

Building Community from the Ground Up A Campaign for Robins Landing

Summary

Everyone deserves a decent and affordable place to call home. And to truly thrive, families need a strong community, too, one with reasonable access to the resources they need to live, work, and play. Houston Habitat for Humanity is leveraging its 30-year homebuilding track record and collaborating with community residents, nonprofits and public entities to transform a neighborhood that has been under-resourced for far too long.



The project, Robins Landing, is a new planned community that will provide safe and affordable housing and provide East Houston residents access to essential services that support social connection, economic development and healthy, active lifestyles. It is the first complete community developed by a Habitat for Humanity affiliate in the United States and is designed to be replicated throughout Houston and across the country.

Houston Habitat has secured funding for Robins Landing's extensive infrastructure and is seeking philanthropic investment to help fund above the ground amenities and resilience features and keep the project affordable for low-income families through its \$10 million capital campaign, *Building Community from the Ground Up*. We hope you will join us.



Barriers to homeownership perpetuate poverty

We know that stable housing gives families the ability — and financial flexibility — to make forward-looking choices. Proper shelter creates jobs, revitalizes neighborhoods, attracts employers, increases consumer spending and lowers the risk of foreclosure, all while bringing transformative benefits to families and developing resiliency in communities.

But sadly, homeownership is out of reach for most low-income families because they have been systematically denied access to affordable mortgages. The resulting homeownership gap is greatest for Black and Latinx families and is widely recognized as the primary source of wealth disparities between Whites and people of color in the United States.

Why Houston Habitat?

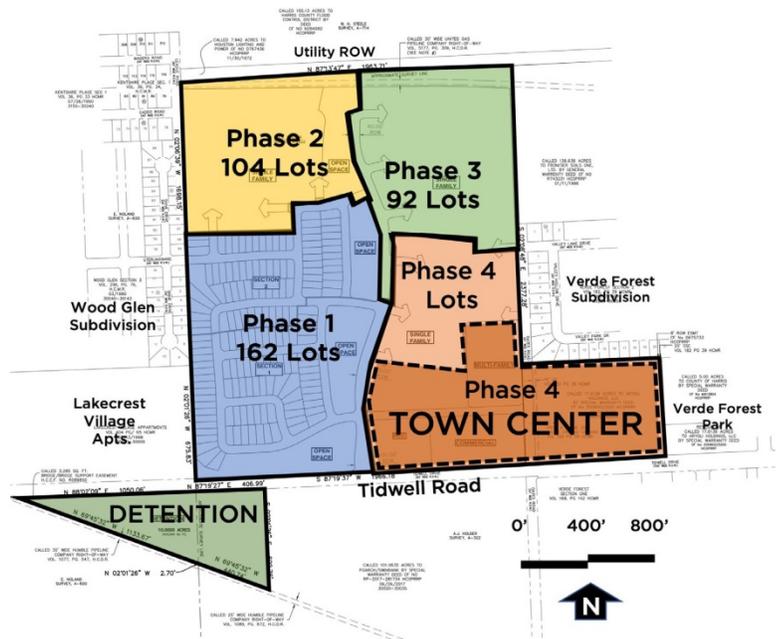
Habitat for Humanity has a vision that has always been the same: a world where everyone has a decent place to live. Since 1987, Houston Habitat has partnered with more than 5,000 Houstonians in 14 Houston neighborhoods, including the Fifth Ward and the northeast and southeast quadrants, to make homeownership possible. All of our homeowners have low incomes, many have young children, and nearly all are first-time homeowners.

Through its home repair program, Houston Habitat helps preserve affordable homes and homeownership for low-income families. Houston Habitat has restored more than 600 homes damaged by Hurricane Harvey and completed repairs of 90 homes impacted by Winter Storm Uri repairs.

Houston Habitat's programs help to address the homeownership gap for people of color. More than 90% of Houston Habitat homeowners are African American and Hispanic, as are the neighborhoods it works to revitalize. By increasing homeownership among this demographic, Houston Habitat has been helping to diminish the wealth gap for people of color.

Robins Landing: a complete community

Unfortunately, the lack of available, affordable housing in Houston – exacerbated by natural disasters like Hurricane Harvey and now by COVID-19 – is a serious barrier to homeownership. Homeownership rates continue to decline and the cost of owning a home is rising faster than income. In partnership with community residents and nonprofit partners, Houston Habitat for Humanity will transform 127-acres in East Houston into a mixed-use community. This \$38 million project will include 468 single-family homes and up to 500 multi-family units for individuals and families at all stages of life.



But residents, adults and children alike, need more than just a home to thrive; they need a complete community that has immediate access to essential services to support their physical health, social connection, and economic development. At Robins Landing, residents will have access to a wide array of essential services, including:

- A community space with a licensed childcare center
- Legacy Community Health clinic
- Houston Public Library

- A 12-acre Central Park, which will serve as the heart of the community, fostering healthy lifestyles and community connection
- Hike and bike trails and playgrounds for kids to explore and support their wellbeing
- Tree groves through our partnership with Trees for Houston
- A 2.2. acre urban farm through our partnership with Urban Harvest
- A commercial kitchen, food hall, and co-op grocery
- Storm water infrastructure and other resiliency features such as a neighborhood resilience hub or lily-pad will augment the community's ability to handle Houston's extreme rainfall events and other disasters, keeping residents safe and dry.

Why Robins Landing?

To truly thrive, families need a strong community. Robins Landing will help families in East Houston build strength, stability and self-reliance by:

- Significantly expanding the supply of safe and affordable single-family housing;
- Giving seniors the ability to age in place in safe, secure and affordable housing
- Providing opportunities for increasing financial stability through jobs, skills training and entrepreneurship
- Promoting health and wellbeing by providing access to recreational green spaces, bike paths and pedestrian routes
- Creating better access to healthy food, health care, job skills training and childcare
- Expanding access to public transportation
- Improving storm water management and land use planning
- Producing ~\$93,600,000 in taxable value and ~\$1,000,000/year in incremental property taxes (2020 rates)
- Increasing economic investment and prosperity in East Houston
- Providing a public-private-nonprofit housing model that can be replicated in Houston and beyond



Building community from the ground up

Using an innovative funding model, Houston Habitat has successfully secured \$33 million for the infrastructure, which delivers resiliency and supports the above-ground development:

- Developer land contribution – Houston Habitat
- Sales of lots for single-family homes
- Sales of pad sites for multifamily housing, library, clinic
- City of Houston investment

- Construction loans
 - Arnold Ventures (0% interest)
 - Houston Housing Finance Corp (low interest)

Houston Habitat will collaborate with community partners who will invest hundreds of millions more to deliver critical services and amenities to support residents' health, wellbeing and financial stability:

- > \$70MM Single-family homes
- ~ \$15MM Houston Public Library
- ~ \$20MM Legacy Health Clinic
- ~ \$60MM Multi-family and Senior Housing

The *Building Community from the Ground Up* campaign is seeking \$10 million from philanthropy to ensure affordability and sustainability, including:

- \$3.5MM parks and green spaces with trails, lighting and public art
- \$2.5MM resilience features such as landscaping, permeable paving, and a neighborhood resilience hub
- \$2.5MM lot preparation and resilience for Houston Habitat homes
- \$1MM homebuyer purchase support
- \$500K short term support for HOA and management district

Clearing and grubbing the land began in the summer of 2021 and the community will be built in phases, with anticipated completion by December 2026. We are excited to share we have commitments from the philanthropic community totaling more than \$4 million. We hope you will join us as we provide East Houston residents the opportunity to realize their hopes and dreams for a bright future and build a community from the ground up.