

Rum Village Neighborhood Action Plan

South Bend, Indiana

May 1995

Project Team

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RUM VILLAGE NEIGHBORHOOD ACTION PLAN

FORWARD AND ACKNOWLEDGMENTS

Planning is a process. Without the full participation and engagement of community residents in the neighborhood planning process, little that is planned actually gets done. Creation of the Rum Village Neighborhood Action Plan required the substantial support of many community residents. It is this ownership of the plan gained through many hours of meetings, opinion surveys, town meeting forums and even cooking sausages and writing newsletters that this plan has a very strong opportunity to be realized. This plan recognizes that positive community change must be nurtured over a period of years. If the level of effort evidenced in the planning process can be nurtured and sustained over the next five years in carrying out the plan, it is clear that Rum Village will be positively transformed.

The Rum Village plan could not have happened without the full dedication, cooperation and participation of the Rum Village Neighborhood Association, the Rum Village Partnership Center Committee and the City of South Bend Division of Planning and Neighborhood Development. Patti Huettl, the Rum

Village Partnership Center Coordinator, did an outstanding job of not only organizing the community participation but of keeping people informed of how to participate in the planning process. The Rum Village Neighborhood Association, acting through the leadership of its Board of Directors, grew through the planning process to become a focused team looking forward to working to make the Neighborhood Action Plan happen. Pam Meyer and Marco Mariani of the Division of Planning and Neighborhood Development are especially valued for their contributions to the planning process; Pam for the consistency of purpose and the quality of guidance and Marco for bringing the process to closure. Angie Farkas, President of the Rum Village Neighborhood Association, provided a special wisdom and permitted the Association Board to exercise leadership. Finally, many were involved: some doing many things, some doing only a few, but all doing important things.

RUM VILLAGE NEIGHBORHOOD ACTION PLAN

A special thanks to a job well done to:

Rum Village Neighborhood Association Board of Directors

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Fred Dittman, Treasurer
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RUM VILLAGE NEIGHBORHOOD ACTION PLAN

BACKGROUND HISTORY

Rum Village, an established residential community, has a long and vibrant history. If common wisdom is correct, Rum Village was once an Indian settlement overseen by an Indiana Chief called "RUM"—hence, "Rum's" Village. It is accurate to portray the history of Rum Village as directly linked to the industrial growth in the city and most especially, the growth of the adjacent Studebaker Industrial Corridor, which was the heart of heavy manufacturing for the entire region.

Rum Village was a place where people new to the community could find affordable single-family houses, where manufacturing jobs were plentiful and where children could be reared within the custodial guidance of the church, schools, neighbors and extended families. For many Eastern

Europeans, who found their way to Rum Village, it was a new beginning in a new country; it was a place where homeowners could invest in the future of Rum Village. Hundreds of residents raised their children in the neighborhood. The common experience of child rearing, similar family characteristics, and similar religious and socioeconomic backgrounds, helped forge powerful community bonds and a lasting sense of place (See figure 1).

Sections of the neighborhood were developed between 1910 and 1925, during which time the community evolved from a rural settlement pattern oriented along State Route 23, connected to the farms and fields between South Bend and North Liberty, to a neighborhood of South Bend. In 1960, the Census reports that over 84 percent of the housing units were over ten years of age but less than forty years old,



Figure 1. Rum Village, South Bend, Indiana

indicating that the vast majority of houses were constructed during the thirty years between 1920 and 1950. Building of the neighborhood continued until the early 1960s, but subsequently very little new residential development has taken place. In fact, less than one hundred new homes have been added to Rum Village since 1970. The population of the neighborhood dramatically declined between 1960 and 1980, but stabilized (declining at a much slower rate) in the decade between 1980 and 1990.

Rum Village is a mature urban neighborhood filled with residents who are also mature; substantial numbers of residents have reached retirement age over the last fifteen years. With major manufacturers closing down operations over the last twenty years, resulting in particular devastation to the large employers in the Studebaker industrial district; the neighborhood was adversely impacted by the loss of jobs and wages. Moreover, as the manufacturing facilities closed or left the adjacent industrial districts, Rum Village became a less attractive place to live for those children that grew up in the community. Second and third generation Rum Villagers left for newer housing and/or better economic opportunities elsewhere. As household size declined throughout the 1970s and 1980s, and with the increase of new auto-oriented shopping centers, family-owned neighborhood shops and stores closed.

Rum Village is now at a critical period in its evolution. Increasingly, owner-occupied homes are converting to rental occupancy as home sellers cannot find a ready supply of interested buyers. Increased commercial vacancy in the neighborhood has reduced shopping options. And since many of the vacant storefronts are located

along the major traffic arterials through the neighborhood, the appearance and image of Rum Village has been diminished. Property values have not been increasing and the residential real estate market is described as "soft."

Over the next decade or so, a large number of original homeowners who established households in the 1940s through 1960s will seek retirement housing or different living arrangements. Maintaining a single-family home will, for many, become increasingly burdensome. Most Rum Village homeowners have a significant saving and investment tied to the equity they have earned in their homes. The most pressing challenge is to eliminate uncertainty with respect to the future of the neighborhood and to create a broadly shared sense that Rum Village is headed in the right direction.

To meet this challenge, a concerted and focused neighborhood-wide revitalization initiative must be started and implemented over the course of the next five to seven years. A successful initiative can expect to stabilize neighborhood property values and create an environment conducive to new residential and commercial investment in the neighborhood.

PURPOSE OF THE RUM VILLAGE NEIGHBORHOOD ACTION PLAN

The Rum Village Neighborhood Action Plan has three objectives:

- To articulate a future physical development strategy for the neighborhood as a whole which is consistent with the goals established as a part of the Sample-Ewing Development Area.
- To adopt a set of revitalization goals which can direct future neighborhood improvement initiatives and which will serve as the basis for forming new public/private/neighborhood partnerships that are supportive of improvement objectives.
- To outline targeted opportunities, projects and programs for neighborhood improvement which can be initiated by neighborhood leaders and the Rum Village Neighborhood Association.

The Rum Village Neighborhood Action Plan outlines an action agenda and steps which should be taken over the next five to seven years to stimulate reinvestment and new development in the neighborhood. Any effective action agenda must address existing fundamental issues such as community safety and security or housing conditions and, at the same time, act as a catalyst for positive and compelling change within the neighborhood. This means that the action agenda must deal with physical, social, economic and orga-

nizational realities. The action agenda also needs to be staged or phased with very specific short term activities that can succeed in and of themselves, but which are couched in terms of a longer term vision. There needs to be some flexibility built into the action plan and room for contingencies and changed circumstances. Finally, the action agenda, if it is to fully succeed, must build needed capacities, resources, and working relationships in order to sustain a long-term neighborhood revitalization effort. In this way the purpose of the plan is to build community-based leadership to proactively foster ongoing community development in the Rum Village neighborhood.

In keeping with the project mission of the Sample-Ewing Development Area Plan (see figure 2) to: "increase tax base; increase the amount of residential, commercial, and industrial, investment; and stabilize and revitalize the residential neighborhoods," the Rum Village Neighborhood Action Plan embraces this mission.

Selected area-wide development objectives for the Sample-Ewing Development Area Plan state:

- Improve the overall neighborhood environment, including the physical social, economic, community and public safety conditions;
- Strengthen the residential areas by improving the housing stock and increase the housing opportunities for all

neighborhood residents, regardless of income levels, household makeup, or age; and

- Develop and implement a redevelopment and revitalization strategy and plan through a collaborative process that includes neighborhood business, City and institutional interests in the area.

These objectives, among others, encourage net new private investment and targeted physical development in the area, and they provide a consistent public policy context and frame of reference for the Rum Village Neighborhood Action Agenda.

