



FIS AT WORK IN

BEECHWOOD

FIS EVALUATION
APPENDIX V

V. BEECHWOOD

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Sully Branch at Ryan Center



source: visit-nioga-libraries-jim-doyle.weebly.com/monroe-system.html

“Beechwood and EMMA are catching on. FIS put us on the map.”

- Community Leader

Accomplishments

Designation of the Beechwood FIS Area sought to build upon the \$27 million **Ryan Recreation Center, completed in 2009 and co-located with the Sully Library Branch and School #33**. This state-of-the-art community facility is a draw for neighbors and is located at the juncture of varied neighborhood conditions. The northeastern portion of the FIS Impact Area is largely stable and well-maintained, while the FIS Area and Priority Area to the west along Webster Avenue and Rosewood host much more distressed conditions. In addition to the 84 home renovations and new construction projects, **FIS investments yielded commercial development along Webster Avenue. The Freedom Market**, which offers fresh produce in the neighborhood is a major accomplishment, as are **Speedy Slice, Caring & Sharing Daycare, and the Dazzle dance school** for students with a range of abilities. Community leaders tie momentum built during the FIS years to more recent developer interest along East Main Street.

“Beechwood can be part of the crescent, or it can become another stable neighborhood.” **- Resident**

Freedom Market



source: www.Rochester.edu

“It’s a pleasure to drive up and down Webster Ave due to improvements to homes and green spaces.”

- Survey Participant

Lingering Distressed Housing Stock



Successes

Community networks have strengthened, and engagement and participation with the NorthEast Area Development Corporation (NEAD) and the Beechwood Neighborhood Coalition have blossomed. NEAD has used FIS to connect with neighbors and the organization remains connected, turning in 150 FIS Evaluation surveys from Beechwood alone! More than 80 residents attend monthly meetings of the Beechwood Neighborhood Coalition, and the email list is close to 500. NEAD leveraged Beechwood’s FIS designation to secure \$1 million in grant funding from Wegmans, the Farash Foundation, and the Greater Rochester Health Foundation for use in the broader area, emphasizing that grantors would not be investing in **“an island, but rather an area of focus by the City.”** The Rochester Housing Authority (RHA) also invested \$2.5 million near the Beechwood FIS Area. Residents not eligible for FIS grants undertook home improvements to “keep up with the Jones’,” and many residents report feelings of pride and appreciation, particularly for the changes visible along Webster Avenue. Lastly, though vice calls for service are on an upswing, community leaders interpret this as a positive trend, noting that, **“before, people were apathetic; now, we’re telling people to report crimes.”** The statistics show FIS at work.

“FIS is why some neighbors stayed.”

- Community Partner

Challenges

Community leaders note that a key challenge is Beechwood is that **“residents were not prepared for how long it takes to turn a neighborhood around.”** Frustrations abound related to ongoing nuisance activity, and a lack of jobs and workforce or training opportunities. Though 48 of the 84 homes built or rehabbed during FIS were owner-occupied (57 percent), neighbors were outspoken about their belief that FIS grants should place greater priority on owner-occupants rather than investor-owners who have an income stream from rents collected property-by-property. Sales of new and rehabbed homes have been successful in some portions of the Beechwood FIS Area, but the market has been soft in other areas due to prevalence of the drug trade, requiring developers reduce the listing price.

Administrative challenges included:

- Unrealistic expectations for participation, as some properties could not benefit from FIS support due to income eligibility, overdue taxes, or absenteeism
- A desire for better advertisement of program activity and successes to help people recognize, celebrate, and build upon the changes underway

i. Demographic Profile: 2000 - 2015

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

BWD 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	826	824	843	859	2%
IMPACT AREA	4,752	4,682	4,669	4,672	-2%
HOUSEHOLDS					
FIS AREA	284	279	287	293	1%
IMPACT AREA	1,692	1,625	1,628	1,633	-4%
% OCCUPIED UNITS: OWNER-OCCUPIED					
FIS AREA	50.7%	45.2%	43.2%	42.1%	-14.8%
IMPACT AREA	42.9%	39.1%	36.9%	36.2%	-14.0%
% VACANT HOUSING UNITS					
FIS AREA	10.4%	10.9%	10.6%	9.0%	1.9%
IMPACT AREA	13.7%	13.8%	14.5%	14.3%	5.8%
HOUSING UNITS					
FIS AREA	317	313	321	322	1.2%
IMPACT AREA	1,961	1,885	1,904	1,905	-2.9%
HOUSEHOLD INCOME					
FIS AREA	-	(2013 ACS) \$35,907	\$39,088	\$44,253	-
IMPACT AREA	-	(2013 ACS) \$29,878	\$31,954	\$35,149	-
RACE					
% WHITE ALONE					
FIS AREA	-	29.5%	27.5%	25.7%	-
IMPACT AREA	-	26.4%	24.6%	23.2%	-
% BLACK ALONE					
FIS AREA	-	58.7%	59.4%	60.0%	-
IMPACT AREA	-	59.6%	59.9%	60.0%	-
% ASIAN ALONE					
FIS AREA	-	1.0%	0.9%	0.8%	-
IMPACT AREA	-	1.2%	1.2%	1.2%	-
% SOME OTHER RACE					
FIS AREA	-	10.8%	12.1%	13.4%	-
IMPACT AREA	-	12.8%	14.4%	15.6%	-
% HISPANIC OF ALL RACES					
FIS AREA	-	12.5%	14.5%	16.3%	-
IMPACT AREA	-	16.2%	18.4%	20.4%	-
UNEMPLOYMENT					
FIS AREA	-	-	4.4%	-	-
IMPACT AREA	-	-	8.1%	-	-
POVERTY STATUS					
CENSUS BLOCKS INCLUDING BEECHWOOD IMPACT AREA	(CENSUS 2000) 36.1%	(2013 ACS) 40.3%	(2014 ACS) 40.9%	-	-

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.

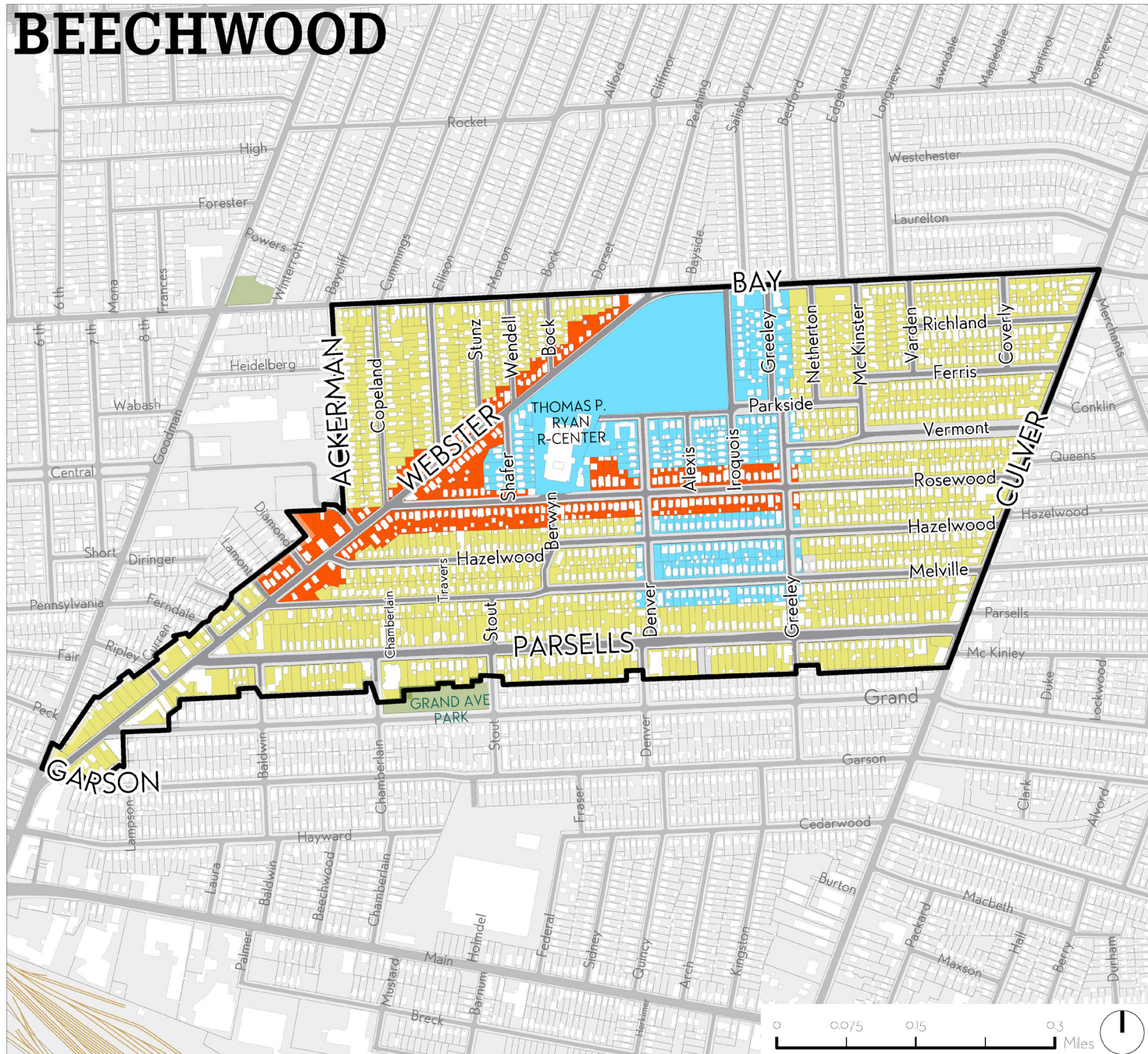
BWD-4

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.

EVALUATION OF THE FOCUSED INVESTMENT STRATEGY

ii. Base Map

BWD 2. Base Map



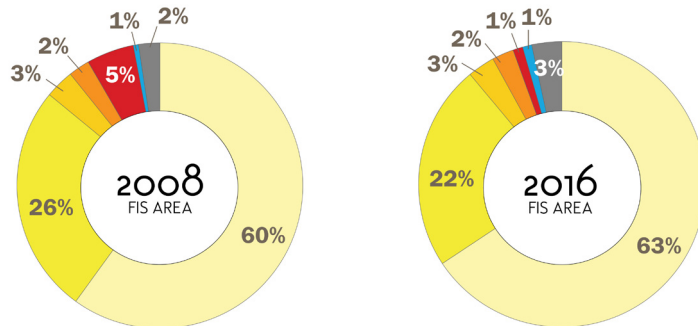
BEECHWOOD

BWD-5

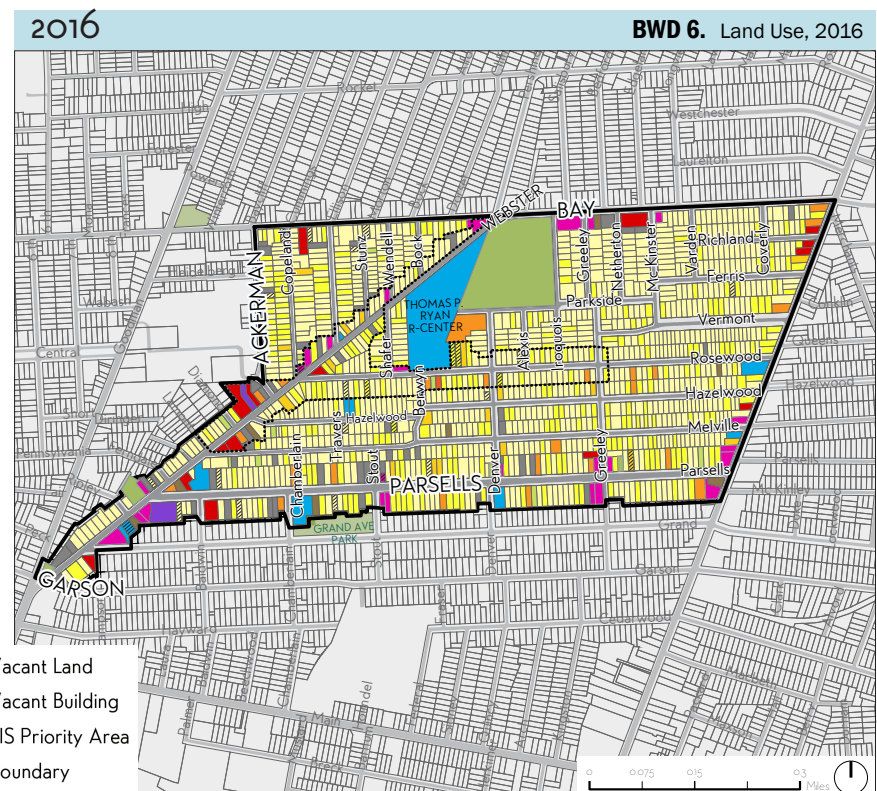
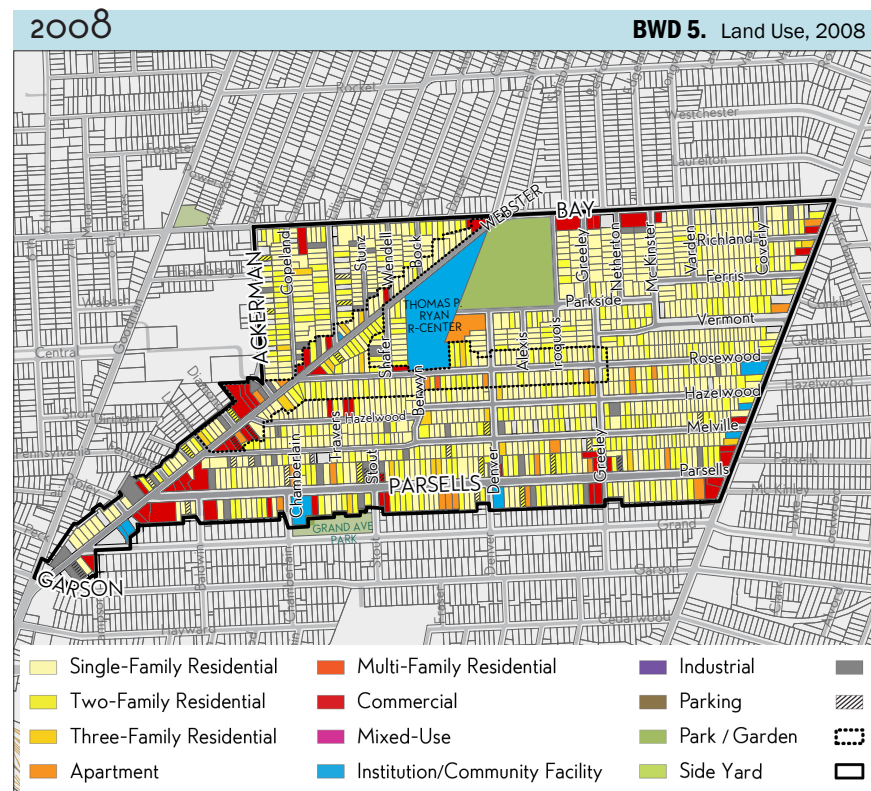
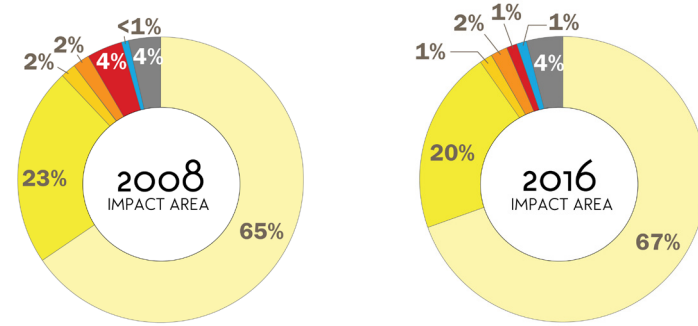
iii. Land Use

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

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



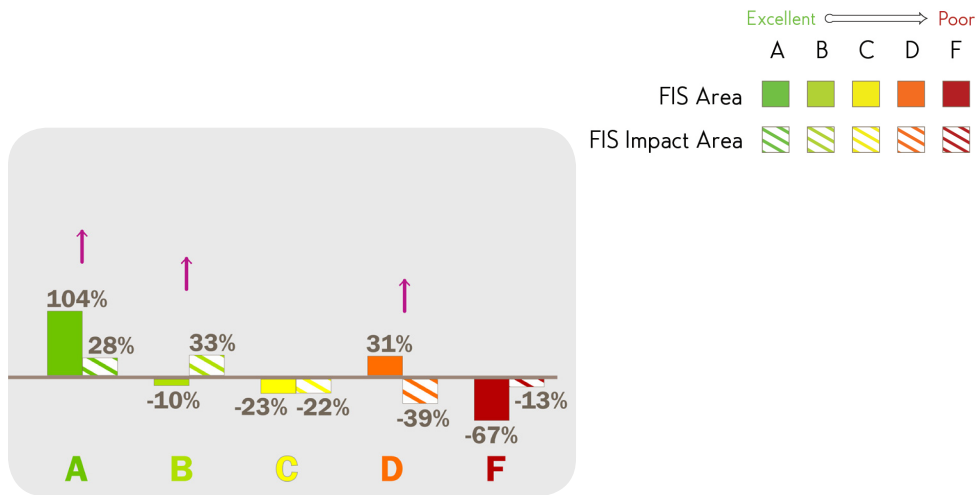
BWD 4. Land Use Composition in Impact Area, 2008-2016



iv. Building Condition

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

BWD 7. Change in Building Conditions between 2008 & 2016

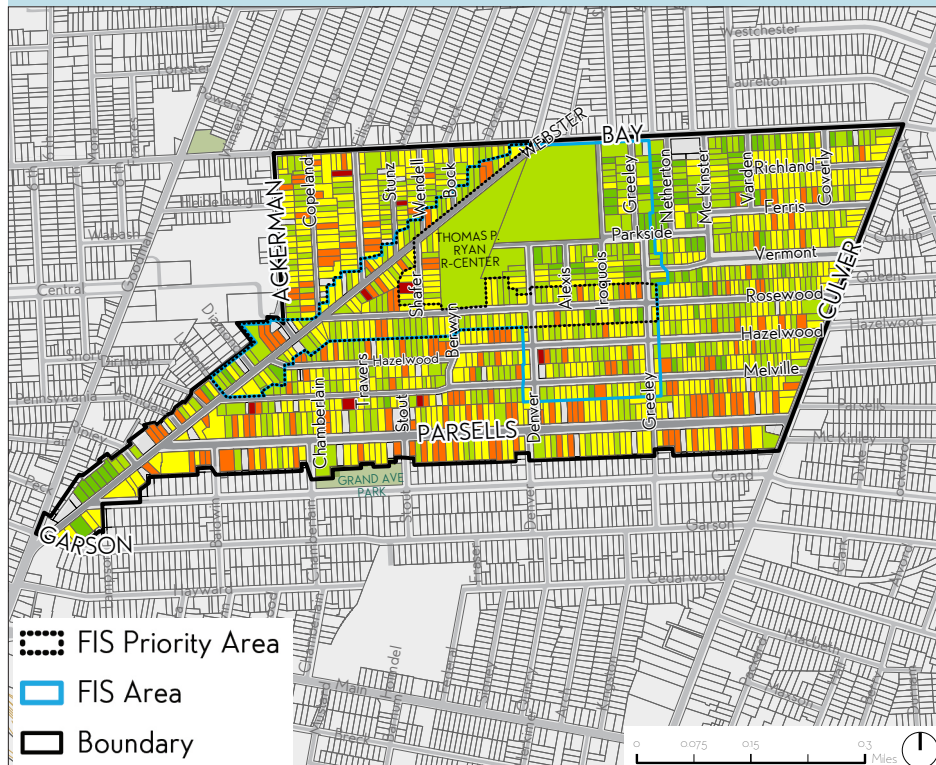


BWD 8. Building Conditions data for FIS Area and Impact Area, 2008 & 2016

FIS AREA (BY PARCEL COUNT)	2008		2016		CHANGE	
	COUNT	(%)	COUNT	(%)	COUNT	(%)
A	27	2%	55	4%	28	104%
B	138	11%	124	10%	-14	-10%
C	135	11%	104	8%	-31	-23%
D	29	2%	38	3%	9	31%
F	3	0%	1	0%	-2	-67%

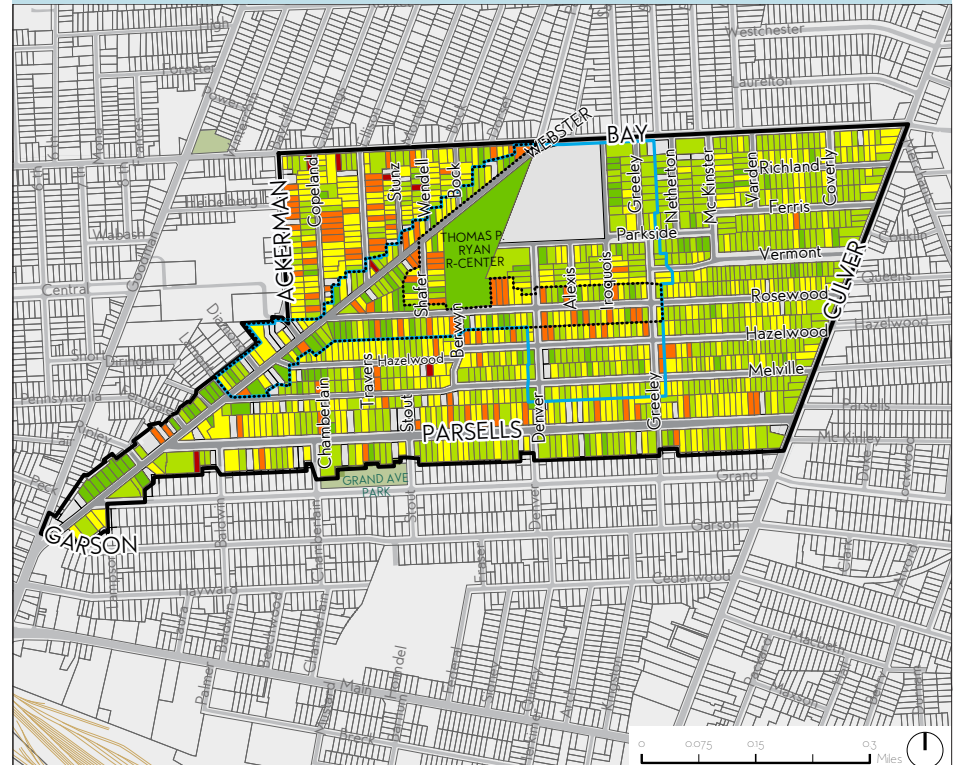
IMPACT AREA (BY PARCEL COUNT)	2008		2016		CHANGE	
	COUNT	(%)	COUNT	(%)	COUNT	(%)
A	85	7%	109	9%	24	28%
B	437	35%	580	47%	143	33%
C	562	45%	436	35%	-126	-22%
D	169	13%	103	8%	-66	-39%
F	8	1%	7	1%	-1	-13%

