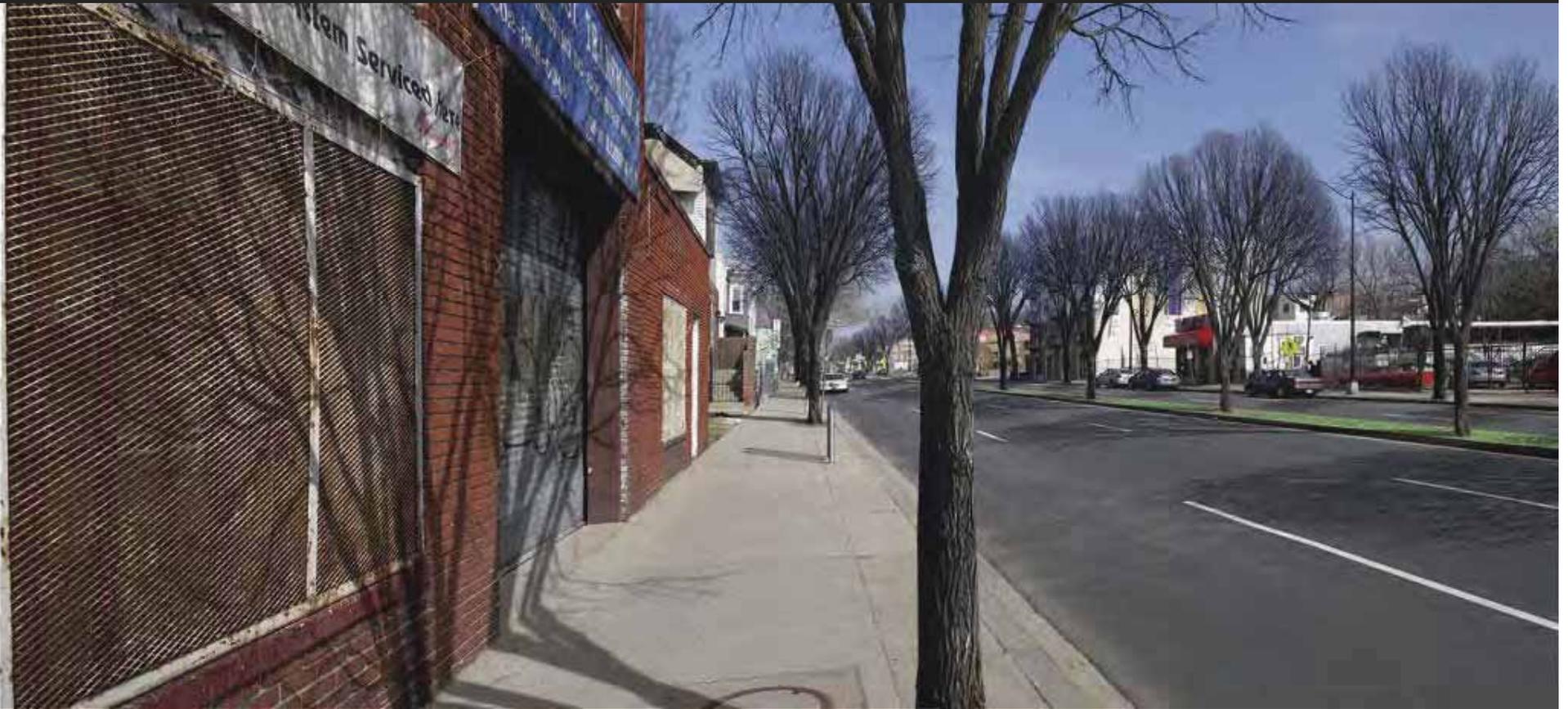
Trinidad, Washington DC
Orren Street



