

# Mayor's St. Paul's Advisory Committee

## Meeting Minutes

Date of Meeting: October 15, 2024

Minutes Prepared By: Krystle Aponte, City of Norfolk

**1. Purpose of Meeting: To provide project development updates and feedback on St. Paul's Transformation Area project, including People First update, Development Update and more.**

### 2. Attendance at Meeting

Mr. Alphonso Albert – present	Mr. Bruce Brady – Present	Ms. LaEunice Featherston – present	Ms. Ebony Burnham – absent
Rev. James Curran – absent	Ms. Regina Daye – Absent	Dr. Rhonda Alexander – absent	Mr. William Harrell – absent
Dr. Kirk Houston – present	Ms. Deirdre Love – present	Councilman John Paige – present	Mr. Christopher Bryant – present
Dr. Glenn Porter – present	Councilwoman Danica Royster – present	Ms. Tara Saunders – absent	Mr. Kevin Murphy – absent
Mr. Christopher Tan – present	Pastor Travis Barnes- present	Dr. Doreathea White – absent	Mr. Brian Owens – absent
Ms. Iris Lundy – present			

### 3. Agenda

- |   |             |
|---|-------------|
| <b>I. Welcome/Roll Call/Opening Comments</b>          | <b>6:00</b> |
| ○ <i>Barbara Hamm Lee, SPAC Liaison</i>               |             |
| ○ <i>Councilpersons Danica Royster and John Paige</i> |             |
| <b>II. Housing Update</b>                             | <b>6:05</b> |
| ○ <i>Sarah Jones-Anderson, Brinshore</i>              |             |
| <b>III. Demolition Update</b>                         | <b>6:50</b> |
| ○ <i>Mark Matel, DHCD</i>                             |             |
| <b>IV. People First Update</b>                        | <b>7:00</b> |
| ○ <i>Nicole Brown, USI</i>                            |             |
| <b>V. SPAC Open Discussion</b>                        | <b>7:30</b> |

# Mayor's St. Paul's Advisory Committee

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### VI. Adjournment

8:00

## 4. Meeting Notes

### I. Welcome/Roll Call/Opening Comments

6:00

- *Barbara Hamm Lee, SPAC Liaison*
- *Councilman John Paige*

- Ms. Hamm Lee welcomed everyone to the October 2024 St. Paul's Advisory Committee meeting. Ms. Hamm Lee verified the presence of the committee members and opened the floor to the committee chairs for opening remarks.
- Councilwoman Danica Royster greeted the committee and expressed gratitude for the continued support of the St. Paul's Advisory Committee in the recent ribbon cutting celebration of Origin Circle and Reunion at Kindred.
- Councilman Paige concurred with Councilor Royster's remarks and welcomed everyone back from the summer recess.
- Mr. Paige encouraged City administration to share challenges in which constituents are experiencing early and openly to allow the committee to be a part of the solution.
- Ms. Hamm Lee thanked the co-chairs for their comments and opened the floor to Sarah Jones Anderson of Brinshore who presented the housing updates on a virtual platform due to being away in a conference.

### II. Housing Update

6:05

- *Sarah Jones Anderson, Brinshore*

- Ms. Jones-Anderson provided a development update of blocks 17 and 18, both of which are under construction with a projected completion date of 2025. Also, phase A, blocks 9, 10, and 16, are expected to close by end of this year.
- Sarah continued to slide 5, sharing commercial leasing updates. Retail leasing is underway at block 20 and Brinshore is in advanced negotiation with 100% of the spaces for 2025 occupancy.
- Blocks 17 and 18 are under construction with a targeted completion of 4<sup>th</sup> quarter 2025. McDonald's is confirmed and the search for additional tenants is ongoing.
- Councilor Royster asked Ms. Jones Anderson to clarify the types of tenants in which Brinshore is seeking to occupy the commercial space, i.e. medical and grocery providers to address community needs, as the St. Paul's Advisory Committee is able to support the search through various established relationships and City initiatives.

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- Sarah responded that all business types are on the table for discussion, with a hyperfocus on local and small businesses in Norfolk. All persons interested may be referred to Brinshore for further discussion and data gathering.
- In reference to presentation slide 6, Dr. Glenn Porter asked if the confirmed anchor tenant McDonald's would be the same owner operator from the previous St. Paul's Boulevard location as the owner was very instrumental and connected to the community.
- John Majors noted that during his previous tenure with Brinshore, the plan was to always have the prior owner operator return to the newly redeveloped community, however, he could not confirm whether or not the plan had altered.
- Ms. Jones Anderson advised that she would secure the answer and follow up with the greater group.
- Ms. Love concurred with Ms. Royster's earlier comments and asked if Brinshore had any plans to target minority service providers to ensure relatability to the community. Ms. Love also offered the assistance of the committee to help attract businesses to the retail spaces.
- Ms. Jones Anderson stated that targeting minority businesses has always been a priority of Brinshore to ensure there is a presence at Kindred. Although Brinshore has a consultant, Ms. Jones Anderson welcomed the opportunity to receive referrals from the committee.
- Councilor Royster offered to connect Sarah and Brinshore to Mr. Brian Owens of Black Brand, the Black Chamber of Commerce of Hampton Roads, who serves on the St. Paul's Advisory Committee.
- Ms. Iris Lundy added that she has a similar capability in health care and would be happy to make a connection.
- Councilman John Paige shared a challenging experience expressed to him by a constituent regarding a heating and cooling matter.
- Ms. Jones Anderson acknowledged Mr. Paige's response and stated that the challenge arose due to a lack of funding to fully build out the commercial spaces, nevertheless, Brinshore is committed to finding a resolution that benefits everyone.
- Dr. Porter asked if there were any additional challenges in which potential tenants were facing.
- Ms. Jones Anderson confirmed the commercial spaces were not fully built out and would need an investment from the tenant to become operational. Brinshore is exploring avenues to ensure the costs associated with the build out are not financially burdensome to tenants such as discounting or forgiving rent in the difference of the cost associated with the investment. Conversations will continue to ensure the upfront cost is not a deterrent to potential tenants, especially small business owners.
- Sarah stated the expressed challenges were not uncommon and she was not aware of any additional challenges related to the commercial leasing.
- Because of the appetite for commercial leasing, Ms. Hamm Lee asked Sarah Jones Anderson to prepare a more in-depth update for next SPAC meeting.
- To Councilor Paige's comment, Marcia McGill added the City advocated on behalf of the tenant to Brinshore even as the City continues to establish its role in the private retail component of the Transformation. Also, to Ms. Jones Anderson's earlier comment, Ms. McGill noted although the

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challenges may be nationally common, the HVAC challenge is not common to our community so as we are learning how to support the potential tenants as the challenges arise.

