#### Mayor's St. Paul's Advisory Committee

**Meeting Minutes** 

Date of Meeting: May 17, 2018

Minutes Prepared By: Susan Perry

#### 1. Purpose of Meeting: Regularly scheduled meeting

2. Attendance at Meeting			
Councilman Riddick	Councilwoman Williams-Graves	Glenn Porter	Robert Murray
Don Musacchio – designee present (Alphonso Albert)	Brodie Parker – not present	Lavonne Pledger	Deirdre Love
Fr. Jim Curran	Ruth Jones Nichols	Kirk T. Houston	Tara Saunders
Shamika Kirby	Earl Fraley	Michelle Cook	Dr. LeGrand (NPS)
Caz Ferguson	William Harrell – designee present (Joe Dillard)		

#### 3. Agenda

- I. Welcome/Goals of Meeting/Updates Councilman Riddick and Councilwoman Williams-Graves
  - a. Survey Results
  - b. CNI/BUILD Transportation
- II. Immediate Actions/Activities in St. Paul's Area
  - a. Deidre Love -Safe Creative Community Space
- III. Best Practices from Previous Projects
  - a. Leroy Thompson
- IV. Next Steps/Updates/Closing Remarks

#### 4. Meeting Notes, Decisions, Issues

- I. Welcoming Remarks Co-Chairs
  - a. Councilman Riddick gave an overview of the agenda and asked Rev Murray to open the meeting with prayer.
  - b. Councilwoman Graves welcomed the new members and asked them to introduce themselves and say what they bring to the table.
- II. Introductions
  - a. Joe Dillard: NAACP, work at HRT in intergovernmental relations; Transfer station is in the middle of St. Paul's and he hopes that we will continue to consider multi-modal transportation during the redevelopment

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- b. Caz Ferguson representative from Miller Oil; company has been in Norfolk for 40 years; she serves as agent of the owner of the company; because company is in the center of the community, they would like to provide any assistance the company can bring to the effort.
- c. De. LeGrand serving from NPS as Dr. Boone's designee; she is the Senior Director of Communications for NPS; wants to be a voice at the table since the kids will be impacted by the project as well.
- d. Michelle Cooke Resident of Tidewater Gardens; voice of the residents
- e. Mr. Riddick also recognized Angela Kellam from The Planning Council in attendance.

#### III. Best Practices from a Previous Project

- a. Mr. Leroy Thompson provided a presentation on Community Engagement/Planning Strategies that outlined his experience from previous projects. The presentation is attached to these minutes.
- b. Councilwoman Graves thanked Mr. Thompson for his presentation; found it thought provoking and acknowledged that gentrification and displacement are the elephants in the room. She acknowledged that some displacement may inevitably happy as all residents will not want to work with the City and NRHA but that the way we communicate and work with residents will be key.
- c. Dr. LeGrand asked how Mr. Thompson was able to achieve 70% minority participation on his projects? He stated that he had good relationships with contractors, vets them to ensure quality, a history of performance and subcontracts smaller jobs out to SWAM businesses.
- d. Mr. Thompson talked about partnerships with schools was discussed- not necessarily as part of the redevelopment but around jobs, training and mentorships
- e. Councilwoman Graves asked how he worked with residents who want to go to for-profit colleges for trades or certifications so that they don't get taken advantage of and end up paying more money for a certification. Mr. Thompson discussed the need to find the right community partners, align resources with those partners and fulfill promises made to the community and the partners. He discussed the need to find partners that want to invest in the community and are not just in it for themselves.
- f. LaVonne Pledger commented that he liked the idea of the holistic umbrella Mr. Thompson discussed in his presentation. He wanted to know that there would be one wellness plan that residents could access rather than having to go to 8 different providers to access services. He also talked about the barriers of mental health. Mr. Thompson noted that the creation of opportunity through jobs will take care of some of those barriers.
- g. Councilwoman Graves noted that while there might be 8 different providers of services because one agency does not provide everything residents might need, it will be up to staff managing the project to ensure that the heads of those agencies all work together to make the process as seamless as possible.
- h. Father Curran noted that a key issue in St. Paul's is that we don't know how many people live in the community (some are permanent visitors not on the lease). He asked Mr. Thompson to talk about how he ensured that people had a place to go during the rebuilding. What strategy was used? Mr. Thompson talked about the use of vouchers and a strategy that employs build first or build early to handle the redevelopment phasing over time.
- i. Shamika Kirby noted that Mr. Thompson said repeated that the key is jobs. She wanted to understand how they got people into jobs and helped people want to get into the jobs and want to achieve self-sufficiency? Mr. Thompson discussed the need to "engage, educate and plan". Open the community up to opportunity, have support of agencies that want to invest in the community and then focus on those that want to take the opportunity.
- j. Councilwoman Graves noted that one needed avenue was going to be the enlisted of peer guidance – people who have left public housing – have them come back and talk to the community, tell their story, give of their time.

