



ANNUAL IMPACT REPORT

A MESSAGE FROM
DR. SUSAN PERRY

Welcome to the Norfolk Department of Housing and Community Development's (DHCD) Annual Impact Report for fiscal year 2024. In this report, we're excited to share important updates and insights from the past year, highlighting our continued efforts to build strong, vibrant communities throughout the Mermaid City. This guide gives you a closer look at our department's initiatives, community events, and the key changes that have enhanced the quality of life for residents in the city. We encourage you to explore our various programs, which focus on creating affordable housing and supporting community growth. Discover how the dedicated work of the DHCD is helping make Norfolk a better, more inclusive city for all its residents.

HOW HUD FUNDING SUPPORTS NORFOLK RESIDENTS

Norfolk's Department of Housing and Community Development (DHCD) utilizes funding from the U.S. Department of Housing and Urban Development (HUD) to assist Norfolk residents in need. For Fiscal Year 2024, Norfolk received **\$7.054 million**, enabling the city to provide a wide range of services to our community.

Here are some key highlights of how this funding has made a difference:

- Over **29,000 residents** received essential services, including food assistance from the Foodbank of Southeastern Virginia and the Eastern Shore, healthcare, case management, and other outreach support.
- **13 Norfolk residents** were able to purchase their first homes through the First-Time Homebuyers Program.
- **7 local businesses** received economic development grants, helping to stimulate growth and create jobs in the city.
- **239 households** received rental assistance, ensuring housing stability to those in need.
- **24 homeowners** were assisted with home renovations, including 13 through the Renovate Norfolk program and 11 through the Habitat for Humanity roof repairs program.
- **817 individuals** experiencing homelessness were provided emergency shelter to help them during difficult times.
- The **Pollard Street Park Improvement Project** was completed, featuring a renovated play area, a new basketball court, and upgraded fencing, enhancing the community space.
- Construction began on the new **Fire Station 11** in July 2023, with completion expected in June 2025. This new facility will improve emergency response times and services for Norfolk residents.

This HUD funding is playing a crucial role in making Norfolk a stronger, more supportive community for all its residents.

FAIR HOUSING

In 2023, the City of Norfolk's Department of Housing and Community Development (DHCD) became the first city in Hampton Roads to partner with Housing Opportunities Made Equal (HOME) of Virginia to investigate potential violations of the Fair Housing Act by property management companies. HOME carries out fair housing testing, which involves staged rental transactions (similar to secret shopping) to detect discrimination. They also provide community outreach and fair housing training as part of their contract with DHCD.

Since the partnership began, 78 rental tests have been completed, with 21 cases requiring further investigation. However, none of these investigations resulted in legal findings. The DHCD Fair Housing Specialist, in collaboration with HOME of Virginia, will continue efforts to educate property management companies and residents about fair housing practices.

What to learn more? Visit [Norfolk's Fair Housing website](#) for more information.

TRANSFORMING VACANT PROPERTIES INTO HOUSING OPPORTUNITIES

Since Spring of 2022, the City has been converting vacant properties into valuable housing opportunities through an online auction platform. Last summer, we reached a significant milestone, surpassing **\$1 million** in total property sales.

The impact of these sales is already visible:

- Seven homes have been sold for a collective **\$2 million** in total sales, contributing over **\$25,000** in real estate taxes back to the City.
- **Five properties** are currently on the market and **seven more** are under construction.
- **23 more homes** are set to begin construction in 2025.

These sales have not only provided much-needed housing but also helped reduce the City's maintenance costs by transforming underutilized properties into valuable assets.



On December 3, 2024, the Department of Housing and Community Development was visited by Frank DonBullian, Account Manager with GovDeals. Mr. DonBullian was present to award DHCD with a certificate of achievement for having reached **\$1,000,000** in sales through the City-owned Vacant Property Auction hosted on the GovDeals platform.

BANK ON

Bank On Hampton Roads continues to be a powerful collaboration between local banks, credit unions, and community organizations, helping residents take control of their finances. This free, five-month program equips participants with the skills to improve credit, build savings, and pay off debt.

Here's a quick look at the impact Bank On has had in Norfolk throughout Fiscal Year 2024:

- **34** Norfolk residents graduated from Bank On classes held at local libraries and churches.
- **17** community events were hosted to spread awareness of Bank On and provide personal financial education.
- **4** "Master Your Money" workshops focused on the financial wellness of seniors at the Prime Plus Senior Center and Horace Downing Senior Center.

These efforts represent just a few of the ways Bank On Hampton Roads is empowering our community to achieve financial security.

ST. PAUL'S TRANSFORMATION

In 2024, the People First USI initiative continued its significant impact on former Tidewater Gardens families:

- **Economic Mobility:** Between July 2023 and June 2024, **117** residents secured new jobs, and the average household income rose to **\$37,985**, more than double what it was when we began.
- **Health and Wellness:** Ninety-eight percent of adults and 100% of children now have medical insurance, and **85%** of adults have a regular healthcare provider.
- **Fighting Food Insecurity:** **121** families received Thanksgiving food boxes, and nearly **300** residents participated in the inaugural Holiday Extravaganza, celebrating the season with food, games, and prizes.

In January 2024, the first returning Tidewater Gardens family moved into their new home in Kindred. By year's end, **45** families had joined the community, bringing new energy to this revitalized neighborhood.

- By June 30, 2024, **75%** of target residents reported earning wage income, generating **\$9.6 million** in annualized wage income from the People First Initiative, which contributes to the Norfolk economy.
- Norfolk has combined public and private investments, securing over **\$105 million** in federal and state funding to redevelop Tidewater Gardens into Kindred.
- Aspire at Church Street, offering **85** affordable units, has opened, with **21** units reserved for former Tidewater Gardens residents. The building also features an art studio, and the developer has established a scholarship fund to help graduating Norfolk students with tuition for colleges or trade schools.

- Origin Circle and Reunion, the first two buildings in Kindred, are now fully leased, marking a significant milestone in the neighborhood's transformation.
- Unity Place, with **140** units, is under construction and will open in Summer 2025. This development will offer housing for residents at all income levels and include over **26,000** square feet of commercial space, with McDonald's set as the anchor tenant.
- The next phase will bring **200** new housing opportunities, including townhomes, walk-up apartments, and manor homes, further revitalizing the Church Street area and creating a diverse, vibrant community.

HOUSING PRESERVATION

The Housing Preservation team at DHCD has worked diligently to assist Norfolk homeowners in need of renovation and repair assistance. In total, **27** eligible homeowners across the city received critical help to improve their homes.

- **13** homes benefited from essential interior and exterior repairs through the Renovate Norfolk Program.
- **14** homes received vital exterior improvements through the Strengthening Neighborhoods Program.

These initiatives are making a tangible impact by improving the quality of housing and strengthening the overall condition of our neighborhoods. We're committed to continuing this important work and supporting even more Norfolk residents in the years ahead.



Before - Renovate Norfolk



After - Renovate Norfolk



Before - Strengthening Neighborhoods



After - Strengthening Neighborhoods



THE CITY OF
NORFOLK
DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT