

FIS AT WORK IN

MARKETVIEW  
HEIGHTS

FIS EVALUATION

APPENDIX IV

North Union Street Streetscape Improvements



Public Market Tram

Market Apartments at Corpus Christi



Eastman Gardens Under Construction



“The biggest accomplishment was getting grants in the hands of new people who never asked for them before – lots of elderly got their homes spruced up, many handicapped people received assistance.”

- Community Partner

## IV. MARKETVIEW HEIGHTS

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### Accomplishments

The Marketview Heights FIS Area had perhaps the strongest assets upon which to build at the outset of FIS. The area is adjacent to the Rochester Public Market and very close to downtown. In addition to the 67 homes renovated and built through FIS, the Marketview Heights FIS Area hosted several unique and larger-scale investments. **North Union Street has a new and improved streetscape**, with branded crosswalks, curb bumpouts, and stormwater management integrated at crosswalks leading to the Public Market. **The rail bridge over North Union has been converted into a walkway into the Market**, connecting a new parking area west of Union with the Market on the east side of the street. The route to the market has also been improved by active neighbors organized by the Marketview Heights Collective Action Project (CAP), who have planted colorful gardens atop formerly vacant land.

**East Main Street is undergoing transformation now**, with two highly visible and creative adaptive reuse projects leveraged by the City’s demonstrated commitment to the area: the **Market Apartments at Corpus Christi** which offer 42 affordable rental units with a preference for artists and **Eastman Gardens**, which will soon offer 52 affordable rental units for seniors.

## New Residential



**“The last grant recipient was an elderly couple who had been skeptical and had held out. Once they saw the work on neighbors’ properties, they wanted to get on board.”**

**- Community Partner**

## Vacancy in the Urban Renewal District



## Successes

The Marketview Heights FIS Area had many notable successes. CAP, a community association organized prior to FIS, did an excellent job facilitating community engagement over the course of FIS. Through CAP, community leaders spread word about the program, and neighbors have continued to meet and work together, picking up trash, taking back control, and bringing all residents together annually at a roving block party hosted by a different block each year. Homes that were renovated and built sold quickly, demonstrating demand for the FIS housing products, and the before and after photos are a source of pride for many neighbors. Furthermore, the North Union Street streetscape improvements and parking and circulation investments at the Public Market have served a very broad population of Market-goers who have taken note of the positive changes afoot in Marketview Heights.

**“Our neighborhood leader is the conduit for all information. He spread the word, and the calls came in.” - Community Partner**

**“Having Scio and Union look much nicer has helped keep patrons coming [to the Public Market]. More people are coming on foot and by bike too, which contributes to a feeling of safety.”**

**- Public Market Manager**

## Challenges

The main challenge reported by the community partner, Marketview Heights Association (MHA), was that the need in the area is so great that the grants were not enough – both at an individual level for owners whose homes had interior needs necessitating improvement and at the neighborhood scale. Residents and community leaders are proud of the visible changes along Union and Scio, Weld and Woodward, but people believe the FIS program **“ran out of money before we got to the worst block.”** There is community support for implementing the Urban Renewal District Plan funded by FIS to address Lewis Street and the blight, safety, and nuisance issues that persist there in such close proximity to the Public Market.

Other challenges include:

- An active drug trade that still dominates the area, mere blocks from the transformed FIS Priority Area
- A need for landlord education and accountability in tenant selection post FIS-renovations to protect recent investments
- The lack of a can-do mentality among some neighbors who need to better understand their role in maintenance and stewardship
- A need for follow up blight-removal and garage demolitions along alleyways
- A need for improved program promotion and messaging to spread the word
- Lack of eligibility for owners who owed back taxes
- Forms that were not user friendly

## i. Demographic Profile: 2000 - 2015

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

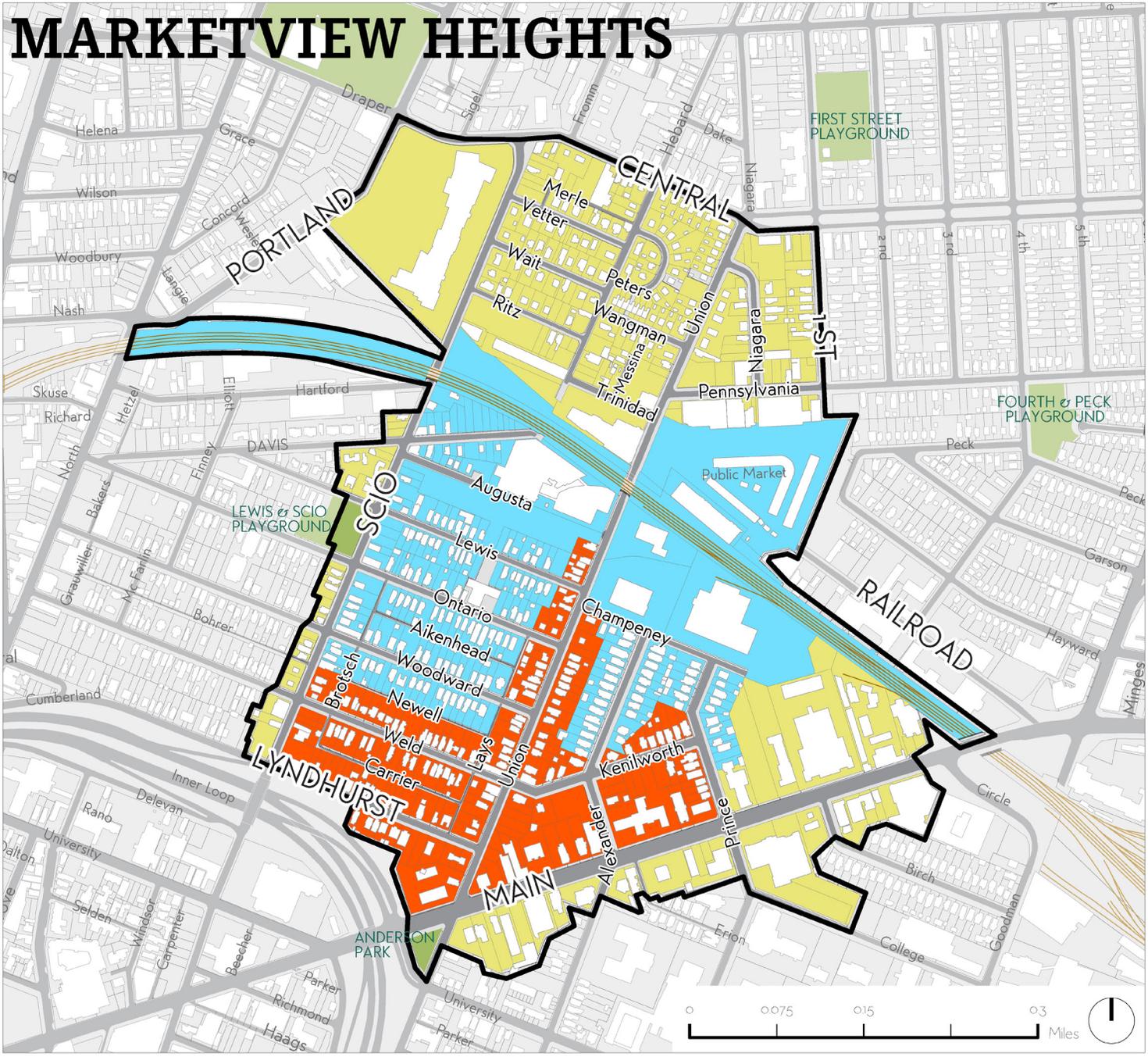
**MVH 1.** Demographic Profile Change since 2000 in the FIS Area and the Impact Area

	2000	2010	2015 ESTIMATES	2020 PROJECTION	% CHANGE, 2000-2015
<b>POPULATION</b>					
FIS AREA	1,123	936	930	929	-17%
IMPACT AREA	1,878	1,659	1,643	1,635	-13%
<b>HOUSEHOLDS</b>					
FIS AREA	450	397	400	402	-11%
IMPACT AREA	739	652	652	651	-12%
<b>% OCCUPIED UNITS: OWNER-OCCUPIED</b>					
FIS AREA	16.2%	17.8%	16.5%	16.2%	1.8%
IMPACT AREA	19.6%	21.1%	19.7%	19.1%	0.5%
<b>% VACANT HOUSING UNITS</b>					
FIS AREA	16.6%	22.0%	22.2%	22.4%	34%
IMPACT AREA	14.0%	19.1%	19.6%	20.1%	40%
<b>HOUSING UNITS</b>					
FIS AREA	541	509	514	517	-4.9%
IMPACT AREA	859	806	811	815	-5.5%
<b>HOUSEHOLD INCOME</b>					
FIS AREA	-	(2013 ACS) \$18,615	\$17,566	\$18,021	-
IMPACT AREA	-	(2013 ACS) \$21,535	\$19,606	\$20,993	-
<b>RACE</b>					
<b>% WHITE ALONE</b>					
FIS AREA	-	24.3%	23.0%	22.3%	-
IMPACT AREA	-	26.7%	25.4%	24.8%	-
<b>% BLACK ALONE</b>					
FIS AREA	-	56.1%	55.1%	54.1%	-
IMPACT AREA	-	54.2%	53.3%	52.5%	-
<b>% ASIAN ALONE</b>					
FIS AREA	-	0.5%	0.5%	0.5%	-
IMPACT AREA	-	1.2%	1.2%	1.2%	-
<b>% SOME OTHER RACE</b>					
FIS AREA	-	19.1%	21.4%	23.1%	-
IMPACT AREA	-	17.9%	20.0%	21.5%	-
<b>% HISPANIC OF ALL RACES</b>					
FIS AREA	-	30.9%	34.2%	37.2%	-
IMPACT AREA	-	29.5%	32.7%	35.7%	-
<b>UNEMPLOYMENT</b>					
FIS AREA	-	-	20.0%	-	-
IMPACT AREA	-	-	14.4%	-	-
<b>POVERTY STATUS</b>					
CENSUS BLOCKS INCLUDING MVH IMPACT AREA	(CENSUS 2000) 34.0%	(2013 ACS) 37.6%	(2014 ACS) 39.5%	-	-

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.

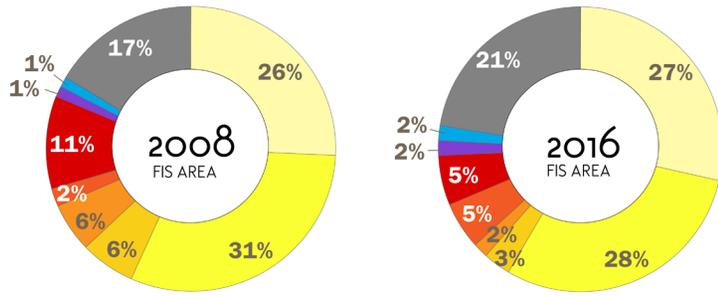
ii. Base Map



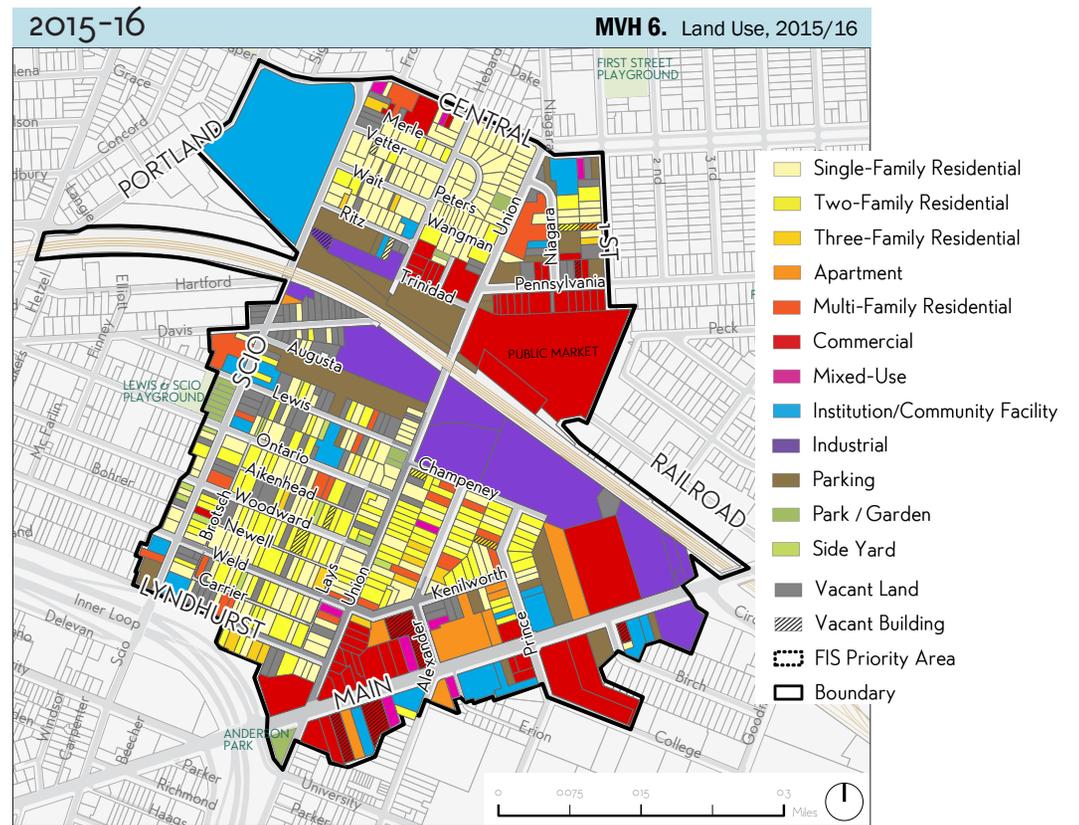
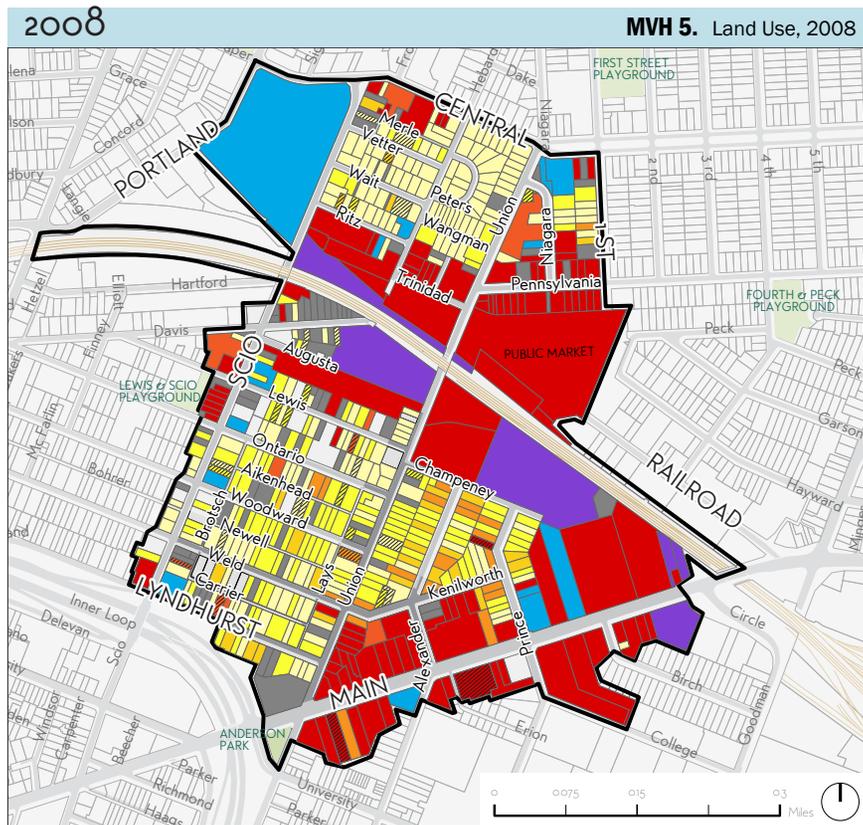
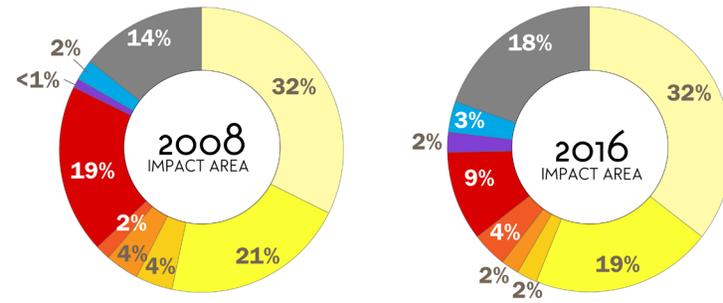
### iii. Land Use

Source: Enterprise Community Partners 2008, Interface Studio Field Survey 2015 & 2016

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



**MVH 4.** Land Use Composition in FIS Impact Area, 2008-2016



# iv. Building Condition

Source: Enterprise Community Partners 2008, Interface Studio Field Survey 2015 & 2016

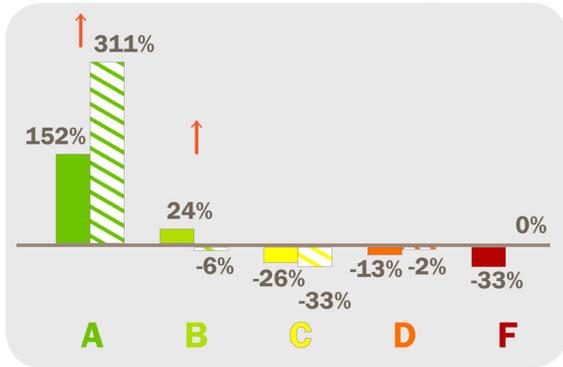
**MVH 7.** Change in Building Conditions between 2008 & 2016

Excellent  $\longleftrightarrow$  Poor

A B C D F

FIS Area ■ ■ ■ ■ ■

FIS Impact Area ▨ ▨ ▨ ▨ ▨

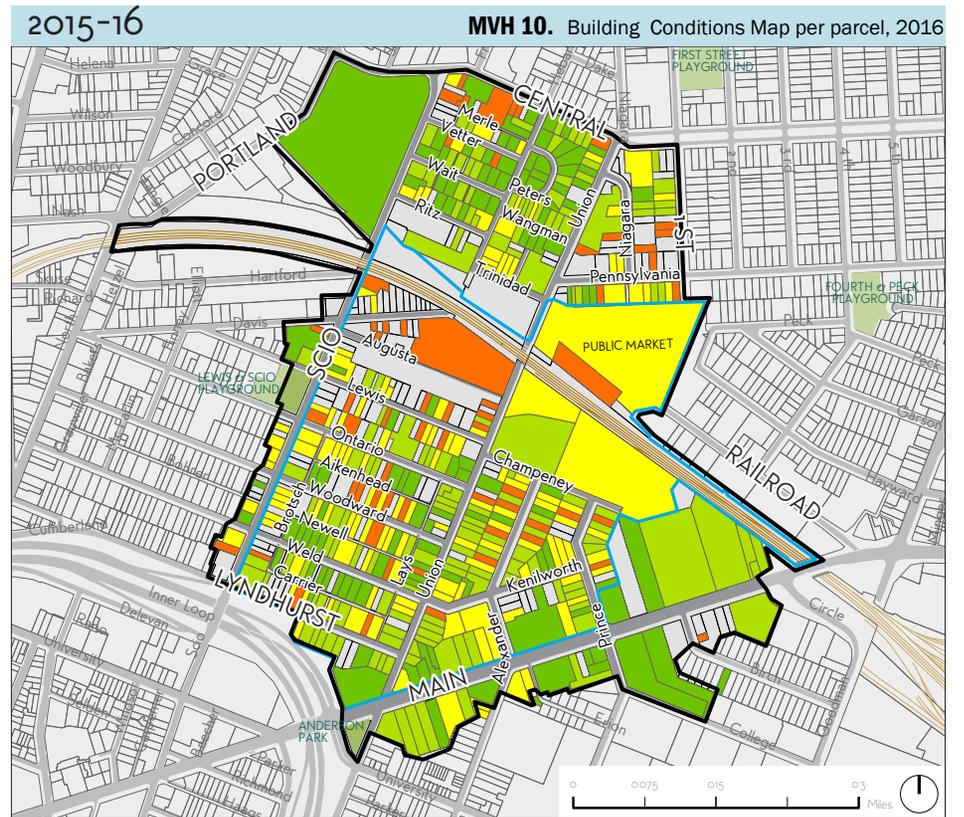
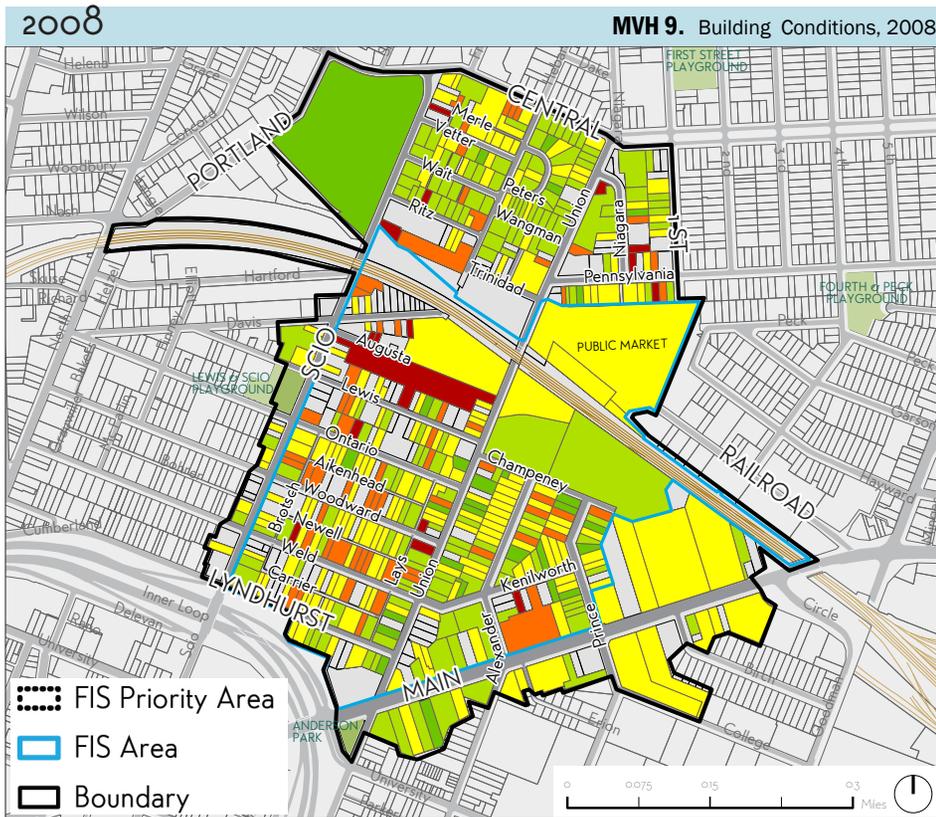