2008 **BWD 9.** Building Conditions, 2008



BEECHWOOD

2016 **BWD 10.** Building Conditions, 2016

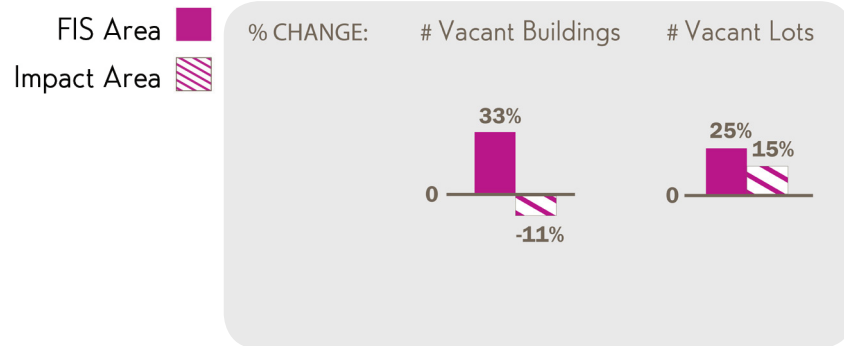


BWD-7

v. Vacancy

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

BWD 11. Change in Vacant Buildings & Lots, 2008-2016

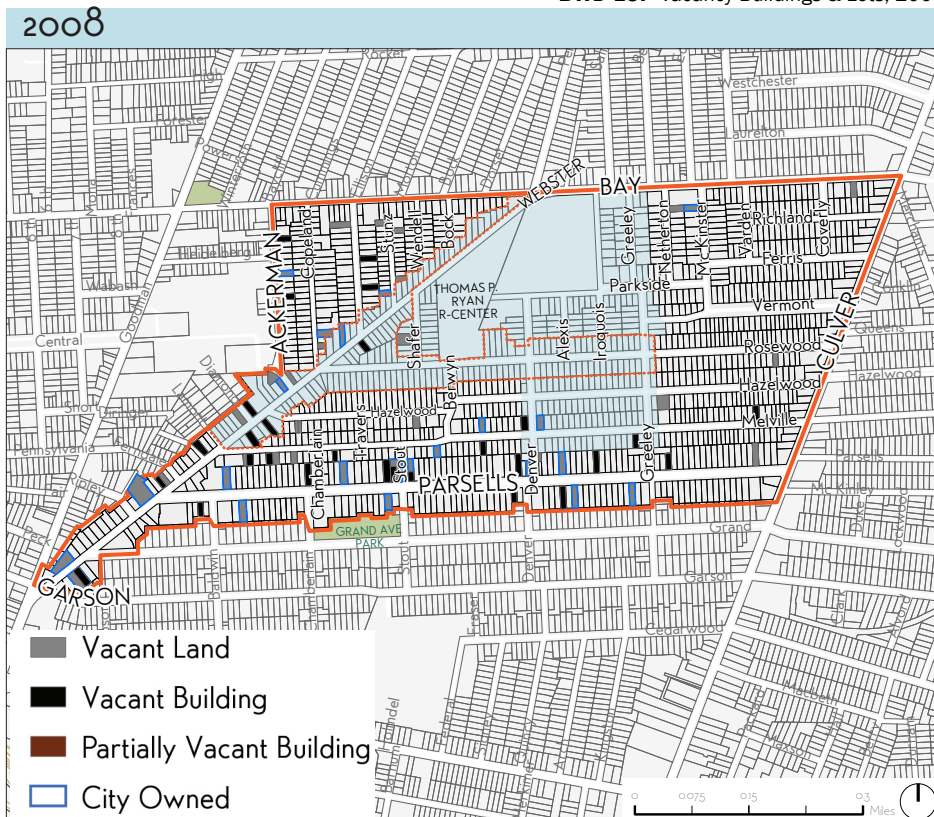


BWD 12. Vacancy data for FIS Area and Impact Area, 2008 & 2016

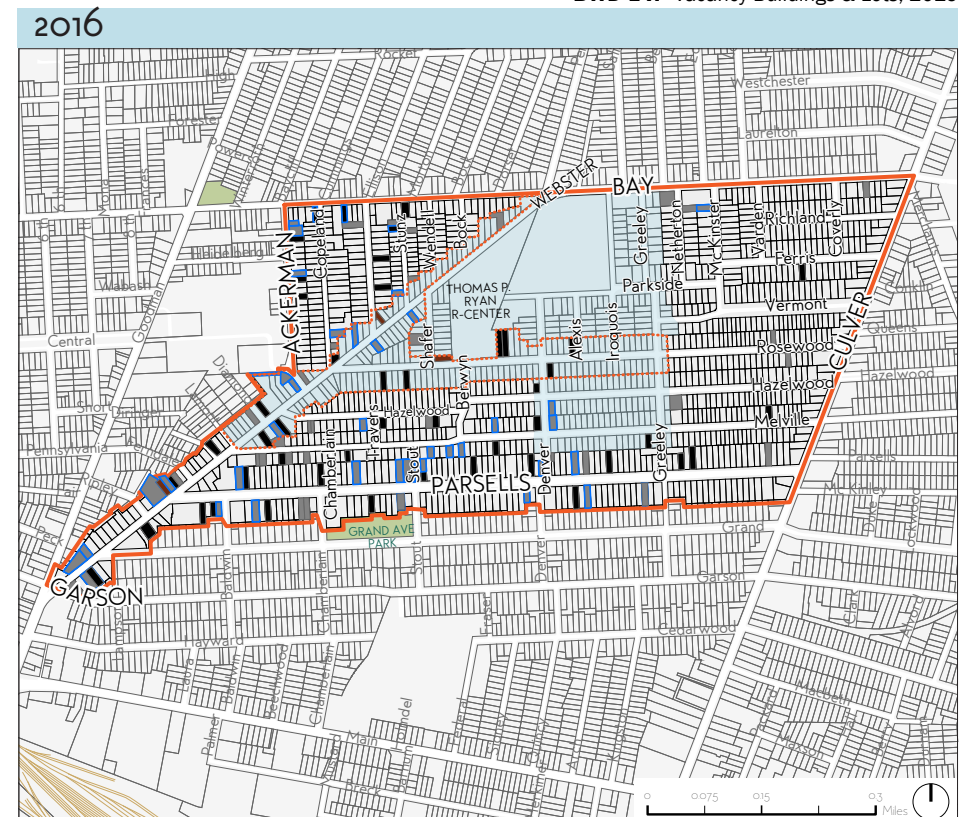
FIS AREA	2008	2016	CHANGE	
(BY PARCEL COUNT)	COUNT	COUNT	COUNT	(%)
VACANT BUILDING	9	5	-4	-44%
VACANT LOT	4	3	-1	-25%

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

BWD 13. Vacancy Buildings & Lots, 2008



BWD 14. Vacancy Buildings & Lots, 2016



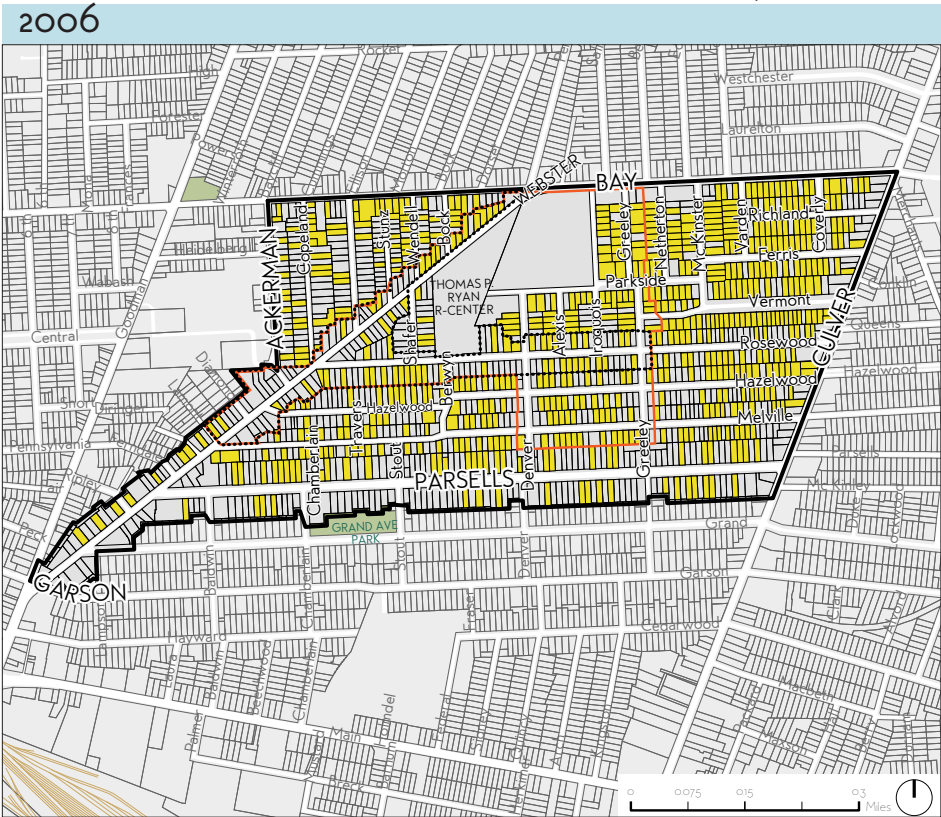
vi. Housing Tenure: Owner-Occupants

Source: City of Rochester 2006 and 2016

- Owner Occupied
- FIS Priority Area
- FIS Area

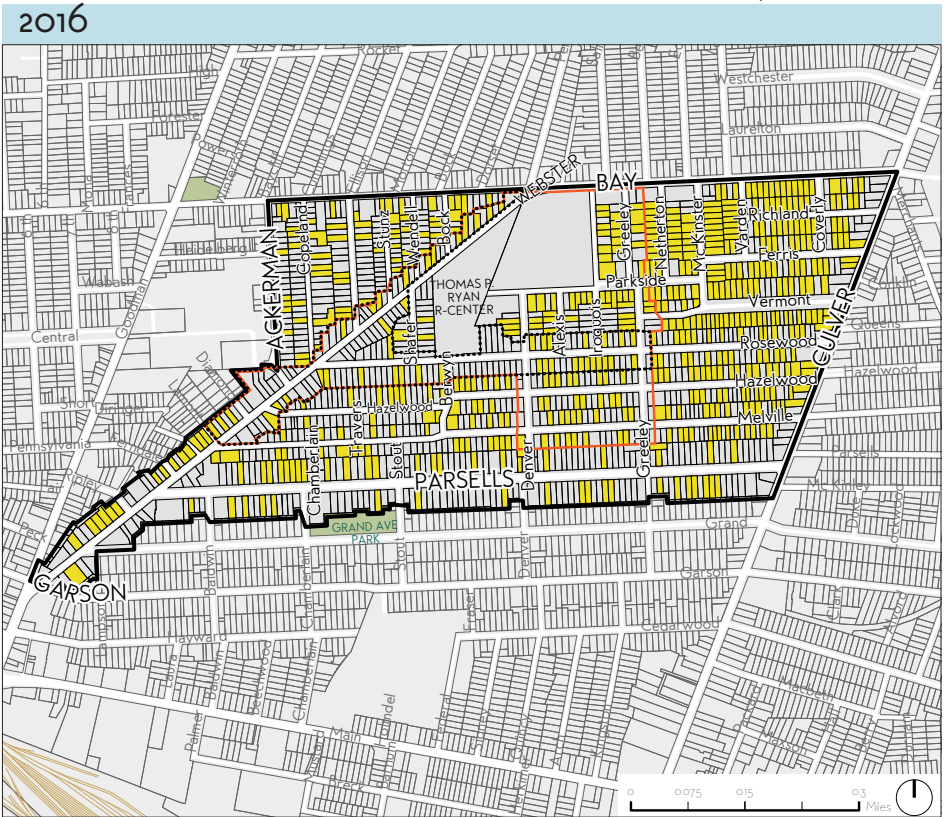
53%= 641 parcels (Impact)
53%= 167 parcels (FIS)

