

CITY OF FLORENCE NEIGHBORHOOD REVITALIZATION STRATEGY

THIRD PUBLIC MEETING

AGENDA

- ❖ Welcome
 - ❖ Inga Kennedy
 - ❖ Drew Griffin, City Manager
 - ❖ Mayor & Elected Officials
- ❖ Review Feedback from Second Community Meeting
- ❖ Catalytic Project Areas
- ❖ Assess Streetscape Alternatives
- ❖ Redevelopment and Revitalization Programs
- ❖ Next Steps

FEEDBACK FROM COMMUNITY ENGAGEMENT

2nd Public Meeting Reviewed:

- ❖ Potential Priority Project Areas
- ❖ Decision Making Criteria
- ❖ Overview of Market Analysis Findings
- ❖ Initial Proposed Programs

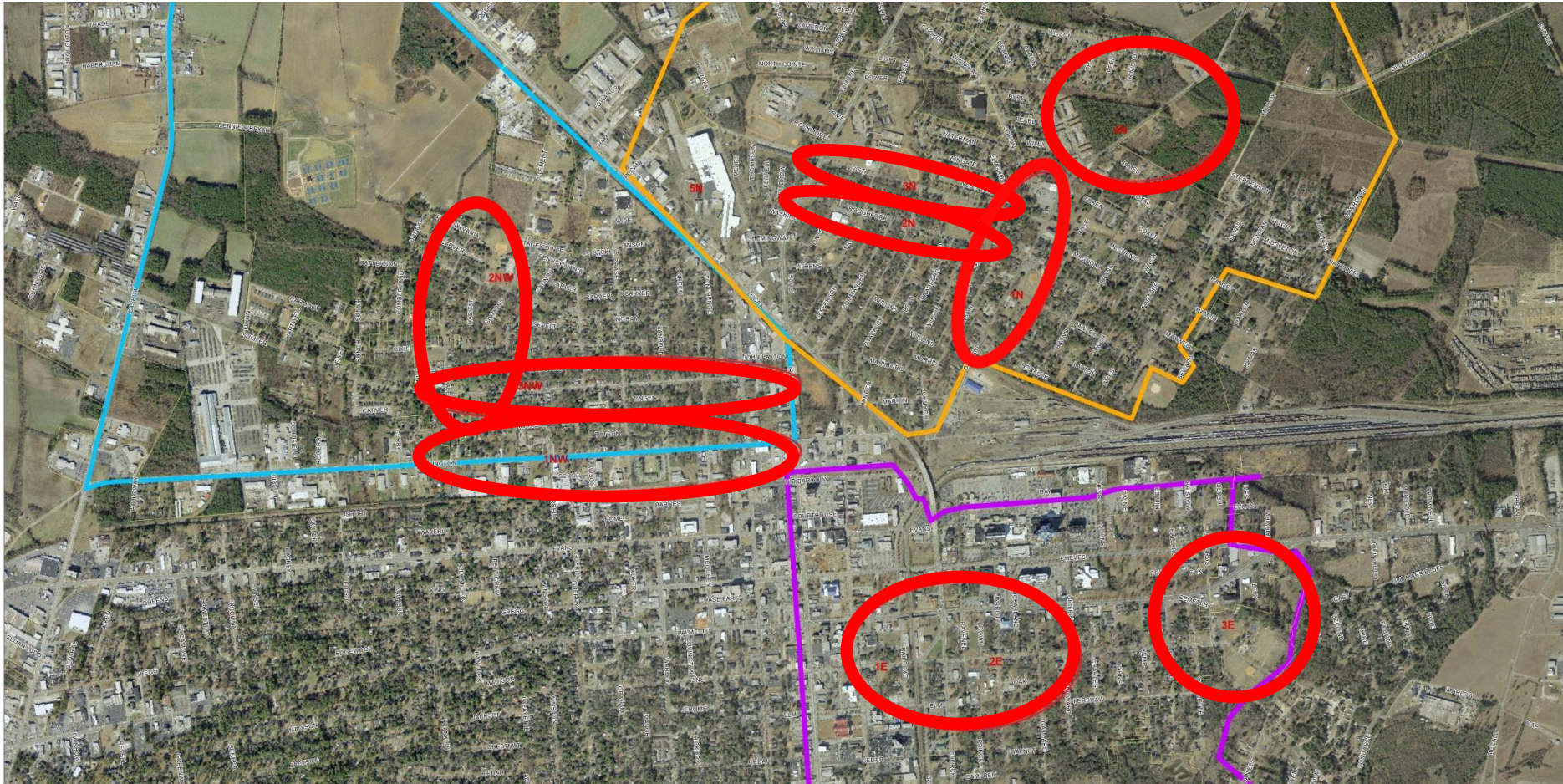
Comments Heard:

- ❖ Consider the unintended consequences of code enforcement
- ❖ Look for low hanging fruit projects to leverage current funding commitment
- ❖ Challenge public leaders on their responsibility toward making the process successful.
- ❖ Begin to work with bank/financial institution.
- ❖ Ensure the community is involved and can take advantage of opportunities



Catalytic Project Areas

Project Area



Legend

-  City Limits
-  Catalytic Project Areas
- Neighborhood Boundaries**
-  North Florence
-  Northwest Florence
-  East Florence

DECISION MAKING MATRIX

- ❖ Purpose – select neighborhood areas for stabilization and revitalization strategies
- ❖ Information - site visits, existing conditions, and market analysis I
- ❖ How it was used - to recommends approaches for selected areas based on key criteria
- ❖ Results – illustrates how existing conditions helps inform how to prioritize housing development strategies and neighborhood development approaches

DECISION MAKING MATRIX CRITERIA

Criteria for Selecting Stabilization Neighborhoods

- ❖ Building Conditions:
 - Fair and Poor Condition = Possible Restoration Candidates
 - Dilapidated and Deteriorated: Possible demolition candidates
- ❖ Vacant lots in stable neighborhoods
- ❖ Vacant and abandoned properties in stable neighborhoods
- ❖ Foreclosed property in good condition
- ❖ Only minor zoning changes needed
- ❖ Infrastructure in place or improvements planned
- ❖ Homeownership rate

STABILIZATION CRITERIA EXAMPLES



DECISION MAKING MATRIX CRITERIA

Criteria for Selecting Revitalization Neighborhoods

- ❖ Ability to assemble property for development
- ❖ Proximity to:
 - Transit – Walkability
 - Grocery Stores – Access to Food
 - Parks – Amenities
 - Schools – Access to Education
 - Funded or Recent Projects – Leveraging Funds
 - Major Corridors - Marketability
- ❖ Market Conditions
- ❖ Support of local partners