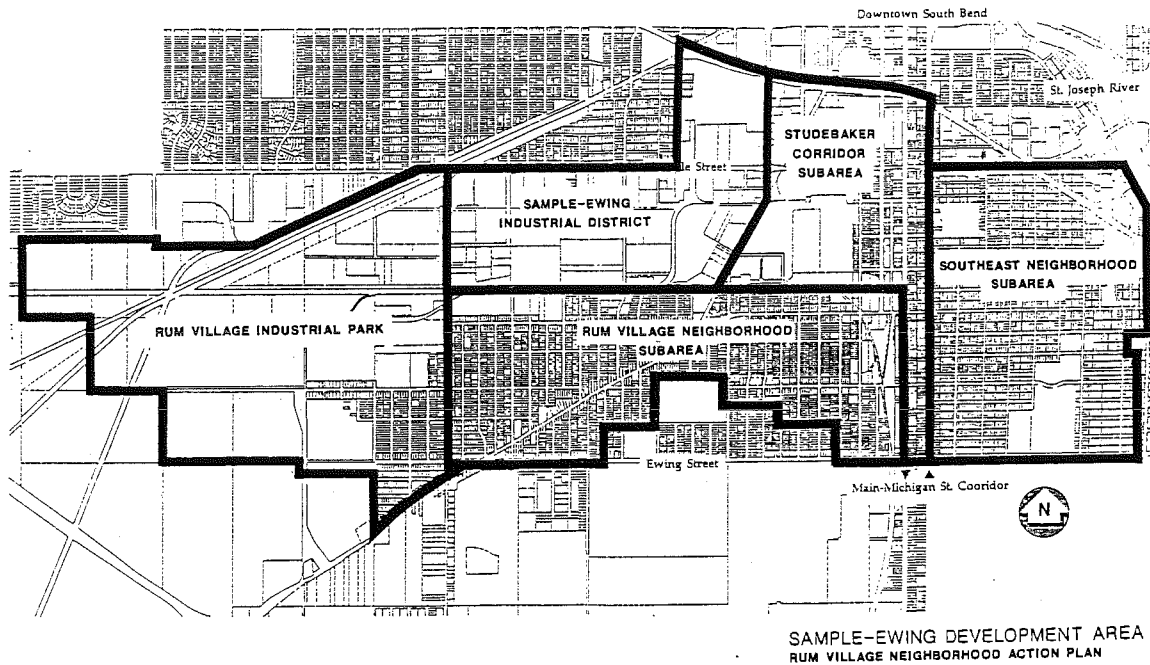


Figure 2. Sample-Ewing Development Plan

EXISTING CONDITIONS

This information is presented as a snapshot summary of Rum Village's current conditions. While the data is not comprehensive in scope, it does address pertinent information relating to both the status of the neighborhood's current trends and the attitudes and concerns of the neighborhood residents. Much of the information contained within will serve as the baseline by which the strategies contained in the final planning document might be evaluated. Rum Village's housing stock and demographics have undergone significant changes in the past decade. The neighborhood has experienced a slight loss of population, while at the same time has retained a good deal of its housing stock.

Demographics and Housing Information

Population

Rum Village has undergone a slight decrease in population over the past decade. The neighborhood's population decreased 2 percent between 1980 and 1990, a loss of about 100 persons. There were 5,267 persons living in Rum Village in 1990, of which almost 78 percent were white and 17 percent were black. In addition, 2.4 percent of the persons living in the neighborhood represented either the American Indian, Eskimo, or Aleutian population or the Asian or Pacific Islander population. The remaining 2.9 percent of the population represented some other race not identified previously.

Occupied Housing Units

The total number of occupied housing units in the neighborhood decreased only 0.4 percent between 1980 and 1990 (See figures 3 and 4). In 1990 there were 2,022 housing units in the neighborhood, repre-

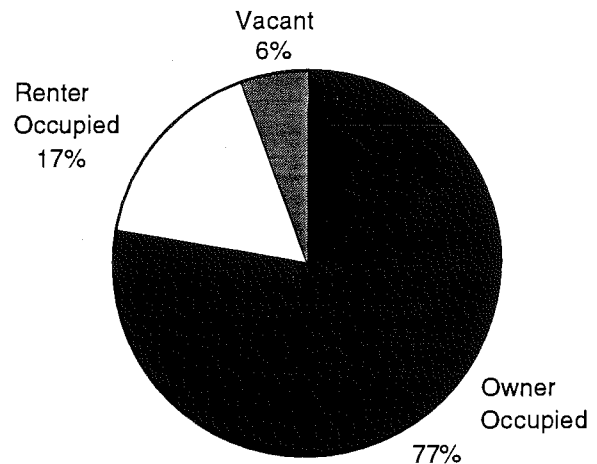


Figure 3. Housing Units 1980

senting approximately 5 percent of South Bend's total owner occupied housing units.

Owner-Occupied Housing Units

The total number of owner-occupied housing units within the Rum Village Neighborhood fell by just over 100 units between 1980 and 1990, a 6.1 percent decrease. While Rum Village had a higher percentage of owner-occupied housing units than the South Bend as a whole in the decade between 1980 and 1990, the number of owner-occupied units as a percentage of the total housing units within both Rum Village decreased considerably, falling to 73.9 percent in 1990 from 77.8 percent in 1980.

Renter-Occupied Housing Units

While the number of owner-occupied housing units fell between 1980 and 1990, the total number of renter-occupied housing units within the Rum

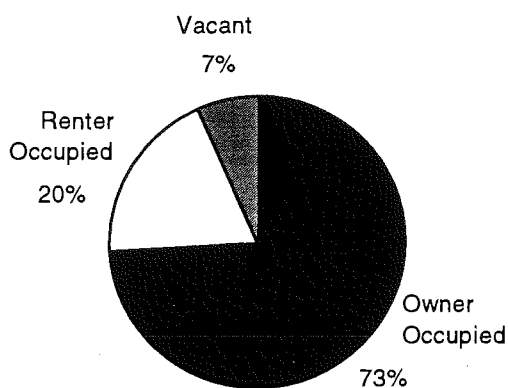


Figure 4. Housing Units 1990

Village Neighborhood experienced a drastic increase in the same time period. Rum Village gained sixty renter occupied housing units (an increase of 16.1 percent), reaching a point of 432 total renter occupied units within the neighborhood in 1990. Therefore, just under 20 percent of the housing units in Rum Village were occupied by renters in 1990.

Year Structure Built

Rum Village Neighborhood is experiencing an aging of the existing housing stock, and a limited number of new housing units have been built in the recent past. For example, almost 51 percent of the neighborhood's residential structures were built before 1940, and 87 percent of the residential structures were built before 1960. Meanwhile, only 1 percent of the neighborhood's residential structures were built between 1980 and 1990. As the existing housing stock ages, an increased importance is placed on maintaining and repairing the older structures, and this will prove to be significant in forecasting the

need for newer housing in the future.

Year Householder Moved into Unit

Census information indicate that almost half of the 2,022 householders living in Rum Village moved into their current residence between 1980 and March of 1990. Just about 40 percent of the Rum Village population moved into their residences before 1970. Therefore, while the neighborhood lost population between 1980 and 1990, there was a major influx of residents during the same time period, indicating significant residential turnover.

Mobility of the Population

The 1990 Census shows that over 67 percent of Rum Village's 4,826 residents in 1990 had lived in the same residence five years earlier. Also, 25 percent had moved to Rum Village from a different house in the same county between 1985 and 1990. Therefore, just over 92 percent of all neighborhood residents in 1990 had lived in St. Joseph County five years earlier. Only 5.6 percent of neighborhood residents had moved to their residence from a different state between 1985 and 1990.

Bedrooms per Unit

Rum Village Neighborhood is predominantly composed of two- and three-bedroom units. In fact, 47 percent of the neighborhood's units are two-bedroom units, while 31.6 percent are three-bedroom units. There are only 136 one-bedroom units in Rum Village, representing 6.3 percent of the neighborhood's 2,162 total units.

Household Income

Rum Village's 1989 median household income was just under \$21,000. In the neighborhood as a whole, 37.5 percent of the 1989 household incomes were under

\$15,000, 22.8 percent were between \$15,000 and \$24,999, and 18.7 percent were between \$25,000 and \$34,999 (See figure 5). Just over 60 percent of neighborhood 1989 household incomes were under \$25,000. Meanwhile, of the 2,092 total households within Rum Village, 37 percent received Social Security incomes (774 households) and just over 20 percent received some type of retirement income (423 households). The limited household incomes throughout the neighborhood make it difficult for many people to afford decent housing, and this may become a significant issue to be addressed by future housing strategies.

