

Olde Huntersville Neighborhood Strategic Plan



Acknowledgements

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*Special Thanks to Brittany Bailey for allowing us to meet at the Huntersville Community Center

A Neighborhood Rich in History & Tradition

In 1984, the name Olde Huntersville (Huntersville's oldest residential district) was championed by the civic league in recognition of the community's historical significance and to distinguish it from the annexation of adjacent and redevelopment neighborhoods in Huntersville.

It is one of Norfolk's oldest communities and one of the first to offer homeownership to Black families. During the years of segregation, it was a thriving, self-sustaining, and economically diverse middle-class community. The residents were business owners, faith-based leaders, educators, politicians, laborers and domestic workers.

Symbolic of the sophistication of social life and culture was the establishment of several private social clubs/ organizations (i.e. United Order of Tents, The Bachelor's Club, The Shriners, and Attucks Theatre). Another historic event was the building of the John T. West School (Bolton Street), the first high school for African Americans in the City of Norfolk.

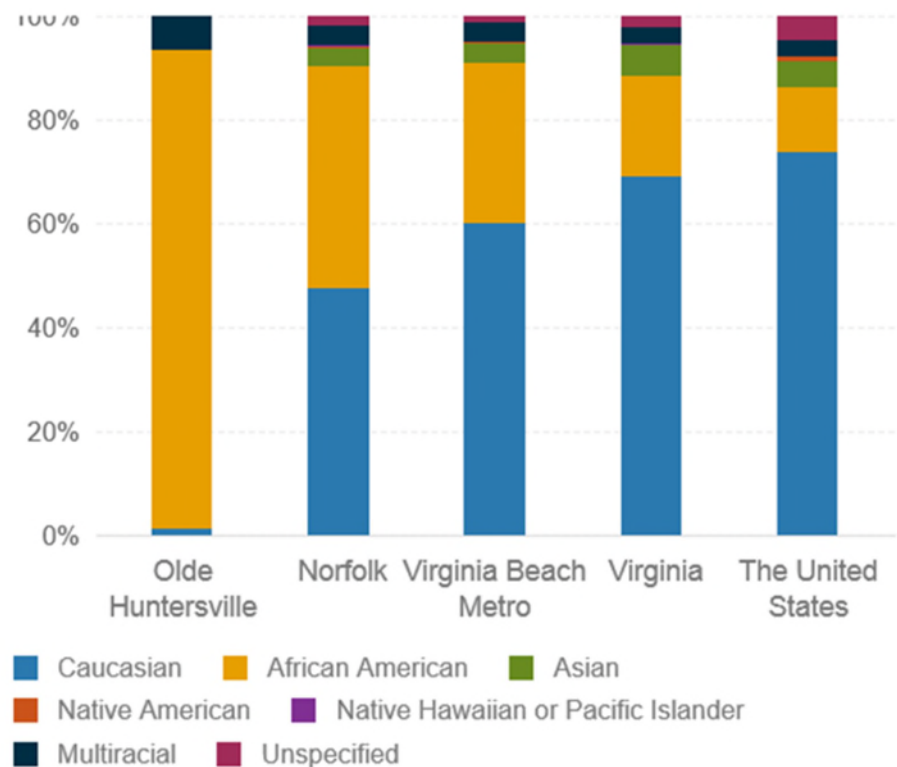
Beginning in the 1960's, the ban on segregation in housing led many of the neighborhood's prominent residents to leave for the suburbs while long time elderly residents remained to be joined by persons of less fortunate circumstances who moved in as renters.

In 1980 a grass roots effort to revitalize the community was initiated. The Olde Huntersville Development Corporation (OHDC) was established. The nonprofit took on a key role to rebuild the community by developing homeownership opportunities for low to moderate first time buyers. OHDC conducted pre and post homeownership training sessions, created marketing brochures, established sitting gardens, a community choir, tennis team, computer literacy classes and partnered with Tidewater Community College to establish a satellite campus.

The community is also recognized for its resilience. Olde Huntersville continues to seek opportunities and creative solutions that will enable the community to return to its place of prominence that's worthy of its history!

