



Northwest Jacksonville CDC
**COMMUNITY
PROSPECTUS**

www.nwjcdc.org



FROM THE CEO

We have faced challenges in creating our vision for “The District of Soul.” Not unlike the challenges that our residents have faced in their daily lives. You can say that these are the times that try men’s souls. But I believe that we have a date with destiny that cannot be avoided. It is through this faith that God directs our path that we can stand on conviction in the work that we do within our community.

Our challenge is to withstand the obstacles that might try to throw us off course in doing the important work at hand. We have community issues of high crime, evolving education issues and low performing schools, highest rate of health disparities from cancers to infant mortality rates, high unemployment, and low community morale among other concerns. We own these challenges but will never accept them as our eternal fate.

We know that North Point is where we have staked our anchor to launch our efforts. We have other phases of our work to adopt and to deliver as we build on our successes. We are excited about our future and are prepared to defend our ambitions of a brighter tomorrow.

- Paul Tutwiler

MISSION

Transform Northwest Jacksonville neighborhoods by creating opportunities that lead to economic recovery and empower residents to create a better life for their community.



NORTHWEST JACKSONVILLE CDC

We are building and maintaining livable neighborhoods in Northwestern Jacksonville. The Northwest Jacksonville Community Development Corporation (NJCDC) is home to the District of Soul, which consists of communities east of Moncrief Road to Interstate 95 and in between. We are proud of our signature project on West 33rd Street - Golfair Estates. When you drive down this street, you will see several new homes in the cul-de-sac. The NJCDC builds homes and brings jobs to the northside. It works with 18 neighborhood associations to connect residents to services, partnerships and leadership training opportunities. The vision is epic. NJCDC maintains sustainable neighborhoods that provide quality live, work and play environment. Residents are engaged and invested in improving the future.

DISTRICT OF SOUL



The District of Soul is a community of the future. The northside community is filled with a wealth of talent and creativity that goes unrecognized because of many challenges that up and coming entrepreneurs face. Traditional business models have often not worked. But, there is a new day in the District of Soul. There are more employment and housing opportunities. Community stakeholders want more retail outlets, professional services and restaurants. Be on the lookout for more growth! The Northwest Jacksonville Community Development Corporation is also working with the Cultural Council to develop artwork for an entry to the community that starts when you exit I-95 onto Martin Luther King, Jr. Expressway.



Expanding investment in housing and other real estate



Stimulating economic development



Supporting healthy environment and lifestyles



Increasing family income and wealth



Improving access to quality education

FIVE PILLARS



EXPANDING INVESTMENT IN HOUSING AND OTHER REAL ESTATE

Jacksonville suffers from a shortage of safe, affordable housing. NJCDC strives to improve neighborhoods by embracing our history and creating opportunities that make northwest Jacksonville a good place to live, work and play. We work with 19 neighborhood associations to make this happen.

Ideas at work for a sustainable neighborhood in the District of Soul:

- Working with the Cultural Council to develop artwork for an entry to the community at I-95 and Martin Luther King, Jr. Expressway
- Jacksonville Transportation Authority is planning a bus hub near North Point II to make travel easier.
- Transportation improvements - roundabouts at Moncrief Road, Myrtle Avenue and W. 26th Street
- Construction of a historic wall in front of Simon Johnson Park



Last 16 years, built 80 homes. Last three years, built 6 homes Payne Avenue Walk, a new subdivision near the Rails to Trails Pathways, will consist of 10 homes. NJCDC cleared the land and demolished an old building in August 2017.



Since construction began, statistics from the Jacksonville Sheriff's Office show crime in the northside neighborhood has decreased 300 percent.



The first resident moves into Payne Avenue Walk on May 31, 2018!

82

Senior citizens now have affordable living options. Mary Eaves Senior Living features 82 independent living units for seniors.

INCREASING FAMILY INCOME AND WEALTH

Education is the foundation to plan and create life plans. We promote opportunity and support small business development and increased financial literacy so more residents understand home ownership, building credit and the importance of saving. Education is key to ensuring residents receive a livable wage so that more people can own residential and commercial property, care for it and build up assets for the future.

