

COMMUNITY IMPROVEMENT PLAN IMPLEMENTATION STRATEGIES

COMMUNITY: MELROSE EAST

<u>TYPE</u>	<u>TIME</u>	<u>ACTION</u>	<u>RESPONSIBLE ENTITY</u>	<u>NOTES</u>	<u>PAGE</u>
4rd Q 2011					
OUTREACH		Host community meeting to review plan/timetable	RDA	Manage expectations of community and clearly define roles & future opportunities for residents and businesses	67
OUTREACH		Select Project Manager for community coordination tasks	RDA	Project Manager to oversee process of engaging community	66
OUTREACH		Meet with supportive housing operators	RDA/OCD	Work with partners to improve appearance and integration with neighborhood	67
OUTREACH		Meet with representatives from all faith institutions	RDA	Review revitalization plan and solicit involvement in implementation	67
OUTREACH		Meet with police department to address public safety concerns	RDA/BRPD	Assess the cost of mobile police units at high crime locations	67
CODE		Evaluate vacant and dilapidated buildings	City-Parish/RDA	Begin demolishing blighted properties; focus on Catalyst Project One area	35
CODE		Evaluate unmaintained properties	City-Parish/RDA	Increase enforcement, including fines	35
CODE		Land Use and Zoning change to Planned Unit Development	RDA	RDA submits PUD application to CPPC	35
HOUSING REHAB		Market rehabilitation grants to property owners	RDA	Approach owners who participated in the Visioning Workshop	53
1st Q 2012					
OUTREACH		Work with United Way to convene service providers	RDA/CAUW	Meet to coordinate providers and inform them of focus of CIP	68
OUTREACH		Coordinate capacity building proposal in CIP area	OCD/RDA	Involve community in CIP implementation and program for housing rehab/new development	65
OUTREACH		Identify and prepare apartment residents for future home ownership	RDA/OCD	Potentially utilize Woodside Resident Community Center and Mid City Redevelopment Alliance	65
HOUSING REHAB		Meet with BRHA on HUD section 8 housing inspections	RDA/BRHA	BRHA to inspect and suspend payments for substandard conditions	53
RECREATION		Plan improvements to Saia Park and Rec Center	BREC/RDA	Visibly upgrade park and create meeting space in Rec Center	24
REBRANDING		Propose re-branding strategy for "Mall City"	MECA/METRO	Initiate media blitz with CIP and focus on Impressionist artists in street names	66
OUTREACH		Organize business development workshop	RDA/BRCC	Outline requirements for doing business with RDA, partner with BRCC-SBC	67
CODE		Land Use and Zoning change to Planned Unit Development	CPPC/RDA	CPPC staff submits proposed changes to City Parish Planning Commission and Metro Council	35
2nd Q 2012					
COMMERCIAL FAÇADE		Meet with merchants and property owners of commercial businesses	RDA	Inform business owners about façade grant programs	49
COMMERCIAL		Investigate potential for expansion of industrial businesses	RDA	Introduce financial programs for growth & employment	49
HOUSING REHAB		Issue housing rehabilitation grants	RDA	Widely publicize first awards	53
OUTREACH		Announce new crime prevention strategy	BRPD/RDA	Install mobile units or patrol plan	66
OUTREACH		Organize tenant associations and block clubs	MECA/METRO	Work with partners and apartment owners to engage residents	66
INFRASTRUCTURE		Plan for new streets in Catalyst Project One	DPW/RDA	E-W street from Exec. Park Ave. to N. Arden. and N-S L-shaped street from 1st new street to N. Ardenwood	48
TRANSPORTATION		Plan for community-inspired transit shelters	CATS/RDA	Shelter designs should reflect re-branding	46
CODE		Land Use and Zoning change to Planned Unit Development	CPPC/RDA	CPPC and MC approve PUD designation	35
3rd Q 2012					
COMMERCIAL FAÇADE		Issue grants	RDA	Target businesses on N. Donmoor Avenue between Van Gogh Avenue and Titian Avenue	49
INFRASTRUCTURE		Plan for streetscape and sidewalk improvements	DPW/RDA	Highly visible areas on Lobell Boulevard, N. Ardenwood Drive, Harry Drive, Donmoor Ave., and Florida Blvd.	48
RECREATION		Engage children in community re-branding workshop	CAUW/BREC	Afterschool arts program including Impressionist artists in street names	66
OUTREACH		Implement & market coordinated services	CAUW	Programs for intensive services to residents addressing literacy & job readiness	65
CATALYST		Issue RFP for developer of Catalyst Project One on North Ardenwood Drive	RDA	Housing with small retail area; responsible for percentage of first time homebuyers at North Ardenwood	53
OUTREACH		Work with churches on establishing neighborhood activities	MECA/METRO	Ideas like adopt-a-building, hosting block meetings, afterschool tutoring, etc.	65
OUTREACH		Establish regular meetings with apartment property owners	MECA/METRO	Coordinate solutions to common problems and other issues for upgrade of Melrose East	65
INFRASTRUCTURE		Issue RFQ and select designer for new streets in Catalyst Project One	DPW/RDA	E-W street from Exec. Park Ave. to N. Arden. and N-S L-shaped street from 1st new street to N. Ardenwood	48
RECREATION		Implement improvements to Saia Park Rec Center	BREC	Park upgrade and installation of meeting space at Rec Center	24