BWD 15. Owner-Occupied Parcels in 2006



47%= 556 parcels (Impact)
37%= 125 parcels (FIS)

BWD 16. Owner-Occupied Parcels in 2016

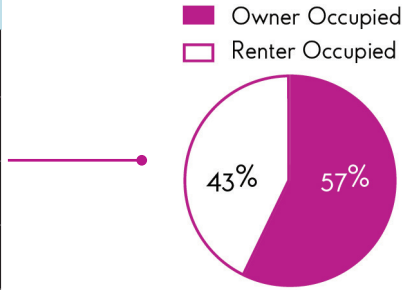


vii. Recent Investments & Planned Developments

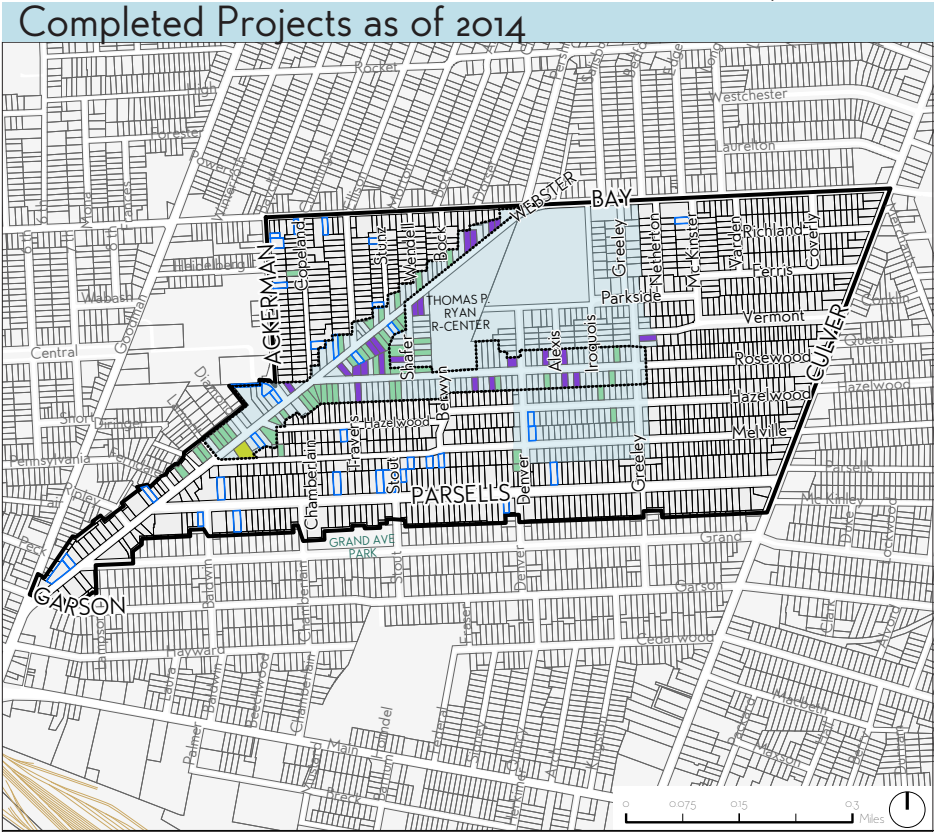
Source: City of Rochester, Rochester's Focused Investment Strategy - Building Conditions Status Report, 2014

BWD 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	38	10	0	48	57%
Renter Occupied	32	4	0	36	43%
Total FIS Projects per Zone	70	14	0	84	100%



BWD 18. Recent Investments & Developments 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



Sully Library

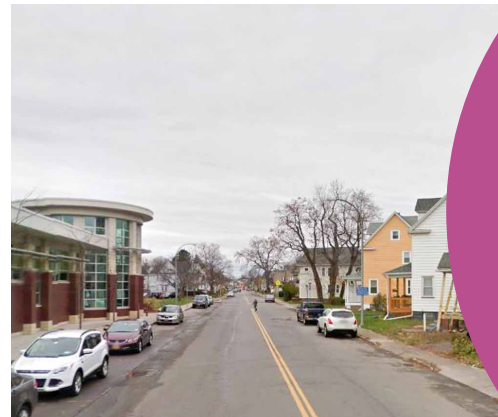


Freedom Market



BEECHWOOD

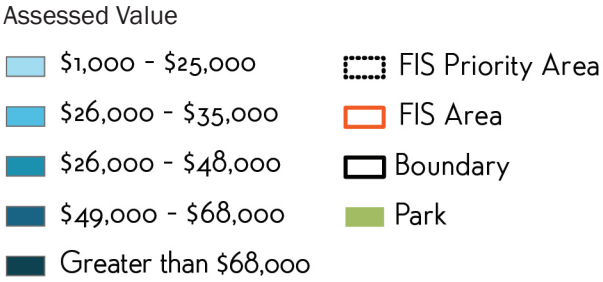
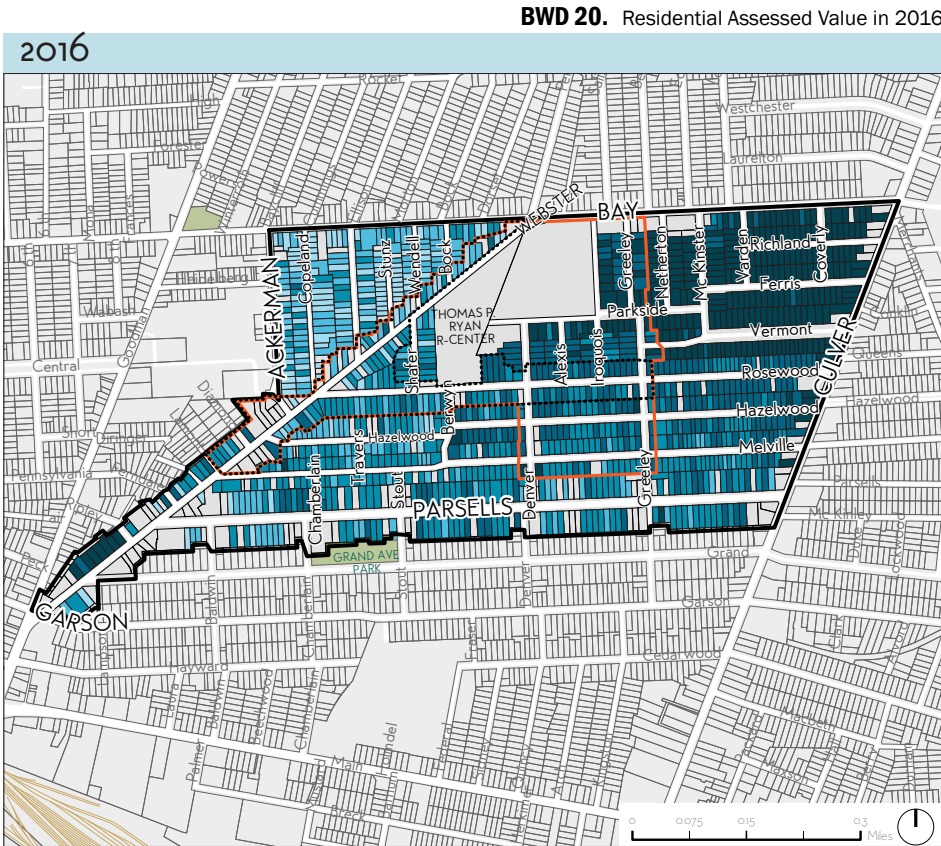
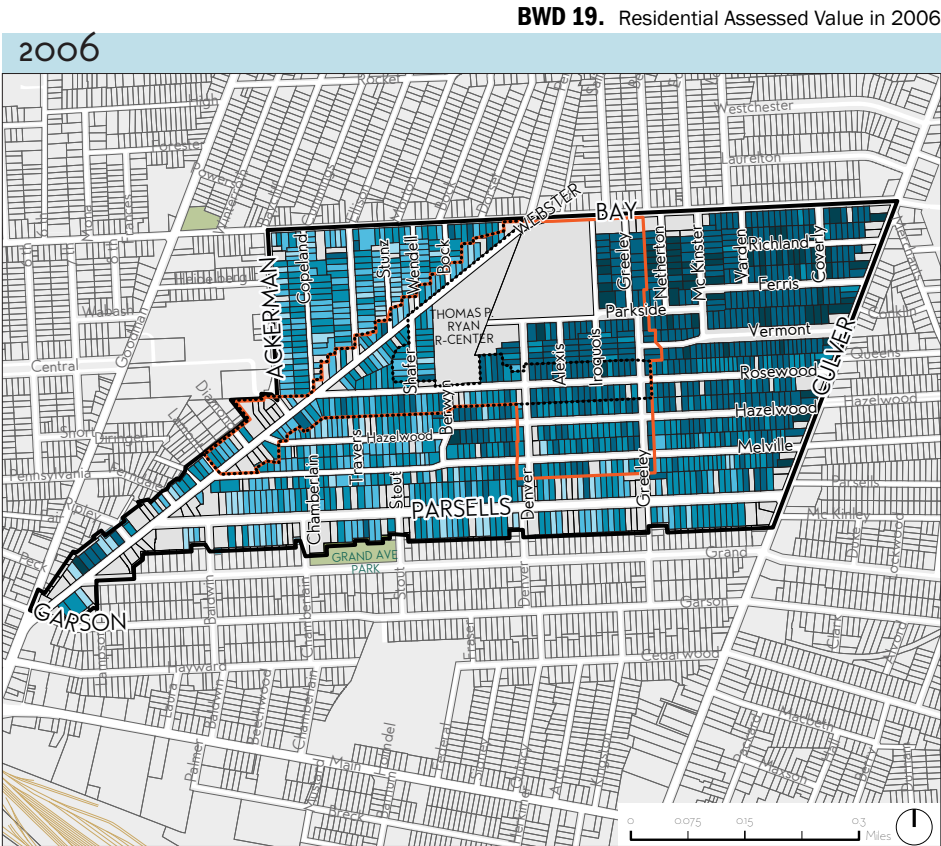
Webster Avenue



