

## COVER PAGE

### **Organization Contact Information**

Legal Name: St. Paul NIDA, Inc.

Tax ID Number: 35-2370056

Physical Address: 140 West Franklin Street, Unit 206, CH, 27516

Mailing Address: same

Organization's Website: St.PaulNIDA.org

Date of Incorporation: 2009

Executive Director Name: Rose Bynum (Treasurer, Board of Directors)

Telephone Number: 919-302-1223

E-Mail: stpaulnida@gmail.com

**Funding Request**Project Name: St. Paul VillageTotal Number of Units Included in Funding Request: 350Total Project Cost: \$33MTotal Amount of Funds: \$1,000,000Please specify the **type** and **amount** of funding requested:☒ Affordable Housing Bond: \$850,000☒ Grant☐ Loan☐ Affordable Housing Fund: \$\_\_\_\_\_☐ Grant☐ Loan☐ Affordable Housing Development Reserve: \$\_\_\_\_\_☐ Grant☐ Loan☒ American Rescue Plan Act : \$150,000☒ Grant☐ Loan**\*\*New this year.** If you are NOT requesting a loan, please describe your reasoning: X

**Rationale for not requesting a loan:** Previous funding of the pre-construction activities both past and currently were totally based on donations and fund-raising efforts which creates unpredictability in cash flow timing; the variability of timing in which peak funding occurs makes it unreasonable to commit to a desired loan amount and terms of repayment unlike a grant. Without an expeditious funding source of the requested amount, a considerable delay in meeting our current timeline goals and therefore a further delay in meeting our deliverable of equitable affordable housing needs within this community, a desire shared by all of us. This project enterprise has invested well over \$1.5M to date independently of any municipal financial support as we proceeded in obtaining the previous SUP approval, purchasing 20 acres of land, demolition, property clean-up to name but a few. This is the only project of this magnitude taken on by an Afro-American group to invest time and money to help this community achieve a major footprint in affordable housing. We therefore believe a grant request is warranted.

*Note: the Town will analyze project financials to determine the project's ability to support a loan, regardless of the type of funding requested. Staff will use the project's Debt Coverage Ratio as the key tool in determining the project's recommended funding structure.*

Loan Terms Requested, if applicable, (provide a concise description, including interest rate, term length, amortization schedule):

Proposed Use of Funds Requested (provide a concise description, not to exceed 100 words): X

In the next 12-18 months intense work in many areas is needed in preparation for construction in 2023. The approval process to construction readiness include among other things key expenditures include costs for engineering, architectural renderings, routine legal fees, project manager/administrative support, geotechnical/environmental studies, and environmental legal fees. The expenses are expected to be significant for permit costings e.g., erosion control, stormwater management, encroachment/right-of-way agreements, NCDOT-related, 401/404 wetland permits, OWASA, easement building permits etc. Site preparation expenses include demolition and removal of existing structures, (e.g., septic and well removals), clean-up of illegal dumping, significant stormwater management, and site clearing/reforestation.

**1. Type of Activity.** Please check the category under which your project falls.

- ☐ Acquisition
- ☒ Predevelopment activities
- ☒ Infrastructure/site improvements
- ☐ New construction for homeownership
- ☒ New construction for rental housing
- ☐ New construction of emergency shelter
- ☐ New construction of transitional/supportive housing
- ☐ Rental housing subsidy
- ☐ Homeownership assistance
- ☐ Owner-occupied rehabilitation
- ☐ Rental rehabilitation
- ☐ Other (*specify*): \_\_\_\_\_

**To the best of my knowledge and belief all information and data in this application is true and current.  
The document has been duly authorized by the governing board of the applicant.**

Signature: *Willie Deese*  
Executive Director/Board of Director

9-29-2022  
Date

**DISCLOSURE OF POTENTIAL CONFLICTS OF INTEREST AND NON DISCRIMINATION CLAUSE**

Are any of the Board Members or employees of the organization which will be carrying out this project, or members of their immediate families, or their business associates:

**YES**   **NO**

- ☐ ☒ a) Employees of or closely related to employees of the Town of Chapel Hill?
- ☐ ☒ b) Members of or closely related to members of the governing bodies of the Town of Chapel Hill?
- ☐ ☒ c) Current beneficiaries of the program for which funds are being requested?
- ☐ ☒ d) Paid providers of goods or services to the program or having other financial interest in the program?

