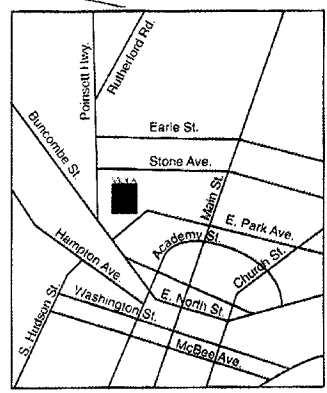
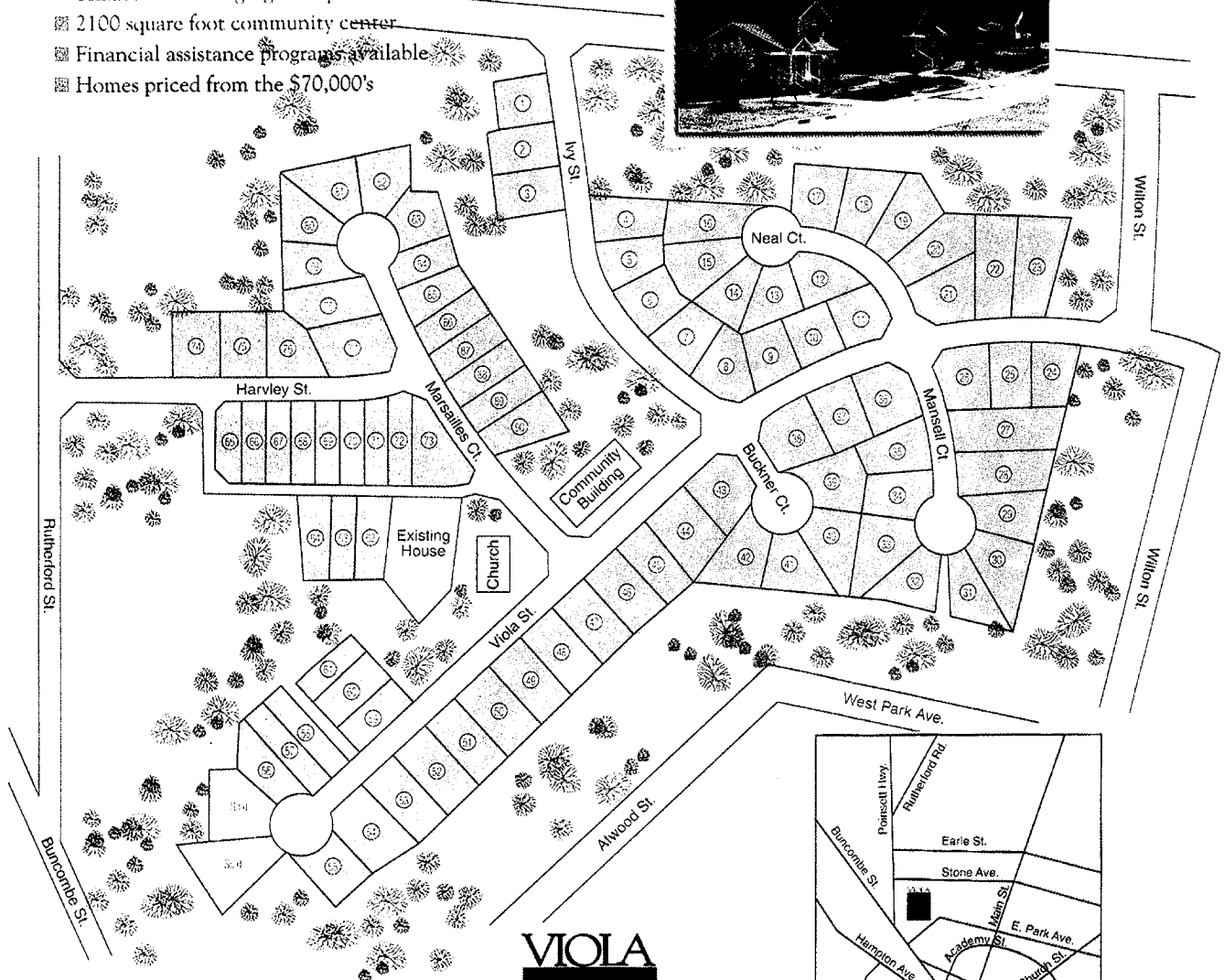