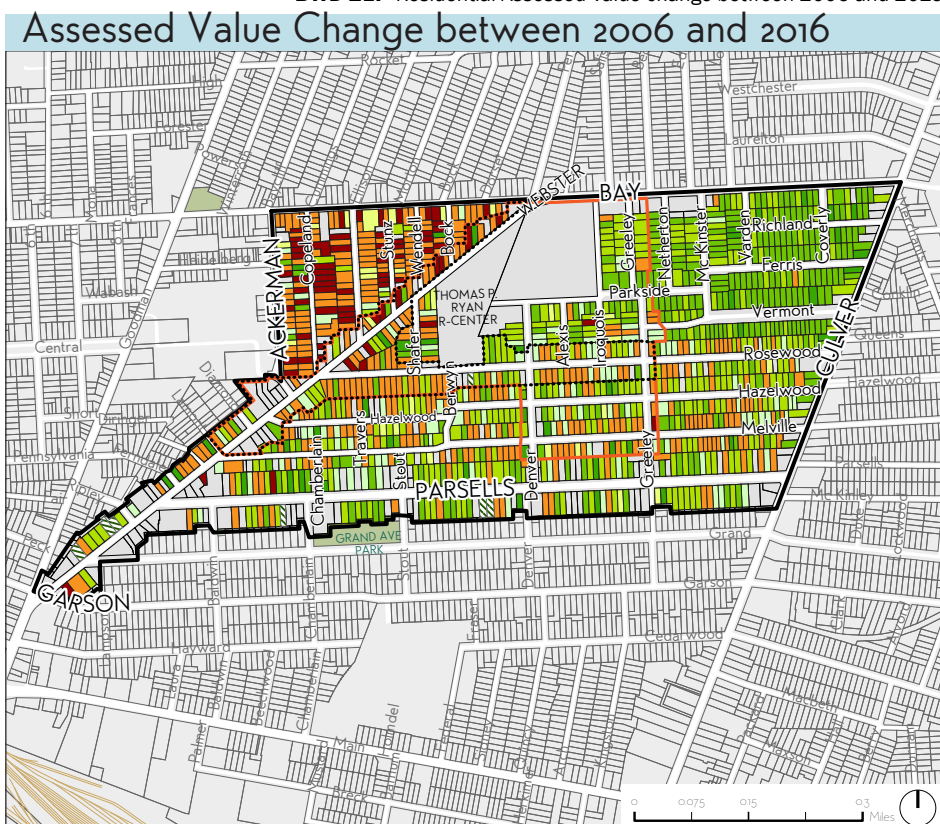
“The increased investment has resulted in noticeable improvements along Webster Ave and [on] other side streets where homes and businesses have been targeted for improvement.”
- Survey Participant