Cost of Housing

Monthly owner costs of housing units with a mortgage in the Rum Village Neighborhood are significantly higher than units without a mortgage. Exactly 18.5 percent of the 525 units with a mortgage have monthly owner costs of less than \$300, while 60.8 percent have costs between \$300 and \$499 and 17.7 percent have costs between \$500 and \$699. Meanwhile, monthly owner costs of the 961 units without a mortgage are as follows: only 5.2 percent have costs of less than \$100, 73.4 percent have costs of between \$100 and \$199, and 17.7 percent have owner costs between \$200 and \$299. In addition, only 3.7 percent of the units have owner

costs between \$300 and \$399. All told, almost 80 percent of all housing units with a mortgage have monthly owner costs below \$500, while almost 80 percent of all housing units without a mortgage have monthly owner costs below \$200.

The majority of gross rents of specified renter-occupied units in 1990 were concentrated in the \$300 to \$499 dollar range (60 percent), while 15.6 percent of the units had rents between \$200 and \$299, and 12.4 per-

cent had rents between \$500 and \$749. Over 10 percent of the 436 specified renter-occupied units in 1990 had no cash rent.

Housing Cost Burden

When taking a closer look at housing affordability and the financial burden that housing presents in the Rum Village Neighborhood, housing costs of both renter- and owner-occupied units show that a significant number of the households are affected by high housing cost burdens.

Fully 13.5 percent of the 1,486 owner-occupied units had housing costs representing 30 percent or more of 1989 household income, while 19 percent of the owner-occupied units had housing costs of between 20 percent and 29 percent of the 1989 household income. Meanwhile, almost 67 percent of the Neighborhood's total owner-occupied housing units have owner costs of less than 20 percent of

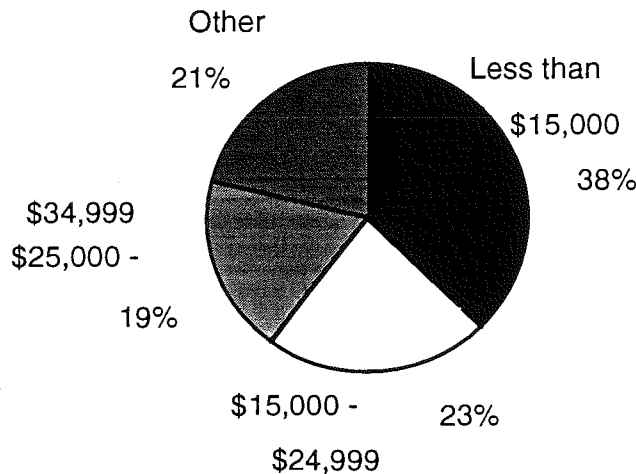


Figure 5. Household Income

household income in 1989.

Residents living in renter-occupied units pay a larger percentage of their household incomes for housing costs than residents of owner-occupied units. Almost 37 percent of the Rum Village residents had gross rents of 30 percent or more of their 1989 household income. Also, 21 percent of the 436 renter-occupied units had gross rents of either less than 20 percent of 1989 household income, or between 20 percent and 24 percent of their 1989 household incomes.

Educational Attainment

When compared to South Bend, the Rum Village Neighborhood has significantly lower educational attainment. For example, while 24 percent of persons ages 25 or over in South Bend as a whole have some type of college degree, less than 10 percent of Neighborhood residents age 25 or over have received a college degree. In addition, almost 30 percent of Rum Village residents ages 25 or over have not graduated from high school, while just under 19 percent of South Bend residents ages 25 or over have not received a high school diploma. Finally, over 500 individuals ages 25 or over in Rum Village have less than a 9th grade education. The low levels of education will affect the type of jobs for which neighborhood residents qualify, and this in turn will undoubtedly affect the income levels in Rum Village.

Labor Force Status

Of the 2,424 Rum Village residents age sixteen or over in the labor force, just over 90 percent were employed in 1990. The unemployment rate for the neighborhood was 9.8 percent in 1990, higher than South Bend's unemployment rate of 7.8 percent.

Occupations of Rum Village residents vary greatly, but are concentrated into several similar areas. Almost 18 percent of employed neighborhood residents age 16 or over work as machine operators, assemblers, and inspectors, while 16 percent work in administrative support occupations, including clerical. In addition, 15.7 percent of Rum Village residents work in service occupations, excluding protective and household occupations. These three occupations constitute almost 50 percent of the total number of persons employed in the neighborhood. Other occupations include sales (10.7 percent) and precision production, craft, and repair occupations (10.6 percent). Less than 15 percent of the total employed persons ages 16 or over in the neighborhood have traditional "white collar" jobs—those in executive, administrative, and managerial occupations (5.4 percent) and those in professional specialty occupations (5.8 percent).

The industries in which Rum Village residents age 16 or over are employed also vary. However, almost one-third of employed neighborhood residents work in the durable goods (17.9 percent) or nondurable goods (11.6 percent) manufacturing industries. Just over 18 percent of employed Neighborhood residents are employed in the retail trade industry, 7.9 percent are employed in the business and repair services industry, and 7 percent are employed in the health services industry. Meanwhile, of the total employed individuals ages 16 years and over within Rum Village in 1990, sixty (60) were self-employed.

Absentee Property Ownership

The total number of real estate parcels (both improved and unimproved lots) in the Rum Village neighborhood is 2,552 as of June 1994. Of this total, 1,354 or about

53 percent have the same address for the lot and for the property owner. Conversely, 1,198 lots or 47 percent of the total do not share a common owner and lot addresses. However, this does not mean that 47 percent of all property in the neighborhood is owned by outsiders because within the neighborhood some 570 parcels or 22 percent of all lots in the neighborhood are vacant, unimproved lots. Many of the lots are owned by adjacent property owners and would be counted as a part of the number with different addresses. Based upon only the total number of improved lots (i.e. those lots with structures) in Rum Village, 603 lots or 30.4 percent of the 1982 total improved lots are not occupied by the owner of the parcel. Since the tax records searched also include information about commercial and retail properties, it would not be accurate to conclude that 30 percent of the residential units are owned by absentee owners. Moreover, neighborhood residents may own investment and rental properties in Rum Village and should not be classified as "absentee" property owners. Overall, it is reasonable to assume that no more than 30 percent of the real estate in the neighborhood is owned by outside ownership interests. It may be that certain blocks or certain property types within the neighborhood had a higher absentee ownership rate than the neighborhood as a whole. Exact ownership patterns can only be determined on a block-by-block, parcel-by-parcel basis.

Existing Infrastructure Conditions

The condition of the existing infrastructure plays a significant role in the stability and future of the Rum Village Neighborhood. Neighborhood infrastructure consists of roadways, storm water drainage services, sidewalks, and curb and gut-

ters. An inventory of existing infrastructure conditions in the Rum Village Neighborhood follows.

