



Neighborhood Plan Committee

Wednesday, October 20th, 2021



camiros

AGENDA

NEIGHBORHOOD PLAN COMMITTEE; MEETING #1

1. Introductions
2. Review of Choice Neighborhoods Goals and Guidance
3. Review of Plan-Making Process
4. Review of Schedule
5. Roles and Responsibilities
6. Review of Working Group Input
7. Discussion of Goals, Policies and Approaches for Neighborhood Plan

Introductions

- | | |
|--------------------------|--------------------------------|
| 1. Bekki Fox | City of Rome |
| 2. Daphene Jones-Pearson | JGH Resident |
| 3. Trey Coogle | REA Ventures |
| 4. Bill Temple | Toles, Temple & Wright/Realtor |
| 5. Africa Jones | NWGHA |
| 6. Pat Sullivan | AHCA/NWGHA/Realtor |
| 7. Connie Newman | East Rome Business Owner |
| 8. Courtney Griffin | City of Rome (Transit) |
| 9. Todd Wofford | Parks & Rec |
| 10. Art Newell | City of Rome |
| 11. Betsy Allgood | Habitat for Humanity |
| 12. Trixie Morgan | Rome PD |
| 13. Howard Gibson | NWGHA |
| 14. Cassandra Wheeler | Georgia Power |
| 15. David Clonts | Investor/Developer |
| 16. Arnold Shedd | Business Owner (Maple Pawn) |
| 17. Xavier Ringer | Rome Mural CoLab |
| 18. Martha Donaldson | East Rome Resident |
| 19. Roy Bailey | East Rome Resident |
| 20. Jackie Jenkins | East Rome Resident |
| 21. Cheynne Aycock | East Rome Resident |
| 22. Wendy Davis | City Comm./East Rome Resident |
| 23. Chuck Hughes | Cabrill Bros Construction |
| 24. Dequorria Woodard | JGH Resident |
| 25. Kandy Brooks | JGH Resident |
| 26. Madonna Murphy | Director of Housing |
| 27. Cornelius Singleton | East Rome Resident |

