

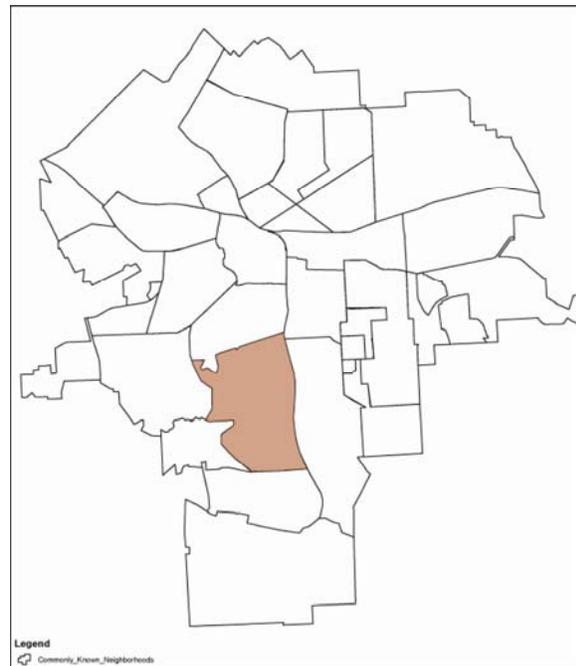
Southside Neighborhood Profile

Boundaries

The Southside neighborhood is bounded by Castle Street on the north; Route 81 on the east; Ballantyne Road on the south; Onondaga Creek, West Brighton Avenue; and Onondaga Avenue, South Avenue, and Onondaga Creek on the west.

Primary Characteristics

The Southside is a large, primarily residential neighborhood with several major commercial corridors. The neighborhood consists of three distinct areas: Southeast Gateway Corridor, Kings Park Landing, and the Brighton area. The neighborhood has high poverty and unemployment rates. Numerous community organizations and housing agencies are working to maintain the character in the neighborhood.



Southside Demographics							
Population	Households	Average Household Size	Families	Average Family Size	Median Household Income	Unemployment	
						Male	Female
12,619	4,556	2.8	3,177	3.5	\$22,901	10.3%	6.7%

Housing Description

The Southside is a mix of lower-to-middle income one- and two-family homes and multi-unit apartment buildings. While there are many properties with historic character, the neighborhood has a high vacancy rate and many structures are in need of rehabilitation or demolition. For example, the Gothic Cottage, a well-known historic property located on South Salina Street, was once a target for rehabilitation, but is now scheduled for demolition.

The South Salina Street National Register District lines this street from West Kennedy Avenue to West Borden Street. A local not-for-profit has been working to stabilize this residential corridor. Their work includes rehabilitation of three notable properties as one enters this district, and new construction of one residence which blends well with the surrounding historic properties.

Southside Housing Data								
Housing Stock		Tenure			Occupancy Status			
Median Age	Housing Units	Owner Occupied	Renter Occupied	Owner/Renter Ratio		Occupied	Vacant	Vacancy Rate
1926	5,381	1,927	2,301	35.8%	42.8%	4,229	1,152	21.4%

Economic Development

Commercial activity is primarily located along South Salina Street and, to a lesser degree, along Midland Avenue. Small, family-owned businesses, fast-food restaurants, a post office, and a

shoe store are characteristic of the types of businesses in this neighborhood. Dunk & Bright furniture store is a long-standing presence in the neighborhood. Efforts are underway to plan for commercial redevelopment of South Avenue and South Salina Street to house small neighborhood businesses. Syracuse University has created the South Side Innovation Center to help stimulate entrepreneurship in the area.

One notable absence in this neighborhood is a grocery store. Deb's Market provides some basic grocery needs and has begun to refocus on efforts to provide fresh, healthy food to its customers. Despite this positive change, the community is in desperate need of a mid- to large-capacity grocery store to serve its resident's nutritional needs.

In an effort to provide sound guidance in the further development of this corridor, the Syracuse Common Council adopted the Southeast Gateway Development Plan in 2007. This plan will serve as a development tool to identify and usher in increased economic and housing development along the South Salina Street corridor.

Schools

McKinley-Brighton Elementary School (K-5) is "In Good Standing," according to the New York State Report Card on the Syracuse City School District. Danforth Middle School (5-8) is in Year 2 of "In Need of Improvement." Students go on to Corcoran High School in the adjacent Strathmore neighborhood.

Greenspace & Recreation

Kirk Park, a 33-acre community park, features a community center, playing fields, a swimming pool, a roller skating area, basketball courts, tennis courts, and a playground. The park is home to the Kirk Park Colts, a sports, tutoring, and cheerleading organization run by volunteers and parents. The Kirk Park Colts cheerleaders were recognized at the 1999 National Pop Warner Championship. McKinley Park, a 7-acre neighborhood park down the road from



Kirk Park, features playing fields, basketball courts, and an outdoor swimming pool.



Several community gardens have been established in the Southside neighborhood in an effort establish the availability of fresh fruits, vegetables, and flowers for its residents. The planned expansion of the Creekwalk would follow Onondaga Creek, which runs through the Southside neighborhood.

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. Re-subdivision as a form of orphan lot control and community gardens should be encouraged.
- Block-by-Block Housing Development – Targeted block-by-block development will help reduce blight.

- Promote Homeownership – Reduce the barriers to owner-occupancy with down-payment and closing costs assistance, as well as homeowner counseling for first-time homebuyers.
- Rental Properties – Work with tenants and landlords alike to encourage maintenance of rental properties.
- Deter Crime – Crime (and the perception of crime) is a concern for the neighborhood, and gangs and drugs are prevalent. Continued gang enforcement and an improved relationship between the police and residents could address this.

Promotional Strategies

- Population-Specific Marketing – First-time homebuyers, especially those who fall below the area median income, may be attracted to the Southside.

Success Indicators

- Identification of vacant structures
- Coordinated block housing development strategy
- Completion of existing stock rehabilitation
- Increased home improvement
- Increased homeownership
- Vibrant commercial corridor