- Councilor Paige thanked Marcia for her comments.
- Mr. Paige continued by sharing additional questions regarding commercial space and T.I. funds for Ms. Jones Anderson's attention. Per the direction of Ms. Hamm Lee, Councilor Paige will email the questions to City staff, Dr. Susan Perry and Marcia McGill of Housing and Community Development to share with Sarah directly.
- Ms. Sarah continued to presentation slide 7 sharing updates of phase B, a space for 191 units and multiple building types. The site plan has been redesigned, creating a more efficient space. Key similarities, differences, and why were shared.
- With no additional questions or comments, Ms. Jones Anderson continued to presentation slide 13, providing an overview of minority business enterprises (MBE) and women business enterprises (WBE) goals to measure the developer's compliance with the master development agreement.
- In absence of additional feedback, John Majors of the Oughtness Group shared the economic inclusion efforts to date including the report out of recent vendor fairs, efforts to partner forward, and plans to host a technical assistance deep dive day.
- Councilman Paige thanked Mr. Majors for his efforts in streamlining the process and asked for clarity on his role with Brinshore.
- Mr. Majors responded that Brinshore would manage the reporting and feedback process, while the Oughtness Group would focus on the hands-on efforts due to a budget transition.
- Sarah stated Brinshore values Mr. Majors' partnership and always desires for him to be a part of the project. Sarah apologized if this was unclear while Brinshore was reviewing roles and responsibilities.
- As no additional comments or questions arose, Sarah Jones Anderson exited the virtual meeting platform and Barbara Hamm Lee opened the floor to Mark Matel for the demolition update.
- The presentation slides are attached.

### III. Demolition Update

6:50

- *Mark Matel, DHCD*

- Mr. Mark Matel presented demolition plans for the William A. Hunton YMCA and Tidewater Park Elementary schools. Because both buildings were built before 1978, abatement is necessary and underway before demolition can take place.
- No comments or questions arose.
- The presentation slides are attached.

### IV. People First Update

7:00

- *Nicole Brown, USI*

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- Ms. Brown greeted the committee and echoed Councilor Paige's sentiments of transparency around challenges.
- Ms. Brown began her presentation by sharing the four key service pillars and results statements that guide the work of the People First team: Education, Economic Mobility, Health, and Housing Stability for former Tidewater Gardens families before, during, and after redevelopment.
- Ms. Brown continued by explaining data regarding family development plans, service linkages, programmatic updates, resident highlights, and upcoming resident activities.
- In reference to slide 20 which reflects residents with health insurance, Councilwoman Royster asked if People First has a report reflecting the categories of health care services in which families are utilizing and in need of.
- Ms. Brown agreed to secure the information and share it with the committee.
- In reference to slide 27, Ms. Brown shared plans for an upcoming engagement activity entitled, "Little Lights for Literacy". Councilor Royster inquired if People First had plans to work with the Norfolk Public Library to ensure families have a library card. Ms. Brown thanked her for the idea and stated that her team would act on the suggestion.
- Ms. Brown continued the presentation sharing upcoming holiday plans and areas of support needed for the Trunk or Treat Enrichment Expo, Thanksgiving, and Club Rudolph. Various committee members offered to support by making donations. Thomasine Norfleet of People First empowered by Urban Strategies Inc. was appointed as the point of contact.
- Mr. Alphonso Albert stated that he'd recently attended an event in support of families of children with autism and offered to share the contact information with Ms. Brown, to which she accepted.
- In reference to presentation slide 23, Dr. Glenn Porter inquired about the location of GED classes. Ms. Norfleet responded virtual, Gethsemane, Granby High School, and the Norfolk Tech Center.
- As many households are in the housing choice voucher program, Mr. Nathan Simms of the Norfolk Redevelopment and Housing Authority offered to continue the conversation to leverage resources as both NRHA and People First are supporting a lot of the same families.
- No additional comments or questions arose.
- The presentation slides are attached.

#### IV. SPAC Open Discussion

7:30

- *SPAC Members*
- Ms. Hamm Lee opened the floor for discussion.
- Ms. Hamm Lee announced that due to the rescheduling of the City's November Council meeting to the 3<sup>rd</sup> Tuesday, an electronic update will be shared in the place of an in-person meeting. For the month of December, the in-person meeting will take place on December 3<sup>rd</sup> featuring a brief update and festivities and acknowledge Co-chair Danica Royster's final SPAC meeting.
- The SPAC members were invited to update their contact information for the purpose of receiving text reminders prior to the St. Pauls' Advisory Committee meetings.

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- Dr. Porter commented that we live in a culture right now where some may be void of sensitivity and others may be hypersensitive, so everyone should be mindful with our words as we value one another.
- Ms. Love invited the committee to Teens with a Purpose's upcoming Move Maker Awards ceremony and a tree planting celebration. Details will be shared with Barbara to share with the committee.
- Dr. Porter announced that Queen Street Baptist Church will be celebrating 140 years of service. The schedule of activities will be shared with Barbara to share with the committee. Also, Dr. Porter has published a book and encourages everyone to take a moment to read. More information is forthcoming.

#### **V. Adjournment**

**8:00**

- Ms. Hamm Lee reiterated that an electronic update will be disseminated via email in November and in December, the committee will meet on December 3<sup>rd</sup>.
- There were no additional comments or questions.
- Ms. Hamm Lee stated that the meeting was adjourned and thanked everyone for coming.



# St. Paul's Advisory Committee Meeting

Location: Foodbank of Southeastern Virginia and the Eastern Shore  
October 15, 2024

# Agenda

## **Welcome | 6:00**

*Barbara Hamm Lee, SPAC Liaison  
Councilpersons Danica Royster and John Paige*

## **Development Update | 6:05**

*Sarah Jones-Anderson, Brinshore Development*

## **Demolition Update | 6:50**

*Mark Matel, DHCD*

## **People First Update | 7:00**

*Nicole Brown, USI*

## **SPAC Open Discussion | 7:30**

## **Adjournment | 8:00**

*Barbara Hamm Lee, SPAC Liaison*



# Development Update

- *Development Update-Overview*
- *Commercial Leasing*
- *Overview of Phases B1/B2*
- *Economic Inclusion Report*