If you have answered YES to any question, **please provide a full explanation below.**

**NON-DISCRIMINATION**

Provider agrees as part of consideration of the granting of funds by funding agencies to the parties hereto for themselves, their agents, officials, employees and servants agree not to discriminate in any manner of these basis of race, color, gender, national origin, age, handicap, religion, sexual orientation, gender identity/expression, familial status or veterans status with reference to any activities carried out by the grantee, no matter how remote.

**To the best of my knowledge and belief all of the above information is true and current. I acknowledge and understand that the existence of a potential conflict of interest does not necessarily make the program ineligible for funding, but the existence of an undisclosed conflict may result in the termination of any grant awarded.**

Signature: Willie Deese  
Executive Director/Board of Director, Chair

9-29-2022  
Date

## ORGANIZATION INFORMATION

### 1. **Organization Mission** *(no more than a few sentences):*

The mission of St. Paul Neighborhood Improvement Development Association (NIDA), Inc., a 501 (c) (3) nonprofit organization, is to significantly stimulate community and economic development through the creation of eco-friendly and sustainable enterprises including, but not limited to affordable housing, family and senior housing, education and cultural awareness, and any business enterprises that will impact the lives of citizens and communities.

### 2. **Organization Staff:** Please provide names of staff, contractors, and/or volunteers that will be involved with the project. Describe their responsibilities with the project and track record in successful completion of similar projects in the past.

**Current Board members include Rose Snipes Bynum, Burnice Hackeny, and Willie Deese. This team has been engaged with the project since its inception under the previous SUP and continues with the expanded project. Dianne Peerman-Pledger, provides consulting and administrative and fundraising services on a part time basis and has been with the project since its inception, See below their credentials**

**CLDR (Center for Leadership Development and Research, Inc is the developer and financial team that will coordinate and lead the construction through completion and guarantee the financial basis from the onset of construction through the life of the project including the affordable housing construction and sustainability. Their experience in this area include:(See below)**

#### **WILLIE DEESE , Board Chair**

- St. Paul Village Project
- Member & Principal Supporter of St. Paul Capital Campaign through SUP Approval & Extension
- Former President of Global Manufacturing, Merck & Company, Inc. where he led global manufacturing, supply chain management, logistics/distribution, procurement and Lean Six Sigma, with oversight of 42 (98 at time of merger) manufacturing sites spanning 30 countries, an annual operating budget of \$9.0 billion and capital budget of \$2.0 billion.
- Fortune 200 Executive Leadership (Board Director); Director on four domestic and international company boards; recognized for his proactive contributions defining healthy, engaged corporate cultures, with specific areas of focus, including ESG values/standards, Diversity & Inclusion

#### **DR. ROSE SNIPES, Treasurer**

- St Paul Village Project (Chair)
- Chair of St. Paul Capital Campaign through SUP Approval and Extension
- Currently Senior Medical Director & Lead Clinical Development Researcher at UCB Biosciences
- Retired VP of US Medical Affairs, GlaxoSmithKline
- Former Asst Professor UNC Dept. Medicine UNC, Nephrology (currently applied services)
- Local Resident of Chapel Hill community for 40 plus years

## **BURNICE HACKNEY, Secretary**

- St. Paul Village Project
- Board of Trustee Pro-Tem St. Paul AME Church (Chair)
- Vice Chair St. Paul Village Capital Campaign through SUP Approval and Extension
- Currently Board of Directors and Treasurer for Justice United
- Advisory member to Chancellor Commission on Race History between University and Local Community
- Lifetime resident of Chapel Hill

## **Project Team: CENTER FOR LEADERSHIP, DEVELOPMENT AND RESEARCH, INC (CLDR)**

**CLDR** has provided decades of Technical Assistance in the areas of: Space Utilization Studies; Desk Audits; Campus and Facility Infrastructure Planning/Development; Planned and Deferred Maintenance; and Capital Campaigns for 'Bricks and Mortar' Projects. CLDR has joined a growing number of companies, and organizations developing innovative Infrastructure from Design, Build, Finance, Operate and Maintain. CLDR intends for projects to be Transformative community endeavors.