Viola Street Neighborhood Revitalization Strategy

Nestled in the heart of Downtown Greenville

- Established community within easy walking distance of downtown shopping, restaurants, churches, bus stops, The Greenville County Library, The Greenville County Museum of Art, The Little Theatre, the Peace Center for the Performing Arts and the Greenville County History Museum
- Convenient entrance off Stone Avenue
- Protected by restrictive covenants and architectural review
- Governed by an active Homeowner's Association
- Shaded lots averaging one-quarter-acre
- 2100 square foot community center
- Financial assistance programs available
- Homes priced from the \$70,000's



For details on becoming a Viola homeowner, or to learn more about the Viola community, please call:
The City of Greenville at 864.467.4570 or 864.467.4569



864.239.6683
www.therandolphgroup.com

City of Greenville
Community Development Division
www.greatergreenville.com

Viola Street Area Neighborhood Revitalization Strategy

INTRODUCTION

The Viola Street Area is an inner-city residential neighborhood undergoing a remarkable transformation physically, socially and economically. It is located near downtown and its residents are primarily African-American. The area is unique in that it is somewhat isolated by three major arterial streets on its northern and western boundaries. Economically, the area offers development potential for jobs and businesses around its perimeter and needs some commercial services inside the neighborhood area. Socially, illiteracy, undereducation, drug abuse, crime, unemployment and underemployment are problems in the area. Physically, the lack of public meeting facilities, deteriorated housing, and narrow streets in need of design and construction improvements make the neighborhood a high priority area for the development of a Neighborhood Revitalization Strategy. Moreover, the transformation of this neighborhood is fueled by an enthusiasm for neighborhood building that has ignited many partnerships which makes this area's revitalization exemplary.

Boundaries:

The Viola Street Area is located approximately 0.5 miles north of Greenville's Central Business District. It is bounded by Stone Avenue on the north, Townes Street on the east, Park Avenue and Atwood Street on the south, and Buncombe Street and Rutherford Street on the west. A map of the Viola Street Area is attached. Other maps can be found in the City's 1994 Enterprise Community Application, pages 6, 13, and others, and in the 1995 Consolidated Plan, page 1-4.

Demographic Criteria:

The Viola Street Area is composed of portions of Block Groups 2 and 3 in Census Tract 10. The project area for revitalization activities are contained primarily in Block Group 3. An analysis of 1990 Census data shows that 82.3 % of residents have incomes in the low-moderate range, which qualifies the area for designation as a Neighborhood Revitalization Strategy Area. Further demographic information about this area is attached and can also be located in the 1994 Enterprise Community Application, in Appendix C, and 1995 Consolidated Plan, page 23.

Consultation:

The City of Greenville in partnership with the Greenville Urban League, and the Viola Community Neighborhood Association initiated a Neighborhood Development Program. The Urban League

has been working in the neighborhood for 4 years to empower area residents to become self-sufficient, break the cycle of dependency and sustain themselves with education, employment, homeownership and local community resources. Further consultation was made with the residents of Viola Street Area through the Viola Community Neighborhood Association, in the 1994 Enterprise Community Application planning process (pages 7 and 8), and in the 1995 Consolidated Plan Application (pages 1-4), and 1996 Consolidated planning process through meetings, and public hearings in which the Viola Street Neighborhood Association's Planning Council participated (The 1996 Consolidated Plan Meeting Schedule is attached).

Through the Greenville Urban League's participation, the neighborhood's revitalization has become inclusive of public and private resources. They have provided and have coordinated an array of services and programs focused on education and life skills training, employment, and housing. Collaborative efforts, financial and in-kind contributions from local private and state and local public sectors have made the project gain momentum and excitement as we have proceeded. The area's stakeholders include residents, businesses, financial institutions, non-profit organizations, and others. A partial listing of these stakeholders and types of contributions follow.