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- k. LaVonne Pledger noted that education is a huge part of this; wants to ensure that his kids will get scholarships, go to college and make it out.
- I. Councilwoman Graves also noted that this will require commitment from stakeholders; the people who are being invested in the City and NRHA can only do our best but some people will not want to work with us. Seniors and disabled must be assisted first.

#### IV. Immediate Actions/Activities in St. Paul's: Safe Creative Community Space

- a. Deidre Love presented a short video presentation (attached) that outlines actions that we can do now in St. Paul's to assist residents.
- b. In the Safe Creative Community space, there is the ability to build a farmer's market; flower gardens
- c. She asked the committee that as they have resources or events, to please consider bringing it to the space (Foodbank distribution, church events, etc.) to demonstrate to the community that we will invest.
- d. Want to activate the space and demonstrate trust building; the space could be used to gather information from residents. Often people do not feel welcomed on the other side of the table so we can use this space to bridge that gap.
- e. Research shows that gentrification causes stress and anxiety. This project can help alleviate that and demonstrate collaboration.
- f. Alphonso Albert noted that this was a great project and that he appreciated the reclaiming of public spaces and repurposing them in a way that is collaborative. He noted that a project like this must be timed well.
- g. LaVonne Pledger acknowledged that the green space in the community is critical. He thought it could be activated with STEM programming and include a little free library in the space.
- h. Ruth Jones Nichols acknowledged that the Foodbank would participate but noted that often when we have these conversations we jump into programs and services but those don't move people out of poverty.
  - i. She asked for a timeline of our project and noted that we needed a vision for the community; wanted the committee to go back to the programs and requirements that are keeping people where they are; the systems in place that must change to assist people out of poverty.
- i. Shamika Kirby noted that shipping containers could be brought to the space and set up for residents to use for their side businesses within the community so that they can accumulate wealth. This way residents can invest directly into their own community.
- j. Dr. Houston noted that a strategy planning meeting is needed where the committee investigates all the components of a successful project, the phasing, master planning, etc. so that everyone understands the overall goal and timeline of the project.

#### V. Next Steps/Closing Remarks

a. Councilwoman Graves closed out the meeting and noted that we needed to expand our meeting time to an hour and a half. The next meeting would take place on June 19<sup>th</sup> from 6 until 7:30 pm. Community Engagement

Building Relationships

Development Opportunities

May 17, 2018

# **Community Engagement/Planning Strategy**

# Presented by: CHL



- **√** VistaBution
- **✓ Lancster Craig & Associates**
- **✓ LeRoy Thompson Consultants**

Community Engagement is the process of building relationships with members who will work side-by-side with you as an ongoing partner, in any and every way imaginable, building an army of support for your mission, with the end goal of making the community a better place to live.

• What do you want to accomplish?

- What is the work that you want to engage the community with?
- What are your reasons for wanting to engage the community in the first place?



Before you can engage the community, you need to know what you want to accomplish- the work you want to engage the community to help with! You can only determine what approaches will work best when you have defined your reasons for wanting to engage the Community in the first place!

# What is Community Engagement?

Cherokee Health Systems- 65 square feet- \$15 million Intergraded Care Health Facility with full-service pharmacy, therapeutic gymnasium, family, dental, and mental health physicians. Built-in mandatory hiring percentage community employees from surrounding Empowerment Zone residents. Required use of small minority businesses during construction and subsequent maintenance and upkeep for the grounds and facilities.



