

Project for Pride in Living Emma Norton

Highland Bridge Block 1
October 20, 2020
Highland District Council



Guiding Principles



Mix of Uses and Activities

- Vibrant place to live, work, and recreate for all people.
- Services and amenities that meet local needs to reduce auto dependency.
- Well-designed urban neighborhood that complements and integrates into the Highland Park area and broader community.
- Mix of traditional and modern building forms, styles and materials.



Housing Variety

- Range of housing types and affordability that expand choices in the area and in the city.



Jobs and Tax Base

- Significant increase in the tax base over time that strengthens surrounding property values.
- Increased regional significance and economic value.
- Range of business and employment opportunities with an emphasis on family supporting jobs.

10.4 Affordable Housing

Overview and Intent

Housing affordability is an important need across the region, the city, and within the Highland Park neighborhood. The Housing Chapter of the city's Comprehensive Plan identifies the Ford site as an "opportunity site" for housing activities. The Housing Chapter calls for ensuring the availability of affordable housing across the city and the Ford site provides a vital opportunity to provide affordable housing for the community and the city. The following goals for affordable housing at the redeveloped site should guide public and private entities to pursue implementation strategies through policy making, funding strategies, and developer selection.

- 5% of housing units should be affordable to households earning 60% or less of Area Median Income
- 5% of housing units should be affordable to households earning 50% or less of Area Median Income
- 10% of housing units should be affordable to households earning 30% or less of Area Median Income
- Affordable units should be a mix of housing types, including townhomes, rental, ownership and senior
- Provide some affordable units within mixed-income buildings -- a blend of market-rate and affordable units
- Locate affordable units throughout the site; do not cluster or concentrate them in one area

For any housing development seeking subsidy from the City or the City's Housing and Redevelopment Authority, the affordable housing standards under Strategy 3.3 of the Comprehensive Plan's Housing Chapter shall apply as determined by the City Council or the Housing and Redevelopment Authority's Board of Commissioners.



Sibley Court, Saint Paul



Frogtown Square, Saint Paul



East Lake Rowhouses, Seattle



3,800 housing units

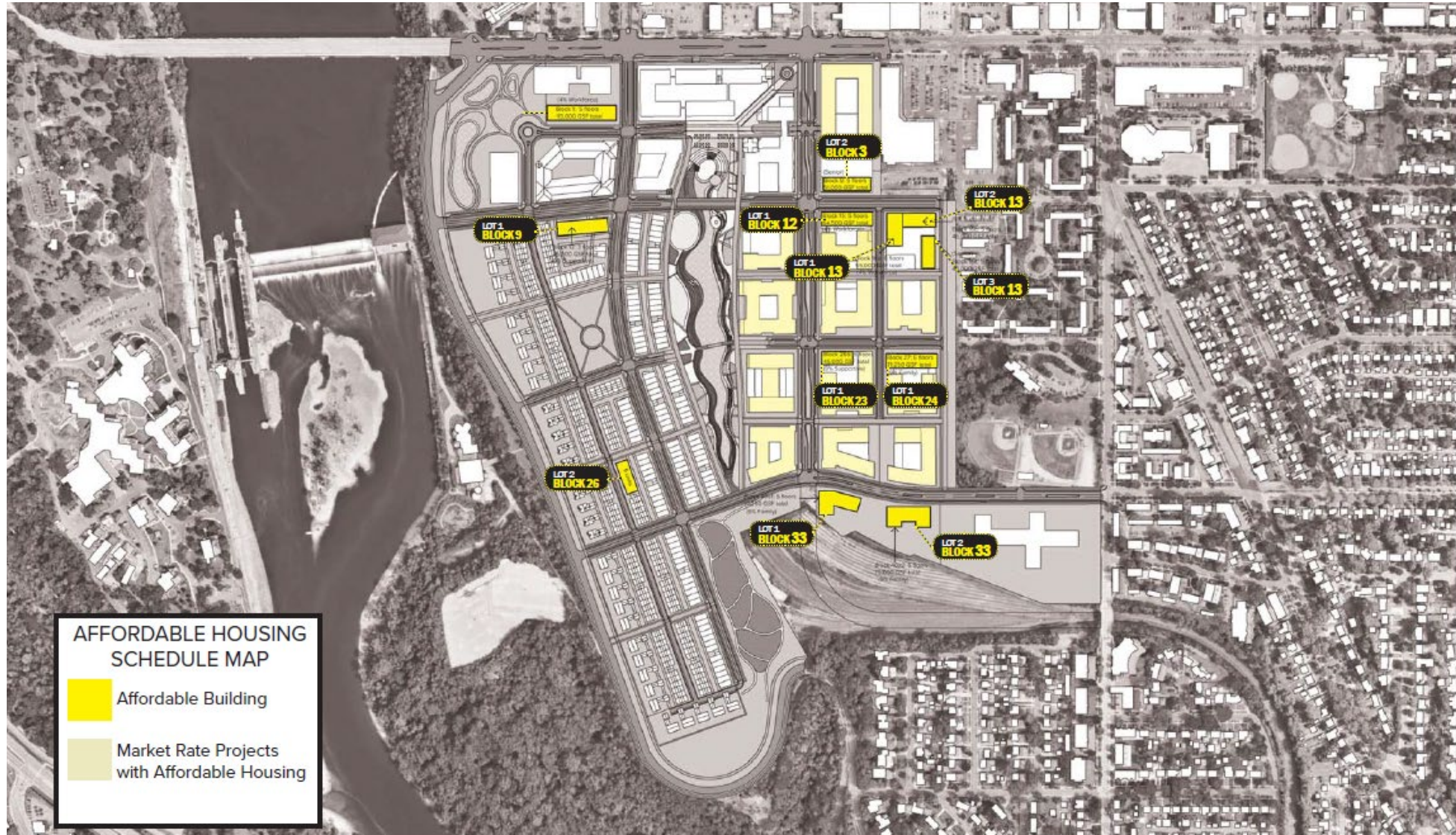
- 20% income restricted affordable
- 380 units, affordable households earning 30% of AMI
- 190 units, affordable earning 50% AMI
- 190 units, affordable earning 60% of AMI