Neighborhood Data & Information

Ethnicity



Historical Significance:

- One of the Oldest Communities in Norfolk
- Among First to Allow African American Homeownership

Strategic Location (Less than 2 miles from):

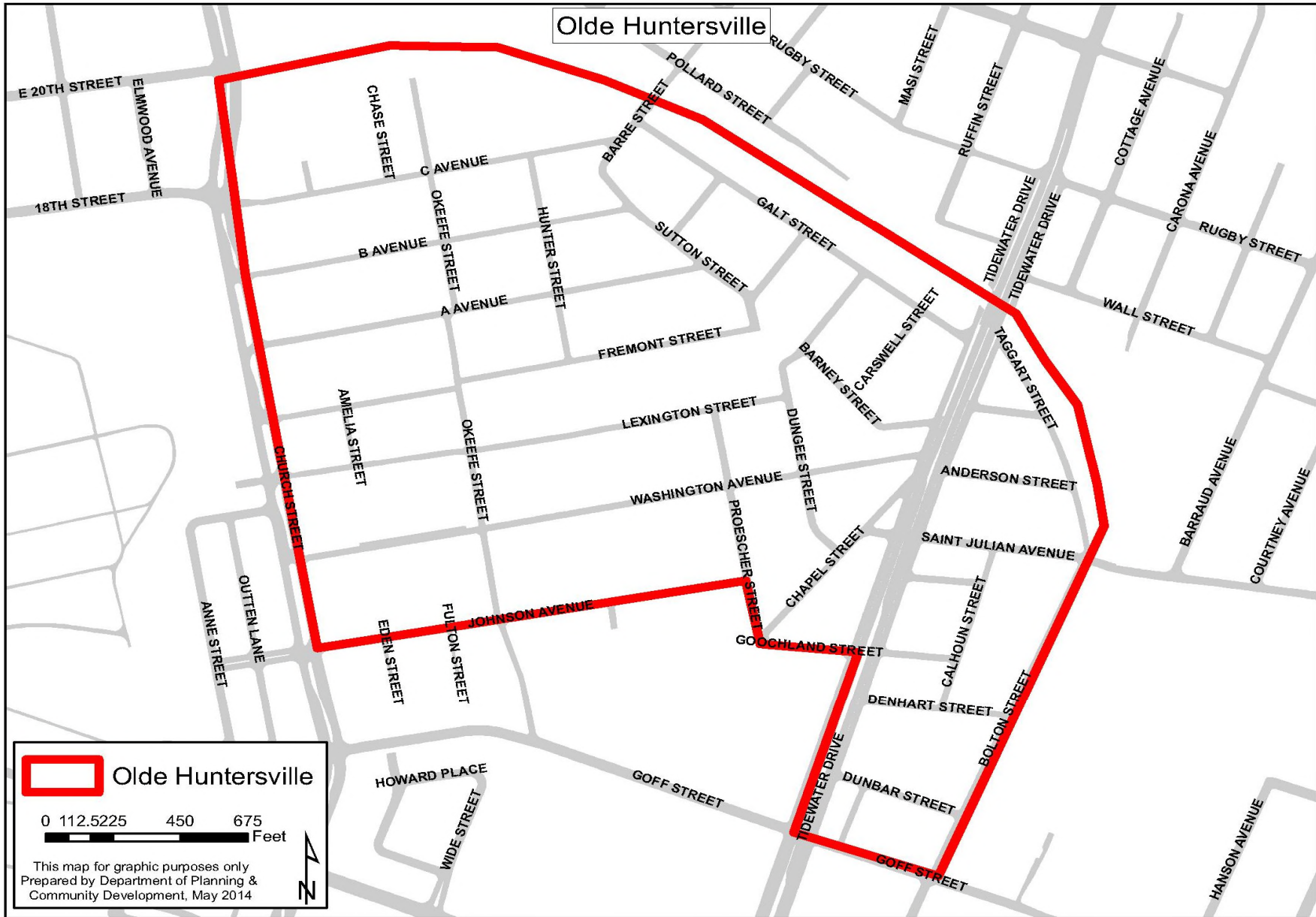
- Downtown Norfolk (Granby St. Shopping)
- 21st & Colley Avenue shopping & restaurants
- I-264 & 1-64, Downtown & Mid-Town Tunnels
- HRT & Amtrak
- Attucks Theater & Huntersville Community Center

Demographics:

- 92% African American (52.2% Male)
- Approx. 2k Residents (60% 2-3 Member Family Households)
- 60%+ renters
- 35.2% Middle Income (33% Low income)

Assets

- Residents
- Faith based institutions
- City Councilman as resident
- Church Street Corridor



Executive Summary

Olde Huntersville has been quite active since 2014. The civic league has worked diligently to get residents involved at the civic league meetings, community activities, and City of Norfolk meetings and events. Committees were established, by-laws were updated, and we moved forward on making Olde Huntersville a neighborhood of choice- a place where people *want* to live.