viii. Residential Assessed Value

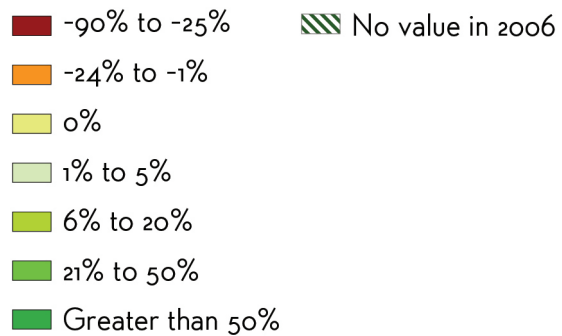
Source: City of Rochester



BWD 21. Residential Assessed Value change between 2006 and 2016

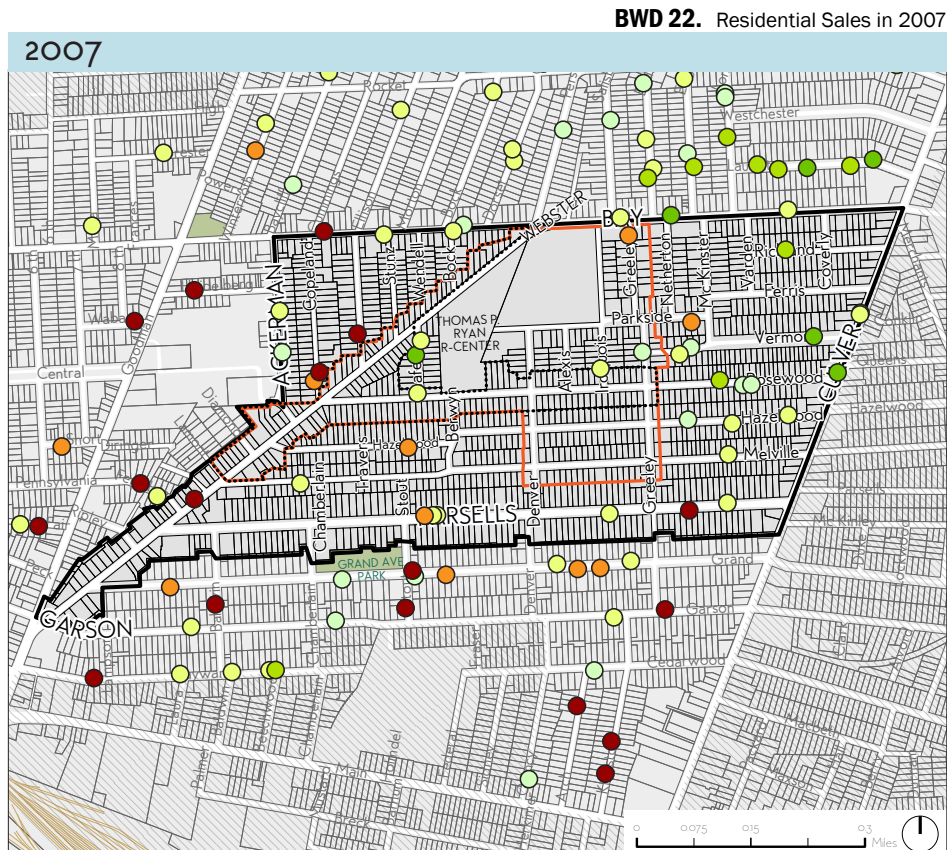


Percent Change in Residential Assessed Value

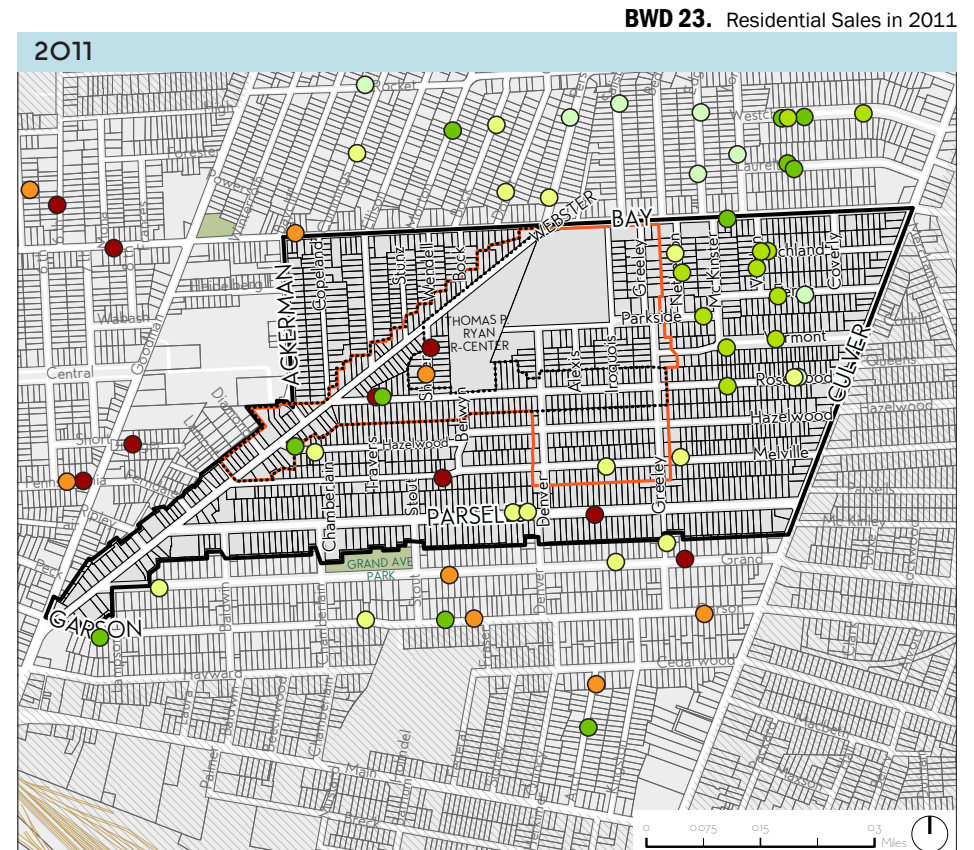


ix. Residential Sales by Price

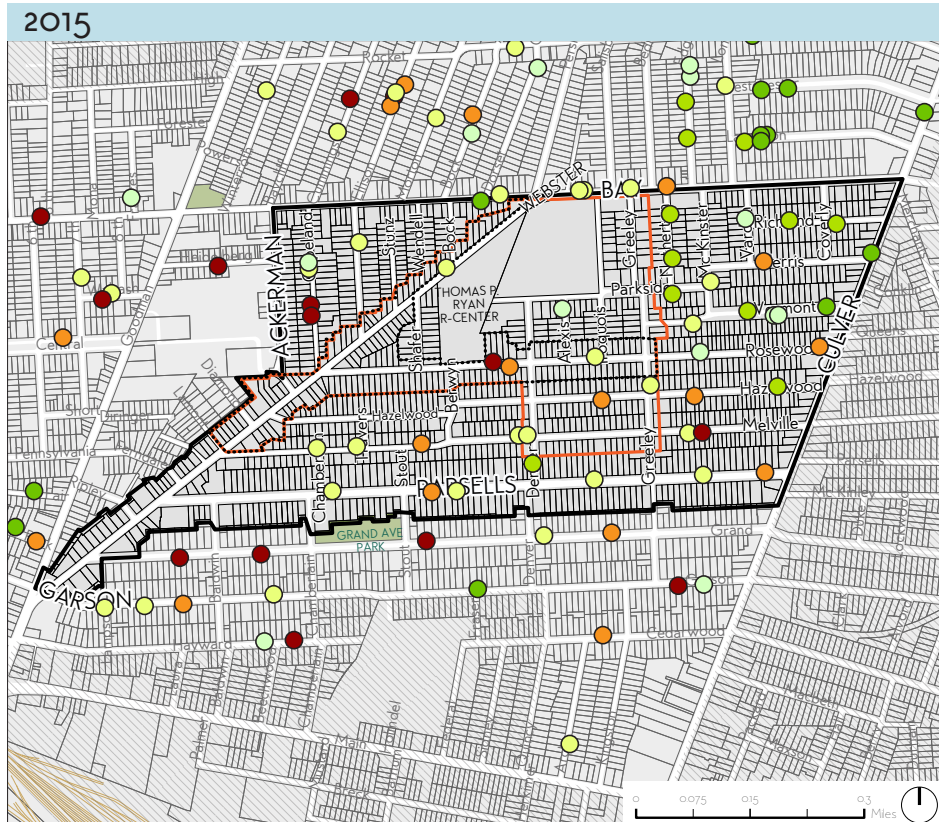
Source: CoreLogic



BWD-14



BWD 24. Residential Sales in 2015

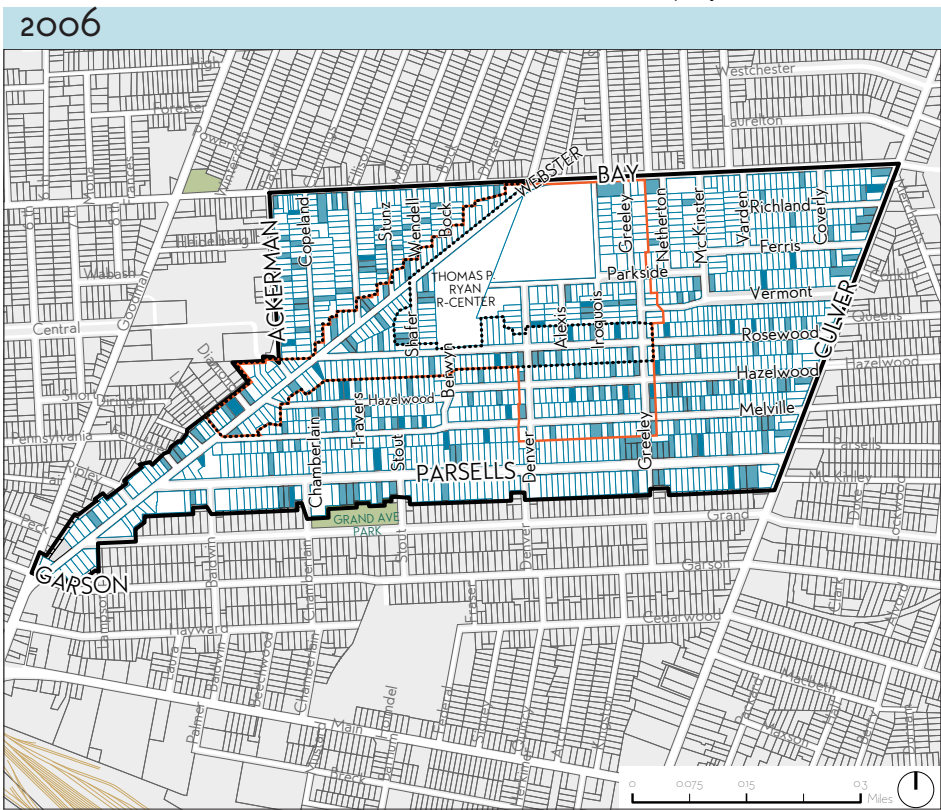


x. Property Owner Locations

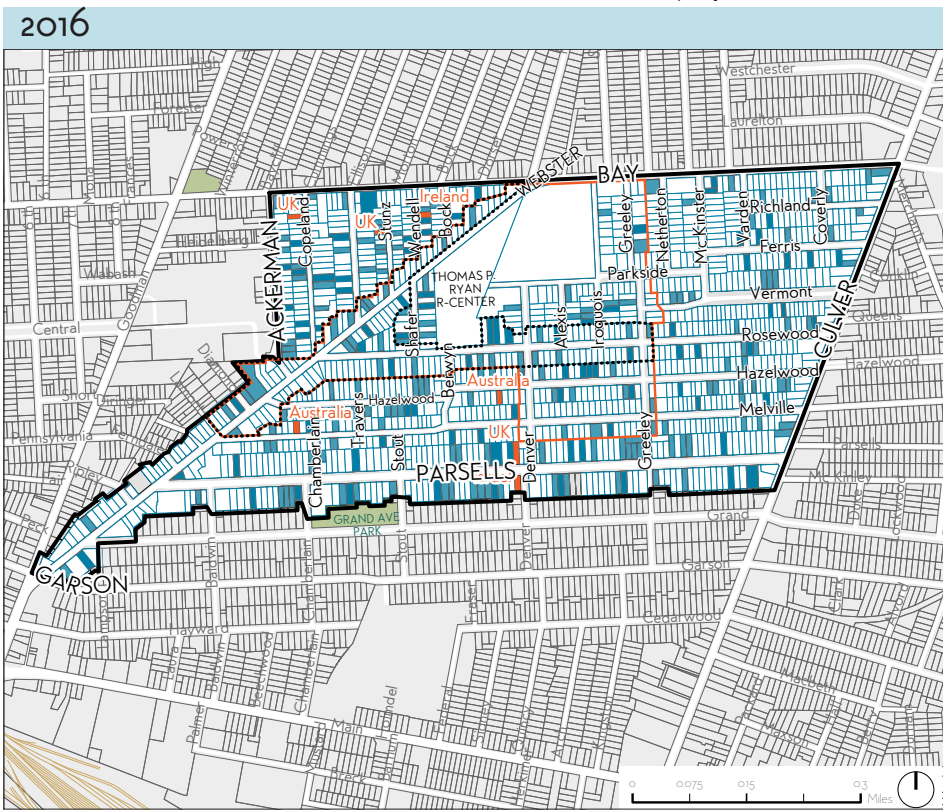
- In Rochester
- In State
- Out of State
- Out of Country

FIS		IMPACT	
2006	2016	2006	2016
83%=287	78%=266	85%=1125	79%=1050
14%=47	14%=48	13%=171	13%=173
3%= 10	7%= 25	3%= 34	7%= 89
0%= 0	0%= 0	0%= 0	1%= 7

BWD 25. Property Owner Location in 2006

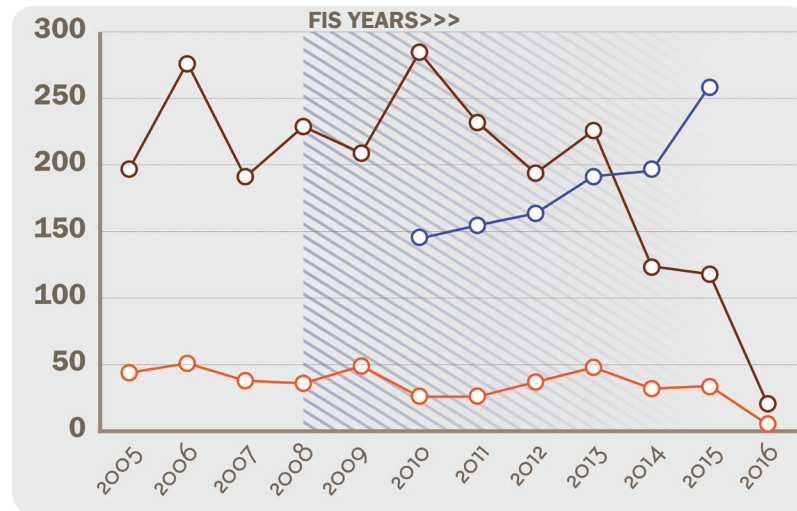


BWD 26. Property Owner Location in 2016



xi. Crime Trends 2005-2015 & Crime Heat Map

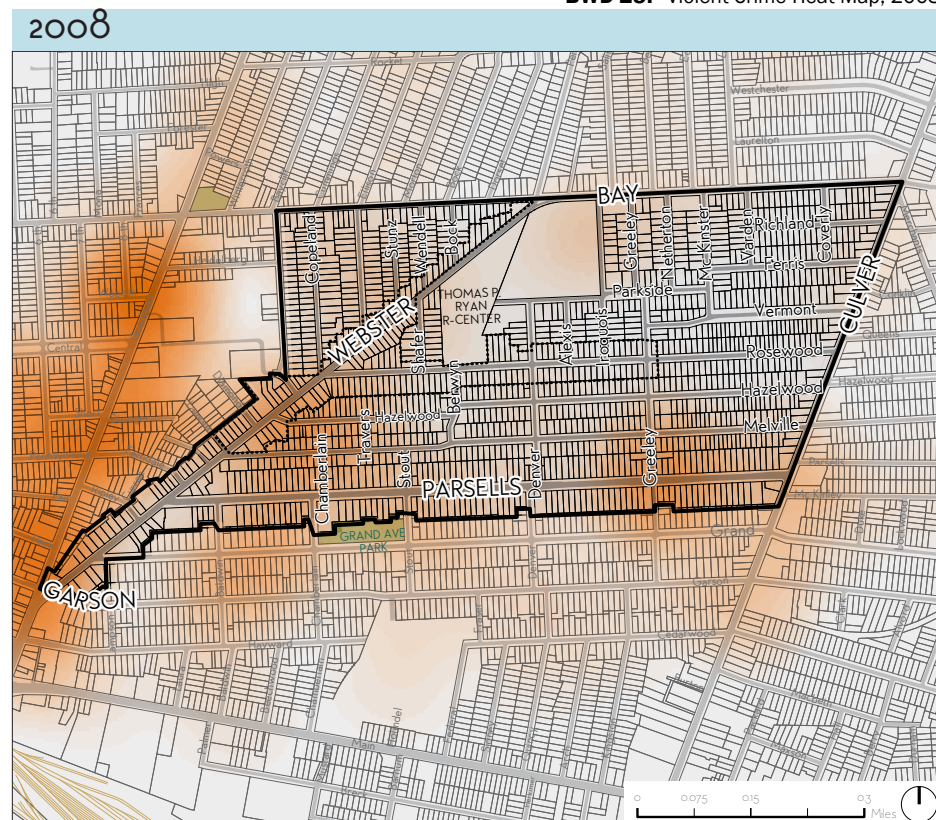
Source: Rochester Police Department, April 2016