REVITALIZATION CRITERIA EXAMPLES

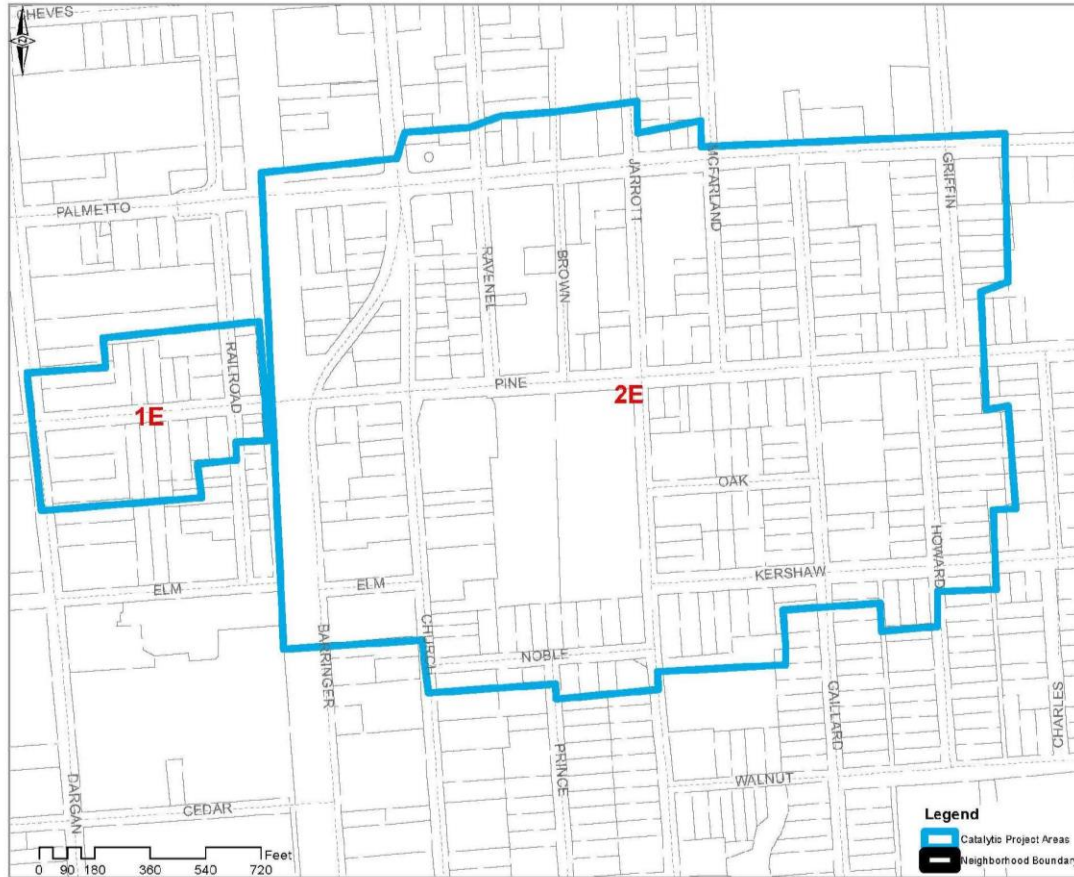


DECISION MAKING MATRIX RESULTS

The recommended priority project areas were categorized into short-term, mid-term, and longer-term projects. The short term projects are:

- ❖ 1E + 2E (Pine Street) – Build on historic architecture thru new in-fill homes and stabilize existing homes needing repairs
- ❖ 3N (Vista) – New school helps stabilize area and creates opportunity for new homes
- ❖ 2NW (Alexander) – Large vacant land tracts provides opportunity for redevelopment and link to recreation
- ❖ 3NW (Sumter) – Important gateways at Irby and at Alexander and a primary corridor scheduled to receive major infrastructure improvements

CATALYTIC PROJECT SITES: PINE STREET



CATALYTIC PROJECT AREA: PINE STREET

Strengths

These two nodes connect Pine Street directly from Dargan Street and the cultural district to the west. Further west sits the vital commercial corridor of Irby Street. Heading to the east along Pine Street (outside of this node) terminates at Levy Park, a noted asset to the community. One block to the north sits the McLeod Health campus, a major regional employer and service provider.

Weaknesses

The length of Pine Street from Dargan Street to Levy Park, plus the north-south railroad line, makes any effort to create a cohesive streetscape challenging.

Opportunities

There are multiple houses that are available that are candidates for thoughtful restoration. The existing architectural vernacular has a vibrant southern appeal which could be complemented with new infill housing on the numerous vacant lots throughout the node. The multiple churches and the Housing Authority can be counted as potential partners in both physical and social development efforts. Working with McLeod to design an Employer Assisted Housing Program presents a marketing opportunity.

Threats

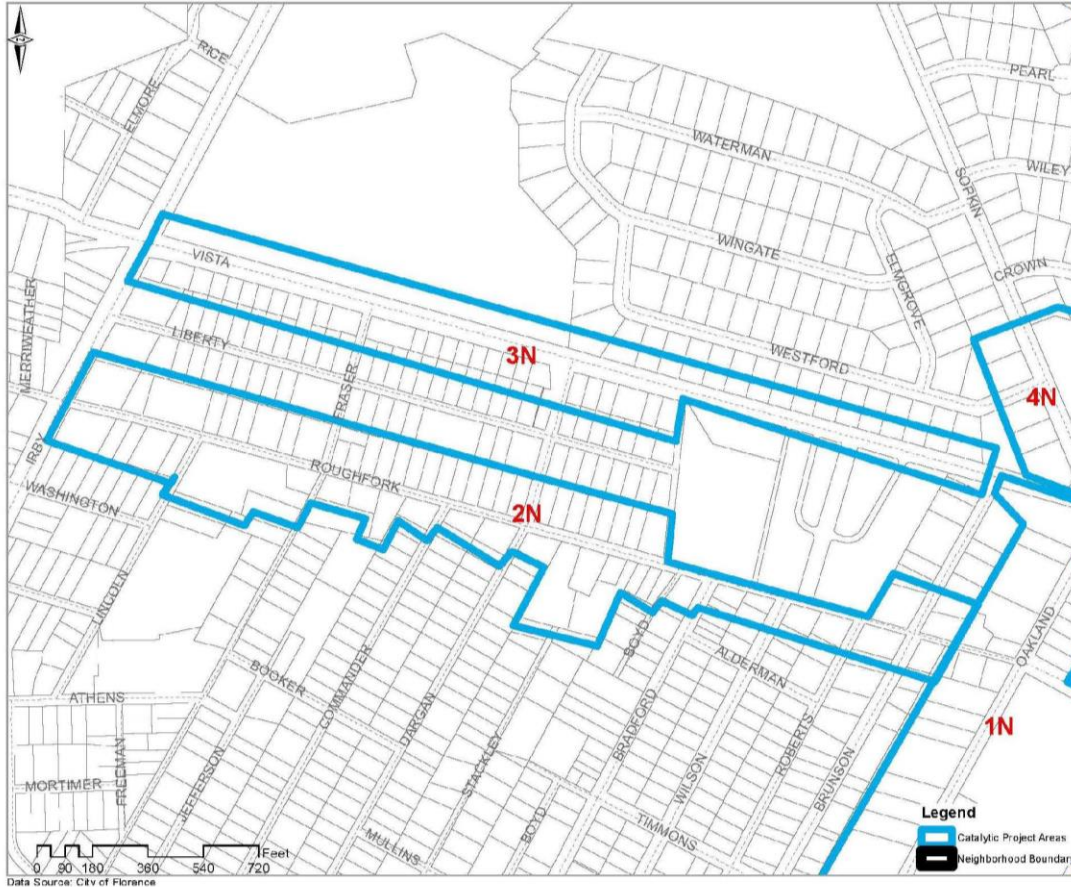
It is imperative that some goodwill and coordination be established with McLeod Health, regarding any plans for expansion. It is also recommended that any infill development be planned such that it has enough scale and recognized continuity to provide impact.

Other Comments

A well-thought-out and executed acquisition effort could make this node a prime candidate for a short-term infill revitalization initiative. Longer-term considerations include partnering with McLeod on acquisition efforts to support employer housing options and commercial service needs.

Project Area	Structures in Poor and Deteriorated Condition	Structures in Fair and Good Condition	Vacant Lots	Vacant and Abandoned Properties	Homeownership	Total Parcels
Pine Street	42/17%	76/31%	42/17%	36/15%	41/17%	244

CATALYTIC PROJECT SITES: VISTA STREET



CATALYTIC PROJECT AREA: VISTA STREET

Strengths

Vista Street also connects with the Irby Street and terminates directly adjacent to the retail center on Oakland Avenue. There are currently SPLOST dollars dedicated toward improving this corridor. This street is also directly adjacent to Williams Middle School.

Weaknesses

There is a question as to whether there is enough density along this corridor that would make it a strong enough anchor to change the direction of the neighborhood.

Opportunities

Appropriate infill along this corridor could leverage the TSPLOST improvements and thus make this corridor one more vital connection through this neighborhood. The proximity to the school should also enhance its market prospects.

