

ROSEWOOD CHOICE  
NEIGHBORHOODS PLAN

AUSTIN, TEXAS



# NEIGHBORHOOD PLANNING HANDBOOK

HUD | HOUSING AUTHORITY OF THE CITY OF AUSTIN

FEBRUARY 2013

Housing Authority of the City of Austin  
Choice Neighborhoods Initiative

# 01. INTRODUCTION.

Austin's Rosewood Choice Neighborhood is one of 17 communities nationwide awarded a grant in 2012 by HUD to begin a grassroots effort to revitalize housing and the broader community.

## Great Neighborhoods Begin with Planning!

All across the country, local planners are rolling up their sleeves to transform under-served neighborhoods into great neighborhoods. Working under the HUD Choice Neighborhoods Initiative, local planners, community groups, stakeholders and those passionate about the neighborhood will undertake the comprehensive planning needed to transform the neighborhood into a more viable and sustainable mixed-income community that supports positive outcomes for all residents.

Austin's Rosewood Choice Neighborhoods Initiative focuses on strengthening the bonds of housing and neighborhood improvements with appropriate services, schools, transportation and access to jobs. It will support the redevelopment of the Rosewood Courts public housing complex within the context of a comprehensive revitalization plan for the greater Rosewood neighborhood that will focus on directing resources to address three core goals: Housing, People and Neighborhoods.



Rosewood Courts - Nov. 2012



Rosewood Neighborhood - Nov. 2012

- What's the **Purpose** of this Planning Handbook?

1 2 3 4 5

An Intro to the Choice Neighborhood Initiative	An Overview of Neighborhood Planning Principles	An Outline of the Overarching Goals of the Choice Neighborhood Initiative	Provide a Summary of the Planning Process	A Community Outreach Resource
--	---	---	---	-------------------------------



Choice Neighborhoods Kick-off!

This Planning Handbook is a guide to the Rosewood Choice Neighborhoods planning process. It describes how to go about envisioning a great neighborhood along with the necessary steps in developing a complete plan.

The Planning Handbook is a tool that interested community residents, organizations, local businesses and service providers

can use to help build a plan. It describes the elements of a good plan, the steps to be taken to develop it and the role of the community and planning professionals in preparing the plan.

For answers to some of the more commonly asked questions about the Choice Neighborhoods planning process, check out the FAQ on the following page!

# FREQUENTLY ASKED QUESTIONS.

## Why Rosewood Courts?

One of the oldest properties in HACA's portfolio, Rosewood Courts was built over 73 years ago in 1939. The barrack-style, cinder block construction of the property no longer fits with the aesthetic of the neighborhood. However, of much greater importance are the antiquated systems and design deficiencies that must be modernized and corrected to provide a more comfortable living environment for Rosewood residents.

While HACA maintains Rosewood Courts very well and consistently receives high scores on its HUD inspections, deficiencies in design and building systems must be updated. The units at Rosewood Courts have no air conditioning, steep and narrow stairwells, very small bedrooms and living spaces that require upgrades.

The topography of the site differs by as much as 30 feet from one end of the property to the other, making it difficult for residents to maneuver, particularly those individuals that have physical

disabilities or are elderly. It is HACA's hope to revitalize Rosewood Courts to effectively meet the needs of current residents and benefit the surrounding community.

## Why was HACA selected to receive the grant?

The Rosewood Choice Neighborhood Planning Area in East Austin contains a high concentration of subsidized housing. Currently more than one-third of the neighborhood's population lives below the poverty line and the violent crime rate is three times higher than that of the City of Austin. HACA was awarded the Choice Neighborhoods Planning grant in partnership with co-grantee, the Austin Housing Finance Corporation (AHFC). Together the two will lead a consortium of Austin organizations, stakeholders and residents in an effort to create a Transformation Plan for the area. The Rosewood Choice Neighborhoods Planning Area is among 17 communities nationwide that were awarded a Planning grant in 2012.

## Why create a Choice Neighborhood Transformation Plan when there already are planning documents like the Central East Neighborhood Plan and the Rosewood Neighborhood Plan?

The Choice Neighborhoods Transformation Plan is intended to complement, not replace, existing plans. The Choice Neighborhoods Transformation Plan is to be a holistic plan, addressing the social and economic needs of the community in addition to its physical design. It will integrate recommendations of previous and ongoing planning efforts while taking a comprehensive approach to creating opportunities for people and improving housing and neighborhoods.

## How does the Rosewood Choice Neighborhoods Transformation Plan relate to the Imagine Austin Comprehensive Plan?

The Choice Neighborhoods Transformation Plan will seek to implement the six core principles for action as outlined in the Imagine Austin Plan:



- ▶ Grow as a compact, connected city
- ▶ Integrate nature into the city
- ▶ Provide paths to prosperity for all
- ▶ Develop as an affordable and healthy community
- ▶ Sustainably manage water and other environmental resources
- ▶ Think creatively and work together

### How will cultural and historic aspects of the community be preserved and protected?

The Rosewood Choice Neighborhoods community is characterized by its cultural, historic and architectural diversity. To celebrate and protect this irreplaceable heritage, the Transformation Plan will serve as a framework for preservation policies, programs and activities.

### How will this project affect residents in the study area?

The HACA Choice planning team is committed to creating a public process that enables all local residents and businesses to participate in the creation of a shared vision. This project will be transparent and will create a strategic plan for better housing, improved education, adequate neighborhood retail and reduced crime and vacancy. The end result of this planning process will be a plan to help improve the quality of life and safety for current residents.

### What neighborhoods will be included in the Rosewood Choice Neighborhoods Plan?

The study area includes all or part of the neighborhoods of Blackshear / Prospect Hill, Kealing, Robertson Hill, Guadalupe, Swede Hill, Rosewood Glen Oaks, Davis Thompson, Foster Heights, Chesnut, Homewood Heights, Clifford Sanchez and McKinley Heights.

### How long do you anticipate this planning process will take?

Planning is scheduled to be completed 18 months from the date HACA received the Planning grant; October 2012. With the necessary leeway build in to accommodate unexpected delays and additional planning and feedback, HACA will submit the final Transformation Plan to HUD no later than October 2014.

### Does this process include construction of new housing at Rosewood Courts?

No. This process only includes planning. Construction *could* happen at a later date. HACA will submit the Transformation Plan to HUD in an effort to secure an Implementation Grant to complete the actual revitalization of Rosewood Courts and to provide supportive services to residents and community members. These applications are very competitive and there is no guarantee that HACA will receive a grant. During the planning process, HACA will also identify other sources of funding to help make the plan a reality. HACA is dedicated to revitalizing Rosewood Courts and securing the funding to do so.

### Will Rosewood Courts residents need to move as part of the planning process?

Should the planning process lead towards the redevelopment of Rosewood Courts property, there will be required 1 for 1 replacement of all public housing units. Implementation of such plans would occur a few years down the road. Rosewood Courts residents are the first priority and would receive extensive relocation assistance and would have the first right to return.

