

---

**NEIGHBORHOOD SMALL PROJECTS  
PROGRAM APPLICATION AND GUIDELINES  
FOR 2010-2011**

---

---

**PARTNERING WITH NEIGHBORHOODS TO IMPROVE THE QUALITY  
OF LIFE OF GREENSBORO'S CITIZENS**

## **DO YOU HAVE AN IDEA TO IMPROVE CITY-OWNED PROPERTY?**

If so, your neighborhood might consider partnering with the City of Greensboro on public projects that will enhance the community. These guidelines will help you fill out the application starting on page 9. Please read them thoroughly and ask questions of City staff before applying.

Funding requests must meet the following two guidelines to be eligible for this program:

- The request must be for a **capital project**, which is an actual physical improvement on city-owned land. Examples include but are not limited to: playground equipment, benches, landscape beautification, small pedestrian bridges, trash receptacles, stream restoration/improvement, median enhancements, and neighborhood signs. This program does not fund “soft” costs such as: leadership training or capacity building, food or refreshments, social equity, festivals, conferences, neighborhood events, copy and office supplies, etc.
- The requested project must be on **City owned property**. If you are in doubt, please contact Russ Clegg at the number below to ask for a determination.

Before applying for funding, it is critical that the proposal is discussed with as many neighbors as possible; this is especially true if the proposed project is in an existing park where the nature or character of the park will change (see “Neighborhood Park Requests” on page 5 for additional details). Applications that do not adequately demonstrate neighborhood involvement and support will not be considered.

Funds are for the project as requested; if there is a major change to a plan after it has been approved, or evidence that neighborhood support for the plan has shifted, then the funds for the project are forfeit. All project work should be completed within two years of the announcement of which projects will receive funding.

The Neighborhood Small Projects Program often receives requests in excess of available funding. Even if a submitted application cannot be funded, it can begin a dialog between the neighborhood and the City, which can ultimately lead to project development.

### ***Who Can and Cannot Apply?***

Neighborhood organizations with open membership in existence for at least six months, and ad hoc groups of neighbors who form a committee solely for the purpose of a specific project (i.e. public neighborhood community watch programs) may apply to this program.

Applications requesting improvements to private property using these funds will not be considered. Applications cannot be accepted from certain agencies, entities, or organizations, including but not limited to: religious organizations; government agencies; political groups; universities; hospitals; non-city, non-local organizations; private community associations; apartment complexes; or individual persons.

**TO ENSURE A SMOOTH APPLICATION PROCESS:**

- Return a completed application plus 10 copies before the deadline.
- Ask to meet with staff to review the application before the deadline to ensure completeness.
- Do not fax applications, they will not be accepted.
- Include any required documentation/support materials.
- Make sure requests are consistent with city policies or violate state/federal law.
- Ask questions of City staff:

<u>DEPARTMENT</u>	<u>NAME</u>	<u>PHONE</u>	<u>Can Assist requests for:</u>
Police:	Sgt. Paul Pell	373-2352	Crime review & statistics
Transportation:	Mike Cramer	373-2568	Signs, sight distances
Housing & CD:	Russ Clegg	373-2211	Aerial photographs
Planning:	Mary Sertell	373-4769	City & Neighborhood plans
Storm Water:	Virginia Spillman	373-3260	Stream restoration
Parks & Recreation:	Candice Bruton	433-7360	Park information
Budget & Evaluation	Stephen Carter	333-6879	Ongoing maintenance forecasts
Field Operations	Dick Faucette	332-6441	Paving, Maintenance Costs

**EVALUATION of PROPOSALS**

All applications undergo a two-phase process. The first phase is to determine if proposals:

1. Are consistent with city policy/plan;
2. Have a strong demonstration of neighborhood support/participation; and,
3. Are feasible.

If a proposal meets all three standards, the application moves to the second phase. In phase two, a team of staff and citizens evaluate proposals using five criteria, which are rated on a scale from 0-5 (0=no response and 5=excellent) and then weighted as follows.

Points Value	0	1	2	3	4	5	Multiplier	
Evaluation Criteria	No Response	Poor	Fair	Good	Very Good	Excellent	Added Weight	Max # Points
Community Benefit							5	25
Community Support & Participation							4	20
Community Need							3	15
Partnering & Leveraging							2	10
Impact on City Resources							1	5

Maximum Total Points =75

**Community Benefit** Is there a reasonable, tangible community benefit/improvement proposed that would be an appropriate use of these taxpayer public funds?