Streets and Curbs

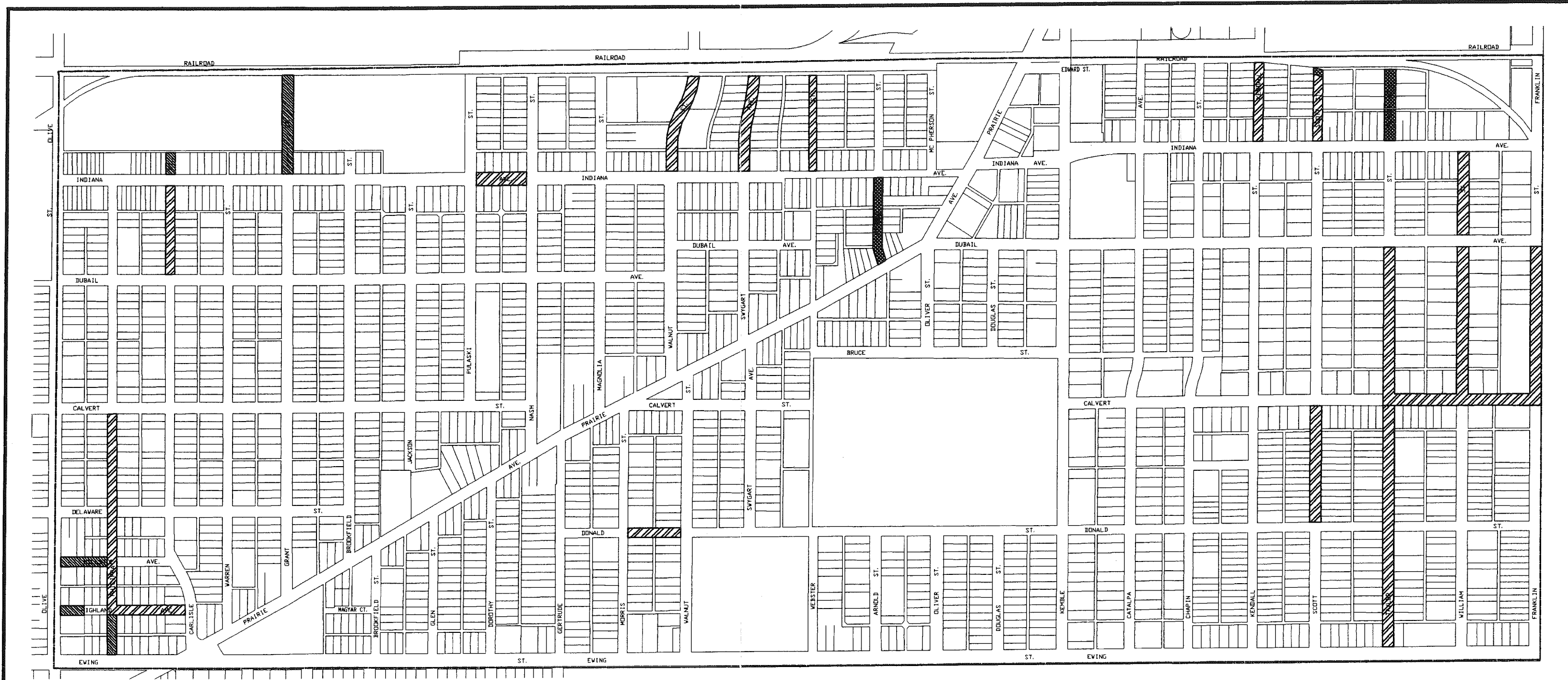
The condition of existing streets and curbs demands a limited amount of attention in the Rum Village Neighborhood (See figure 6). For the majority of the neighborhood, streets and curbs are in good condition; however, there are a few problem areas in the eastern portion of the neighborhood (See figure 7). Streets that are in the most need of repair include Arnold Street between Prairie Avenue and Indiana Avenue, and the northernmost section of Taylor Street, north of Indiana Avenue.

Sidewalks





Sidewalk conditions play a fairly large role in neighborhood appearance and livability. The Rum Village Neighborhood has substantial problems with the existing sidewalk system, as evidenced by the amount of deteriorating sidewalks in the central and eastern sections of the neighborhood (See figure 8 and 12). Deteriorating sidewalks limit accessibility and detract from the quality of the neighborhood. There are also areas with no sidewalks which also limit the pedestrian accessibility of the neighborhood.

Alleys

When considering the entire neighborhood, alley conditions are fairly good. However, there are several areas where the alleys are in need of rehabilitation (See figure 9). Trash and debris in the alleys create poor alley conditions, and for the most part, improvements must be cosmetic, and not physical in nature. The northeast portion of the Neighborhood, between Indiana Avenue and the railroad, has the worst alley conditions. The other area



LEGEND:

-  GOOD
-  FAIR
-  POOR
-  NONE

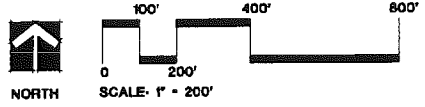
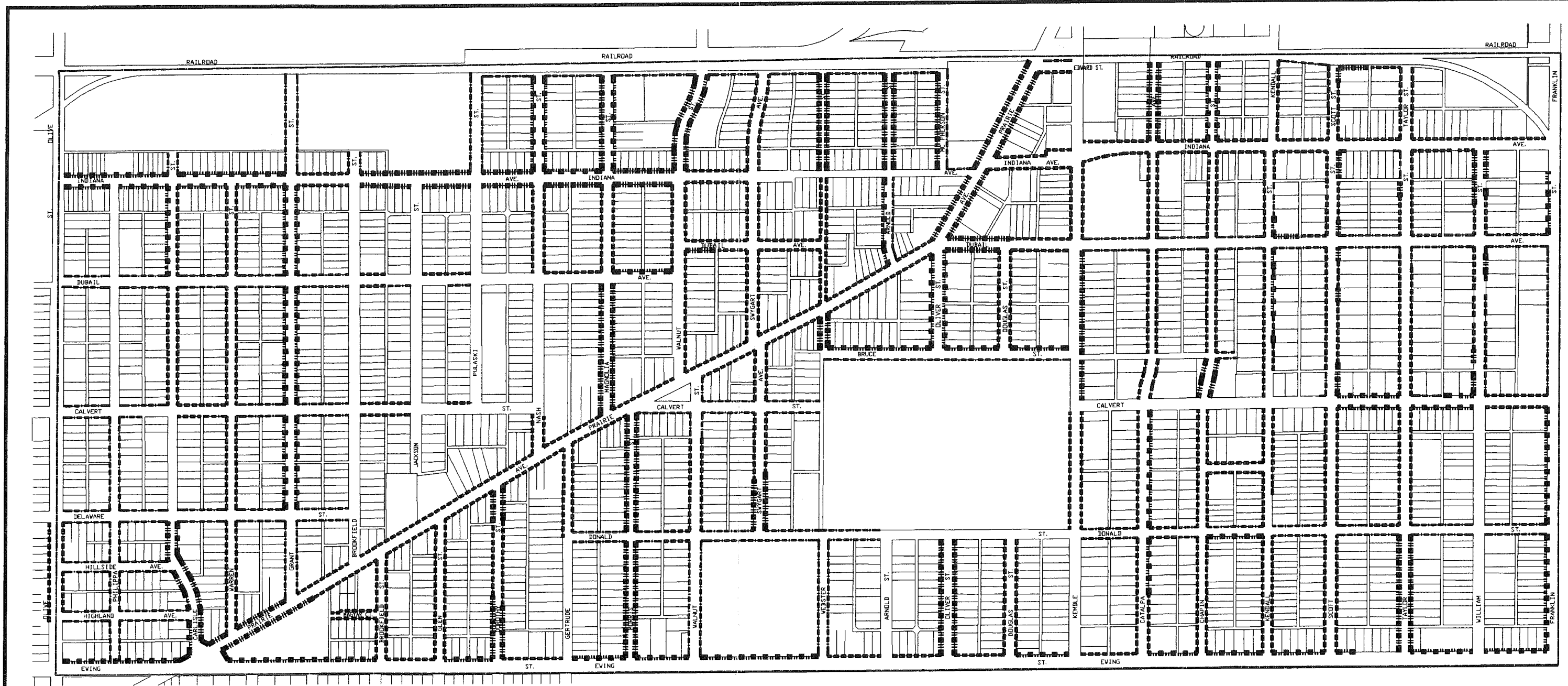


FIGURE 6

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STREET CONDITIONS
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LEGEND:

- GOOD
- FAIR
- ||||| POOR
- NONE

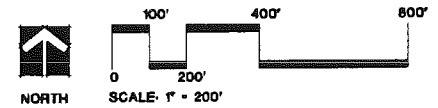
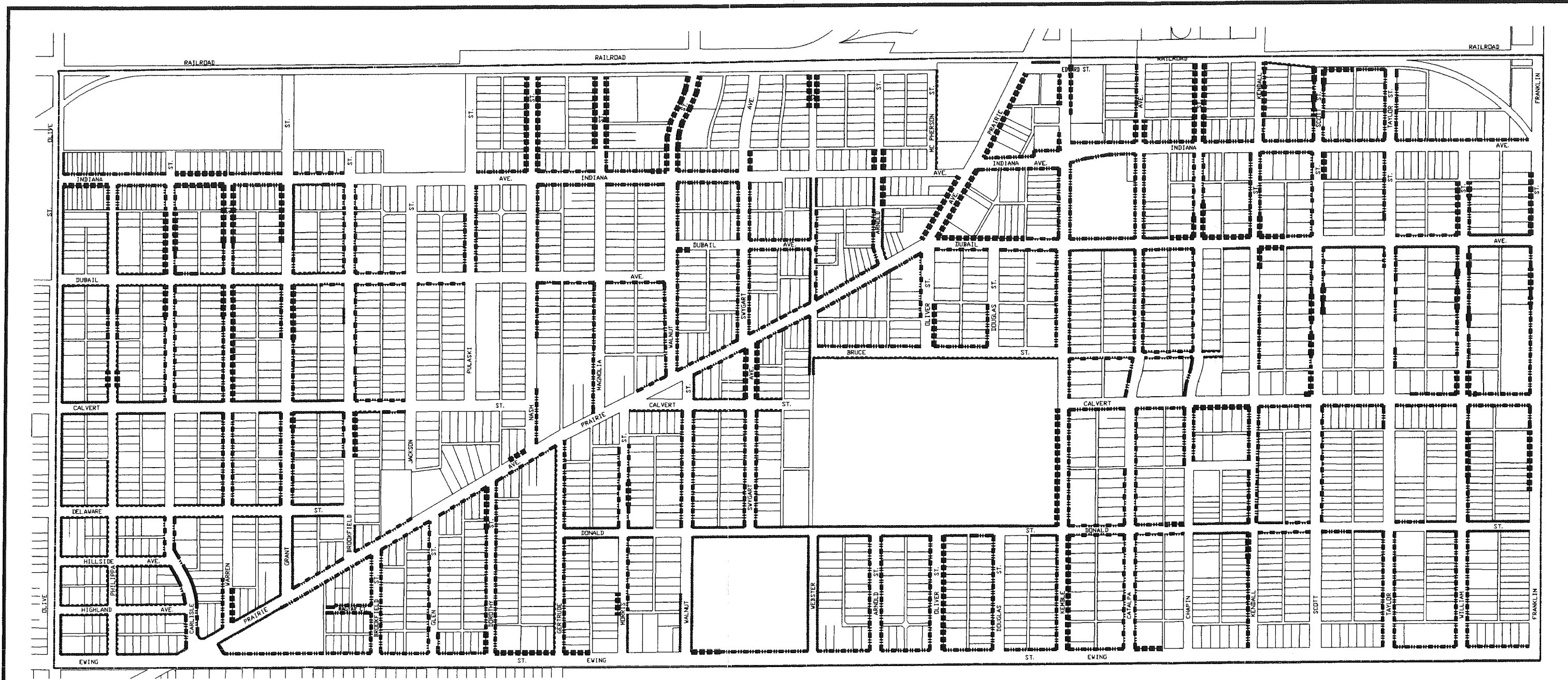


FIGURE 7

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CURB CONDITIONS
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LEGEND:

- GOOD
- FAIR
- POOR
- NONE

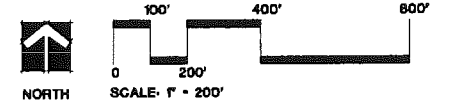


FIGURE 8

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SIDEWALKS CONDITIONS
RUM VILLAGE NEIGHBORHOOD ACTION PLAN

which has poor alleys is located between Brookfield Street and Grant Street, South of Dubail Avenue. Alley conditions can improve if the community takes pride in neighborhood appearance, often the result of neighborhood clean-up activities.

Buildings

The highest concentration of fair to poor building conditions is in the neighborhood's northeast area, roughly north of Calvert Street and east of Kemble Street (See figure 10). In addition, most of buildings in poor condition are located north of Indiana Avenue. While building conditions in the Rum Village Neighborhood are not terrible, several areas do require immediate attention, and long-term rehabilitation of existing buildings is critical for improved neighborhood appearance.

Land Use

The Rum Village Neighborhood is highly fragmented when considering existing land use. The neighborhood is characterized by industrial development on its northern, eastern, and western borders (See figure 11). This industrial land use acts as a barrier between the Rum Village Neighborhood and the remainder of South Bend. Large single-site uses, such as the park and institutional uses, are scattered throughout the neighborhood. In addition, commercial uses are clustered along the major arterials. Residential land uses cover the remainder of the neighborhood, but are characterized by many vacant properties. While the existing land use in the Rum Village Neighborhood is fragmented, it does reflect the compatibility of land uses to one another.

Problems and Land Use Issues

The Rum Village Neighborhood is a prime area for revitalization. The neighborhood must first address several key issues in order to set an agenda for change. The following issues were identified as critical for the future success of the Rum Village Neighborhood (See figure 13).

Future Development on Neighborhood Periphery

The type and density of future development in the area immediately north of the neighborhood will have major impacts upon the Rum Village Neighborhood. Transitional areas between the neighborhood and the future development must be considered, as well as future linkages and especially if these areas are to be developed for industrial purposes .

Link to the Rest of South Bend

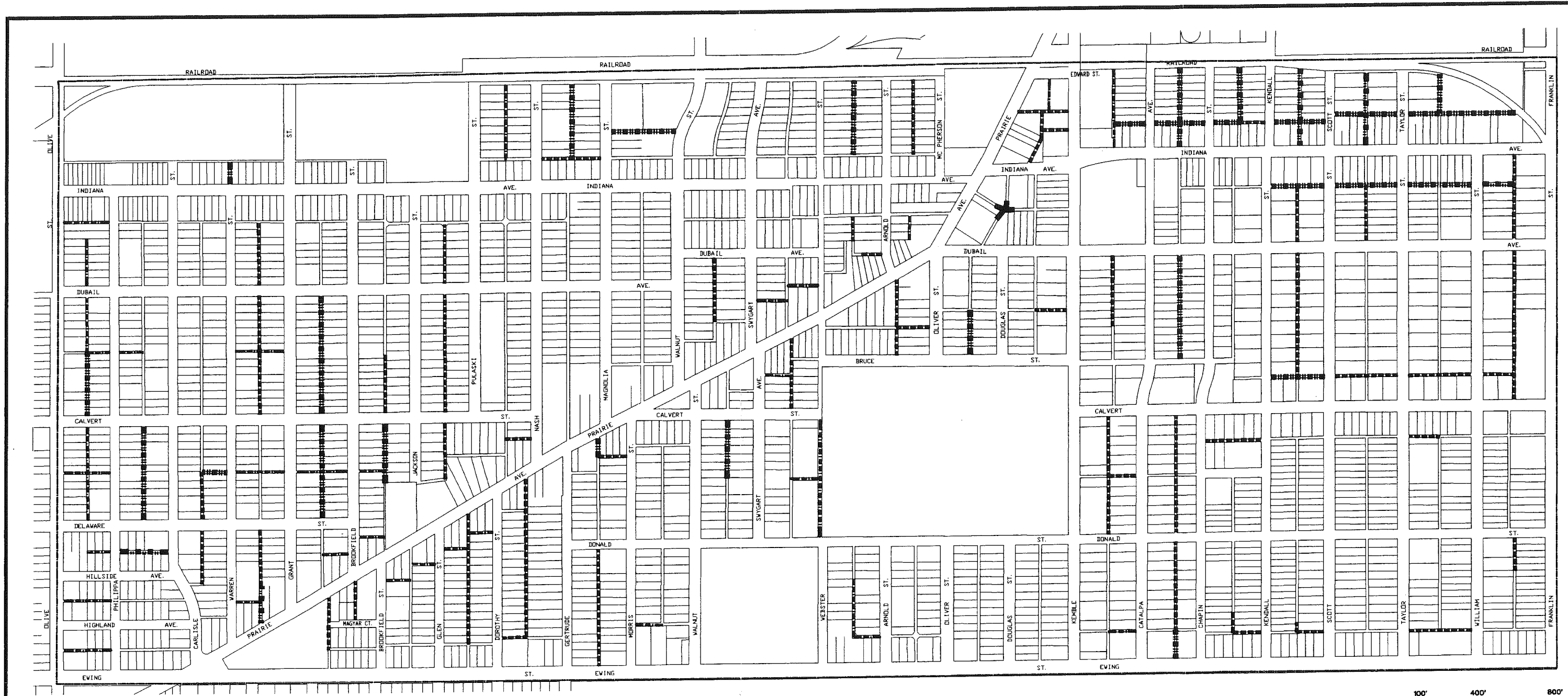
Physically separated from the rest of South Bend by industrial areas and the railroad, the Rum Village Neighborhood must bridge these barriers and tie itself back into the urban fabric (See figure 14). Links to the surrounding areas must be made, either physically through new development, or socially through new social or recreational programs.