### What happens once this Transformation Plan is completed?

HACA and the project partners will look for resources and funding to implement the Plan. This includes the completion of early action projects and an application for the Choice Neighborhoods Implementation Grant, which awards up to \$30 million.

### How can I stay informed?

There are a number of ways to be involved in the process. Please see the project website at [rosewoodchoice.com](http://rosewoodchoice.com), call HACA to talk to the Choice Neighborhoods Project Manager (512-767-7775), send an email to [choice@hacanet.org](mailto:choice@hacanet.org) or stop by the HACA office. We will make sure you receive project updates and information on community meetings. You can also Like us on Facebook or follow on Twitter (@rosewoodchoice).

# CREATING A GREAT NEIGHBORHOOD.

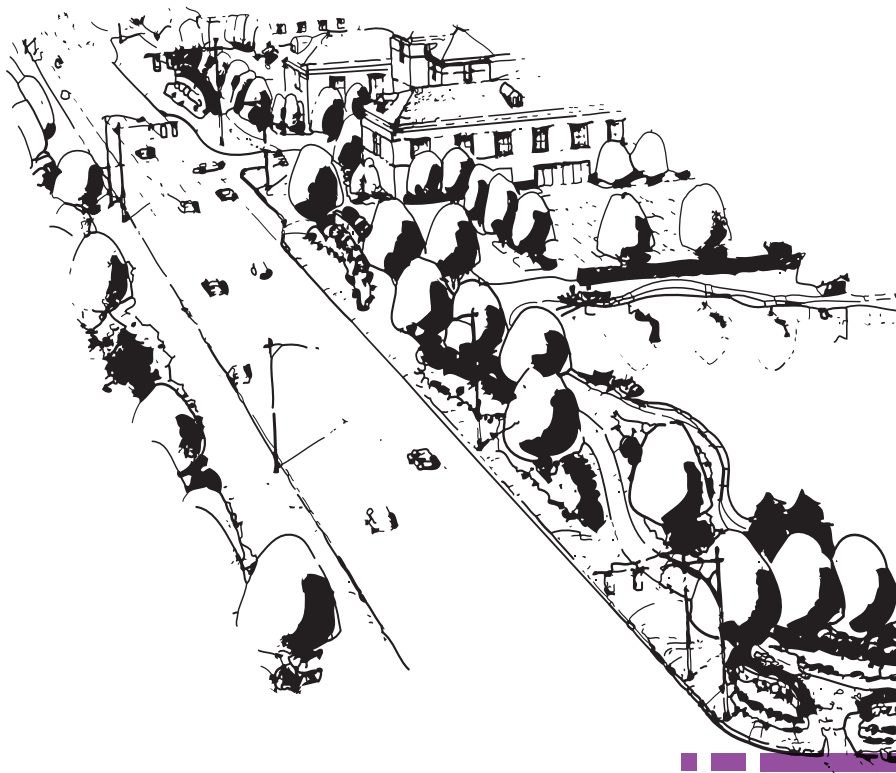
Principles of  
Neighborhood  
Planning



Leadership, cooperation and smart application of planning principles can help to turn any neighborhood into a great neighborhood

Planning is one of the most important steps that a neighborhood can take to become healthier, safer and economically stronger. By bringing together residents, leaders and community development experts, a neighborhood can set goals for its future, decide on its priorities and get the wheels turning toward positive changes. Planning is a big effort, but it has big payoffs.

A good plan helps to harness the energy and creativity of the community and can make a substantial and visible difference in a short amount of time.





### ► LEADERSHIP

Neighborhood plans should identify, value and cultivate skilled and active leadership. Good leadership includes residents and local organizations representing a diverse array of neighborhood constituents.



### ► SAFETY

Neighborhood plans should help foster strong relationships and active partnerships between law enforcement agencies and local residents to help create a safe community.



### ► VISION

Neighborhood plans should foster the creation of a community vision and develop a holistic set of strategies to achieve that vision through active collaboration.



### ► ENVIRONMENT

Neighborhood plans should focus on sustainable investments in local properties and public spaces to enhance the community's aesthetic quality and assure a high quality of life.



### ► SERVICES

Neighborhood plans should seek to maintain the highest standards of health and human services for community residents.



### ► HOUSING

Neighborhood plans should promote opportunities for attractive affordable housing and market rate choices in a variety of formats and unit types.



### ► EDUCATION

Neighborhood plans should place a high value on education including active participation and support of local schools.



### ► ECONOMY

Neighborhood plans should incorporate retail and professional services that provide for community needs and help enhance local employment opportunities.



### ► CULTURE

Neighborhood plans should create opportunities for a wide and varied array of artistic, cultural, recreational and spiritual programs to enrich the quality of life, nurture local talent and foster creativity.



### ► TRANSPORTATION

Neighborhood plans should include many viable transportation options including walking, public transit, private autos and bicycles that help to connect residents to education, services, jobs and economic opportunity within the larger community.

# AN EQUITABLE APPROACH.

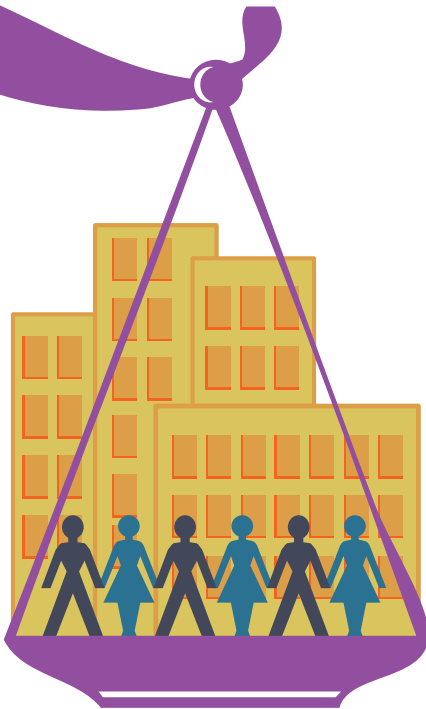
A Choice Neighborhood should contain diverse incomes, interests and ethnicities. It should be home to residents and businesses that have been there for years, or are recent arrivals. A successful Choice Neighborhood reflects and respects all diverse elements of the community.

## What is an equitable plan?

An equitable plan encourages the creation and maintenance of economically and socially diverse communities that are stable over the long term. A commitment to equitable planning means that the values guiding the planning process and its results go beyond simply improving the neighborhood for economic gain. It must focus on the people who form the Rosewood Choice Neighborhoods community, and the history and values of that community. If residents, developers, officials and interest groups spend time developing strategies to address or avoid the adverse consequences of neighborhood change and support the goals of an equitable plan, they increase the chances of building strong, economically diverse communities.



