

HIGHLAND PARK– SOUTHERN TIP



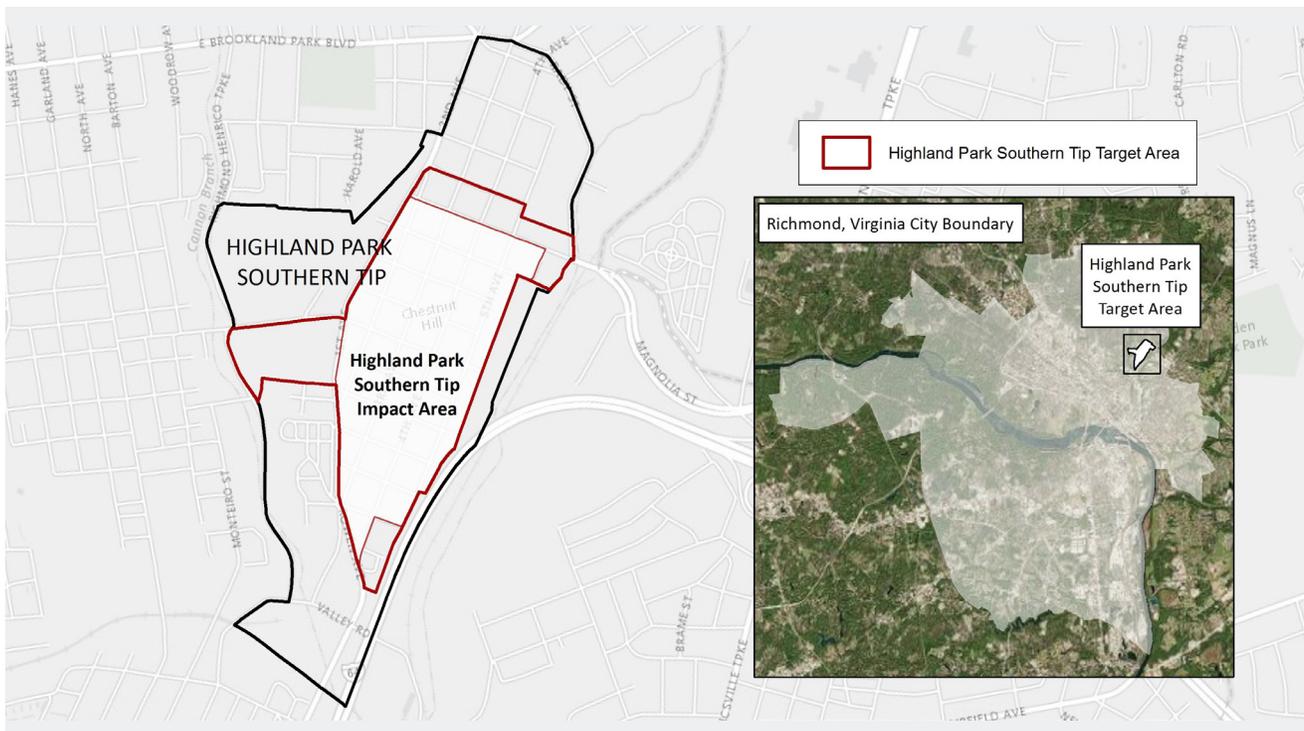
Neighborhoods in Bloom Retrospective

NEIGHBORHOOD HISTORY

In its early days, Highland Park – Southern Tip, also referred to as Chestnut Hill Plateau, was a middle class “street car” suburb of the City of Richmond. Development of this land, originally a farm owned by prominent Richmond resident Samuel DuVal (1714–1784), did not truly start until 1890. A strong and steady demand for middle-class housing in the area prevented the economic downturn many other neighborhoods experienced in 1893. Jobs in the area supported the ongoing construction and maintenance of mostly single-family homes of various architectural styles.

In the first half of the 20th century, the Highland Park community continued as a middle-class white area, but that began to change in the 1960s. By 1970, about 70 percent of the properties in this neighborhood had changed hands and racial ownership. Real estate salesmen at the time persuaded white home owners to sell their homes at low prices, playing on racial fears of a quickly-transforming neighborhood demographic. Those homes were then sold to black residents at high rates, often creating profits for the agents.