**MVH 8.** Building Conditions data for FIS Area and Impact Area, 2008 & 2015/16

FIS AREA (BY PARCEL COUNT)	2008		2015/16		CHANGE	
	COUNT	(%)	COUNT	(%)	COUNT	(%)
A	21	8%	53	19%	32	152%
B	70	26%	87	31%	17	24%
C	123	46%	91	33%	-32	-26%
D	47	17%	41	15%	-6	-13%
F	9	3%	6	2%	-3	-33%

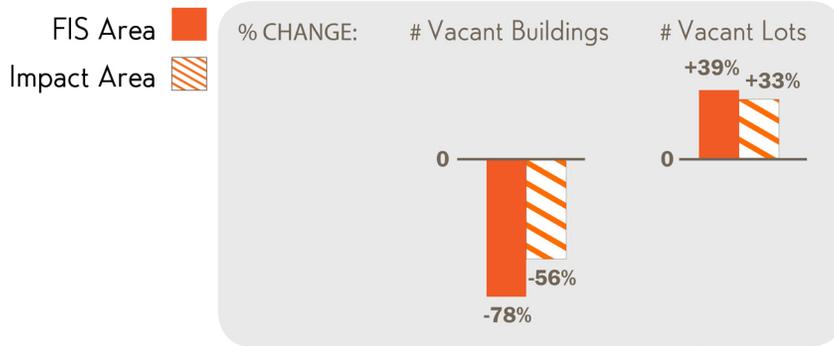
IMPACT AREA (BY PARCEL COUNT)	2008		2015/16		CHANGE	
	COUNT	(%)	COUNT	(%)	COUNT	(%)
A	28	6%	115	24%	87	311%
B	160	35%	151	32%	-9	-6%
C	189	42%	127	27%	-62	-33%
D	62	14%	61	13%	-1	-2%
F	16	4%	16	3%	0	0%



## v. Vacancy

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

**MVH 11.** Change in Vacant Buildings & Lots 2008-2015/16



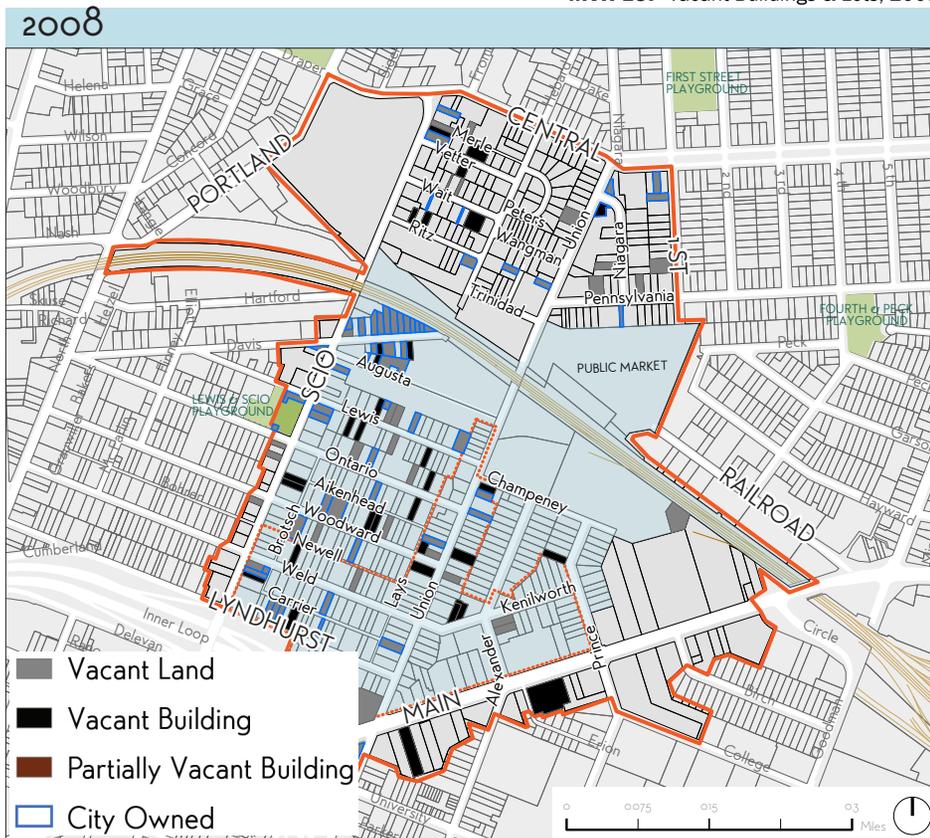
**MVH 12.** Vacancy data for FIS Area and Impact Area, 2008 & 2015/16

FIS AREA	2008	2015/16	CHANGE	
(BY PARCEL COUNT)	COUNT	COUNT	COUNT	(%)
VACANT BUILDING	23	5	-18	-78%
VACANT LOT	57	79	22	39%

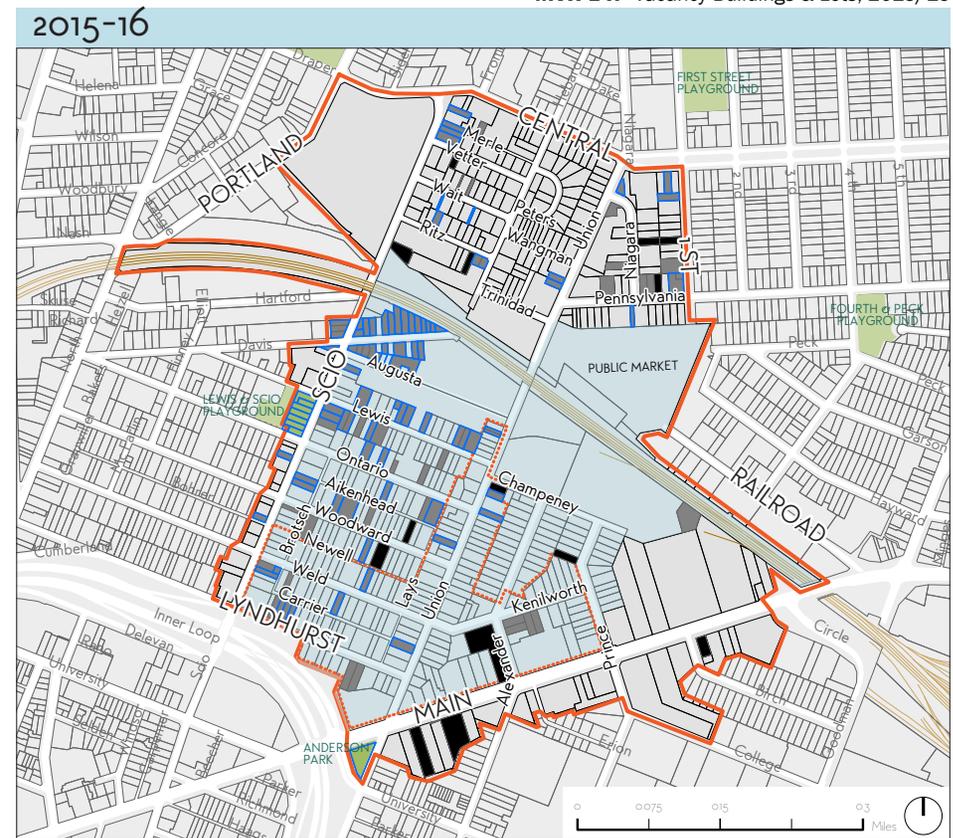
  

IMPACT AREA	2008	2015/16	CHANGE	
(BY PARCEL COUNT)	COUNT	COUNT	COUNT	(%)
VACANT BUILDING	32	14	-18	-56%
VACANT LOT	84	112	28	33%

**MVH 13.** Vacant Buildings & Lots, 2008



**MVH 14.** Vacancy Buildings & Lots, 2015/16



## vi. Housing Tenure: Owner-Occupants

Source: City of Rochester 2006 and 2016

Owner Occupied

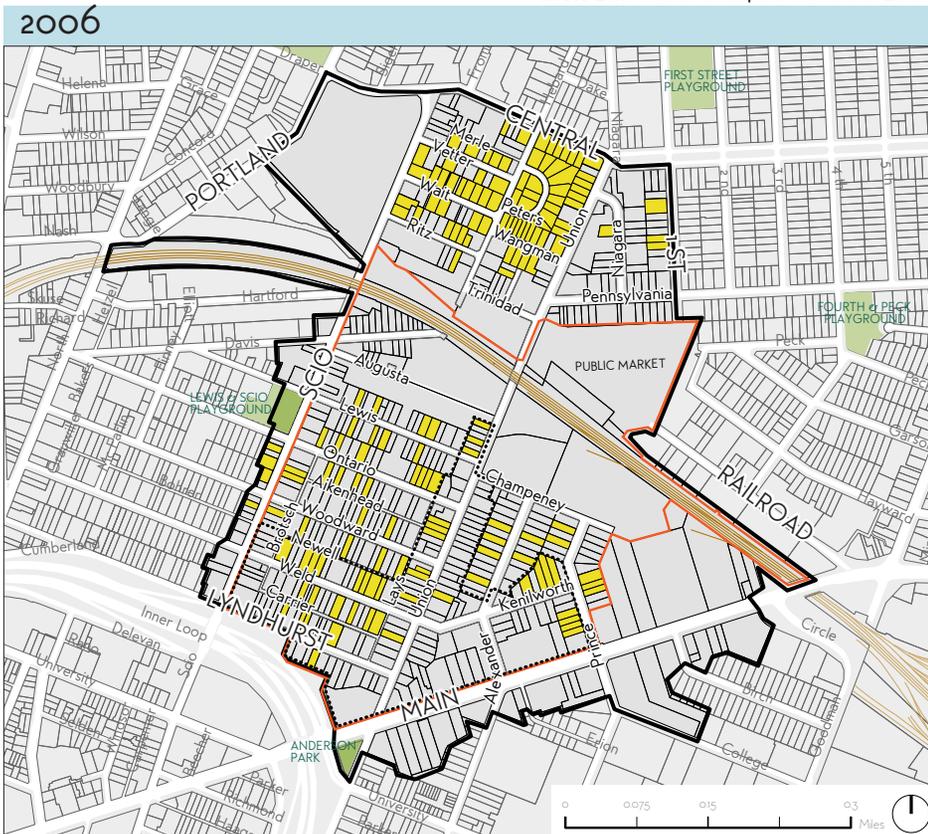
FIS Priority Area

FIS Area

39%= 160 parcels (Impact)

28%= 77 parcels (FIS)