Project for Pride in Living- will build ~364 units

CommonBond Communities- will build ~301 units

Twin Cities Habitat for Humanity- will build 6 units affordable ownership

~89 affordable units within the market rate buildings



Project for Pride in Living

- Nonprofit – started in 1972
- PPL's mission is *to build the hope, assets, and self-reliance of individuals and families who have lower incomes by providing **transformative affordable housing and employment readiness services.***
- Services to more than **13,000** people each year





PPL believes:

The most effective way to promote long-term self-reliance is by stabilizing the economics of a household. When we stabilize a household economically, we help set the stage for long-term success.



Demonstrated Track Record:

- PPL has developed owned and manages more than **1600 units** of affordable housing across the Twin Cities metropolitan area.
 - Half of our portfolio serves working families (50-60% AMI)
 - Half of our portfolio is supportive housing units reserved for individuals and families impacted by homelessness, disability, chemical dependency, or mental illness.

Our Commitment:

- Quality design; sustainable, durable development
- Responsive management
- Services to support long term housing stability

PPL's proposed Ford workforce housing project will feature:

- 75 homes for Highland Park area working people
- Studio, one, and two-bedroom apartments
- For families of four making between \$30,000 to \$60,000 per year and single people with incomes from 30% to 60% AMI



Images are conceptual and will be further refined in design process

Emma Norton housing project in partnership with PPL will feature:

- 60 homes for women in the Emma Norton program
- Studio and one-bedroom apartments
- For women making less than \$30,000 per year
- Emma Norton Corporate Headquarters



Images are conceptual and will be further refined in design process



Emma Norton

The Journey Home Begins Here

Transformational housing and growth for women and children on their journey of recovery.



- Case management
- Youth programming for ages 0-18
 - Social-emotional learning, after-school and out-of-school activities
- Housing navigation and assistance
 - Tenant workshops, eviction expungement support
- Certified Peer Support Specialists
 - Peer groups, one-on-one peer counseling
- Sanctuary Model
 - 1st nonprofit in Minnesota to implement this trauma-informed system of care



Sanctuary Commitments

Healthy people...

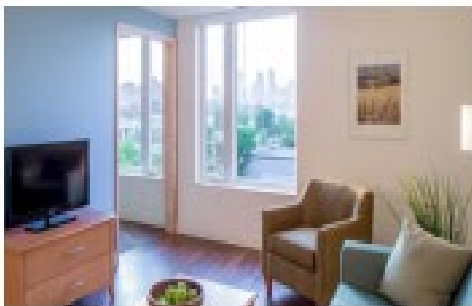
- Adapt to change
- Know how to stay safe
- Manage emotions
- Love to learn
- Communicate constantly
- Value diversity and participation
- Care about social justice
- Are socially responsible

Emma Norton Residence 2.0

New building project in next 3-5 years



- Trauma-informed design
- Input from residents and staff
- Choice around private and communal space
- Access to nature, natural light
- Feeling of comfort and safety



- Hidden corners
- White, brick walls
- Institutional feel
- Unsafe, not conducive to healing



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