Map 1: Neighborhoods in Bloom Impact and Target Areas – Highland Park – Southern Tip



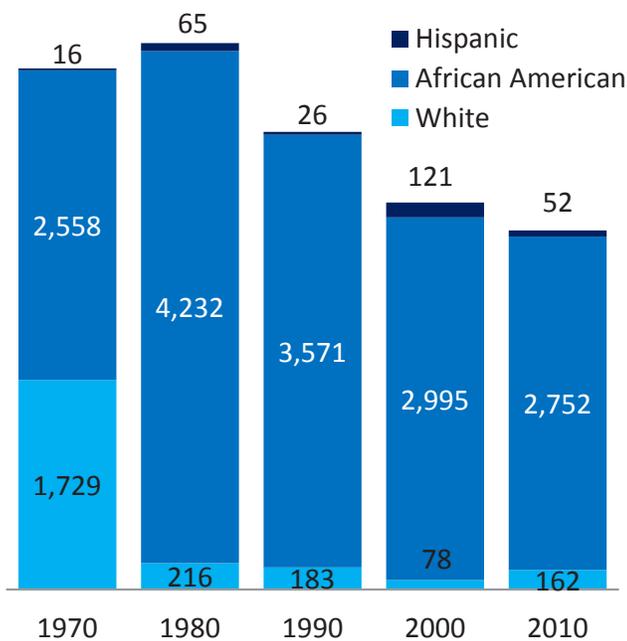
During the 1980s and 1990s, a large number of Highland Park residences deteriorated, and subsequent housing price depreciation motivated higher income residents to move out of the area. The neighborhood also experienced an increase in crime rates over this time period.

In 1988, the Highland Park Restoration and Preservation Program (HP-RAPP) was formed to improve the declining housing stock. The initiative, which later changed its name to the Highland Park Community Development Corporation, was sponsored by the City and funded through the Housing Conservation Program and Community Development Block Grant (CDBG) funding through the early 2000s.

NEIGHBORHOOD CHANGE

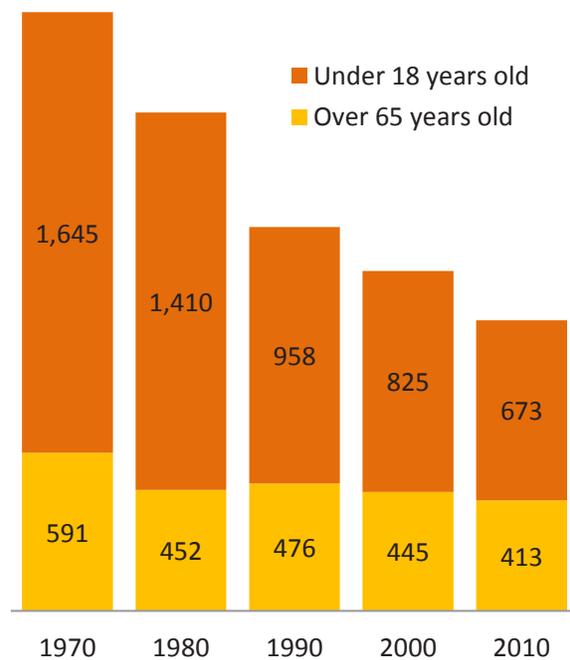
The population in the census tract containing the Highland Park – Southern Tip target area decreased from 4,508 residents in 1980 to 2,957 residents in 2010. The area has been predominantly African American since around 1980, at which point the number of African American residents reached 93.9 percent (see Figure 1). The census tract surrounding Highland Park – Southern Tip experienced decreases in the numbers of residents under 18 years old and over 65 years old from 1970 to 2010. While 38.1 percent of area residents were under 18 years old in 1970, the percentage decreased to 22.8 percent by 2010.

