



*East Rome Crossing*  
CHOICE NEIGHBORHOOD PLAN

**VISIONING WORKSHOP**  
**East Rome Crossing**  
**Choice Neighborhood Plan**

**Neighborhood Residents Visioning Workshop**

**May 11<sup>th</sup> 2021**

**Visioning Presentation Prepared by:**  
**Camiros, Ltd.; Planning Coordinator**



Today's meeting has two goals:

- 1) Educate residents on different forms of housing redevelopment; and
- 2) Conduct a visioning workshop that allows residents to help shape the guiding principals for the Plan.

**The discussion of different forms of housing redevelopment will be done via a virtual tour of other housing redevelopments.**

- 1) Different housing types will be shown to illustrate potential alternatives;
- 2) Examples will be shown illustrating how new housing can help improve the neighborhood.

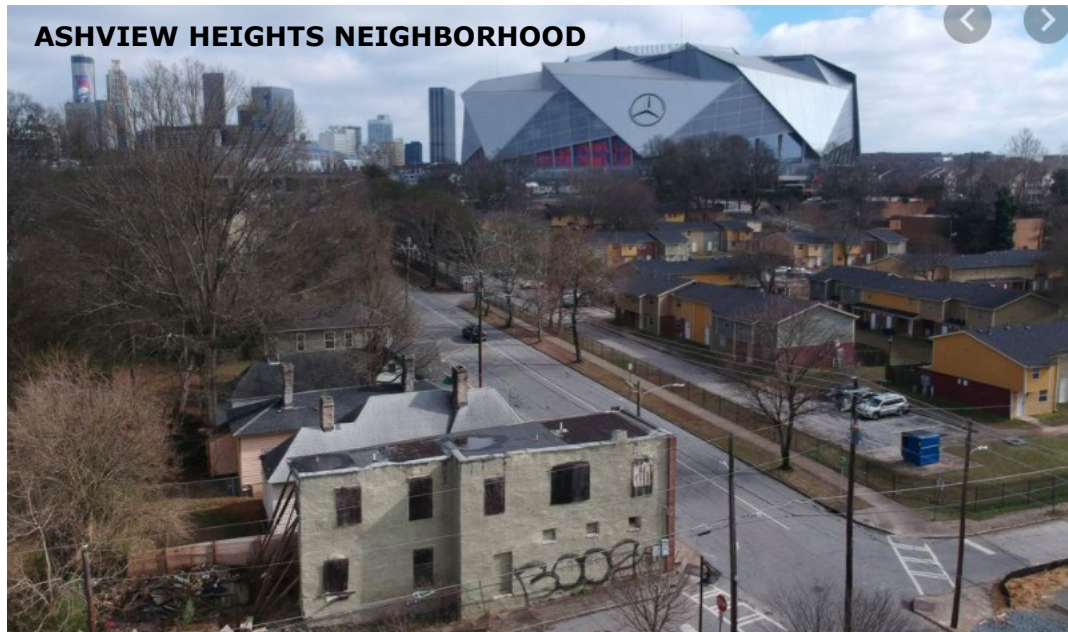
### **Virtual Tour of Other Housing Redevelopments**

**Most housing redevelopments have occurred in larger cities, but we have included smaller scale redevelopments.**

- 1) Different housing types will be shown to illustrate potential alternatives;
- 2) Examples will be shown illustrating how new housing can help improve the neighborhood.