4th Q 2012

CATALYST	Select developer for Catalyst Project One	RDA	Housing and commercial developer(s) at North Ardenwood	53
OUTREACH	Continue financial literacy training for residents and first time homebuyers	OCD/BREC	Workshops on budgeting and managing finances and homebuying	66
OUTREACH	Sponsor children's program, including year-end performance/art show	CAUW/BREC	Event designed to bring out parents/residents and to build community pride	66
COMMERCIAL FAÇADE	Award façade improvements & connect with BRCC Small Business Center	RDA/BRCC	Donmoor Avenue businesses improvement including TA in finance & marketing	49
OUTREACH	Organize neighborhood festival and cleanup event	MECA/METRO	Work with block clubs, supportive housing, churches, businesses, and residents	66
INFRASTRUCTURE	Issue RFQ for design of streetscape and crosswalk improvements	DPW/RDA	Highly visible areas on Lobell Boulevard, N. Ardenwood Drive, Harry Drive, Donmoor Ave., and Florida Blvd.	48
OUTREACH	Implement heightened police presence near N. Donmoor Avenue stores	BRPD/RDA	Establish temporary mobile policing units or additional patrols	66
INFILL HOUSING	Identify developers and builders for infill housing on adjudicated & vacant property	RDA	Pre-qualify developers and builders	49
OUTREACH	Meet with BRCC to link training to jobs in Catalyst Projects for residents	BRCC/CAUW	Set up on site GED classes, targeting skills training, work readiness skills	66
INFRASTRUCTURE	Groundbreaking for new streets in Catalyst Project One	DPW/RDA	E-W street from Exec. Park Ave. to N. Arden. and N-S L-shaped street from 1st new street to N. Ardenwood	48

1st Q 2013

OUTREACH	Encourage regular block club meetings	MECA/METRO	Speakers from police department, service providers, city services	67
OUTREACH	Back to school celebration for neighborhood community	MECA/METRO	Involve churches in mentoring and afterschool activities	67
COMMERCIAL FAÇADE	Address commercial upgrades along Florida Boulevard	RDA	Improve appearance of businesses that serve neighborhood	49
INFRASTRUCTURE	Issue RFQ and select designer for new streets in Catalyst Project Two	DPW/RDA	Connecting Bon Marche to Harry Drive	48
OUTREACH	Begin marketing single-family homes in Catalyst Project One	RDA/OCD	Focus on residents in surrounding apartments and in Melrose East financial literacy classes	53
CODE	Continue to demolish vacant and dilapidated buildings	City-Parish/RDA	Focus on Catalyst Project Two area	35
INFILL HOUSING	Issue RFP for developer or builder of single-family housing on infill sites	RDA/OCD	Start with sites near Catalyst Project One and Villa Ashley	53
COMMERCIAL FAÇADE	Target façade improvements for storage warehouse complex	RDA	If not able to relocate and demolish, then upgrade façade	49
OUTREACH	Organize BRCC sessions tailored to needs and specific jobs	CAUW/BRCC	Coordinate with upcoming jobs, and residents' needs	67
OUTREACH	Meet with Greater King David Church on progress of their expansion	RDA	Review their development plans and Catalyst Project Two housing	67
TRANSPORTATION	Install community-inspired transit shelters	RDA/CATS	Shelters should reflect re-branding	46
INFRASTRUCTURE	Ribbon cutting of new streets for Catalyst Project One	DPW/RDA	E-W street from Exec. Park Ave. to N. Arden. and N-S L-shaped street from 1st new street to N. Ardenwood	48
CATALYST	Groundbreaking for Catalyst Project One	RDA	Single family housing with commercial space at N. Ardenwood Drive	53