Threats

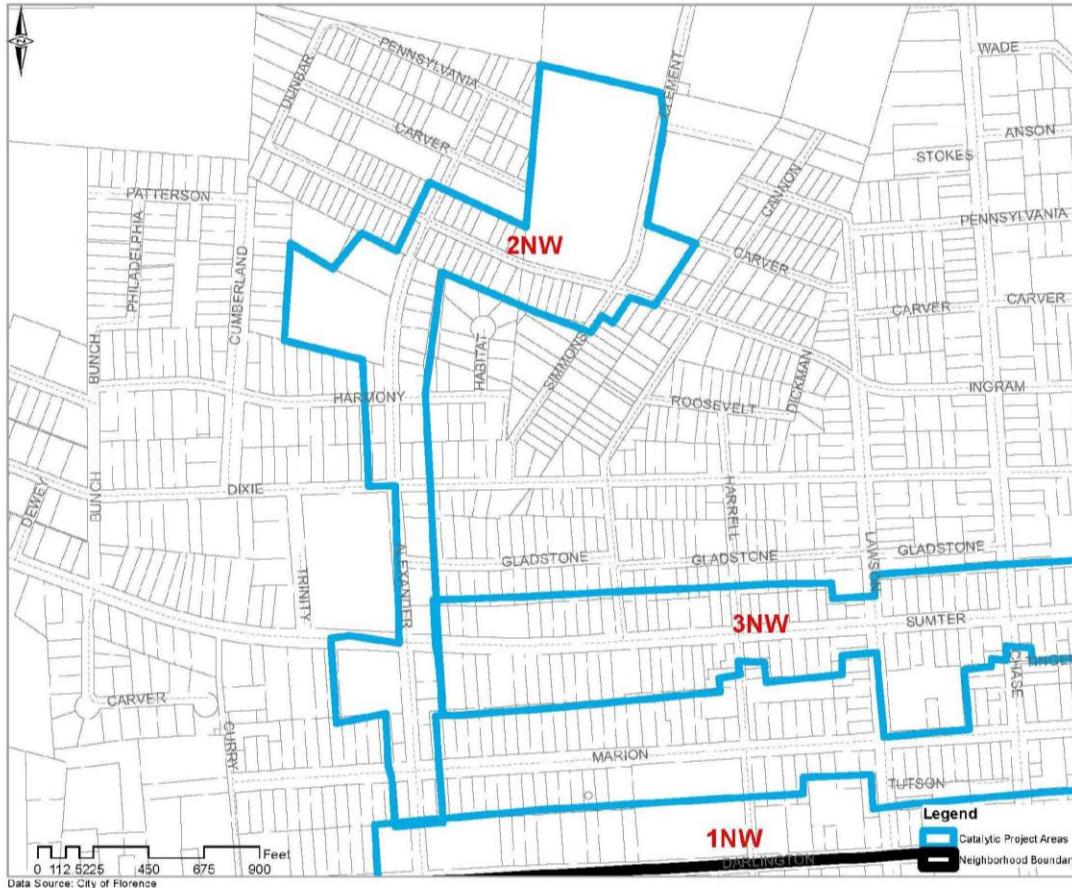
There is a question as to whether there is enough density along this corridor that would make it a strong enough anchor to change the direction of the neighborhood.

Other Comments

This node should be considered a mid-term prospect, with potentially moderate impacts on larger scale revitalization.

Project Area	Structures in Poor and Deteriorated Condition	Structures in Fair and Good Condition	Vacant Lots	Vacant and Abandoned Properties	Homeownership	Total Parcels
Vista Street	4/13%	16/53%	1/3%	6/20%	6/20%	30

CATALYTIC PROJECT SITES: ALEXANDER STREET



CATALYTIC PROJECT AREA: ALEXANDER STREET

Strengths

The redevelopment of North Alexander Street could provide an alternate gateway/entryway into the Northwest (NW) neighborhood, in lieu of the industrial entrances off of Lucas Street. This could represent a start towards a total rebranding of this neighborhood's image.

Weaknesses

Vacant and abandoned parcels, reported gang activity, and the distance from the downtown weaken this option.

Opportunities

The potential to gain site control at the corner of Alexander and West Sumter Streets provides an opportunity to reposition a significant gateway adjacent to the existing child development center.

Threats

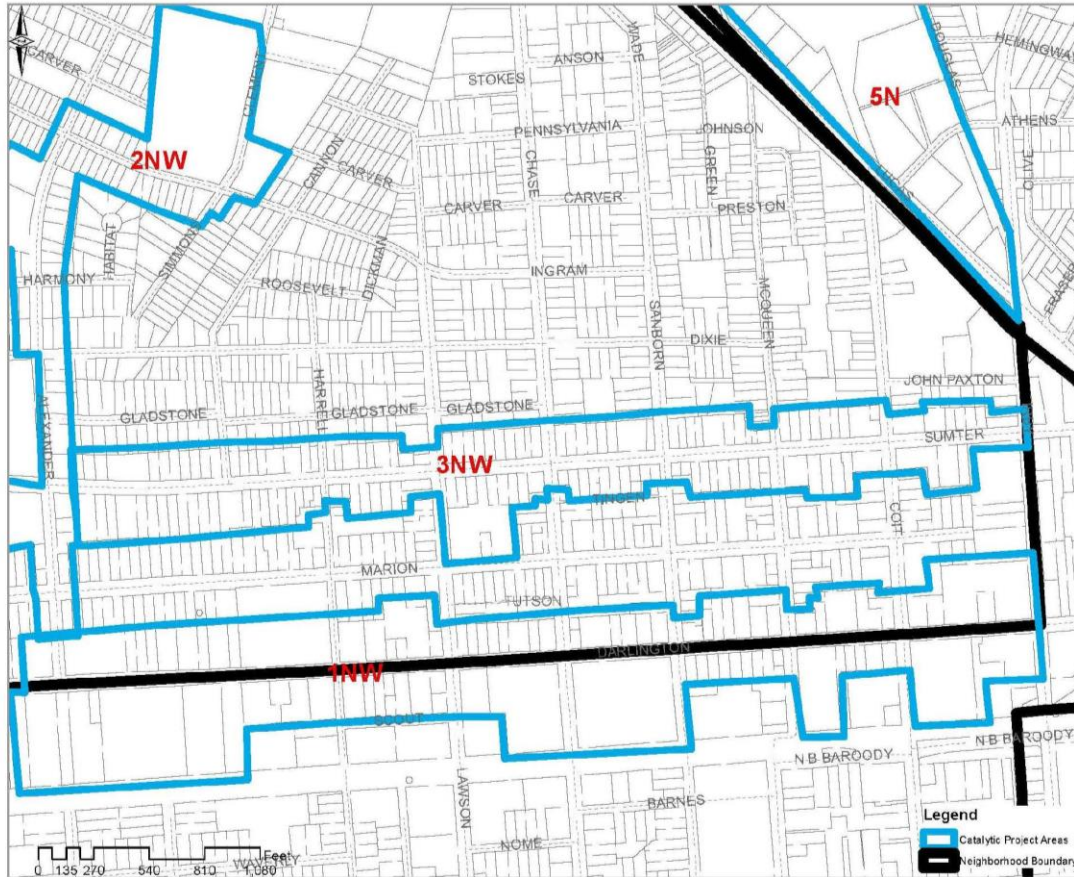
Crime (real/perceived), image, distance from downtown amenities.

Other Comments

The status of this node as a mid- or long-term prospect depends on what other funds can be leveraged to support this effort. For example, the concept of creating a new gateway is sound, but the destination must be considered. While the community center does serve as one anchor, there would still be significant blight and other detriments to address before the NW neighborhood center becomes a viable destination.