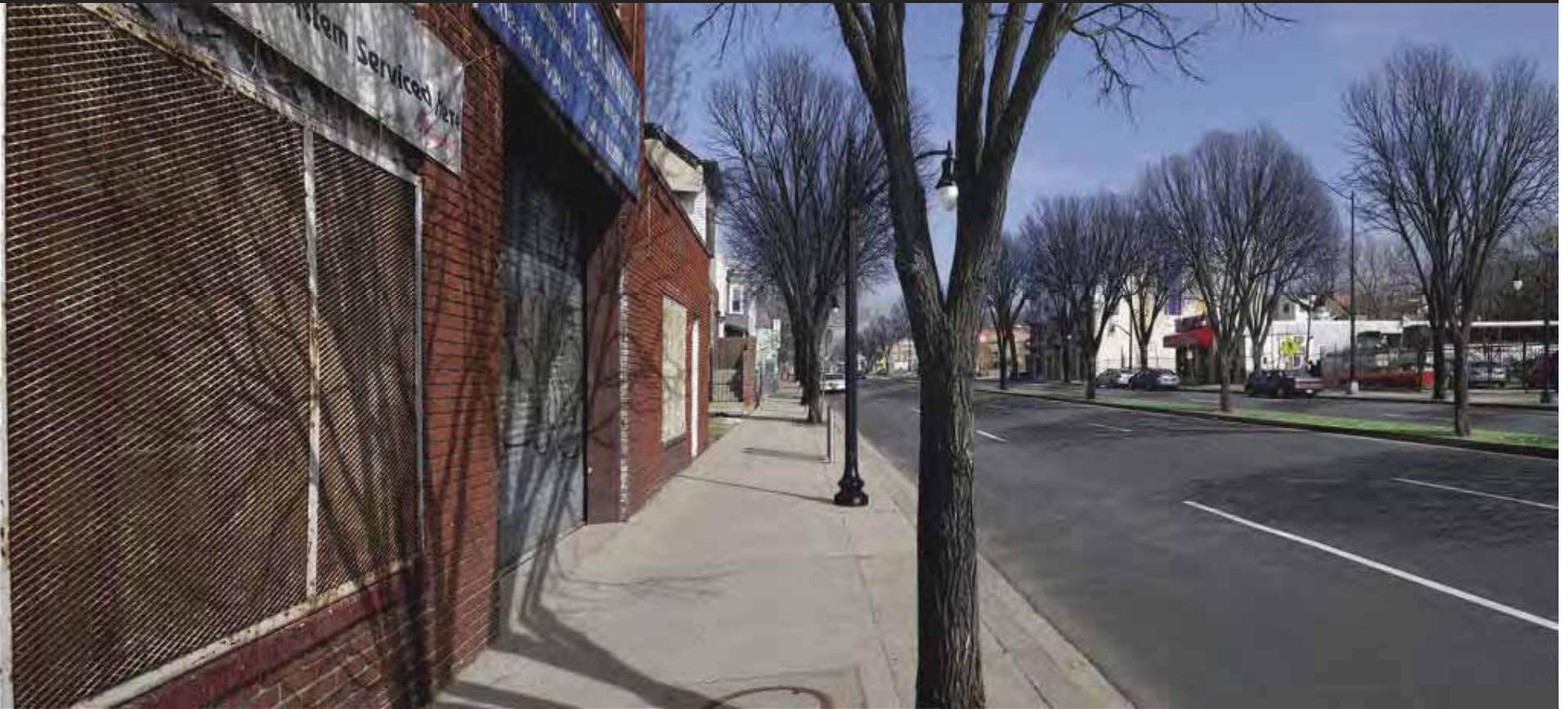
Trinidad, Washington DC
Bladensburg Road