Camiros; Planning Coordinator

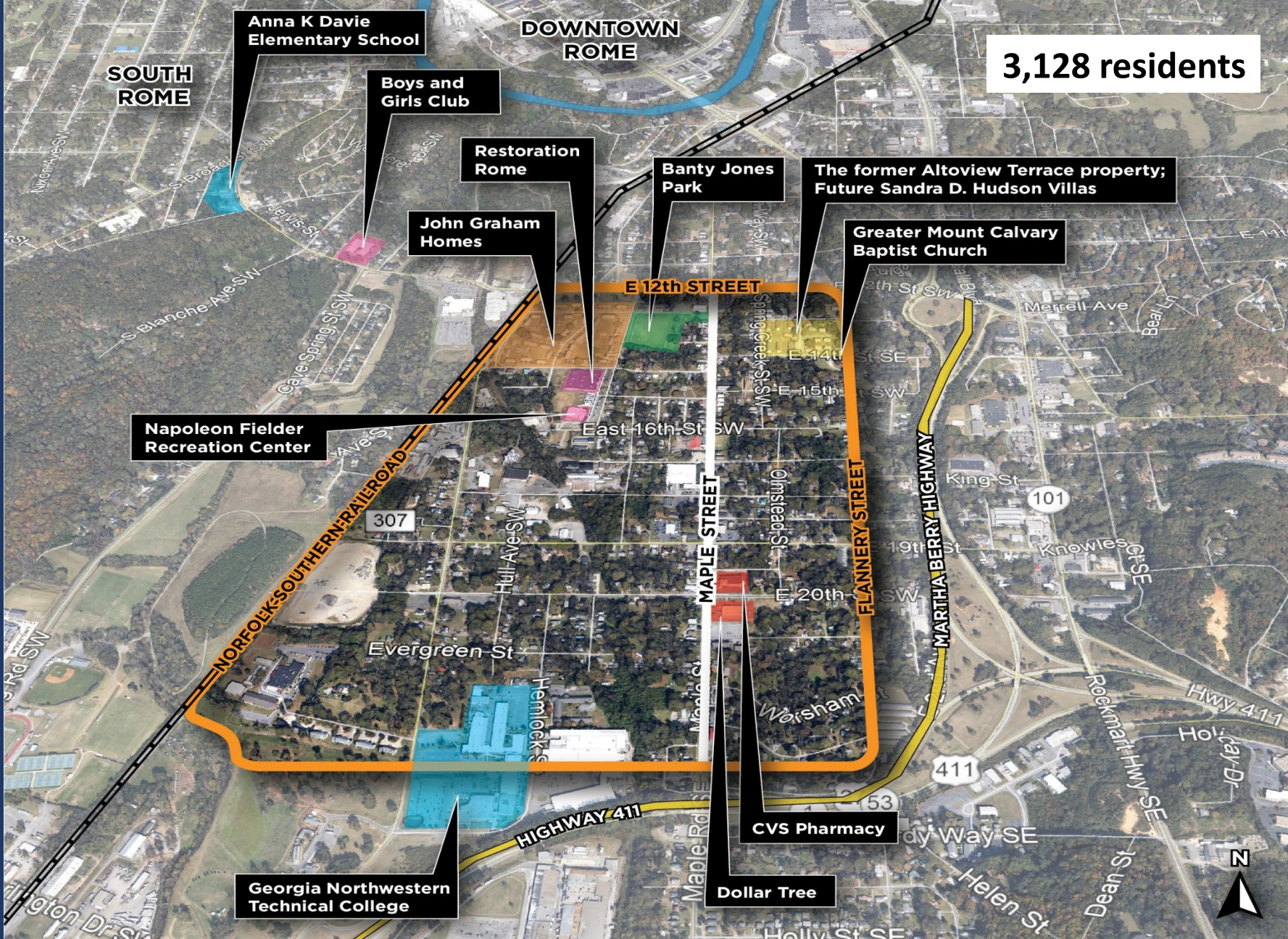
Bill James
Katie Reilly

NWGHA

Molly Majestic
Napoleon Fielder

PLAN AREA

3,128 residents



JOHN GRAHAM HOMES

375 residents 147 units



CHOICE NEIGHBORHOODS GOALS AND GUIDANCE

Choice Neighborhood Plan Goals

- Create a ***neighborhood of choice*** such that people who could live anywhere will choose East Rome Crossing.
- Leverage ***neighborhood assets*** to build upon current strengths as a means of creating a neighborhood of choice.
- Create a ***distinctive lifestyle*** for East Rome Crossing, which could include walking/biking, a complete neighborhood, arts & cultural activities, etc.
- ***Unify the neighborhood*** such that residents everywhere identify with the neighborhood as a whole.
- ***Improve transportation*** so that all residents have the mobility they need to succeed.
- Maximize the potential for retail development so that ***shopping becomes an attraction*** for the neighborhood.

CHOICE NEIGHBORHOODS GOALS AND GUIDANCE

Choice Neighborhoods Objectives – Notice of Funding Availability (NOFA)

1. Private and Public Investment in the Neighborhood: The neighborhood housing has a very low vacancy/abandonment rate, the housing inventory is of high quality, and the neighborhood is mixed income and maintains a mixture of incomes over time.
2. Amenities: The distance traveled from the neighborhood to basic services is equal to or less than the distance traveled from the median neighborhood in the metropolitan area. Basic services include grocery stores, banks, health clinics and doctors' offices, dentist offices, and high-quality early learning programs and services.
3. Effective Public Schools: Public schools in the target neighborhood are safe and welcoming places for children and their families. In addition, schools have test scores that are as good as or better than the state average or are implementing school reforms that raise student achievement over time and graduate students from high school prepared for college and a career.
4. Safety: Residents are living in a safer environment as evidenced by the revitalized neighborhood having significantly lower crime rates than the neighborhood had prior to redevelopment and maintaining a lower crime rate over time.

REVIEW OF PLAN MAKING PROCESS



REVIEW OF PLAN MAKING PROCESS

Phase 1: Goals, Policies and Approaches.

In this phase, the Project Team, led by Camiros, advances core ideas for organizing the “neighborhood,” “people” and “housing” plans.

The main concepts that underpin the three plans are presented and discussed with each committee. The anticipated outcomes of these core ideas would also be discussed.

The result of the meeting would be a consensus on the broad ideas upon which the three plans would be based.

REVIEW OF PLAN MAKING PROCESS

Phase 2: Draft Neighborhood Plan.

The second phase would be the formulation and presentation of draft plans. These draft plans would represent about 50% development, rather than being highly refined, which would encourage committee members to offer input and alternative ideas to the proposals.

Discussion would be focused to promote consensus on the overall direction of the plans, with significant revision and refinement expected from committee comments and suggestions.

REVIEW OF PLAN MAKING PROCESS

Phase 3: Final Neighborhood Plan.

