

**FAMILY
LAB**

FIS AT WORK IN

DEWEY DRIVING PARK



FIS EVALUATION
APPENDIX VI



VI. DEWEY DRIVING PARK

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Accomplishments

Buoyed by the Maplewood neighborhood north of Driving Park, the Dewey Driving Park FIS area was closer to the definition of a “transitional” neighborhood sought out for FIS improvements at the outset of the program. Major accomplishments in the Dewey Driving Park FIS Area include the **60-unit adaptive reuse of the Holy Rosary Campus and nearby scattered sites**, coupled with strategic infill nearby. **Dewey Avenue benefited from some streetscape and safety improvements**, and **FIS’s Flower City Looking Good campaign brought beautification efforts** to residential blocks as well. Business assistance and capacity building was a focus in this FIS Area, bisected by two commercial corridors, and a street liaison is now in place to guide the work of the new Dewey Driving Park Merchants Association. Though the realignment of the Dewey-Driving Park intersection has not yet taken place, FIS laid the groundwork for this major investment, and effected much change on surrounding blocks.

“We have a strong network of business owners now.”
- FIS Administrator

New construction



“The new Americans are becoming homeowners; it’s one of the biggest successes in the area.”

- Community Partner

Intersection awaits realignment



“The houses are big. People have to have resources – or they need to be handy – to keep up their homes.”

- Resident

“I don’t see a noticeable physical impact on the businesses and residences right along the two key streets (Dewey and Driving Park).”

- Survey Participant

Successes

The program successfully renovated, built, and sold new and rehabbed housing products, a success attributed in recent years to the growing community of new Americans – the Nepalese who are now becoming homeowners after several years of renting and saving. With the elimination of a large and blighted industrial building on Straub and Pierpont just north of Lexington, FIS was able to concentrate a cluster of new owner-occupant homes on Straub and Broezel, effectively extending the area of market strength south from Driving Park to Lexington. Community partner NCSCDC successfully augmented FIS improvements by blending funding from the State Affordable Housing Corporation and Federal Home Loan Bank to address interior issues suffered by grant recipients such as hot water tanks and lead. Lastly, organizing and advocacy through FIS lead to the recently emerged Dewey Driving Park Merchants Association, which will be a key voice for business owners as the slated intersection realignment moves forward.

“There’s a line of people who want to buy those houses.”

- Developer Partner

Challenges

The realignment of the intersection of Dewey and Driving Park was to be the hallmark of FIS investments in the Dewey Driving Park FIS Area. However, major public works initiatives like a roadway reconstruction take many years to design and implement, and the area still awaits this transformative change. Though the Holy Rosary adaptive reuse project is visible along Driving Park, the majority of the 63 FIS home renovations and new construction projects are situated along side-streets, somewhat hidden from view along the area’s main thoroughfares. The lack of visibility leads some to note that FIS did not make as visible an impact in Dewey Driving Park as it did in other target areas.

Other challenges include:

- Two neighborhoods intersect in this FIS area, each with a different community organization; bridging these communities and community organizations proved difficult
- Community building efforts struggled; resident involvement waned after grants were received, and there is a lack of sustained involvement
- The FIS boundary created tension among neighbors on the same block where the boundary line followed the street centerline
- Business grants were difficult to administer because most businesses rent, and the grants required a match although the lasting value goes to the property owner

i. Demographic Profile: 2000 - 2015

Source: Census 2000, Census 2010, ACS 2013, ACS 2014, ESRI 2015 Estimates

DDP 1. Demographic Profile Change since 2000 in the FIS Area and the Impact Area

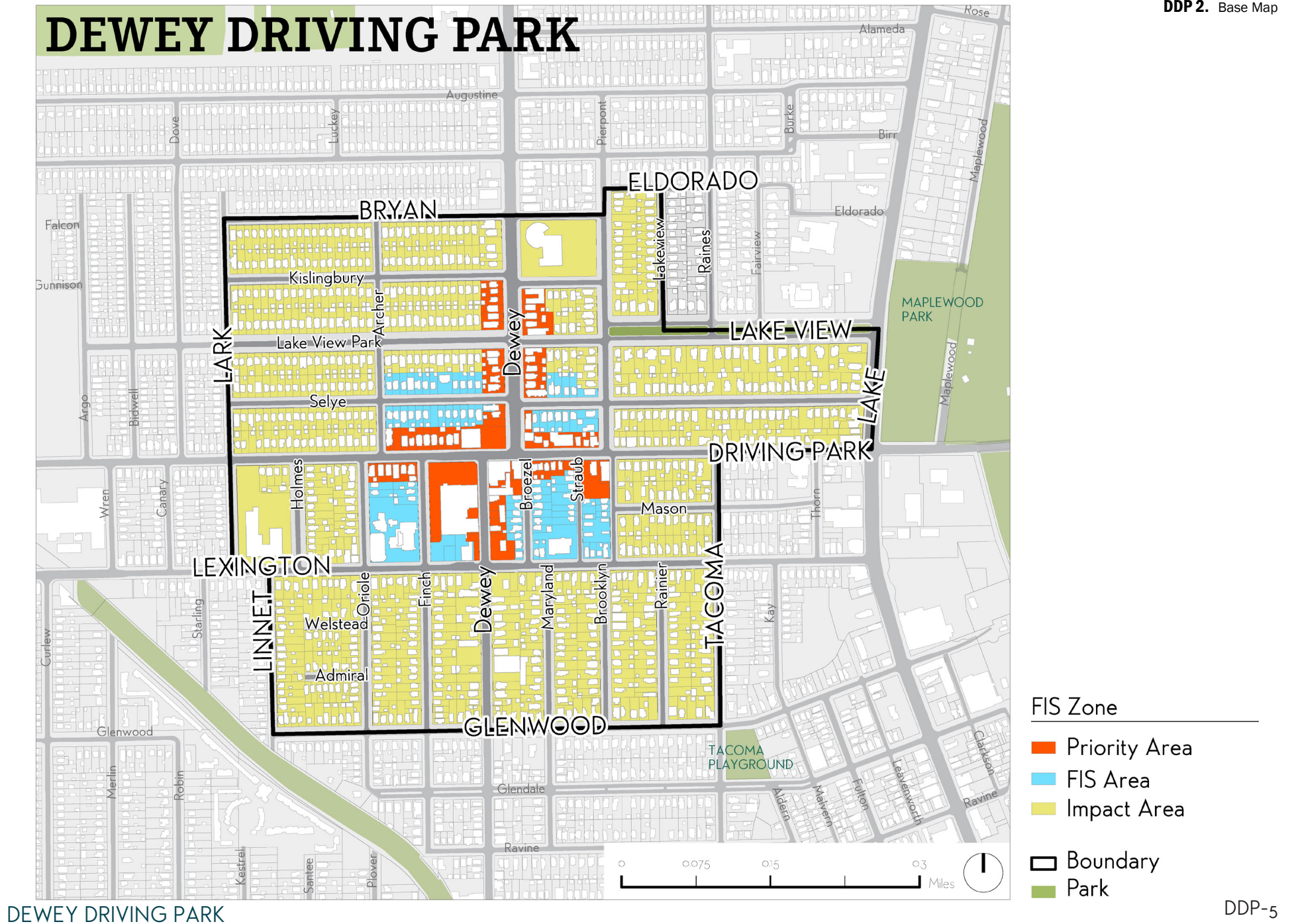
	2000	2010	2015 ESTIMATES	2020 PROJECTION	% CHANGE, 2000-2015
POPULATION					
FIS AREA	568	586	566	555	0%
IMPACT AREA	3,716	3,776	3,706	3,668	0%
HOUSEHOLDS					
FIS AREA	202	203	197	193	-2%
IMPACT AREA	1,312	1,313	1,294	1,284	-4%
% OCCUPIED UNITS: OWNER-OCCUPIED					
FIS AREA	35.8%	31.5%	29.9%	29.0%	-14.2%
IMPACT AREA	37.5%	32.1%	30.2%	29.5%	-19.5%
% VACANT HOUSING UNITS					
FIS AREA	19.6%	18.8%	21.2%	22.8%	8.2%
IMPACT AREA	14.4%	13.3%	14.9%	15.9%	14.9%
HOUSING UNITS					
FIS AREA	250	250	250	250	0%
IMPACT AREA	1,532	1,515	1,521	1,527	-0.7%
HOUSEHOLD INCOME					
FIS AREA	-	(2013 ACS) \$26,162	\$27,966	\$29,865	-
IMPACT AREA	-	(2013 ACS) \$25,523	\$30,254	\$32,450	-
RACE					
% WHITE ALONE					
FIS AREA	-	33.1%	30.7%	29.0%	-
IMPACT AREA	-	34.0%	31.5%	29.5%	-
% BLACK ALONE					
FIS AREA	-	43.2%	43.8%	44.1%	-
IMPACT AREA	-	42.5%	43.1%	43.5%	-
% ASIAN ALONE					
FIS AREA	-	7.8%	7.6%	7.6%	-
IMPACT AREA	-	6.9%	6.8%	6.8%	-
% SOME OTHER RACE					
FIS AREA	-	15.9%	17.8%	19.4%	-
IMPACT AREA	-	16.6%	18.7%	20.2%	-
% HISPANIC OF ALL RACES					
FIS AREA	-	19.1%	21.9%	24.3%	-
IMPACT AREA	-	19.9%	22.8%	25.5%	-
UNEMPLOYMENT					
FIS AREA	-	-	11.4%	-	-
IMPACT AREA	-	-	11.6%	-	-
POVERTY STATUS					
CENSUS BLOCKS INCLUDING DEWEY DR PARK IMPACT AREA	(CENSUS 2000) 26.6%	(2013 ACS) 38.8%	(2014 ACS) 36.2%	-	-

The FIS Area geographies are much smaller than a Census Block Group. With the exception of poverty status, the demographic data present data down-sampled from a Geographic Information System software program (ESRI) to match the demographic data to the FIS Area and Impact Area boundaries.

