



# Murchison Choice 2025 Implementation Grant Application

Partnership Certification and Leverage

*February 10, 2026*

- Leverages public and private dollars to support strategies that address neighborhoods through comprehensive neighborhood transformation
- Local stakeholders create and implement a plan that revitalizes distressed HUD housing and addresses the surrounding neighborhood
- Communities transform neighborhoods by revitalizing distressed housing and catalyzing neighborhood improvements, including vacant property, housing, businesses, services and schools

# Planning Grant



In December of 2020, the City of Fayetteville, in partnership with the Fayetteville Metropolitan Housing Authority (FMHA), was awarded a **HUD Choice Neighborhoods Planning Grant** for the Murchison neighborhood. Fayetteville was 1 of 11 awards nationally.

Completed and approved by HUD in March of 2023, the City and FMHA worked with **local residents and a variety of community stakeholders** – including nonprofits, faith-based organizations, anchor institutions, supportive services agencies, businesses, and others – to create a forward-looking **Transformation Plan with a strong commitment to diversity and inclusion.**



In October of 2023 the Murchison Choice Plan won the 2023 North Carolina **Marvin Collins Award in Advancing Equity** from the North Carolina Chapter of the American Planning Association (APA-NC)



# Visions



- **Community of Learning Theme:** Harness FSU and local schools to expand educational and job training opportunities for local residents.
- **Growing Green Theme:** Grow local wealth and ownership, while also improving and expanding the green network of parks, open spaces and trails to connect neighbors to nature.
- **Historical and Cultural Community Theme** Recognize and celebrate the rich history and culture of the community as a way to foster growth and opportunity.



# HUD Decision

## Application Submission

- The City submitted the application on February 14, 2024
- HUD sent a letter notifying the City that we were a finalist on May 1, 2024
- HUD toured the neighborhood on June 13, 2024

## Application Review and Denial

- HUD notified the City that we were not selected on July 16, 2024
- On the same day, ECD sent an email to all partners and collaborators notifying them of HUD's decision
- The City and Housing Authority requested a debrief from HUD on July 23, 2024
- HUD scheduled a debrief with the team on September 19, 2024





# HUD Debrief

**HUD Provided a verbal debrief of our application with scoring criteria broken into seven categories for a maximum of 104 points**

Category	Score
Capacity	15/20
Need	10/14
Strategy – Neighborhood	8/10
Strategy – Housing	13/17
Strategy – People	8/14
Leverage	6/9
Approach	8/9
Other	5/5
Impact	2/6
Total	75/104

## HUD Comments (Summarized)

- The application was eligible, and it is impressive to be shortlisted the first year
- Including Elliot Circle in the redevelopment plan is unusual but just needs more explanation
- Application needs better understanding of roles and responsibilities
- Costs of site acquisition and development at Elliot Circle is high
- Need to ensure non housing authority residents are provided resources, options, and right to return