The Center for Leadership, Development, and Research has made a commitment to help Colleges, Universities, Churches and the underserved communities create Transformative Development Plans to enhance their brand, Academic Excellence, and quality Teaching/ Learning environments where generations of future visionaries and world leaders will matriculate. The CLDR helps clients: Understand the nuances of how best to navigate the process from 'Concept to Ribbon Cutting to Move-In; Solve immediate needs for new housing, conference centers, and other facilities/amenities. CLDR takes pride in identifying a cadre of highly qualified partners, including Master Planners, Architects, Construction Teams, Builders, Landscapers, Interior Designers, and others; Build award-winning, multi-use facilities and create landscaping designs all to transform entire communities.

**DR. MABEL P. PHIFER** Chair/CEO, Center for Leadership, Development, and Research, Inc.; Founder and Former President, Black College Satellite Network, one of the first Distance Education Networks in the USA, and served as VP for Planning/Development and then President of the Robert R. Moton Institute, providing Consultant Services and Technical Assistance to colleges and universities, including all HBCU's; Dr. Phifer has sixty years of experience in both Secondary and Higher Education.

**JAMES C. PARKS** Former Director, Office of Contracts and Procurement for the District of Columbia; Director of Contracts, US Department of Homeland Security with a major focus on contracts for in support of US Activities in Iran, Iraq and Afghanistan, and US Department of State, Washington, DC; Former Vice-President, Miller Brewing Company which included responsibility for overseeing construction of new Miller Brewery sites across the country; member of the CLDR Education Reform Team.

**GERALD F. POE** Has extensive experience in the construction industry which includes construction of housing, highways and airport runways; Mr. Poe was the first Black Chemist hired by Canon Mills; He was a B-52 Pilot in Vietnam, flying 186 combat missions; Commercial airline pilot with Eastern Airlines; FAA certified Drome Pilot; Served 25 years as Chief Satellite, Telecommunications, and Broadcast Engineer at the Black College Satellite Network. Has extensive experience working with HBCUs; member of the CLDR Education Reform Team; Advanced Technology Integrators, LLC. IT/Telecommunications/ Facilities Consultant; IT and Facilities

Consultant at Wilberforce University. He served as an IT consultant at Allen Universities. Expertise in Technology Infrastructure, Distance Education, Facilities, Construction, and Maintenance.

**REAR ADMIRAL (RET) LARRY POE** President, The Poe Group, LLC; Admiral Poe served 40 years in the United States Navy, DIA, and the CIA, as a Specialist in Intelligence, Remote Sensing and Imagery; Management and Leadership Development. RADM Poe served as the United States Defense Attaché to France, housed at the American Embassy in Paris (the highest-ranking US Military Officer in Europe). Adm. Poe also served as Director of Naval Intelligence, and as Inspector General in Iraq, where he established the first US Embassy in Bagdad; member of the CLDR Education Reform Team; One of the first five African American's to ever Graduate from the University of North Carolina at Chapel Hill in 1965.

**TRACEY WILLIAMS-JOHNSON** Focus area, Organizational Development, Planning, and Project Development; member of the CLDR Education Reform Team; Member of the Board of Visitors, University of North Carolina at Pembroke (UNCP), Former Director of Recruiting and Assistant Women's Basketball Coach, University of North Carolina at Chapel Hill, served in this position for 20 years; Former VP of Player Personnel and Director of Operations, American Basketball League; Former Assistant Director of USA Basketball Women's Programs (1996 Olympics).

## **CLDR Architectural Partner: Perkins & Will**

Perkins & Will is the 2<sup>nd</sup> largest Architectural Firm in the Country.

- Has two locations in North Carolina in both Durham and Charlotte; 55 people in the Durham office; 25 people in the Charlotte office
- Zena Howard is the Managing Director and Principal of Perkins and Will.
- Phil Freelon who recently passed away last year was one of the Architects on the project. Phil and Zena worked hand in hand and when he was diagnosed with ALS in 2017 and Principal Zena Howard became the Managing Director.