## EQUITABLE PLANNING GOALS:

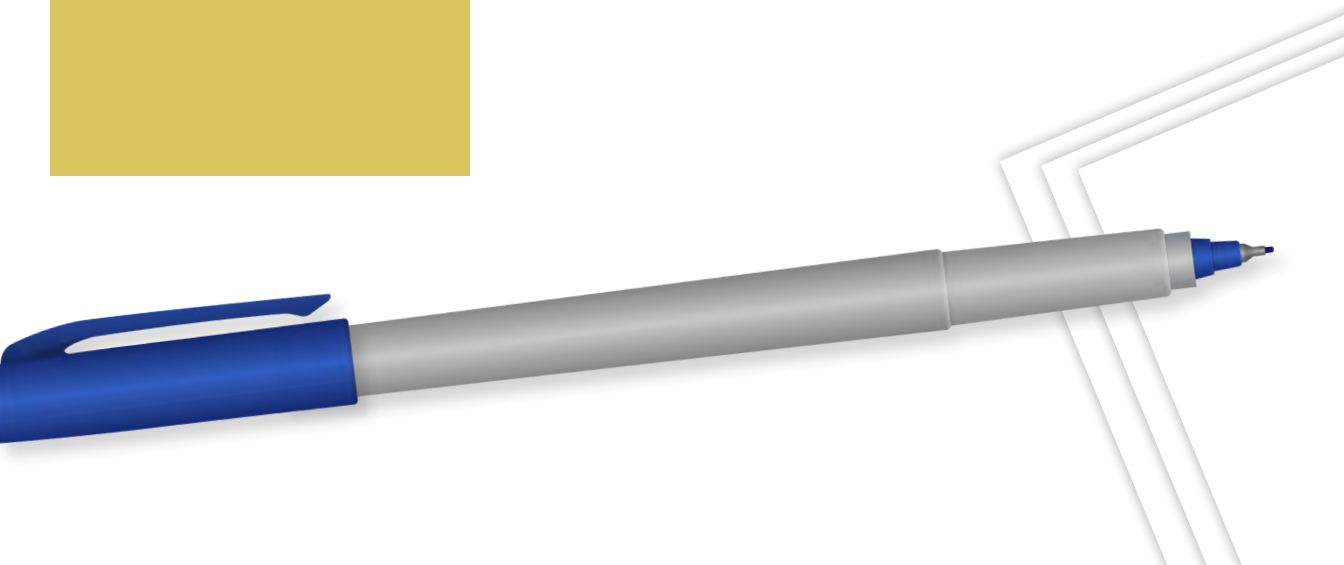


- ▶ **When a plan is equitable**, new investment directly benefits low- and middle-income residents who have largely been left out of the City's prosperity.
- ▶ **When a plan is equitable**, public subsidies are used to encourage private investment where it can best provide opportunities for all neighborhood residents.
- ▶ **When a plan is equitable**, everyone who is affected by it has an opportunity not just to learn about the development process, but to have their voices heard and their interests represented in the decision-making process.
- ▶ **When a plan is equitable**, economic development policies, plans and projects are quantifiable and measure the impacts on residents of low-income communities.
- ▶ **When a plan is equitable**, It promotes non-discrimination and affirmatively furthers fair and equal housing opportunities for all.



**02.**

**ROSEWOOD  
NEIGHBORH  
INITIATIVE.**





# CHOICE OODS

## OUR APPROACH.

The HUD Choice Neighborhoods Initiative seeks to improve neighborhoods through efforts aimed at revitalizing, improving and investing in a specific community. Experience proves that the most productive approach to achieving this goal is through a process of key community meetings where all present can work together in a cooperative environment.

Therefore, the success of plan-making is tied to a program of community meetings where all participants know the purpose of each meeting and agree that specific outcomes, products and approvals must result. This makes the process efficient and respects the time committed by all involved.

# HUD CHOICE NEIGHBORHOODS INITIATIVE.

The Choice Neighborhoods Initiative employs a comprehensive approach to neighborhood transformation.

## APPLYING THE HUD CHOICE NEIGHBORHOODS INITIATIVE TO THE COMMUNITY:

The Choice Neighborhoods Initiative transforms under-served neighborhoods and public and assisted properties into viable and sustainable mixed-income environments by linking housing improvements with appropriate services, schools, public assets, transportation and access to jobs.

The Rosewood Choice Neighborhoods planning process supports the development of a comprehensive neighborhood revitalization plan that focuses on addressing three core goals: Housing, People and Neighborhoods. To achieve these goals, the community

must develop and implement a comprehensive neighborhood revitalization strategy or Transformation Plan. This plan will become the guiding document for the revitalization of public and/or assisted housing units and will spur transformation in the surrounding neighborhood leading to positive outcomes for all residents.

The program will transform the neighborhood into a mixed-income neighborhood of long-term viability by:

- ▶ **Revitalizing** under-served public and/or assisted housing in need of significant upgrades and improvements
- ▶ **Improving** access to economic opportunities

### ▶ Investing

and leveraging investments in well-functioning services, effective schools and education programs, public transportation and improved access to jobs

The Transformation Plan will ensure that current residents benefit from this transformation by preserving affordable housing in the neighborhood.

The Transformation Plan will be a useful and effective course of action that can be executed over time. It will harness the energy and creativity of the community and make a substantial and visible difference to the neighborhood. Building a healthier neighborhood begins with planning. The Transformation Plan is to be a plan for action.

## HOUSING

- ▶ Transform distressed public and assisted housing into energy efficient, mixed-income housing that is physically and financially viable over the long-term.

## PEOPLE

- ▶ Support positive outcomes for people who live in the target development(s) and the surrounding neighborhood, particularly outcomes related to resident's health, safety, employment, mobility and education.

## NEIGHBORHOODS

- ▶ Transform neighborhoods of poverty into viable, mixed-income neighborhoods with access to well-functioning services, high quality public schools and education programs, high quality early learning programs and services, public transportation and improved access to jobs.

# PROGRAM GOALS.

Our Transformation Plan must translate the three goals of the Choice Neighborhoods Program – Housing, People and Neighborhoods – into a strategy for revitalization.

This strategy will direct investments, demonstrate the commitment among a range of public and private partners to

address interdependent neighborhood challenges, utilize data to set and monitor progress toward implementation goals, and engage community stakeholders and residents in meaningful decision-making roles.

# ROSEWOOD CHOICE NEIGHBORHOODS PLAN AREA.

A wealth of assets are found within the Rosewood Choice Neighborhoods Plan Area, including Huston-Tillotson University, Austin Community College's Eastview Campus, a new Lifeworks facility, local elementary and middle schools, the Carver Library & Museum, a Goodwill Job Source Center, Rosewood Zaragosa Health Center and great recreational facilities. The Plan should build upon these existing assets and create new assets for the residents.



Rosewood Courts currently includes 124 apartments on just over eight acres between Rosewood Avenue on the north, Poquito Street on the east and Chicon Street on the west. While HACA maintains Rosewood Courts very well and consistently receives high scores on its HUD inspections, deficiencies in design and building systems must be updated.