## Virtual Tour of Other Housing Redevelopments

### Atlanta Choice Neighborhoods Redevelopment; Ashview Heights, Vine City & Atlanta University Center



## Virtual Tour of Other Housing Redevelopments

### Atlanta Choice Neighborhoods Redevelopment; Ashview Heights, Vine City & Atlanta University Center

STREET ORIENTED



INTERNALLY ORIENTED; APARTMENT COMPLEX





## **Virtual Tour of Other Housing Redevelopments**

### **Atlanta Choice Neighborhoods Redevelopment; Ashview Heights, Vine City & Atlanta University Center**

SMALL HOMES WERE REHABBED AS "AFFORDABLE" HOUSING



## Virtual Tour of Other Housing Redevelopments

### Atlanta Choice Neighborhoods Redevelopment; Ashview Heights, Vine City & Atlanta University Center

SENIOR HOUSING TYPICALLY TAKES THE FORM OF LARGER BUILDINGS





## **Virtual Tour of Other Housing Redevelopments**

### **Smaller Scale Housing Redevelopment in Other Communities**

6 FLATS DESIGNED WITH SINGLE FAMILY CHARACTER



## Virtual Tour of Other Housing Redevelopments

### Smaller Scale Housing Redevelopment in Other Communities

SMALL MULTI-FAMILY IN SINGLE FAMILY NEIGHBORHOODS; SCATTERED

*Townhomes with varied facades were favored over more uniform facades. This example looks similar to high-end \$250 to \$300k units being built elsewhere in Rome.*





## Virtual Tour of Other Housing Redevelopments

### Smaller Scale Housing Redevelopment in Other Communities

TOWNHOUSE UNITS; WIDE VARIETY OF DESIGN IS POSSIBLE



## **Virtual Tour of Other Housing Redevelopments**

### **Smaller Scale Housing Redevelopment in Other Communities**

TOWNHOUSE UNITS; VARIED FACADES





## **Virtual Tour of Other Housing Redevelopments**

### **Smaller Scale Housing Redevelopment in Other Communities**

TOWNHOUSE UNITS; VARIED FACADES



**In the Choice Planning Process, the goal is to transform distressed neighborhoods into *neighborhoods of choice*. Transforming the neighborhood involves a great deal of change on multiple levels. Managing change should be guided by a clear vision of what residents and stakeholders want the neighborhood to become. Please help frame the vision for the East Rome Crossing Neighborhood.**

Framing a vision for the East Rome Crossing Neighborhood is not making the plan itself, but setting the guiding principles. Framing the vision involves the following steps:

- 1) Introduction to Visioning
- 2) Understanding the Context
- 3) Understanding Trends
- 4) Defining Aspirations
- 5) Setting Guiding Principles

Before we start discussing the first visioning component, it will be useful to provide some background on the **Choice Neighborhoods Program** and what some reasonable expectations are for the outcome of this planning process.

Residents should understand that, as a result of the Plan and its implementation:

- Public housing, as we know it today, will cease to exist in the East Rome Crossing Neighborhood. Existing public housing properties will be demolished and existing NWGHA units will be placed ***mixed-income dwelling units***.
- Mixed-income housing is where affordable housing units are mixed with market-rate units in the same buildings.
- East Rome Crossing will be a diverse neighborhood with a place for everyone who wants to be part of it, ***where existing residents are not displaced***.

What are the key outcomes or results needed to transform the East Rome Crossing Neighborhood into a **neighborhood of choice**? The threshold metric is **getting market rate homebuyers and renters to move into the neighborhood**. How can that be achieved?

- Eliminate/mitigate the key negative attributes of the neighborhood.
- Eliminate the stigma of public housing.
- Achieve positive investment/development momentum.
- Rebrand the neighborhood to create a positive vibe, creating a positive, distinct and attractive character.

Before we discuss the vision for East Rome Crossing, it would be useful to gauge whether the group thinks transformation into a neighborhood of choice is realistically possible.

a. Yes

b. No



# UNDERSTANDING THE CONTEXT

Understanding the relationship between the neighborhood and the community is important to assessing viable strategies.