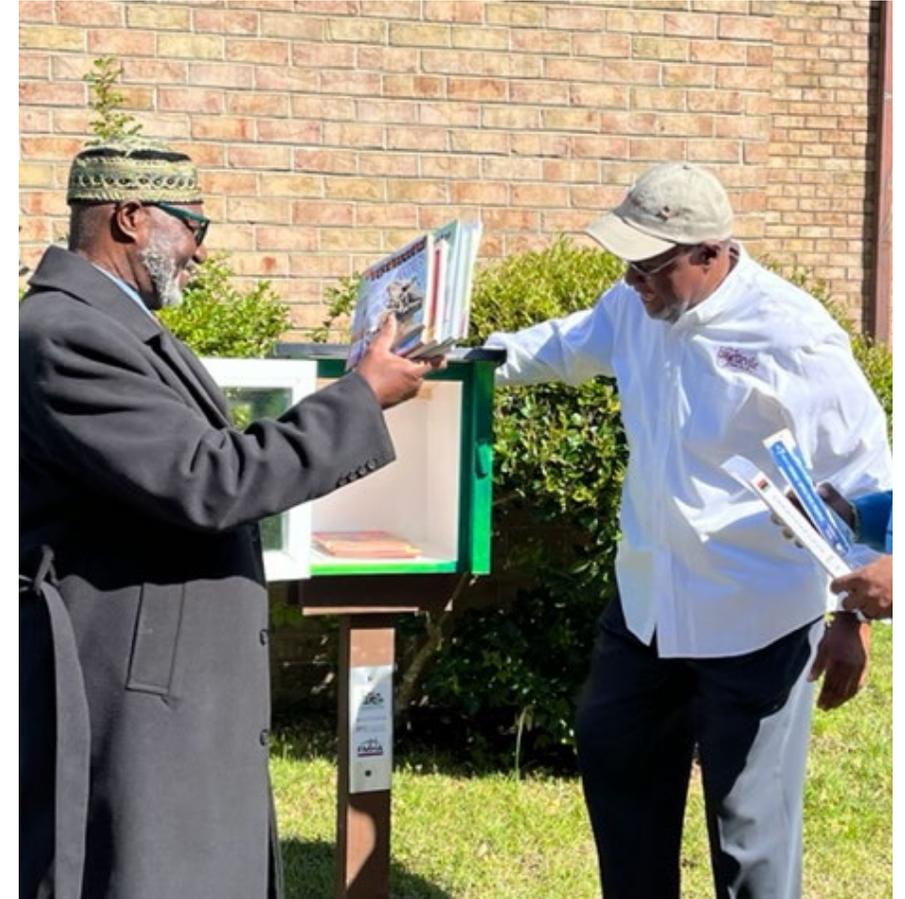
# Notice of Funding Opportunity

## Timeline for the Grant Submission

- Posted December 9, 2025
- Due March 9, 2026

## New Administration/ New Grant Adjustments

- Funding reduced from a max of \$50M to \$26M
- Limited applicant pool
- Focus on practical projects that can be implemented





# Fayetteville's time is Now

## Set up for Success

- **Transformation Plan** developed by the community and accepted by HUD.
- **Scoring and Feedback** Focusing on scoring and addressing HUD's feedback.
- **Murchison Neighborhood's Story** Threading the resident's and the community's story through the application.
- **Housing plan** Financing and implementation feasibility.
- **People strategies and partners** Partnering with education and workforce development service providers.
- **Neighborhood investments** concentrating on partnerships, connections and leverage.