With the input gained from the Phase 2 meetings, Camiros, with the advice and input of the Project Team, will refine the draft plans into fully developed plan documents.

These will be presented to the committees and discussed. Given the significant level of refinement in the plans going from draft (50%) to final (90%), additional comments and suggestions from the committees for improvement will be encouraged.

Plan refinement will take place after the third round of committee meetings, with the evolving plan posted on the project website for review and comment.

SCHEDULE

NEIGHBORHOOD/HOUSING PLAN COMMITTEE –

The neighborhood and housing plan committees have been combined due to a high amount of overlap. In order to cover all of our topics we will be meeting every Wednesday over the next two months.

Neighborhood #1 Wednesday, October 20th at 4pm EST

Housing #1 Wednesday, October 27th at 4pm EST

Neighborhood #2 Wednesday, November 3rd at 4pm EST

Housing #2 Wednesday, November 10th at 4pm EST

Neighborhood #3 Wednesday November 17th at 4pm EST

Housing #3 Friday, November 19th at 4pm EST

Steering Committee Review - December 16th at 4pm EST

Draft Transformation Plan – February 2022

ROLES AND RESPONSIBILITIES

ORGANIZATION

ROLE/RESPONSIBILITIES

***Camiros,
Project Coordinator;***

a) serve as technical resource; b) interpret local input; c) final responsibility for plan content; d) planning process facilitator; e) produce the Plan

Project Team;

NWGHA ,City, and Camiros staff; serve as technical working group

Working Groups;

a) assess assets, opportunities, and issues within defined Topic Areas; b) provide "point of departure for Plan Committees

Plan Committees;

a) assess material from the Working Groups; b) reassess goals, policies and approaches to the Plan; c) provide input to Planning Coordinator; d) review/comment on draft/final Plan

Steering Committee;

a) serve as principal review body; b) monitor the CNI process and provide input to Project Team; c) provide review of People, People & People Plans; d) assist with Plan implementation

WORKING GROUP INPUT

Input from Working Groups:

Neighborhood Working Group Priorities:

Banty Jones Park – Develop a “Take Back the Park” program & create a new park plan

Infrastructure – Create a plan for new bus shelters sidewalk, lighting, and safe crossings

Strategic Site Acquisition and Blight Remediation – Identify sites for acquisition and demolition

Neighborhood Association – Establish a Neighborhood Association to advocate for the East Rome Crossing Neighborhood by engaging resident leaders, neighborhood businesses, and churches.

Housing Working Group Priorities:

Identify target area for infrastructure to encourage new development

Education Working Group Priorities:

Transportation– Create safe and comfortable non-motorized routes to schools and programs.

Include a transportation pick-up/drop-off option with any early learning program brought to the neighborhood.

DISCUSSION OF GOALS, POLICIES AND APPROACHES

How well do the recommended Working Group Initiatives fulfill the core goals identified?

- Create a **neighborhood of choice** such that people who could live anywhere will choose East Rome Crossing.
- Leverage **neighborhood assets** to build upon current strengths as a means of creating a neighborhood of choice.
- Create a **distinctive lifestyle** for East Rome Crossing, which could include walking/biking, a complete neighborhood, arts & cultural activities, etc.
- **Unify the neighborhood** such that residents everywhere identify with the neighborhood as a whole.
- **Improve transportation** so that all residents have the mobility they need to succeed.
- Maximize the potential for retail development so that **shopping becomes an attraction** for the neighborhood.

DISCUSSION OF INITIATIVES VIS-À-VIS GOALS

Core Neighborhood Plan Goals

Recommended Initiatives

	Create a Neighborhood of Choice	Leverage Assets to Build on Strengths	Create a Distinctive Lifestyle	Unify the Neighborhood	Improve Transportation	Maximize Potential for Retail Dev.
"Take Back The Park" Program for Banty Jones Park						
Banty Jones Park Plan: make it a major asset/attraction						
New Sidewalks, Lighting, Bus Shelters & Safer Crossings						
Strategic Demolition/Rehab for Distressed Properties						
Create a Neighborhood Association						
Identify target area for infrastructure investment to attract new development						
Create safe routes to walk to school and educational programming						

GOAL FULFILLMENT

HIGH

MEDIUM

DISCUSSION OF INITIATIVES VIS-À-VIS GOALS

Core Neighborhood Plan Goals

Create a Neighborhood of Choice	Leverage Assets to Build on Strengths	Create a Distinctive Lifestyle	Unify the Neighborhood	Improve Transportation	Maximize Potential for Retail Dev.

