



Neighborhood Plan Committee
Wednesday, November 3rd, 2021



camiros

AGENDA

NEIGHBORHOOD PLAN COMMITTEE; MEETING #2

1. Introductions
2. Review Goals and Guidance
3. Overview of Draft Neighborhood Plan
4. Public Facilities
5. Commercial Development
6. Strategic Site Acquisition
7. Investment Target Area
8. Identity/ Placemaking
9. Neighborhood Association
10. Schedule

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. Xaivier 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

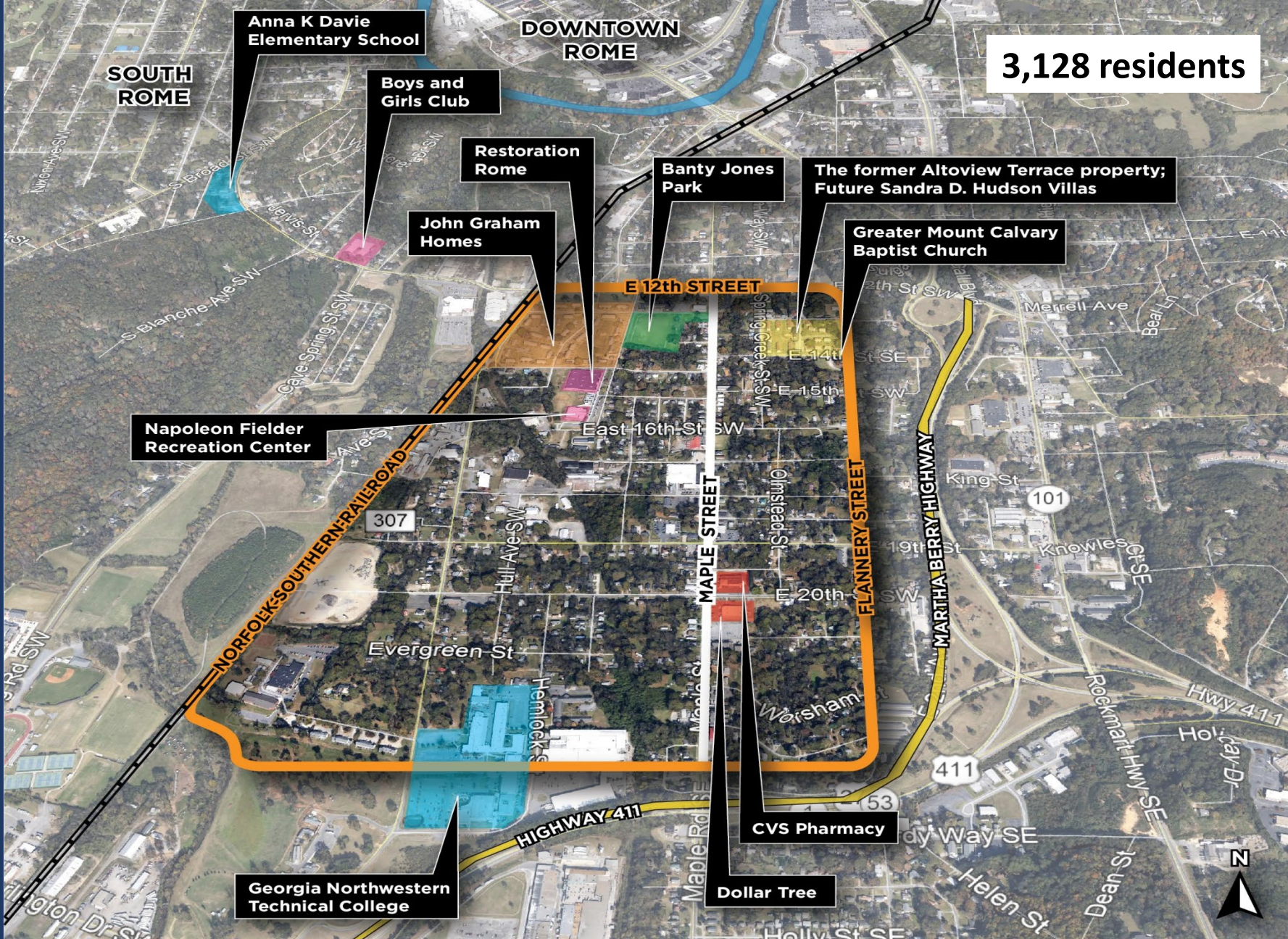
Bill James
Katie Reilly

NWGHA

Molly Majestic
Napoleon Fielder

PLAN AREA

3,128 residents



JOHN GRAHAM HOMES

375 residents 147 units



REVIEW: CHOICE NEIGHBORHOODS GOALS AND GUIDANCE

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.