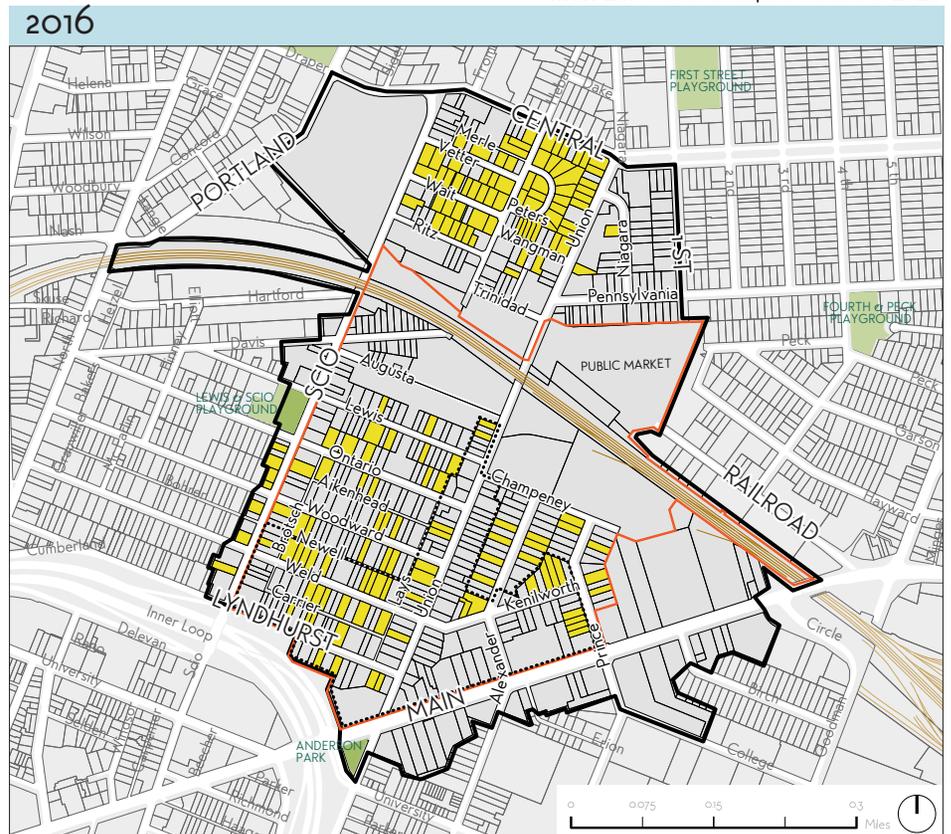
**MVH 15.** Owner-Occupied Parcels in 2006



43%= 158 parcels (Impact)

33%= 78 parcels (FIS)

**MVH 16.** Owner-Occupied Parcels in 2016



## vii. Recent Investments & Planned Developments

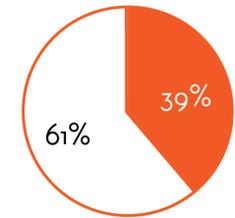
Source: City of Rochester, Rochester's Focused Investment Strategy - Building Conditions Status Report, 2014

**MVH 17.** Recent Investments & Developments as of May 2016

### Count of FIS Projects in Area & Housing Tenure, 2016

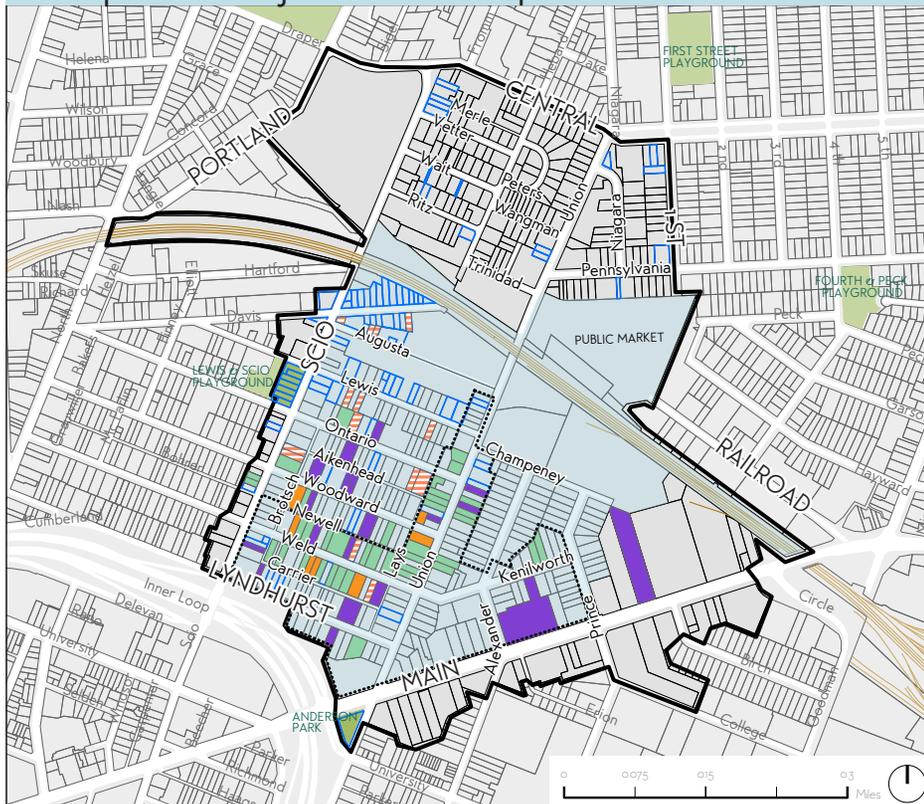
Type	FIS Priority Area	FIS Area	FIS Impact Area	All Area	Total %
Owner Occupied	16	7	3	26	39%
Renter Occupied	30	11	0	41	61%
Total FIS Projects per Zone	46	18	3	67	100%

■ Owner Occupied  
 Renter Occupied



**MVH 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



### Sofrito Garden



### Corpus Christi Apartments



### Streetscape Enhancements



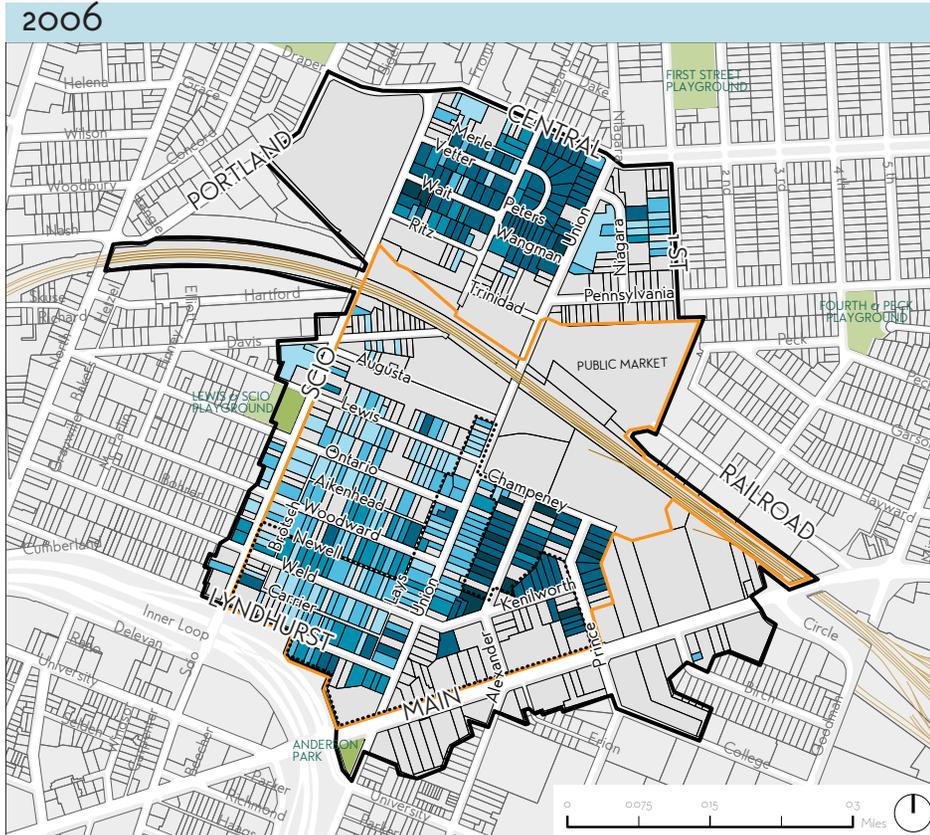
“The quality of green space has improved significantly - from abandoned vacant lots to thriving gardens.”