Stakeholders in the Viola Street Revitalization

- Greenville Urban League, Inc.: social services coordination, implementation and management
- Greenville Urban League Community Housing Corp.: housing and project development and management
- Viola Street Community Neighborhood Association: volunteers, planning, and funding
- City of Greenville, Community Development Division: funding and technical assistance
- City of Greenville, Economic Development Division: technical assistance
- Liberty Properties Group, Inc.: volunteer and project management services
- Piedmont Olsen Hensley Engineers: volunteer, design and engineering services
- BB&T National Bank of South Carolina: funding
- Wachovia National Bank: funding

Nations Bank: funding
Greenville Housing Authority: homebuilding , rental units
S. C. State Housing Finance and Development Authority: funding
and technical assistance
U. S. Department of Housing and Urban Development: funding and
technical assistance
First Baptist Church of Greenville: volunteers and funding
Buncombe Street United Methodist Church: volunteers and funding
Design Partnerships: design services
Clemson University Extension Service: homeownership and family
self- sufficiency technical assistance
Insignia Financial Group, Inc.: legal services and funding
Daniel Foundation: to be announced
Habitat for Humanity: to be announced
Christ Church Episcopal School Volunteer Club: funding and
volunteer service

Assessment:

Economically, the area offers development potential for jobs and businesses around its perimeter and needs some commercial services inside the neighborhood. Some of the neighborhood's economic development needs were identified through the needs assessment phase of the consolidated plan development, and are attached. An assessment of economic conditions in the Viola Street Area shows the area has a higher unemployment rate, (approximately 7.1% compared to less than 3.0% for the MSA) and lower median income levels, (approximately \$7,267 compared to \$23, 963) than the City in 1990. The majority of households have single parent families with average income well below the poverty level. Economically, the area offers a land and location development potential for jobs and businesses around its perimeter, and needs some commercial services inside the neighborhood. Many of the planned construction activities will offer increased employment opportunities. The Urban League's employment and training activities in cooperation with Greenville Technical College, SHARE, and other business organizations has found employment for many area residents. The construction of a community center, which is near completion, will include a computer center, resource center, meeting and classroom spaces and will provide a center for neighborhood activity.

A physical site design and subdivision platting has been completed. The features of the site design, prepared by the Urban League Community Housing Corporation, are described in the Viola Street Information Package attached.

**Economic
Empowerment:**

The development strategy being implemented focuses on supportive social services and to empower neighborhood residents to become self-sufficient and physical improvements to provide more attractive and affordable housing and living conditions. Residents of the area have access to programs related to education and life skills training, employment and housing through programs offered through the Urban League. The majority of programs and services are currently provided at a multiservice center located in an existing residence converted for this purpose. The new community center will provide space for these services to operate. A copy of the Greenville Urban League's Neighborhood Development Program's Daily Activity Schedule is attached. The Viola Street Neighborhood Development Program's employment component has been successful in finding jobs for 75 persons with 24 different employers. The housing in the neighborhood is primarily substandard, in need of demolition. Very few of the structures can be rehabilitated. Of the 97 homes now existing, only 50 of these are occupied, and only 5 of these are owned by residents. Many of the residents pay rents equal to monthly home mortgage payments. The new homeownership program will provide ownership alternatives for some renters and owners, and help provide new housing options for new residents of the area. These activities will help stabilize the population and beautify the neighborhood, while creating economic development opportunities in the neighborhood and around its perimeter. Meetings have been held with businesses and other stakeholders of the area, and further economic empowerment activities will be planned.