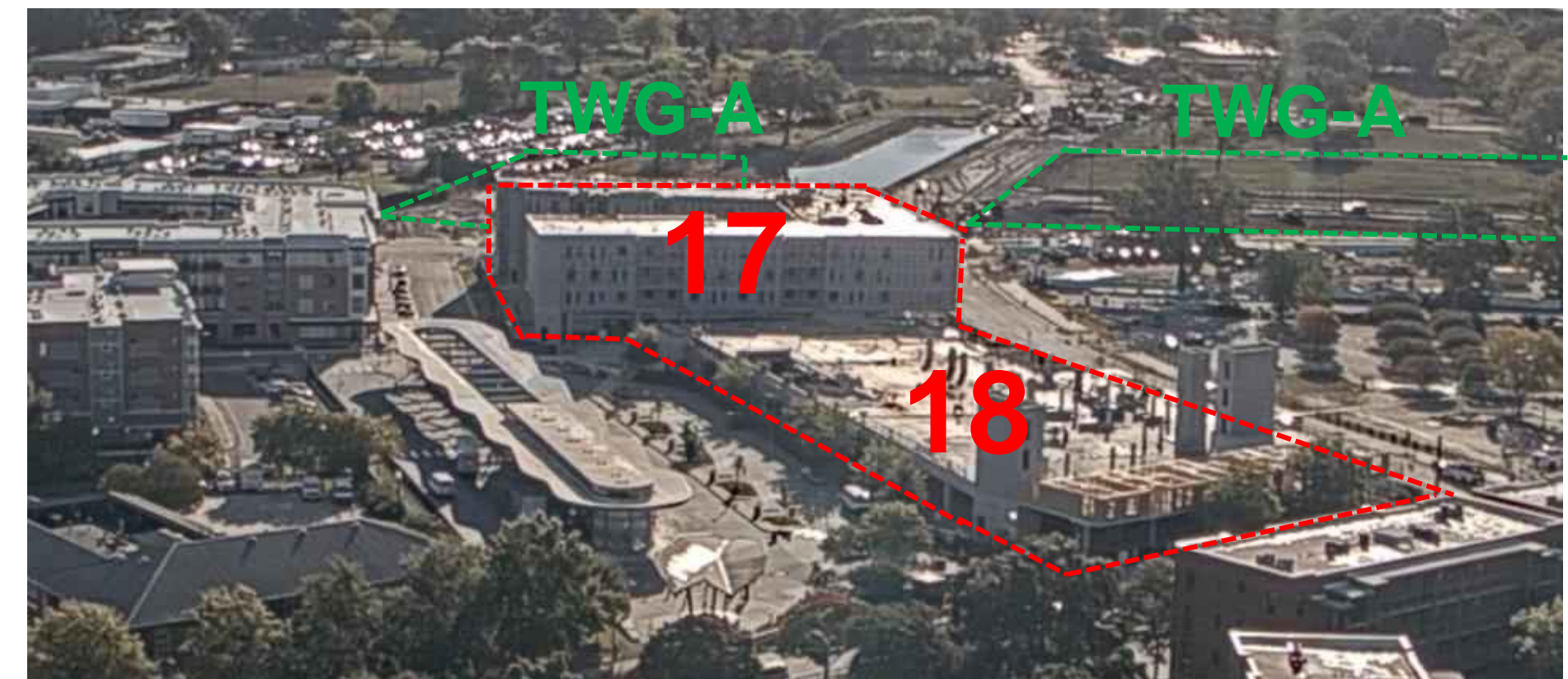
*Sarah Jones-Anderson, Brinshore  
Development*





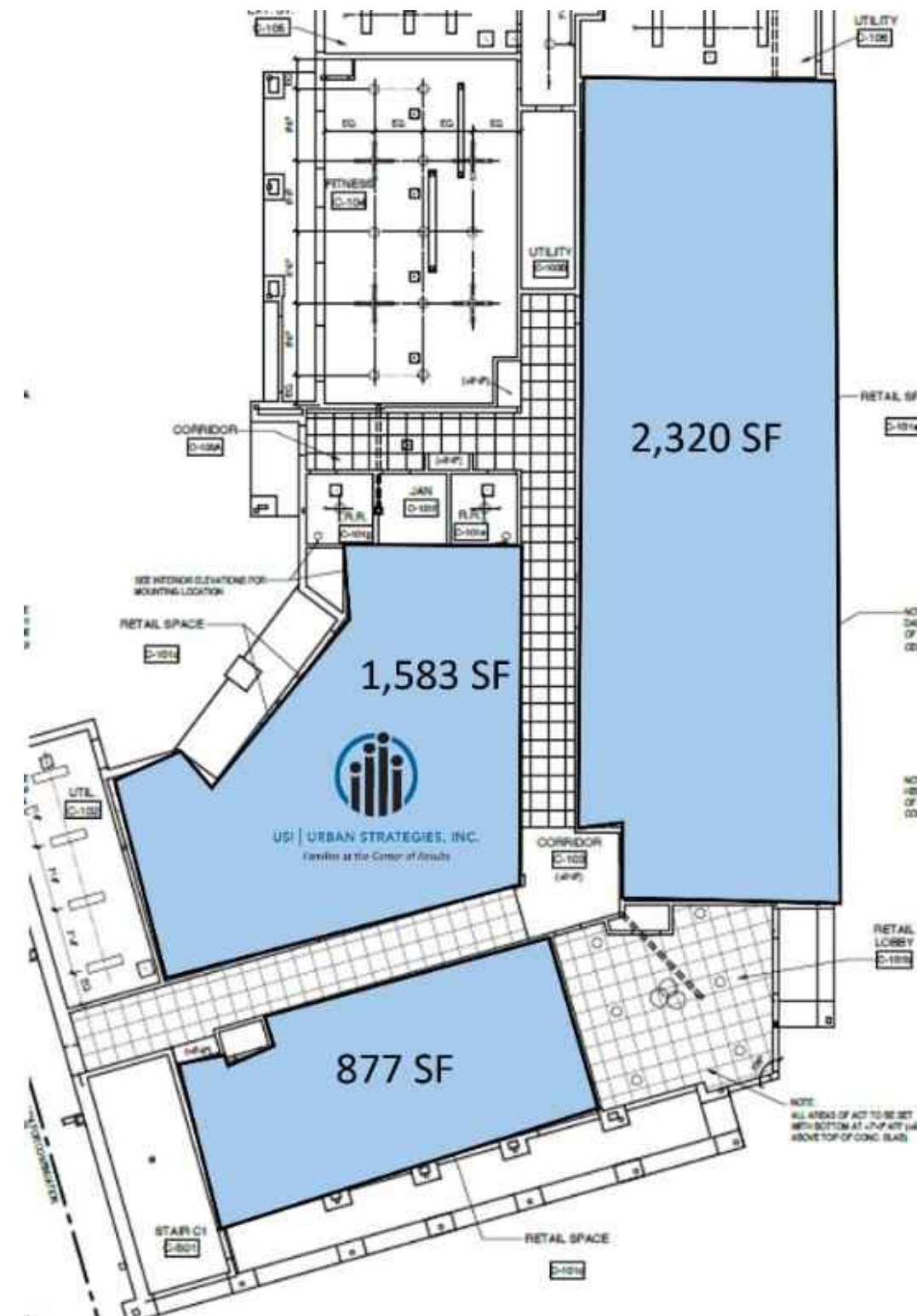
## Development Update - Overview

- **Blocks 17/18** are under construction; roofing currently in progress – **140 Units**
- **TWG A** scheduled to close by end of the calendar year – **191 Units**