Poverty data were not accessible at a geographic smaller than Census Block Group. Race and ethnicity data were not available at the smaller geography for 2000.

ii. Base Map

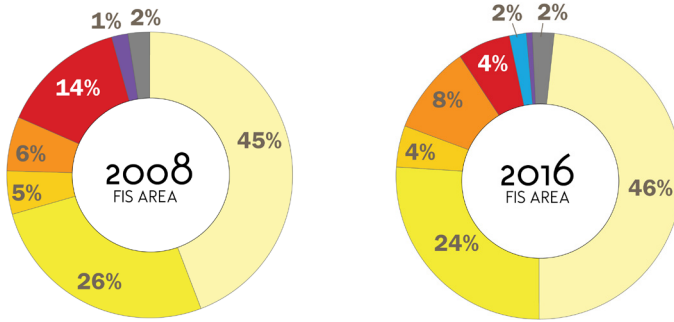
DDP 2. Base Map



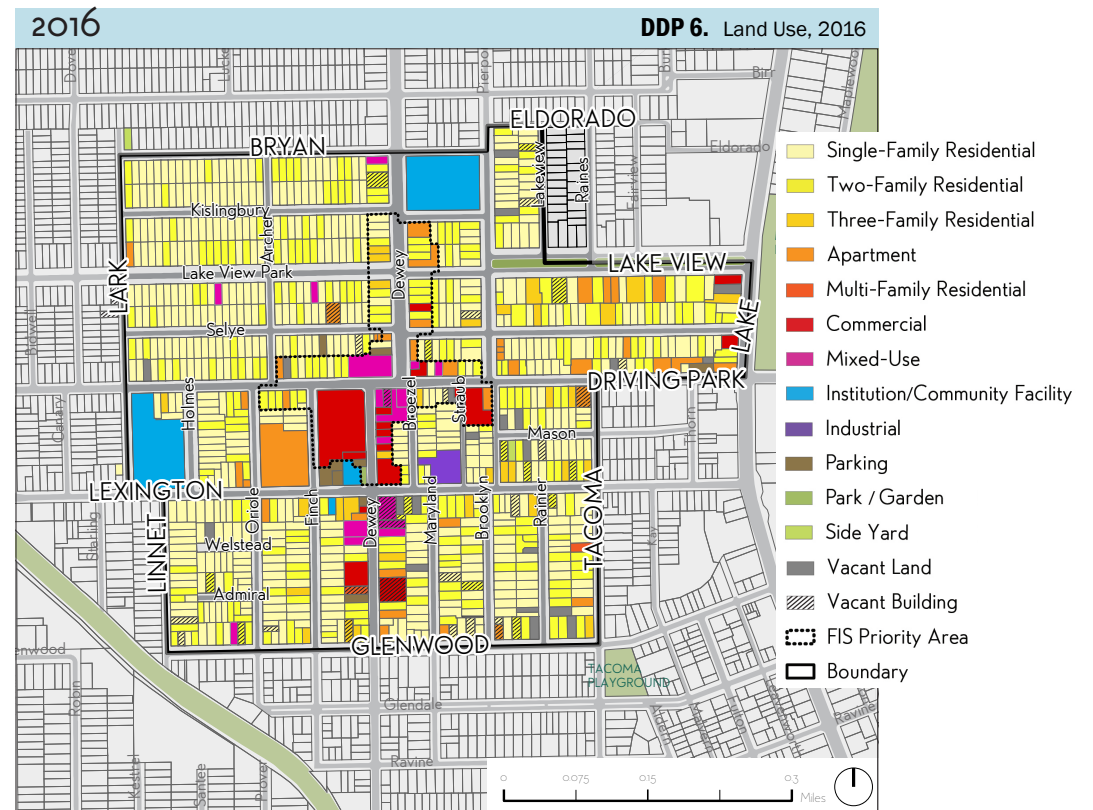
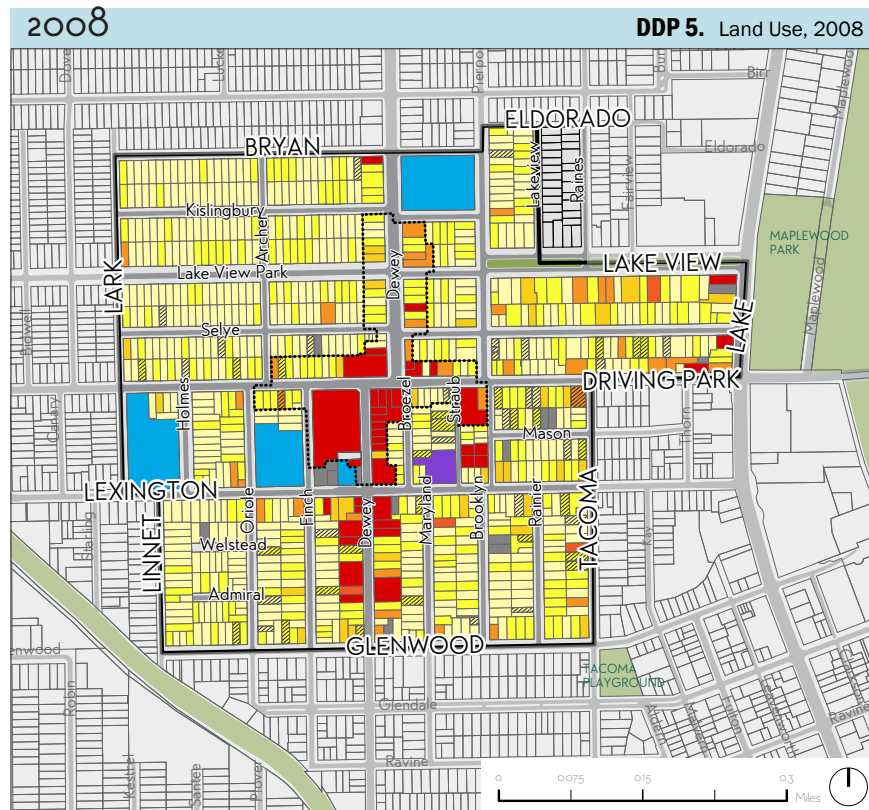
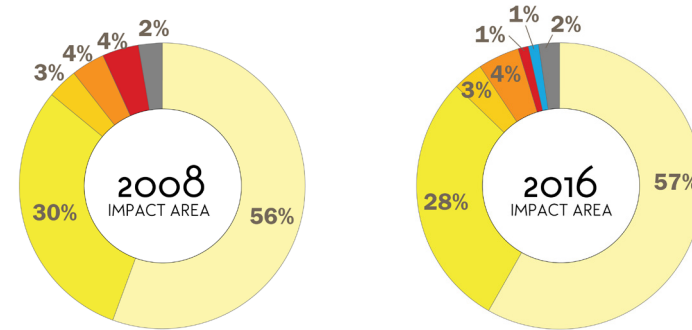
iii. Land Use

Source: Enterprise Community Partners 2008, Interface Studio Field Survey 2016

DDP 3. Land Use Composition in FIS Area, 2008-2016



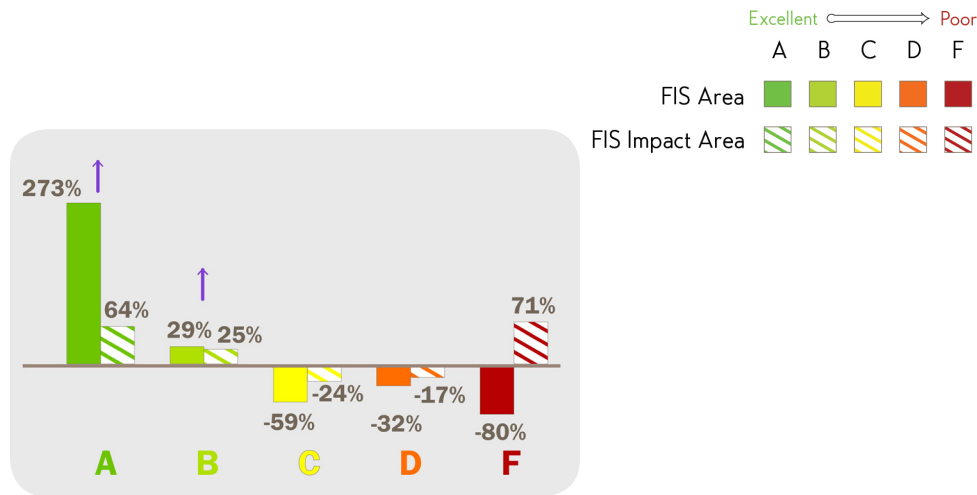
DDP 4. Landuse Composition in Impact Area, 2008-2016



iv. Building Condition

Source: Enterprise Community Partners 2008, Interface Studio Field Survey 2016

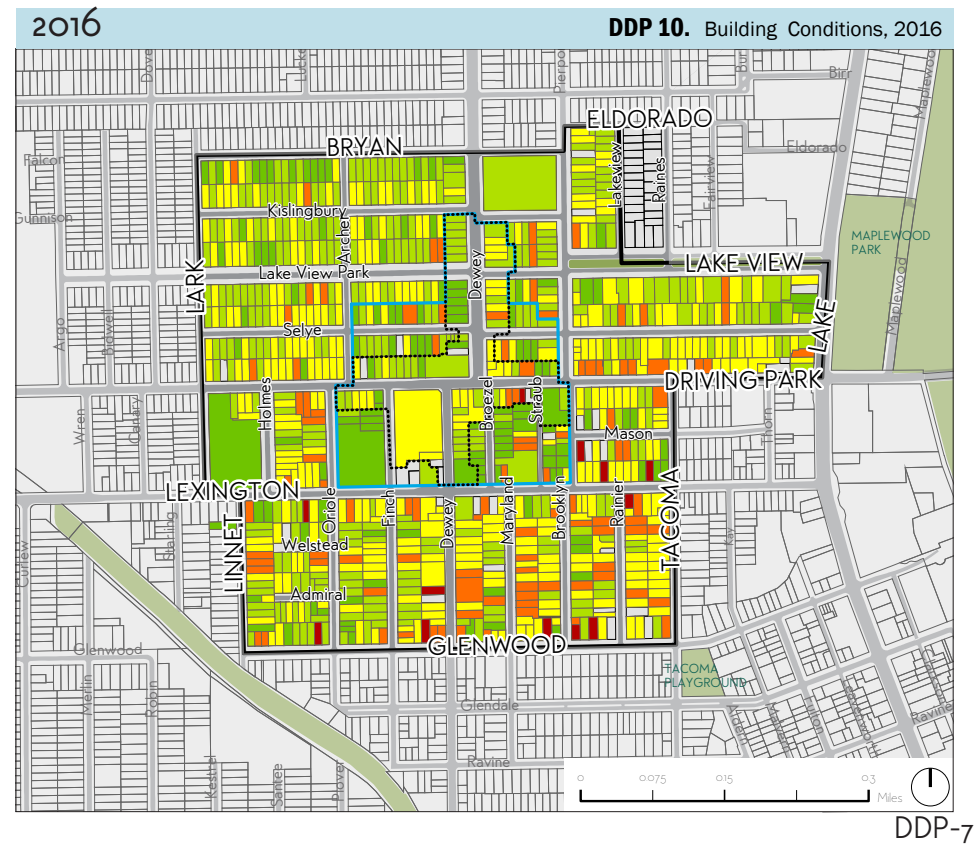
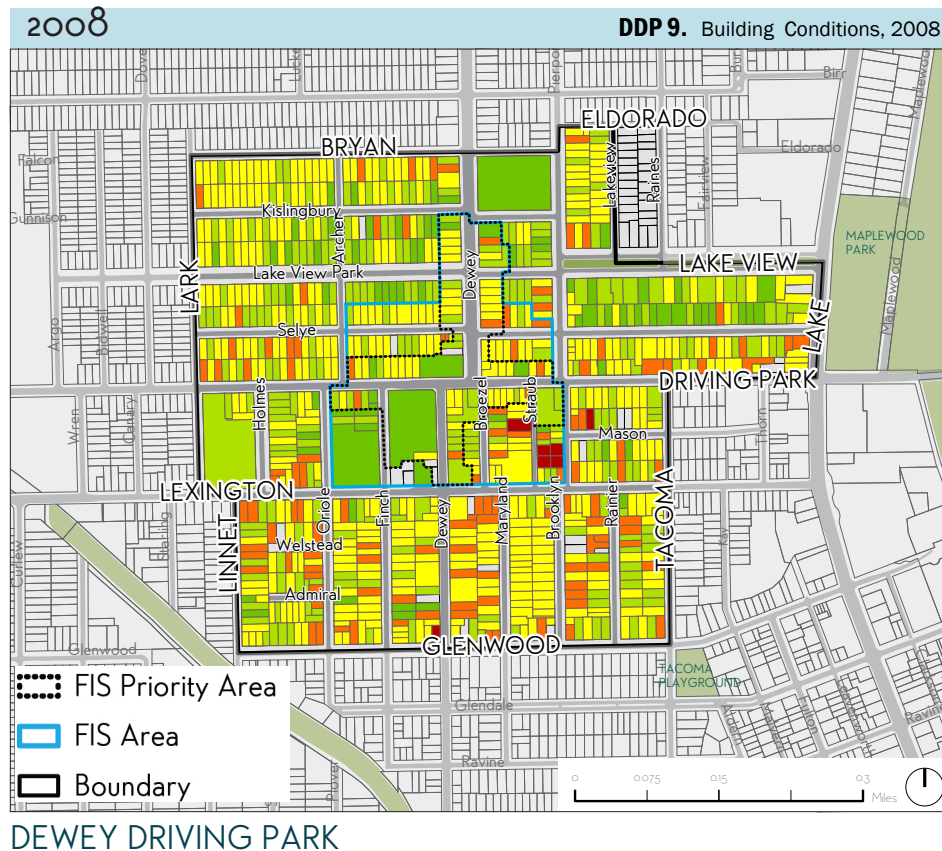
DDP 7. Change in Building Conditions between 2008 & 2016