### Redevelopment Project Planned and Performed Well

## Redevelopment Project Not Planned nor Performed Well

Five Points Village Plaza- \$7 million Grocery Store with Adjacent Retail Shops



## Winning Approach-Write the Vision. Make it plain

- Commitment from City leadership and Major Boards and Council- Visibly and Verbally
- Inform the community of overall plans and objectives- Set goals, exceed expectations Engage, align, and invest in community
- stakeholders and require investments and commitments
- from community stakeholders
- Plan and invest for the long-term

#### **Phase I Community Outreach**

- Extensive meetings to gather input from community residents, stakeholders, and businesses
- Provide the community with the overall plan and projected impact of the project
- Describe the process from beginning to end, particularly how it will affect the existing stakeholders in the area
- Address the perceptions pertaining to displacement and gentrification
- Have agreed upon solutions or strategies for addressing this inevitable topic (i.e. job creation, first-time
- home ownership, small minority business participation, job training, small minority business ownership,
- empowerment, education, and etc.)

# Winning Approach-Write the Vision. Make it plain

#### PHASE II

- Community design a charrette facilitated by planners or architect
- Get community engaged in the types of new affordable, workforce, and market rate housing and commercial
- and culture development. Have them describe what it should look like.
- Perform market studies for types of goods and services the community desires and the best use of available housing
- and commercial sites
- Engage Master Planners after all stakeholders have weighed in on what they want the St. Paul's Redevelopment
- Project to look like. Master Planners should come back with conceptual drawings that can ultimately get
- transformed into reality



## Winning Approach-Write the Vision. Make it plain

#### **PHASE III**

- Seriously address and inform public of phased timeline, budget, and project schedule
- Address and set serious goals and objectives for ALL involved related to minority business participation
- on construction projects, strategies for hiring minorities from the St. Paul's community, and first-time home
- buyers creation that need jobs and more importantly minority contractors that need projects
- Building in strategies in project planning to help break down the barriers to ALL of the above
- Reward community stakeholders, contractors, businesses, and etc. who have the highest minority participation,
- job creation, and first-time home buyer percentages. Conversely, have penalties for noncompliance
- Keep promises. Particularly, to the residents and businesses that will be displaced and relocated





# Thank you!

# WHAT WE CAN DO NOW!





SAFE CREATIVE COMMUNITY SPACE

Reduce poverty, increase health and hope for this community will increase the health of the entire community called Norfolk Disease-based models help researchers understand how prison-admission rates are linked to the health of a neighborhood.

# **HEALTH HAZARD TO OASIS**



#### **Inventory**

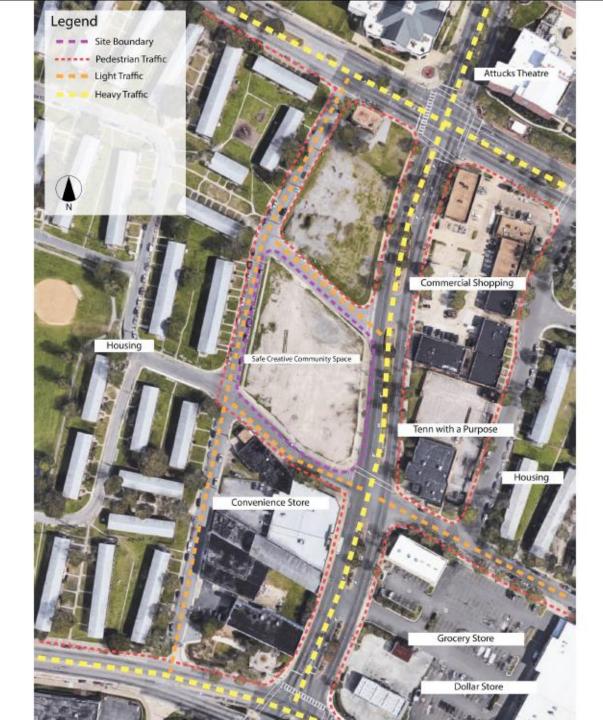
The area has a lot of existing pedestrian circulation.

There is heavy traffic between the site and the teen center.

Existing crosswalk but is often overlooked by vehicular traffic do to low visibility.

Slower two way traffic on the west end of the area

The site is mainly surrounded by housing complexes and commercial buildings



# CREATED WHERE MOST NEEDED

#### <u>Analysis</u>

Most of the pedestrian traffics moves from the west to the east towards the commercial area (Grocery Store)



#### **Program Elements**



# WHAT COMMUNITY IDENTIFIED AS THEIR WANTS AND NEEDS

### **Program Elements**

What would you like to see on the site?