**Performance
Measurements:**

The City of Greenville's Community Housing Development Organization (CHDO), the Greenville Urban League Community Housing Corporation (CHC) is largely responsible for the development of the Viola Street Revitalization Strategy Area. The Greenville Urban League CHC is also largely responsible for the implementation of the strategy and achieving its goals. The Urban League CHC has, since the early part of the 1990's, been responsible

for developing community empowerment. The efforts of the CHDO are seen through community partnerships with financial institutions, developers, community residents and local businesses. The Greenville Urban League, Inc. has also provided neighborhood residents with Job Training Skills and employment opportunities. The City of Greenville Community Development Department will assist partners to accomplish the following:

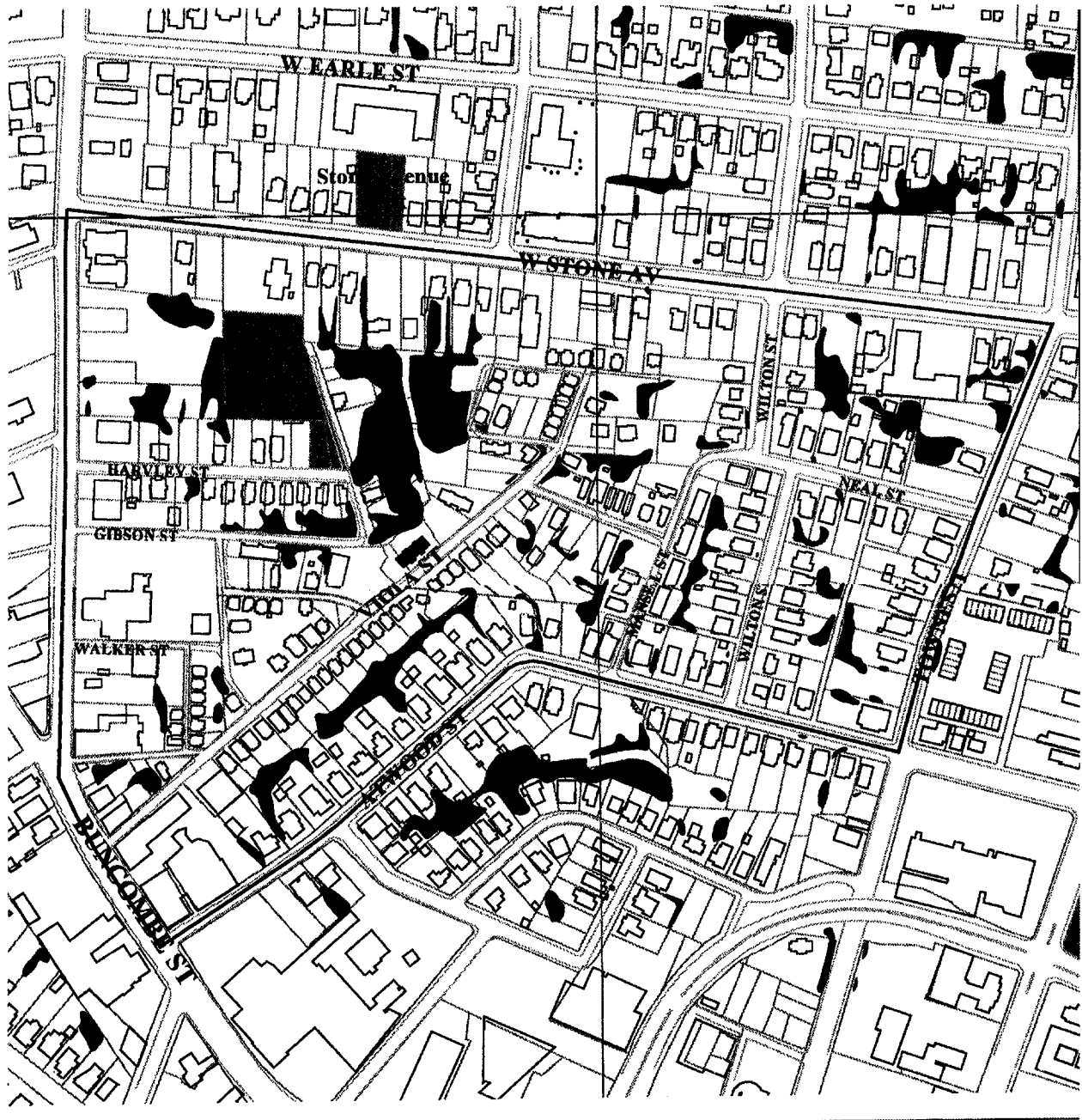
- Provide affordable housing to residents of the neighborhood. A total of 90 affordable homes will be built in the Viola Street neighborhood. The completion schedule is as follows:
Year - Homes
1996 - 7 homes will be built
1997 - 25 homes will be built
1998 - 25 homes will be built
1999 - 25 homes will be built
2000 - 8 homes will be built
- The entire street system will be repaved and widened. Sidewalks will be built to provide safe pedestrian traffic in the neighborhood. Currently a community center will be built to provide readily accessible services to residents of the neighborhood. The Greenville Urban League, Inc. will continue to provide community building and empowerment services from the community center. Other services will be provided to residents as the need arises. All physical improvements to the neighborhood will be completed in by the year 2000.
- Economic Development activities will continue in the neighborhood during the revitalization process. The Greenville Urban League has provided employment opportunities to the residents of the neighborhood and is committed to continuing economic development activities in the neighborhood. Further economic development activities and the allocation of partners to accomplish activities will be identified.