# Commercial Leasing



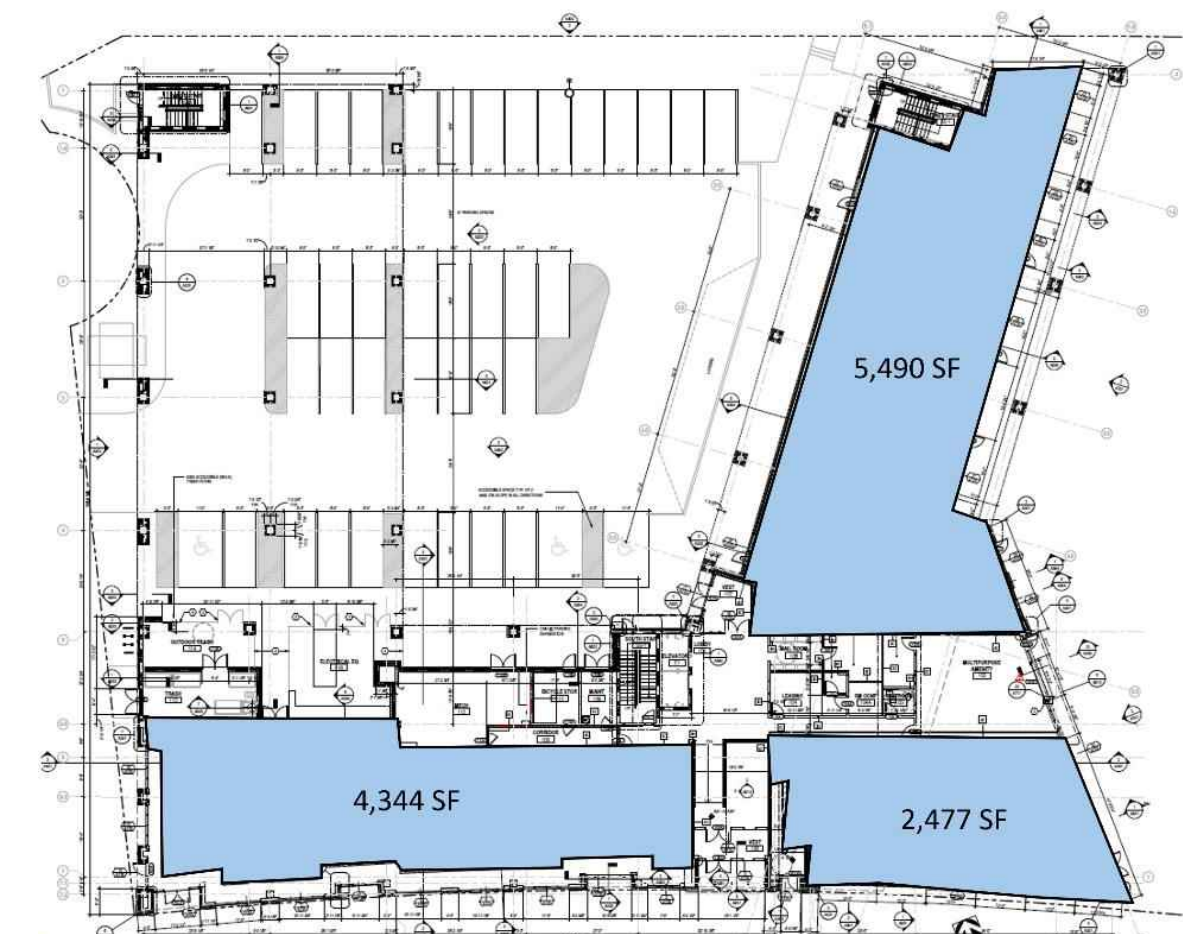
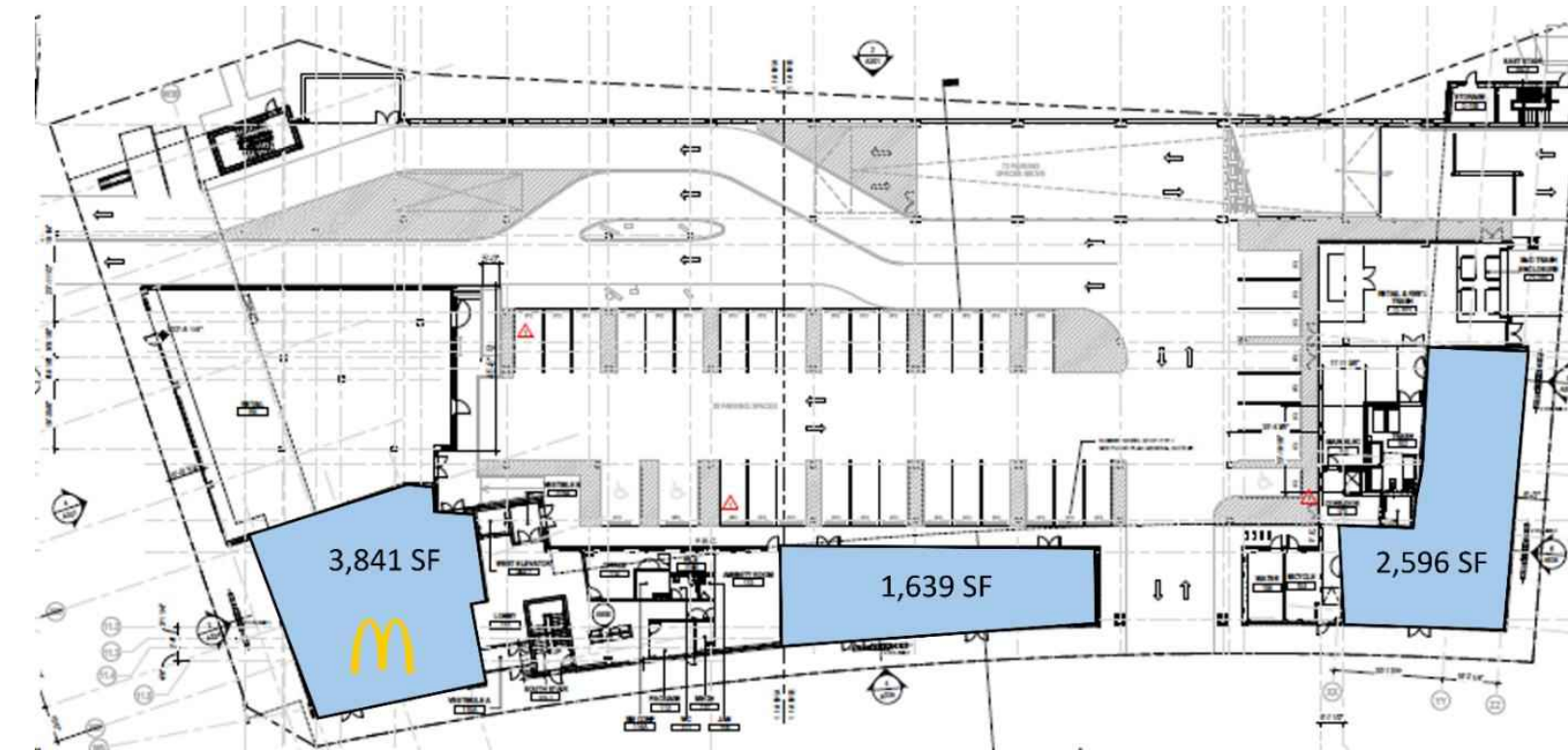
## Origin Circle at Kindred (Formerly Block 20)

- Residential space complete and occupied; Retail leasing underway
- **Three (3) retail spaces; four thousand seven hundred eighty (4,780) total SF**
- Target tenants: Neighborhood retailers providing experiential amenities on-site for residents
- In advanced negotiation with 100% of the spaces for 2025 occupancy

