

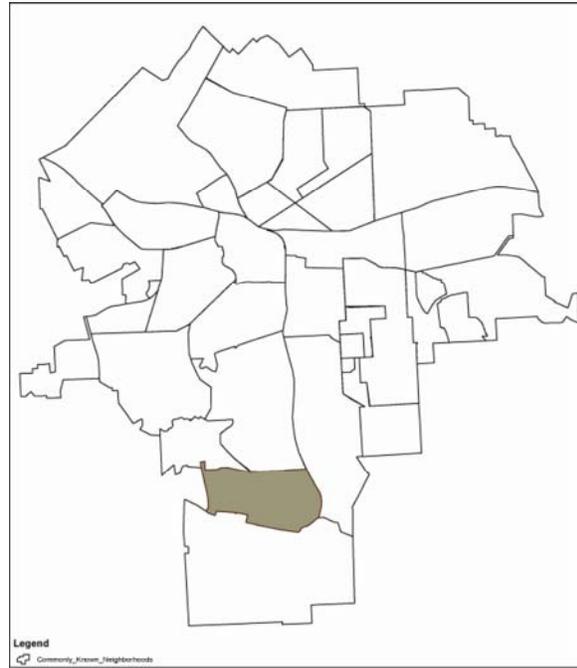
North Valley Neighborhood Profile

Boundaries

The North Valley neighborhood is bounded by East and West Matson on the north; City line on the west; Route 81 on the east; and Seneca Turnpike on the south.

Primary Characteristics

Primary access routes into the North Valley neighborhood are Midland Avenue, South Salina Street, and Valley Drive. The neighborhood has several civic and athletic associations that extend into the South Valley neighborhood, as well as a thriving business community. Valley Plaza, which hosts a drug store, HSBC Bank, and several shops, is located here. In addition to Valley Plaza, there are numerous businesses along the South Salina Street and Valley Drive corridors continuing to Seneca Turnpike. The Bob Cecile Center (at the corner of Midland Avenue and Seneca Turnpike) serves this community.



North Valley Demographics							
Population	Households	Average Household Size	Families	Average Family Size	Median Household Income	Unemployment	
						Male	Female
5,024	2,062	2.4	1,233	3.1	\$29,229	6.2%	2.3%

Housing Description

The South Valley features one- and two-family homes and small apartment buildings. Ballantyne Gardens, a 139-unit apartment complex on South Salina Street, is an eyesore and a frequent cause of neighborhood complaints.

North Valley Housing Data								
Housing Stock		Tenure			Occupancy Status			
Median Age	Housing Units	Owner Occupied	Renter Occupied	Owner/Renter Ratio		Occupied	Vacant	Vacancy Rate
1950	2,298	1,069	994	46.5%	43.3%	2,063	235	10.2%

Economic Development

Many small businesses and a shopping center are located on South Salina Street. In recent years the commercial strip mall has suffered many vacancies, with the most significant loss being the departure of a regional supermarket, depriving the Southside and North Valley neighborhoods of access to fresh food. The nearest regional grocery stores are approximately 2 miles south or 5 miles west of this location, requiring transportation for this basic daily need. Aggressive steps by the city's Neighborhood and Business Development office are in place to identify and secure another grocery company to meet this vital need. Other businesses are located along Midland

Avenue, Valley Drive, and West and East Seneca Turnpike. A strong business association has been beneficial to sustaining and attracting new services to this neighborhood.

Schools

Van Duyn Elementary School (K-5) is “In Good Standing” according to the 2008-09 New York State Report Card for the Syracuse City School District. Students go on to Clary Middle School (6-8) and Corcoran High School. Faith Heritage (K-12) is a private, faith-based school. The Southside Academy, a public charter school, began classes in its new facility in 2007.

Greenspace & Recreation

While the North Valley neighborhood has no formal City parks, there are small pockets of green space throughout the neighborhood, and it is bordered on the west with a large wooded area. In addition, the Cecile Center Community has a small playground and is located just across Seneca Turnpike from Meachem Field. Van Duyn and Faith Heritage Schools have playing fields and playgrounds that are accessible to the entire community.



The planned expansion of the Creekwalk would follow Onondaga Creek, which bisects the South Valley neighborhood.

Housing Development Strategies

- Rental Property Stabilization – The area is beginning to experience a rise in poorly managed rental properties. Identify these properties for and monitor for code violations. Work with landlords and tenants alike to encourage proper maintenance.
- Promote Homeownership – Down-payment and closing costs assistance will reduce the barriers to owner-occupancy.
- Vacant Structure Inventory and Stabilization – In an area that maintains a homeownership rate in line with the city’s average, identify vacant structures for rapid acquisition, rehabilitation and sale.
- Land Bank Authority and Vacant Land Re-use – The vacant properties in the neighborhood represent an opportunity for strategic re-subdivision and the development of pocket parks.
- Deter Crime – Crime (and the perception of crime) is a concern in the neighborhood. Increased police presence and communication can address this.
- Neighborhood Associations

Promotional Strategies

- Target Specific Populations – This neighborhood could be marketed as a more affordable alternative to the South Valley, particularly for first time buyers and young families. The school in this neighborhood is among the best.

Success Indicators

- Established neighborhood association
- Reduced vacancies
- Increased homeownership
- Visible home improvements