**Community Support & Participation** Is there demonstrated support for the project; have there been opportunities to involve neighbors in shaping and carrying out the project? Have meeting minutes, flyer, petitions, or other evidence been submitted that verifies the level of community support for the proposal?

**Community Need** Is the proposed project one that addresses a lack of City facilities in a community, or provides a needed benefit to a community with low resources?

**Partnering & Leveraging** Are there partnering opportunities with other community agencies, excluding other city departments and city-supported organizations; are there donated services, professional services, money, sweat equity, matches in kind that support the application?

**Impact on City Resources** How will the proposed project impact existing city resources? Is this a one-time expense, or will the project create ongoing maintenance issues such as grass mowing or frequent painting?

Application must earn a minimum score of 50 to be considered for positive funding recommendation.

## **Public Approval Process**

The citizen-staff review team will recommend action for each proposal. Those recommendations are then forwarded to the Planning Board for discussion and City Council for approval.

- The original plus 10 copies of the application must be received by Russ Clegg, by 5:00 PM on or before Friday, October 31, 2009.
- Notification that applications have been accepted or not as eligible will be mailed out before the New Year.
- The projects will be ranked and some may be recommended for funding by the team in February. Neighborhoods will be notified of the team's recommendations.
- In April, a public hearing on the proposed Capital Improvement Program (which is a multi-year spending plan for capital projects, of which the neighborhood small projects program is a small part), is usually called by the Greensboro Planning Board. The public is invited at that time to comment on neighborhood small project requests.
- The Proposed FY 10-11 CIP will be presented to City Council during a series of work sessions to be held in early June. A public hearing will also be held during that time period. City Council will formally adopt the FY 10-11 budget, including approved neighborhood small projects, in June 2010. Funds allocated for this program must be

affirmed by City Council each year as part of the annual budget process. City Council can adopt an annual budget without funding this program.

## **Information on Common Request**

### ***NEIGHBORHOOD SIGN REQUESTS***

This program can be used to obtain funding for neighborhood signs. However, the process is not simple and it requires work and expense on the part of the neighborhood. Applications for signs must be accompanied by two items:

- a drawing of the proposed sign, clearly showing sign dimensions;
- the proposed location for the sign, which will be routed through the Department of Transportation to ensure that site lines are not blocked.

If the sign is recommended for funding by the committee, the neighborhood will need to provide:

- An encroachment agreement, which will relieve the City of all maintenance and liability for the sign once it is in place, and which will need to be signed by the neighborhood association or an individual in the neighborhood. The City advises that this agreement be reviewed by legal council representing the neighborhood;
- A sign permit from the Planning Department, which will require a sign design based on the sketch provided earlier but drawn and stamped by an engineer.

The sign must be on city-owned land or in City right-of-way; state-maintained roads and highways are not eligible for neighborhood signs due to their right-of-way restrictions. Because there are numerous state-maintained roadways within the city limits of Greensboro, applicants are advised to research this matter prior to applying to the program. Please call early in the process to avoid spending time on applications that are not eligible for funding.

### ***NEIGHBORHOOD PARK REQUESTS***

The Department of Parks & Recreation classifies city parks according to their size and usage.

Classification	Typical Size	Service Radius	Other Characteristics
Mini Park	1-4 acres	¼ mile of dense residential development	Specialized to serve specific segment of population
Neighborhood Park	5-15 acres	One-half mile from park	Designed to serve 5,000 +people; usually include fields, play equipment, picnic shelters and tables, etc.
Community Parks	16-75 acres	Accessible to many neighborhoods	Frequently developed near elem. or middle schools; often include recreation center and ball fields

Requests to change a mini or neighborhood park can be funded with this program, and must be strongly supported by adjacent property owners. The applicant must show that adjacent property owners are aware of *and do not object to* any proposal that changes the character or nature of a park. The Park & Recreation Department has developed a Neighbor Consent Policy that it will use to evaluate plans for neighborhood and mini parks. The policy is on page 7.

Knowing what changes the character or nature of a park can be difficult; the following are examples. 1) A request to add a piece of playground equipment to an existing park is not a change in character; however, a request to add playground equipment to vacant open space is. Similarly, 2) a request to rearrange an existing neighborhood park is not a significant change; but a request to add a soundstage or lighting to an existing park is.