Figure 1: Racial Composition in Highland Park – Southern Tip’s Surrounding Census Tract, 1970-2010



Note: Sample only includes individuals who self-identify as one race.
Source: GeoLytics, Neighborhood Change Database (1970-2010).

Figure 2: Age Composition in Highland Park – Southern Tip’s Surrounding Census Tract, 1970-2010



Source: GeoLytics, Neighborhood Change Database (1970-2010).

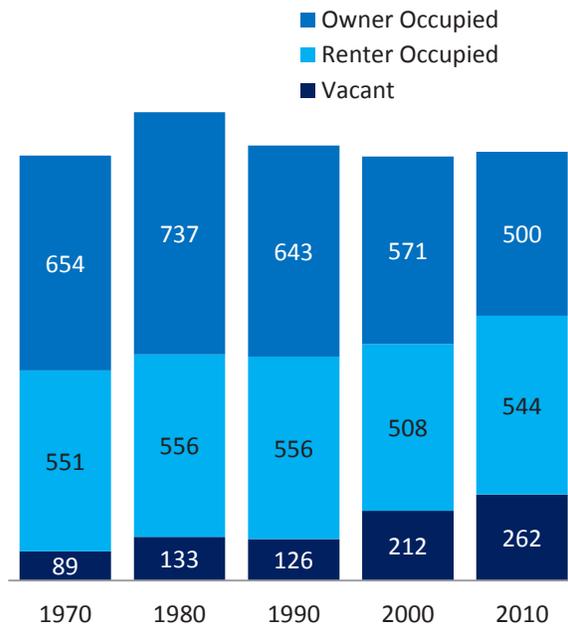
Note: When measuring the investment and impact of NiB in the early 2000s, the City and external researchers defined the Highland Park – Southern Tip measurement area as the census tract that contained the target area. This profile also uses that definition, and the measurement area includes the following 2010 census tract: 51760010900.



The census tract containing Highland Park – Southern Tip has consistently maintained a relatively equal split between owner-occupied housing units and renter-occupied housing units from 1970 to 2010 (see Figure 3). The tract’s homeownership rate peaked in 1980 at 51.7 percent. Decennial census data indicate that the homeownership rate has fallen more recently, with 38.3 percent of occupants owning their homes in 2010.