EAST ROME CROSSING CORE STRATEGIES

- Achieve physical neighborhood transformation incrementally. Short, medium & long-term.
- Leverage existing assets & strengths to build improvement momentum. Both within the neighborhood boundaries and the surrounding area.
- Start to realize the shared vision of a new neighborhood with a distinctive look and lifestyle.
- Leverage available resources to underwrite retail development.

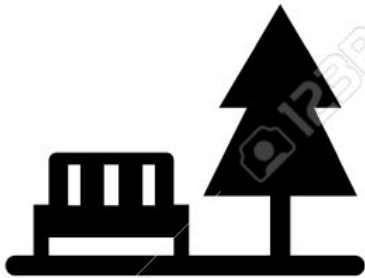
REVIEW: CHOICE NEIGHBORHOODS GOALS AND GUIDANCE

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.

Overview of Draft People Plan

The Draft Neighborhood Plan illustrated in this presentation includes recommendations representing 50% of the Final Plan. The intent is to provide a framework that this Committee can help refine into the Final Plan. The draft People Plan initiatives consist of:



Public Facilities



Commercial Development



Strategic Site Acquisition



**Targeted Transportation
and Infrastructure
Investment**



Placemaking



Neighborhood Association



DISCUSSION OF INITIATIVES VIS-À-VIS GOALS

Fulfillment and Gaps in Addressing 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. |
|---------------------------------|---------------------------------------|--------------------------------|------------------------|------------------------|------------------------------------|
| | | | | | |
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| | | | | | |
| | | | | | |

HIGH

MEDIUM

LOW/ NONE



Public Facilities - Challenges

Summary of Initiative(s): Make Banty Jones Park and the Napoleon Fielder Center high quality, attractive amenities that East Rome Crossing residents visit frequently.

Neighborhood Survey Respondents indicated that Banty Jones Park needs:

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

A majority of the **safety concerns** in East Rome Crossing are related to **activity occurring in the park.**

Survey respondents **like that there is a park in the neighborhood**, but a majority **do not go there.**

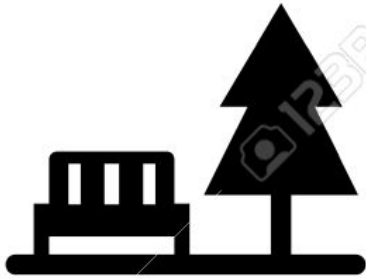
Neighborhood youth identified workout equipment, an updated playground, grilling and seating, a stage, and programming as good options to improve the park.

***Can social/cultural activities** be strengthened as part of creating a distinctive lifestyle for ERC? Could elevating the activities offered at the Fielder Center be part of this?*

BANTY JONES PARK ASSESSMENT



PLAN PROPOSALS FOR PUBLIC FACILITIES



Public Facilities

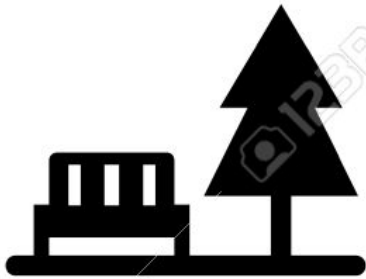
1. Make Banty Jones Park an Attraction. Banty Jones Park was created using federal dollars that place specific requirements for the minimum that park can provide. A new plan for the park will bring the Banty Jones into compliance with these requirements while going above and beyond to create a space that serves East Rome Crossing residents and makes the park a true amenity to the neighborhood. Structures along Crane St and 14th St should be evaluated for inclusion into the park footprint.