### **Selected Experience**

#### **Smithsonian Institution**

National Museum of African American History and Culture  
Washington, DC

#### **Motown Museum Expansion**

Detroit, Michigan

#### **Museum of Contemporary Art of the African Diaspora (MOCAAD)**

Miami, Florida

International Civil Rights Center & Museum

Greensboro, North Carolina

#### **Lucy Craft Laney Museum of Black History (Study)**

Augusta, Georgia

#### **Destination Crenshaw**

Los Angeles, California

#### **City of Vancouver**

Hogan's Alley  
Vancouver, British Columbia

#### **City of Greenville**

Greenville Town Common  
Sycamore Hill Gateway Plaza Greenville, North Carolina

#### **Charlotte Second Ward**

Brooklyn Village Neighborhood  
Charlotte, North Carolina

#### **District of Columbia Public Library**

- Tenley-Friendship Library  
- Anacostia Library  
Washington, DC

#### **Durham County Libraries**

- East Regional  
- North Regional  
- South Regional Durham, North Carolina

## **Perkins & Will Team:**

### **ZENA HOWARD, FAIA, LEED AP® BD+C Managing Director, Principal**

Zena has been integral in developing and realizing Remembrance Design™, an urban and architectural design process that engages historically under-served and negatively impacted communities to redress painful issues,

bridge diverse experiences, inspire resilient communities, and infuse culture into projects. She embraces cross-disciplinary collaboration as an essential design tool to integrate a broad range of experience and specialized knowledge, such as urban design, public policy, art, history, economics, and anthropology, into the architectural process.

Early in her architecture career, Zena adopted the view that great design should be accessible to everyone. More than creating a beautiful space, Zena leads projects that successfully navigate social issues of equity and justice—honoring history and memory and restoring lost cultural connections. “The power of place is amazing. Form, color, proportion, and concept are standards of design. Reaching past those—to offer identity and an authentic design narrative—connects people to places and spaces in a way that is celebratory and resilient.”

### **MALCOLM E. DAVIS, AIA Practice Leader, Senior Associate**

Malcolm has an acute understanding of the need for complementing economic development initiatives to balance cultural destinations is a key factor in the way that he encourages project teams to develop respectful, yet innovative solutions that lead to active hubs for individual, community, and commercial growth.

"Experiencing life out in the communities of the people that you are designing for brings credibility to our work. When you are able to listen to folks, to interact with them socially, the more conversations you have and the more genuine you are about it, the more stories you hear and the more you learn."

Metcon is a North Carolina owned and operated full-service commercial general contracting operation.

As Carolina’s largest minority owned construction firm, they have a unique perspective that is invaluable in the industry. They have become a leader in not only UNC System Construction but Government projects such as the City of Raleigh Operations Facilities, Ft Bragg Special Operations Center, Duke Healthcare Facilities and other Infrastructure projects that include 751 Development Project in Durham.

Metcon has a true appreciation for the environment, sustainable construction, and environmental stewardship. They are the leader in the construction of energy positive buildings that generate more energy than they consume. Metcon has completed more energy positive buildings than any other construction firm in the US and (3) of their energy positive projects have won national “Best of the Best” awards from Engineering News and Record.

They are committed to providing a quality, cohesive building experience resulting in a first-class facility.

Click on the links for more info on Perkins & Will Projects:

National Museum of African American History and Culture - Perkins and Will

<https://perkinswill.com/project/national-museum-of-african-american-history-and-culture/>

Destination Crenshaw groundbreaking celebrates Black L.A. - Perkins and Will

<https://perkinswill.com/news/destination-crenshaw-groundbreaking-celebrates-black-l-a/>



Perkins and Will-designed Motown Museum expansion gets underway in Detroit  
<https://archinect.com/news/article/150162842/perkins-and-will-designed-motown-museum-expansion-gets-underway-in-detroit>

# of FTE – Full-Time Paid Positions: 0

# of FTE Part-Time (less than 40 hours/wk) Paid Positions: 1

3. **Agency Track Record:** Briefly describe three relevant and substantially similar affordable housing development or preservation projects completed by the organization in the last 10 years (preferably 5 years).

