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Sue Schwartz, FAICP

- 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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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 . . .

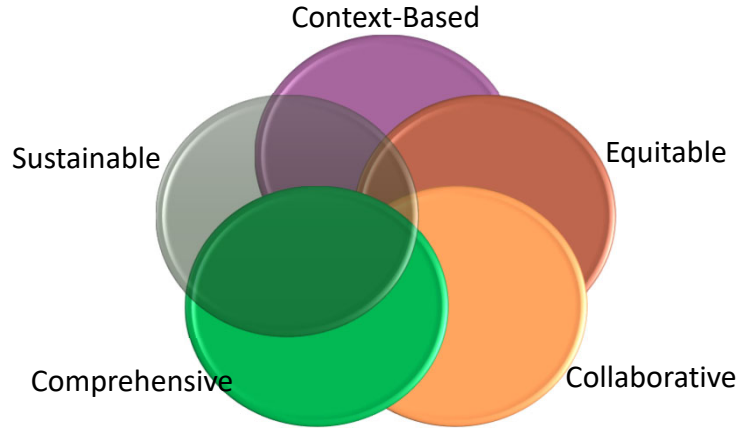
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Neighborhood Revitalization Assumptions – Dynamics of Change

- 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

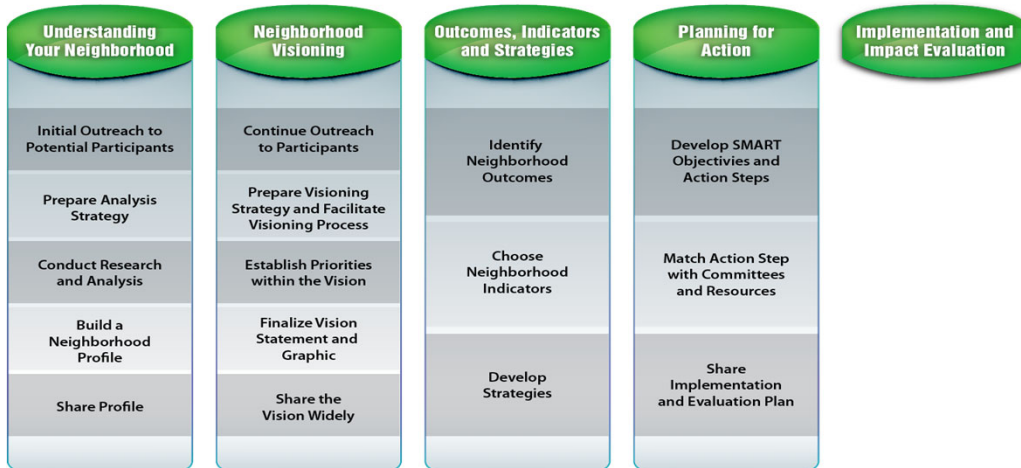
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Robust Revitalization Approach to Neighborhood Change



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Neighborhood Revitalization Planning Process



COMMUNITY

INVOLVEMENT

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Neighborhood Revitalization Tools Part 1

PEOPLE!



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Communities of Interest/Stakeholders



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“Assembling the Team”

Potential and Surrounding Residents, Business & Property Owners

Residents, Business, and Property Owners

Agencies, Organizations, Investors, etc. Who Have Interest or Serve the Community

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Bayview Video

https://www.youtube.com/watch?v=y3V7_6W9e0Q

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Bayview Discussion

Neighborhood Revitalization Basic Tools Part 2





Why Analyze the Neighborhood?

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Reasons for Neighborhood Analysis

- Accurate baseline to measure future impacts of revitalization efforts.
- To facilitate people's voice about what's going on in their neighborhood – past and present.
- Understand where neighborhood is working well and where it's not working.
- Provides clear examples to support proposals to make improvements.
- Helps identify and maximize current and potential resources.

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Broad Categories of Neighborhood Data



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Neighborhood Data

• Types

• Qualitative

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



• Quantitative

- Quantifiable Survey Data, Collected Statistics, etc.

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Neighborhood Data

Potential Sources

<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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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Key Analysis Questions

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Sharing the Neighborhood Profile

- Why share the profile?
- Who are the potential audiences?
- What are some different ways to share the profile (formats)?
- How might the format of the profile change based on your intended audience?

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Neighborhood Revitalization – Next Steps

- Identifying Issues
- Creating A Vision
- Setting Goals
- Creating A Work Plan

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Monday Morning Test

What will you be able to use in your work?

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Thank you!

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