Project Area	Structures in Poor and Deteriorated Condition	Structures in Fair and Good Condition	Vacant Lots	Vacant and Abandoned Properties	Homeownership	Total Parcels
Alexander St.	8/13%	27/43%	12/19%	8/13%	17/27%	63

CATALYTIC PROJECT SITES: SUMTER STREET



CATALYTIC PROJECT AREA: SUMTER STREET

Strengths

West Sumter Street is potentially the most direct route to the Northwest (NW) neighborhood, and it intersects directly into the pending Hope Health development. There are also TSPLOST funds available to enhance West Sumter Street.

Weaknesses

The lack of enough vacant parcels, plus the existing fabric of smaller lots and houses, makes the repositioning of this street problematic. Also, the lack of site control at the intersection of Sumter and Irbv prevents the creation of a more architecturally significant gateway.

Opportunities

A route from the downtown which follows Sumter, to Alexander, to the community center could create a vibrant new introduction to this community.

Threats

The inability to find the right mix of residential or commercial uses that would be both market viable and impactful to the communities.

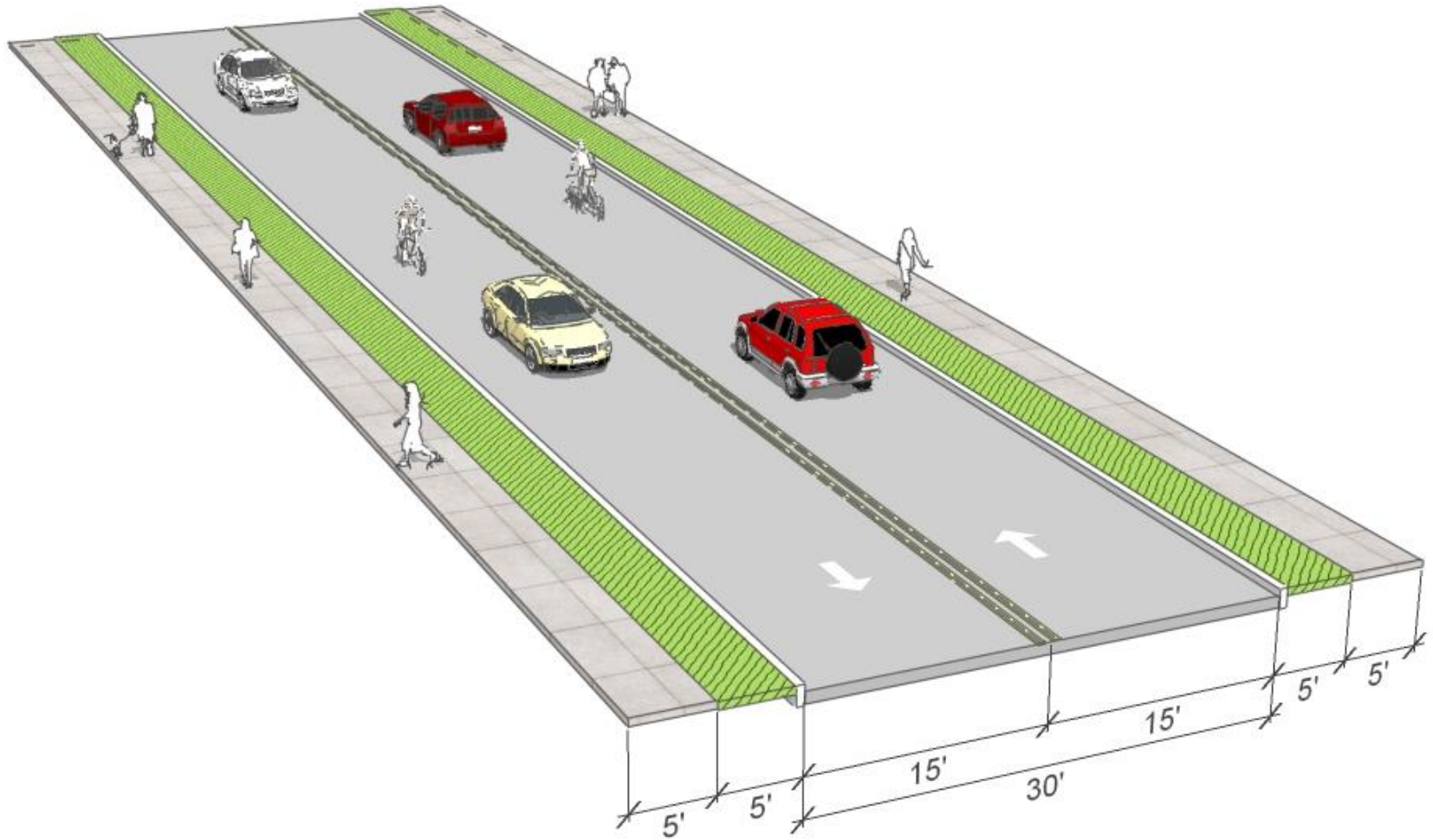
Other Comments

This could be short-term opportunity through the use of code enforcement and rehab programing, or it may be a longer-term real estate play which seeks to concurrently address Darlington and Sumter so as to create a broader corridor enhancement along the new path to the NW.

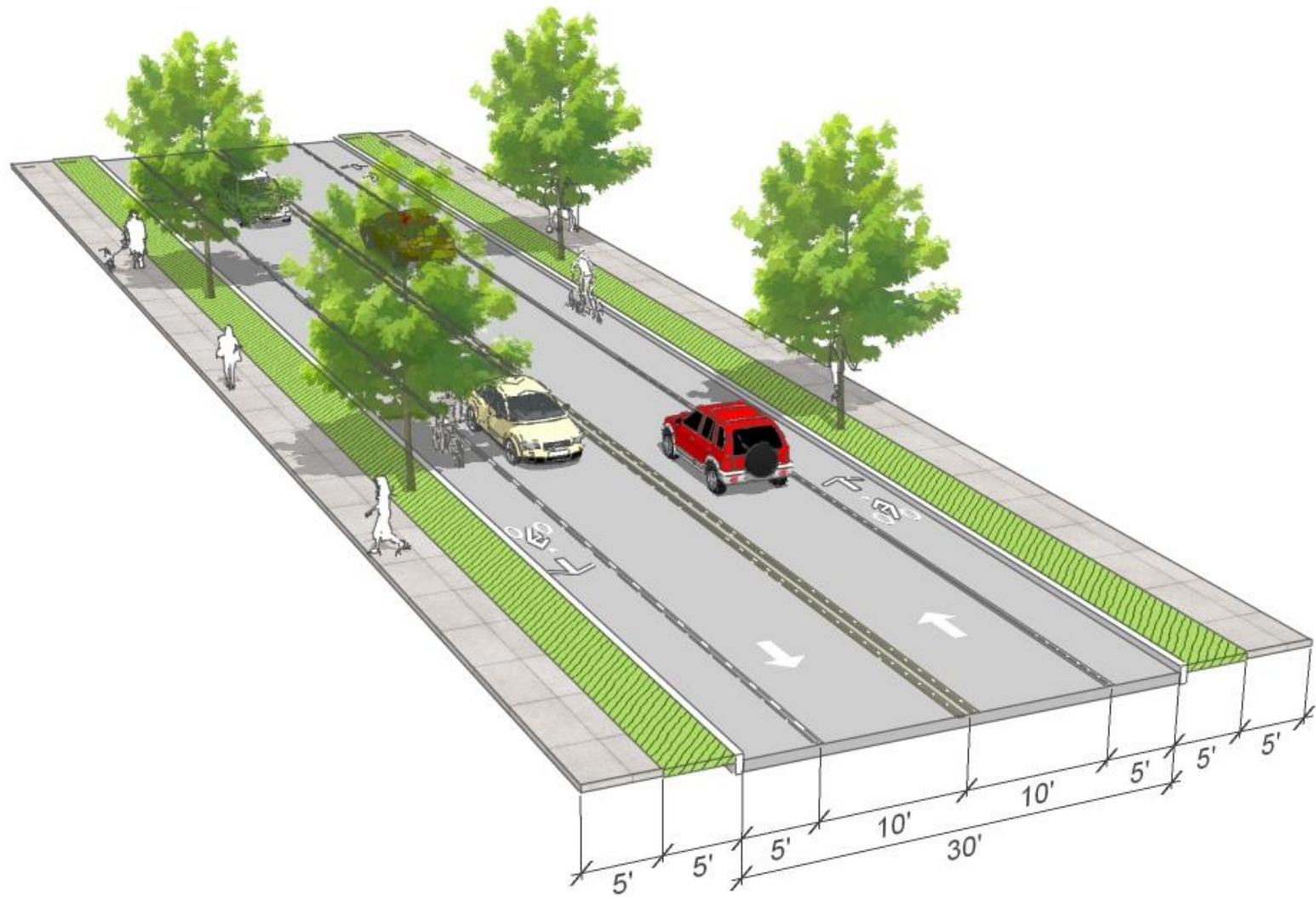
Project Area	Structures in Poor and Deteriorated Condition	Structures in Fair and Good Condition	Vacant Lots	Vacant and Abandoned Properties	Homeownership	Total Parcels
Sumter Street	35/25%	70/50%	21/15%	21/15%	35/25%	141