# Commercial Leasing (Con.)

## Unity Place at Kindred (Formerly Blocks 17 and 18)

- Under construction; completion targeted for 4th Quarter 2025
- **Six (6) retail spaces; Twenty-two thousand sixty-seven (22,067) SF**
- Target tenants: National credit/high-rent user, neighborhood retail, grab-and-go light food/beverage
- Confirmed anchor tenant: McDonald's
- Ongoing search for additional tenants





# Overview of Phases B1/B2

- Totalling **one hundred ninety-one (191)** units, **seventy-eight (78)** are replacement units that will prioritize residents of former Tidewater Gardens
- Phases include multiple building types - elevator building, garden style walk-ups and townhomes
- **Phase B** also includes a plaza area and small commercial space
- The site plan has been updated to a smaller footprint





# Why?

- Creates the opportunity for additional housing types, like homeownership
- Creates additional housing opportunities on **Blocks 2** and **3A** for a local SWaM developer
- Significantly decreases site and construction costs
- Improves efficiency of elevator building on **Block 5**



# Original Site Plan





# Updated Site Plan





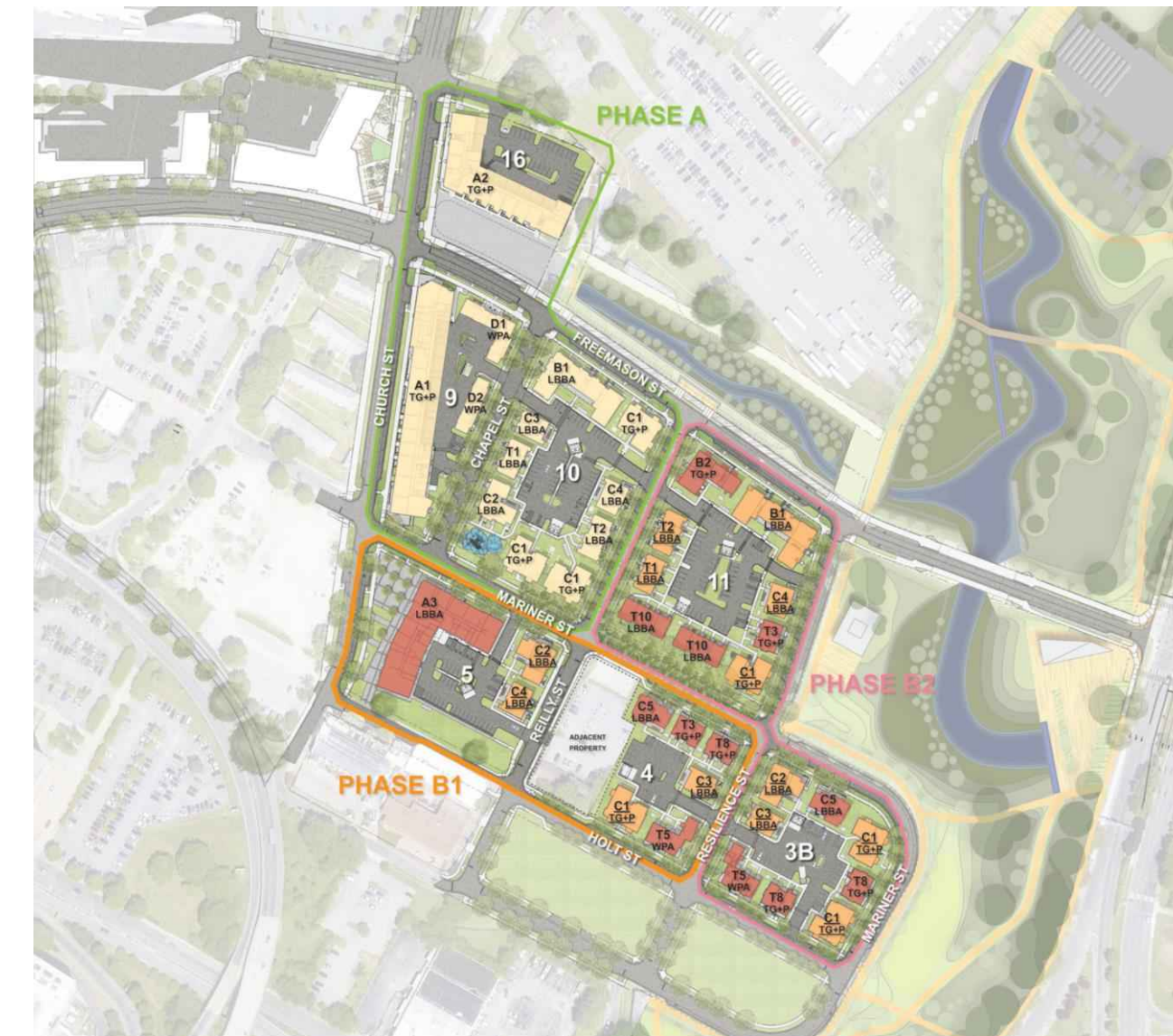
# Key Similarities and Differences

## Similarities

- Total Unit count – **191**
- Replacement unit count – **78**
- Number of bedrooms in replacement units
- Plaza and commercial space
- Unit Types

## Differences

- Shifted units from **Blocks 2 and 3A** to **Blocks 4, 5, 11 and 3B**
- Increased density in the elevator building on **Block 5**
- Overall bedroom mix



# Overview of Official MBE and WBE Goals

The following criteria will be used to measure the Developer’s compliance with the Master Development Agreement:

	Goals
MBE (SWAM Minority or National / Regional MBE Certification)	12.0%
WBE (SWAM Woman or National / Regional WBE Certification)	13.3%
Combined	25.3%

For calculating the above percentages

The denominator will include:

- The cost of Construction Trades
- The costs of Non-Construction Trades included in Exhibit A

The numerator will include:

- The costs of Construction Trades
- The costs of Non-Construction Trades included in Exhibit A
- Development Fees paid to MWBE JV Partners
- Developer’s contribution of 10% of paid Developer Fee to a Resident Services Fund
- The value of philanthropic grants made by the Developer or its established partnership group to the project
- Other financial contributions derived from the Developer’s efforts (to be approved by the City and NRHA)

# Blocks 19 and 20

## General Contractor: Marlyn Development

Subcontractor	SWAM Certification #	Total subcontract amount: MBE (12% goal)	Total subcontract amount: WBE (13.3% goal)	Total subcontract amount: Combined (25.30% goal)
A and S Contract Co	824121	\$2,469,035		
Coastal Pipeline Services	725696		\$2,584,119	
Majk	671876	\$44,000		
Rican Cleaning Service LLC	817679		\$20,000	
Saunders Fence Co	656813		\$48,596	
United Contractors Inc	688773		\$1,539,580	
Dominion Builders and Contractors LLC	701275	\$126,296		
TTR Enterprises, LLLC	810564	\$90,000		
<b>Totals:</b>		<b>\$2,729,331</b>	<b>\$4,192,295</b>	<b>\$6,921,926</b>
<b>Percentage of Total Contract Amount (Trades only)</b>		<b>6.93%</b>	<b>10.65%</b>	<b>17.59%</b>