Along the way, we participated in lifelong learning and capacity building opportunities. Residents participated in a leadership development train-the-trainer series, asset based community development training, and a number of other training opportunities offered through the City of Norfolk's Department of Neighborhood Development.

We also offered lifelong learning opportunities through the civic league. Along with team-building exercises, residents had an opportunity to learn hands-only CPR, listened to motivational speakers, and we participated in neighborhood focused asset mapping. The civic league hosted its first annual Olde Huntersville Resource Fair with the support of Block by Block funds. This event was an opportunity to connect service providers with residents who have needs and those who face barriers to employment. The event was also in support of the Norfolk Plan to Reduce Poverty.

Earlier this year, the Olde Huntersville Civic League began discussions about the present and future well-being of our neighborhood. We shared our community's strengths, weaknesses, opportunities, and threats. We recognized that we have a large population of renters in the neighborhood and we worked on goals that speak to this group. The neighborhood strategies are comprehensive and inclusive all of Olde Huntersville residents.

To lead the charge, a diverse group of residents (homeowners, renters, investors, and advisors) were assembled March 1, 2016. This highly motivated and project-focused group worked to establish a plan of action that reflects residents' desire to have a safe, healthy, inclusive community. This group also made broader community engagement a priority and a certainty. Throughout the planning process, opportunities for Olde Huntersville residents were made possible.

After several months of diligent work and commitment, eight goals were identified the support not only the work of the Norfolk Plan to Reduce Poverty, but also several City Priorities:

- Accessibility, Mobility and Connectivity
- Economic Vitality and Workforce Development
- Lifelong Learning
- Safe, Healthy and Inclusive Communities

Goal 1. Enhance Image and Appearance

The Olde Huntersville Community will have a positive image and appearance that will attract both private and public investment and will be a desirable place in which to live, work, and raise a family. The media and government will present the neighborhood as a model of successful grassroots, local, state, and federal government partnership efforts.

Through positive images and vibrant community aesthetics, we'll brand Olde Huntersville as a great place for families. There will be a strong sense of community, a healthy real estate market, and a neighborhood well connected to other resources and amenities throughout the city and the Hampton Roads region.

Goal 2. Support and Enhance Economic and Business Development

Olde Huntersville will be an economically vibrant community where residents and businesses experience financial stability and growth. We will promote Olde Huntersville as a neighborhood of opportunity where SWaM (Small, Women and Minority) businesses can hire locally.

Goal 3. Upgrade and Expand Recreation, Parks and Open Space

The appearance of the neighborhood will be enhanced with appropriate and attractive landscaping. Parks and recreation areas will be safe, clean and, attractive places to play and interact. Residents of all ages will enjoy the many recreational programs and venues offered. Youth programming will be well structured and supervised. Programs for youth, seniors, and those who are developmentally challenged will meet the needs and interests of the residents. Outdoor events, pedestrian walking and biking trails, tennis, baseball, and swimming will be provided throughout the neighborhood.

Goal 4: Improve Physical Conditions of the Neighborhood

Physical conditions throughout the neighborhood will reflect community pride and ownership. Housing will be safe and well maintained. Public streets and lots will be well maintained and aesthetically attractive. Residents will be offered opportunities to become better informed homeowners and renters.

Goal 5. Improve Access to Human Services Support

The Olde Huntersville strategies will support the need of residents with barriers to employment, those unemployed, and underemployed. The strategic plan also addresses the need to work with community partners to address educational and training opportunities for adults and youth. By working with government, non-profit, and business partners, we will create an economically viable Olde Huntersville.

Goal 6. Provide Access, Connectivity and Improve Circulation of All Modes of Transportation

Functional and attractive transportation improvements will support the livability of Olde Huntersville and will enhance the positive identification and appearance of the neighborhood. Attractive bus shelters along the major corridors will provide appropriate cover from the elements and present a sense of place and arrival. Olde Huntersville will be a walkable and healthy community with priority placed on pedestrian accessibility and mobility.