2. Safety Program For The Park. Banty Jones Park currently attracts illicit behaviors including drug dealing, gun activity, and vandalism. Taking steps to improve the real and perceived safety of the park will help East Rome Crossing residents be comfortable using the space. Improvements include new cameras, keeping the lights on in the evening, incorporating Crime Prevention Through Environmental Design (CPTED) design principles in the park design, safety patrols, and programming that will bring residents to the park regularly.

3. New Homes Near the Park. Explore building new homes near/next to the park to make it less isolated and provide positive associations/interactions.

4. Make the Fielder Center an Asset. The inside of the Fielder Center has seen recent improvements. Current amenities include a rubberized basketball court, kitchen, banquet space, and three classroom spaces that can be combined into one large space. Updates to the exterior of the Center should be made to match the quality of the facility and to reflect the East Rome Crossing identity. Some programmatic changes will be proposed as well to open the Center up to residents.

PLAN PROPOSALS FOR PUBLIC FACILITIES



Public Facilities

Do these proposals help fulfill public facilities goals?

Do these proposals seem feasible?

Are there partners or organizations that can help finalize how this program would work?

COMMERCIAL DEVELOPMENT - CHALLENGES

Summary of Initiative(s): Explore development opportunities that will come about from JGH redevelopment and strengthen and support existing small nodes on Maple Ave to create a walkable neighborhood.

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

The existing 8,000 SF of existing vacant store space **may not be serviceable** and we might look for **21,000 SF of new retail space**.

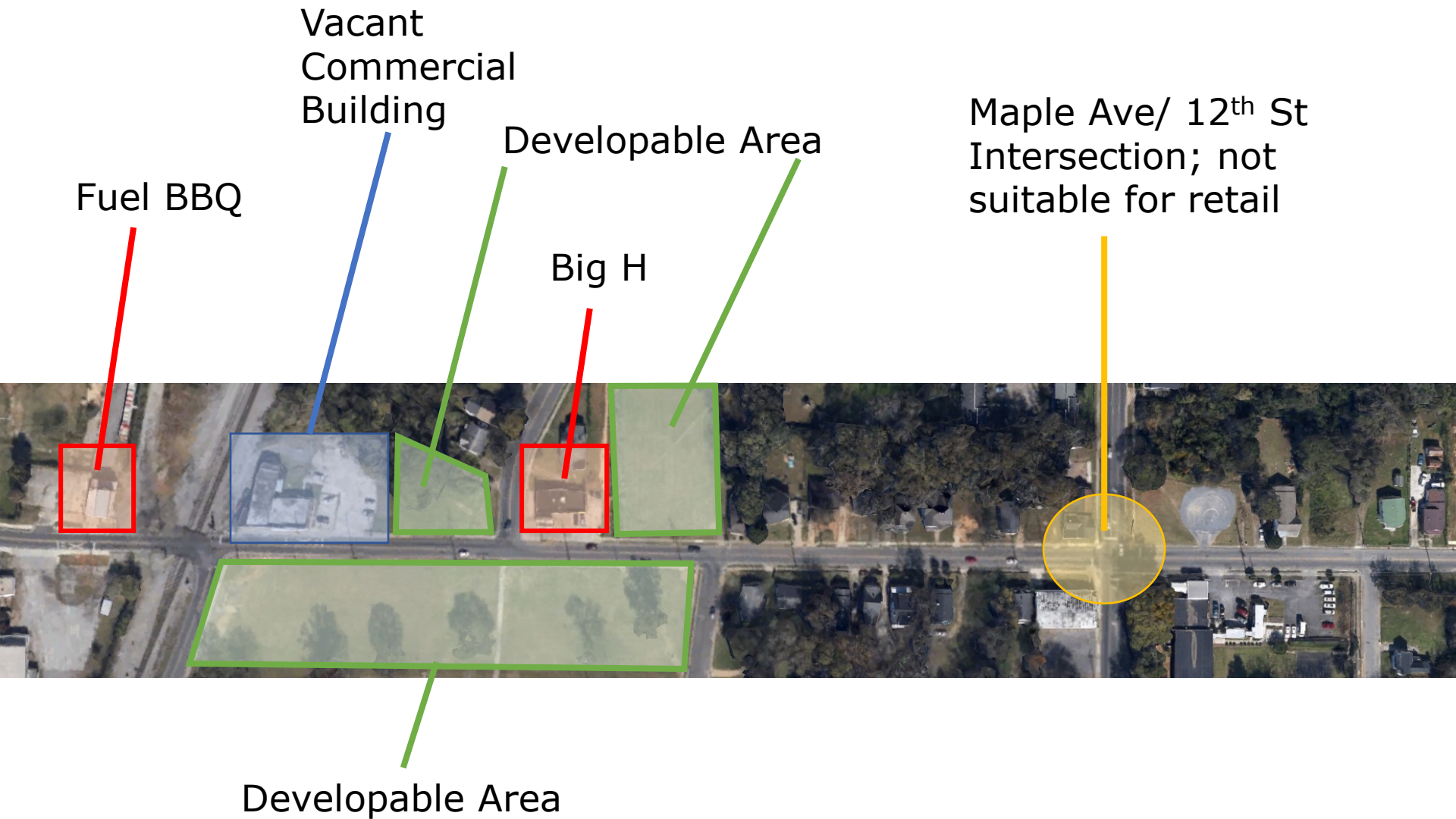
Most of this demand (9,500 – 12,000) is for a Fresh Food Market. This square footage is smaller than a typical grocery store.