# Progress Toward Goals: Blocks 17 and 18

General Contractor: Breeden

Subcontractor	SWAM Certification #	Total subcontract amount: MBE (12% goal)	Total subcontract amount: WBE (13.30%)	Total subcontract amount: Combined (25.30% goal)
New Media Systems	5606	\$2,122.50		
Colonial Construction Materials	663589		\$30,543.90	
Jaswal Corp	726701	\$4,197,030.92		
Trinity Construction Services	653456	\$3,197,528.35		
84 Lumber	686367		\$988,462.04	
Brick Solution Inc	662653	\$2,878,858.20		
Venemex LLC	814061	\$1,848,000.00		
Barrier Cable Systems Inc	719255		\$29,000.00	
Zuleta Sheet Metal Inc	831557	\$2,147,700.00		
Staff Zone	NWBOC RCW22438		\$35,000	
<b>Totals:</b>		<b>\$14,271,239.97</b>	<b>\$1,083,005.94</b>	<b>\$15,354,245.8</b>
<b>Percentage of Total Contract Amount (Trades only)</b>		<b>32.37%</b>	<b>2.46%</b>	<b>34.83%</b>

# Economic Inclusion Efforts - 2024

## Hitting Our Stride

### Successful Vendor Fairs:

- Over **one thousand (1000)** vendors invited and more than **three hundred (300)** attendees
- Several vendors received support from the following agencies VA Dept of Small Business and Supplier Diversity, NRHA, Section 3, DHCD and Building contractors

### Partnering Forward:

- Continuing what has been working (Website and Vendor Fairs)
- Ongoing reporting and feedback
- Technical Assistance Deep Dive Day



# Demolition Update

*William A. Hunton YMCA & Tidewater Gardens Elementary Demolition Update*

*Mark Matel, DHCD*



# William A. Hunton YMCA & Tidewater Park Elementary Demolition Update



Hunton YMCA Demolition started on October 4, 2024



Tidewater Park Elementary Demolition will start in November 2024

Cephas, M/WBE business based in Richmond, VA, was selected to demolish both the Hunton YMCA and Tidewater Park Elementary School.





PEOPLE  FIRST

 | EMPOWERED BY  
URBAN STRATEGIES, INC.

# People First Update

- *Family Development Plans*
- *Service Linkages*
- *Programmatic Updates*
- *Resident Highlight*
- *Upcoming Engagement Activities*

*Nicole Brown, USI*



## Key Service Pillars and Results Statements

**Education:** All children and youth in Tidewater Gardens are ready for school, thrive in and out of school, graduate from high school, and are prepared for college, career and life.



**Economic Mobility:** All households in Tidewater Gardens, before and after redevelopment, are economically independent.



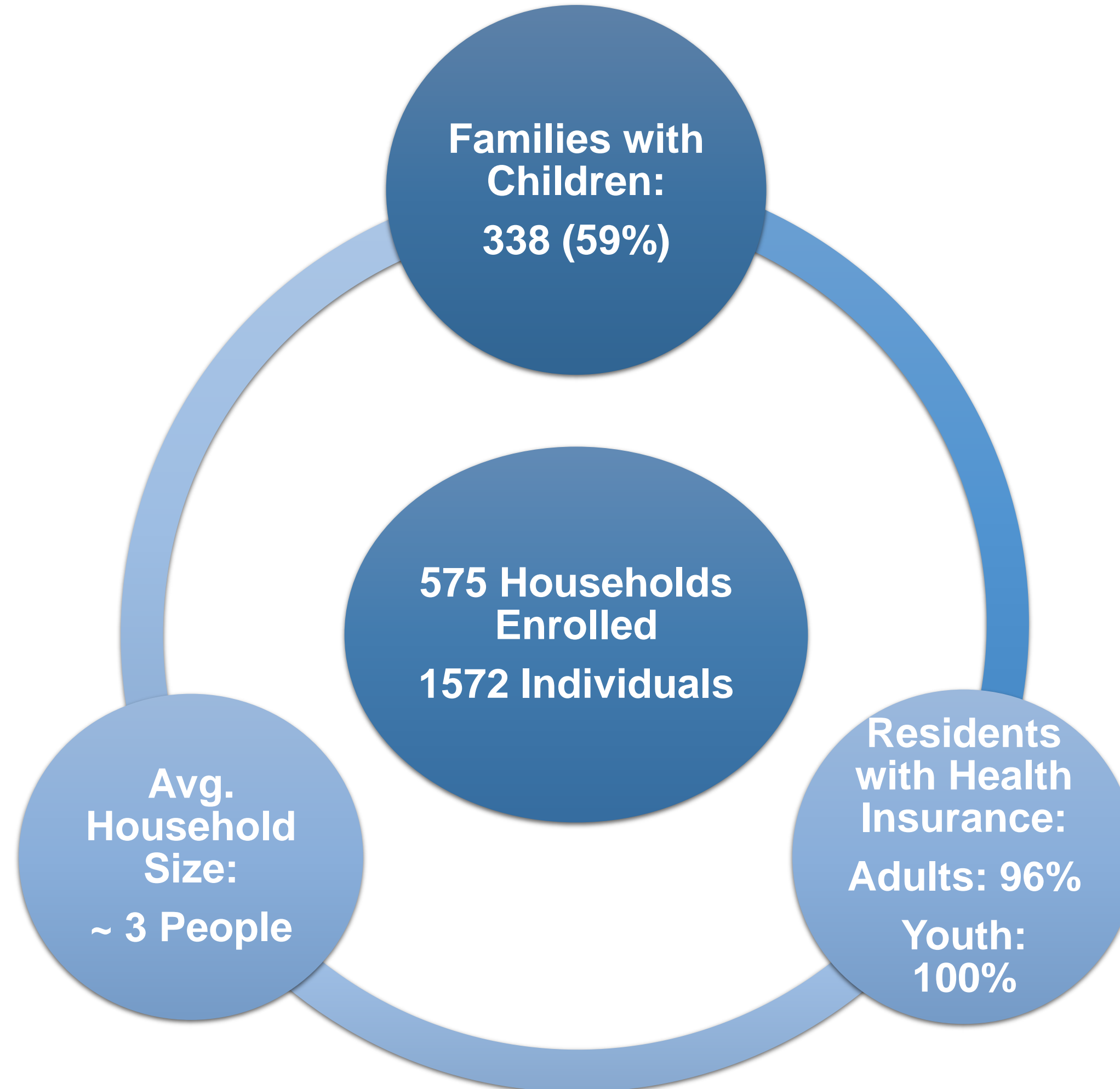
**Health:** All children and adults living in Tidewater Gardens, before and after redevelopment, are mentally and physically healthy.