Goal 7. Create Safe and Walkable Streets

Olde Huntersville residents will feel safe in their homes, walking the streets, and sitting on their porches any time of the day. Neighbors will support and watch out for each other. The walkable streets will contribute to a sense of community and facilitate neighborhood identity and pride. The strategies will work to change neighborhood perception.

Goal 8. Enhance Neighborhood Marketability

Olde Huntersville will be a much desired community for residential living by both homeowners, renters and investors. Existing residents and businesses will develop confidence in market demand and growth in the area and invest in the rehabilitation of properties. New housing will be developed that is architecturally compatible with existing housing, is offered at various price points, and supports the goal of single family homeownership.

Olde Huntersville Strategic Actions and Implementation

OBJECTIVE	ACTION STEP(S)	TIMELINE	LEAD RESPONSIBILITY
Goal 1. Enhance Image and Appearance			
1A: Positive media coverage	a. Send press releases and write-ups to print and television media highlighting neighborhood positives	Start: Complete:	Olde Huntersville
	b. Promote community events on the Olde Huntersville website and Facebook page	Start: Complete:	Olde Huntersville
	c. Post pictures of community events and activities on the Olde Huntersville website and Facebook page	Start: Complete:	Olde Huntersville
1B: Define the neighborhood	a. Erect neighborhood gateway sign	Start: Complete:	Public Works Department
	b. Maintain landscaping at gateway sign	Start: Complete:	Recreation, Parks & Open Space Department
	c. Install neighborhood signs at identified neighborhood streets	Start: Complete:	Public Works Department
	d. Restore antique lights	Start: Complete:	Public Works Department

	e. Install banners and flags on poles	Start: Complete:	Olde Huntersville Public Works Department
	f. Develop and adopt neighborhood standards	Start: Complete:	Olde Huntersville Neighborhood Development Department
	g. Work with Department of Planning to define neighborhood boundaries	Start: Complete:	Olde Huntersville Planning Department Adjacent neighborhoods
1C: Community outreach and education	a. Create a calendar of neighborhood and city events and activities	Start: Complete:	Olde Huntersville Neighborhood Development Department
	b. Incorporate lifelong learning opportunities into civic league meetings	Start: Complete:	Olde Huntersville
	c. Provide new residents with Welcome To The Neighborhood kits	Start: Complete:	Olde Huntersville
1D: Recognize contributing individuals and business groups	a. Each quarter, the Olde Huntersville newsletter will highlight a resident in the neighborhood who has committed a positive act	Start: Complete:	Olde Huntersville
	b. Highlight local businesses in the Olde Huntersville newsletter	Start: Complete:	Olde Huntersville

	c. Allow small businesses to highlight the positives of their organization at the civic league meetings	Start: Complete:	Olde Huntersville
	d. Purchase branding items to give as tokens of appreciation	Start: Complete:	Olde Huntersville
1E: Community celebrations	a. Have events throughout the year that celebrate and/or promote Olde Huntersville	Start: Complete:	Olde Huntersville
Goal 2. Support and Enhance Economic and Business Development			
2A: Work with the Department of Planning to prevent undesirable businesses within the neighborhood as well as the boundary streets of the neighborhood	a. Meet with business owners in the initial stages to discuss their business plans and possible zoning changes	Start: Complete:	Olde Huntersville Planning Department
	b. Work proactively with the Planning Department to develop cohesive land-use strategies that support a healthy, economically viable neighborhood	Start: Complete:	Olde Huntersville Planning Department
2B: Encourage small business development	a. Work with the Department of Development to encourage and promote SWAM (Small, Women & Minority-owned) businesses and entrepreneurship opportunity	Start: Complete:	Olde Huntersville Development Department
2C: Attract businesses offering employment opportunities	a. Work with the Department of Development on workforce development initiatives	Start: Complete:	Olde Huntersville Development Department
	b. Work with NRHA (Norfolk Redevelopment & Housing Authority) to promote and use Section 3 employment in the neighborhood	Start: Complete:	Olde Huntersville NRHA