There is an **existing commercial node at 20th** with the Dollar Tree and CVS.

Many of the existing commercial spaces in the neighborhood **are rundown, and/or vacant**.

Upgraded street infrastructure is needed in the neighborhood **to support walk-to retail**.

Assessing Retail Potential on 12th Street



PLAN PROPOSALS FOR COMMERCIAL DEVELOPMENT



Commercial Development

1. **Explore Mixed-Use Development in JGH Redevelopment.** It may be that the best way to recruit new stores and shops to East Rome Crossing is to build new space as part of mixed-use development in the JGH redevelopment. The investment in new replacement housing can serve to underwrite the financial gap likely associated with opening a new grocery store and other retail/services. The cost of building the raw retail space is central to the feasibility of the proposal.
2. **Multiple Retail Nodes.** Given the size of ERC and the vision for a walkable neighborhood, more than one retail node is needed to serve the neighborhood. **Think small.**
3. **Strengthen Commercial on Maple Avenue.** Support existing commercial nodes and help start new nodes with willing property owners. Support could include target façade improvements, public art, and additional streetscape improvements. Business owners would have to show commitment to remaining open to benefit from the program.
4. **Support Local Entrepreneurs.** Help local residents interested in starting a small business in ERC to find the technical and financial resources to pursue their ideas.

PLAN PROPOSALS FOR COMMERCIAL DEVELOPMENT



**Commercial
Development**

Do these proposals help fulfill commercial development goals?

Do these proposals seem feasible?

Are there partners or organizations that can help finalize how this program would work?



STRATEGIC SITE ACQUISITION - CHALLENGES

Summary of Initiative(s): Acquire sites that support the execution of other initiatives such as market rate development or improvements to Banty Jones Park.

- For 2014-2018, the Census showed an estimated **19.16% of housing units to be vacant**, compared to **12.53% in the state of Georgia**.
- **64% of housing** in East Rome Crossing is **50 years old or more**.
- The estimated average **home value in East Rome Crossing** is half of the **average of the City of Rome** at \$81,800

PLAN PROPOSALS FOR STRATEGIC ACQUISITION



Strategic Site Acquisition

1. Acquire 201 E 13th St Apartment Building. Residents and stakeholders have identified this apartment building as a leading source of safety issues in Banty Jones Park. This site would be acquired, demolished, and either added to the park footprint or redeveloped into new housing.

2. Acquire Properties on the Northwest Corner of Maple Ave and 14th St. There are 6 larger vacant properties on the corner of Maple Avenue and 14th Street. These properties could be acquired and redeveloped into new housing.



Are these the right properties? Should more visible properties be selected along Maple for example?