COUNTRY CLUB

ROME'S NEIGHBORHOODS ARE  
GENERALLY SEPARATED BY RIVERS,  
TOPOGRAPHY, OR HIGHWAYS

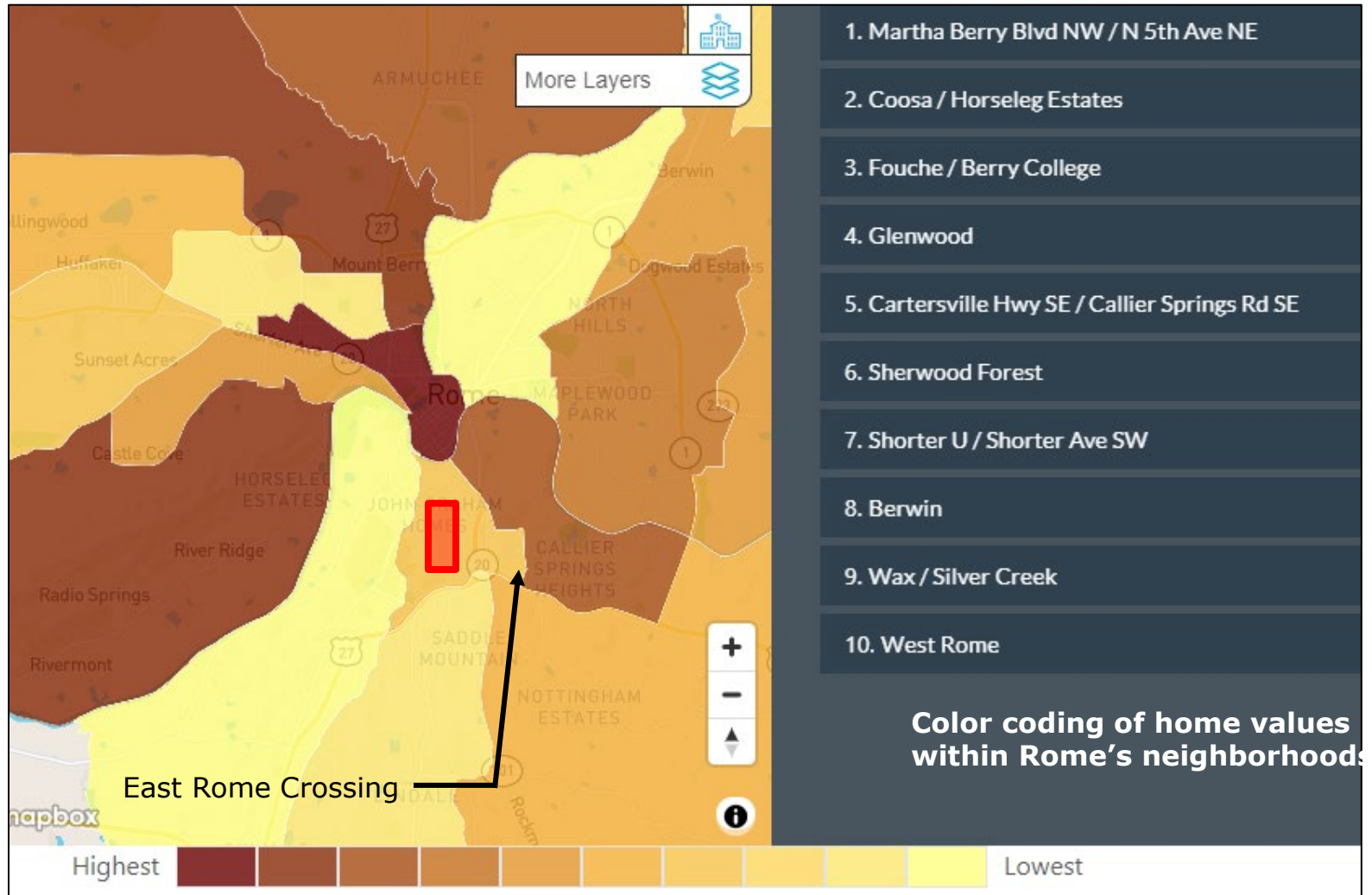
BECK'S BLUFF/WOODS

DARLINGTON SCHOOL



# UNDERSTANDING THE CONTEXT

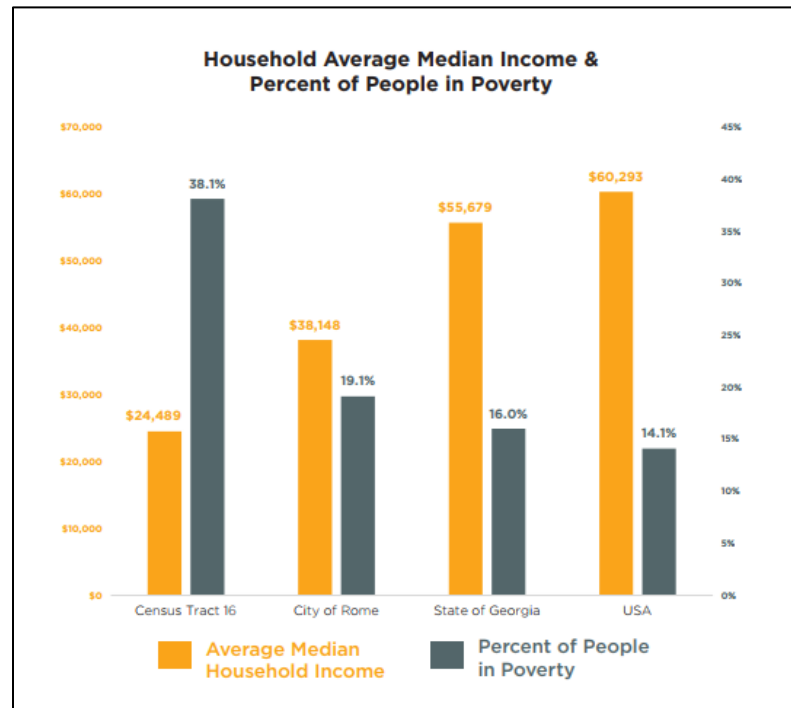
Understanding the neighborhood's relationship to home values within the community is also important to assess prospects for attracting market-rate investment.



## ***Demographic trends are moderately favorable:***

- ***Georgia is a high-growth state with major population growth***
- ***Rome and Floyd County have grown moderately***
- ***Potential exists for increased growth***
- ***Rome is projected to see job growth better than U.S. average***
- ***Anecdotal evidence suggests local wages are rising***

***Rome has a relatively high rate of poverty. Job and wage growth could help reduce the poverty rate.***



**It is human nature to expect that the future will be a *continuation of the past*. However, with respect to the form and function of cities and neighborhoods, the future is rarely a continuation of the past. Neighborhoods in particular tend to either improve or decline over time. Sometimes change occurs so slowly that most people do not observe it. In the East Rome Crossing Neighborhood, slow but steady decline occurred for several decades. In recent years, some positive changes have occurred that could be achievements to build upon.**

***Recent positive changes in the East Rome Crossing neighborhood include:***

- a. Sandra Hudson Villas redevelopment***
- b. New single family and duplex development by NWGHA***
- c. Receipt of the Choice Neighborhoods Planning Grant***
- d. Pending redevelopment of the John Graham Homes site***



# ASSESSING ASSETS AND STRENGTHS

Leveraging assets and areas of strength is central to improving the neighborhood. East Rome Crossing's location relative to downtown Rome is seen as an asset.