HIGH

MEDIUM

LOW/ NONE

IDEAS FOR IMPROVING GOAL FULFILLMENT

- **Creating a *Neighborhood of Choice*:**

- **Creating a Distinctive Lifestyle:**

- **Maximizing Potential for Retail Development:**

METRICS TO DEFINE SUCCESS

What are metrics that can be included in the Neighborhood Plan to measure success by?

Examples:

- According to the Census, **19% of the housing units** in East Rome Crossing (block groups 1 & 3 of Tract 16) **are vacant**.
- **The nearest grocery store** (Kroger on Turner McCall Blvd.) is approximately **2 miles from the neighborhood**.
- Between 2016-18, the three-year average of Part 1 Violent Crimes committed in the Target Neighborhood **was 20.9 per 1,000** people compared to a City rate of 8.2 per 1,000 people.
- **5 new housing permits** issued between 2019-2020, all of the new housing in East Rome Crossing was built by NWGHA.
- East Rome Crossing is steadily losing residents. As of 2018, there is an estimated **2,551 residents** living in Block Groups 1 and 3 of Census Tract 16. This is a loss of approximately 152 residents since 2010. Between 2000 and 2010 the neighborhood lost 65 residents.

METRICS TO DEFINE SUCCESS

What are metrics that can be included in the Neighborhood Plan to measure success by?

- **Creating a Neighborhood of Choice.**
- **Maximize Potential for Retail Development.**
- **Creating a Distinctive Lifestyle.**
- **Improving Transportation.**

THANK YOU!

This concludes our meeting agenda. Thank you for your time to meet today. The Project Team realizes that members of the Neighborhood/Housing Plan Committee may have questions or wish to discuss aspects of the material presented today more thoroughly.

Any comments or questions?

The presentation is available on eastromechoice.com

REFERENCE SLIDES

ASSETS AND OPPORTUNITIES

ASSETS – from Working Group

- New Housing from NWGHA
- Banty Jones Park – Basketball Court, and Location
- Dollar Tree and CVS
- Bus line on Maple and 12th
- Trail Extension Project
- Technical College
- Connectivity: highways and access to downtown
- The Fielder Center
- Restoration Rome
- Cedar, 12th, Maple sidewalk improvements
- Pedestrians:
 - Culture lends itself to walking
 - Kids walking
 - Less vehicle ownership in the neighborhood
 - There is a high number of pedestrians at CVS/Dollar Tree
 - Foot traffic can support businesses
- Health Department
- Proximity to work/downtown
- Zoning updates eliminated minimum lot size

OPPORTUNITIES – from Working Group

- Improve Bus Shelters (This is an Early Action Project)
- Pedestrians – increase and utilizing foot traffic
- Vacant parcels mean there is room to build
- Can create Missing Middle or 2 by 2 housing
- City/ Land Bank/ Floyd County/ NWGHA own many of the lots
- Center housing around Banty Jones Park to create “eyes on the street”
- Rewriting UDO to create more development opportunities
- Neighborhood Culture
- Align intention with implementation
- Youth resources to deter youth from making poor choices
- Rome Floyd Drug Task Force