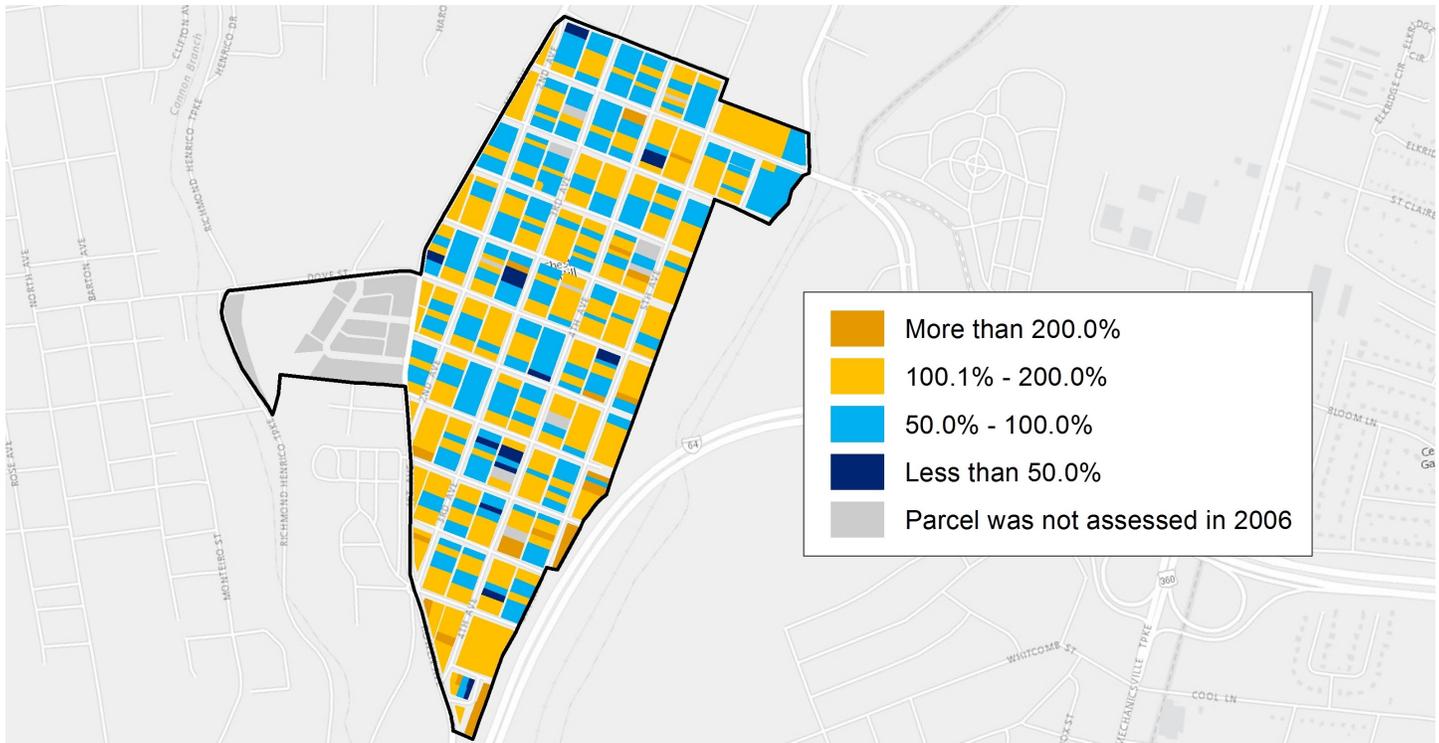
Of the 500 Highland Park – Southern Tip residential land parcels that were assessed both in FY2006 — immediately following the official end of the NiB program — and in FY2016, 259 (51.8 percent) experienced an increase in nominal assessment value (see Map 2). Of these, 22 parcels (4.4 percent) more than doubled their 2006 assessed value by 2016. Five parcels (1.0 percent) experienced no change in nominal assessment value over the 10 year time period and 236 parcels (47.2 percent) had a lower nominal dollar value in FY2016 than in FY2006.

Figure 3: Housing Occupancy in Highland Park – Southern Tip’s Surrounding Census Tract, 1970—2010



Source: GeoLytics, Neighborhood Change Database (1970-2010).

Map 2: 2016 Assessment Value as a Percent of 2006 Assessment Value in Highland Park – Southern Tip



Source: City of Richmond Assessment Data, FY2006-FY2016.

