West End Transformation Plan

Inaugural Steering Committee Meeting
September 1, 2011
Choice Neighborhoods Overview

Agenda Item 2
Choice Neighborhoods Overview

Essential Components:
- Distressed Public Housing
- Designated Revitalization Area (CDBG)
Choice Neighborhoods Overview

White House Neighborhood Revitalization Initiative

Centerpiece Programs:

- Choice Neighborhoods (HUD)
- Promise Neighborhoods (ED)
- Byrne Criminal Justice Innovation (DOJ)
- Community Health Centers (HHS)
- Behavioral Health Services (HHS)
Choice Neighborhoods Overview

- Builds on the HOPE VI Grant Program.
- More comprehensive
- Transform public housing sites + entire neighborhood
- Cooperation and collaboration between housing agencies, service providers, schools, local governments and area residents.
Choice Neighborhoods Overview

- **Core Goals**

**Housing**
- Mixed Income
- Sustainable
- Energy Efficient
- Physically and Financially Viable over the long term

**People**
- Support Positive Outcomes for Families:
  - Health & Safety
  - Employment
  - Mobility
  - Education

**Neighborhood**
- High Quality Schools & Education Programs
- High Quality Early Learning Programs
- Improved Access to Jobs
- Public Assets
- Public Transportation
Choice Neighborhoods Overview

- $170,000 Planning Grant
- 24 month planning timeline

FY 2010 Planning Grantees

- Buffalo, NY
- Tulsa, OK
- Kansas City, MO
- Albany, GA
- Norwalk, CT
- Salisbury, NC
- Wilmington, NC
- Jackson, TN
- Jersey City, NJ
- Baltimore, MD
- Memphis, TN
- Philadelphia, PA
- Norfolk, VA
- Shreveport, LA
- Providence, RI
- San Antonio, TX
Resolution of Legislative Intent

Agenda Item 3
Organizational Model, Core Planning Team & Staff Resources

Agenda Item 4
Choice Neighborhood Planning Grant
West End Transformation Plan
Organizational Model

Steering Committee
- Salisbury City Council - Susan W. Kluttz, Mayor; William R. “Pete” Kennedy, Councilmember
- West End Community Organization - Dee Dee Wright; Fanny Butler
- Civic Park Apartment Residents - Ashley Brewer, Tricia Bernhardt
- Rowan Salisbury Schools—Dr. Judy Grissom, Superintendent
- Livingstone College—Dr. Jimmy R. Jenkins, Sr., President
- Rowan Cabarrus Community College—Dr. Carol Spalding, President
- Salisbury Rowan Community Action Agency, Jo Ann Diggs, Interim Director; Ida Finger
- Salisbury Community Development Corporation—Shirley Johnson
- VA Medical Center Hospital—Paul M. Russo, Director
- Salisbury Housing Authority Board—Bob Roakes, Board Member
- Robertson Family Foundation—David Setzer, Executive Director

Community Partners & Stakeholder Working Groups

People
- Neighborhood Residents (West End / Civic Park Residents)
- Larger Community Residents
- J.C Price American Legion Post
- Healthcare Providers (Rowan Regional, VA, Community Care Clinic, Health Dept)
- Cooperative Extension Service
- Community Action Agency
- Social Services
- Employment Security Commission
- Rowan Cabarrus Comm. College
- Head Start / Smart Start
- Communities In Schools
- Arts / Cultural Partners
- American Community Survey
- Planning District Study

Housing
- Neighborhood Residents
- HUD / CDBG Partners
- Salisbury CDC
- Habitat for Humanity
- Tax Credit Developers
- North Carolina Housing Finance Agency
- Minimum Housing Data
- HUD Foreclosure Data

Neighborhoods
- Neighborhood Residents
- West End Community Organization
- Civic Park Residents
- Preservationists / SHPO
- Neighborhood Leaders Alliance
- Community Appearance Commission
- Parks and Recreation / Greenways Committee
- Planning Board
- Code Enforcement
- Transit
- Public Safety (Police & Fire)
- Business Community / Job Providers (DSL, Chamber of Commerce, RowanWorks)
- Vacant Land Analysis
Preliminary Analysis, Current Conditions, Baseline Data & Needs Assessment
At the City Scale:
2010 Planning District Study

- Nine Planning Districts
- West End located in District 2
Planning Districts

- Areas coincide with U.S. Census Block Groups where possible
- Used to conduct analyses
- Enhance Code Enforcement efforts
- Monitor progress of designated Community Development Block Grant (CDBG) Neighborhoods
Planning Districts

Residential Structures (Single and Multifamily)
Note: No group homes reported

Source: Salisbury GIS Division – Residential Building Structures
Planning Districts

Median House Values

Source: Rowan County Tax Assessor
Planning Districts

Housing Tenancy (owner-occupied and renter-occupied)

Source: Rowan County Tax Assessor
Planning Districts

Current Housing Capacity in Planning Districts
Note: assumes no vacancies

Source: Salisbury GIS Division – Residential Building Structures
Planning Districts

Establishing a Baseline

- Overall Trends for 2007 – 2009 Period
- All numbers reported from locally obtained information
Planning Districts

Code Violations 2007 - 2009

Source: Salisbury Code Enforcement Services
Planning Districts

Violent Crime Calls 2007 - 2009

Source: Salisbury Police Department
Planning Districts

Property Crime Calls 2007 - 2009

Source: Salisbury Police Department
Planning Districts

Requests for Financial Crisis Aid 2007 - 2009

Source: Rowan County DSS, Rowan Helping Ministries, The Salvation Army
Planning Districts

Establishing a Baseline

- Totals within Planning Districts during 2007 – 2009 period
- All numbers reported from locally obtained information
- **NOTE: Aggregate information does not account for population variations!**
Planning Districts