Flexible Social Space

Social/Learning Space

Community Agriculture System

**Active Recreation** 

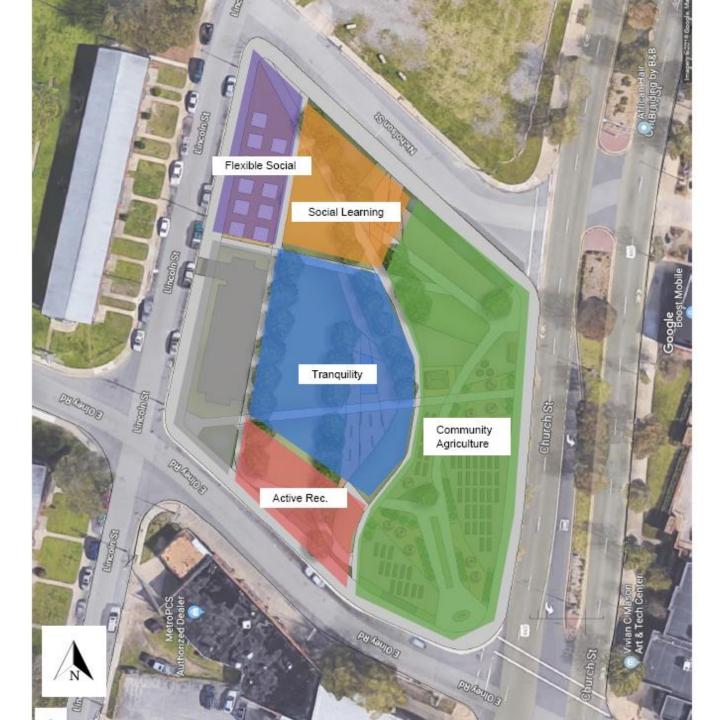
**Tranquility** 

Performances Earning Incentives Workshops Flowers Demonstrations Auditory Outdoor Classrooms Basic Gardening **Board Games** Games Water catchment Food Production Recreation **Obstacles Courses** Meditation Visual Retreat Vertical Growing Structure Shade Social Activity Open to all Fitness Stations Classes Zen garden Edible Forest

Pond with Aquaculture

The design reflects an interior space. The site is organized into large sections that serve their own purpose.

These purposes are based on the input we received from the programming exercise. These section are:



When you enter the area you are greeted with a sculpture garden.

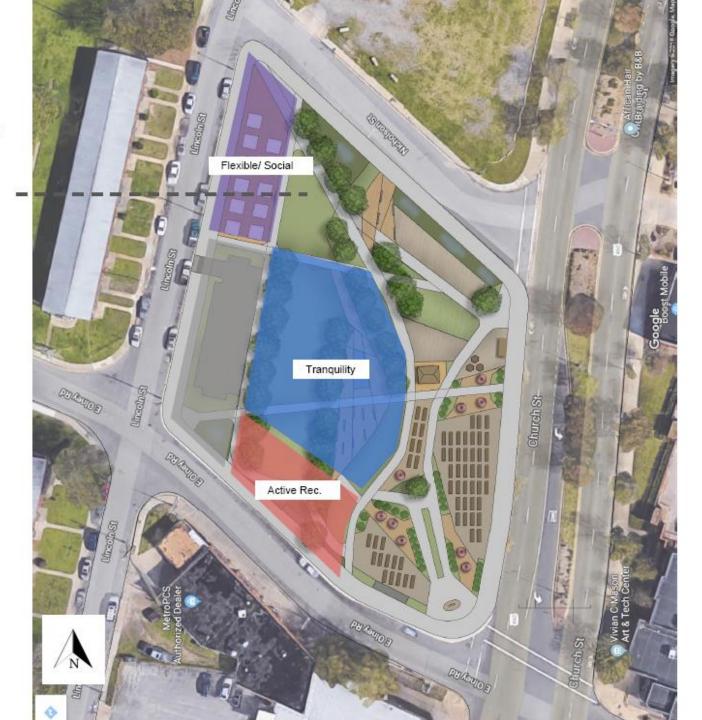
The sculpture garden would be a ancestor memorial.

This memorial will pay homage to black history and ancestors.