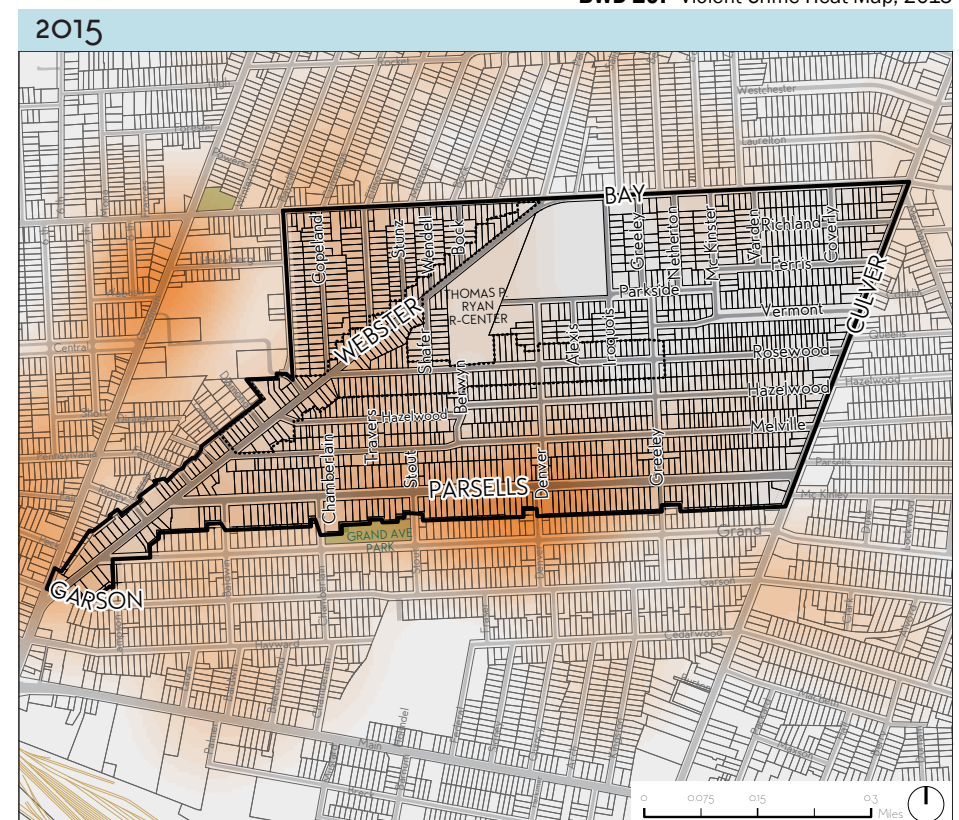
BWD 27. Crime Trends by Type, 2005-2015

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

BWD 28. Violent Crime Heat Map, 2008



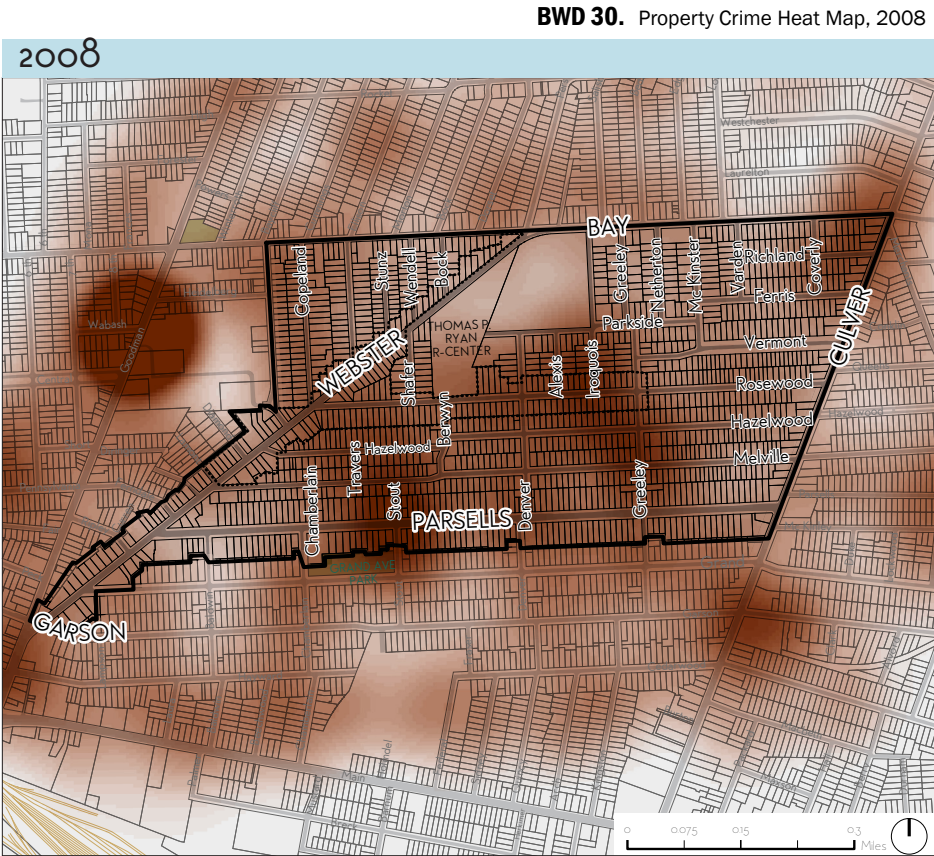
BWD 29. Violent Crime Heat Map, 2015



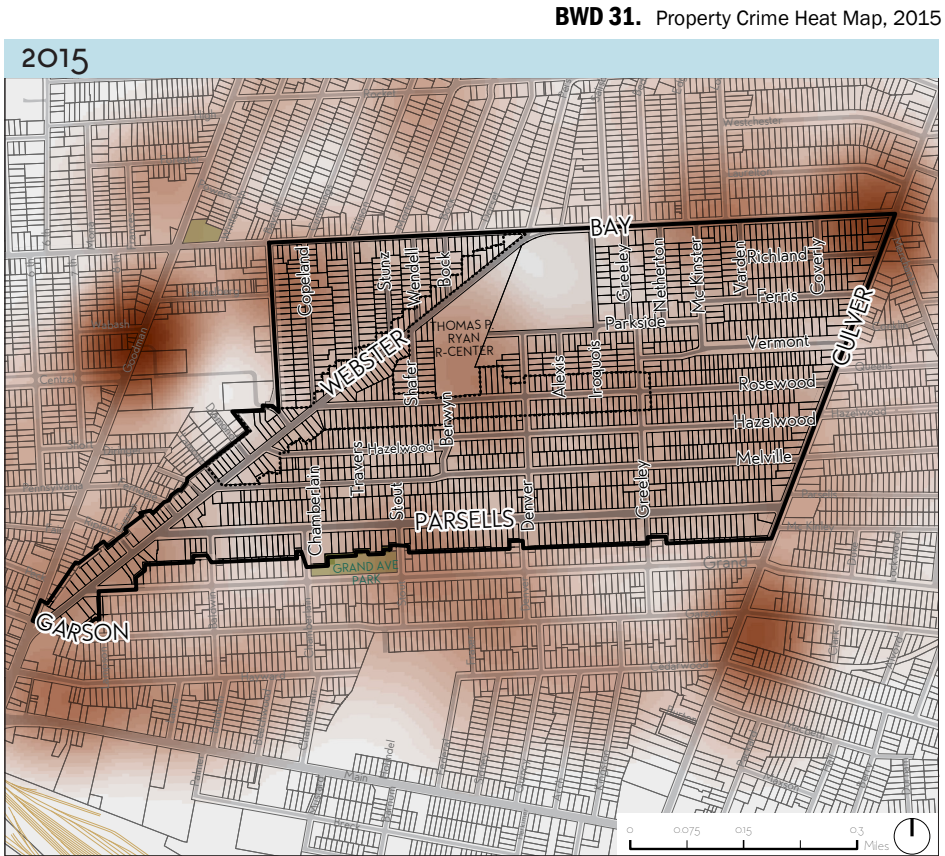
(cont.) Crime Heat Maps

Source: Rochester Police Department, April 2016

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



BWD-i8



EVALUATION OF THE FOCUSED INVESTMENT STRATEGY

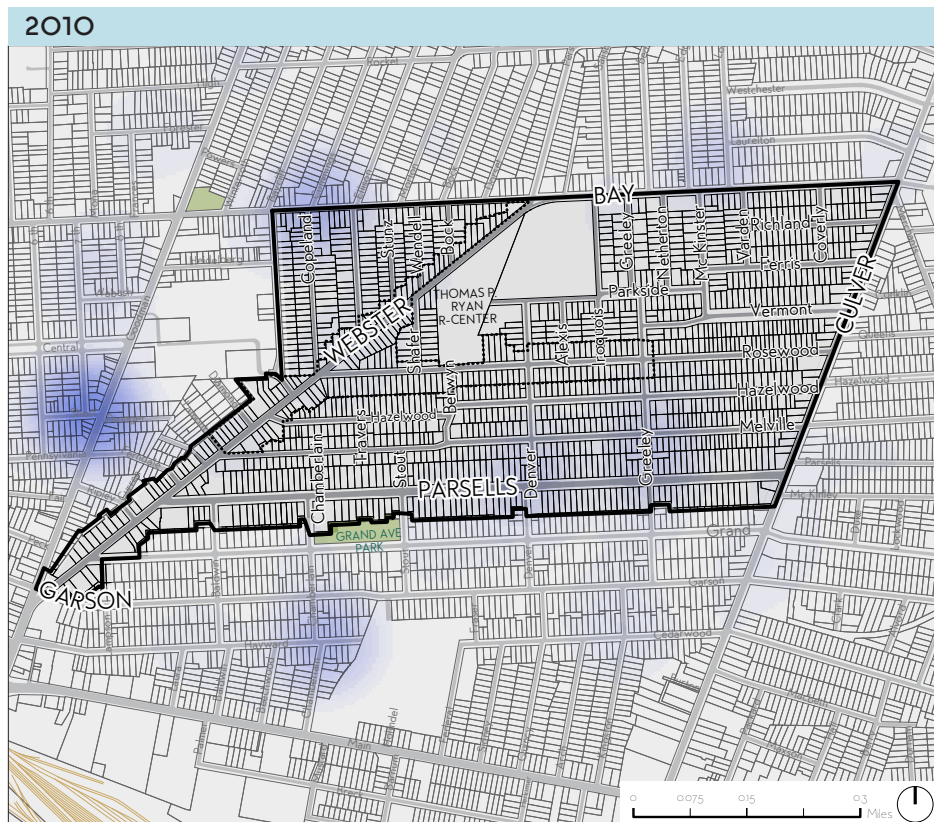
Density of Calls for Service

■ Vice A & B

Narcotics

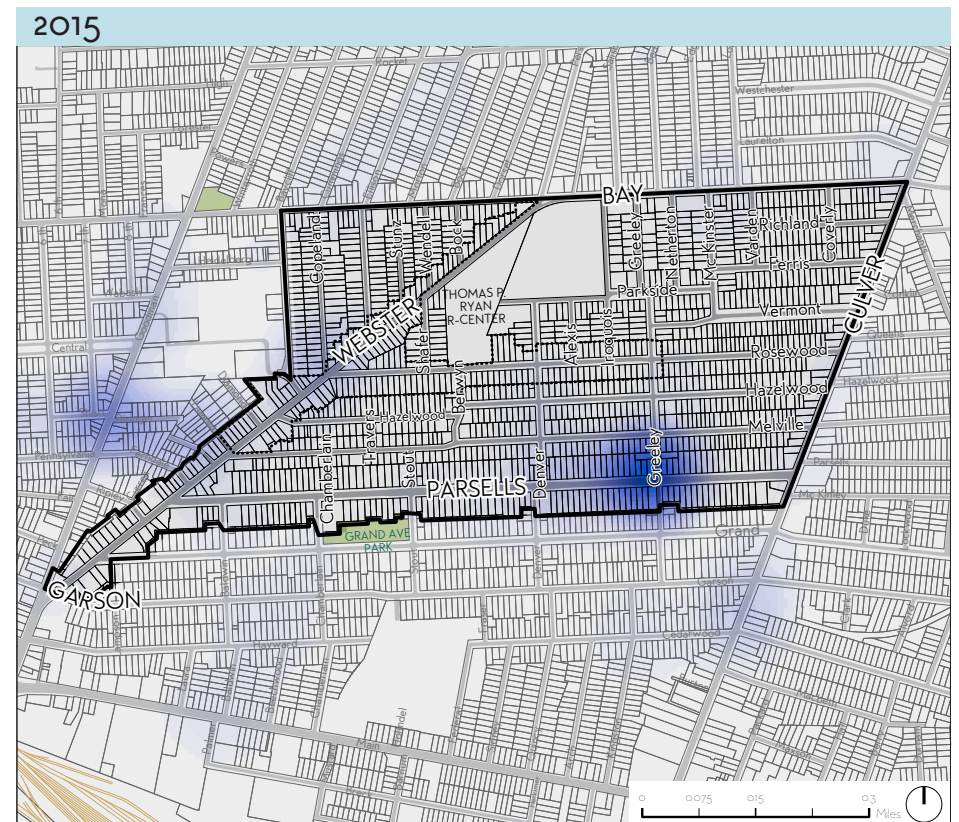
Gambling

BWD 32. Vice Calls for Service Heat Map, 2010



BEECHWOOD

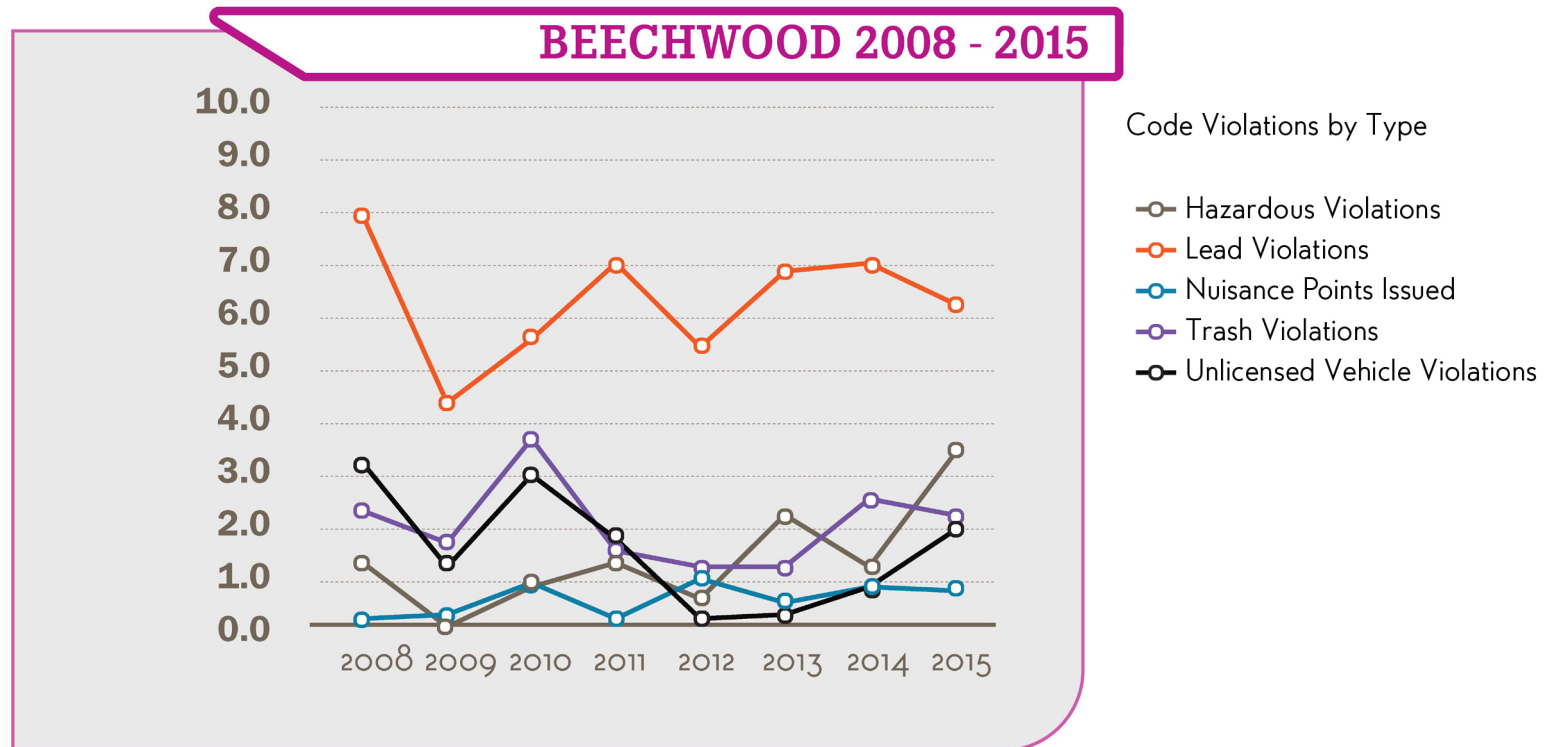
BWD 33. Vice Calls for Service Heat Map, 2015



BWD-19

xii. Code Violations

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



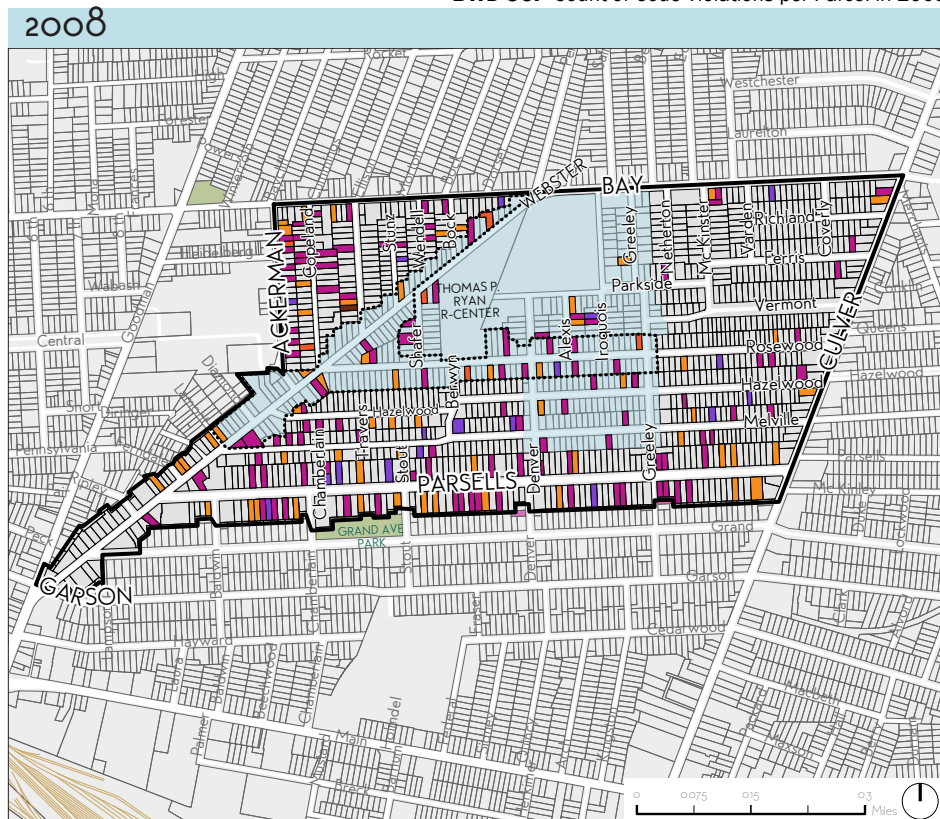
BWD 35. Count of Code Violations by Type 2008 - 2015

CODE BY COUNT & YEAR	2008	2009	2010	2011	2012	2013	2014	2015
HAZARDOUS VIOLATION	18	2	12	18	9	30	17	45
LEAD VIOLATION	105	58	74	93	72	91	93	83
NUISANCE ISSUED	4	5	13	4	14	8	12	11
TRASH VIOLATION	31	23	49	21	17	17	34	30
UNLICENSED VEHICLE VIOLATION	43	17	40	24	4	5	12	26

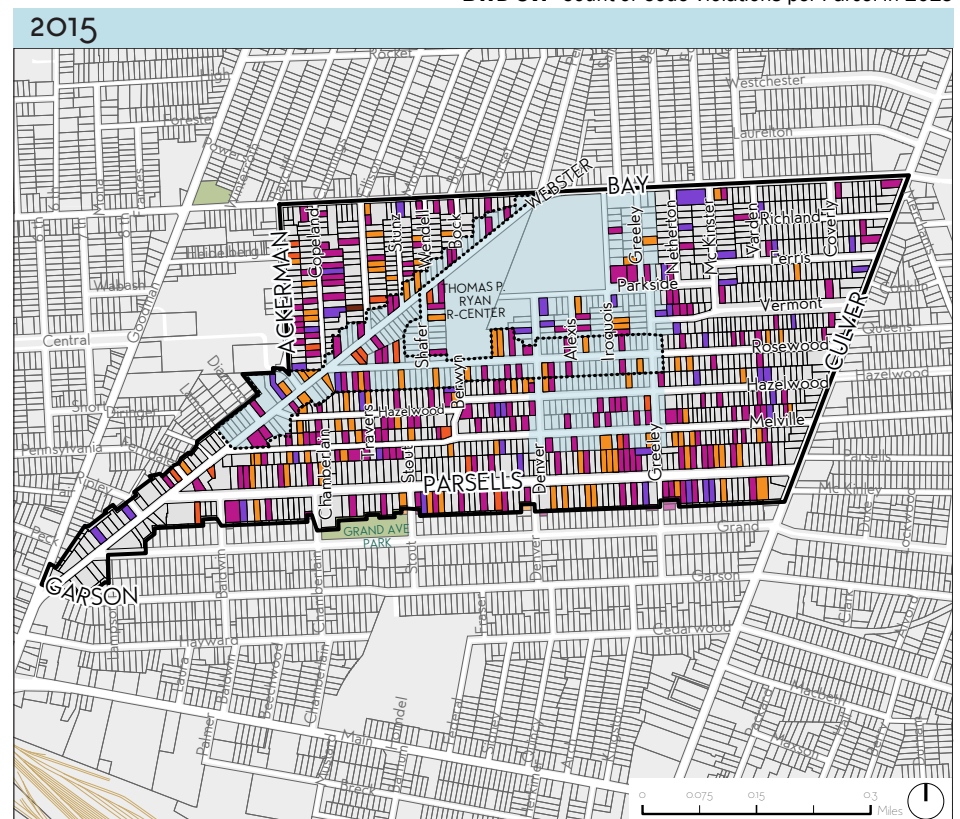
• 150% between 2008-2015

• -21% between 2008-2015

BWD 36. Count of Code Violations per Parcel in 2008






BWD 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)
BEECHWOOD			
