



1

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2



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

3

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 +

4

Neighborhood Revitalization: Measuring the Results

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5

Neighborhood Revitalization

**Now that we have a plan, what are we
measuring?(But first the basics)**

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6

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 . . .

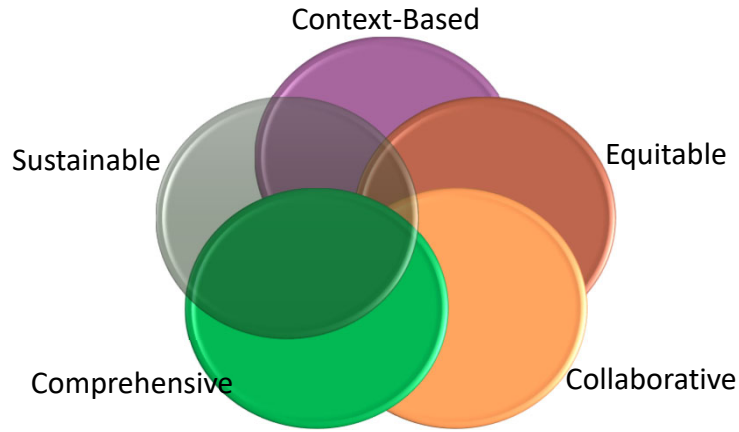
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Neighborhood Revitalization Assumptions – Dynamics of Change

- 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

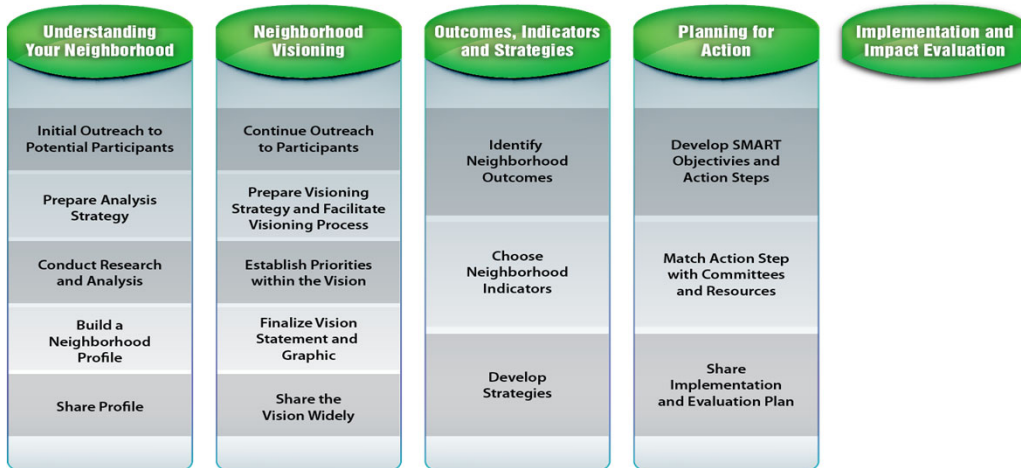
8

Robust Revitalization Approach to Neighborhood Change



9

Neighborhood Revitalization Planning Process



COMMUNITY

INVOLVEMENT

10

Broad Categories of Neighborhood Data



11

Neighborhood Data

• Types

• Qualitative

- Open-ended Surveys, Interviews, Discussions, etc.



• Quantitative

- Quantifiable Survey Data, Collected Statistics, etc.

12

Neighborhood Data

Potential Sources

- o US Census
- o Resident satisfaction survey
- o Key informant interviews
- o Focus groups
- o Property conditions survey
- o Multiple Listing Services (MLS)
- o Home Mortgage Disclosure Act (HMDA)
- o Tax assessor/parcel
- o General & Comprehensive Plans
- o Sanborn Fire Insurance Maps
- o Uniform Crime Reporting (UCR)
- o Crime Victimization Surveys (CVS)
- o Board of Elections
- o Health records
- o School district
- o Many others ...

