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Sue Schwartz, FAICP

Title/company

- Planning Director for Greensboro NC
- 40 years experience as a planner, majority working in reinvestment neighborhoods and corridors.

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Before We Start – How Much Experience is in the Room?

- A. Less than 1 year
- B. 1-5 years
- C. 6-10 years
- D. 11-15 years
- E. 16 years +

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First A Quick Review of the Basics

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Neighborhood Revitalization

The strategic process of transforming neighborhoods that lack community vitality into neighborhoods of choice by helping residents and other stakeholders build and maintain neighborhoods where they want to live, work and play . . .

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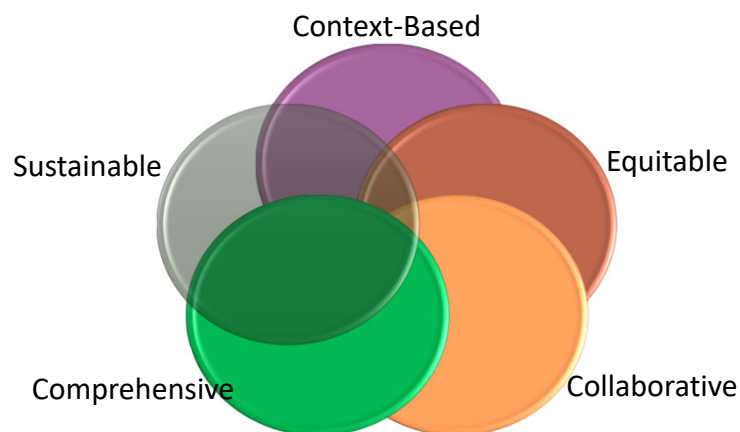
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Neighborhood Revitalization Assumptions – Dynamics of Change

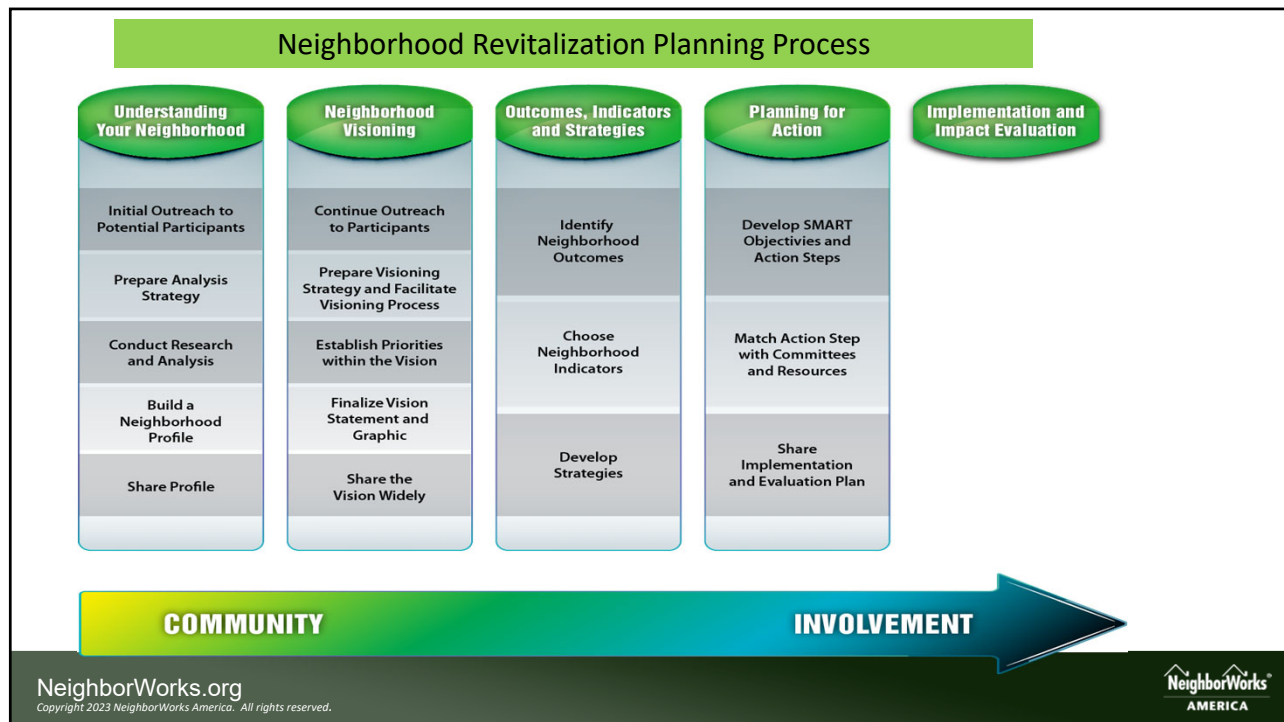
- We want to improve neighborhoods in which we work (i.e. CHANGE)
- In so doing, we seek to make these neighborhoods “neighborhoods of choice”
- We seek to create mixed-income neighborhoods
- Successful neighborhood revitalization means CHANGE
- Neighborhoods are in a constant state of change
- Not if, but how and how much change . . . and your ability to affect it
- Change often brings conflict