# THE PLANNING TEAM.

## ■ THE COMMUNITY.

The community is the residents of Rosewood Courts, residents of the neighborhoods, in the Rosewood Choice Planning Area and the stakeholders within and beyond the neighborhood who invest their time, skills and money toward the continued improvement of the quality of the neighborhood and the quality of life of its residents. The City of Austin is a collection of such communities, and only through the improvement of each will the City improve itself overall.

## ■ HUD.

The U.S. Department of Housing and Urban Development's mission is to create strong, sustainable, inclusive communities and quality affordable homes for all. HUD is working to strengthen the housing market to bolster the economy and protect consumers; meet the need for quality affordable rental homes; utilize housing as a platform for improving quality of life; build inclusive and sustainable communities free from discrimination; and transform the way HUD does business.

## ■ HOUSING AUTHORITY OF THE CITY OF AUSTIN.

For over 70 years, the Housing Authority of the City of Austin (HACA) has strived to serve its residents by providing an affordable home and avenues to self-sufficiency. As a High Performing Housing Authority and responsible landlord, HACA currently assists over 18,000 Austinites. The Housing Authority owns and operates 1,929 units of conventional Public Housing in 19 developments throughout Austin while also managing the Housing Choice Voucher/Section 8 Program that provides rental vouchers for nearly 6,000 units of housing in Austin's private rental market.

## ■ AUSTIN HOUSING FINANCE CORPORATION.

The Austin Housing Finance Corporation (AHFC) was created in 1979 as a public, nonprofit corporation and instrumentality of the City of Austin. The Austin City Council serves as the AHFC's Board of Directors. The mission of the AHFC is to generate and implement strategic housing solutions for the benefit of low- and moderate-income residents of the Austin. The AHFC's primary functions are to issue single-family and multi-family bonds for the financing of reasonably priced housing and assist the City in the delivery of affordable housing programs using HOME Investment Partnerships (HOME) and Community Development Block Grant (CDBG) funds granted to the City by HUD.

## ■ CAMIROS.

Camiros is a professional urban planning firm that provides a full range of services in the areas of planning, zoning, urban design, economic development and landscape architecture to both public and private clients. From innovative public participation methods to strategic implementation programming, Camiros assists municipalities and organizations in identifying the key issues, developing appropriate concepts and defining implementation strategies that help fulfill the local vision. Camiros has worked with a number of housing authorities nationwide and is currently the planning coordinator for the Rockford, Illinois Housing Authority on their Choice Neighborhoods Plan.

# THE COMMUNITY AS PLANNER.

## The Community Planning Process:

The Transformation Plan is only as good as the community's commitment to prepare the plan. By bringing together residents, leaders and community development experts, goals can be set for the future, priorities can be decided upon and the wheels can turn towards positive changes.

The planning process will capture the vision of a wide cross-section of residents and stakeholders, and turn their goals into achievable projects and programs. Planning should be driven by community needs, build upon community assets and lead to visible positive improvements and results.

Good planning requires personal commitment. Meetings, strategy sessions and inclusion of neighborhood residents, churches, schools, business leaders and other stakeholders are critical to make sure the plan is one that the entire community will embrace.

Identifying lead organizations in the community that are willing to anchor the comprehensive effort and "take ownership" and responsibility for key elements of the plan is essential. Once leaders are empowered, they



Rosewood Courts  
Dot Map Exercise

can help engage and educate the rest of the community about the plan in a way that promotes neighborhood involvement in the plan.

Community involvement must reach beyond "the usual suspects" of community leaders and now include all



Rosewood Courts  
Community Conversations

who are interested in helping see the neighborhood grow and improve. Everyone's perspectives and viewpoints will be crucial in both creating the Transformation Plan and implementing the Plan.

## GOALS OF THE COMMUNITY PLANNING PROCESS

- ▶ Listen, engage and educate
- ▶ Ensure that all voices are heard
- ▶ Identify key community leaders or organizations, and involve them fully in the process at all stages
- ▶ Use comprehensive outreach strategies to build consensus around a set of community goals and increase community ownership of the planning process and its outcome
- ▶ Use innovative outreach strategies to reach beyond the most active members of the community, and encourage all residents to become engaged

## INDIVIDUAL INTERVIEWS

- ▶ Key Stakeholders Throughout the Process

## TASK FORCE MEETINGS

- ▶ Neighborhood Leaders
- ▶ Agency Representatives
- ▶ Property and Business Owners

## COMMUNITY WORKSHOPS

- ▶ Rosewood Courts Residents
- ▶ Neighborhood Residents
- ▶ Other Interested Parties

## NEIGHBORHOOD WORKING GROUPS

- ▶ Key Stakeholders Focusing on Specific Issues

# GETTING INVOLVED.

The planning process is designed to capture the vision of residents and turn their goals into achievable projects and programs. It is not planning for planning's sake, but practical planning driven by neighborhood needs, leading to visible results.

Your help is needed to craft a plan that works for the Rosewood Choice Neighborhoods Planning Area. Throughout the neighborhood planning process there are a variety of ways that you can get involved in the transformation of the community, some of which are listed in this handbook. If you would like to get involved, please refer to Page 05 or the information on the back of this handbook.



Community Workshop

# 03. DEVELOPING A COMPLETE PLAN.

Neighborhood planning should be driven by community needs, and should lead to positive improvements and tangible results.