DDP 8. Building Conditions data for FIS Area and Impact Area, 2008 & 2016

FIS AREA	2008		2016		CHANGE	
	COUNT	(%)	COUNT	(%)	COUNT	(%)
A	15	9%	56	36%	41	273%
B	41	26%	53	34%	12	29%
C	78	49%	32	21%	-46	-59%
D	19	12%	13	8%	-6	-32%
F	5	3%	1	1%	-4	-80%

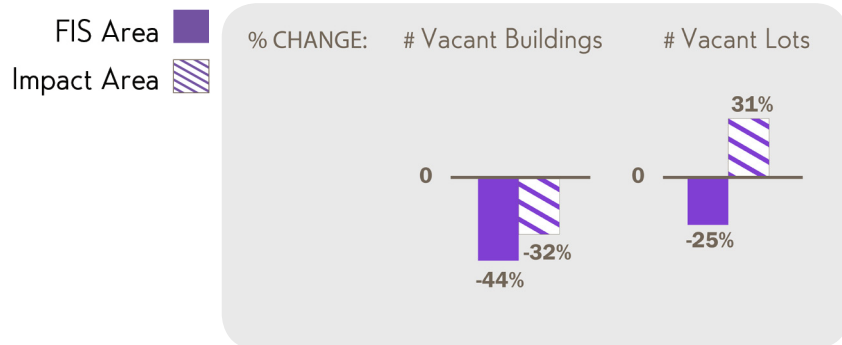
IMPACT AREA	2008		2016		CHANGE	
	COUNT	(%)	COUNT	(%)	COUNT	(%)
A	77	9%	126	14%	49	64%
B	256	28%	319	36%	63	25%
C	443	49%	337	38%	-106	-24%
D	121	13%	100	11%	-21	-17%
F	7	1%	12	1%	5	71%



v. Vacancy

Source: Enterprise Community Partners 2008, Interface Studio Field Survey 2016

DDP 11. Change in Vacant Buildings & Lots 2008-2016

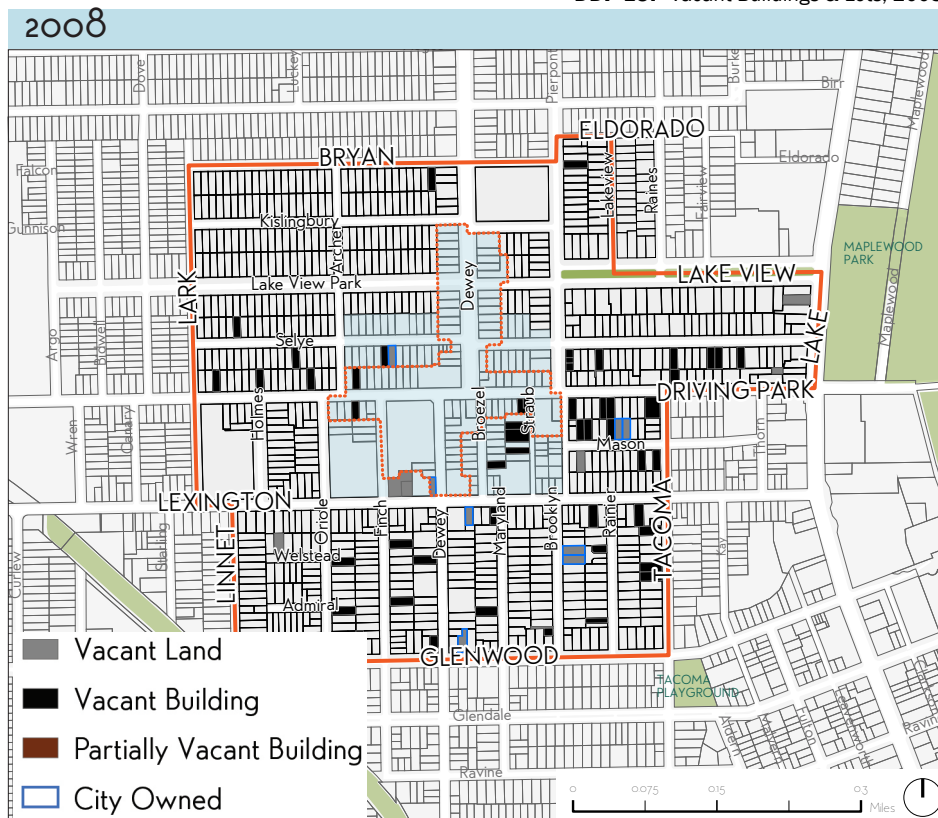


DDP 12. Vacancy data for FIS Area and Impact Area, 2008 & 2016

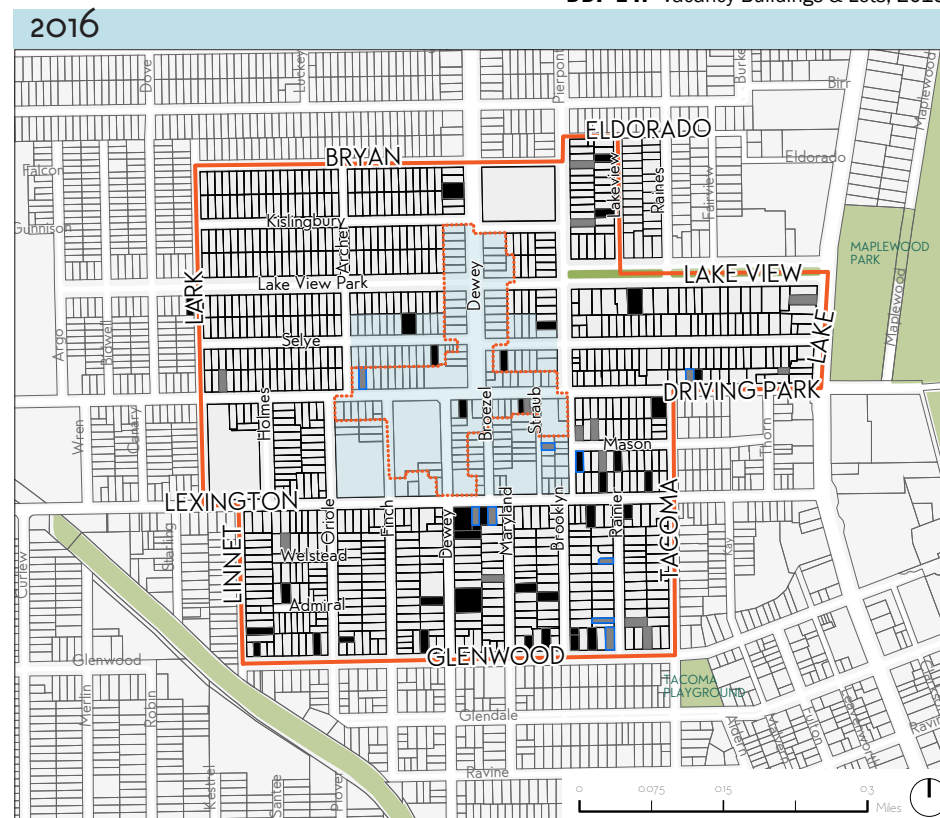
FIS AREA	2008	2016	CHANGE	
(BY PARCEL COUNT)	COUNT	COUNT	COUNT	(%)
VACANT BUILDING	9	5	-4	-44%
VACANT LOT	4	3	-1	-25%

IMPACT AREA	2008	2016	CHANGE	
(BY PARCEL COUNT)	COUNT	COUNT	COUNT	(%)
VACANT BUILDING	53	36	-17	-32%
VACANT LOT	16	21	5	31%

DDP 13. Vacant Buildings & Lots, 2008



DDP 14. Vacancy Buildings & Lots, 2016



vi. Housing Tenure: Owner-Occupants

Source: City of Rochester 2006 and 2016

Owner Occupied

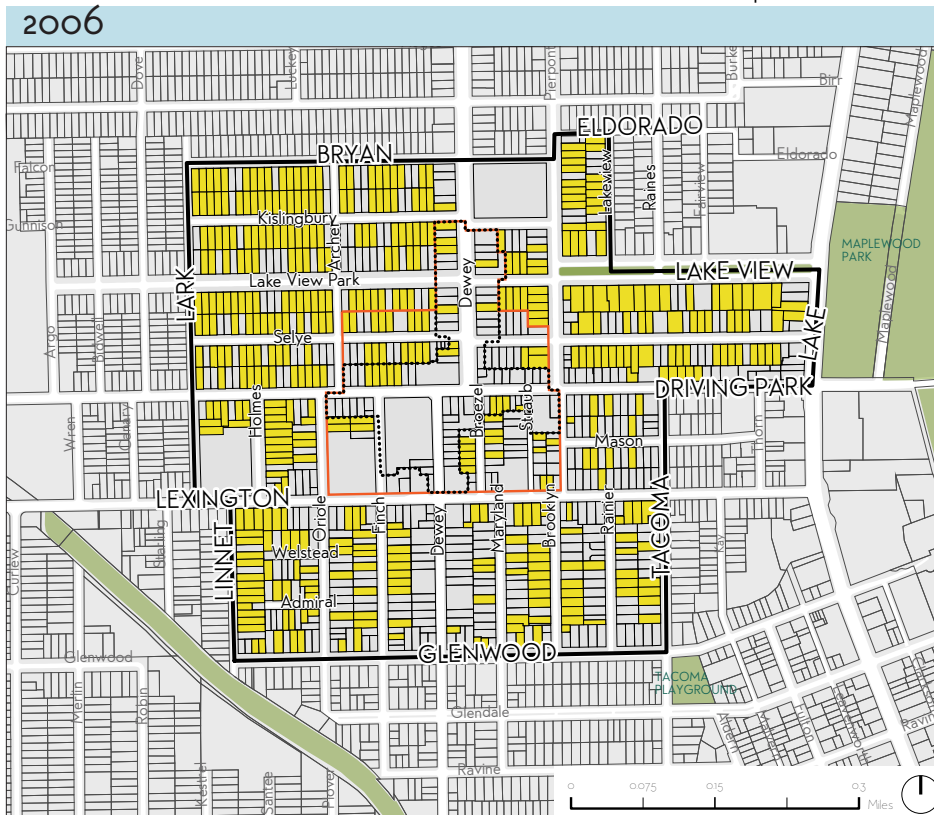
FIS Priority Area

FIS Area

52% = 456 parcels (Impact)

40% = 53 parcels (FIS)