Streetscape Alternatives

PINE STREET: EXISTING CROSS SECTION



PINE STREET: CONCEPTUAL CROSS SECTION



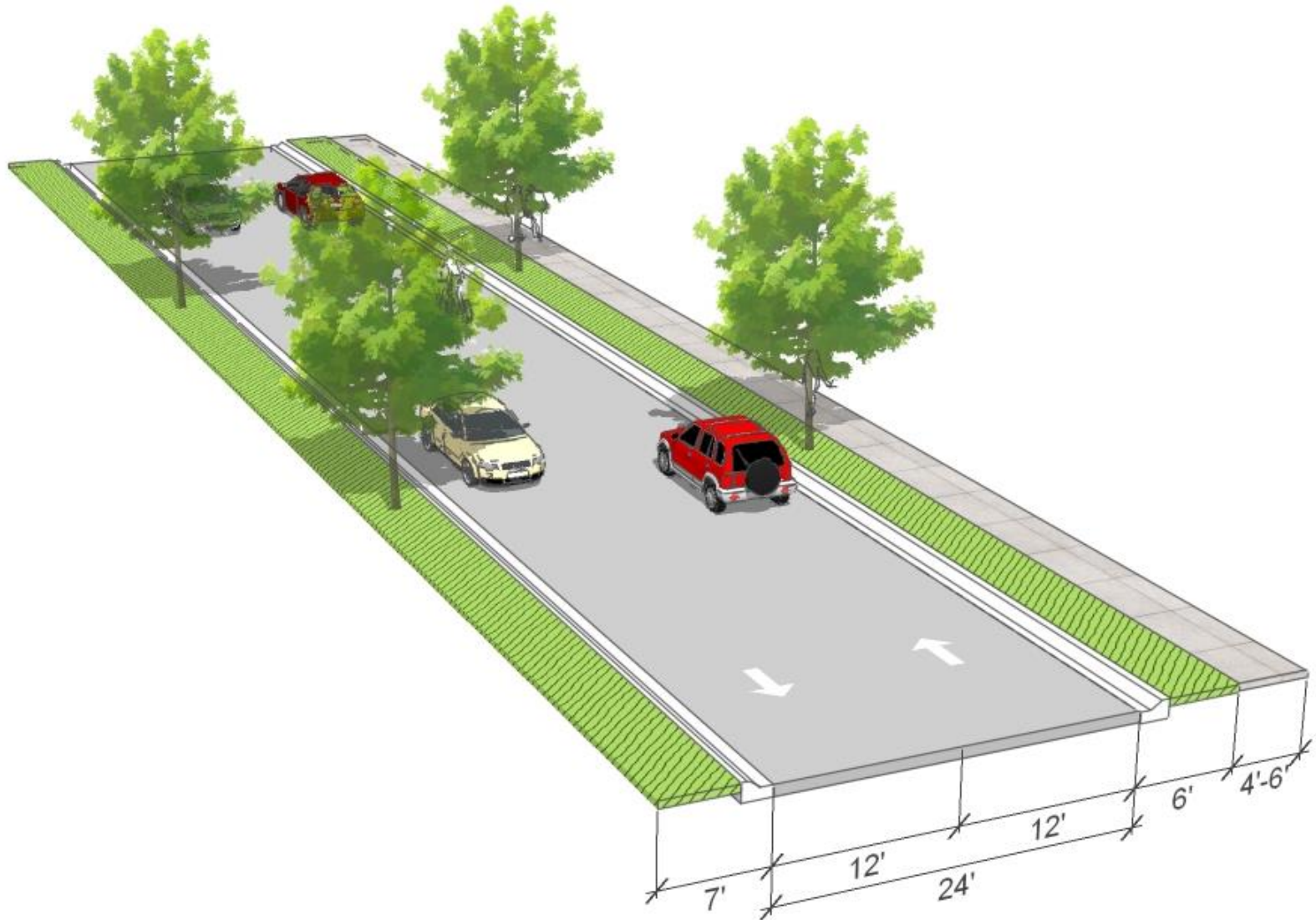
PINE STREET: EXISTING CONDITIONS



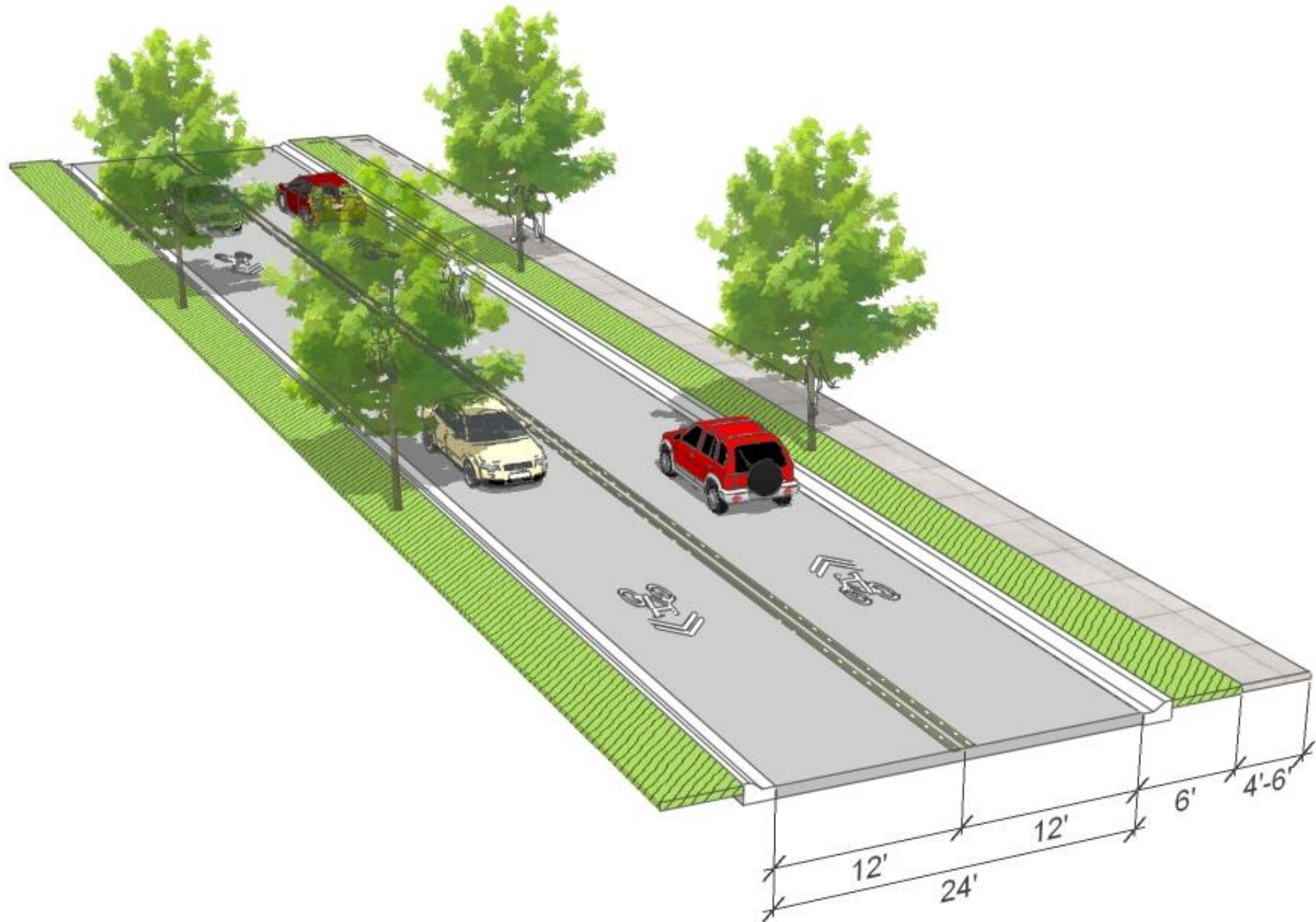
PINE STREET: CONCEPTUAL IMPROVEMENTS



VISTA STREET: EXISTING CROSS SECTION



VISTA STREET: CONCEPTUAL CROSS SECTION



VISTA STREET: EXISTING CONDITIONS



VISTA STREET: CONCEPTUAL IMPROVEMENTS



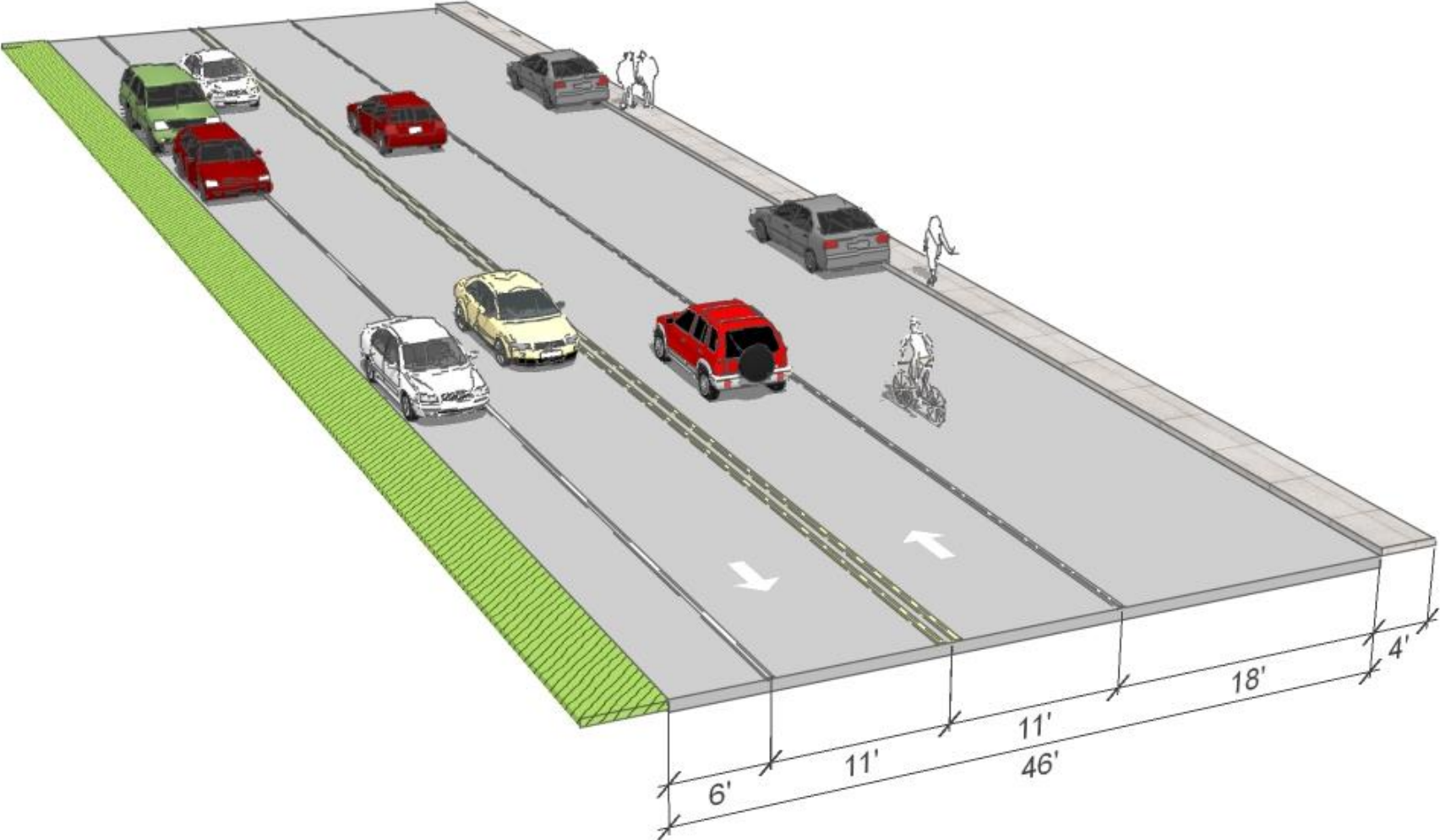