**NO AFFORDABLE HOUSING PROJECT DEVELOPMENT OR PRESERVATION PROJECTS HAVE BEEN COMPLETED IN THE LAST 10 YEARS.**

The project description should include:

- Location
- Scope and scale of project
- Total development budget and financing sources
- Indication of whether the projects were completed on budget and on time. If not completed on budget and on time, please describe why.
- Photos/illustrations of completed project

For all projects for which you have received Town funding within the last 5 years, please provide the information below.

Project Name	Project Type	Amount of Funding Approved	Is the Project Completed? (Yes/No)	Was the project completed on schedule and within budget? If not, why?

**\*Add rows as needed to reflect additional projects that have received Town funding within the last 5 years.**

## PROJECT INFORMATION

4. **Project Description:** Please provide a general overview of your project, including what you are planning to produce and how you are planning to carry out the project. *(in 100 words or less).*

St. Paul Village is a unique community within the Roger's Rd community in North Chapel Hill. providing 93 one, 2, and 3 bedroom upscaled affordable units blended within a total of 350 units inclusive of 100 unit structure designated for seniors The project embraces historical aspects of the community and the church: e.g. memorial gardens, reflection fountain, commemorate walkways as well as a small museum within a state-of-the art community center complex. The housing sector will be in proximity to both outdoor and indoor recreational facilities as well mixed used components. The financial backing will be run by CLDR.

5. **Affordability Term.** Is the proposed project permanently affordable (*99 year affordability term*)?

**X Yes**

If no, what is the affordability term of the proposed project?

Briefly describe any methods to ensure long-term affordability of housing units, including subsidy recapture, equity sharing, and deed restrictions. **NA**

6. **Leverage:** How much funding is committed at the time of submission of this application?

**\$29 million has been committed at this time.**

What percentage of funding for the proposed project would be leveraged from sources other than the Town?

**97%**

*(Please provide documentation of how you calculated leverage as well as funding commitment letters if applicable).*

**CALCULATED LEVERAGE:**

*97% (Documentation:  $\$1M \div \text{Project Total of } \$33\text{ M} = .0333$  (3 percent ); 100 percent minus 3 percent = 97 percent of Project funds to be leveraged from sources other than the Town.)*

**7. Project Profile**

***Insert project information below***

<b>Location</b>	1604 Purefoy Dr, Chapel Hill NC, 27516				
<b>Size</b>	20.5 acres				
<b>Total Number of Units</b>	350 Units				
	<b># of Total Housing Units</b>	<b># of Bathrooms</b>	<b>Square Footage</b>	<b>Proposed Rent Range Based on AMI</b>	<b>Projected Cost Per Unit Including Utilities</b>
<b>Studios</b>	0				
<b>One-bedroom</b>	112	1	1000	\$550-1515	
<b>Two-bedroom</b>	162	2	1400	\$850-1800	
<b>Three-bedroom</b>	76	2.5	1600	\$1337-2150	
<b>Four-bedroom</b>	0				
<b>Area Median Income Served</b> <i>(insert # of units by AMI)</i>					
<b>&lt;30%</b>					
<b>31-60%</b>	35				
<b>61-80%</b>	58				
<b>81-100%</b>	257				
<b>&gt;100%</b>	X				
<b>Target Population</b> <i>(check all that apply)</i>					
<b>Families</b>	<input checked="" type="checkbox"/>				

<b>Older Adults (Age 55+)</b>	<input checked="" type="checkbox"/>
<b>Disabled</b>	<input checked="" type="checkbox"/>
<b>Homeless</b>	<input type="checkbox"/>
<b>Veterans</b>	<input checked="" type="checkbox"/>
<b>Other (specify)</b>	<input type="checkbox"/>
<b>ADA Accessibility</b> (insert # of total units)	25 UNITS (Exceeds Section 504, ADA Requirements)
<b>Total Development Cost Per Unit</b>	\$94,285. (Average cost per unit)
<b>Per Unit Subsidy</b>	
<b>Debt Coverage Ratio (DCR)</b>	Lowest DCR _____ Highest DCR _____
<b>Town Planning Approvals Received</b> (as of the date of application)	<b>No Approval of Note: previous SUP approved but this is an expansion of the original with only 88 total units with 15 affordable units inclusive</b>

8. **Energy Efficiency:** Will the proposed project meet the standards and requirements of [Energy Star 3.0](#) or standards outlined in the latest [NCHFA QAP](#) as verified by an independent, third party expert?