Total Code Violations by District 2007 - 2009

Source: Salisbury Code Enforcement Services
Planning Districts

Total Violent Crime Calls by District 2007 - 2009

Source: Salisbury Police Department
Planning Districts

Total Property Crime Calls by District 2007 - 2009

Source: Salisbury Police Department
Planning Districts

Total Requests for Financial Crisis Aid by District 2007 - 2009

Source: Rowan County DSS, Rowan Helping Ministries, The Salvation Army
At the Neighborhood Scale:

Building Upon Resources & Opportunities in the West End
Salisbury Community Development Corp. (CDC)

- Housing Rehabilitation & New Construction
- Classes for First-Time Homebuyers
- Housing Counseling
- Foreclosure Prevention Program
Miller Recreation Center & Hall Gym
Brenner Ave. Greenway
Salisbury Transit
Kelsey Scott Park
Head Start / Salisbury-Rowan Community Action Agency

Joseph C. Price High School (former)
Heritage of Institutional and Neighborhood Leadership

West End Community Organization (WECO)
Residents of Civic Park & the West End Neighborhood
West End Transformation Plan

Build Upon

- Neighborhood Advantages, Opportunities & Assets
- Family & Community Resources
Civic Park Resident Survey
Civic Park Resident Survey

Results showed that approximately…

- 31% of the residents are high school graduates.
- 5% are college graduates
- 19% have a GED
- 43% are unemployed
- 54% receive food stamps
- 22% have no health insurance
- 28% do not possess a valid driver’s license
Civic Park residents expressed interest in a variety of occupations, but identified several obstacles, including:

- Insufficient Education level
- Lack of Job skills
- Unreliable or No Transportation
- Unaffordable child care
Civic Park residents self-identified a number of personal characteristics they would be able to provide to the workplace, including:

- Excellent Communication Skills
- Fast learner
- Computer Literate
- Willingness to help People
- Hard Worker
- Dependable
- Self-Motivated
- Good Decision Maker
People, Housing, Neighborhoods

Agenda Item 6
Transformation Plan Schedule

Key Dates

- June 29, 2011: Grant Agreement
- September 1, 2011: Initial Steering Committee Mtg
- October 2012: Implementation Grant NOFA
- June 29, 2013: Plan Deadline
Questions, Comments & Observations

Agenda Item 7
Discussion

Agenda Item 8
Notes from Flipchart

- Growing up in Civic Park, “we were all family”; Civic Park had shrubbery, play equipment, trees, individual trash cans (no dumpsters)
- Community center for kids – help with homework, computers, hang out & be safe
- Place at Civic Park for kids to gather
- Historic Monroe Street School – a place for after-school programs, need to preserve, put back into educational use
- J. C. Price High School – youth & seniors; student internships
- Salisbury Community Action Agency – child care is a big issue (programs include Headstart, WIA, Community Service block Grant (weatherization program)
- Mixed use community – duplexes for seniors; ability to downsize to smaller unit
- Bring businesses back – Horah Street was a “buzzing place” with business activity
- Jobs!
- Fix up houses and offer to low income residents
- Health clinics
- Workshops on how to care for a home and to keep a home
- Rental sometimes in poor repair
- Counseling for teens; mentors
- Basketball courts
- Better attendance at [neighborhood] meetings – WECO was organized 55 years ago; difficult to get good participation
- Involve Catawba College/RCCC (internships)
- Educational component
- Classes to keep homeowners on track with finances
- Landlords don’t care – need education
- Problem of houses with absentee owner
- Boarded/vandalized properties – depreciation of other property values
- Cultural enrichment venue / performing arts (used to have plays at Miller Center)
- Community garden / address childhood obesity
- Survey abandoned/substandard housing and rental property
- Landlords who aren’t accountable
- “Help people grow”
- What can “we” do [empower residents who are involved]
- How can we be sure that what we put in the grant happens – becomes a reality to make lives better so that they can sustain the neighborhood
- Code Enforcement – overgrown trees/shrubs/grass
- Better lighting all over, especially Civic Park
- Transportation – benches with covers (elderly)

- Feeding program for youth in summer (SHA has four sites); still more need and must have a room to open up for program
- All units should have internet and computers
- Community center for youth to use
- Job training for youth in summer – large need (328 on waiting list in Rowan)
- Education for minority-owned businesses
- Put RCCC minority business ownership classes in neighborhood, plus partner with other colleges
- Surveys by mail/Facebook/more advertising of meetings to get more feedback
- Security – more patrols
- Satellite office for police
- Do’s and Don’ts/guidelines to avoid deterioration of units; education on how to care for property
Choice Neighborhoods Planning Grant
Civic Park Resident Meeting – Mt. Calvary Holy Church – June 1, 2011

The following additional needs were pointed out by attendees after reviewing the comments from the May 17 community meeting:

- Better parking
- Group units of the same size together as much as possible (e.g., units for large families should be given some distance from units for singles and elderly)
- Adult residents also need access to computers, faxes, etc. to assist them with employment
- Community center space that can be reserved for birthday parties and family gatherings
- Options for play – both inside and outside spaces

Units:

- Split bedroom plans
- Bedrooms at the rear of the unit (or away from outside play areas)
- Outdoor space for each unit with some privacy for picnic table, etc.
- Larger laundry area
- More accessible closet space (wider doors)
- Kitchen cabinets that are accessible for shorter people
- Two-level units are okay as long as there are bathrooms on both levels
- Wood-type floors in kitchen and living areas; carpet in bedrooms

Other questions which were addressed:

- What are the relocation plans?
- Will rents go up?
- Will there be assistance with moving? (to interim location and again to new unit)