DDP 15. Owner-Occupied Parcels in 2006

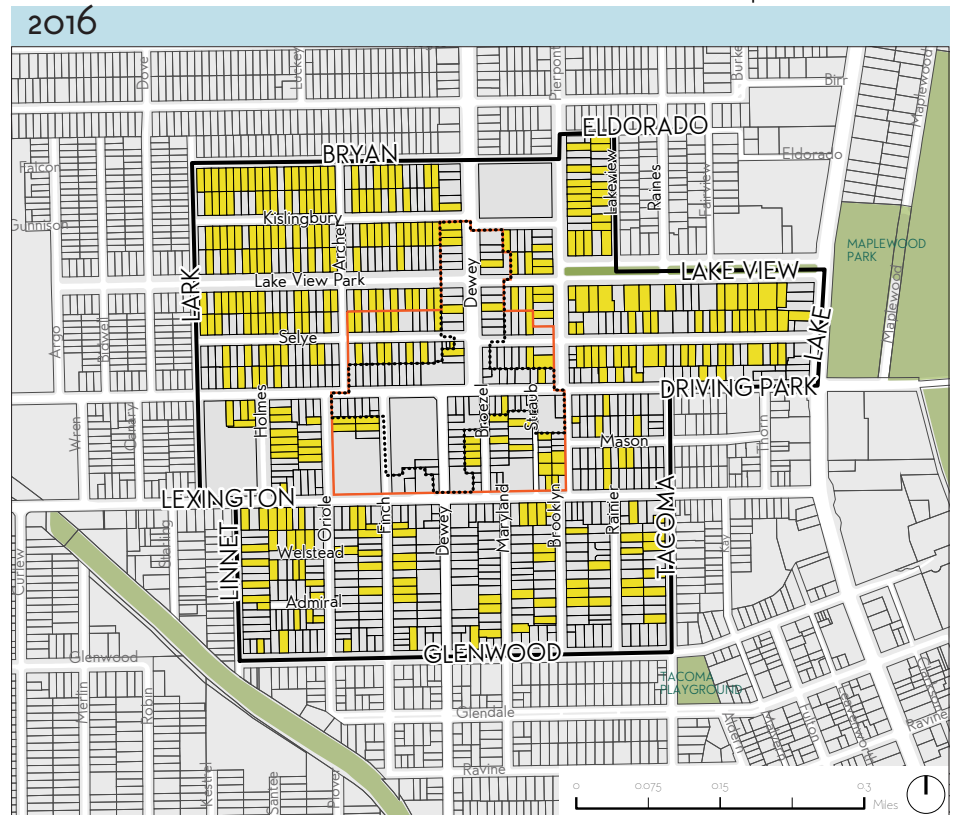


DEWEY DRIVING PARK

42% = 358 parcels (Impact)

36% = 48 parcels (FIS)

DDP 16. Owner-Occupied Parcels in 2016



DDP-9

vii. Recent Investments & Planned Developments

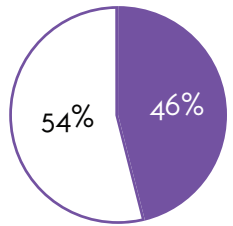
Source: City of Rochester, Rochester's Focused Investment Strategy - Building Conditions Status Report, 2014

Dewey.17 Recent Investments & Developments as of May 2016

Count of FIS Projects in Area & Housing Tenure, 2016

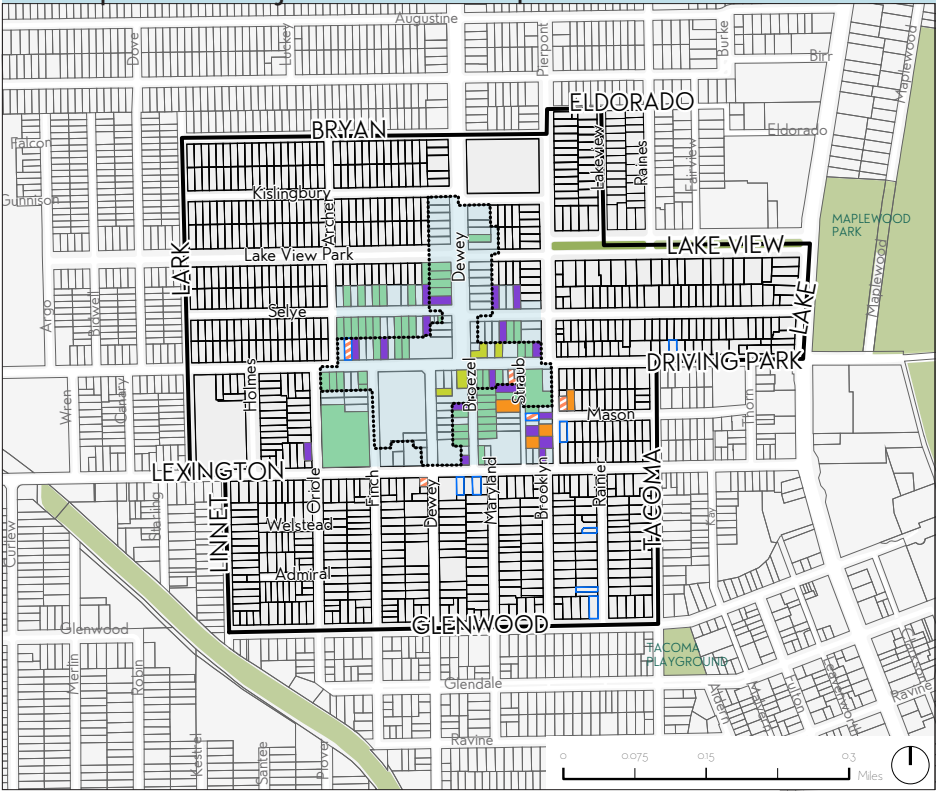
Type	FIS Priority Area	FIS Area	FIS Impact Area	All Area	Total %
Owner Occupied	8	19	2	29	46%
Renter Occupied	14	18	2	34	54%
Total FIS Projects per Zone	22	37	4	63	100%

Owner Occupied
Renter Occupied



Dewey.18 Recent Investments & Developments as of 2014

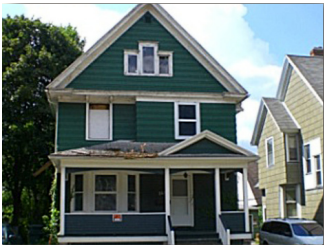
Completed Projects as of 2014



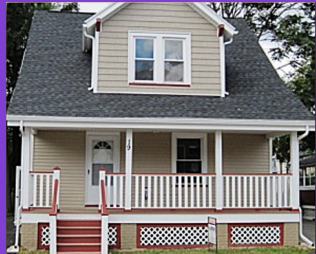
- Demolition
- Future Project
- New Construction
- Rehabilitation
- Vacant Lot Program
- Business Assistance
- City Owned
- FIS Priority Area
- FIS Area
- Boundary

Housing Rehab

Before



After



Holy Rosary Apartments



Commercial Façade Improvements

Before



After



DEWEY DRIVING PARK

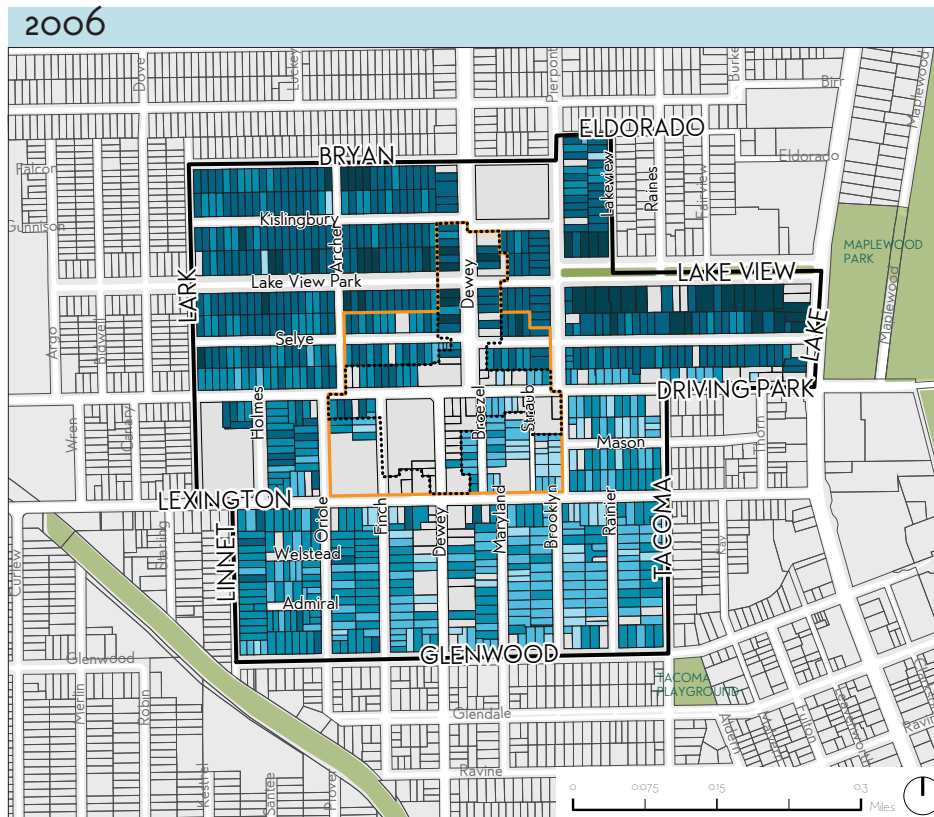
“Looks like a number of new houses were built or rehabbed on Struab, but that is off the main road ... so the visual impact along Driving Park is limited and it isn’t visible from Dewey.”

- Survey Participant

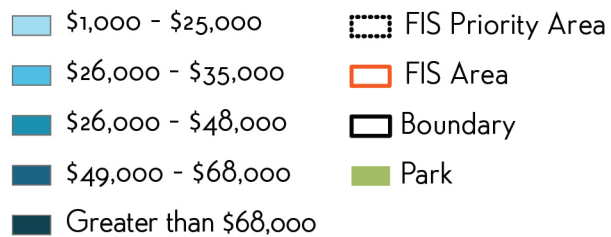
viii. Residential Assessed Value

Source: City of Rochester

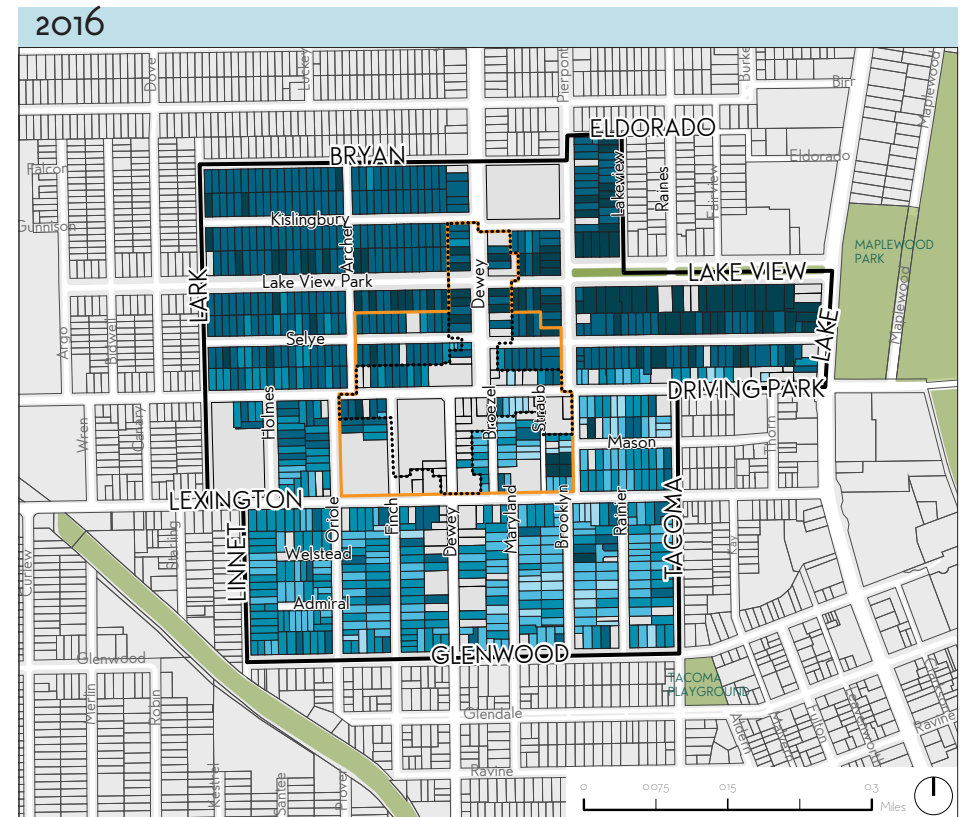
DDP 19. Residential Assessed Value in 2006