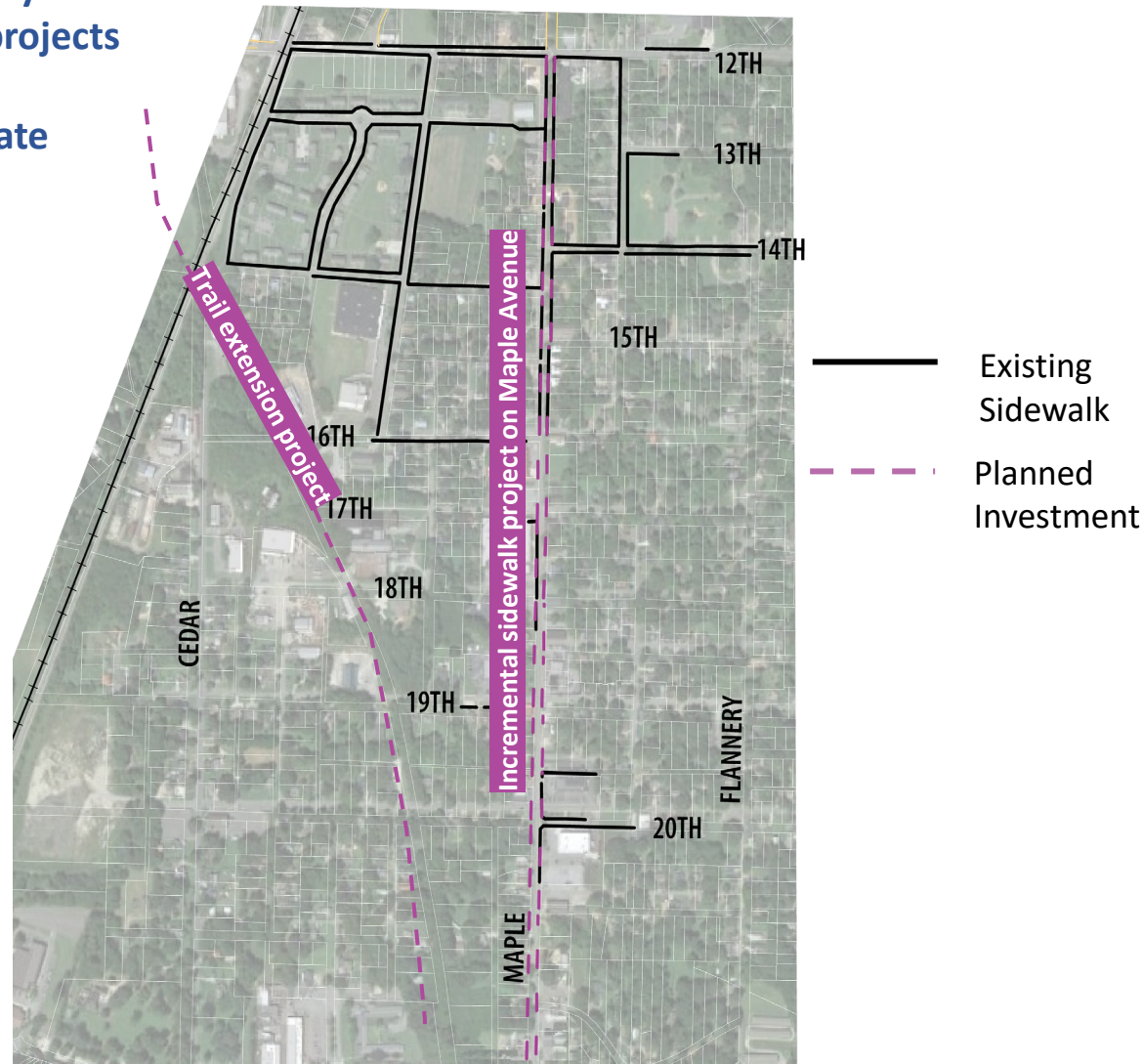
TARGETED INFRASTRUCTURE INVESTMENT - CHALLENGES

Summary of Initiative(s): Identify key transportation and infrastructure projects to support other initiatives such as walkable commercial and market rate development

Most of East Rome Crossing is **without sidewalks, curbs, lighting and street trees**. Where there is sidewalk, it is largely in **poor condition**.