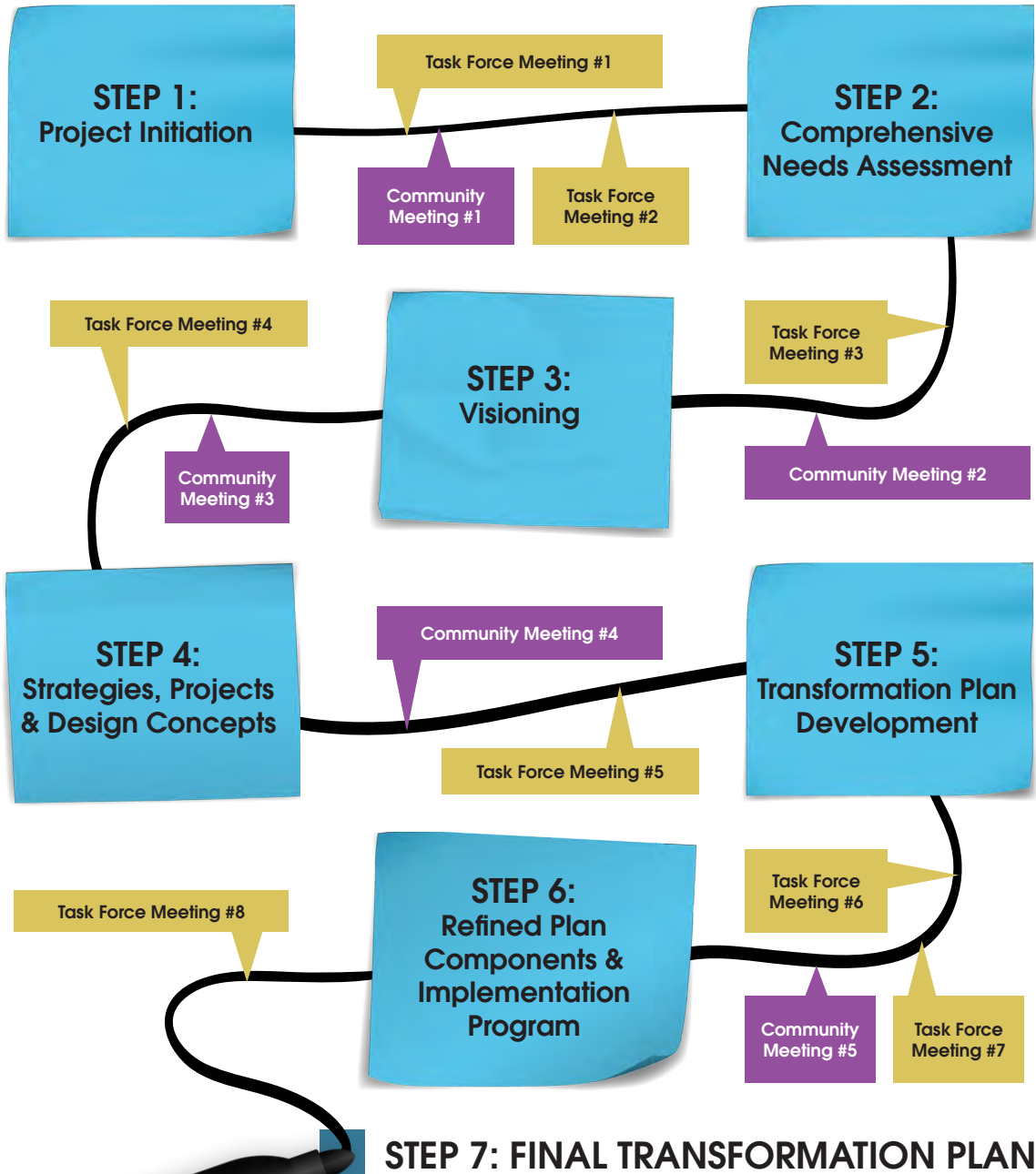
## KEY ELEMENTS OF A COMPLETE PLAN:

A complete Transformation Plan should be embraced by the community and should address current problems while establishing a clear vision for the future. Seven steps are needed to complete Austin's Rosewood Choice Neighborhoods Transformation Plan, beginning with a clear understanding of local issues and needs, and concluding with concrete implementation strategies.

### Checklist for a complete plan:

- Have widespread support in the community
- State a clear vision for the future
- Address the neighborhood's key problems
- Describe projects and programs that can be implemented
- Assign responsibilities and timeframes for implementation

# PLANNING PROCESS OVERVIEW.



**STEP 7: FINAL TRANSFORMATION PLAN**



# STEP 1: GETTING ORGANIZED.

Problems cannot be solved without organization to tackle them. The first step in the planning process is to do just that - organize. Information is gathered and organized, work maps are created, and neighborhood residents, stakeholders and community leaders are identified and mobilized to participate in the development of the Transformation Plan.

Typically this information consists of insights into local conditions gained through interviews conducted in the community, review of statistical information about the physical, social, and economic characteristics of the neighborhood and summaries of existing plans that may have already been completed.

A geographic inventory is also completed, documenting relationships between different parts of the community, as well as where key assets or challenges are located. This results in the creation of many maps, diagrams and visual data that can be used throughout the planning process.

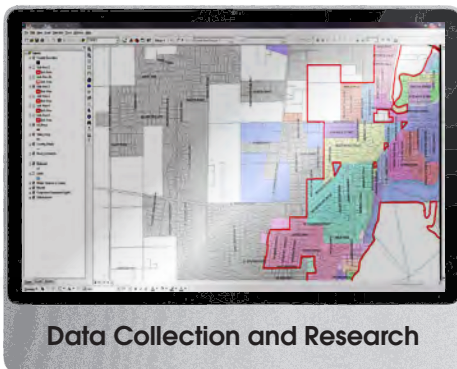
Information that will be gathered during this initial step includes:

- ▶ Geographic/map data such as current land use and zoning
- ▶ Neighborhood asset data including locations of basic services such as grocery stores, health clinics/doctor's offices, schools, parks and public transportation

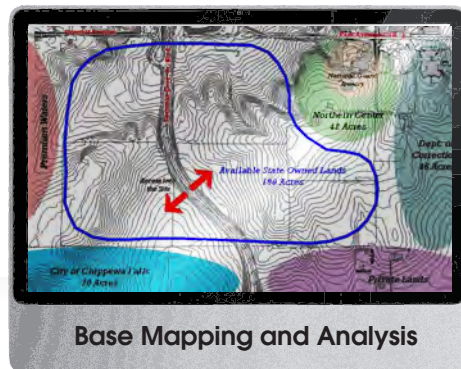
- ▶ Summaries of existing neighborhood or city planning documents, including the Imagine Austin Plan and neighborhood plans.

Materials to support the Transformation Plan are also created during this step, such as a project website.

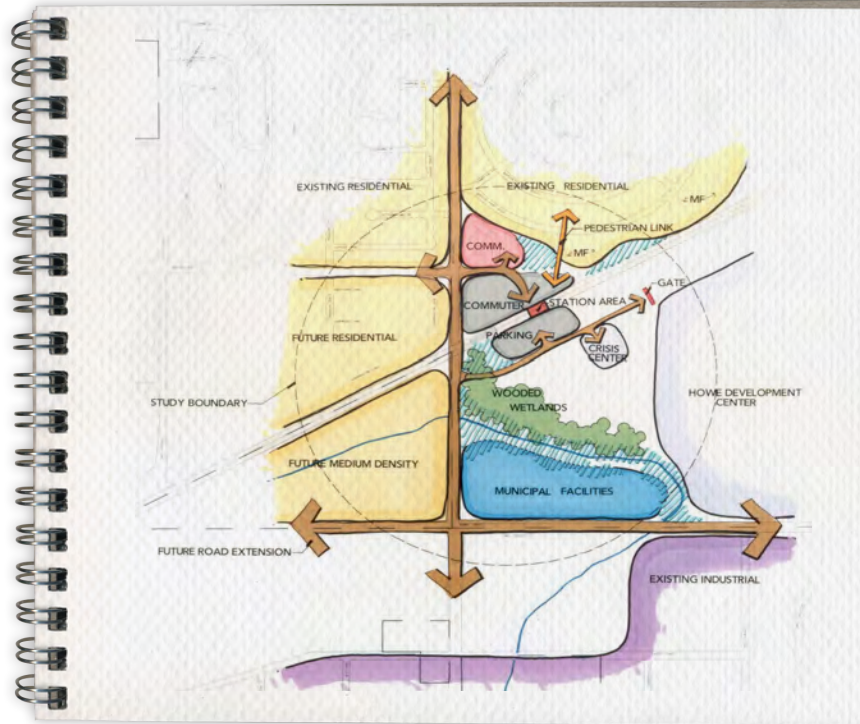
Step 1 culminates with Community Meeting #1. At this meeting, the project will be introduced, initial materials will be presented and participants will be asked to begin identifying neighborhood assets and issues that should be addressed by the Transformation Plan.