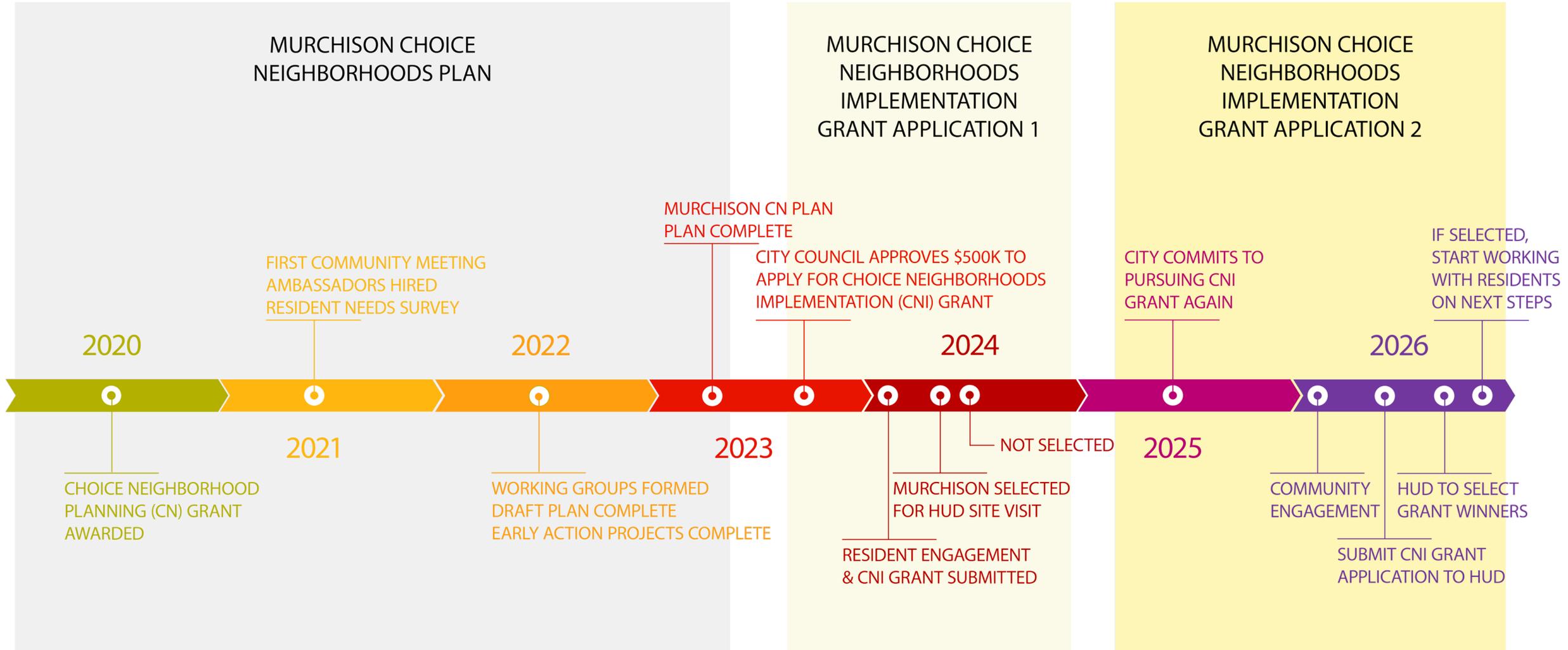
# CNI Resident Rights



- A. **To be continuously involved.** All residents are invited and encouraged to be involved
- B. **To return to a replacement housing unit.** Collaborative relocation plans and preference for returning will be provided to all impacted residents
- C. **To play a role in updates to the Transformation Plan.** Residents will continue to be offered opportunities to have meaningful roles in making decisions throughout implementation.
- D. **To confirm their needs, desires and assets on a one-on-one basis.** Urban Strategies is meeting with residents to update the household level assessments to ensure residents strengths, needs and opportunities are incorporated.