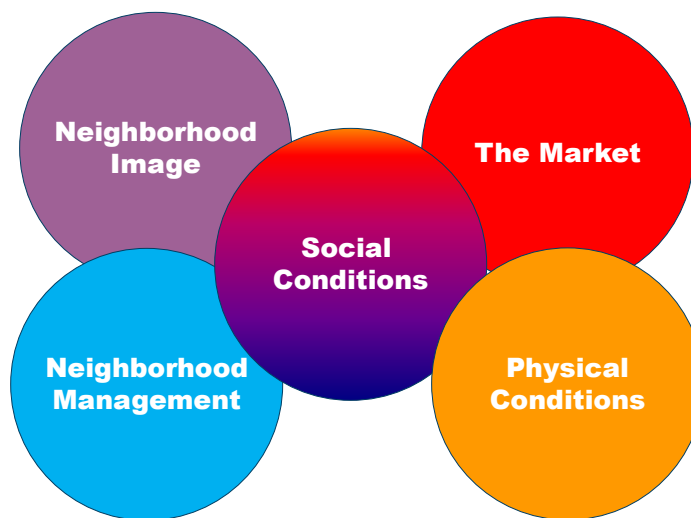
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13

Key Analysis Questions



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14

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.

15

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.

16

Neighborhood Revitalization Process

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

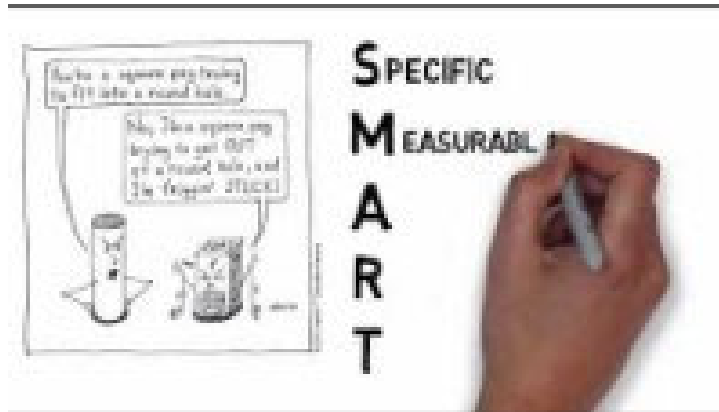
17

Neighborhood Revitalization Process

Vision → Priorities → Goals → Objectives → Data

18

SMART Objectives



<https://www.youtube.com/watch?v=1-SvuFIQjK8>

19

SMART Objectives

- SPECIFIC
- MEASUREABLE
- ACHIEVEABLE
- REALISTIC
- TIMELY

20

Putting It All Together: Cedar Street Neighborhood



21

Putting it all Together: Vision



- 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.

22

Putting it All Together: Priorities



- Historic Preservation/
Neighborhood Character
- Homeownership
- Traffic
- Crime Reduction

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23

Putting it All Together: Goals



- **Goal #1** “Stabilize, protect, enhance and complement the existing area’s character, diversity and appearance.”
- **Goal #2** “Encourage appropriate future development of a variety of uses (business, commercial and residential) in the neighborhood.”
- **Goal #3** “Improve how Cedar Street is perceived and its visibility as a downtown neighborhood.”
- **Goal #4** “Create a pedestrian-, bicycle-, and resident-friendly environment in the area that encourages walking to downtown, baseball stadium, universities/colleges, and adjacent neighborhoods.”

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24

Putting it All Together: Objectives

1. By December 2021, an inventory of all residential properties in the Cedar Street Area will be completed.
2. The Cedar Street Board of Directors will meet with at least two owners of vacant land to discuss potential development options by June 2022.
3. Organize and implement an annual Cedar Street Neighborhood Festival by July 2022.
4. Meet with City Transportation staff to begin planning sidewalk and bike land improvements to the neighborhood in September 2021.

25

1. By December 2021, an inventory of all residential properties in the Cedar Street Area will be completed

- What data are we collecting to show progress on this objective?

26

2. The Cedar Street Board of Directors will meet with at least two owners of vacant land to discuss potential development options by June 2022.

What data are we collecting for this objective?

27

Vision

Priorities

- Historic Preservation/ Neighborhood Character
- Homeownership
- Traffic
- Crime Reduction

Goals

Goal #1 “Stabilize, protect, enhance and complement the existing area’s character, diversity and appearance.”

SMART OBJECTIVE

1. By December 2021, an inventory of all residential properties in the Cedar Street Area will be completed.

28

Putting it All Together: Data

1. Tying data collection to goals and objectives
 - Tracking progress, success and stumbling blocks.
2. Telling the story of your community.
 - Updating and tracking data from your community profile.
3. Get creative with how you tell your story!
 - Progress on serious issues (property crime is down this quarter)
 - Celebrate your successes and publicize it!

Questions?

Monday Morning Test!

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31

Thank you!

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32