☒ Yes

☐ No

If not, please briefly describe all of the energy efficiency features included in the proposed project:

9. **Universal Design:** Please briefly describe the universal design features included in the proposed project:

No-Step Entry, Wider Doorways, Wide Hallways, Extra Floorspace, Non-Slip Surfaces, where required, Good Lighting, Rocker Panel Light Switch, Lever-Style Handles, Ramps, Curbing Cuts for Wheelchair Access, Rails where needed, Varied Counter Height, sand many others as required in every facility according to Achitectoral design specifications for Ease of Use/Operation and Safety.

#### 10. Social Equity

- a. The Town encourages projects not to discriminate based on a tenant's income source. Is your project subject to any policies that restrict any external funding sources for rent, security deposits, and/or other tenant costs (e.g., Emergency Housing Assistance, Housing Choice Vouchers, Rapid Re-Housing, family contributions, etc.)? If yes, please explain what will not be accepted and why. **NO**

- i. Will the project accept all types of housing vouchers (i.e., HCV, EHV, RRH, PSH, etc.)? If not, which type(s) of housing voucher do you not accept and why? **YES**

- b. Please describe how you have involved the intended beneficiaries of the proposed project in the planning and design process (in 100 words or less).

The project is unique in that the beneficiaries are broad in scope given the continuous needs in this community for both senior and affordable housing, is aligned with the housing goals set out by the town and expanding affordable housing options in the original SUP 15 units to now 88. The engagement with Justice United (Mr, Hackeny is an officer), Empowerment a longtime partner in the vision of the housing needs of this community and the the NAACP

and the RogerRoads neighborhood association (RENA) are longterm partners of this project, they are all examples of the out reach to groups with shared goals and recognizing of the unmet needs this project will deliver.

- c. How has your organization incorporated racial equity goals into your organizational goals?

St. Paul NIDA, Inc. recognizes that systemic racism, bias and other forms of intentional oppression have shaped the laws, institutions and the daily lives of Black Americans since the inception of this nation.

Diversity is critical to a sustainable community. We are one of the few if not the only organizations of people of color with projects pending funding or approval by the town. During our lifetimes we have witnessed our demographic group reduced, as a percentage of the population from 40% to less than 10%, by the forces of gentrification and racial injustice in our community. This has imperiled or destroyed many of our institutions from our businesses and schools to our churches. As members of the demographic group most affected by a lack of affordable housing we should be involved with all solutions to the problem. No one can replace the thousands of residents who were displaced but we are committed to the sustainability of those remaining and future residents where housing equity for those who contribute to our community can afford to live where they work and can benefit by living within this the community. As a part of this community ranging from 4-6 decades personally, our mission innately reflect our goals on racial equity.

- d. Please fill in the below questions and provide any additional context on the racial composition of the organization and board leadership:

- i. % of staff that are people of color: 100
- ii. % of board that are people of color: 100
- iii. % of staff that have attended racial equity training: 100

- e. Please describe any additional activities your organization is doing to address racial equity.

As an organization our vision of this community project is one of diversity and although we are highly sensitized to that of black community, we are also aware that many other groups also suffer inequities and the richness of our goal is to have a diverse community benefitting from what unique groups have to offer, so our goal is to not lose sense of that balance in our outreach to the community needs for housing. One action is to have representation of various segments of the community as advisory board members to the non-profit as we bring this project to fruition so many voices can be heard on the needs of respective groups and maintain the diverse partnerships we have developed particularly though the faith community such as St. Thomas More, Church of the Advocate, Hispanic outreach programs, and the Burman community via Habitat Humanity.