STIMULATING ECONOMIC DEVELOPMENT

NJCDC knows that every successful neighborhood has a vision that includes retail outlets and small businesses to help it grow. Our neighborhood faces many challenges. But, we are overcoming the obstacles. More businesses are starting to call the District of Soul home. North Point Town Center sits in the heart of the neighborhood with 32 businesses. We look forward to the construction of North Point Town Center II which will consist of a grocery store and a microbusiness co-op.

IMPACT SINCE 2001:

\$24

For every volunteer hour.

32

New businesses.

100+

More than 100 jobs.

80

New homes.

COMING SOON:



Public art.



Free WiFi in
business district.



Grocery store.

IMPROVING ACCESS TO QUALITY EDUCATION

We continue to work with our youth and look for positive opportunities for them to grow and learn in the place they live and play. Our youth will be productive citizens, nurtured by family and community, who will be community leaders and produce strong business partnerships. This will be achieved as students increase the passing rate for state testing by 80 percent; increase applications to local and regional colleges/universities; decrease teen pregnancy with more education about teen motherhood and add their voices to neighborhood events and planning.

We are proud to welcome the newest educational facility to northwest Jacksonville, The Capstone Institute. Capstone looks to develop ethical, accountable and inquisitive members of the healthcare industry. It strives to create a student-oriented environment catering to the academic and professional needs of its students. Students get hands-on training in the New Town Pharmacy, a local pharmacy founded by Dr. Chester Albert, II. The pharmacy is a complete and full-service community facility to service all of your healthcare needs from all prescriptions to all over-the-counter medications and immunizations.

SUPPORTING HEALTHY ENVIRONMENT & LIFESTYLES

The community lacks easy access to healthy food options and a full-service grocery store. Plans are in the works to bring a grocery to the District of Soul in 2019. Residents will soon have access to fresh fruits and vegetables and learn more about healthy lifestyles. Healthy environments and lifestyles are essential. We care about the health of parents and children. NJCDC partnered with Florida Department of Health Duval County to ensure families in the community has access to pediatric dental services. The Health Department moved into the North Point Town Center making it a gateway for residents.

According to a 2010 Pew Charitable Study, one in every five children lacks access to dental care. The dental clinic in the community means children can be ready for school and not suffer from cavities that can lead to severe health concerns.

Purchase fresh fruits, vegetables and plants on the first Saturday of the month at the North Point Town Center Farmers' Market.

HISTORY OF NJCDC

NJCDC was founded in June 2001 “out of concern for community decline and blight,” according to the organization’s historical narrative. In 2004, NJCDC sold its first home, beginning a track record of addressing neighborhood improvement, blight elimination, and crime reduction by improving the quality of housing stock, leading community engagement activities, and infusing commercial and retail services into the area. To date, the organization has built and sold 80 homes and inspired more than 120 homes to be built by others within a half-mile radius of its main office. NJCDC also built Northpoint I, a \$4 million development that houses a dental clinic, pharmacy, café, NJCDC’s office and other nonprofit and business enterprises.

Early in its history, NJCDC expanded its service geography to include a seven-neighborhood area. Beginning in the late 2000’s as part of recession recovery, the organization received Neighborhood Stabilization Program (NSP) funds to purchase, land-bank, rehabilitate, and property-manage homes across this wider geography. NJCDC was also awarded a sizable grant from Local Initiatives Support Corporation (LISC) Jacksonville to quarterback a multi-stakeholder community visioning process. Managed by NJCDC’s long-standing chief executive officer (CEO) Paul Tutwiler and a well-respected community-based board of directors, these two resources grounded NJCDC and helped the organization sustain itself during a time when many of its peers ceased to exist.

In recent years, NJCDC’s board and CEO refocused the organization’s efforts on real estate development and revitalizing the business and residential community immediately surrounding Northpoint I and its corporate headquarters, which it named the “District of Soul” in honor of the community’s historic roots. This includes the joint-venture development of an 80 - apartment senior living complex; predevelopment work on Northpoint II, which will house the community’s first grocery store, a mass transit hub and other amenities; public “District of Soul” branding signage; and a 10-home affordable for-sale housing development currently under construction; among other efforts. At the same time, the CEO recognizes the value that NJCDC plays around community services and community engagement, as evidenced by the lead role the organization took around hurricane mitigation and relief efforts after Hurricane Irma this year.

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