Major Projects or Program Accomplishments	Built or renovated 84 homes	Area with significant issues at outset of FIS kept pace with City in increased assessed residential values	
	Softer market in some areas required price reductions		
Comparison to City Average	Median sale price fell (-16%) while city experienced increases; fared better than all other FIS Areas	Median assessed value held steady (-2%); value is roughly = to city median	
Comparison to Control Areas	Inconclusive; control area results were extremely varied	Range of assessed values exceeds all control areas; median value 34% higher than control areas	



MAXIMIZE IMPACT OF FEDERAL FUNDS



EMPOWER NEIGHBORS AS ACTIVE PARTICIPANTS



MAXIMIZE NUMBER OF RESIDENTS BENEFITING BEYOND THE DIRECT RECIPIENTS



Webster streetscape and business assistance match;
non-profit leveraged \$3.5M in added investment

City leveraged \$269K; no site to accommodate large-
scale redevelopment project

N/A

N/A

NEAD and Beechwood Neighborhood Coalition
regularly convene neighbors to drive local change

Youth employment program trained teens in field
survey work and technology

N/A

N/A

Webster Ave improvements and new commercial benefit all

Reductions in property crime rate out-paced city; rate is
lower than city average; slight reduction in violent crime

Vice calls for service dramatically increased, reflecting new
vigilance and reporting by organized community members

Rates of violent and property crime, and vice calls for
service lower than 2/3 control areas

