

# Clay Arsenal NRZ Guiding Strategies

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## ◆ **Sustaining Communication and Advocacy**

Build strong resident involvement by creating organized and formalized links within the neighborhood and to outside resources.

## ◆ **Improving Our Image and Physical Environment**

Beautify and maintain our streets, houses, parks and business areas as a sign of pride in Clay Arsenal and as a welcome to visitors and those traveling through our neighborhood. Our houses as “mirrors of self” are the key to self esteem and pride.

## ◆ **Developing a Sense of Community**

Develop a physical-social link within the neighborhood by providing the opportunity to share ideas, volunteer, voice concern, be part of decision-making and to access needed resources.

## ◆ **Fostering Social Responsibility and Well Being**

Each resident accepts the responsibility of contributing to the community and being a positive role model.

## ◆ **Supporting Sustainable Economic Development**

Set realistic goals that tie the neighborhood's needs to city, state and private development resources and support projects which are compatible with our vision.

## ◆ **Supporting Home Ownership and Housing Improvements**

Everyone has a safe, well-maintained residence to call home, whether as an owner or renter. Link with existing programs and reputable developers to create housing opportunities for residents of all ages and economic circumstances.



## Implementation Actions

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### **TARGETED ACTIVITY NO. 1:**

#### **Support the Main at Pavilion project**

*Required NRZ Actions:*

Ensure potential development is sustainable (that there is a market demand for the size and type of services/goods being proposed).

*Anticipated Result:*

Neighborhood commercial development that provides the basic services needed by the neighborhood.



### **TARGETED ACTIVITY NO. 2:**

#### **Focus City and institutional support on specific economic development nodes.**

*Required NRZ Actions:*

Seek funding and a partner for performing a neighborhood level market/economic assessment.

Identify targeted development sites on Main Street, Windsor, Street, Albany Avenue and Mather Street.

*Anticipated Result:*

Results of market assessment will provide a baseline for judging future development.

Identification of strong markets will help focus efforts on areas with greatest potential.

Development/Redevelopment sites can be “anchors” for related community development initiatives (streetscapes, tot lots, resident parking, etc.).



### **TARGETED ACTIVITY NO. 3:**

**Advocate and monitor the clean-up and redevelopment of 76-78 Pliny Street.**

*Required NRZ Actions:*

Continue neighborhood-level advocacy to ensure that the site is cleaned up to standards consistent with the intended reuse of the site.

Ensure memorandum of agreement or other formalized process is in place to guarantee clean-up within a specified time.

Request clean-up to highest standards to allow reuse that will benefit the community.

Formalize redevelopment intentions with the City and support compatible community use.

*Anticipated Result:*

Site remediated to the highest standards and redevelopment creates a community-compatible activity.



### **TARGETED ACTIVITY NO. 4:**

**Initiate dialogue with the Police Department to increase responsiveness and effectiveness of Community Service Officers.**

*Required NRZ Actions:*

Formal contact with Chief of Police and also assigned CSO.

Prepare list of concerns and items for consideration.

*Anticipated Result:*

Schedule for addressing concerns is acceptable and “feedback loop” to monitor success and maintain communication is established.



## TARGETED ACTIVITY NO. 5:

**Partner with a suitable housing developer/program, institutions, and the City to carry out a comprehensive rehabilitation program.**

*Required NRZ Actions:*

Review the following list of targeted streets and assign priorities:.

- Bedford Street – Mather to Garden Street
- Bellevue Street – Sanford to Pavilion Street
- Brook Street – Liberty to Guilford Street
- Enfield Street – Mather to Greenfield St.
- Garden Street – Homestead to F.D. Oats
- Guilford Street – Brook to Bethel Street
- Liberty Street – Garden to Williams Street
- Mather Street – Main to Garden Street
- Pliny Street – Garden to Bethel Street

Obtain mapping from City Planning Department and inventory the priority streets in terms of demolition, rehabilitation, City-owned property, etc.

*Anticipated Results:*

- ◆ Development of landlord/tenant rating forms and referral list.
- ◆ Identification of eligible homeownership candidates to link with available programs.
- ◆ Workshops for home maintenance.
- ◆ Recommendations for disposition of City-owned properties
- ◆ Increase size of side yards, creation of more off street parking, reduction of density, conformance to required lot sizes.



## TARGETED ACTIVITY NO. 6:

**Launch a public improvements program with priority given to gateways and commercial corridors, and community “centers”.**

- Priority 1: SAND School/Main Street Neighborhood “Center”
- Priority 2: Main Street/Albany Avenue at Firestone Property Gateway
- Priority 3: Windsor Street / Downtown Gateway
- Priority 4: Albany Avenue

*Required NRZ Actions:*

Review the City's scheduled CDBG funded improvements and submit recommendations.  
Examine potential to tie in with larger development initiatives.  
Participate in the Upper Albany Main Street Program.  
Monitor CRCOG Route 44 improvement recommendations and schedule.