CONCLUSION

The City of Greenville is committed to the implementation of the Viola Street Revitalization Strategy and the development of the neighborhood. Neighborhood residents have been involved in the planning and implementation process on a limited basis, but resident participation is expected to increase with the continued revitalization of the neighborhood. Also with the continued development of the neighborhood, the Urban League is committed to neighborhood empowerment. All partners involved in the process expect Viola Street to be one of the best completely revitalized neighborhoods in the City of Greenville and the United States. The City of Greenville will support economic development activities that empower residents to be self-sufficient and productive neighbors. Other agencies, corporations, and individuals that can provide technical and financial assistance in the implementation of the strategy will be asked to become partners in the planning and implementation process.

APPENDIX A
Map of
Viola Street Neighborhood

Viola Street Neighborhood Revitalization Strategy Area Greenville, SC



- Viola Street Multi-Service Center
- Tree Coverage
- Street Names
- Neighborhood Boundary
- Pavement
- Structures
- Parcel Lines
- Recreation Areas



Source: City of Greenville, SC GIS and Community Development Departments. Created: 3/25/96.

APPENDIX B
1990 U.S. Census of
Social, Housing and Economic Data

**Selected U.S. Census Characteristics for the Viola Street Area
in the City of Greenville, SC: 1990**

Characteristics	City Totals	Area Totals	CT: 10.00 BG: 3
Social Characteristics			
Total population	58,282	756	756
Male	26,543	327	327
Female	31,739	429	429
Race (Persons)			
White	37,077	379	379
Black	20,493	371	371
Other	712	6	6
Age Groups (Persons)			
Persons under 18	12,793	98	98
Persons 18 to 64	36,243	409	409
Persons 65 and over	9,246	249	249
Total households	24,101	481	481
Total families	6,787	45	45
Married-couple families	3,762	16	16
Single-male families	282	1	1
Single-female families	2,743	28	28
Percent single-female	40.4%	62.2%	62.2%

Source: Social and Housing Characteristics are taken from Summary Tape File 1A. Economic Characteristics are taken from Summary Tape File 3A. 1990 U.S. Bureau of the Census. Census of Population and Housing. U.S. Department of Commerce. Washington D.C.

Note: Information on families is based on families with related children. Percentages for education and poverty are calculated using the percentages for each census tract and block group. Area median income are calculated using the average of the median incomes for the census tracts and block groups. Area median home values and rents are calculated using census tracts and block group median rents and home values. CT refers to census tracts and BG refers to block groups.

**Selected U.S. Census Characteristics for the Viola Street Area
in the City of Greenville, SC: 1990**

Characteristics	City Totals	Area Totals	CT: 10.00 BG: 3
Economic Characteristics			
Civilian labor force	30,402	339	339
Employed	28,677	315	315
Unemployed	1,725	24	24
Percent unemployed	5.7%	7.1%	7.1%
Percent persons 25 years or more, with a high school education or more	72.5%	36.7%	36.7%
Percent persons living below the poverty level	17.7%	35.6%	35.6%
Median household income	\$23,963	\$7,267	\$7,267
Housing Characteristics			
Total housing units	26,453	531	531
Occupied units	24,101	481	481
Owner occupied	11,278	43	43
Percent	46.8%	8.9%	8.9%
Renter occupied	12,823	438	438
Vacant units	2,352	50	50
Single-family units	15,094	153	153
Percent single-family	57.1%	28.8%	28.8%
Median rent	\$274	\$137	\$137
Median home value	\$68,700	\$50,800	\$50,800

Source: Social and Housing Characteristics are taken from Summary Tape File 1A. Economic Characteristics are taken from Summary Tape File 3A. 1990 U.S. Bureau of the Census. Census of Population and Housing. U.S. Department of Commerce. Washington D.C.