- Survey Participant

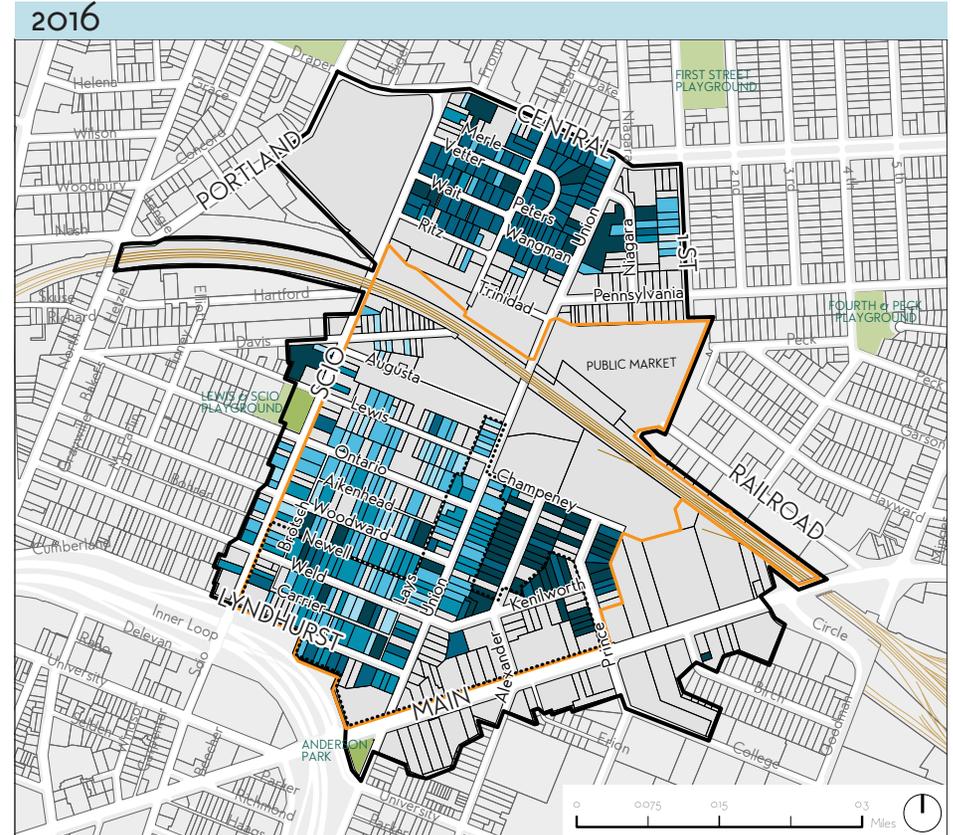
## viii. Residential Assessed Value

Source: City of Rochester

MVH 19. Residential Assessed Value in 2006



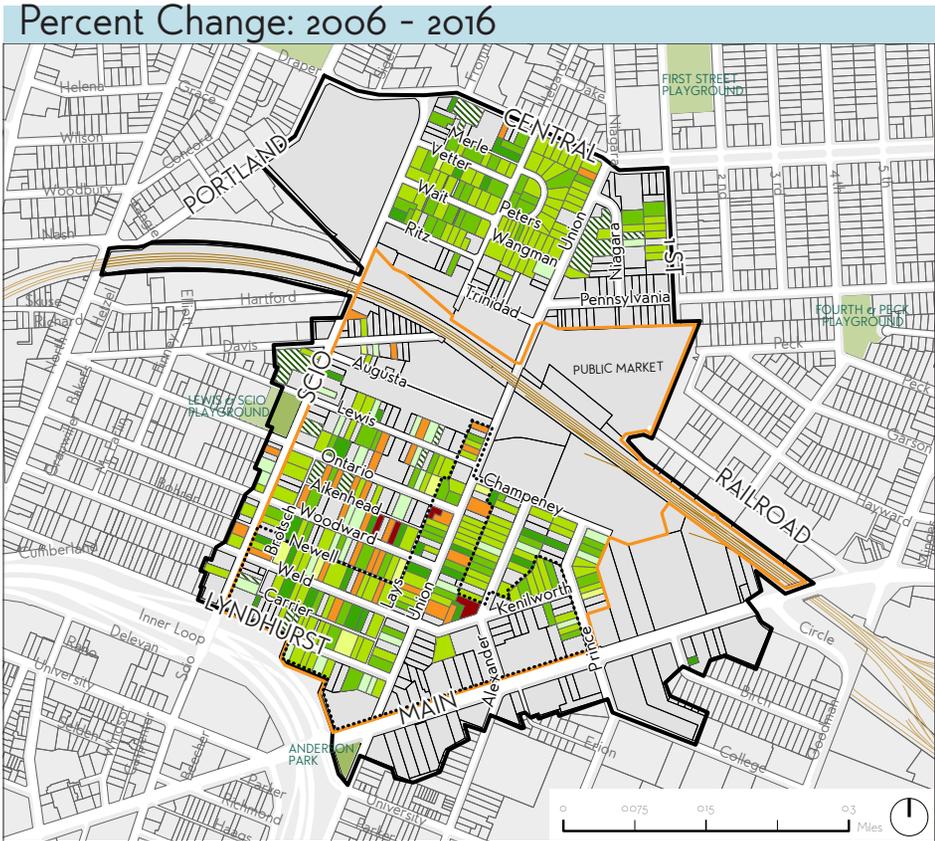
MVH 20. Residential Assessed Value in 2016



### Assessed Value

- \$1,000 - \$25,000
- \$26,000 - \$35,000
- \$26,000 - \$48,000
- \$49,000 - \$68,000
- Greater than \$68,000
- FIS Priority Area
- FIS Area
- Boundary
- Park

**MVH 21.** Residential Assessed Value change between 2006 and 2016



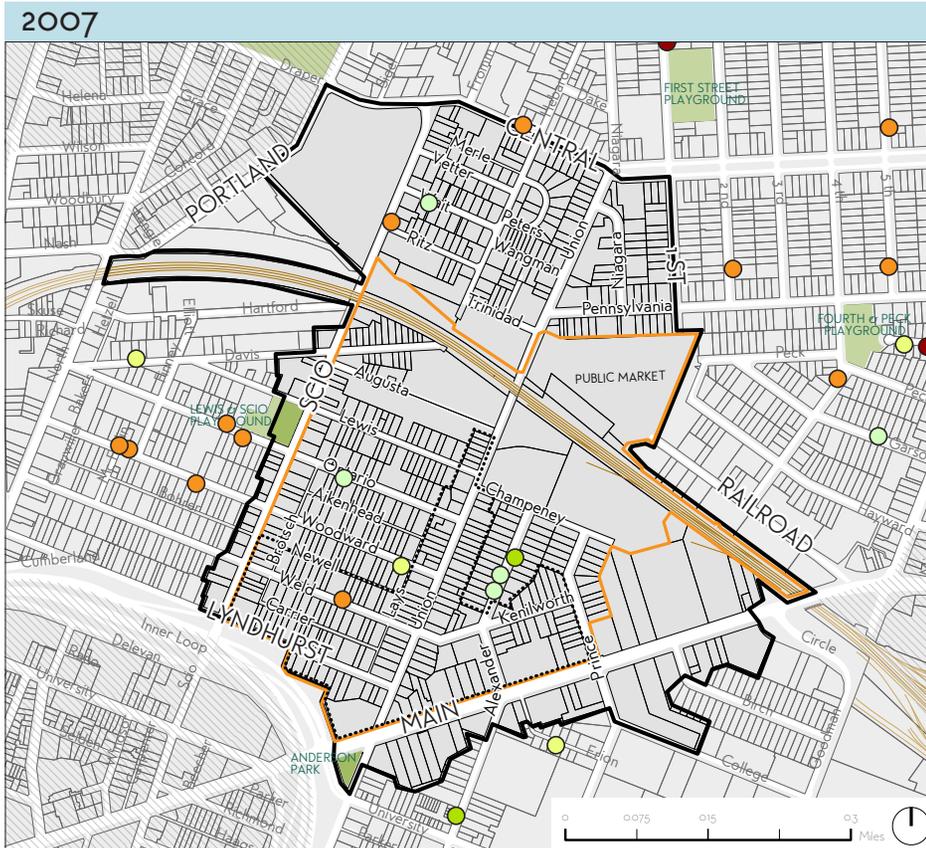
Percent Change in Residential Assessed Value

- -90% to -25%
- -24% to -1%
- 0%
- 1% to 5%
- 6% to 20%
- 21% to 50%
- Greater than 50%
- ▨ No value in 2006