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Robust Revitalization Approach to Neighborhood Change



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A Few Assumptions

- We have already been talking with neighborhood stakeholders (engaging)
- We have already researched the neighborhood and shared the results (community profile)

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How do you define a neighborhood vision?

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Neighborhood Visioning

- Vision

- An ideal statement and /or image of what residents and other stakeholders want a neighborhood to be. Notice that the vision is stated in the present tense – describing the way the community looks and functions once the vision is achieved.



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Neighborhood Visioning

- Example Vision
- Vision For North Downtown St. Petersburg
 - Adopted May 2000 by the North Downtown Neighborhood Association, St. Petersburg, Florida

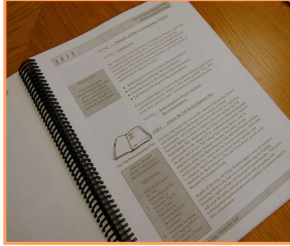
North Downtown has a strong sense of place, formed by its waterfront park system, distinctive architecture, proximity to the city's commercial and cultural heart, and history as a walkable urban neighborhood. We wish to build on that sense of place to make North Downtown an even better neighborhood in which to live, work and play. We envision a neighborhood that ...

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- Residential ... Offers a sustainable mix of urban housing types, accommodating various income levels and household types.
- Commercial ... Has a strong element of neighborhood shops and businesses, to complement downtown's regional commercial character.
- Transportation ... Allows people comfortably to meet most of their daily needs without an automobile, by such means as walking, riding a bicycle or using appropriate public transportation.
- Parks and Recreation ... Maintains the beauty of its existing parks, and provides within the neighborhood opportunities for active recreation for all age groups.
- Arts and Entertainment ... Supports downtown as a regional arts and entertainment district that enhances the quality of life of its residents, and is compatible with the neighborhood's scale and character.
- Civic and Social Institutions ... Recognizes the important role played by institutions such as churches, schools, government offices and social-service agencies, and fosters a mutually respectful relationship between and among those institutions and neighborhood residents.

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Visions v. Plans



A vision precedes a plan

A vision describes the ideal/desired end; a plan details how to get there

A vision is non-technical; a plan is more technical and details

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Characteristics of a Vision/Vision Statement

- Paints a vivid and **positive** picture of the future
- Accommodates ideas clearly and concisely
- Uses **positive** words and/or images
- Is **challenging** and **inspiring**

"Each community boasts a unique combination of assets upon which to build its future."
– Building the Community from the Inside Out

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The vision statement describes the Lynnhurst neighborhood we want to strive for. It provides a framework for our NRP plan and motivates the volunteers participating in the NRP process.

- Lynnhurst is a place where the quality and appeal of Minneapolis urban living is maintained.
- Lynnhurst's residents are diverse, a neighborhood strength.
- There is a strong partnership between our neighborhood, its first class schools and its clean, safe parks.
- Housing and commercial properties are attractive and increasing in value.
- Ground and air traffic affecting the neighborhood is well-managed and unobtrusive.
- Public services are efficient and effective.
- We maintain the vitality and desirability of the neighborhood by addressing the spectrum of concerns for all groups of stakeholders.

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Sample Vision Statements

- The Cedar Street area will engage and connect to downtown and surrounding neighborhoods yet will have a strong identity of its own.
- Pedestrians, bicyclists, and transit riders will operate on equal footing with automobiles.
- The area will maintain its residential housing stock and add appropriate infill to create a rich urban environment with a diversity of residents.
- The Cedar Street area will be unique, identifiable and eclectic.

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Sample Vision Statements

- The Glenwood Neighborhood is a thriving community in the heart of Greensboro.
- Residents, property owners, and businesses alike benefit from Glenwood's safe, attractive, and diverse environment.
- Well maintained parks and recreational facilities add to the quality of life in Glenwood.
- People of all ages and abilities find convenient, appealing facilities to travel in Glenwood on foot, by bicycle, or via the street and public transit systems.
- Housing variety and affordability are maintained, while housing quality and incentives for home ownership are expanded. Glenwood is Greensboro's best kept secret.