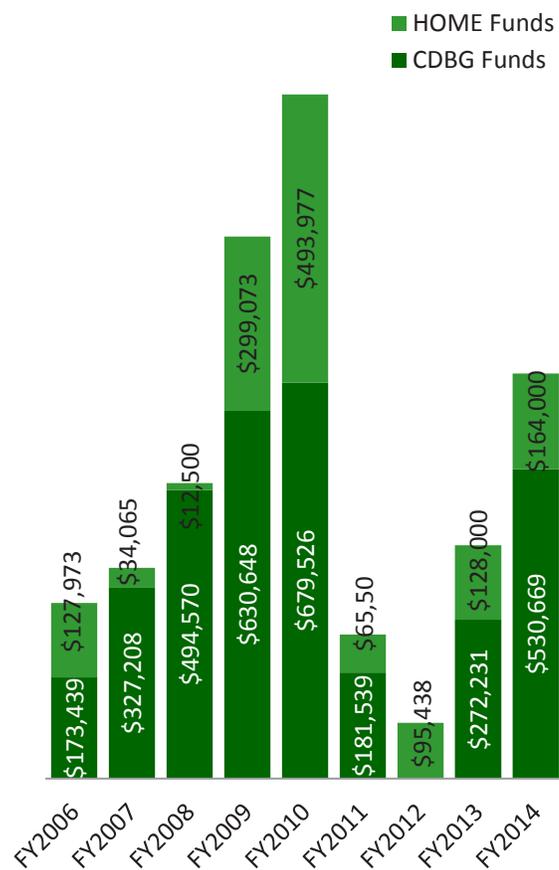


INVESTMENT AFTER NEIGHBORHOODS IN BLOOM

Public Investment

After NiB officially ended, the City’s investment in Highland Park – Southern Tip increased year-over-year until it peaked in FY2010 at over \$1.1 million (see Figure 4). Local government investment in the neighborhood then sharply decreased in FY2011 and was lowest in FY2012 at \$95,438. The neighborhood received increasing amounts of CDBG and HOME Investment Partnerships Program (HOME) funding in FY2013 and FY2014, although these amounts did not reach FY2009 and FY2010 levels.

Figure 4: Local Government Investment in Highland Park – Southern Tip (FY2006-FY2014)



Source: City of Richmond CAPER Reports, FY2006-FY2014.

Nonprofit Investment

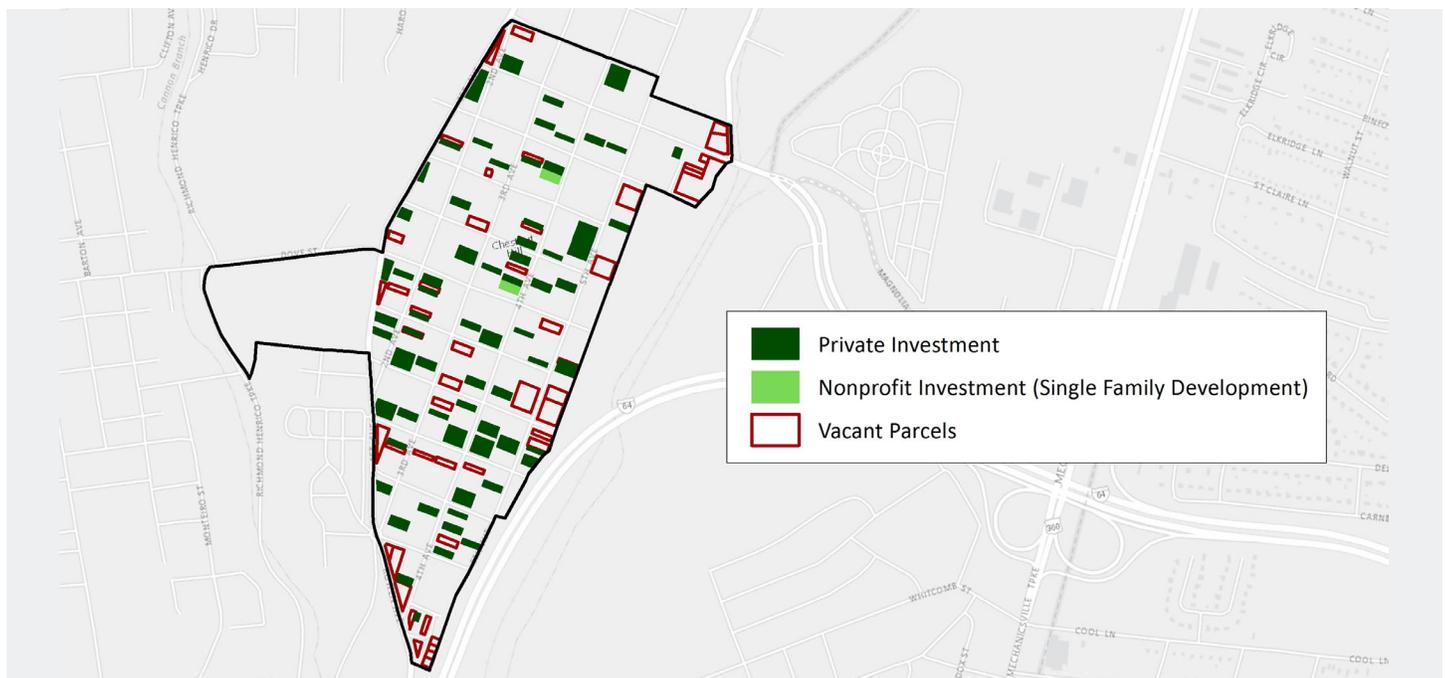
The nonprofit organizations operating in Highland Park – Southern Tip during NiB included the Richmond Redevelopment and Housing Authority (RRHA), Highland Park Community Development Corporation, project:HOMES (formerly ElderHomes), Housing Opportunities Made Equal (H.O.M.E.) and the Chestnut Hill Civic Association. These organizations invested in Highland Park – Southern Tip through the construction of new housing units, the rehabilitation of existing units and the provision of housing counseling services. In total, nonprofit development groups invested an estimated \$185,000 in two Highland Park – Southern Tip properties from 2006 to 2015 (see Map 3), and both properties experienced property value increases. At the same time, H.O.M.E. provided approximately \$94,140 in down payment assistance to 10 Highland Park – Southern Tip homeowners.