# Choice Neighborhood Timeline

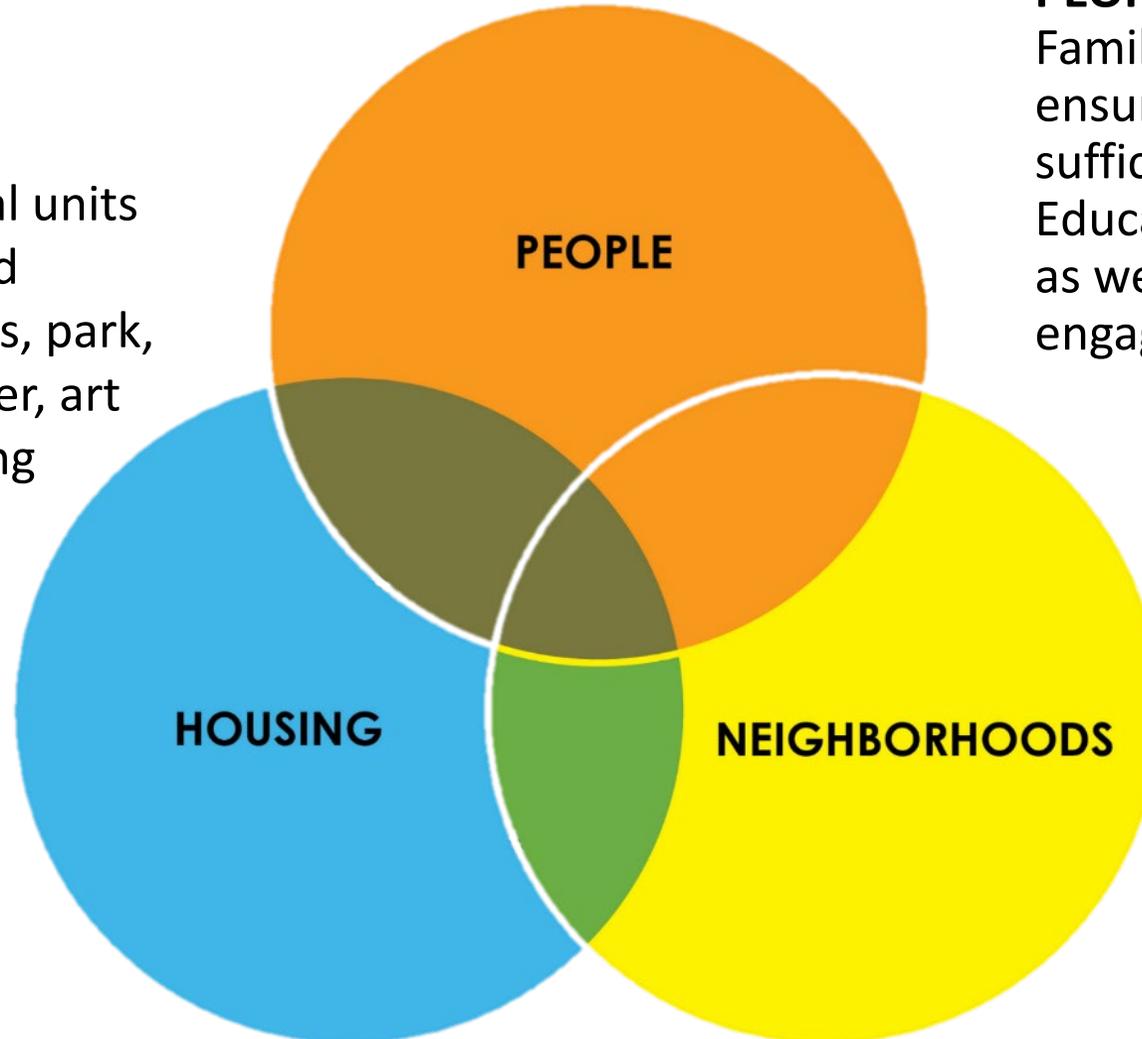




# Choice Neighborhoods Plan Overview

## HOUSING

323 mixed income rental units with in-unit washers and dryers, pantries, gardens, park, picnic area, fitness center, art murals, improved lighting



## PEOPLE

Family Supportive services that ensure access to economic self-sufficiency, youth and adult Education, health and wellness, as well as community engagement

## NEIGHBORHOOD

35 homeownership units, 35 residential façade upgrades, 30 business façade upfits, trail access, gateway and corridor signage, placemaking improvements



# Murchison CNI Team

## FY2025-2026 Choice Neighborhood Implementation

**CITY OF FAYETTEVILLE**  
**FAYETTEVILLE METROPOLITAN HOUSING AUTHORITY**  
Cumberland County Schools  
Fayetteville State University

**COMMUNITY DEVELOPMENT STRATEGIES**  
Grant Strategy/Writer

- Guide Housing, Neighborhood and People strategies that are integrated and equitable
- Formulate implementation strategies based on data and community input
- Build consensus through a democratic process

**COLLABO Steele Group**  
Master Planner/Designer

**URBAN STRATEGIES**  
People Implementation Lead  
People Plan – Education, Income & Employment  
Case Management  
Resident Engagement  
Partner Engagement and Leverage

**PENNROSE**  
Housing Implementation Lead  
Mixed-Income Rental Housing Master Plan  
Site Control, Unit Mix and Phasing  
Design and Financing  
Land Use Approvals  
Partner Engagement and Leverage

**CITY OF FAYETTEVILLE**  
Neighborhood Implementation Lead  
Neighborhood Plan (CCI) Plan  
Community and Economic Development  
Homeownership  
Placemaking and Connections  
Partner Engagement and Leverage

- The City, Fayetteville Metropolitan Housing Authority (FMHA), Pennrose, and Urban Strategies, Inc. (USI) are making final preparations to submit by **March 9, 2026**
- The application requires a partnership certification signed by an authorized representative of each entity and can not be changed without HUD approval.
- **Roles:**
  - **Lead Applicant and Coordinator** – City of Fayetteville
  - **Co-Applicant and Co-Developer** – FMHA
  - **Housing Developer** – Pennrose
  - **Neighborhood** - City of Fayetteville
  - **People Lead** – USI

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**Action Requested:**  
Authorize City  
Manager to Execute  
Agreement



# Implementation Grant

- HUD Choice Neighborhood Implementation Grant amount: **\$26M**
- **Administration - \$1M (8 years)**
- **Housing Grant - \$18.5M**
  - Demolish Murchison Townhomes at Rosemary and Elliot Circle
  - Develop 323 units of mixed income housing at both locations over 3 phases
- **People - \$3.9M**
  - Increasing income and employment
  - Increasing access to training and education
  - Maintaining independence for seniors
- **Neighborhood - \$2.6M**
  - Create access to trails and multi-use paths
  - Develop gateways and neighborhood branding
  - Improve access to homeownership and housing quality