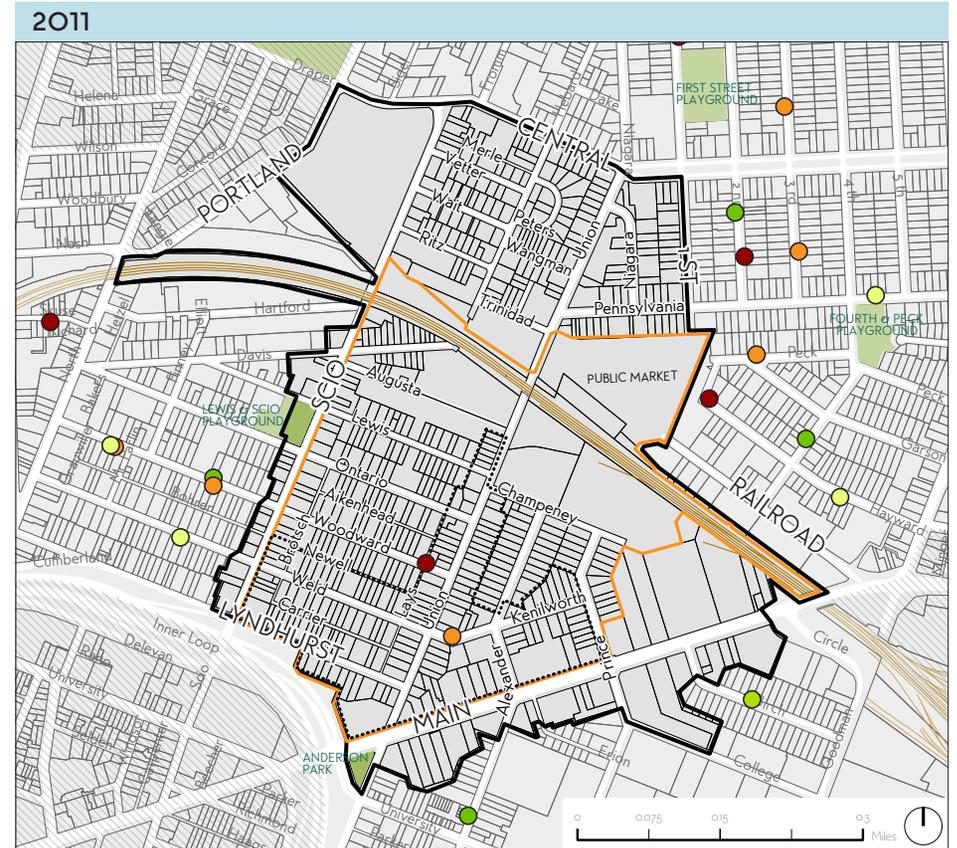
## ix. Residential Sales by Price

Source: CoreLogic

**MVH 22.** Residential Sales in 2007



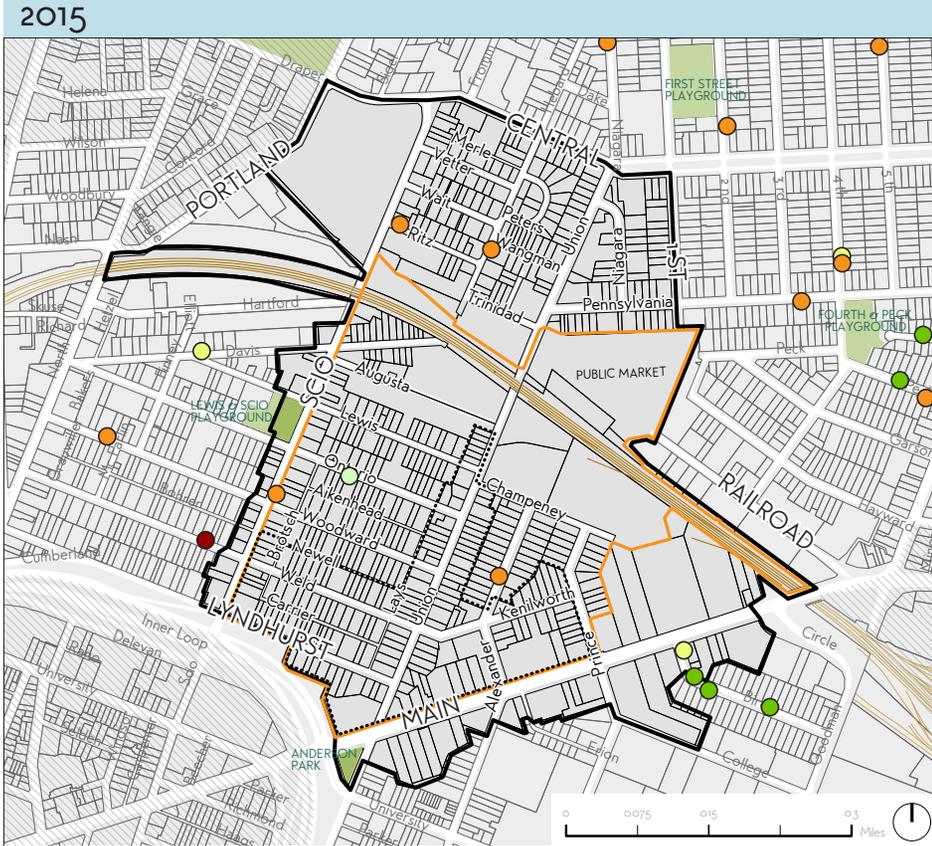
**MVH 23.** Residential Sales in 2011



### 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

**MVH 24.** Residential Sales in 2015

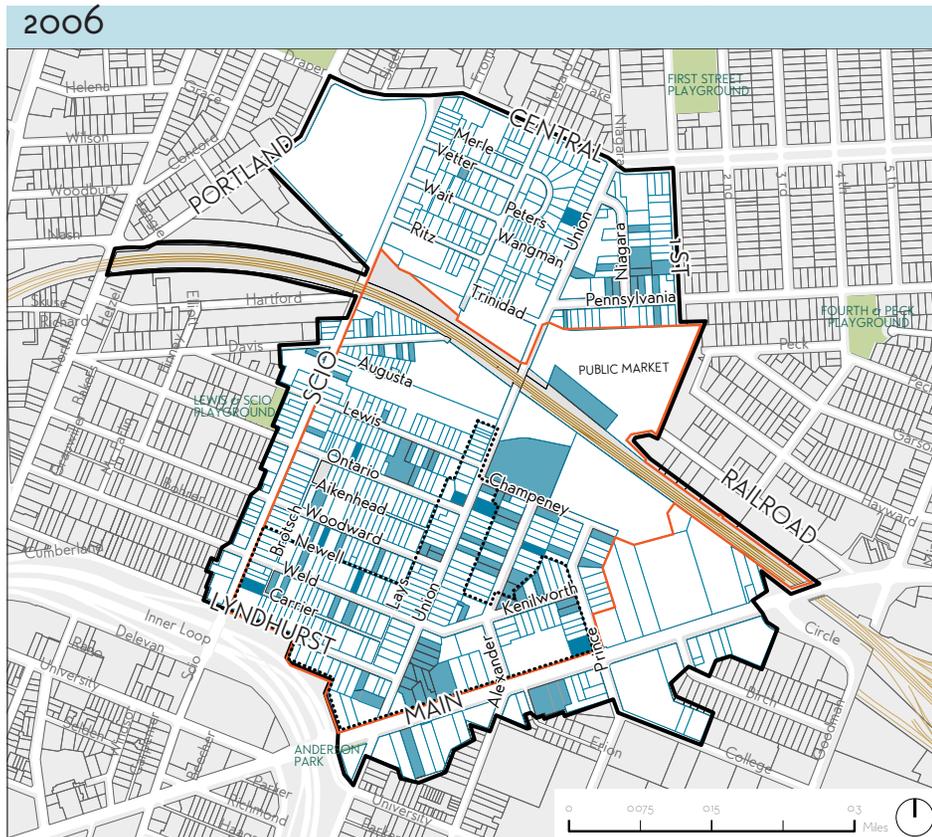


## x. Property Owner Location

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

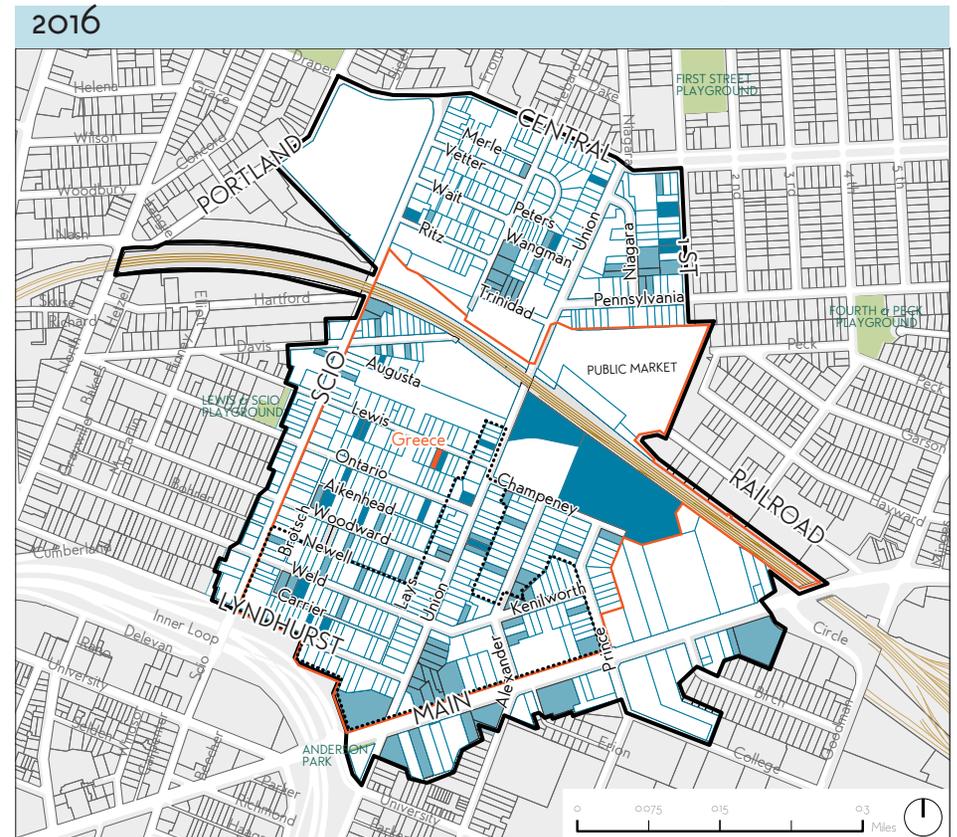
FIS		IMPACT	
2006	2016	2006	2016
82%=328	80%=290	86%=575	83%=510
16%=64	14%=51	13%=84	13%=80
2%= 8	6%= 21	1%= 9	4%= 27
0%= 0	0%= 1	0%= 0	0%= 1

MVH 25. Property Owner Location in 2006



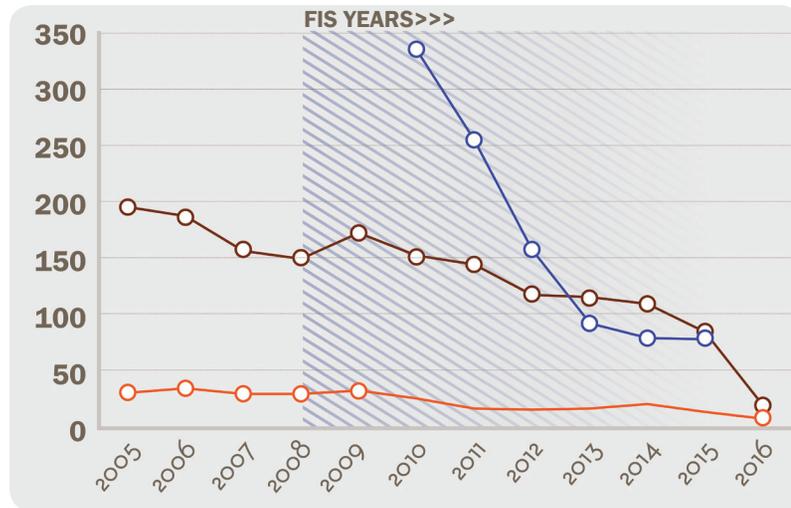
MVH-16

MVH 26. Property Owner Location in 2016



# xi. Crime Trends 2005-2015 & Crime Heat Maps

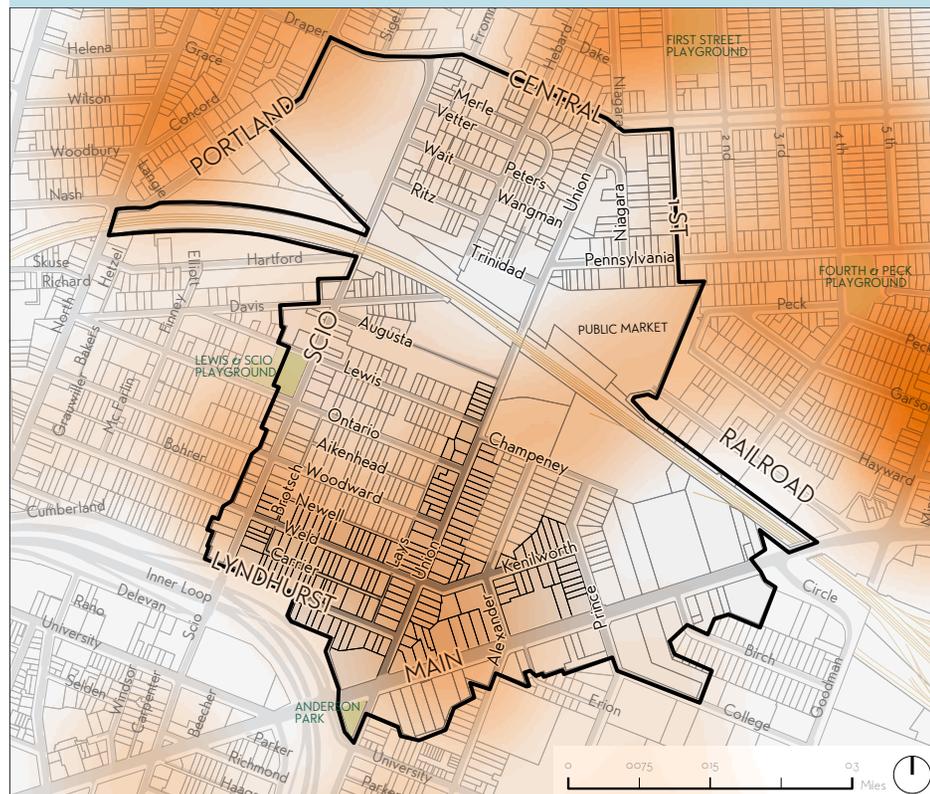
Source: Rochester Police Department, April 2016



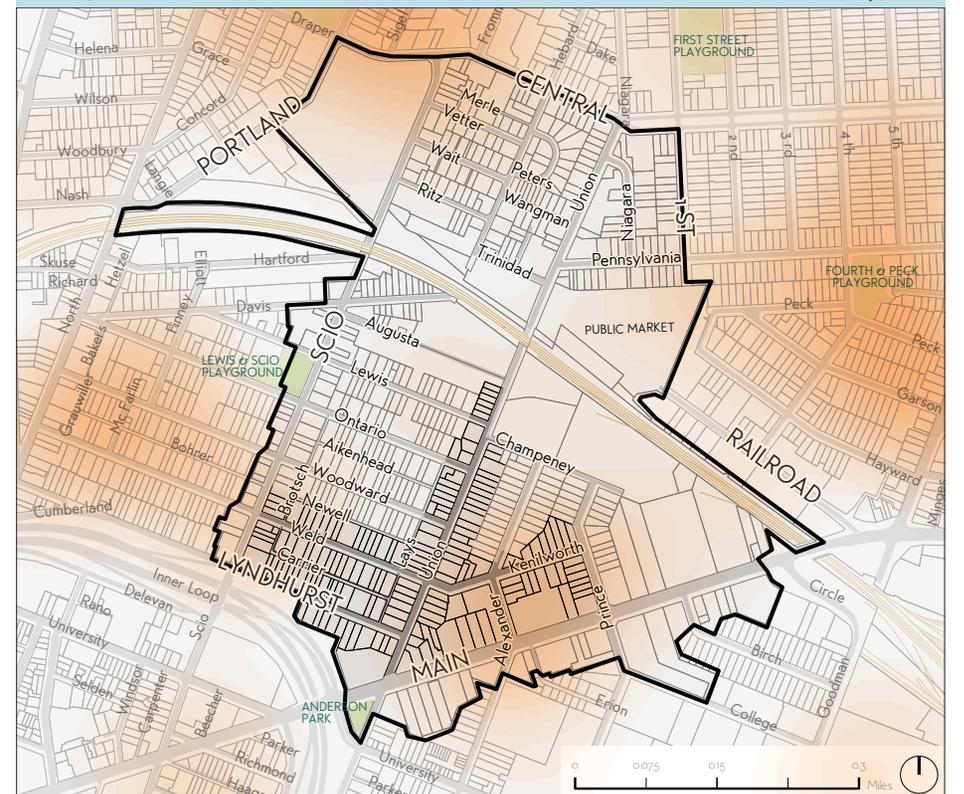
**MVH 27.** Crime Trends by Type, 2005-2015