## DOWNTOWN ROME



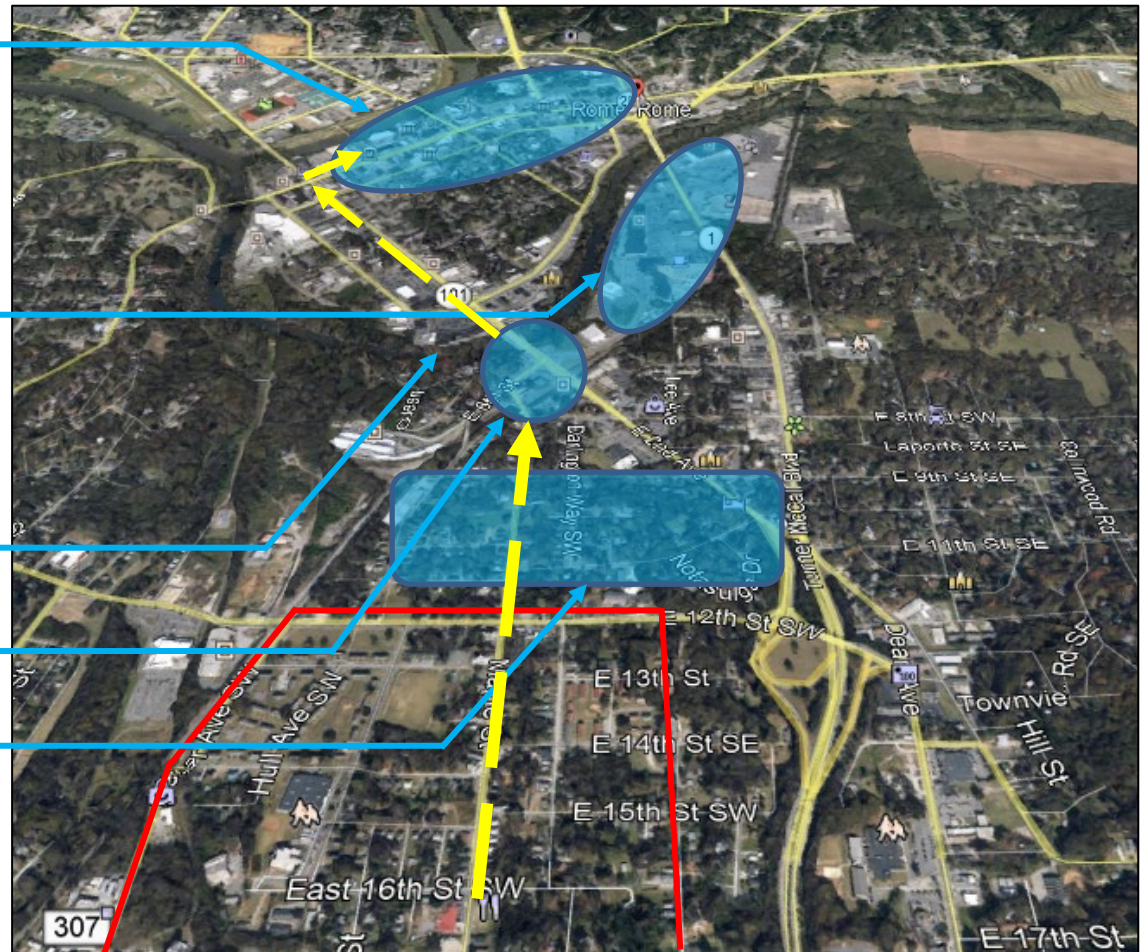
## RIVERBEND DEVELOPMENT



## ETOWAH RIVER

## KEY INTERSECTION

## EAST ROME HISTORIC DISTRICT





Leveraging assets within the neighborhood is essential to creating a neighborhood of choice. Many of East Rome Crossing's assets are located in the northern part of the neighborhood, towards the downtown and other nearby assets.

PROPERTY WITH POTENTIAL FOR CHANGE



***After this discussion of the existing context, current trends and neighborhood assets and strengths, do you now think that the East Rome Crossing Neighborhood has potential to see major improvement?***

***a. yes***

***b. no***

***There is a lot of latitude in formulating a plan that aligns with local sensibilities. In general terms, HUD's guidance calls for the creation of a mixed-income neighborhood and developing successful People, Neighborhood and Housing elements. Let's explore thoughts on the following neighborhood attributes.***

- A. Neighborhood Identity***
- B. Lifestyle***
- C. Character and Appearance***
- D. Services***



### ***Neighborhood Identity***

***Which statement best reflects your thought on the desired identity of the East Rome Crossing Neighborhood:***

- A. The East Rome Neighborhood should blend seamlessly with the rest of the community and be indistinguishable from the other neighborhoods of Rome.***
- B. The East Rome Neighborhood should be a unique and special neighborhood that is unlike the other neighborhoods of Rome.***