2D: Promote job opportunities in existing businesses	a. Utilize social media to post job opportunities	Start: Complete:	Olde Huntersville
	b. Create a community development corporation	Start: Complete:	Olde Huntersville Neighborhood Development Department
	c. Refer people to Opportunity Inc. and the VEC (Virginia Employment Commission) for employment and training opportunities	Start: Complete:	Olde Huntersville
Goal 3. Upgrade and Expand Recreation, Parks, and Open Space			
3A: Improve existing Huntersville Community Center	a. Monitor the annual city budget for recreational expenses and advocate for additional funds for improvements	Start: Complete:	Olde Huntersville
	b. Add a measured walking trail and exercise stations	Start: Complete:	Recreation, Parks & Open Space Department
	c. Renovate the tennis courts	Start: Complete:	Recreation, Parks & Open Space Department
3B: Expand existing recreation programs	a. Work with RPOS (Recreation, Parks & Open Space) to create youth tennis and/or golf teams that use the neighborhood community center.	Start: Complete:	Recreation, Parks & Open Space Department
3C: Enhance access	a. Request upgrades to the exterior of the community center to make the facility appear more inviting	Start: Complete:	General Services Department

	b. Request interior upgrades to make the community center more welcoming and user-friendly	Start: Complete:	General Services Department
	c. Display way-finding signs at the community center	Start: Complete:	General Services Department Public Works Department
	d. Add directory signs (or map) within the community center.	Start: Complete:	General Services Department
3D: Strengthen awareness of programs at recreation centers	a. Use of a flat screen monitor to promote programs and activities	Start: Complete:	General Services Department
	b. Use civic league social media platforms to make others aware of programs	Start: Complete:	Olde Huntersville
3E: Improve technological capabilities	a. Reconnect internet access in the main community room	Start: Complete:	General Services Department
3F: Install way-finding signs on Tidewater Drive	b. Petition the city for way finding signs to promote the community center and Attucks Theatre	Start: Complete:	Olde Huntersville Public Works Department
Goal 4. Improve Physical Conditions of the Neighborhood			
4A: Community awareness of code compliance	a. List most commonly cited codes on the civic league's website and provide a link to Norfolk codes and ordinances online	Start: Complete:	Olde Huntersville Neighborhood Development Department

	b. Once a year, engage codes enforcements officials in a neighborhood sweep	Start: Complete:	Neighborhood Development Department
4B: Promote workshops and resources for property owners, homeowners, and renters	a. Share information and dates for Fair Housing, Landlord, and Tenant, and other relevant workshops for property owners and renters	Start: Complete:	Olde Huntersville Neighborhood Development Department
	b. Work with the City of Norfolk to implement the Rent Ready program in the neighborhood	Start: Complete:	Olde Huntersville Neighborhood Development Department
	c. Work with Neighborhood Quality to identify potential blighted properties	Start: Complete:	Olde Huntersville
	d. Report overgrown and/or unmaintained lots to the Norfolk Cares Call Center	Start: Complete:	Olde Huntersville
Goal 5. Improve Access to Human Services Support			
5A: Promote community awareness of human services programs and other support programs and services	a. Promote data resource exchange on the Olde Huntersville’s website, Facebook page, and newsletter and include information in new resident kits.	Start: Complete:	Olde Huntersville
	b. Promote support programs and services on an internal electronic board at the community center	Start: Complete:	Olde Huntersville General Services Department
	c. Each year, the Olde Huntersville Civic League hosts the Olde Huntersville Resource Fair	Start: Complete:	Olde Huntersville

	d. Work with agencies that serve seniors to get information for senior residents and their caregivers	Start: Complete:	Olde Huntersville Community Agencies
	e. Establish a community liaison for senior residents	Start: Complete:	Olde Huntersville
5B: Connect youth to employment , training, and civic opportunities	a. Partner with Opportunity Inc. to connect youth to career and training opportunities	Start: Complete:	Olde Huntersville Opportunity Inc.
	b. Use the civic league’s website and Facebook page to announce job openings and training opportunities for youth	Start: Complete:	Olde Huntersville
	c. Work with the Department of Neighborhood’s Generational Changers program	Start: Complete:	Olde Huntersville Neighborhood Development Department
	d. Work with our educational partners and non-profit organizations to promote youth civic engagement and lifelong learning		Olde Huntersville Norfolk Public Schools
5C: Provide training and information on financial management	a. The civic league will partner with financial institutions and organizations to host financial management forums	Start: Complete:	Olde Huntersville Various Financial Institutions
	b. Promote the BankOn program	Start: Complete:	Olde Huntersville City Manager’s Office
Goal 6. Provide Access, Connectivity, and Improve Circulation of All Modes of Transportation			
6A: Reduce speeding in the neighborhood	a. Increase the number of speed limit signs	Start:	Police Department Public Works Department