The social learning space is multi functional

The space can accommodate workshops, outdoor classrooms, and performance



Flexible social space is also multi function but is mainly used as a farmers market or for more parking



The reflection area will allow visitors to mentally and physically project their memories and thoughts on the chalk walls

The space can also be an art gallery, allowing visitors to pin up their artwork



The active recreation space will be a place for play and exercise

Field games and play equipment can be used in the space



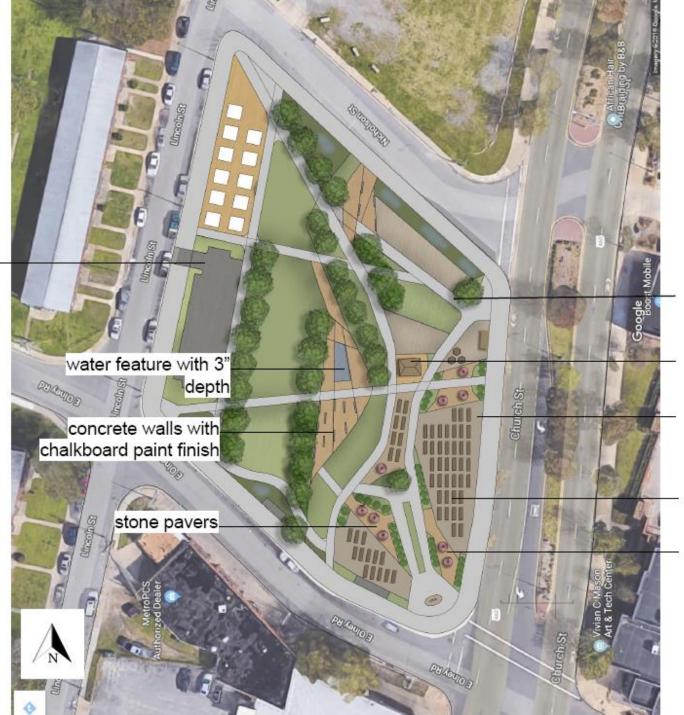
#### **Legend**

- A. Bike Station
- B. Chalk Walls
- C. Cutting Garden
- D. Edible Garden
- E. Farmers Market
- F. Gazebo
- G. Parking Lot
- H. Plaza
- I. Rain Garden
- J. Recreation Field
- K. Sculpture Garden
- L. Storage
- M. Tranquility Space