ASSETS AND OPPORTUNITIES

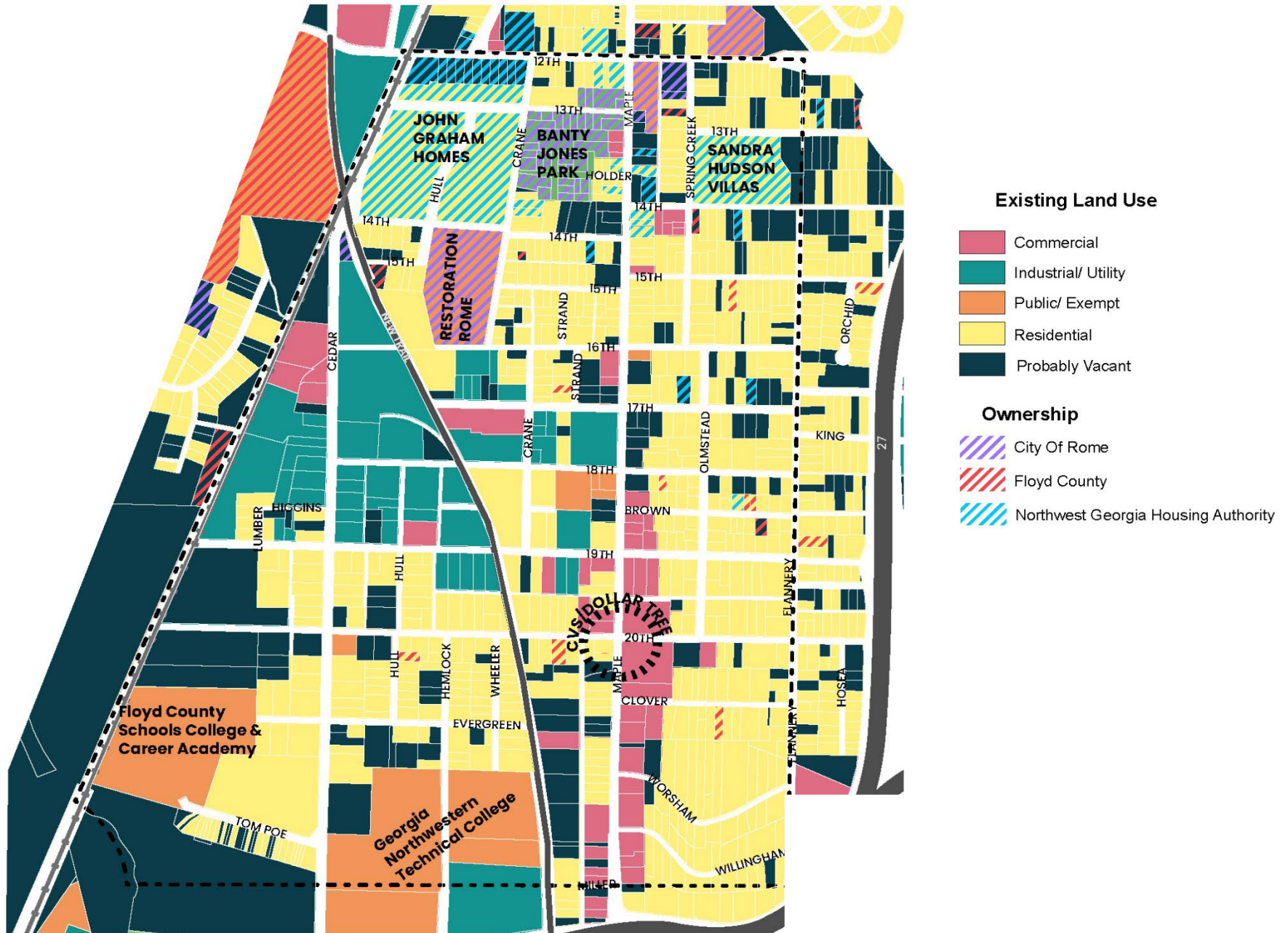


The City of Rome has budgeted and planned for phased improvements to Maple sidewalk including decorative brick inlay, and an extension of the trail into East Rome Crossing.

CVS and Dollar Tree



PROPERTY VACANCY AND OWNERSHIP



RESIDENT SURVEY RESULTS

East Rome Crossing's Biggest Strengths are (in order):

1. The Location
2. Affordability
3. The People
4. Availability of Social Services

What Would Make East Rome Crossing Better (common responses):

- Improved Infrastructure
- More Housing Options
- New Grocery Store and Businesses
- Clean-up the Neighborhood
- More Events, Resources, and Services

Describe East Rome Crossing Today In 3 Words

Drugs **Rundown** Old
Need **Convenient** Friendly
Better/Improving **Affordable**

Banty Jones Park needs:

- Improved Safety
- More/Better Lighting
- Maintenance
- Bigger and Better play spaces
- Seating and Picnic Tables

Describe The Future of East Rome Crossing In 3 Words

Nice/Improved Homes **Better Roads**
New Stores **Clean** Grocery Stores
Friendly **Kids** **Safe** **Street Lights**

Safety Concerns (in order):

1. Gun Activity
2. Street Lighting
3. Vacant Property
4. Property Crime

MARKET STUDY RESULTS

There is potential for 21,000 sqft for retail in East Rome Crossing. There is 8,000 sq ft of existing vacant store space and potential for 13,000 sqft for new retail.

Most of this demand (9,500 – 12,000) is for a **Fresh Food Market**. This demand supports establishment of a small market. This could also translate into establishment of a small or mobile farmer's market to meet need and demand as an alternative.

The other use in highest demand is a **Hardware and Supply store** (6,500 sq ft). Again, this amount of square footage is smaller than the usual store of this type.