Sample Vision Statement

- Jonesboro/Scott Park is a quiet and well-cared for neighborhood with a strong sense of community and history.
- It is home to families, children, students and others that care about the neighborhood and its future.
- The neighborhood has a high quality of life and takes advantage of its location close to East Market Street and downtown.

Sharing the Vision

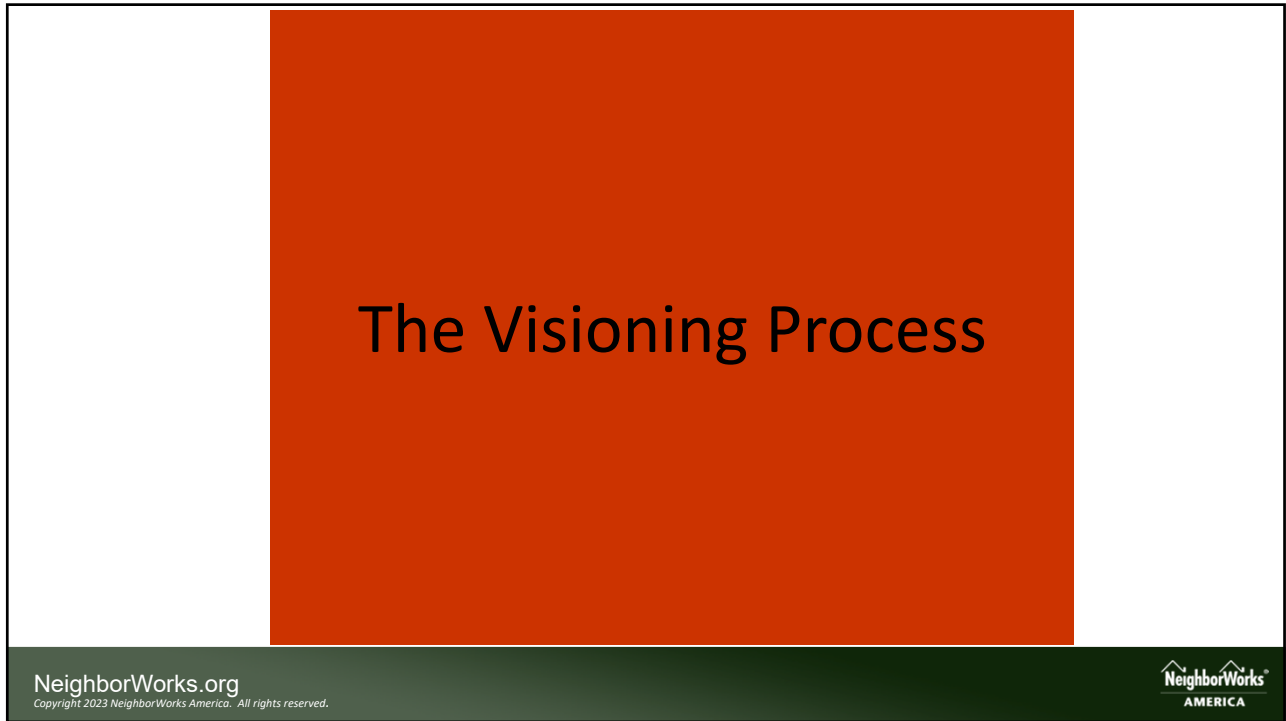
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The collage features several urban planning documents and illustrations. At the top left is the 'Historic Granite Green Vision Plan' for Prescott, showing a street grid with various building styles and green spaces. Below it is a photograph of a street scene with historic buildings. To the right is a colorful illustration of a street scene labeled 'Village of Taft', featuring a large archway and diverse architecture. At the bottom center is the 'Kosmanig Vision' for Granite Green, another street grid plan with detailed annotations. A circular logo for Santa Paula Granite Green is located in the bottom left corner of the collage.

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Course Approach to Neighborhood Visioning

- What are Your Neighborhood Treasures?
- What are the Challenges in Your Neighborhood?
- What Are Your Visions for the Future of the Neighborhood?