#### **Materials**

2 row concrete parking lot 18 spaces



8' wide concrete walkway

12x14 wood gazebo with seating

concrete pavers

reused metal and wood raised beds concrete pavers

#### <u>Materials</u>













Art Gallery & Tranquility Space



Entryway and Sculpture Garden

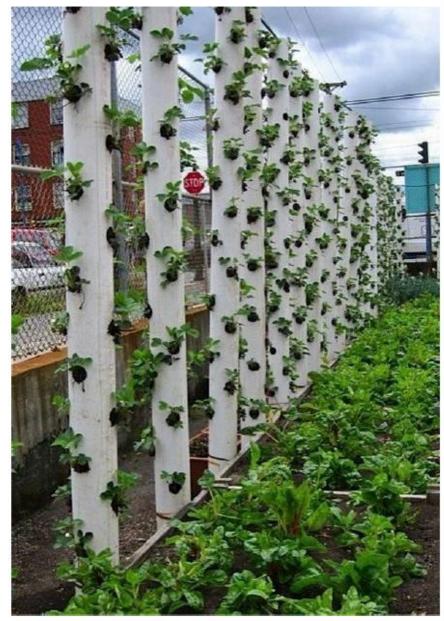
#### **Precedents**







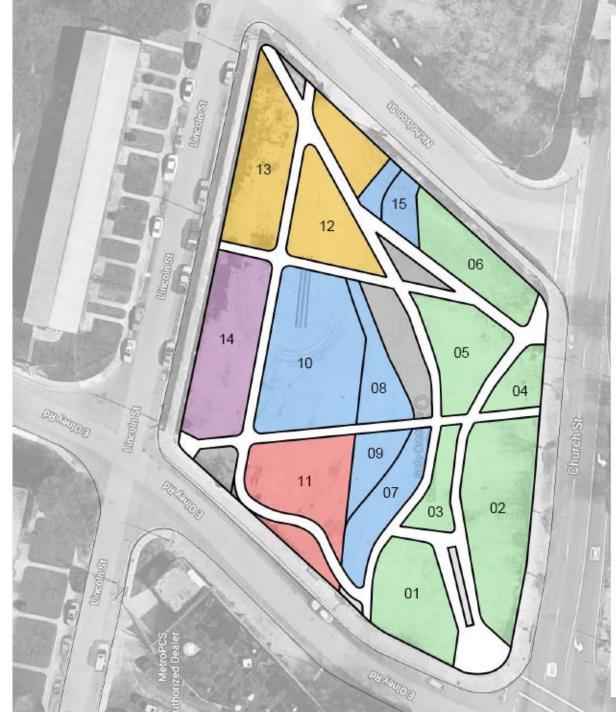




#### Phasing Plan

#### Legend

- Agriculture
- Active Recreation
- Tranquility
- Social Learning
- Parking
- Vegetation



- **01** raised beds (13) umbrella tables (3) bike station (1)
- 02 raised beds (39) umbrella tables (4)
- 03 raised beds (8)
- **04** raised beds (3) umbrella tables (2) storage (1)
- 05 raised beds (4-6) or rows
- 06 raised beds (8-12) or rows
- 07 cutting garden
- 08 pond (1)
- 09 chalk walls (7) seating walls (4)
- 10 multi-purpose field
- 11 playground (1)
- 12 performance stage (1)
- 13 tents (10-15)
- 14 parking spaces (18)
- 15 chalk walls (2)

# **REDEFINING MY COMMUNITY**



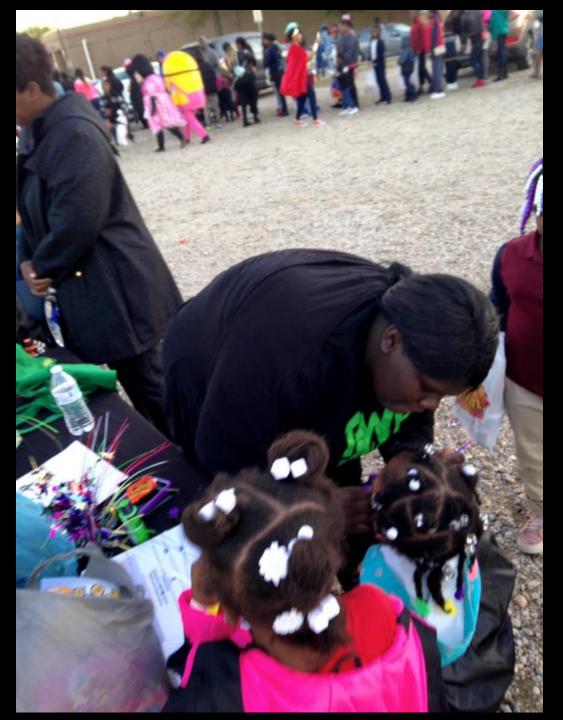










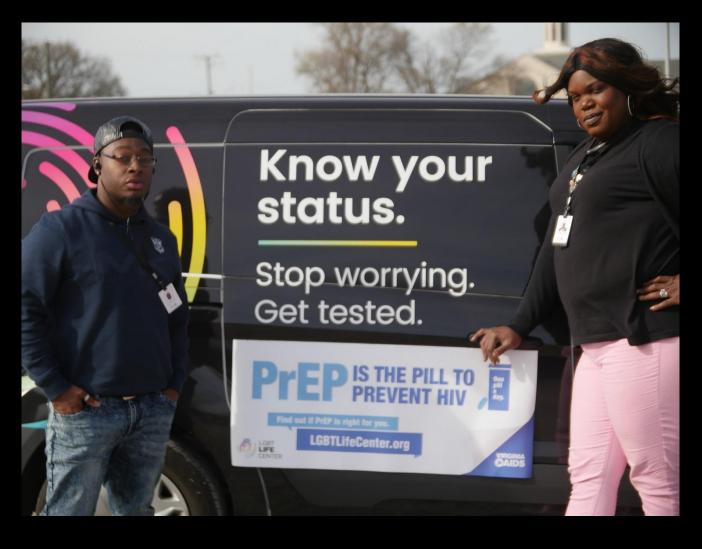
























# WHAT WE CAN DO NOW!



# SAFE CREATIVE COMMUNITY SPACE

It is an important part of public open spaces and common services provided by a city and can serve as a health-promoting setting for all members of the urban community. It is therefore necessary to ensure that **public green spaces are easily** accessible for all population groups and distributed equitably within the city. World Health Organization