Eastmoor Estates was originally developed in 1969, just outside Moorhead, Miss., a predominantly black community in Sunflower County. The location of the original 64-unit housing project outside the town limits had the effect of reducing the number of African American voters in municipal elections.

Initially built as an affordable-housing development, and converted into a Low-income Housing Tax Credit project in the 90’s, inadequate construction and infrastructure resulted in deteriorating conditions, including fires, pest infestation, and raw sewage.

The houses were only 700 to 800 square feet, and each had three or four bedrooms and a bathroom. The homes appeared to be a better alternative to the 1970s housing available at that time in the rural area. The subdivision had approximately 484 residents when it was newly built. However, substandard construction and infrastructure resulted in the seepage of raw sewage in the development. Houses sank into the ground. Foundations shifted, opening cracks in the walls and ceilings that exposed families to the cold and rain. Some 20 homes burned to the ground or were razed.

Ultimately, a lawsuit abated the sewage problem and transferred ownership of the substandard properties to the residents. Substantial redevelopment needs remained for the homes, the roads and the public spaces.

Desiree Hensley, a University of Mississippi School of Law professor who assisted with the lawsuit, and Moorhead Mayor George Holland both encouraged HOPE to help address the severe deficiencies in Eastmoor. In 2015, after opening a credit union branch in Moorhead, HOPE began working with residents and local leaders to develop plans for improving conditions in their neighborhood.

HOPE secured a grant from Goldman Sachs to support the rehabilitation of the remaining 44 homes, and additional public and philanthropic resources to resurface the roads and sidewalks, and to build a playground designed by the children.

The Eastmoor rehabilitation project will be completed by the end of 2019. (See Eastmoor Progress Site Map)
Ms. Appleberry’s Story

Farrah Appleberry and her children lived in three different houses in Eastmoor. The first two burned to the ground, likely due to faulty wiring; and all the family’s possessions were destroyed. Ms. Appleberry and her family relocated to a third home in Eastmoor, but the constant fear of another fire caused Farrah to regularly pace the house at night, checking light switches and unplugging appliances. Today, thanks to renovations spearheaded by HOPE, the Appleberry family can now sleep safely in their home sweet home.