**Housing Stability:** All Tidewater Gardens households remain stably housed in their housing of choice.

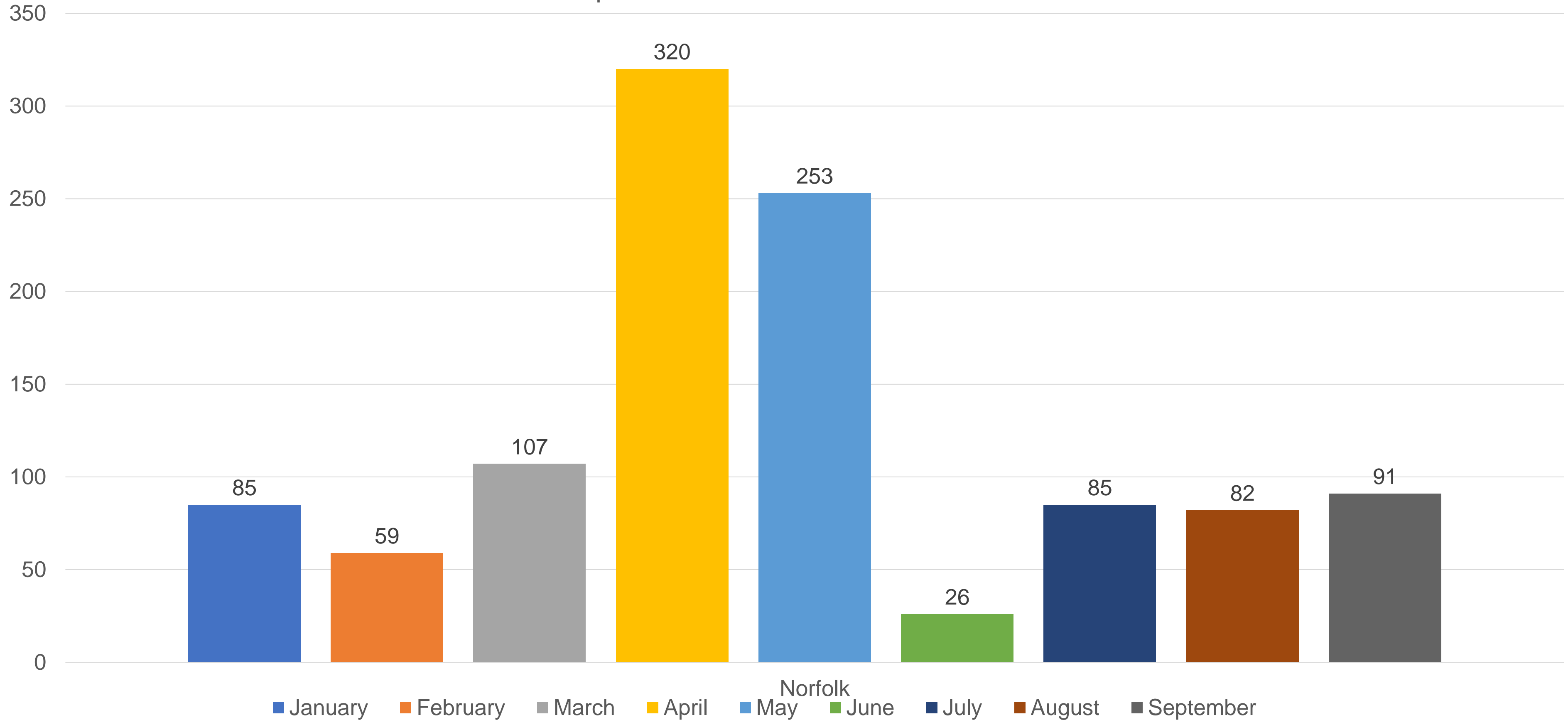


# Families Receiving Support and Coaching

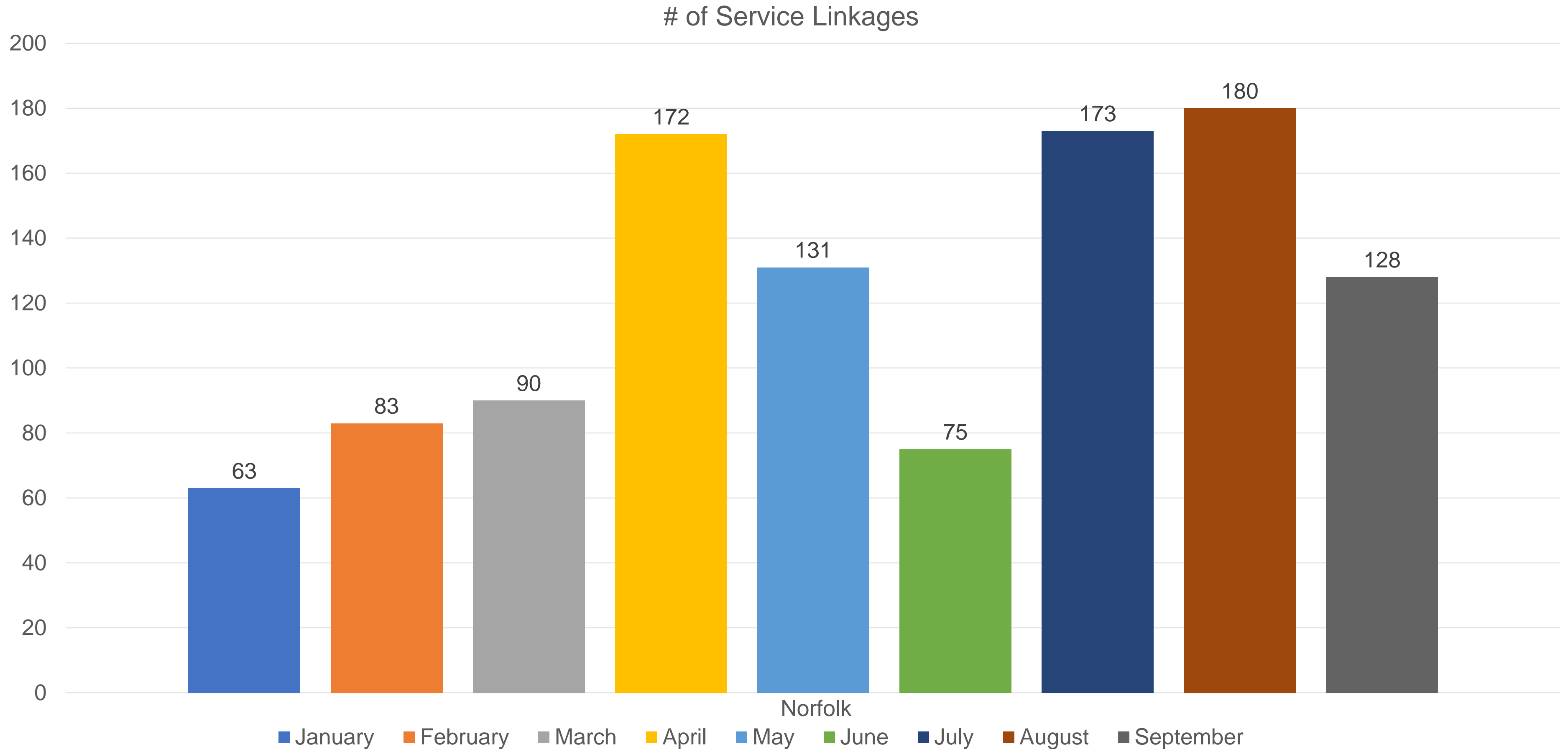


# Family Development Plans

# of Development Plans Closed With Positive Outcome



# Service Linkages



# People First Updates

- **Thirteen (13)** residents scheduled to move into Aspire in November 2024
  - People First provided assistance for residents throughout the process, ensuring all required documents were secured
- **Twenty-Five (25)** people referred to NRHA's HomeNet Homeownership Center to work towards homeownership
- **Sixty-five (65)** youth participated in various summer programs
  - Nauticus Design, Build, and Sail Program; NPS Summer Programs, NSU Health and Science STEAM Academy; Ready Academy Christian School Summer Enrichment Camp, Southside Boys and Girls Club; Teens with a Purpose; TCC Summer Programs; and the YMCA
- **Twenty (20)** attended summer school
- Collaborated with NPS and the City of Norfolk to support the Unity in the Community Back-to-School Festival event where over **eighty (80)** families enrolled in People First received school supplies, immunizations for Pre-K enrollment, eye exams, and other goodies
- Supported **fifty-three (53)** parents with Norfolk Public School's Pre-K registration enrollment process
- **One hundred fourteen** people attended (including People First staff) Harbor Park's "Turn Back the Night Event"
- **Four (4)** adults are connected to NPS adult GED services
- **Two (2)** adults graduated from Maritime with funding from People First





# Merchant Marine Graduates September 2024

## THE COMEBACK

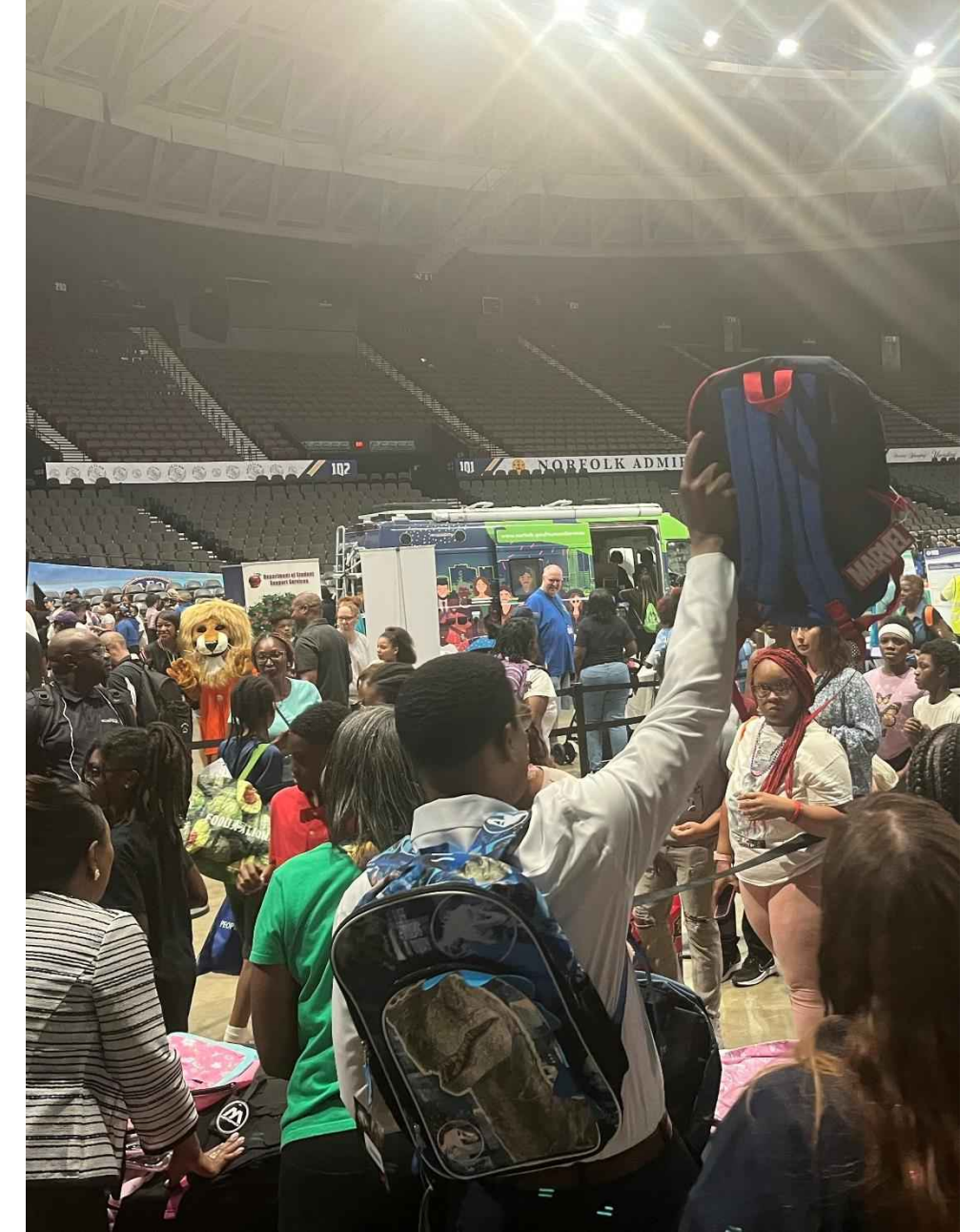