**Data Collection and Research**



**Base Mapping and Analysis**



## STEP 2: IDENTIFYING ISSUES AND NEEDS.

This step is focused on the creation of a comprehensive needs assessment – an exploration of what is needed in the neighborhood versus what is currently provided.

This work includes an existing conditions analysis to identify potential land use, zoning or environmental concerns, as well as interviews with key community residents to gain additional

insight into neighborhood conditions and potential issues.

All the information collected in this work is summarized in a “Community Data Book” that includes at-a-glance information about the neighborhood such as current home values and rents, income mix, demographics, educational attainment, unemployment trends, health indicators, crime statistics,

location of abandoned and foreclosed properties, existing land use, public improvement plans and property ownership patterns.

Step 2 concludes with Community Meeting #2 where the needs assessment and data book findings will be reviewed. Then, the scope of the needs, issues and challenges to be addressed by the Transformation Plan can be agreed upon.

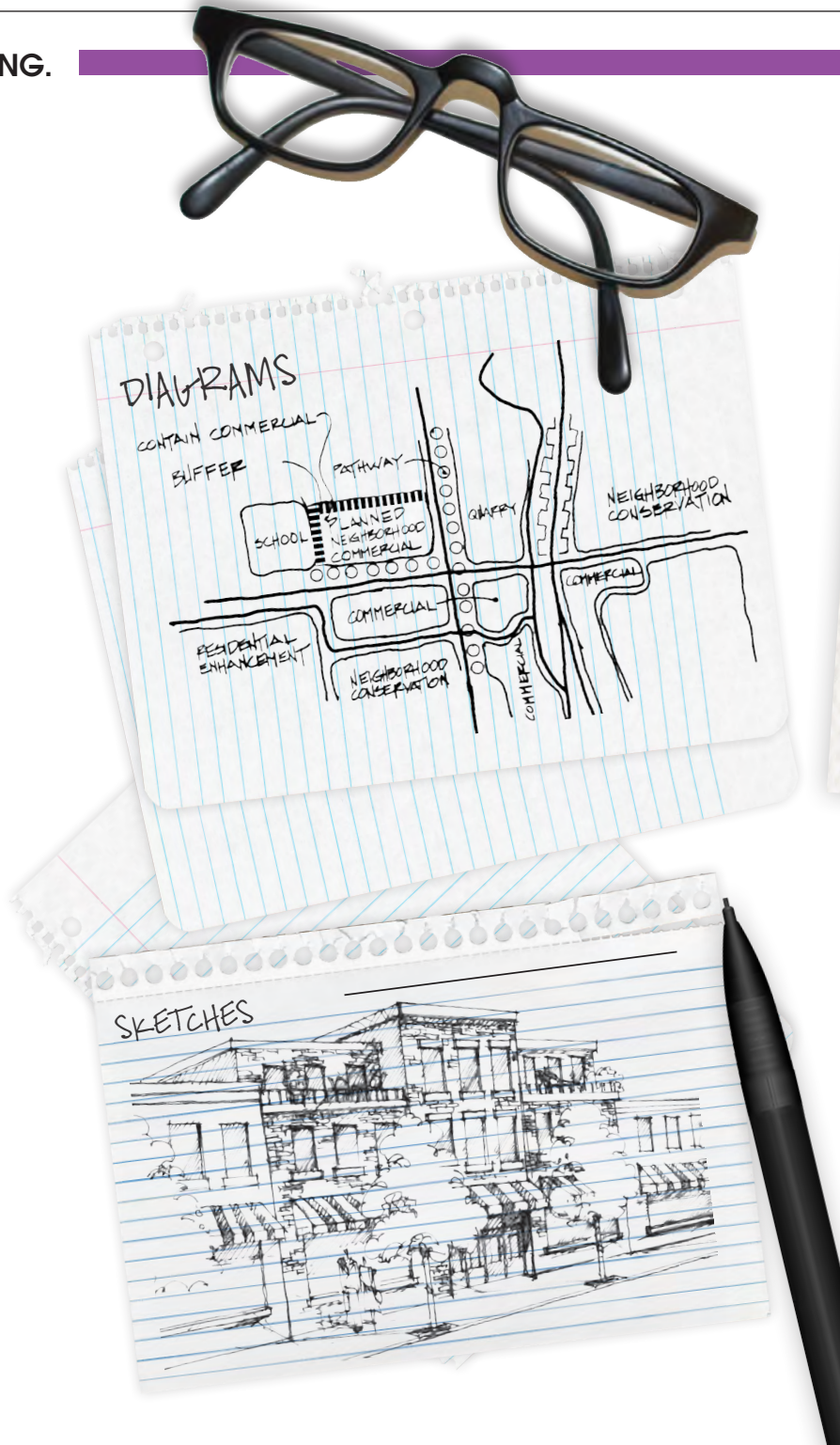
## STEP 3: VISIONING.

A successful neighborhood plan captures the vision of people and turns their vision into achievable projects and programs.

The visioning process starts to create a Transformation Plan that the community can own and embrace. The focus of this activity is to engage constituents in the creation of a long-term vision for the neighborhood through open meetings, workshops and outreach events. The work of this step includes Community Meeting #3, where the neighborhood will jointly develop and agree upon that vision.

Once established, the vision will incorporate the needs and desires of residents and will serve as the compass for plan development. All strategies and concepts should be aimed toward achieving the vision.

A hands-on approach and participatory visualization techniques will be used to formulate directions and develop achievable plan concepts that the community can really get excited about, helping everyone to invest in the plan's success.







# NEIGHBORHOOD VISION ILLUSTRATIONS



COMMUNITY VISIONING SESSIONS



DOT-MAPPING EXERCISES,  
COMMUNITY INPUT GATHERING

## STEP 4: PREPARING STRATEGIES & PROJECT PLANS.

During Step 4, Neighborhood Working Groups (under the direction of team professionals) will work to prepare strategies, projects and design concepts based upon the analysis and input from Steps 1 through 3. These Neighborhood Working Groups will be organized around topic and interest areas identified during the visioning process.

The Neighborhood Working Groups will meet several times over a two to three month period to build upon the strategies that have emerged from the visioning process. They will identify specific project and program ideas to implement the strategies and support the vision.