# CNI Housing



## Housing Principles

- \$95.7M of new housing development
- 1:1 replacement of public housing units.
- Public housing residents will continue to pay 30% of their income toward rent
- Build first, households relocate once
- Built with high quality amenities for a mix of incomes





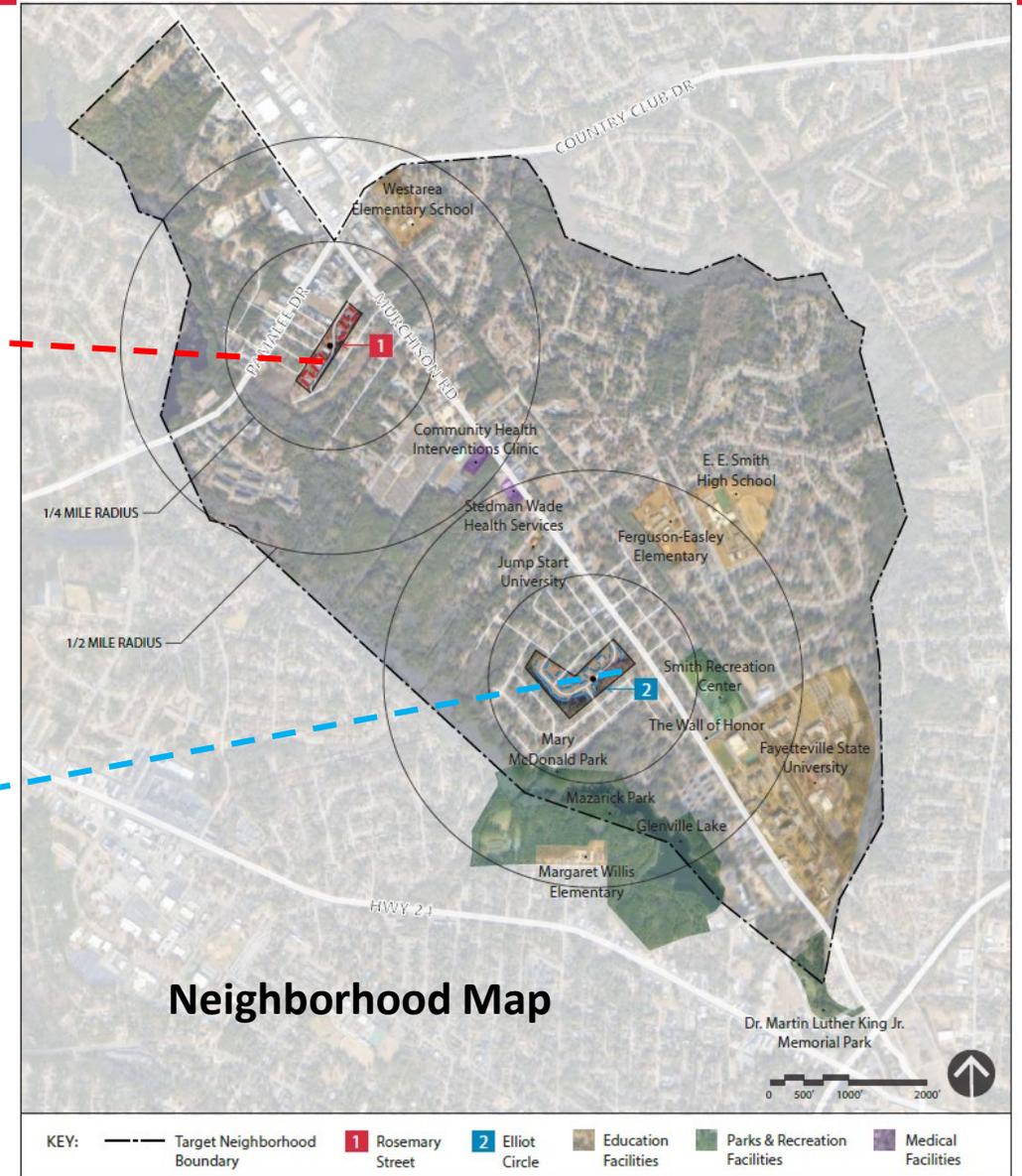
# Site Priorities



**Murchison Site – Target Housing**



**Elliott Circle Site – New Site**





# Housing Design

- Community Engagement
- Assessment and Planning
- Cultural Preservation
- Greenspace and Parks
- Accessibility and Connectivity
- Economic Development
- Public Safety
- Sustainability