*"Inspired by the Past, A Vision for the Future."
- Birmingham Civil Rights*

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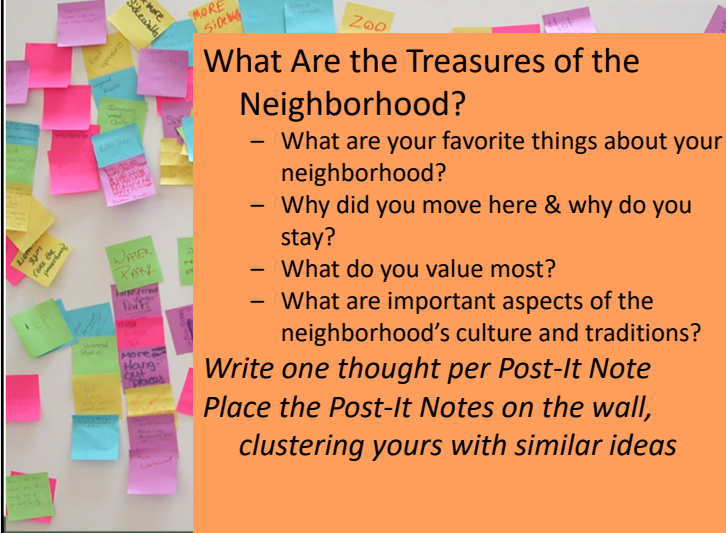
MOCK VISIONING AGENDA

- I. Introductions & Welcome
- II. Present Neighborhood Profile
- III. Post-It Note Visioning
- IV. Prioritize Elements of the Vision
- V. Develop a Neighborhood Vision Statement
- VI. Develop Outcomes & Indicators
- VII. Closing & Next Steps

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III. Our Neighborhood: Treasures, Challenges, & Visions



What Are the Treasures of the Neighborhood?

- What are your favorite things about your neighborhood?
- Why did you move here & why do you stay?
- What do you value most?
- What are important aspects of the neighborhood's culture and traditions?

*Write one thought per Post-It Note
Place the Post-It Notes on the wall,
clustering yours with similar ideas*



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Neighborhood Treasures

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III. Our Neighborhood: Treasures, Challenges, & Visions

What Are the Challenges of the Neighborhood?

- What are the biggest challenges in the neighborhood today?
- What obstacles are currently facing the neighborhood?

*Write one thought per Post-It Note
Place the Post-It Notes on the wall,
clustering yours with similar ideas*



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Neighborhood Challenges

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IV. Our Neighborhood: Treasures, Challenges, & Visions

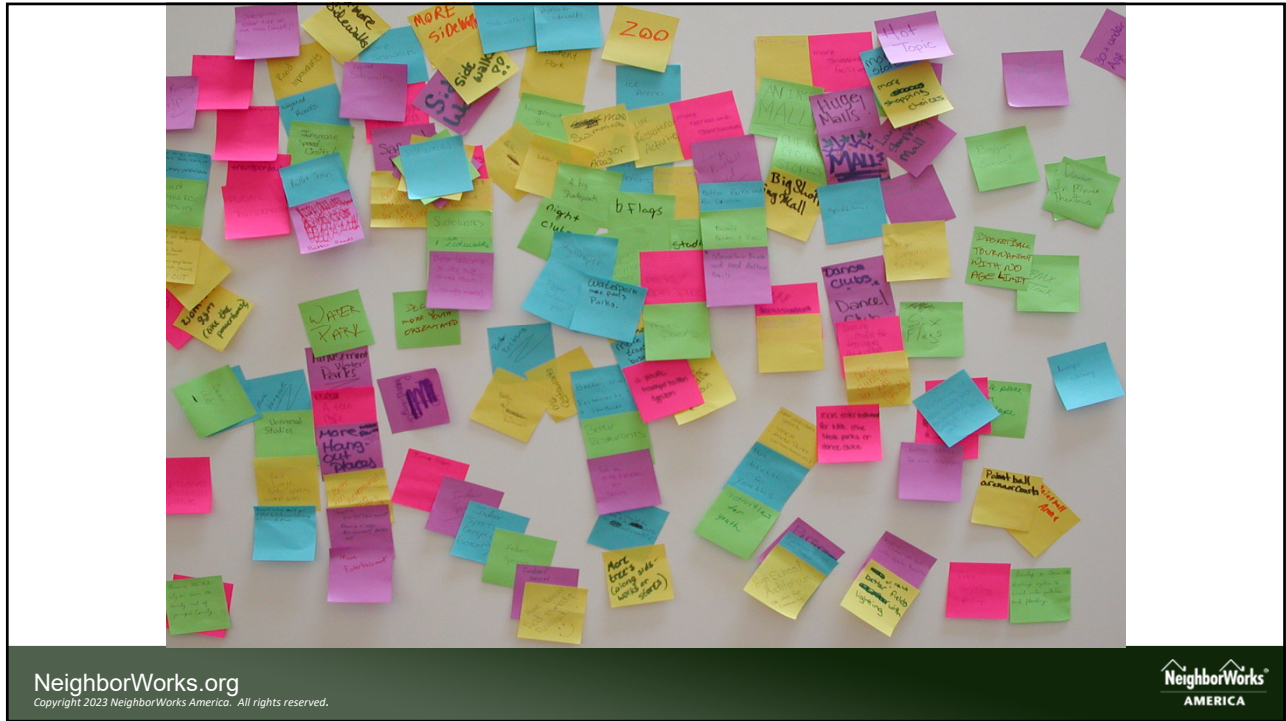
What Are the Visions for the Future of the Neighborhood?