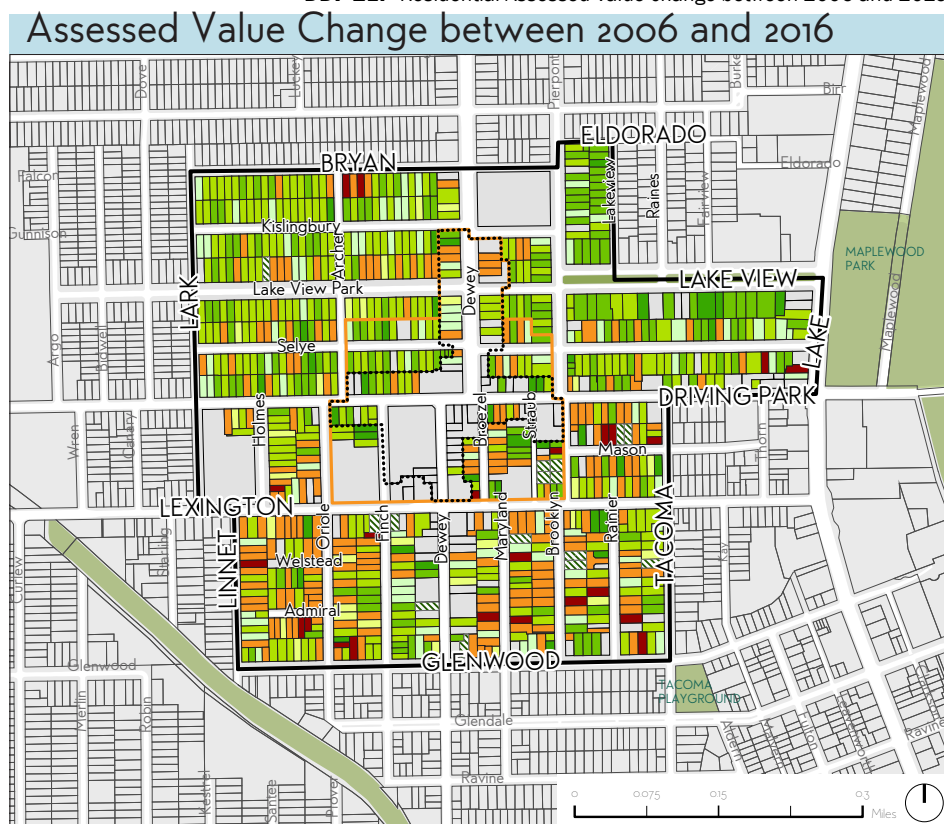
Assessed Value



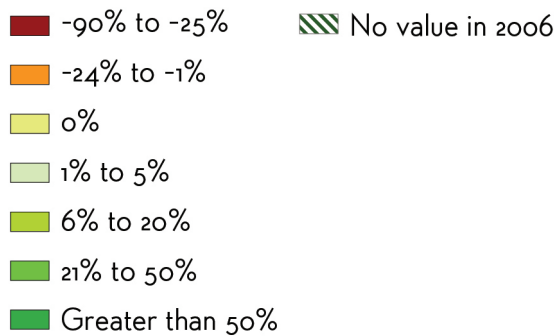
DDP 20. Residential Assessed Value in 2016



DDP 21. Residential Assessed Value change between 2006 and 2016



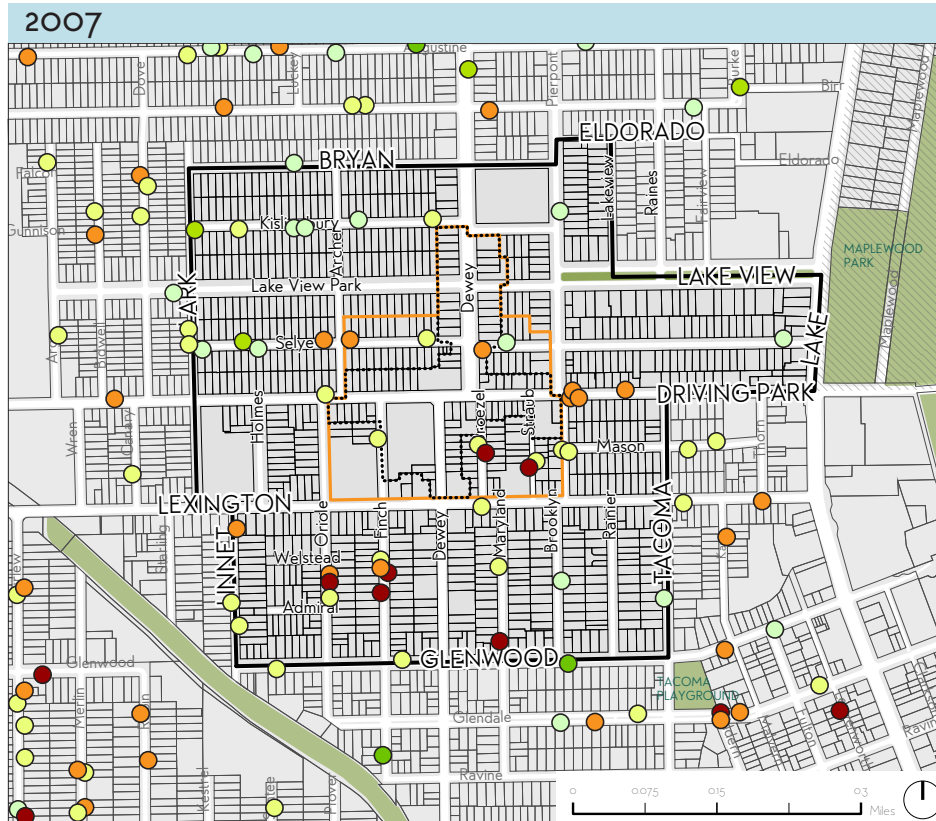
Percent Change in Residential Assessed Value



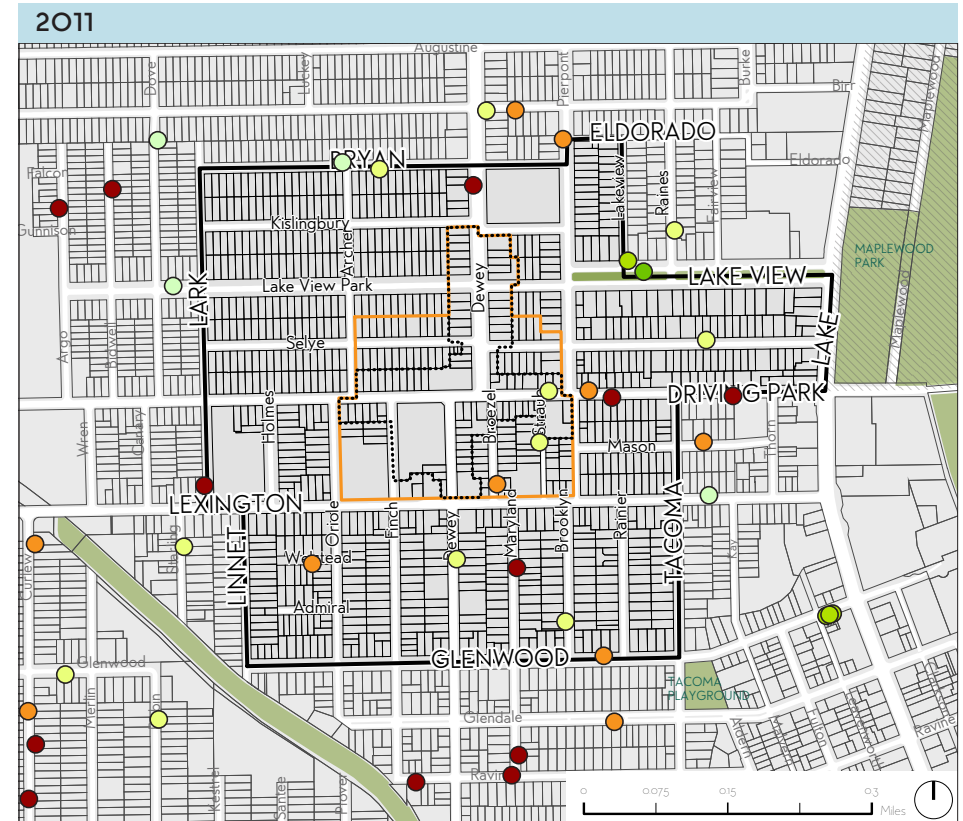
ix. Residential Sales by Price

Source: CoreLogic

DDP 22. Residential Sales in 2007



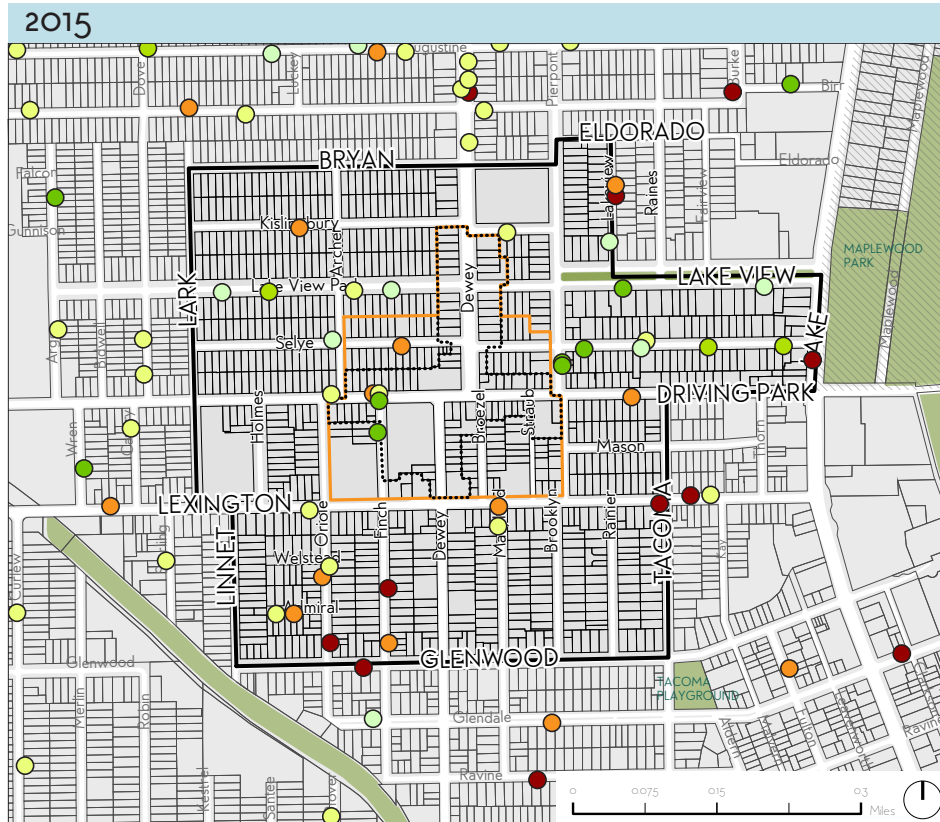
DDP 23. Residential Sales in 2011



Residential Sale Price

- Less than \$20,000
- \$20,001 - \$30,000
- \$40,001 - \$60,000
- \$60,001 - \$80,000
- \$80,001 - \$100,000
- More than \$100,000
- No Data Displayed