# Community Amenities and Features

- Large Greenspace
- Small Greenspace
- Raised Gardens - Elderly
- Dog Park
- Picnic Shelter w/ Grills
- Benches
- Handicap Accessibility - Walkability
- Raised Crosswalks
- Bus Stops
- Bike Racks
- Common Fitness Room
- Community Room/Kitchen

## Playgrounds



## Picnic Shelters



## Greenway & Walking Trails



## Laundromat





# Neighborhood Elevations



2 Bedroom – Walk-Up



3 Bedroom – Walk-Up





# Neighborhood Elevations



2 Bedroom – Townhouses  
and 1 & 3 Bedroom Walk-Up



1, 2 & 3 Bedroom – Walk-Up



- USI is a national nonprofit leader with 45 years of experience in place-based human capital development strategies
- USI will be the People and Neighborhood Leads for the Grant
- As **the People Lead in more than 20 CNI grants**, USI has successfully implemented a wide range of strategies in service to HUD's goal to improve employment and income, health and children's education
- Assigns leadership, hires locally
- Community Development Financial Institution with resources and leverage of their own



# Critical Community Improvement Projects

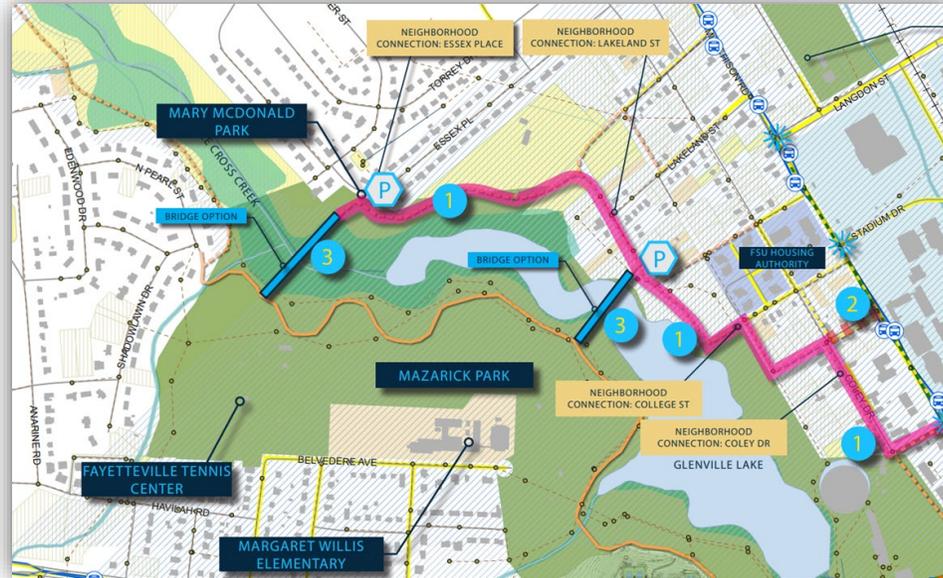
## Community Confidence

Infill Housing and Façade Improvement



## Community Assets

Access to Neighborhood Parks and Trails



## Community Confidence

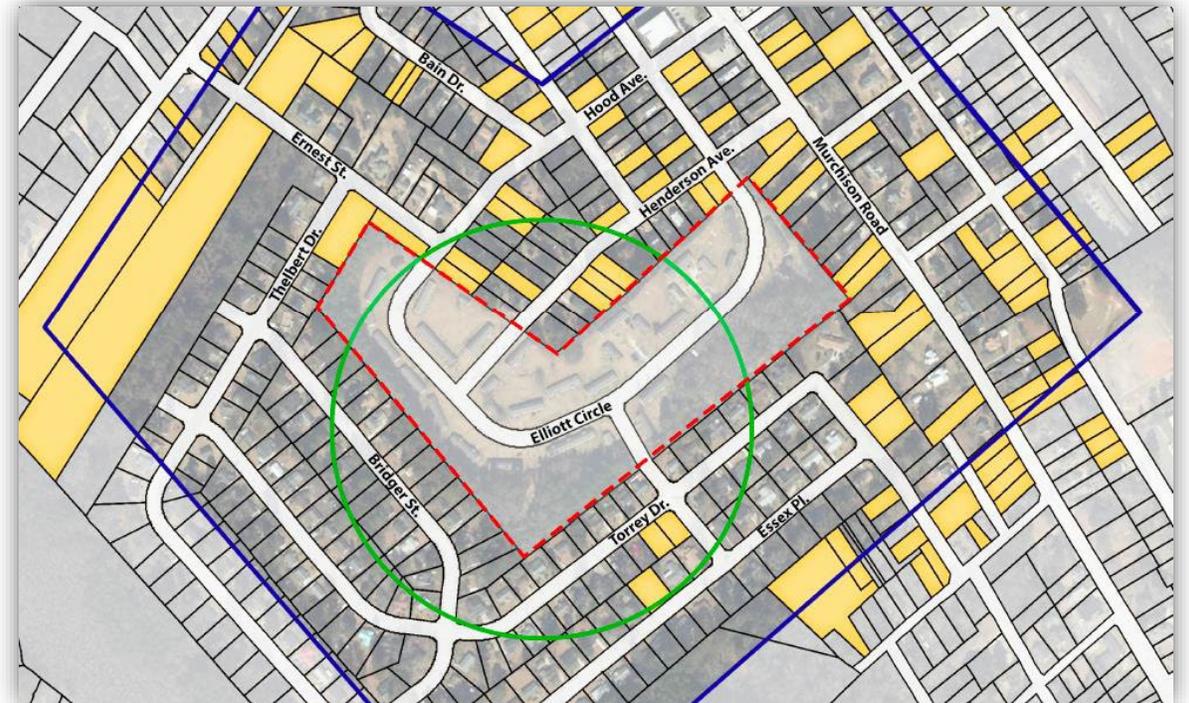
Placemaking and Corridor Improvement





# Infill Homeownership

- Within 1/8 mile from the edge of the property, there are between 65-70 vacant sites that could accommodate new homes.
- The Plan includes rehabilitation/new construction of 35 homes in the neighborhood available for moderate- and middle-income homeownership