The City of Rome has a plan in place to incrementally install new sidewalk along Maple Street along with some streetscaping.

The City also has plans to extend the trail into East Rome Crossing using abandoned train right-of-way.



PLAN PROPOSALS FOR TARGETED INFRASTRUCTURE INVESTMENT



Targeted Infrastructure Investment

1. Upgrade Target Area. In selected target area upgrade the infrastructure (complete sidewalk, curbing, and lighting) to attract market rate investment into the neighborhood. Options for the target area are shown in the map. **The selected area must coincide with the area proposed for market-rate housing. Leverage assets and strengths.**

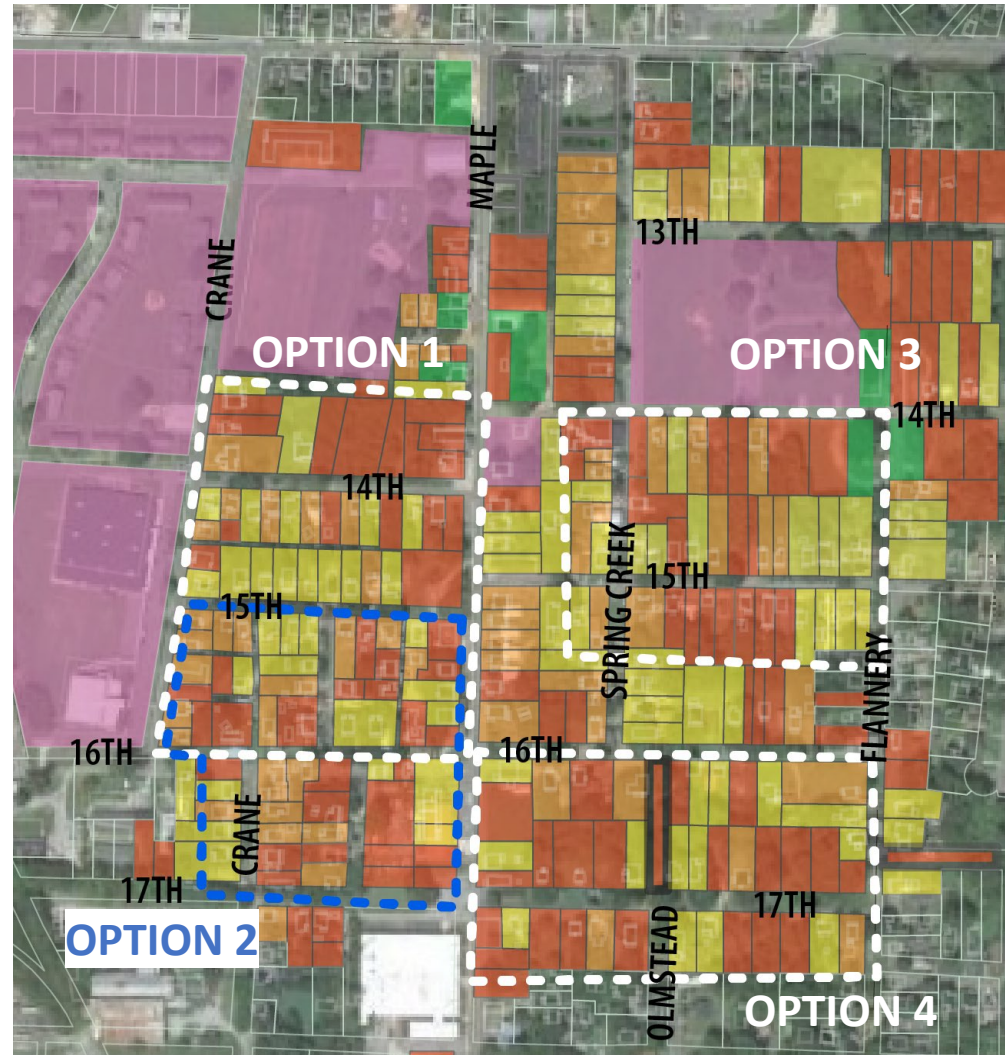
LEGEND

PROPERTY CONDITION

| | |
|--|----------------|
| | GOOD |
| | FAIR |
| | POOR OR VACANT |

| | |
|--|-----------------------------------------|
| | RECENT CONSTRUCTION OR AMENITY (CHURCH) |
| | UNDER CONSTRUCTION OR FUTURE PROJECT |