Trinidad, Washington DC
Bladensburg Road



Trinidad, Washington DC
Bladensburg Road



Trinidad, Washington DC
Bladensburg Road



Trinidad, Washington DC
Bladensburg Road



Trinidad, Washington DC Bladensburg Road



Trinidad, Washington DC
Bladensburg Road



Initiative Activities – Marketing and Branding

GOAL 3: A COMPREHENSIVE VISION FOR COMMUNITY REDEVELOPMENT

- ✓ Develop Neighborhood Marketing and Branding Strategy



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trialoguestudio
BRANDING | DESIGN | COMMUNICATIONS

trialogue(n): *an important conversation amongst three parties*

The curve reflects a neighborly embrace

Upward movement reflects thriving communities

Historical font refers to the deep roots of these DC communities

Represents the spirited people who live here

This is the intersection of two communities



**IVY CITY +
TRINIDAD**



IVY CITY+
TRINIDAD

BRINGS TWO COMMUNITIES
TOGETHER

it

TELLS A STORY

IVY CITY+
TRINIDAD

it

IVY CITY +
TRINIDAD

GETS PEOPLE TALKING

it

IVY CITY +
TRINIDAD

HAS PERSONALITY



it

IVY CITY +
TRINIDAD

HERE'S HOW **it** COULD WORK

IVY CITY +
TRINIDAD

Brand and promote upcoming events, programs and initiatives to the community...

CELEBRATE **it**

July 16, 2011

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo. Sed do eiusmod tempor incididunt.

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IVY CITY+
TRINIDAD

Brand and promote upcoming events, programs and initiatives to the community...



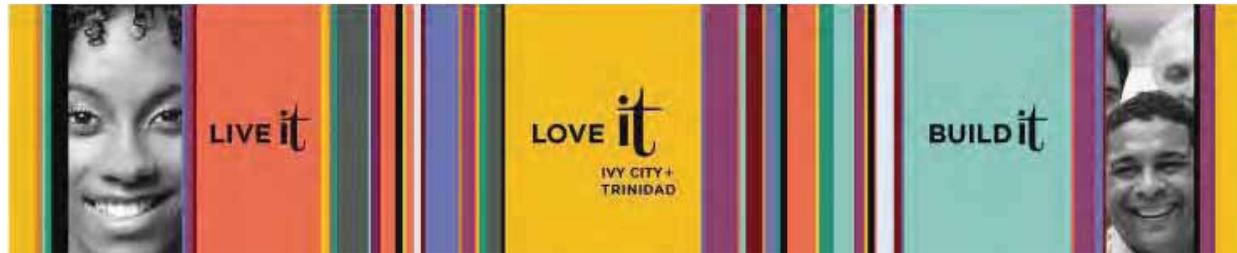
Brand and promote upcoming events, programs and initiatives to the community...



Create a shining beacon for Trinidad and Ivy City by tattooing the old Hecht's water tower



Raise awareness by putting it on security fences at key entry points to and intersections of Ivy City and Trinidad...



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IVY CITY+
TRINIDAD

IS FLEXIBLE...

INVEST IN

it

LIVE

it

SHOP

it

BUILD

it

GREEN

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WORKS

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KEEP

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SAFE

it

CARES

THAT'S

it

IVY CITY +
TRINIDAD

Next Steps – NCRC/DHCD

Market Data



Community Input



RECOMMENDATIONS

SHARE
YOUR VISION

PRESENTATIONS FROM:
STEVE PRICE – URBAN ADVANTAGE
MICHAEL ALTMAN – TRIALOGUE STUDIO

CELEBRATE
YOUR COMMITMENT

COMMUNITY EVENT:
JULY 16th, 2011
MARK YOUR CALENDAR!

BUILD
ON YOUR HARD WORK

CONTINUE MEETING AND PURSUING
RESIDENT-LED PROJECTS
CONTACT NCRC FOR RESOURCES



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COMMUNITY GREENING

GEOFF HATCHARD – PARTNERSHIP WITH CASEY TREES

HANSEL BAUMAN – GALLAUDET/ARBORETUM PARTNERSHIP

CAPACITY BUILDING

DANIELLE BAYS – TRINIDAD NEWSLETTER

BUSINESS DEVELOPMENT

PLEASE CONTACT NCRC FOR SUPPORT!



NATIONAL
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COUNCIL



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