Key Intersections

Two major intersections along both Indiana Avenue and Prairie Avenue have been identified as areas which might serve as focal points in the neighborhood. Both intersections serve as the terminus of views through the neighborhood, and might be developed as centers of activity and interest in the area (See figure 15).

Weak Residential Areas

The one major concentration of weak resi-



LEGEND:

- GOOD
- FAIR
- POOR
- NONE

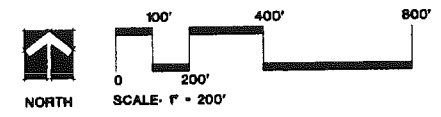
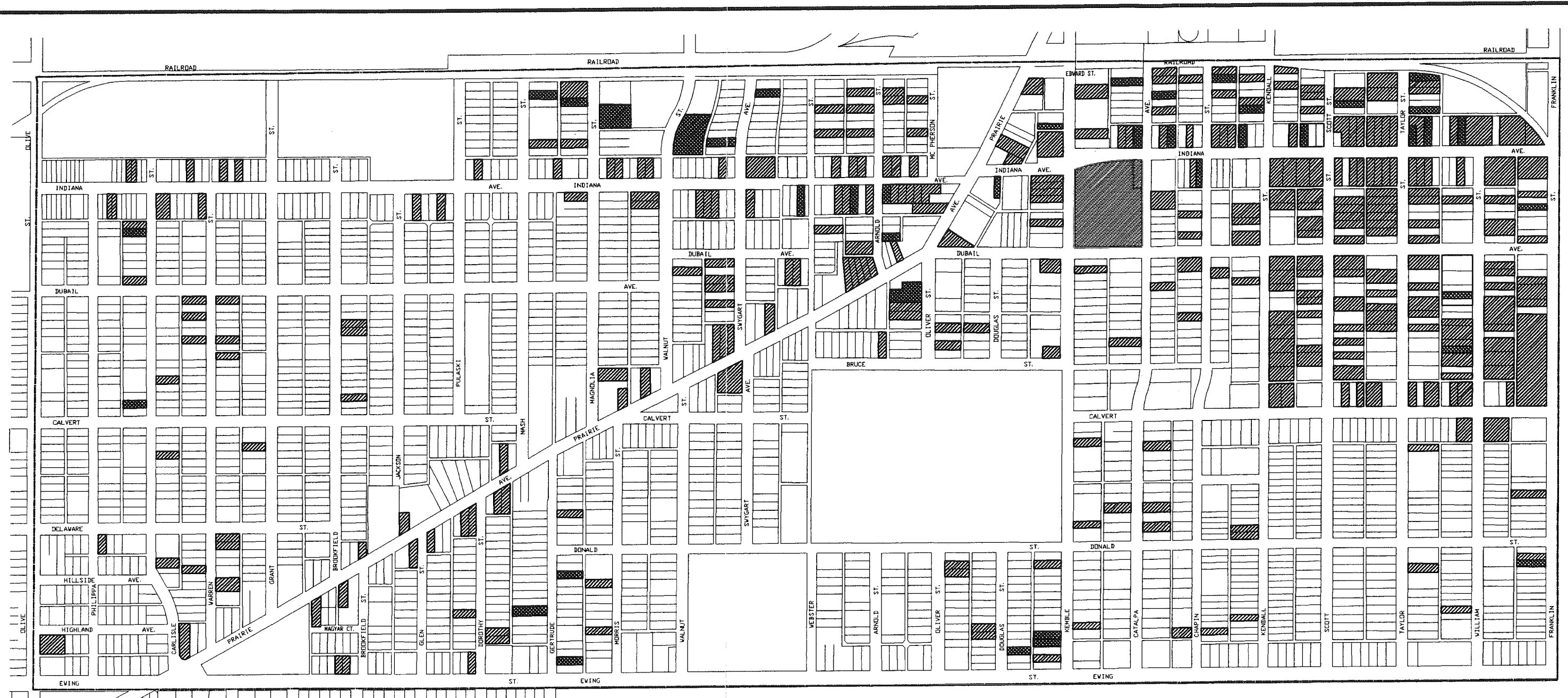


FIGURE 9

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ALLEY CONDITIONS

RUM VILLAGE NEIGHBORHOOD ACTION PLAN



LEGEND:

- GOOD
- FAIR
- POOR

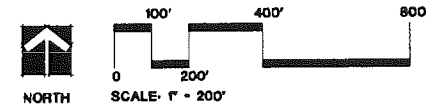
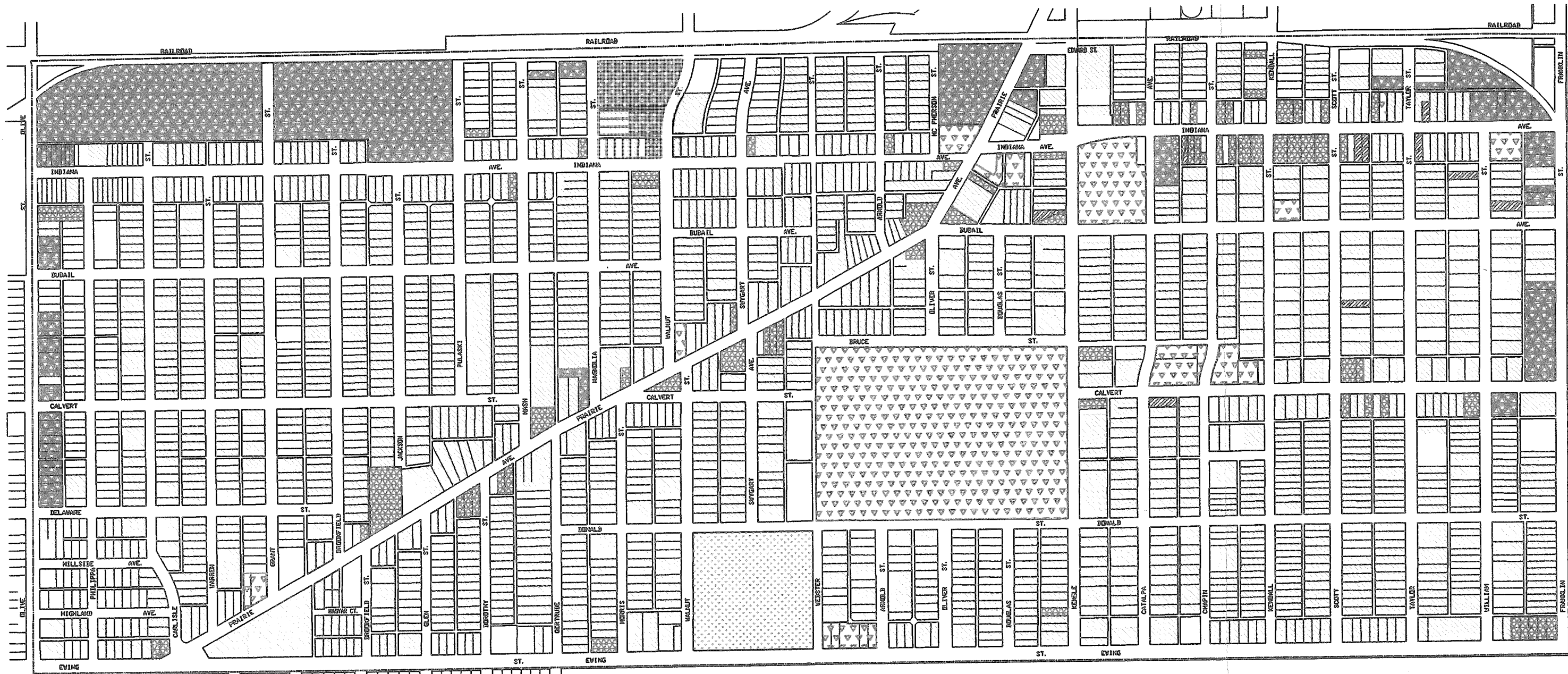