VISTA STREET: EXISTING CONDITIONS



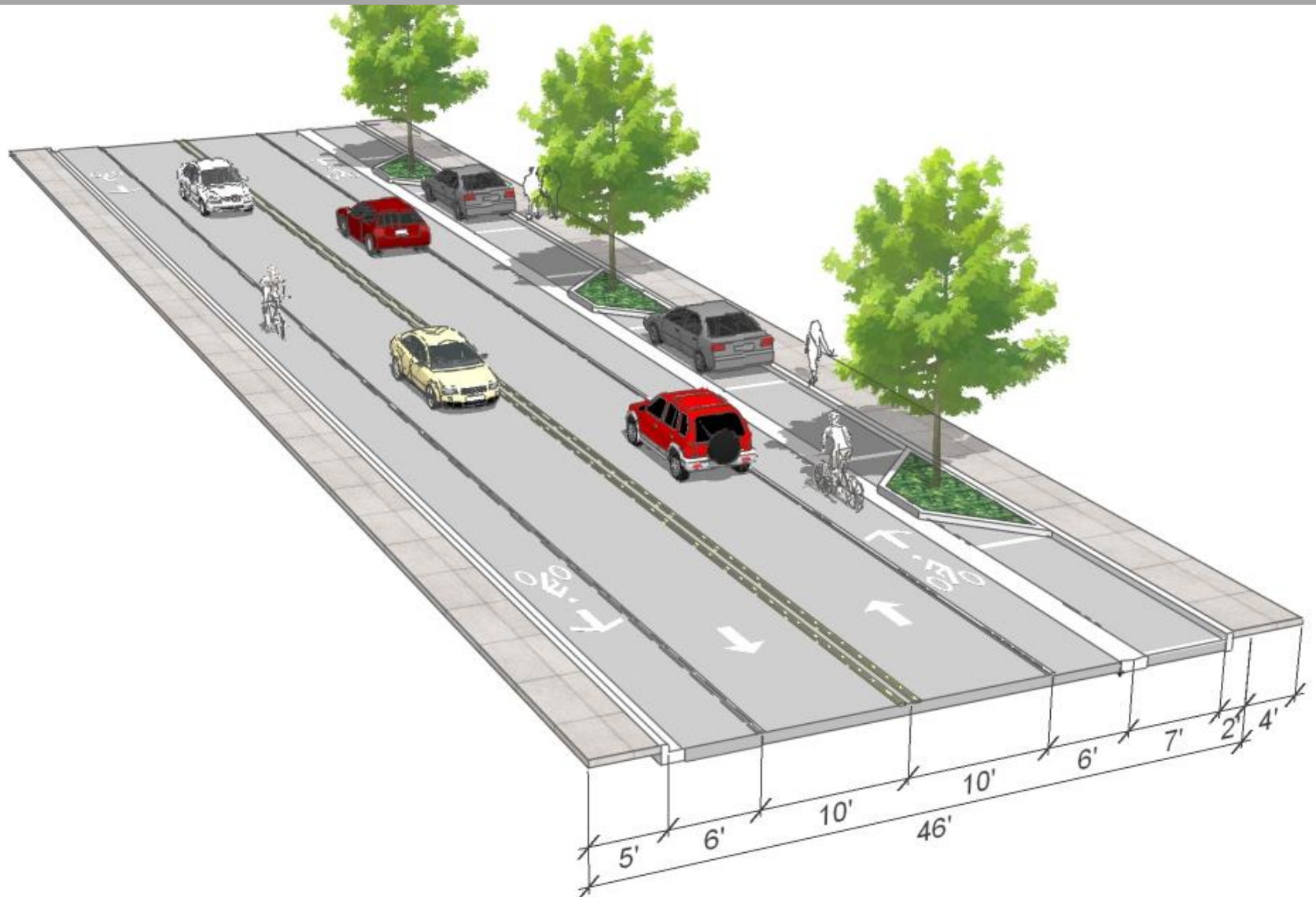
VISTA STREET: CONCEPTUAL IMPROVEMENTS



SUMTER STREET: EXISTING CROSS SECTION



SUMTER STREET: CONCEPTUAL CROSS SECTION



SUMTER STREET: EXISTING CONDITIONS



SUMTER STREET: CONCEPTUAL IMPROVEMENTS

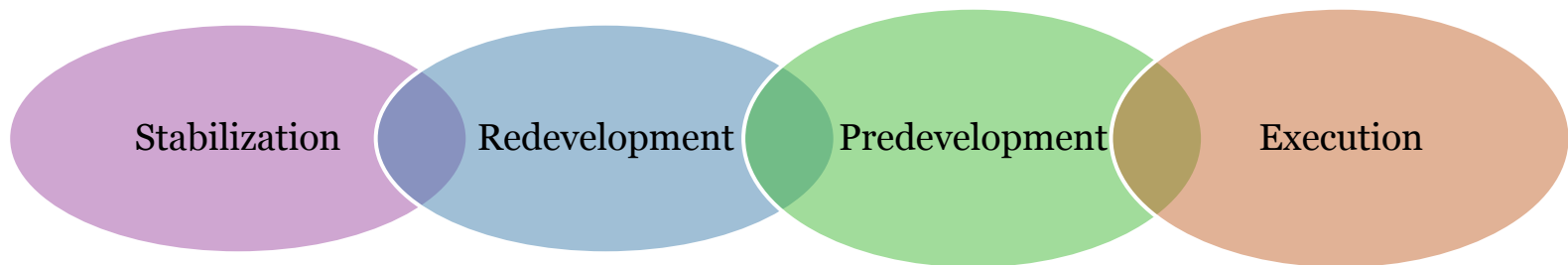


REDEVELOPMENT & REVITALIZATION PROGRAMS

IMPLEMENTATION STRATEGY PHASES

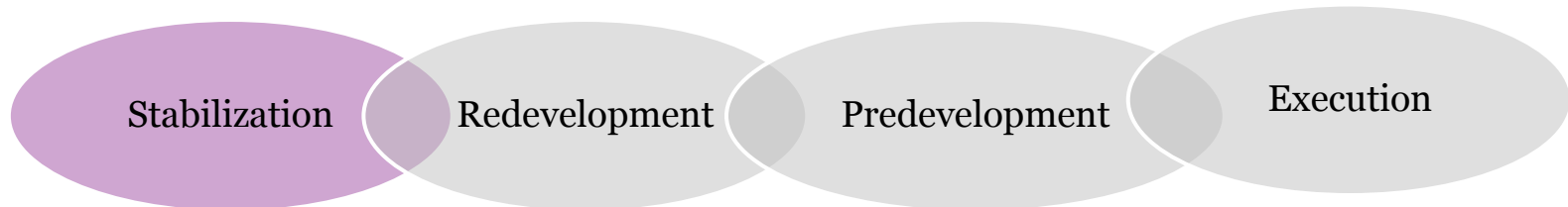