Staff from Greensboro's Parks & Recreation Department can assist with neighborhood park requests. When in doubt, contact a staff member for assistance.

### **SUBMIT COMPLETED APPLICATION TO :**

Russ Clegg, Neighborhood Planner  
Department of Housing & Community Development  
P.O. Box 3136  
Greensboro, NC 27402-3136

Office Location: 300 West Washington Street ("City Hall") 3<sup>rd</sup> Floor  
Email: [russ.clegg@greensboro-nc.gov](mailto:russ.clegg@greensboro-nc.gov)  
Direct Line: ..... 336-373-2211  
TDD .....336- 333-6930



## **Neighborhood and Community Consent Policy**

### PURPOSE

This Policy provides the Parks & Recreation Department with criteria to be carefully considered relative to communities, neighborhoods and adjacent landowners where the redevelopment of neighborhood parks and mini parks is concerned.

### **Policy for the Redevelopment of Existing Mini and Neighborhood Parks**

Where the proposed redevelopment of existing mini and neighborhood parks will significantly change the nature and character of the park the following factors below will be considered by the Department to aid in determining appropriate elements and treatments. These factors will be collectively considered by the Parks & Recreation Department on a case-by-case basis in addition to but independent of other city department and/or special program review processes. Factors for Evaluation:

- The inclusion of the project in the Comprehensive Parks & Recreation Master Plan
- Desires of adjacent neighbors regarding the proposed element(s)
- Anticipated effect of proposed element(s) on adjacent neighbors
- Desires of the neighborhood as a whole should the proposed element(s) not be implemented
- Other more appropriate opportunities in the immediate area for the provision of the proposed element(s)
- Other locations in the immediate area where the element(s) is already provided
- Crime/drug activity in the immediate area (documented and anecdotal)
- History of elements in the park (has a similar element been removed from the park?)
- Nuisance issues which may be introduced by the proposed element(s)
- Evaluation of the topography, floodplain and floodway in the area of the proposed element(s)
- Adjacent land uses, if other than residential
- Environmental concerns/hazards and potential environmental impact(s)
- On-going maintenance costs/operating impact(s) associated with the proposed elements
- General feasibility



**IMPORTANT REMINDER:**

The original plus 10 copies (of the application and any supporting materials) must be submitted on or before the deadline.



**2010/2011 Application**  
**City of Greensboro**  
**Neighborhood Small Projects Program**

**Submit the original and 10 copies** of the application form and attachments (if any) to Russ Clegg, City of Greensboro, Housing and Community Development Department, P.O. Box 3136 Greensboro, NC 27402-3136. The application and copies must be received by 5 PM on **October 31, 2009**.

<b>Project Name:</b>
<b>Is this a Capital project?</b>
<b>Is the project on City owned property?</b>
<b>Project Description:</b>
<b>Estimated Funding Requested:</b>
<b>Source of Cost Estimate:</b>

<b>Applicant Contact Information</b>	
Applicant Organization:	
Project Contact Person:	
Mailing Address:	ZIP Code:
Day/Work Phone	Evening/Home Phone:
Home E-mail Address:	
Work E-mail Address:	

The signatory declares that she/he is the elected Chair or President of the applicant organization and further assures that a majority of members of the organization's governing board have voted to undertake this project.

Name (print): \_\_\_\_\_ Signature: \_\_\_\_\_

Address/ZIP: \_\_\_\_\_ Day Phone: \_\_\_\_\_



# 2010/2011 Application

**Community Benefit.** Describe the proposed project and the goals it is intended to achieve. What is the specific and tangible community benefit to be realized by this project?

**Neighborhood Support & Participation.** Do neighborhood residents support the proposed project, and if so, how has this support been achieved? How have neighborhood residents been involved in the development of the proposed project? Are adjacent property owners aware of this proposal? Please attach any supporting material.

**Community Need.** Is the proposed project one that addresses a lack of City facilities in a community, or provides a needed benefit to a community with low resources?

**Partnering & Leveraging.** Does the neighborhood propose to partner with other community groups, agencies, or associations in the implementation of this project? If so, which groups or agencies? Does the proposal involve leveraged support for the project (i.e. donated time, skills, or resources)? If so, please describe.

**Impact on City Resources.** How will the proposed project impact existing city resources? Is this a one-time expense, or will the proposal create ongoing maintenance issues such as grass mowing, construction repair, etc?

**Applications must earn a minimum score of 50 to be considered for a positive funding recommendation.**