- What does the ideal or dream neighborhood look and feel like?
- Who lives, works, and plays there in the future? What is going on in the neighborhood?
- What do you hope stays the same?

*Write one thought per Post-It Note
Place the Post-It Notes on the wall,
clustering yours with similar ideas*



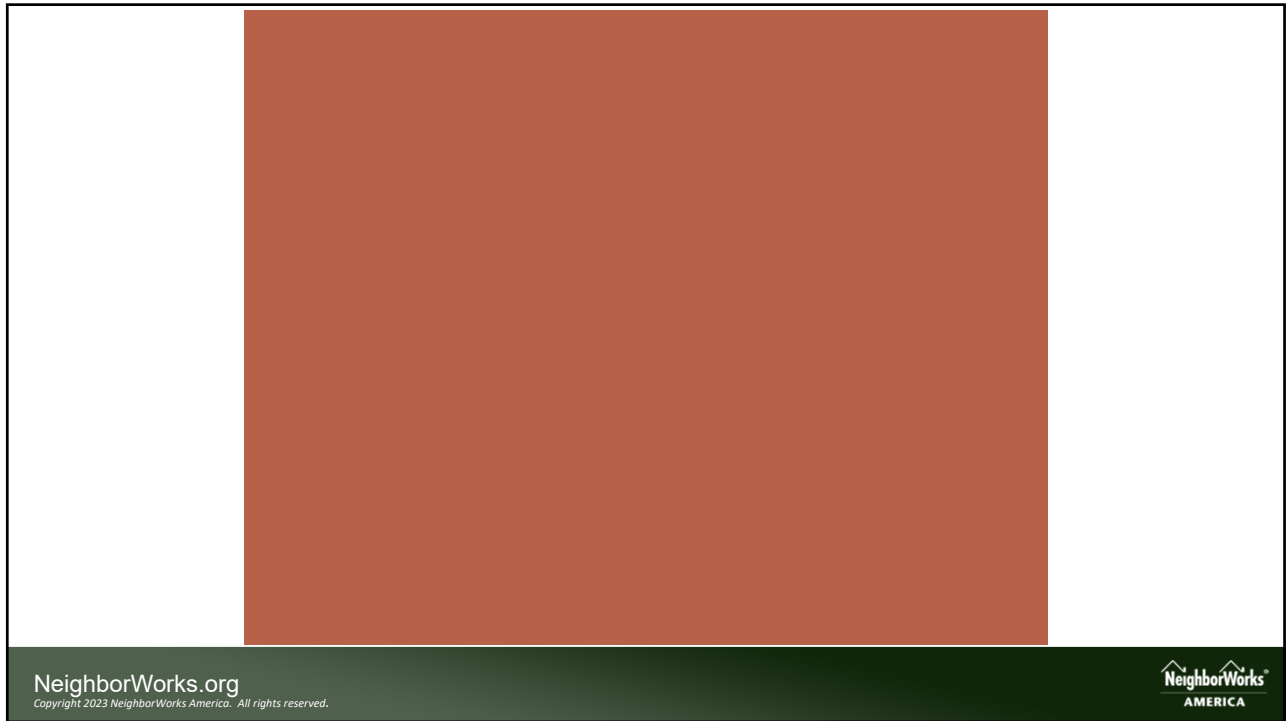
Neighborhood Vision



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MOCK VISIONING AGENDA

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Neighborhood Revitalization Process

• Priorities

- Those themes about which residents and other stakeholders are passionate and willing to invest time, energy and resources to accomplish, in a particular order. The purpose of identifying priorities is to help focus attention and resources when a vision has many elements.



Neighborhood Revitalization Process

- Example Priorities
- Affordable Housing
- Commercial Development
- Transportation
- Parks
- Public Safety

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IV. Prioritizing Elements of the Neighborhood Vision

- Using your three (3) sticky dots:
 - Place the sticky dots on those group of ideas you feel are most important

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V. Neighborhood Vision Statement

Small Group Breakouts

- Use the “composite” neighborhood or choose a community from your table team
- Create a draft neighborhood vision statement that upholds the community priorities & Post-It ideas
- Illustrations and graphic representations are encouraged!
- Present your vision statement to the large group



“Monday Morning Test” Dialogue



Monday Morning Test

What will you be able to use in your work?

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Thank you!

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