Note: Information on families is based on families with related children. Percentages for education and poverty are calculated using the percentages for each census tract and block group.

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APPENDIX C
1996 Consolidated Plan
Community Participation Schedule

City of Greenville, S. C.
Community Development Consolidated Plan Meeting
and
Target Dates Schedule*

		Identify needs, priorities and strategies for neighborhoods with Neighborhood Planning Councils
Thursday	01/04/96, 6:00 P. M.	Viola Street Community, Viola Street Community Center
Tuesday	01/16/96, 5:00 P. M.	Gower Neighborhood Association, St. Anthony Catholic Church
Thursday	01/18/96, 5:30 P. M.	Greenline/Spartanburg Neighborhood Association, David Hellams Community Center
Monday	01/22/96, 6:00 P. M.	Southernside Block Partnership, and Southernside Neighborhood In Action, 6th Floor Conference Room, City Hall
Tuesday	01/23/96, 6:00 P. M.	Nicholtown Citizen's Association, Nicholtown Community Center
Thursday	01/25/ 96, 5:30 P. M.	C. D. Advisory Committee Orientation C. D. Conference Room, 6th Floor, City Hall
Tuesday	01/30/96, 7:00 P. M.	Pleasant Valley Neighborhood Association Greenville County Library, Augusta Street Branch
Wednesday	01/24/96, 3:00 P. M.	Homeless Needs Meeting Salvation Army
Wednesday	02/07/96, 3:00 P. M.	Subrecipient Application Meeting 3rd Floor Conference Room, City Hall
Tuesday	02/13/96, 6:00 P. M.	Green Avenue Civic Association Green Avenue Multiservice Center
Thursday	02/15/96, 6:00 P. M.	Citywide Meeting of Neighborhood Planning Councils, 3rd Floor Conference Room, City Hall

Saturday	02/10/96	
Monday	02/19/96	Print, publish, announce Needs AssessmentPublic Hearing
Tuesday	02/20/96, 5:30 P. M.	Public Hearing on priority needs and strategies, City Council Chambers, 10th Floor, City Hall
Friday	03/01/96, 5:00 P. M.	Subrecipient applications due at Community Development Division, 6th Floor, City Hall
Thursday	03/07/96, 6:00 P. M.	CD Advisory Committee meets to review applications and determine applicant interviews, C. D. Conference Room, 6th Floor, City Hall
Thursday	03/21/96, 6:00 P. M.	CD Advisory Committee reports on interviews, C. D. Conference Room, 6th Floor, City Hall
Thursday	03/28/96, 6:00 P. M.	CD Advisory Committee determines funding, C. D. Conference Room, 6th Floor, City Hall
Saturday Monday	04/06/96 and 04/15/96	Print, publish, announce Public Hearing for 1996-1997 One Year Action Plan (Consolidated Plan)
Tuesday	04/16/96, 5:30 p.m.	1996-1997 One Year Action Plan (Consolidated Plan) Public Hearing, begin 30 day comment period, City Council Chambers, 10th Floor, City Hall
Monday	04/22/96	Submit plan to City Council for initial reading
Monday	05/13/96	Submit plan to City Council for approval
Thursday	05/16/96	End 30-Day Comment Period

Friday	05/17/96	Submit plan to HUD, Columbia, SC (45 days prior to the beginning of our fiscal year)
Monday	07/1/96	Begin FY-96 Action Plan implementation
Monday	09/30/96	Submit Consolidated Plan Annual Performance Report to HUD, Columbia, SC

*Revised 1/26/96 Please discard earlier revisions.

cpsch96. wpd