**BASED ON GOOGLE STREET VIEW*



PLAN PROPOSALS FOR TARGETED INFRASTRUCTURE INVESTMENT



Targeted Investment

2. Create Key Nonmotorized Connections.

The entire neighborhood can not be upgraded with sidewalk, curbing, and/or bike lanes over night. Key walking and biking connections should be prioritized to increase safety and walkability of the neighborhood.

Proposed key connections are 14th Street and 20th Street for sidewalk and advisory bike lanes.

Pedestrian crossing improvements are proposed for 12th and Walnut, and 14th and Maple.

Advisory Bike Lanes help create a safer environment for cyclists on roads that are too narrow for marked bike lanes



Rapid Response Flashing Beacons are pedestrian activated flashing lights that can be implemented at high traffic, non-signalized crossings. Paired with striped crosswalks they help improve pedestrian visibility and safety.



PLAN PROPOSALS FOR TARGETED INFRASTRUCTURE INVESTMENT



**Targeted
Investment**

Do these proposals seem feasible?

Are there partners or organizations that can help finalize how this program would work?

PLAN PROPOSALS FOR PLACEMAKING/ IDENTITY



Placemaking

1. **Re-Envision 12th Street.** The proposed commercial investments on 12th street should be accompanied with streetscaping investments to make the corridor a walkable destination.
2. **Additional Streetscape Investment on Maple Avenue in Commercial Node(s).** Where there are existing clusters of active commercial businesses on Maple Ave. Higher impact streetscaping, beyond what the City has planned, can further support the businesses, walkability of the neighborhood, and solidify East Rome Crossing's distinctive lifestyle.



PLACEMAKING PLAN PROPOSALS



Placemaking

3. Design Guidelines for New Development.

Design guidelines for future development will help to make sure that new construction is aligned with neighborhood vision and character.



PLAN PROPOSALS FOR PLACEMAKING/ IDENTITY



Placemaking

Do these proposals seem feasible?

Are there partners or organizations that can help finalize how this program would work?



NEIGHBORHOOD ASSOCIATION- CHALLENGES

1. East Rome Crossing **does not** currently have a Neighborhood Association.
2. Neighborhood Associations can be **driving forces** behind keeping residents engaged and involved, keeping the City and partners informed about neighborhood goings on, and **advocates for advancing** residents' needs and desires.
3. **Finding the capacity** to launch and maintain a successful neighborhood organization is **central to making this initiative work**.

PLAN PROPOSALS FOR NEIGHBORHOOD ASSOCIATION



Neighborhood Association

Create a Neighborhood Association for East Rome Crossing

Identify resident champions to spear head the formation of the neighborhood association and sit on the association board. These residents will engage fellow residents, community stakeholders such as churches, and businesses.

The Neighborhood Association can use the new plan as a **tool to drive action on the key issues** in the neighborhood. Leadership will structure the organization's bylaws, operations, and funding/financing. **Activities identified** for the Neighborhood Association **to take on** includes:

- Actively disseminating information to East Rome Crossing residents about available programs
- Create a neighborhood watch or community cares group
- Organize community events
- Lead property enforcement by keeping track of issues and engaging property owners

PLAN PROPOSALS FOR NEIGHBORHOOD ASSOCIATION

Does this proposal seem feasible?



Are there partners or organizations that can help finalize how this program would work?

Neighborhood Association

PLAN PROPOSAL REVIEW

Do the proposals achieve the neighborhood plan goals?

Is anything missing from the proposals?

Are there new ideas we should discuss?

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.

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

THANK YOU!

This concludes our meeting agenda. Thank you for your time to meet today. The Project Team realizes that members of the Neighborhood 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