		Complete:	
	b. Add rumble strips on the streets to encourage drivers to reduce speeds	Start: Complete:	Public Works Department
	c. Electronic surveillance on streets where speeding is a constant problem	Start: Complete:	Police Department Public Works Department
	d. Add neon backing to speed limit signs to make them more visible at night	Start: Complete:	Public Works Department
6B: Enhance and encourage use of public transportation	a. Install shelters with trash containers at the Tidewater Drive and Goff Street bus stops	Start: Complete:	Hampton Roads Transit Public Works Department
	b. Remove bus stops from Princess Anne and the east side intersection of Tidewater Drive and Goff Street	Start: Complete:	Hampton Roads Transit Public Works Department
Goal 7. Create Safe and Walkable Streets			
7A: Encourage resident participation	a. Reactive the Neighborhood Watch program	Start: Complete:	Olde Huntersville Police Department
	b. Encourage resident participation in the annual National Night Out	Start: Complete:	Olde Huntersville Police Department
	c. Participate in the annual Great American Clean Up	Start: Complete:	Olde Huntersville EARNN

7B: Deter loitering	a. Post 'no trespassing' signs on vacant lots	Start: Complete:	Police Department
	b. Identify streets with loitering problems and share the information with the Community Resource Officer	Start: Complete:	Olde Huntersville Police Department
	c. Work with the City Attorney' Office and the Police Department to create 'No Loitering' zones	Start: Complete:	Olde Huntersville City Attorney's Office Police Department
7C: Increase police presence	a. Work with the Norfolk Police Department to do strategic enforcement	Start: Complete:	Olde Huntersville Police Department
	b. Work with the Norfolk Police Department to have patrol officers interact more with residents	Start: Complete:	Olde Huntersville Police Department
Goal 8: Enhance Neighborhood Marketability			
8A: Balance affordability of high quality housing and historic sensitivity	a. Develop a partnership with NRHA to promote and encourage participation in their HOMENET program	Start: Complete:	Olde Huntersville NRHA
	b. Work the Department of Planning to develop a pattern book for the neighborhood	Start: Complete:	Olde Huntersville Planning Department Neighborhood Development Department
	c. Provide renters with information on homeownership opportunities	Start:	Olde Huntersville Neighborhood Development Department

		Complete:	NRHA
	d. Establish a home buyers' club for Olde Huntersville residents to encourage homeownership in the community	Start: Complete:	Olde Huntersville VHDA (Virginia Housing Development Authority) Urban League
8B: Support rehabilitation programs	a. Work with NRHA and other housing development entities to rehabilitate existing neighborhood homes	Start: Complete:	Olde Huntersville NRHA Neighborhood Development Department
8C: Reprogram vacant/underutilized properties and GEM lots	a. Make vacant and underutilized properties more of an asset to the community	Start: Complete:	Olde Huntersville Development Department
	b. Offer GEM lots to adjacent homeowners first	Start: Complete:	Olde Huntersville Development Department
	c. Promote GEM lots as parcels to build single-family homes	Start: Complete:	Olde Huntersville Development Department
8D: Encourage good management and reinvestment by property owners and landlords	a. Promote the Rent Ready program during the landlord roundtables	Start: Complete:	Olde Huntersville Neighborhood Development Department
8E: Create sustainable communities	a. Establish a community development corporation (CDC) to market the neighborhood and develop resident capacity	Start: Complete:	Olde Huntersville Neighborhood Development Department
	b. Encourage residents to participate in the NBN (Neighbors Building Neighborhoods) Academy	Start: Complete:	Olde Huntersville Neighborhood Development Department

8F: Addition of art, cross walks, and a marquee in the neighborhood	a. Encourage residents to display Olde Huntersville flags in their front yards	Start: Complete:	Olde Huntersville
	b. Create plaques for historically significant homes that identify the year the home was built and the name(s) of the original owners	Start: Complete:	Olde Huntersville Historical Society Local Universities and Colleges
	c. Design a stamped pedestrian crosswalk that connects the west and east sides of the neighborhood	Start: Complete:	Olde Huntersville Public Works Department