Implementation strategy for the three target neighborhood (East, North, and Northwest) will include:

- Guidelines for how implementation should occur,
- How project should be managed,
- Program policies,
- Financial feasibility
- Economic development strategies

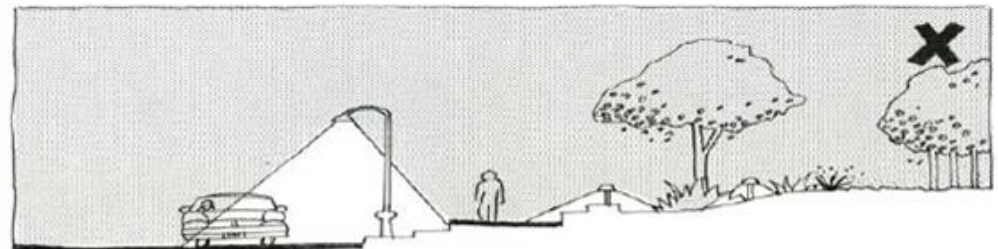
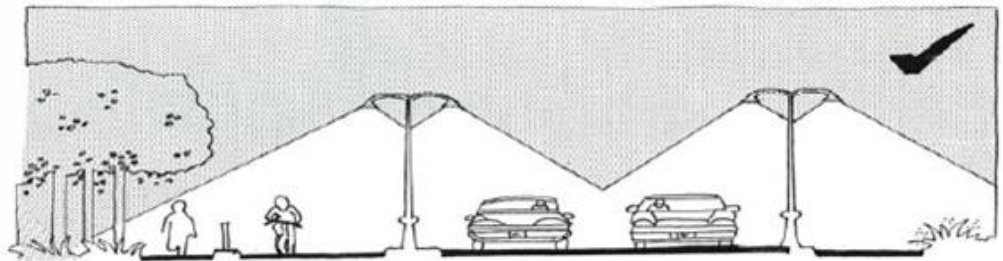
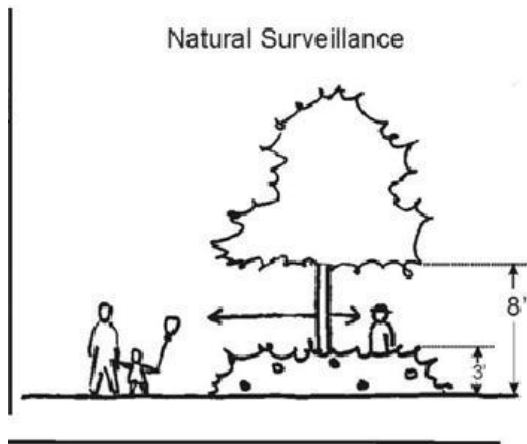
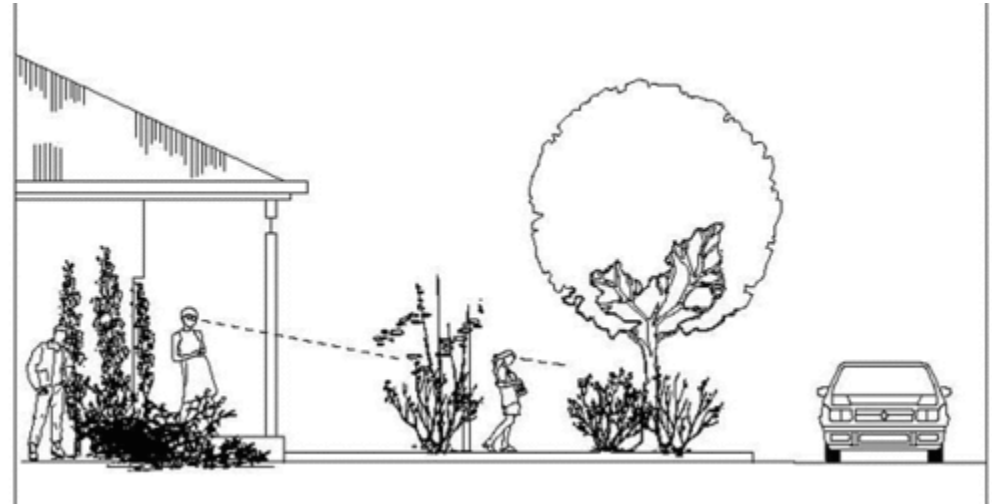
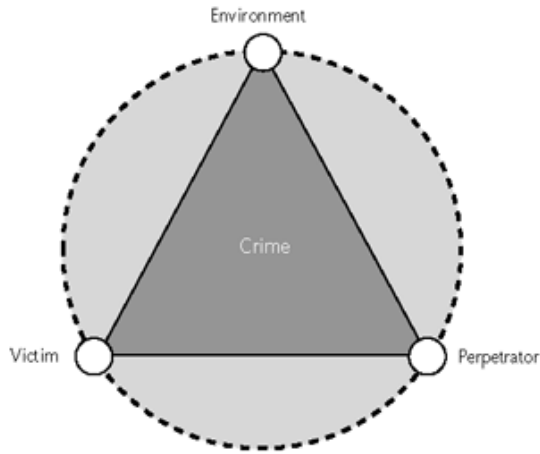