**Who:** In 2019, a former Tidewater Gardens family was having difficulty maintaining their monthly rent. When the family relocated from TWG, they struggled to manage and even faced eviction due to nonpayment.

**What:** Their family support specialist helped them communicate with the landlord and create a payment plan to get up to date. The specialist had several discussions with the head of the household about the importance of paying rent on time. They also checked in monthly with the family and the landlord to make sure the agreed-upon payments were being made. Over time, the head of the household expressed her desire to live alone without her children, possibly in a senior community. She applied to move to a senior community and planned to return to the new community once apartments became available.

**Putting What She Learned into Practice:** While residing in the senior community, the tenant consistently paid her rent on time and promptly informed the property manager and family support specialist about any issues. She learned valuable life lessons through conversations with her family support specialist about communicating with her landlord and understanding her responsibilities as a tenant. Additionally, she regularly provided her family support specialist with receipts for the money orders used to pay her rent.

**The Win:** In May 2024, the waitlist for Aspire opened, and the resident expressed her readiness to apply. With the assistance of her Family Support Specialist, she completed her application and submitted all the necessary documents. She was excited and mentioned that she had never lived in a place that someone else had not already lived in. The resident completed all the required paperwork and is scheduled to move to the new community in October 2024.





## Summer Fun with Families



# Upcoming Engagement Activities

## Little Lights for Literacy October 16, 2024

- This engagement for children ages **zero (0)** to **four (4)** will provide a Bedtime in a Box reading kit that assists parents and children in supporting their health and educational development

## “Trunk-or-Treat” October 31, 2024

- This event targets youth under **thirteen (13)** and middle schoolers, providing a family setting so the entire family can participate



# SPAC Open Discussion

- *SPAC Open Discussion*

*SPAC Members*

# Adjournment