2nd Q 2013

CATALYST	Issue RFP for developer or builder of Catalyst Project Two	RDA	Retail space, childcare facility, and single-family housing	55
OUTREACH	Meet with office tenants along Bon Marche Drive	RDA	Establish block committee & prepare for Catalyst Project Two	55
HOUSING REHAB	Ribbon cutting for housing rehabilitation grants	RDA/OCD	Encourage mixture of income for new residents	49
OUTREACH	Focus on industrial businesses along Renoir Avenue for expansion & infill	RDA	Strengthen industrial operations for potential job generation and attracting ancillary businesses	67
CODE	Continue demolishing vacant buildings	City-Parish/RDA	Along Renoir Avenue near N. Carrolton to improve character for industrial businesses	35
COMMERCIAL FAÇADE	Target façade improvements for retail strip at Lobell Boulevard & N. Bon Marche Drive	RDA	Imperial Plaza only 2 spaces occupied; seek additional tenants	49
COMMERCIAL FAÇADE	Ribbon cutting for N. Donmoor Avenue business upgrades	RDA/BRCC	Send signal of improved operations with better products and safety	49
OUTREACH	Continue financial literacy classes & homebuying workshops	OCD/CAUW	Market outside of area to Baton Rouge Community College students and staff	67
INFRASTRUCTURE	Groundbreaking for new street in Catalyst Project Two	DPW/RDA	Connecting Bon Marche to Harry Drive	48

3rd Q 2013

OUTREACH	Seek collaboration of service providers in CIP area	CAUW/MECA/METRO	Coordinate job vacancy announcements, investigate joint contracts and purchasing	67
REHAB	Work with Executive Park property owners on vacancies	RDA	Upgrade or demolish to accommodate single-family housing development	49
CATALYST	Select developer(s) for Catalyst Project Two	RDA	Should have agreements with retail tenants and childcare providers	55
OUTREACH	Organize evaluation of daycare center in CIP area	CAUW/SS	Get City or State review and Department of Social Services review	67
REHAB	Demolish vacant property on Cezanne Avenue	RDA	Large space adjacent to Ecumenical House considered for future industrial development	49
HOUSING	Issue RFP for developer or builder of infill housing on vacant property	RDA	Focus on area south of Harry Drive	49
OUTREACH	Partner with BRCC training for health care related entry level positions	RDA/BRCC/CAUW	Target residents and offer pre-training assistance	67

4th Q 2013

REHAB	Market façade improvements for industrial uses on Renoir Avenue and adjacent areas	RDA	Improve character & upgrade operations; attract support businesses	49
OUTREACH	Meet with Smiley Heights developers	RDA	Determine timetable and employment needs	67
HOUSING	Award contracts for housing rehabilitation	RDA/OCD		49
OUTREACH	Continue block meetings and strengthen tenant associations	MECA/METRO	Maintain dialogue on changes, use to disseminate information	67
OUTREACH	Institute relationship with BR General Hospital for jobs	RDA/BRCC	Jobs for Melrose East residents	67

1st Q 2014

INFRASTRUCTURE	Ribbon cutting for new street in Catalyst Project Two	DPW/RDA	Connecting Bon Marche to Harry Drive	48
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