Input from the Neighborhood Working Groups will be used to develop:

- ▶ Neighborhood-level conceptual land use plan alternatives
- ▶ Alternative housing concepts including Rosewood Courts redevelopment strategies
- ▶ Neighborhood improvement recommendations focused on sustainability and safety
- ▶ Specific economic development strategies and projects

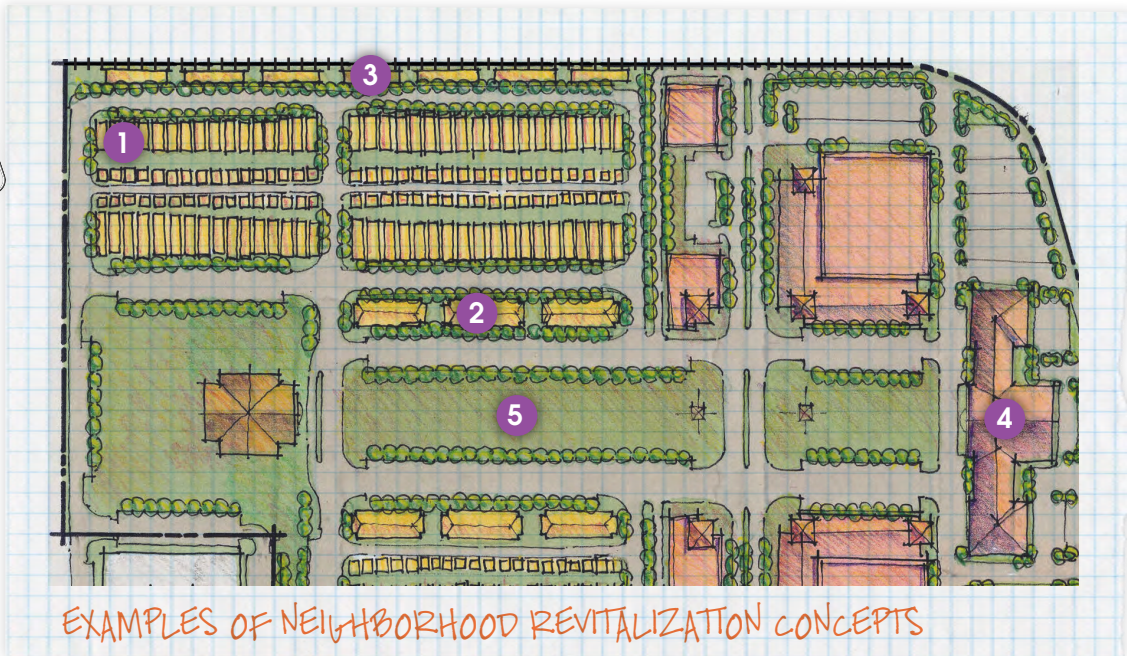
Each of the strategies, projects and concepts will be informed by the community vision, and will be aimed at increasing the overall quality of life in the neighborhood.





## BUILDING OFF OF EXISTING ASSETS.

## FINDING NEIGHBORHOOD SPECIFIC SOLUTIONS.



1

Vacant lots or abandoned buildings represent a current problem, but should be transformed and used for beneficial future uses.

2

Unique areas within the neighborhood with their own culture or boundaries should be preserved.

3

Barriers, such as railroad tracks, industrial zones or overpasses should be made more pedestrian and environmentally friendly.

4

Anchors of activity, such as commercial districts, universities, hospitals and major employers should be leveraged to promote future development.

5

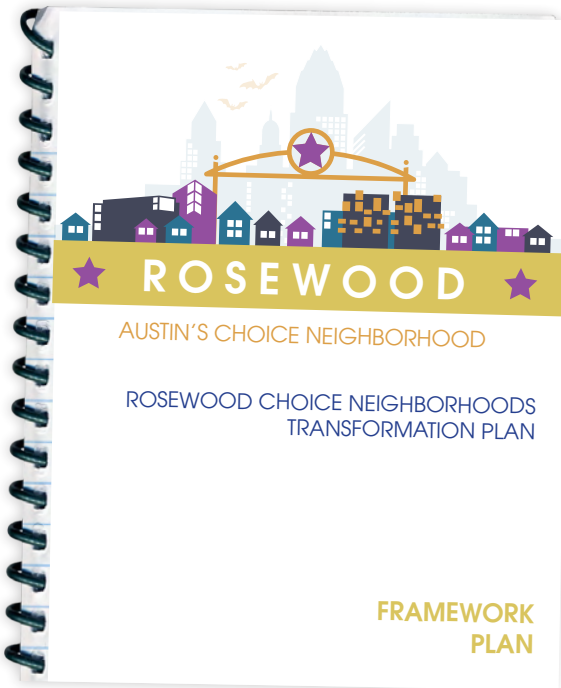
Connectors, such as public transit routes, bike paths and parks should be maintained and expanded.



# STEP 5: DEVELOPING A NEIGHBORHOOD FRAMEWORK PLAN.

The project planners will then refine the strategies and project ideas into a Neighborhood Framework Plan for public review and input at Community Meeting #5, held during this step. This Framework Plan will contain an integrated plan reflecting the neighborhood vision, strategies, projects, design concepts, programs and an initial action agenda for moving forward.

It will serve as the structure for the creation of the Choice Neighborhoods Transformation Plan, with the goal of creating a number of new development, commercial, recreational, physical and social assets for the community, as outlined on the following page.



# AUSTIN'S CHOICE NEIGHBORHOODS INITIATIVE

## EXPECTED RESULTS OF COORDINATED EFFORTS.

**1** **DEVELOPMENT ASSETS** that allow residents to attain the skills needed to be successful in all aspects of daily life, such as educational institutions, early learning centers and health resources.

**2** **COMMERCIAL ASSETS** associated with production, employment, transactions and sales such as labor force and retail establishments.

**3** **RECREATIONAL ASSETS** that create value in a neighborhood beyond work and education, such as parks, open space, art organizations, restaurants, movie theaters and athletic facilities.

**4** **PHYSICAL ASSETS** that are associated with the built environment and physical infrastructure, such as housing, commercial buildings, roads, sidewalks and bicycle paths.

**5** **SOCIAL ASSETS** that establish well-functioning social interactions, such as public safety and community engagement.

## STEP 6: DRAFT CHOICE NEIGHBORHOODS TRANSFORMATION PLAN.

The Transformation Plan will be prepared to meet the requirements of the HUD Choice Neighborhoods Program. During this stage, the plan components will be refined and a more detailed implementation program will be developed. Specific items to be prepared during Step 6 will include:

- ▶ Site planning, conceptual architectural designs and physical housing designs
- ▶ Identification of lead agencies for project implementation (project sponsors)

- ▶ Identification of funding strategies/financing plans for neighborhood improvement recommendations
- ▶ Development of implementation strategies for carrying out the education, health and safety elements of the plan
- ▶ Submittal of materials and documentation required under the terms of the Choice Neighborhoods grant, received by the Housing Authority of the City of Austin

Step 6 is designed to help the planning “rubber” hit the implementation “road,” by developing viable strategies and techniques. This will enable the community to implement the varied recommendations of the Transformation Plan. The draft plan will be presented at a final community meeting for ratification by the community before submittal to HUD.

## A NEIGHBORHOOD PLAN

Neighborhood plans are not to be left on the shelf. They are both a call to action and a plan for action. A well thought-out implementation plan can guide a community through the steps necessary to realize its goals.

# IS A LIVING DOCUMENT.

## **CREATING A ROADMAP TO SUCCESS:**

A plan is only as strong as its implementation strategy. Without a solid idea of who, how and when things must get done, the ideas in the plan - no matter how powerful - will not be realized.

