

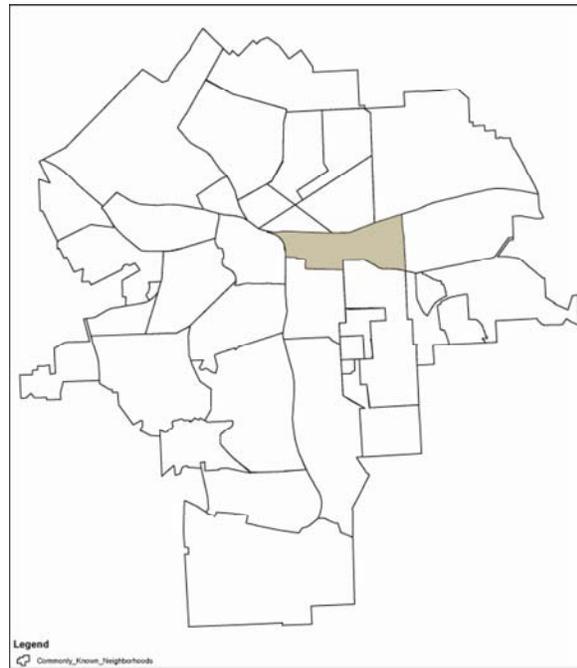
## Near Eastside Neighborhood Profile

### Boundaries

The Near Eastside neighborhood is bounded by Route 690 on the north; Westmoreland Avenue on the east; East Genesee Street on the south, and Route 81 on the west.

### Primary Characteristics

The Near Eastside neighborhood contains a mix of residential and commercial structures. The large houses and apartment buildings along East Genesee Street house a mix of local residents and college students, and there now remains one large public housing complex. In the past decade, two other large public housing complexes were demolished and redeveloped, which has the potential to dramatically transform the character of the neighborhood.



Near Eastside Demographics							
Population	Households	Average Household Size	Families	Average Family Size	Median Household Income	Unemployment	
						Male	Female
3,297	1,437	2.3	662	3.3	\$16,435	11.5%	4.7%

### Housing Description

The Near Eastside neighborhood is comprised of one- and two-family homes, larger multi-unit buildings, and commercial properties. The neighborhood has an extremely high rental rate and a high vacancy rate, and many structures are in various stages of deterioration.

Until recently, the neighborhood was home to three large privately developed and owned affordable subsidized housing complexes. In 2007, the Cherry Hill apartments were acquired and demolished by Housing Visions Unlimited, which built 12 townhouse-style apartments in its place and opened for residency in 2009. In 2008, the Kennedy Square complex was closed and demolition is underway and the pre-development phase continues. The Sunset Terrace apartment complex on East Fayette Street continues to provide affordable housing for low and very low income residents.

Near Eastside Housing Data								
Housing Stock		Tenure			Occupancy Status			
Median Age	Housing Units	Owner Occupied	Renter Occupied	Owner/Renter Ratio		Occupied	Vacant	Vacancy Rate
1950	1,850	155	1,313	8.4%	71.0%	1,468	383	20.7%

### **Economic Development**

Commercial establishments are located primarily along Erie Boulevard, East Fayette Street, and to a lesser degree, East Genesee Street. The Near Eastside neighborhood is characterized by a mix of residential, institutional, commercial, and industrial uses. The neighborhood is home to many professional, retail, and service businesses. The industrial sector is home to many light manufacturing and industrial-type businesses.

The former Midtown Plaza site, formerly a blighted and environmentally contaminated site, has now been remediated and serves as the new home of the Syracuse Center of Excellence, an industry-university collaborative organization that creates environmental and energy innovations for a sustainable future. The center addresses global challenges in three focus areas: clean and renewable energy, indoor environmental quality, and water resources. The Syracuse Center of Excellence will serve as a catalyst for redevelopment and additional local job creation in the near future.



Just east of the Center of Excellence is the former home of the Kennedy Square complex, which SUNY Upstate has acquired and plans to redevelop it as a biotechnology research center. These projects combined have the potential to create a thriving high-tech research district.

In the early 2000s, Time Warner Cable acquired and redeveloped the former Greyhound Bus Terminal on Erie Boulevard as a broadcast center for its cable news channel. The building now houses the Time Warner offices.

The once-thriving East Fayette Street business district has now been largely abandoned. It currently features a problematic convenience store, a Syracuse Community Health Center satellite, and a Boys & Girls Club.



### **Greenspace & Recreation**

Loguen Park, a small, triangular neighborhood park also known as Columbus & Lexington Park, features a trees and a playground. Westmoreland Park, a 2-acre neighborhood park next to the Sunset Terrace public housing complex, features basketball courts and a playground. Both of these parks are surrounded by busy traffic on all sides. Thornden Park, in the nearby

Westcott neighborhood, is a more attractive alternative and Ormand Spencer Park complete the available park space in the area.

### **Housing Development Strategies**

- Vacant Structures – Identify and stabilize vacant structures, and use strategic demolition/deconstruction, rehabilitation, and land banking to reduce blight and improve the quality of the neighborhood.

- Private Development – Encourage private and not-for-profit entities, such as SUNY Upstate (Kennedy Square) and Syracuse University (Connective Corridor and Center of Excellence), to invest in the neighborhood.
- Block-by-Block Housing Development – Targeted block-by-block development by agencies such as Housing Visions will help reduce blight.
- Promote Homeownership – Down-payment and closing costs assistance will encourage owner-occupancy.
- Rental Properties – The Near Eastside has an extremely high rate of renter-occupancy. The City should work with landlords and tenants alike to encourage proper maintenance, and code enforcement and rental registry can assist with this.
- Deter Crime – The Near Eastside neighborhood has a relatively high crime rate and is plagued with gangs, drugs, and violent crime, mostly centered around public housing projects. Increased police presence and gang enforcement can address this.

#### **Promotional Strategies**

- Market Existing Programs – The City should publicize programs such as home improvement loan buy-downs and the ten-year tax exemption for home improvements, as well as successful crime-reduction efforts.

#### **Success Indicators**

- Established neighborhood association to assist in creating neighborhood identity
- Single- and two-family homes for homeownership
- Coordinated block housing development strategy
- Completion of existing housing rehabilitation
- Increased home improvement
- Increased homeownership
- Completion of SUNY project