DDP 24. Residential Sales in 2015



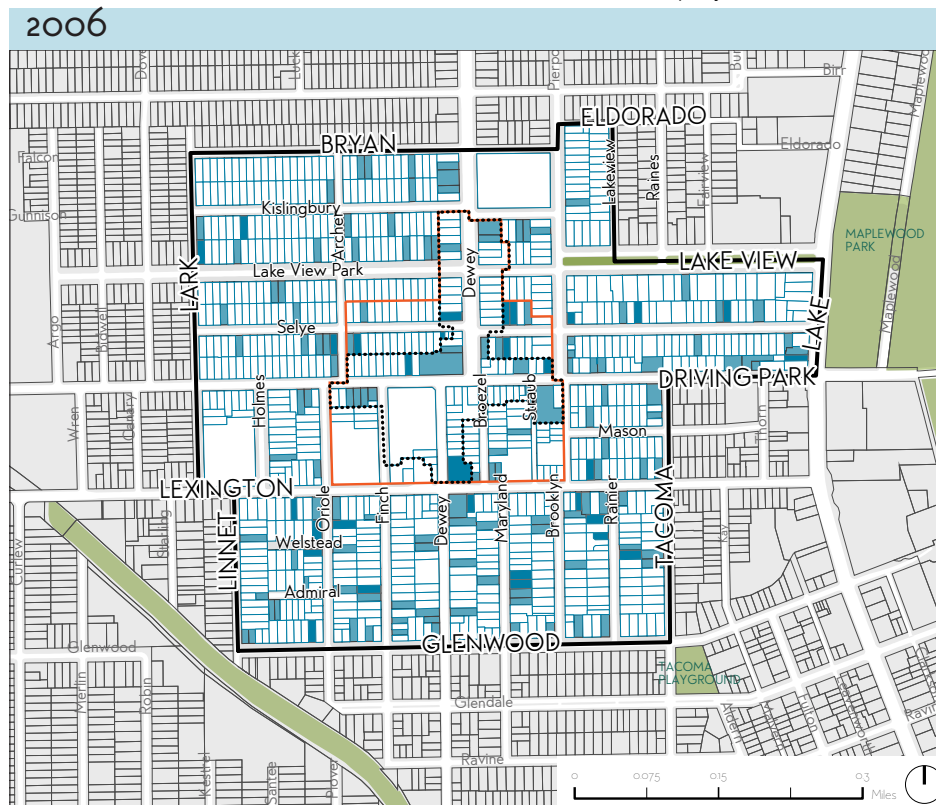
x. Property Owner Locations

Source: City of Rochester 2006 and 2016

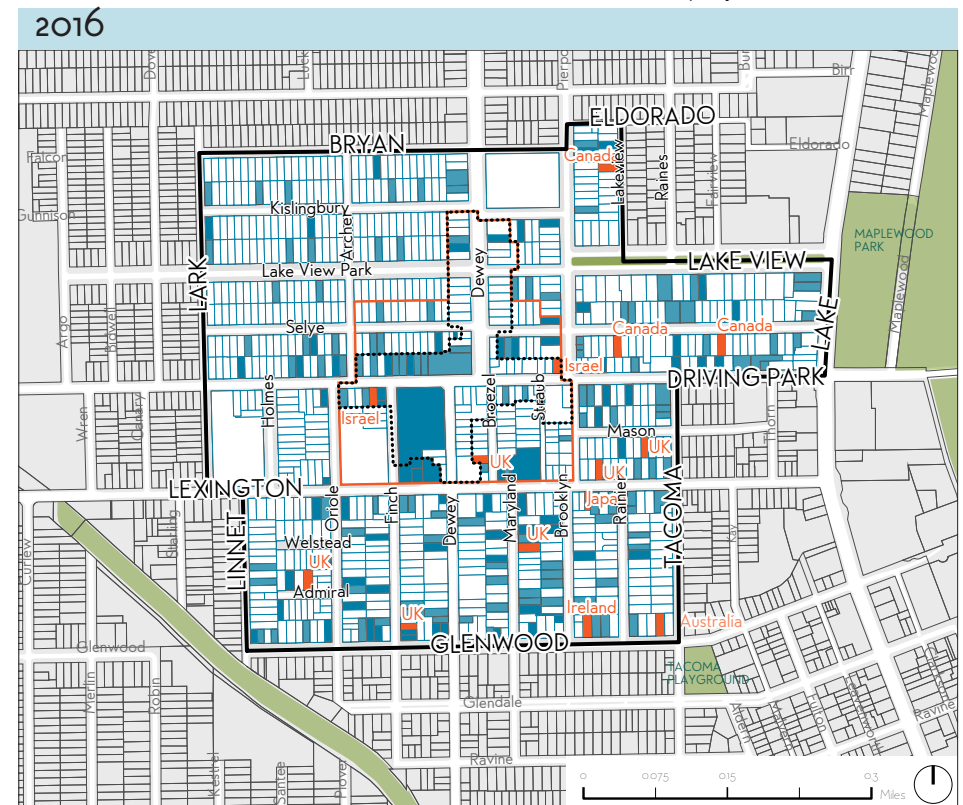
- In Rochester
- In State
- Out of State
- Out of Country

FIS		IMPACT	
2006	2016	2006	2016
81%=131	74%=122	83%=775	77%=717
14%=22	13%=21	14%=126	13%=121
6%=9	11%=18	3%=30	8%=75
0%=0	2%=3	0%=0	2%=14

DDP 25. Property Owner Location in 2006

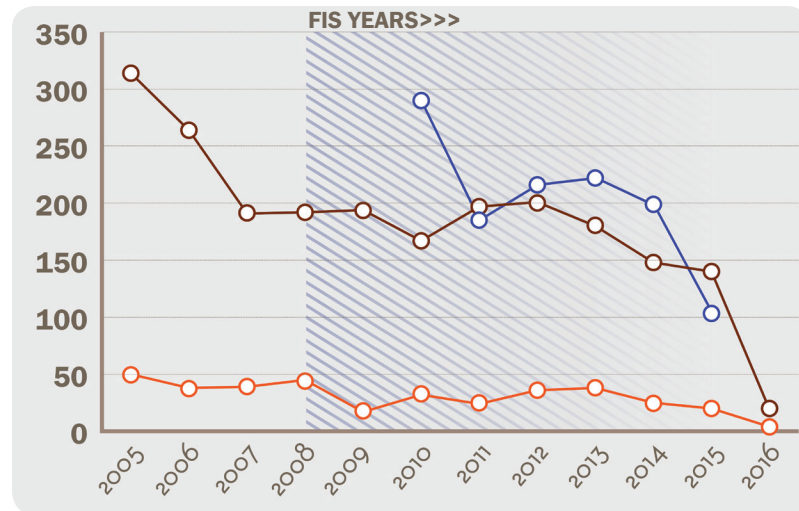


DDP 26. Property Owner Location in 2016



xi. Crime Trends 2005-2015 & Crime Heat Maps

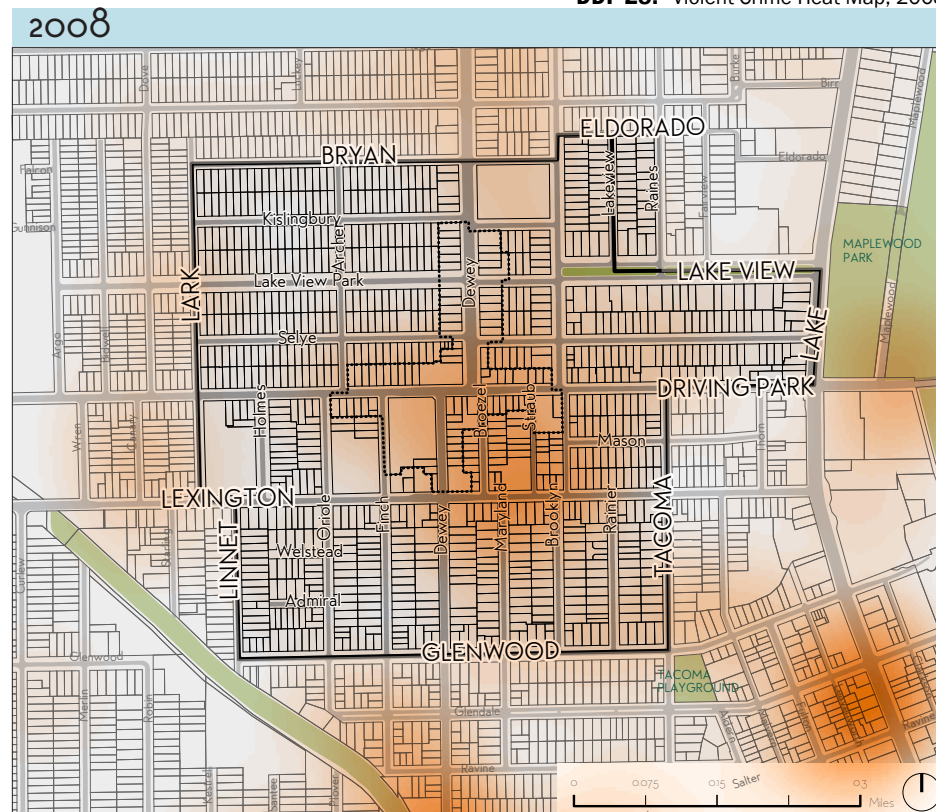
Source: Rochester Police Department, April 2016



DDP 27. Crime Trends by Type, 2005-2015

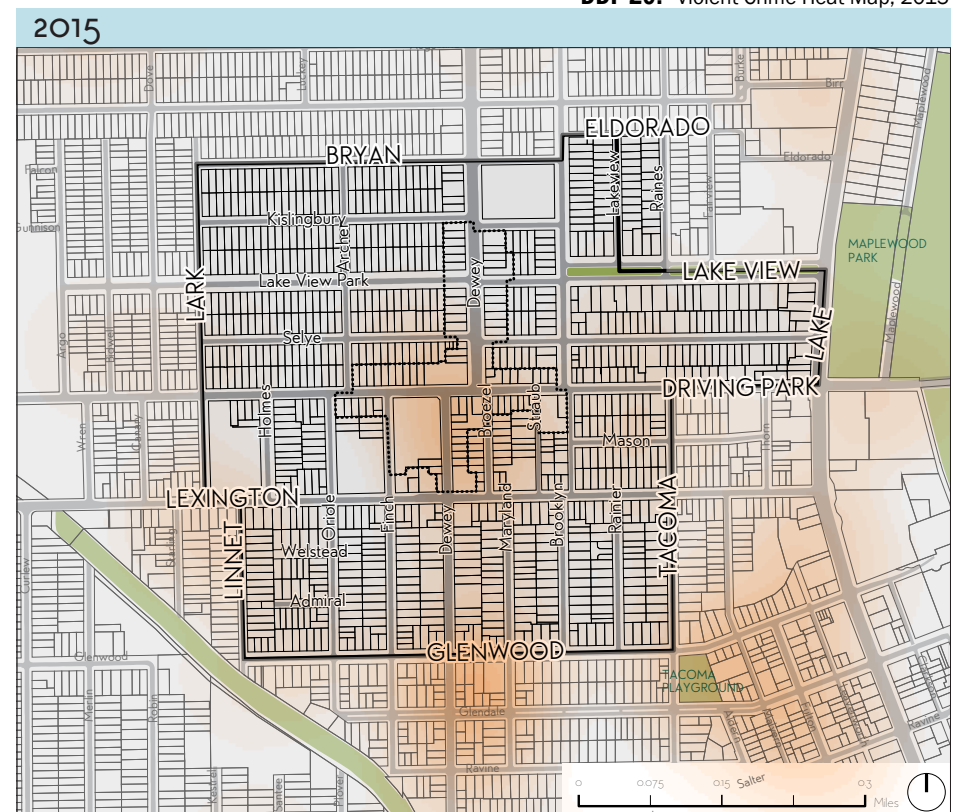
- | | | |
|------------------------|-------------------------|--------------|
| ○ Part 1 Violent Crime | ○ Part 1 Property Crime | ○ Vice A & B |
| Murder | Burglary | Narcotics |
| Rape, forcible | Larceny | Gambling |
| Robbery | Mv theft | Prostitution |
| Aggravated assault | | |