### ***Lifestyle***

***Which statement best reflects your thought on the desired lifestyle of the East Rome Crossing Neighborhood:***

- A. The East Rome Crossing Neighborhood offers a different way of life than other neighborhoods because it is more self-contained having local stores, services for people, parks, and churches, all of which are easy to get to.***
- B. East Rome Crossing is distinguished from other neighborhoods by location, layout and housing stock. The lifestyle offered is similar to that of other neighborhoods.***

### ***Character and Appearance***

***Which statement best reflects your thoughts on the desired character and appearance of the East Rome Crossing Neighborhood:***

- A. The East Rome Crossing Neighborhood offers similar character and appearance to other neighborhoods in Rome.***
- B. East Rome Crossing has a special character, combining traditional small town character with innovative urban design and architectural themes.***

# GUIDING PRINCIPLES

**Creating a *neighborhood of choice* involves providing a range of housing types and levels of affordability, including rental and for-sale housing. Visioning should address both the redevelopment of public housing sites into mixed income developments as well as new private development.**

**What types of new housing do you think belong in the East Rome Crossing Neighborhood? (select all that apply; do not focus on architectural style)**

- A. Mid/High Rise Apartment (4+ stories)**
- B. Townhomes**
- C. Upscale Single-Family**
- D. Affordable Single-Family/Duplex**
- E. Low-Rise Apartments (3 Stories)**
- F. None of these examples**

**A**



**MID/HIGH-RISE APARTMENTS**

**B**



**TOWNHOMES**

**E**



**LOW-RISE APARTMENTS**

**D**



**AFFORDABLE SINGLE FAMILY/DUPLEX**

**C**



**UPSCALE SINGLE FAMILY**



# GUIDING PRINCIPLES

**Creating a *neighborhood of choice* involves much more than just new housing. Shopping and services are a key part of neighborhood of choice, particularly since East Rome Crossing is somewhat isolated and lacks retail uses.**

**Recognizing that market demand for retail uses is small, which images align with your vision for retail development for the neighborhood? (select all that apply)**

- a. Small neighborhood store**
- b. New urbanist cluster of small stores**
- c. Small shopping plaza**
- d. Neighborhood scale grocery store**
- e. None of these examples**

**A**



**B**



**C**



**D**



***Where do you think new shopping would be most successful? (choose all that apply.)***

- A. 12<sup>TH</sup> Street***
- B. Maple Avenue, North***
- C. Middle Intersection***
- D. Maple Avenue, South***



Effective ***People Policies*** are important to Choice Neighborhoods because there are a lot of residents with special needs. Please select two of following social service programs you think are most important:

- A. Neighborhood health clinic***
- B. Early childhood education facility***
- C. Neighborhood public safety program***
- D. After school/summer programs for teens***
- E. Adult education/job training***
- F. No Opinion/None of the Above***

**Visioning is not making the Plan but defining aspirations for the future neighborhood as we would like it to be. Setting guiding principles for the Plan helps to do this.**

**What phrase best describes your vision of what the East Rome Crossing Neighborhood can become. (pick one statement only)**

- A. The Neighborhood is the neighborhood of choice for people who want to live in a place where support services help all residents achieve their goals.***
- B. The Neighborhood is an attractive place of mixed uses where people of all incomes and backgrounds blend together seamlessly.***
- C. The Neighborhood successfully merges traditional small town character with new, innovative housing design along with a retail cluster to create the most interesting and most active neighborhood in Rome.***



**Which statement best describes your position on the amount of affordable housing the Plan should provide. (pick one statement only)**

- A. The Plan should provide only the affordable housing needed to replace NWGHA units currently in the neighborhood.***
- B. The neighborhood has too much affordable housing already. NWGHA should offer vouchers to current resident of NWGHA units, which would likely reduce the number of affordable housing units needed below the number of current NWGHA units.***
- C. The Plan should program a number of affordable units equal to the number of low/moderate income households as recorded by the most recent U.S. Census figures.***
- D. I have no opinion on affordable housing.***



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**Thank you for helping frame the vision for  
the East Rome Crossing Neighborhood!**

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**Participants: Neighborhood Residents**

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