FIGURE 10

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BUILDING CONDITIONS RUM VILLAGE NEIGHBORHOOD ACTION PLAN



LEGEND:

- SINGLE FAMILY RESIDENTIAL
- MULTI-FAMILY RESIDENTIAL
- COMMERCIAL
- INDUSTRIAL
- PARKS AND OPEN SPACE
- PUBLIC/INSTITUTIONAL
- VACANT

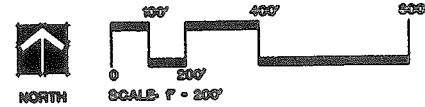
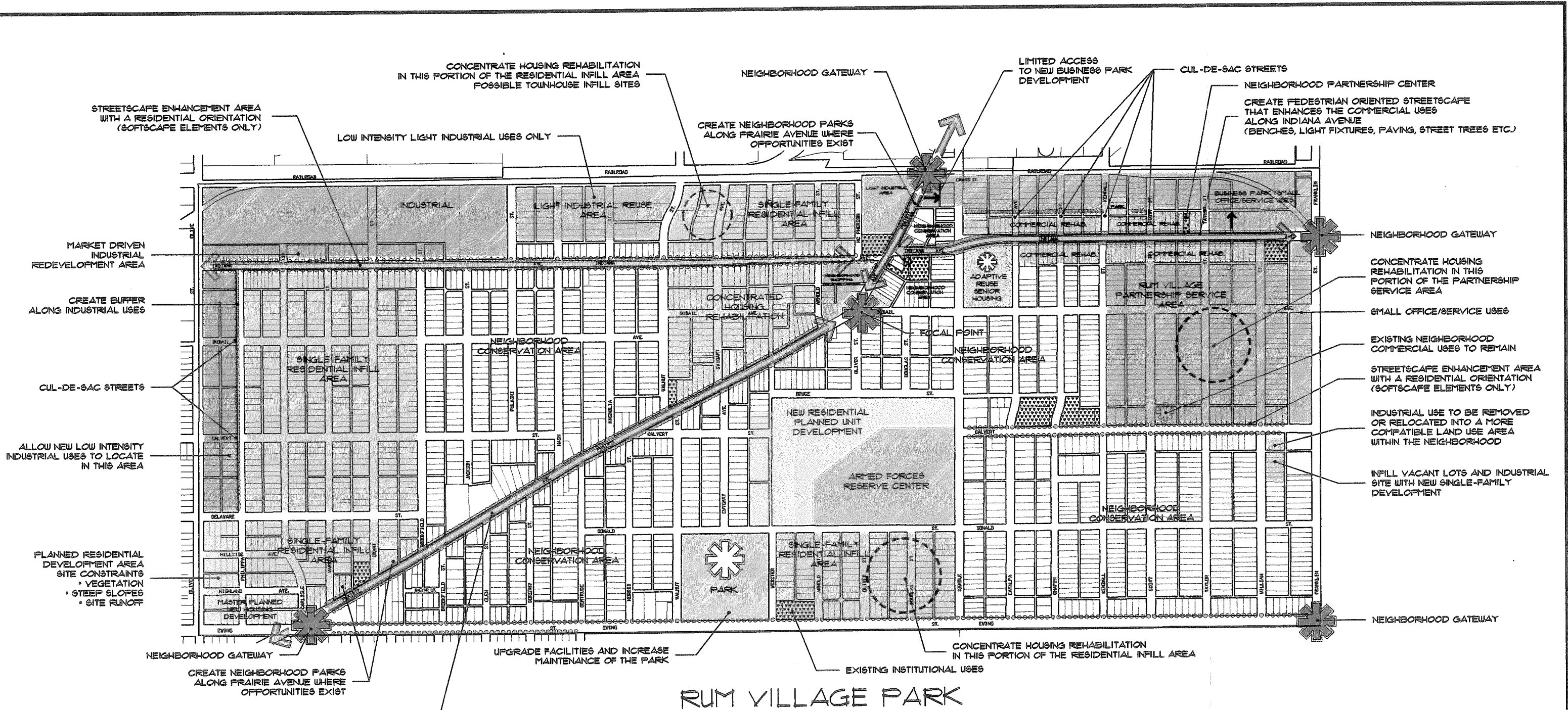


FIGURE 11

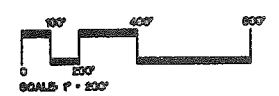
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EXISTING LAND USE RUM VILLAGE NEIGHBORHOOD ACTION PLAN



RUM VILLAGE PARK

FIGURE 26



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FUTURE DEVELOPMENT STRATEGIES FOR
 RUM VILLAGE NEIGHBORHOOD ACTION PLAN



Figure 14. Physical Barriers in Rum Village



Figure 15. Key Intersection of Rum Village

Armed Forces Reserve Center

The Army Reserve Center is a major land use within the Neighborhood and occupies the largest single land parcel. With current downsizing it is possible that at some future time the Reserve Center may be closed or consolidated. It is reasonable to assume that at the least the undeveloped areas of this tract will be surplus. Redevelopment of this area for new housing would be appropriate considering the residential character of the adjacent community.

Opportunities

There are many opportunities to elevate the appearance and overall quality of the Rum Village Neighborhood. From beautification projects to the development of the residential and commercial base of the neighborhood, each action taken to im-

prove the area will serve to stabilize and enhance existing conditions. Both short-term and long-term opportunities are outlined below.

Neighborhood Spine

The image and physical appearance of both Prairie Avenue and Indiana Avenue must be strengthened (See figure 16). The majority of the traffic traversing the neighborhood moves along these two avenues. Therefore, the appearance of Prairie Avenue and Indiana Avenue reflects that of the surrounding neighborhoods. Development of street beautification projects, including landscaping and banners, will build a positive image of the neighborhood. The opportunity to anchor the Rum Village Neighborhood and give it a unique identity lies in the commercial and physical vitality of this neighborhood spine.



Figure 16. Traffic Along a Neighborhood Spine

Gateways

One means by which the neighborhood spine will be revitalized is through the development of gateways which indicate entrances to the Rum Village Neighborhood. These gateways will serve as landmarks by which the motorist or visitor will identify the boundaries of the neighborhood.

Vest Pocket Parks

Because of the existence of vacant lots throughout much of the neighborhood, there is an opportunity to develop small vest pocket parks. These parks will add greenspace to the neighborhood, will diminish the negative impacts of vacant lots, and may be used for a variety of passive recreational purposes (See figure 17).

Rum Village Park

The location of the Rum Village Park creates yet another opportunity to tie open space and recreational activities to the Rum Village Neighborhood. Located immediately adjacent to the southern border of the neighborhood, the Rum Village Park offers a wide variety of active and passive recreational opportunities for neighborhood residents (See figure 18).

Residential Development

There is an opportunity for the development of new residential units in the area between Grant Street and Olive Street in the western portion of Rum Village Neighborhood. There are many vacant properties in this area, and the construction of new housing units in these locations will strengthen the urban edge in the western part of the neighborhood.



Figure 17. Potential Site for a Vest Pocket Park



Figure 18. Potential Site for Neighborhood Park

Commercial Activity

Opportunities for both infill commercial development and eliminating store vacancies exist along the major arterials through the neighborhood. Strengthening the commercial base of the neighborhood by reducing the number of vacancies will give neighborhood residents a wider variety of shopping opportunities, while also contributing to the long-term stability of the Rum Village Neighborhood.

Rum Village Resident Opinions

In a survey distributed in the spring of 1994, residents of Rum Village were asked to respond to questions about their neighborhood and its existing conditions. One hundred and forty-eight questionnaires were returned. Samples of one hundred provide precision of plus or minus eight

percentage points at ninety percent confidence levels.

The focus of the survey was on neighborhood needs as perceived by neighborhood residents. Survey questions centered on what improvements or changes residents would like to see, rather than on how they use the neighborhood. A complete tabulation of survey results appears in Appendix C.

When asked to identify the five most important needs for the Rum Village Neighborhood, the most frequently cited answers were: the reduction of crime against property/home burglary; decrease junk yards and unsightly business activities; improve property maintenance; improve public services; and provide home renovation assistance.