- Estimated total of \$9.5M in taxable property





# Residential Façade Improvement



- Performed by a NPO Developer
- Low Interest Loans to landlords
- Grants to Homeowners
- Small Local Business Requirements





# Leverage and Support

- Significant leverage is needed from the community, large institutions, and the City to meet the grant requirements AND be competitive
- The table represents **\$20M** in leverage to support this grant application
- Leverage is pledged over an eight-year period (the life of the grant) in a letter from the Mayor to HUD

**Action Requested:**  
 Authorize Mayor to  
 Sign Leverage Letter

Source	Use	Amount
Community Development Block Grant (CDBG)	Neighborhood Housing Façade Improvements	\$600,000
	Commercial Façade Improvements	\$200,000
	Neighborhood Trail Improvements	\$500,000
	Gateway and Placemaking Improvements	\$200,000
	<b>CDBG Total</b>	<b>\$1,500,000</b>
HOME Investment Partnership	Elliot Circle Phase I and II	<b>\$593,338</b>
HOME Investment Partnership – American Rescue Plan	Elliot Circle Phase I and II	<b>\$3,402,662</b>
Housing Opportunity General Obligation Bond	Elliot Circle Phase I and II, Murchison Townhouses	\$1,000,000
	Neighborhood Housing Façade Improvements	\$500,000
	Neighborhood Infill Housing	\$1,000,000
	<b>GO Bond Total</b>	<b>\$2,500,000</b>
City General Fund	Commercial Façade Improvements	<b>\$400,000</b>
City Capital Improvement Plan	5-Year CIP Amounts	<b>\$12,498,070</b>
	<b>Total Leverage</b>	<b>\$20,894,070</b>



 **FAYETTEVILLE** <sup>NC</sup>  
AMERICA'S CAN DO CITY

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