*Anticipated Results:*

Unification of neighborhoods segmented by Main Street and Albany Avenue.  
Complimentary, but not necessarily identical streetscape design reflective of local culture and historic element.  
Enhanced pedestrian nodes utilizing bump outs, textured pavements and other strategies.  
Attention focused on improvements at specific nodes (high concentrations of people, traffic and visibility).



**TARGETED ACTIVITY NO. 7:**

**Launch a series of events, programs, or activities to stimulate community cohesion and provide pathways for communication within the neighborhood and with the City.**

*Required NRZ Actions:*

Assemble NRZ subcommittee using Block Watch network.  
Solicit volunteers.  
Create a consistent communication link between the City and the NRZ and appoint an NRZ contact.

*Anticipated Result:*

Successful voter registration events.  
Readily available website.  
Increased attendance at Block Watch clubs.  
Telephone tree (database of volunteers) is up and running.  
Links to school activities are in place.  
Community gardens are flourishing.  
Historic walks showcase significant buildings..  
Historic walking tours are available and proactively marketed to both urban and suburban interests.  
Community clean ups occur on a consistent basis.



## **TARGETED ACTIVITY NO. 8:**

### **Create a Main Street Neighborhood Business Alliance**

#### *Required NRZ Actions:*

Inventory businesses in the Main Street Corridor.

Conduct a series of outreach forums to gauge interest in building an Alliance developing an overall mission and identifying needs.

Solicit members for an Implementation Committee.

#### *Anticipated Results:*

Improvement of goods and services being delivered to the neighborhood.

Stabilization of local business climate.

Ongoing business assistance.

Increase access to start-up and operational capital.

Support for improvement to the corridor's visual appearance.



## **TARGETED ACTIVITY NO. 9:**

### **Develop a Neighborhood Resource Center**

#### *Required NRZ Actions:*

Assemble a subcommittee charged with exploring programmatic elements.

Seek institutional sponsor to assist with a two year pilot program.

Establish performance objectives.

Seek suitable site (existing building).

#### *Anticipated Results:*

Determination of feasibility after a two year pilot study is completed.

Determination of need for new construction or continue use of existing location.



## **TARGETED ACTIVITY NO. 10:**

### **Monitor and Support the Enfield Street Initiative and apply it to other areas in the neighborhood**

#### *Required NRZ Actions:*

Establish a schedule for NRZ–City on-site meetings to discuss progress and address continued challenges.

Identify other target areas, and with the City’s assistance, inventory what is to be accomplished.

#### *Anticipated Results:*

Control of “nuisance activity” (abandoned cars, litter, loud music, etc.).

Increased “eyes of the community” (defensibility) decreases negative perception.

Link to CDBG funds or other sources to achieve physical improvements.

Link to housing initiatives.

Target negative land uses through enforcement and zoning modifications.



## **TARGETED ACTIVITY NO. 11:**

### **Increase green space and establish buffers around non-compatible development**

#### *Required NRZ Actions:*

Identify potential links to existing facilities.

Target vacant lots or buildings slated for demolition.

Meet with City Recreation staff to develop a neighborhood specific strategy.

Communicate to the neighborhood the need for everyone to take ownership of green space.

Identify sites that conflict with surrounding land use.

Request that buffers are integrated into the redevelopment plan.

#### *Anticipated Results:*

Series of green spaces distributed throughout the neighborhood.

Visual separation of non-compatible development or development near residential areas.



## **TARGETED ACTIVITY NO. 12:**

**Support an overall “traffic calming” analysis throughout the City’s neighborhoods**

*Required NRZ Actions:*

Consult with the City to discuss needs.

Assemble sub-committee.

Identify problem areas.

Encourage enforcement of speed limits before implementation of other alternatives.

Utilize the Block Watch network.

*Anticipated Results:*

- ◆ Reduction of vehicle-pedestrian conflicts.
- ◆ “Pedestrian safe” zones near highly populated areas.
- ◆ Increased enforcement also yields decrease in nuisance activities (double parking, littering, loitering, loud music).



## **TARGETED ACTIVITY NO. 13:**

**Implore the neighborhood connections to and delivery of services from existing social programs operating or located in the neighborhood**

*Required NRZ Actions:*

Inventing social programs and agencies in neighborhood including name, location, funding sources, population served and annual reports.

Develop a series of performance objectives.

Present the performance objectives to the service providers in an open forum to invite comment and commitment.

Identify other means of connecting those in need with those who can help (schools, churches, and community organizations).

*Anticipated Results:*

- ◆ Improved delivery of service and greater population served.
- ◆ Greater quality of life.
- ◆ Earlier intervention and increased delivery will ultimately result in decreased long term Dependency.