

Eastwood Neighborhood Profile

Boundaries

Eastwood is bounded by the City limits on the north and east; Route 690 on the south; and Teall Avenue on the west.

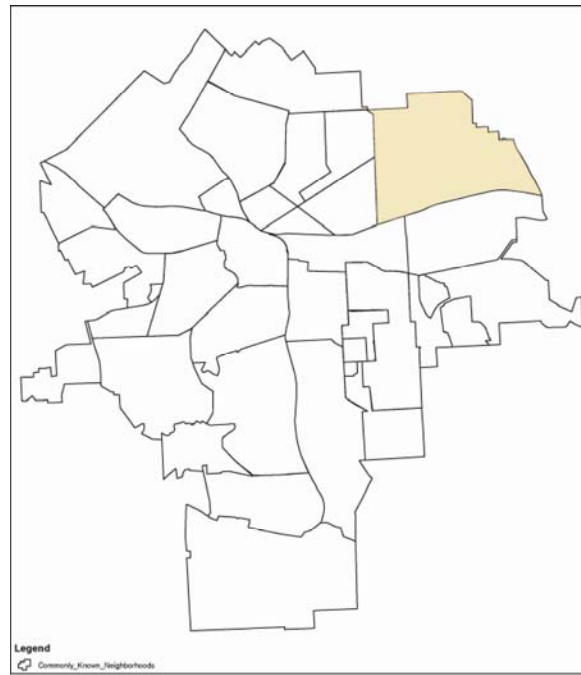
Primary Characteristics

Eastwood’s residential area is dominated by one- and two-family homes. There are two senior citizen living complexes, and the Eastwood Senior Center offers programs and services to support the neighborhood’s elderly residents. Blessed Sacrament Church



and the Eastwood Baptist Church are active in both the religious and social service needs of the community. The Palace movie

theatre, an Eastwood icon, is also located in this neighborhood.



CITY OF SYRACUSE
Eastwood Neighborhood

Eastwood Demographics							
Population	Households	Average Household Size	Families	Average Family Size	Median Household Income	Unemployment	
						Male	Female
14,440	6,801	2.1	3,494	2.9	\$34,792	4.8%	2.9%

Housing Description

Eastwood’s residential area is comprised of many early- to mid-20th Century bungalow-style houses. The majority are single-family homes, although there is a broad selection of two-family homes and a few multi-unit apartment buildings as well. These account in part for the high number of renters in the neighborhood. Homes are aging and in various states of repair, and vacancy is a growing concern.

In 2010, the City of Syracuse introduced the Eastwood 5-Star Rental Program to assist landlords and tenants. The program offers incentives and low-interest loans of up to \$10,000, to help landlords maintain their properties, and helps tenants connect with quality apartments and landlords.

Eastwood Housing Data								
Housing Stock		Tenure			Occupancy Status			
Median Age	Housing Units	Owner Occupied	Renter Occupied	Owner/Renter Ratio		Occupied	Vacant	Vacancy Rate
1944	7,305	3,519	3,298	48.2%	45.1%	6,817	488	6.7%

Economic Development

There is a major neighborhood retail plaza on Grant Boulevard and a vital business district on James Street, which is home to a new drug store and many shops and restaurants. Community stakeholders from the Eastwood Chamber of Commerce and the city's Tomorrow's Neighborhoods Today (TNT) initiative have taken a proactive approach in order to maintain control of the type and pace of development in the neighborhoods business corridor. The James Street Zoning Overlay was developed to protect the character of the village character of the main business thoroughfare of the neighborhood. Too many other business districts have been developed using and suburban style method of large commercial setbacks. The current challenge is to maintain the integrity of the neighborhood through use of the overlay while continuing to foster private development.



Schools

Huntington School (K-8) is “In Corrective Action” according to the 2008-09 New York State Report Card for the Syracuse City School District. Henninger High School is Year 5 of “Requiring Academic Progress.”



Greenspace & Recreation

Sunnycrest Park is a 45-acre community park located next to Henninger High School. The park features playing fields, tennis courts, basketball courts, a playground, an Olympic running track, an ice skating rink, a 9-hole golf course, and trails for hiking, jogging, and cross-country skiing.

Housing Development Strategies

- Rental Properties – Eastwood has a high rate of renter-occupancy. Landlords and tenants alike must be encouraged to maintain their properties. Programs such as the 5-Star Rental Program, as well as code enforcement and rental registry, can also assist with this.
- Promote Homeownership – Eastwood has a high rate of renter-occupancy; Down-payment assistance can be used to encourage owner-occupancy, and two-family homes can be marketed to first-time homebuyers.
- Deter Crime – Nuisance crime and quality-of-life issues are a concern; a greater police presence would create a sense of safety.
- Tomorrow’s Neighborhoods Today – Eastwood has an active TNT committee that should be used to help revitalize the neighborhood.
- One House on the Block – Code enforcement and rehabilitation assistance can be used to prevent a few abandoned or neglected properties from bringing down the value of the entire neighborhood.

Promotional Strategies

- City Living – Eastwood’s reputation as a “Village within the City” should be used to draw residents to the neighborhood.
- Market Existing Programs – The City should publicize programs such as the 5-Star Rental Program and the Ten-Year Tax Exemption for home improvements.
- Population-Specific Marketing - Promote programs such as “Say Yes” to Education to attract young families.

Success Indicators

- Increased Homeownership
- Visible Police Presence – Storefront and/or foot patrols to reduce crime
- Increased home improvements through loan buy-down program
- Increase use of tax exemption program
- UNPA Model duplicated