A neighborhood plan is not static; it changes and grows with the neighborhood. A central idea of the process is that the plan is not left on the shelf! It is a plan for action, and will contain viable strategies and techniques

designed to ensure the community is able to implement the varied recommendations of the neighborhood plan.

An important part of creating a successful implementation plan is finding meaningful actions that can be undertaken now to start improving the neighborhood. Indeed, ideas for implementation may emerge as the process moves forward, and the planning process must be able to quickly translate those ideas into proposals that can be acted upon immediately.

## STEP 7: FINAL TRANSFORMATION PLAN.

Step 7 involves the refinement of the draft Transformation Plan based upon feedback from HUD, and the preparation and submittal of the Final Transformation Plan and implementation strategies.

**GOOD PLANNING LEADS TO SUCCESSFUL NEIGHBORHOOD TRANSFORMATIONS!**



### Short / Mid / Long Term Goals

Emphasizing doing while planning-- a fast-start approach;  
Demanding tangible results



### Creating Partnerships

Building collaborations among organizations to achieve more results;  
Facilitating peer learning and organizational development



### Identifying Funding Sources

Providing long-term, flexible project and program funding;  
early-action grants or loans to help the community get started on one of its priority projects





LITTLE VIL



# QUESTIONS FOR DISCUSSION.

*Questions such as these should be addressed through the planning process.*

How can we improve our neighborhood's physical environment?

How can we extend access to health care and social services?

What would make our neighborhood safer and more pleasant?

How can we improve transportation within and through our neighborhood?

What organizations can play leadership roles in developing the plan?

Are there enough places in our neighborhood where residents can come together?



Which buildings and pieces of land could be better utilized?

What needs do we have that are not being met?

How can we improve our schools?

How can we encourage investment in our neighborhood?

Do we have enough places for recreation, for all age groups and users?

How can we encourage relationship building and trust among diverse residents and groups?

What would build connections between the neighborhood and jobs, shopping and entertainment in other parts of the city?

How can we encourage neighborhood residents to own and invest in properties or businesses?

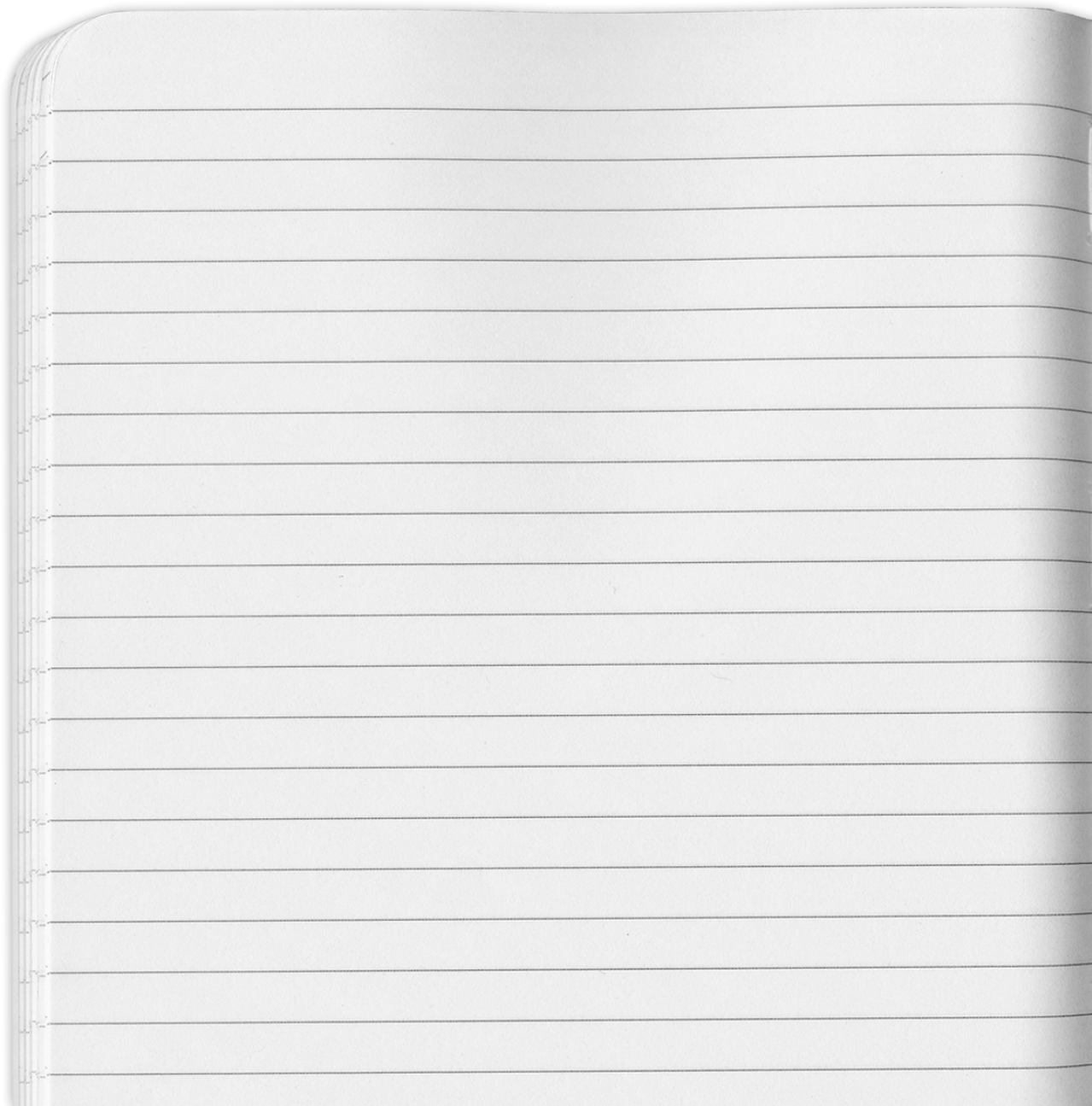
What could expand economic opportunities for neighborhood residents?

How can residents take responsibility for neighborhood improvement?



# NOTES.

---







ROSEWOOD CHOICE  
NEIGHBORHOODS PLAN

AUSTIN, TEXAS

## CONTACT US:

---

### HOUSING AUTHORITY OF THE CITY OF AUSTIN:

1124 S IH 35  
Austin, TX 78704-2614  
512.477.4488  
FAX: 512.477.0953  
hacanet.org

Eileen Schrandt  
Choice Neighborhoods Project Manager  
512.767.7775  
eileens@hacanet.org

Sandra Winston  
Choice Neighborhoods Outreach Specialist  
512.680.1308  
sandraw@hacanet.org

### PARA OBTENER INFORMACIÓN EN ESPAÑOL:

Alicia Morales  
512.479.6241  
aliciam@hacanet.org

[choice@hacanet.org](mailto:choice@hacanet.org)  
[rosewoodchoice.com](http://rosewoodchoice.com)