DDP 28. Violent Crime Heat Map, 2008



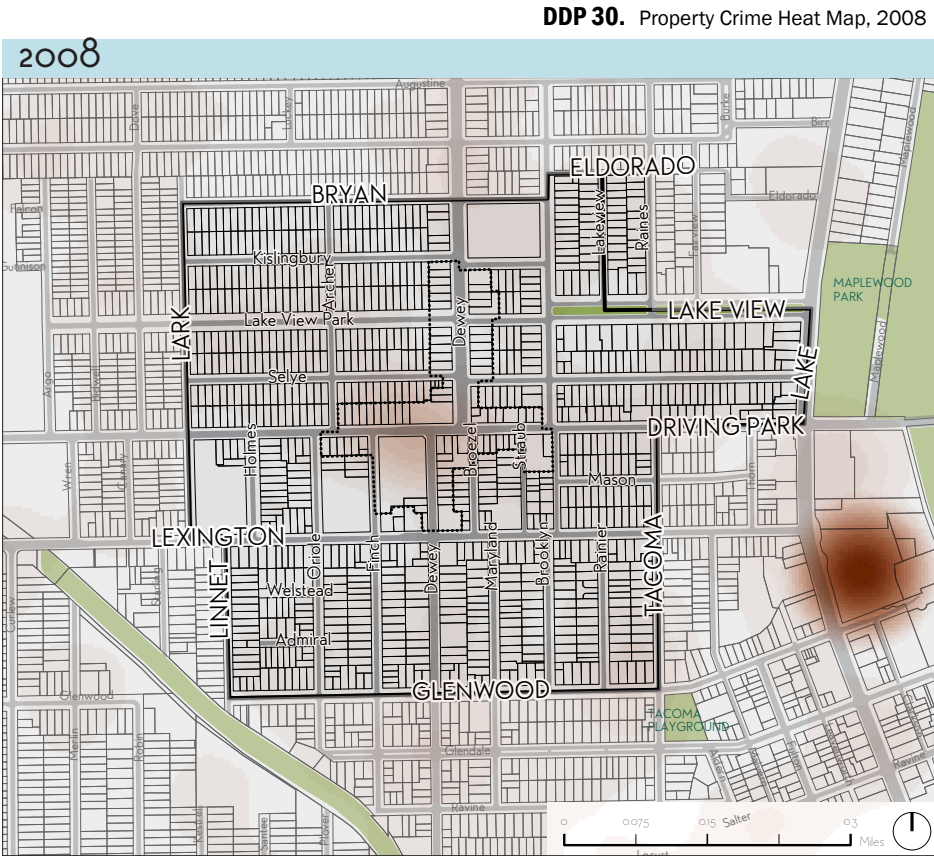
DEWEY DRIVING PARK

DDP 29. Violent Crime Heat Map, 2015

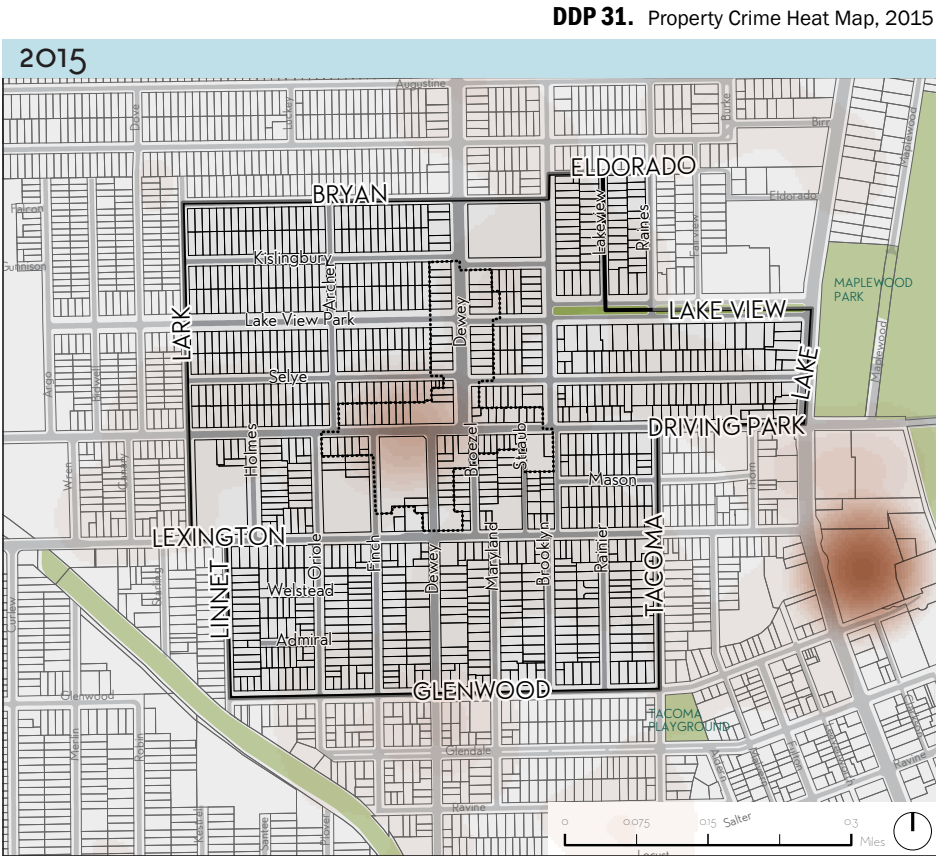


DDP-17

- Density of Crime Incidents
- Part 1 Property Crime
 - Burglary
 - Larceny
 - Motor Vehicle Theft