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

**2008** **MVH 28.** Violent Crime Heat Map, 2015



**2015** **MVH 29.** Violent Crime Heat Map, 2015



# (cont.) Crime Heat Maps

Source: Rochester Police Department, April 2016

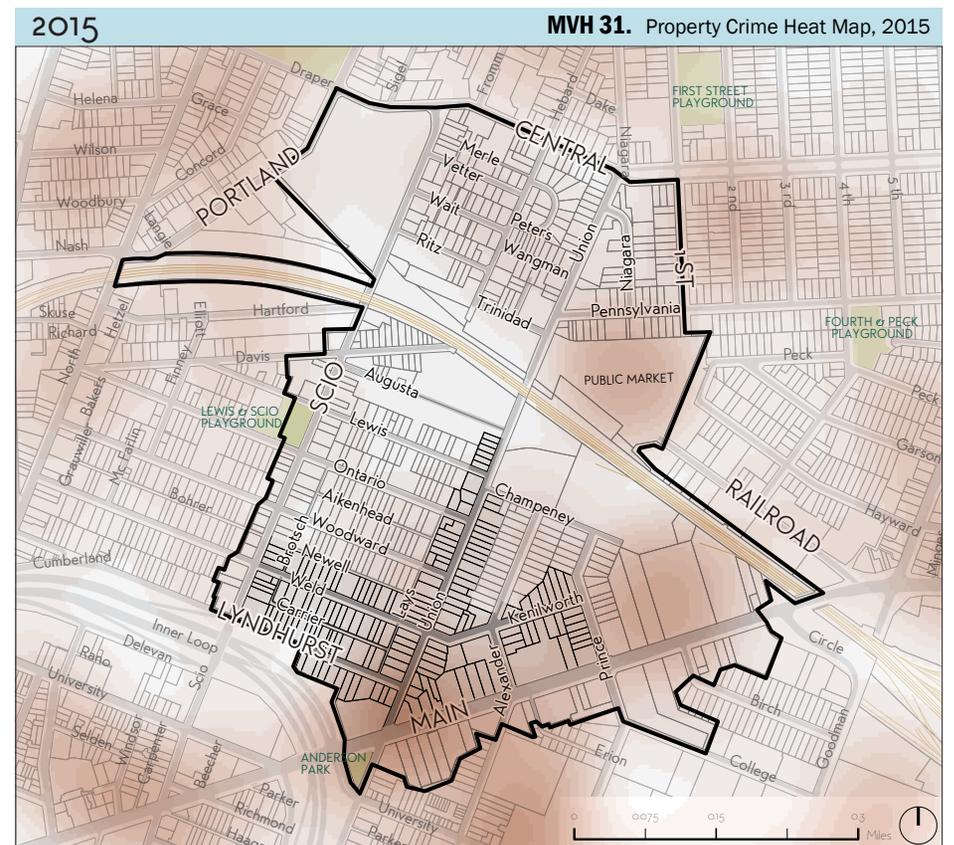
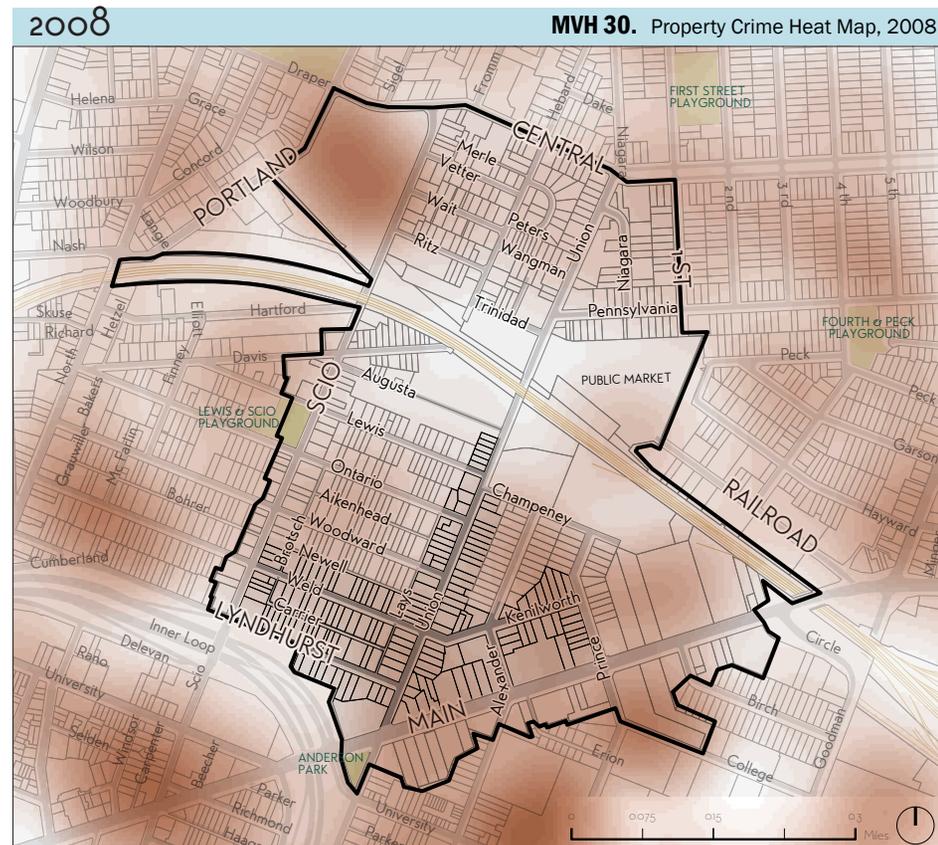
Density of Crime Incidents

■ Part 1 Property Crime

Burglary

Larceny

Motor Vehicle Theft

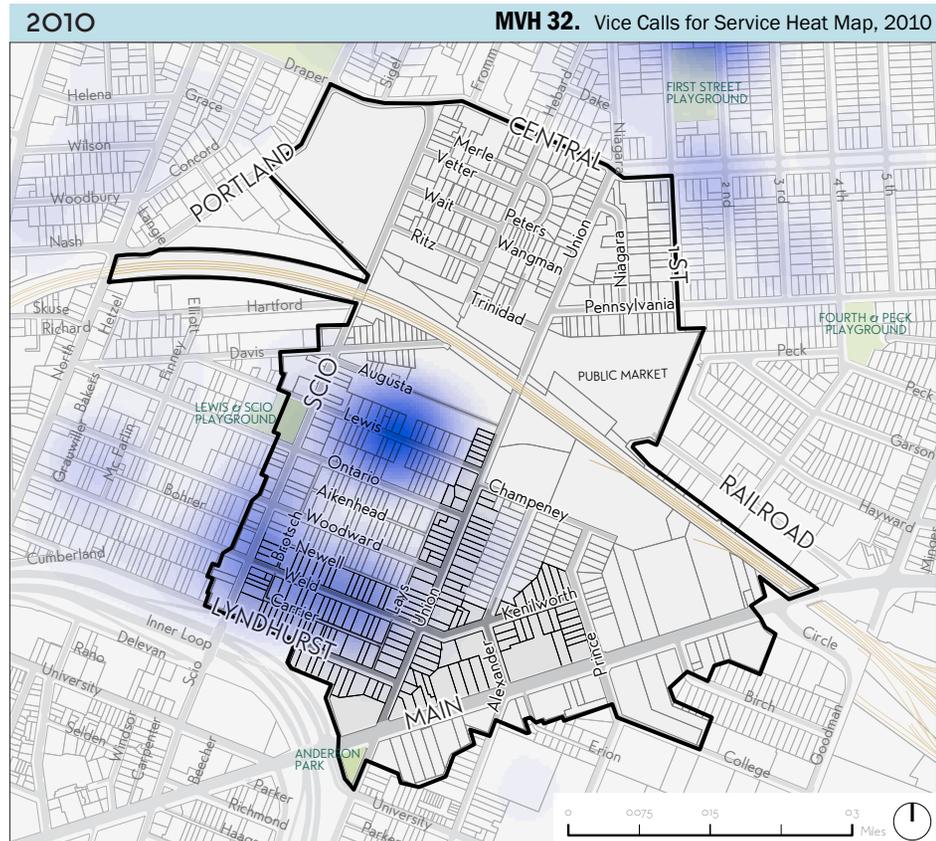


MVH-18

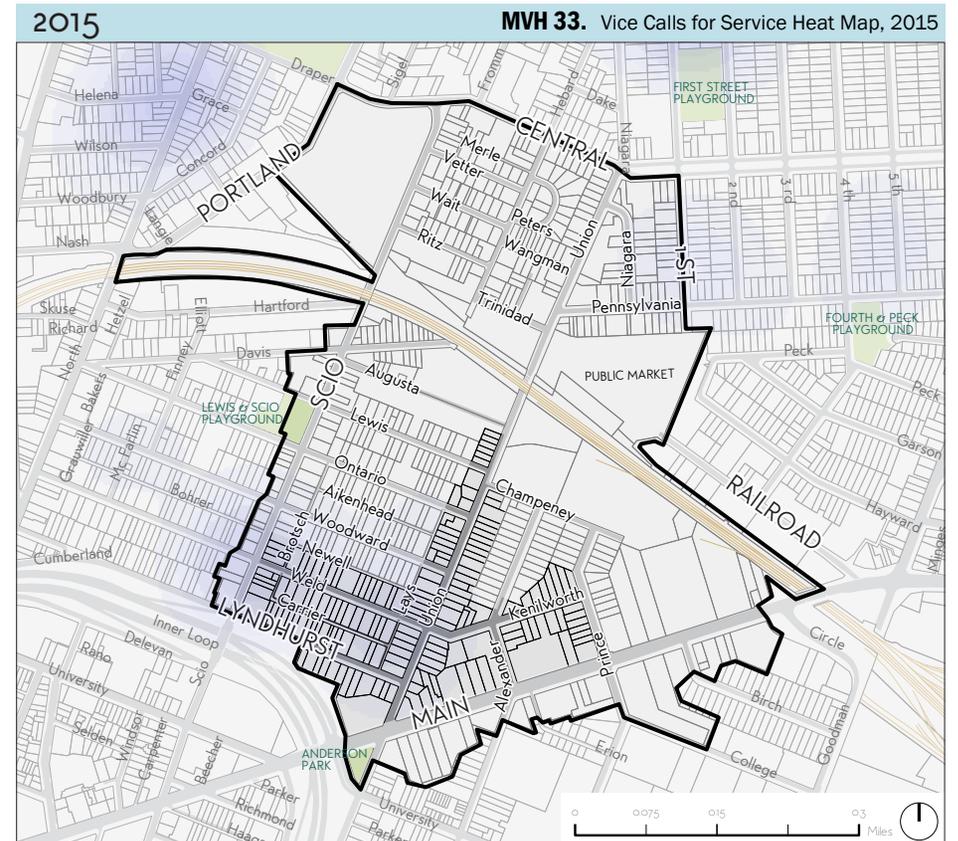
EVALUATION OF THE FOCUSED INVESTMENT STRATEGY