As of 2016, 8.1 percent of the parcels in the Highland Park – Southern Tip NiB target area were vacant, which is 4.2 percentage points less than the overall vacancy rate in the City (see Map 3).¹ The 2015 American Community Survey (ACS) 5-year estimates indicate that 56.8 percent of residents in the census tract containing the Highland Park – Southern Tip target area are housing-cost burdened, meaning they spend more than 30 percent of their household income on housing costs.² This figure is 10.9 percentage points above the 45.9 percent of housing cost-burdened residents in the City as a whole.

According to the 2015 ACS 5-year estimates, the census tract that contains the Highland Park – Southern Tip target area has a median family income of \$31,250 and a poverty rate of 24.3 percent. By comparison, the City has a median family income of \$50,307 and a poverty rate of 19.3 percent.



Map 3: Nonprofit Investment and Vacant Parcels in Highland Park – Southern Tip (FY2006-FY2015)



Note: This map quantifies investment based on property sales and renovations, and thus may underestimate reinvestment.
 Source: City of Richmond Property Sale Data, Building Permit Data and Land Use Data, FY2006-FY2015.

CONTINUING TO BLOOM: HIGHLAND PARK – SOUTHERN TIP TODAY

In 2008, a public housing project named Dove Court was demolished in Highland Park – Southern Tip.^{3,4} In its place, RRHA and private developer Laurel Street Residential constructed a \$22.9 million, 250 unit mixed-income housing complex called Highland Grove.⁵ As of 2017, Highland Grove was fully occupied, with staff reporting steady interest from prospective residents.⁶

Boaz & Ruth, a neighborhood nonprofit that renovates commercial and residential properties and offers job training to formerly incarcerated community members, opened in Highland Park – Southern Tip in 2002. By 2012, the organization had restored 13 properties, including four commercial sites and nine residential properties

that house formerly incarcerated individuals in need of stable housing. Boaz & Ruth has also graduated almost 90 individuals from its job training program.

The Six Points Innovation Center (6PIC), a center that provides neighborhood youth with access to after-school programming, opened in Highland Park – Southern Tip in June 2017. 6PIC is located in a building owned by Boaz & Ruth and is supported by Storefront for Community Design, Saving Our Youth, Groundwork RVA, ART180, the Virginia Local Initiatives Support Corporation (LISC) and the Community Preservation and Development Corporation.

Cover photo by Emily Wavering

1 The American Community Survey 2015 5-Year Estimates for the City indicate a vacancy rate of 12.3 percent.

2 The share of the population that is housing-cost burdened may be a function of housing supply, housing prices, household incomes and personal preferences.

3 [Alix Bryan and Jones, Sandra, "City moves forward with former Dove Court renovations," WTVR News \(March 1, 2012\).](#)

4 [Burl Rolett, "Apartment launch opens door to new era," Richmond BizSense \(October 11, 2013\).](#)

5 [Scott Wise and Jones, Sandra, "Old neighborhood gets multi-million dollar makeover," WTVR News \(March 15, 2013\).](#)

6 Phone call with Highland Grove leasing agent, June 16, 2017.