DDP-18



EVALUATION OF THE FOCUSED INVESTMENT STRATEGY

Density of Calls for Service

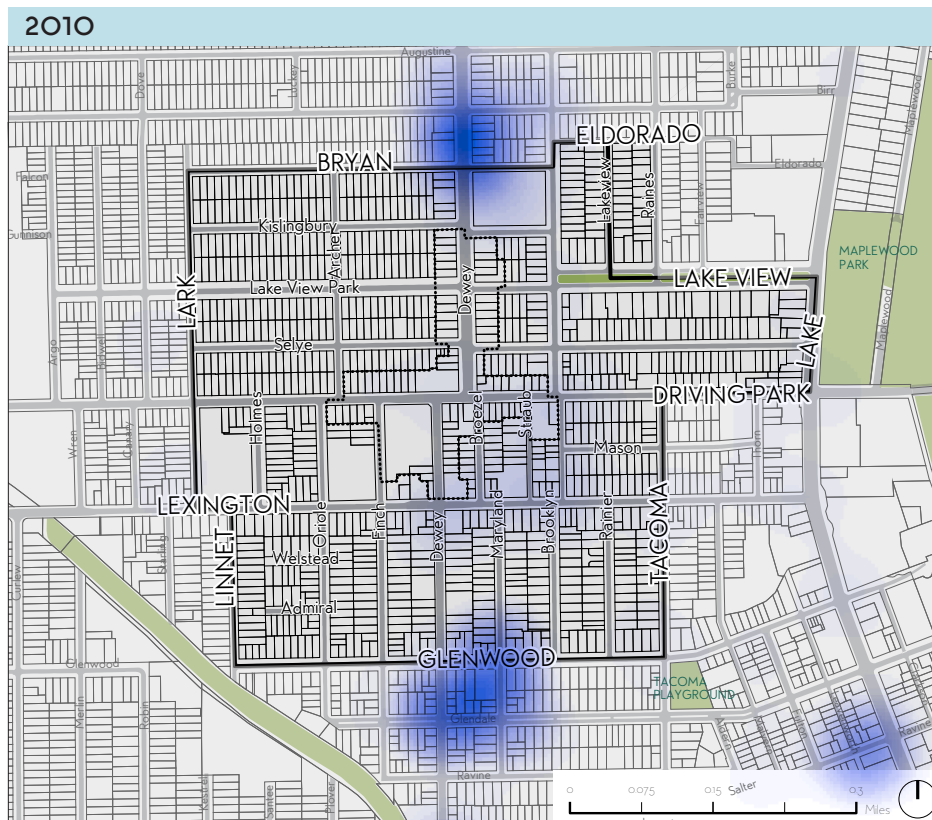
■ Vice A & B

Narcotics

Gambling

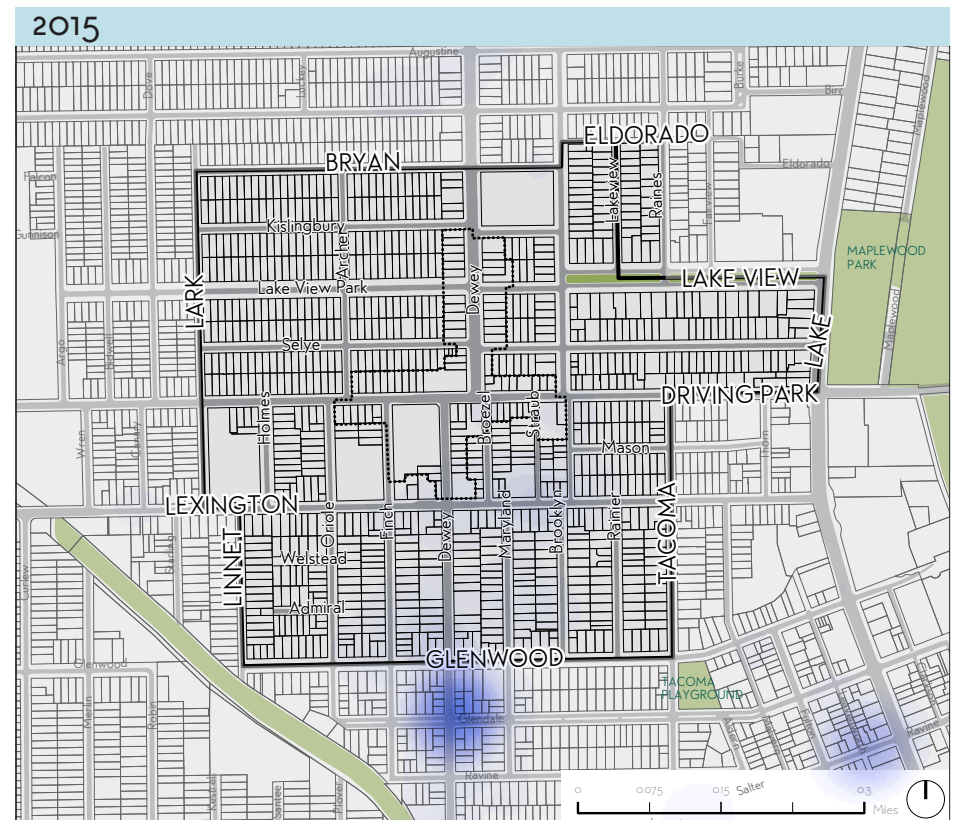
Prostitution

DDP 32. Vice Calls for Service Heat Map, 2010



DEWEY DRIVING PARK

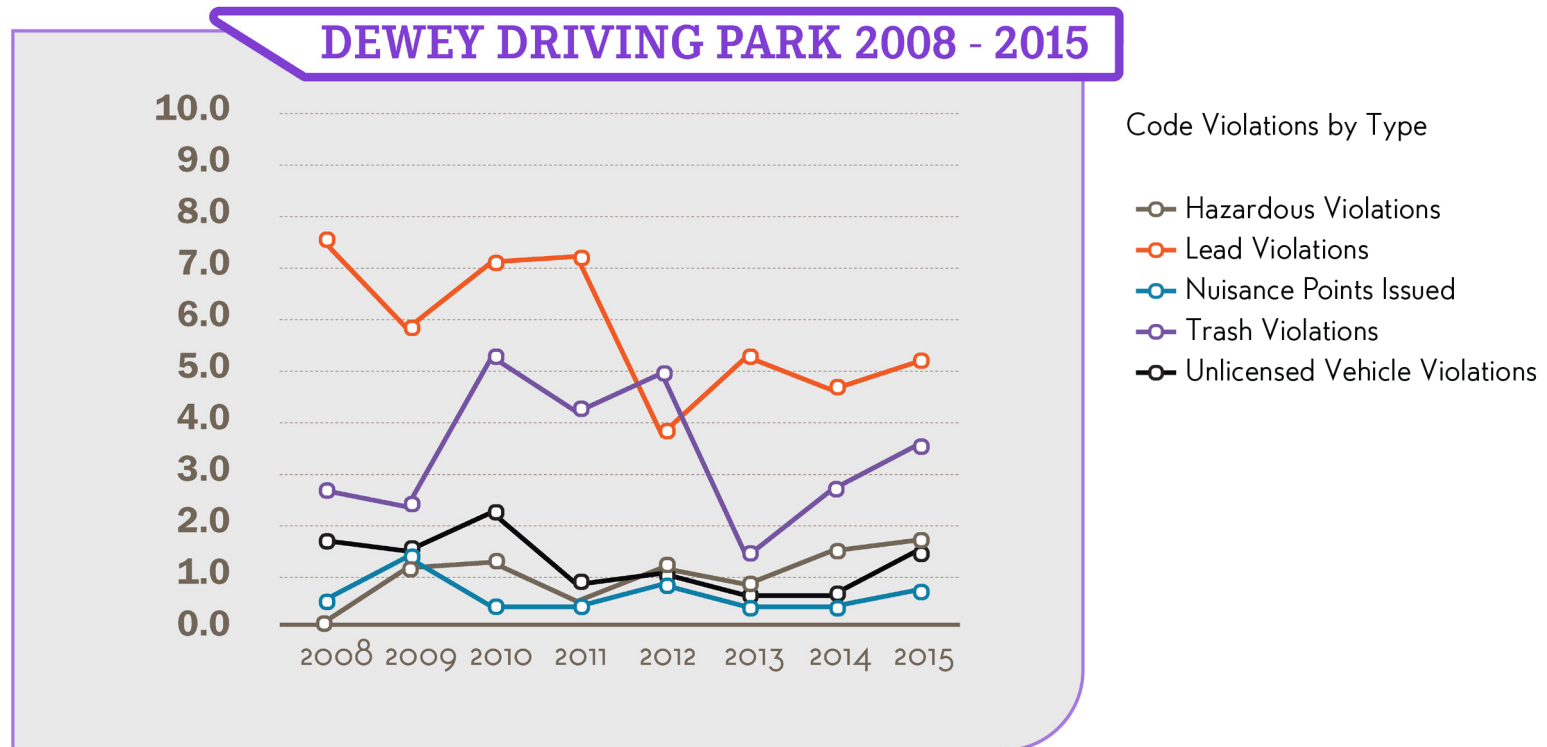
DDP 33. Vice Calls for Service Heat Map, 2015



DDP-19

xii. Code Violations

DDP 34. Rate of Code Violations by Type 2008 - 2015

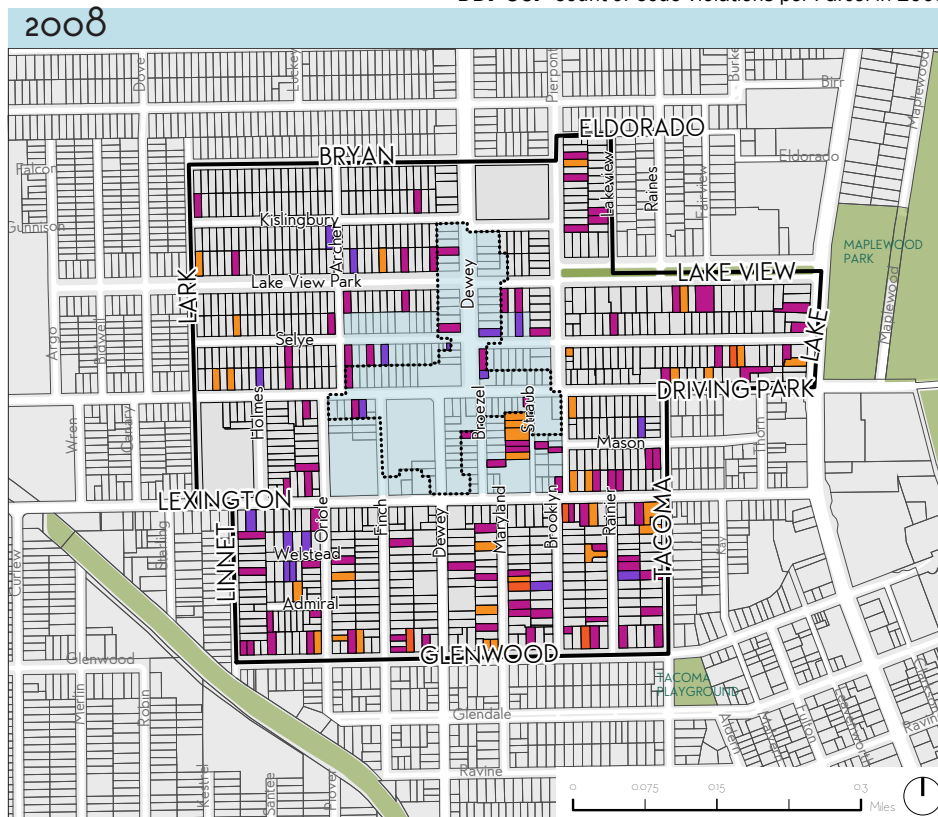
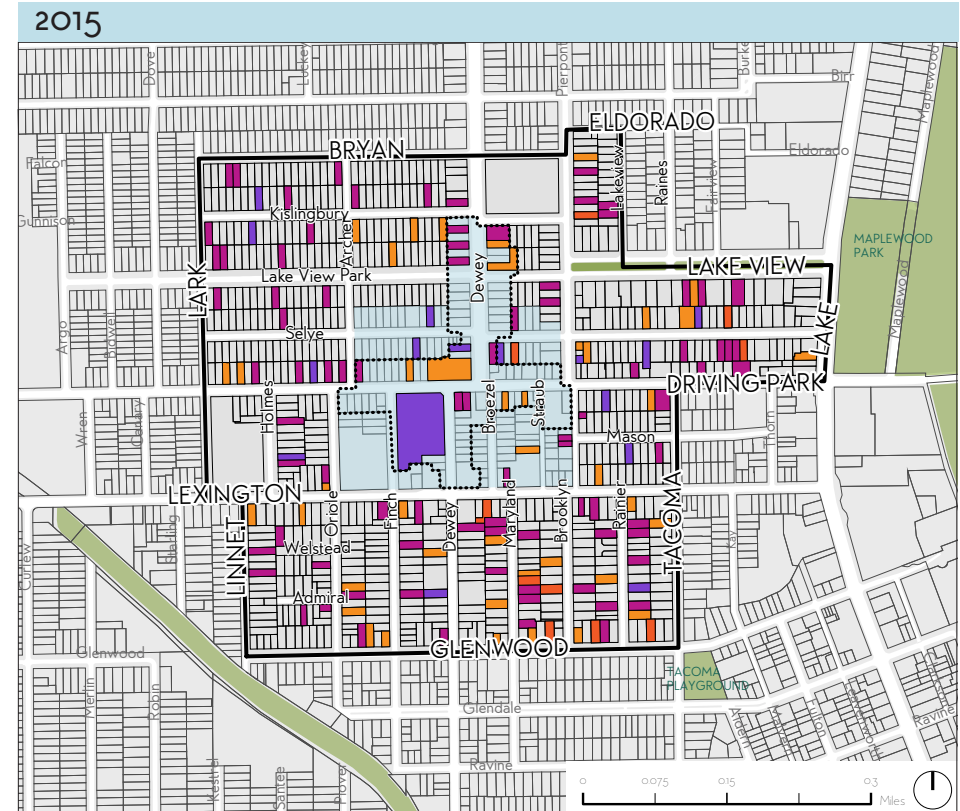


DDP 35. Count of Code Violations by Type 2008 - 2015

CODE BY COUNT & YEAR	2008	2009	2010	2011	2012	2013	2014	2015
HAZARDOUS VIOLATION	1	11	12	5	11	8	14	16
LEAD VIOLATION	70	54	66	67	35	49	43	48
NUISANCE ISSUED	5	13	4	4	8	4	4	7
TRASH VIOLATION	25	22	49	39	46	13	25	33
UNLICENSED VEHICLE VIOLATION	16	14	21	8	10	6	6	14

1500% between 2008-2015




-31% between 2008-2015

DDP 36. Count of Code Violations per Parcel in 2008**DDP 37.** Count of Code Violations per Parcel in 2015



Total Code Violation Count by Parcel



xiii. Summary

-  Notable progress or achievement of goal
-  Limited change or progress toward goal
-  Regressed or lost ground

Evaluation of Progress Toward FIS Goals

PROGRAM GOALS		IMPROVE LOCAL HOUSING MARKET AND NEIGHBORHOOD VITALITY	INCREASE PROPERTY VALUES (ASSESSED RESIDENTIAL VALUE)
DEWEY-DRIVING PARK			
Major Projects or Program Accomplishments	Built or renovated 63 homes; 60 new units added through tax credit development Demand for new / renovated product demonstrated; new Americans becoming owner-occupants	Out-paced City by 7 percentage points in increased assessed residential values	
Comparison to City Average	Median sale price fell (-44%); city experienced increases	+25% > +18% for city	
Comparison to Control Areas	Inconclusive; control area results were extremely varied	Range of assessed values exceeds all control areas; median value 38% higher than control areas; rate of median increase far surpassed (0%, +4%, +7%)	



MAXIMIZE IMPACT OF FEDERAL FUNDS



EMPOWER NEIGHBORS AS ACTIVE PARTICIPANTS



MAXIMIZE NUMBER OF RESIDENTS BENEFITING BEYOND THE DIRECT RECIPIENTS



\$20.6M leveraged; Holy Rosary Adaptive Reuse

Dewey Driving Park Merchants Association emerging

Safety improvements on Dewey Avenue benefit all

Intersection realignment design; not yet implemented

Struggled to bridge two neighborhood groups and sustain community involvement

Reductions in violent and property crime rates out-paced city; rates are comparable to city average

N/A

N/A

Vice calls for service dramatically reduced; rate lower than city

N/A

N/A

Out-performed 2/3 control areas in violent crime and vice calls for service; underperformed in property crime