STABILIZATION STRATEGY

- The stabilization strategy for project area neighborhoods include
- ❖ Safety: Code Enforcement used to keep existing homeowners in their homes and in the neighborhood.
 - ❖ Existing Residents and Businesses: Encouraging each other to maintain their property long term neighborhood stability
 - ❖ Land Assembly/Property Management: Convey land to developers conditioned on providing responsible development

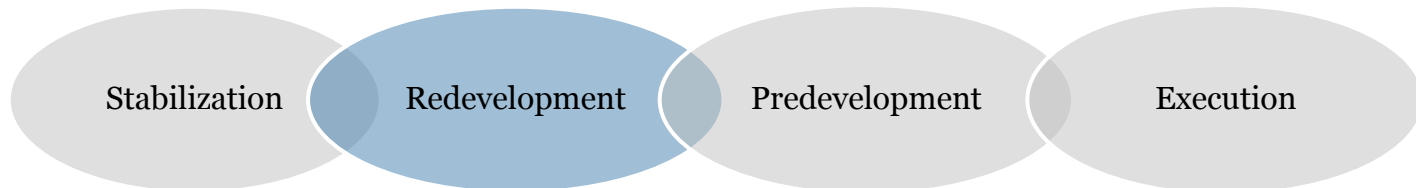


CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN



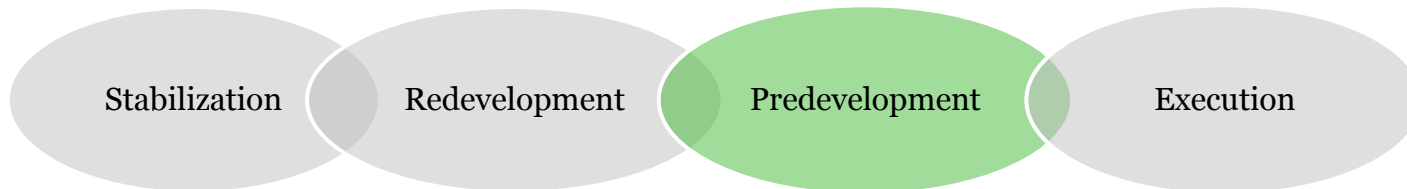
REDEVELOPMENT STRATEGY

REDEVELOPMENT STRATEGY	PROJECT APPROACH	RECOMMENDATIONS/ PLAN OF ACTION
Single Family Residential Development	Development Lead	Select a pool of qualified professionals for single family residential redevelopment project
	Infrastructure Projects	Establish guidelines for streetscape improvements including sidewalks, planting strips, street lighting, and storm water runoff.
	Homeownership Incentives for New In-fill Homes and Restoration of Vacant Houses	<ul style="list-style-type: none"> • Down payment and closing cost assistance • Pattern Book to guide builders and developers • Homeownership training
	Incentives for Developer	<ul style="list-style-type: none"> • Funding some portion of construction interest • Land write-down • Funding some portion of the construction cost



PREDEVELOPMENT STRATEGY

PREDEVELOPMENT STRATEGY	PROJECT APPROACH	RECOMMENDATIONS/ PLAN OF ACTION
Predevelopment Services	Department of Planning and Community Development	Solicit the services of qualified Urban Planning/ Architecture/Engineering firms.
	Marketing & Branding	<ul style="list-style-type: none"> Retain marketing and branding services to establish credibility for the Plan in the eyes of the local civic leaders, general public, and the media. Establish a core story/brand that can be elaborated upon for the full Florence Neighborhood Revitalization Strategy
	Solicitation of Developers	Prepare solicitation of a wide range of developer and development teams members with expertise in residential development, mixed-use neighborhood retail districts, multifamily and single family development.



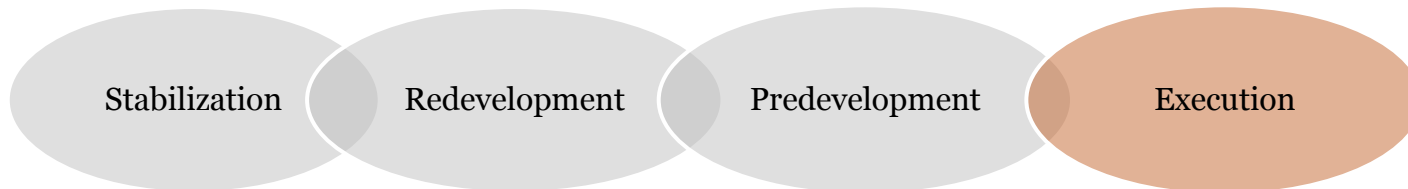
STABILIZATION STRATEGY

Socrates/ Ptolemy Streets Before & After



EXECUTION STRATEGY

EXECUTION STRATEGY	PROJECT APPROACH	RECOMMENDATIONS/ PLAN OF ACTION
Implementation of at least one key project catalytic for each of the proposed Project Area Neighborhoods	Analysis of each Project Area Neighborhood to determine specific locations of projects that will have the greatest impact	Design the overall redevelopment of each catalytic (key) area located within each of the Project Area Neighborhood
	Provide details for each of the Catalytic Areas: Market Assessment Program Project Cost Urban Design, Infrastructure Considerations Job Creation Opportunities	Determine willingness of seller of vacant and abandoned property and the type of infrastructure improvements (sidewalks, lighting, storm water runoff, etc.) needed to support development
	Prepare financial projections for each one of the Catalytic Areas.	Solicit professional service providers, e.g. architects, engr., builders, developer, homeownership counselors, realtors, mkt/branding, etc. Include Women and Minority Owned Business policy as part of the goals and objective of the procurement program



NEXT STEPS

NEXT STEPS

- ❖ Draft of the report to be completed by September 30th
- ❖ Review of Next Phase (Pre-development)
 - ❖ Land assembly
 - ❖ Program policies and procedures
 - ❖ Stabilization
 - ❖ Redevelopment
 - ❖ Development guidelines
 - ❖ Community outreach
 - ❖ Execution



Questions

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