Density of Calls for Service

- Vice A & B
- Narcotics
- Gambling
- Prostitution



MARKETVIEW HEIGHTS

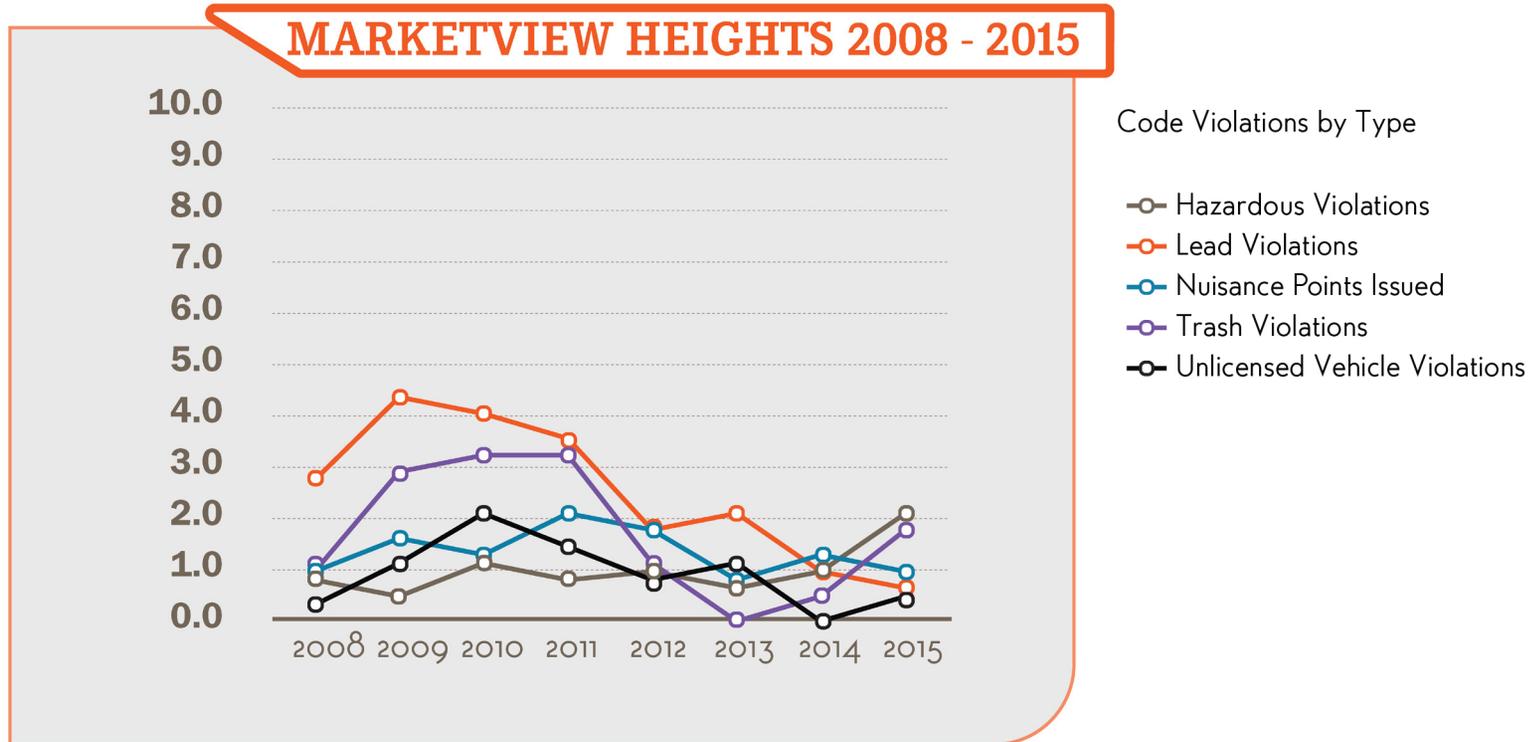


MVH-19

**xii. Code Violations**

**MVH 34.** Rate of Code Violations by Type 2008 - 2015

**VIOLATIONS PER 100 PROPERTIES**



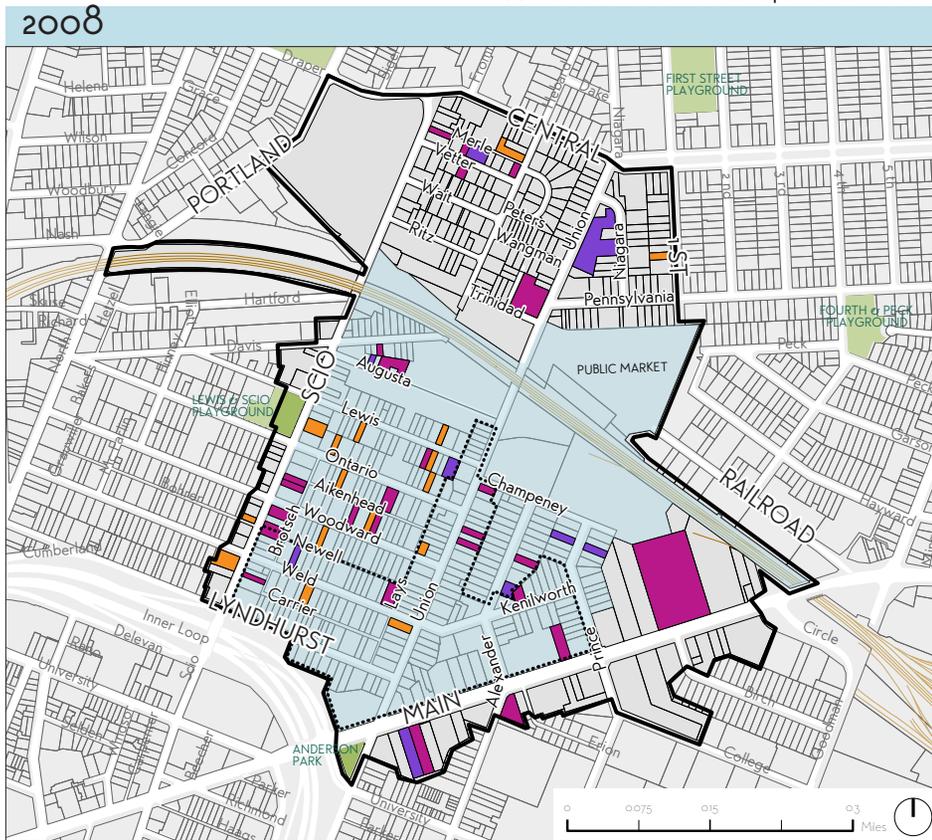
**MVH 35.** Count of Code Violations by Type 2008 - 2015

CODE BY COUNT & YEAR	2008	2009	2010	2011	2012	2013	2014	2015
HAZARDOUS VIOLATION	5	3	7	5	6	4	6	13
LEAD VIOLATION	17	27	25	22	11	13	6	4
NUISANCE ISSUED	6	10	8	13	11	5	8	6
TRASH VIOLATION	6	18	20	20	7	0	3	11
UNLICENSED VEHICLE VIOLATION	2	7	13	9	5	7	0	3

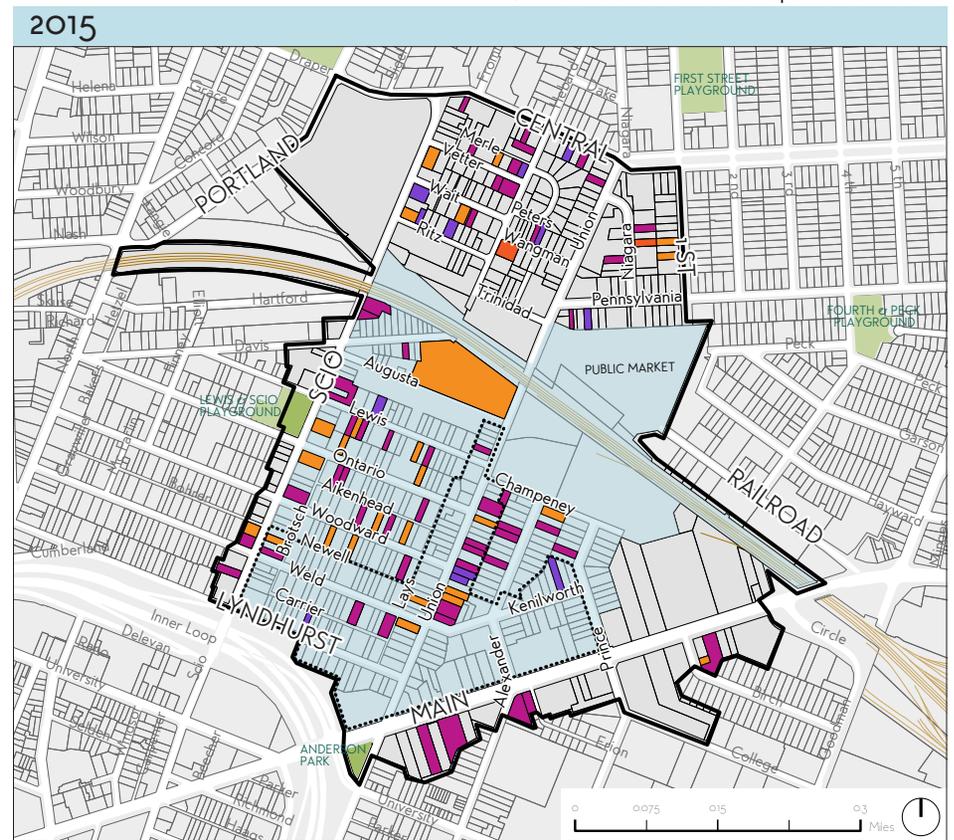
● 160% between 2008-2015

● -76% between 2008-2015

**MVH 36.** Count of Code Violations per Parcel in 2008



**MVH 37.** Count of Code Violations per Parcel in 2015



**Total Code Violation Count by Parcel**

- 1
- 2-5
- 6-10
- 11-15
- 16-20

### 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)
MARKETVIEW HEIGHTS		
<b>Major Projects or Program Accomplishments</b>	Built or renovated 67 homes; 94 new units added through tax credit developments Demand for new / renovated product demonstrated	Area with significant issues at outset of FIS kept pace with City in increased assessed residential values
<b>Comparison to City Average</b>	Median sale price fell (-30%); city experienced increases	+18% = +18% for city
<b>Comparison to Control Areas</b>	<i>Inconclusive; control area results were extremely varied</i>	Range of assessed values exceeds all 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



\$32.4M leveraged; Corpus Christi, Eastman Gardens, Union St Improvements, Market Parking & Circulation  
Large-scale development based on Urban Renewal District Plan not yet achieved

Marketview Heights Collective Action Project remains active; beautification ongoing; block parties initiated

Market-goers benefit from public realm improvements; non-grantees benefit from gardens and sense of community  
Reductions in violent and property crime rates out-paced city, though rates remain higher than city averages

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