The concerns of residents center on the perception of a decaying neighborhood due to increasing crime and poor maintenance. Residents see empty store fronts and debris and interpret these as a sign of neighborhood decline and are concerned that Rum Village has a poor image in the eyes of those traveling through the neighborhood. The issues that raised the least amount of concern were housing affordability, new housing development, and local bus service, each noted as relevant issues by less than 10 percent of responses.

Although residents listed the reduction of crime as an important concern more frequently than any other issue, when asked for the number one need for the Rum Village Neighborhood, the improvement of property maintenance received the highest number of votes, with crime reduction a close second.

Many written comments spoke to the junk yards that operate in the neighborhood. Residents were concerned that additional junk yards might come to Rum Village. Other comments frequently remarked on the amount of trash and debris left on private property, in front yards and especially in alley ways. Fear of increasing crime rates drove many respondents to write that their homes had been burglarized one or more times in the recent past.

Question three asked residents to rate, using scores of poor-fair-good the quality of Rum Village's characteristics, such as community image, overall quality of life, personal safety, public services, shopping, housing value, resident involvement, cost of living, and prospects for improvement. For almost every question, respondents rated Rum Village as either fair or poor.

Shopping opportunities were overwhelmingly rated as poor. This is not unexpected, given the number of vacant storefronts and limited shopping along Prairie Avenue.

Three characteristics, however, were rated as fair to good: the overall quality of life, opportunity to be involved in the neighborhood, and the cost of living. Despite resident concerns over crime and debris, and the fair to poor image of the neighborhood, a good number of respondents see opportunities to become involved in the neighborhood, and many consider Rum Village an attractive place to live in spite of its problems.

Over 80 percent of the respondents agree that Rum Village is experiencing decline, and are uniform in their agreement about how to arrest and reverse that decline. While 42 percent of the respondents agree that Rum Village does not need more affordable housing, or more housing of any kind. Rum Village residents would like to see the following: maintenance of housing values, sidewalk improvements, code enforcement and more people involved in neighborhood improvement activities.

Other activities that would help Rum Village are an improved street appearance through landscaping and lighting, fewer housing vacancies, rehabilitation of the Oliver School, fewer shop vacancies and more Neighborhood retail stores (See figure 19). Respondents do not see new multi-family or single-family housing as necessary to stop neighborhood decline. However, alley resurfacing, more street lamps, and a family restaurant would make a difference.

Concerns about Prairie Avenue center on vacancies and the types of uses that cur-

rently exist. When asked to name the type of stores they would most likely shop at if located in their neighborhood, respondents most often named a bakery or cafe, followed by a family restaurant, hardware store, home repair material, and lawn and garden needs. Respondents did not see much need for a newspaper/bookstore, toy store, or music store.

Respondents to the survey have lived in Rum Village for quite some time. Half of the sample has lived in Rum Village for twenty or more years, while 64 percent have lived in the neighborhood for eleven or more years. Almost half of the respondents live in a household with one or more retired persons. The median household size is two persons, both over eighteen

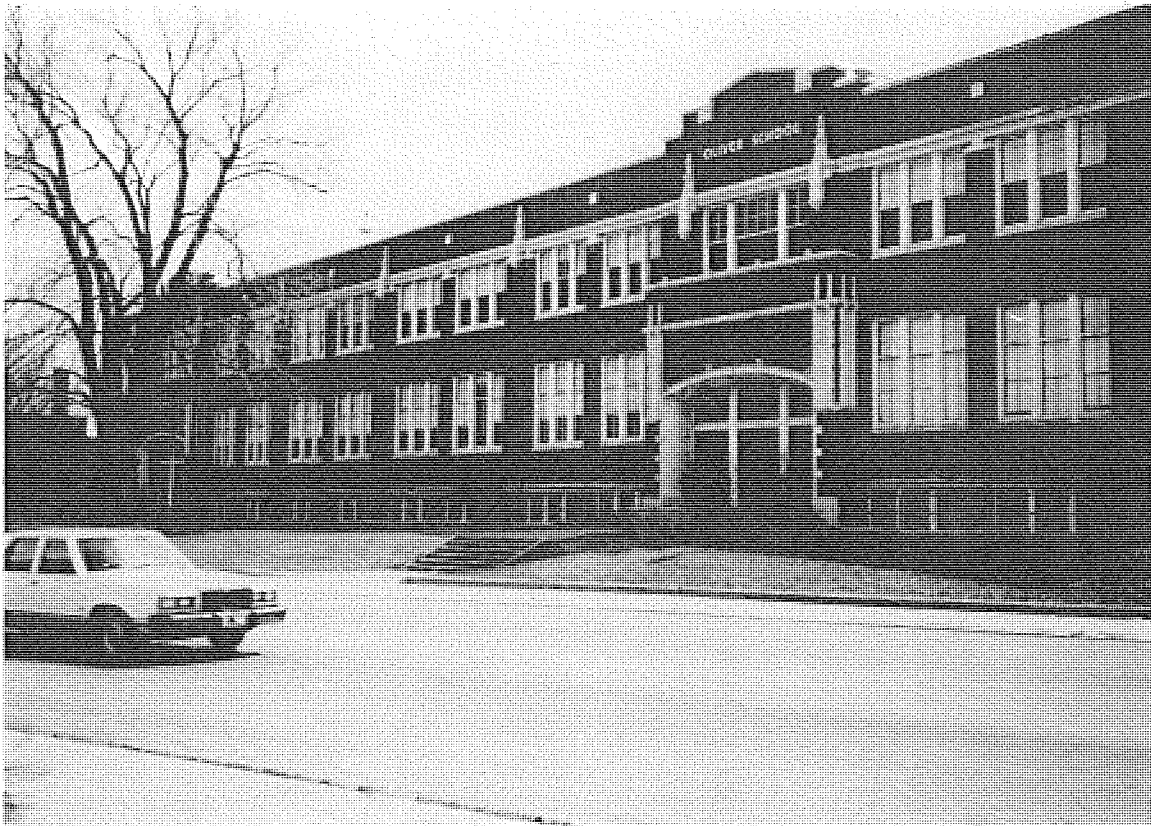


Figure 19. Oliver School

Sample Survey Responses

(A copy of the survey and the tabulated results can be found in Appendix B and C)

Question 1: Circle the Five Most Important Needs for the Rum Village Neighborhood

1)	Reduce crime against property/home burglary	73.6%
2)	Decrease junk yards and unsightly business activities	72.3%
3)	Improve property maintenance	63.5%
4)	Improve public services	52.0%
5)	Provide home renovation assistance	46.6%

Question 2: Of the Above Needs, Rank the Most Important Need for the Rum Village Neighborhood

1)	Improve property maintenance	25.2%
2)	Reduce crime against property/home burglary	22.8%
3)	Decrease junk yards and unsightly business activities	12.2%
4)	Improve public services	8.9%
5)	Provide home renovation assistance	8.9%

Question 3: Rank Characteristics for Rum Village:

1)	Opportunity to be involved in the Neighborhood	35.8%
2)	Future prospects for improvement	23.6%
3)	Overall quality of life	20.9%

Question 4: Level of Agreement With the Following Statements (Expressing Strong Agreement):

1)	Maintaining housing values is vital to the community	55.4%
2)	The community needs stronger code enforcement	52.0%
3)	Sidewalk improvements are needed in the Neighborhood	41.2%
4)	More people should be involved in Neighborhood improvement activities	30.4%
5)	Rum Village is experiencing decline	21.6%

Question 5: The Following Activities Would Help Rum Village A Lot:

1)	Improved streetscape appearance	75.0%
2)	More street lamps	73.6%
3)	Alley resurfacing and improvements	73.6%
4)	Fewer shop vacancies	
5)	Family restaurant	

Question 6: Stores Most Likely to Shop In If They Were in the Neighborhood:

1)	Bakery/cafe	79.1%
2)	Family restaurant	56.1%
3)	Hardware	48.6%
4)	Home repair material	42.6%
5)	Lawn and garden needs	41.2%

STRATEGIC ISSUES

Through focus groups and the community-wide opinion surveys just described, a number of neighborhood concerns, problems and issues were discovered. The inventory of existing land use, exterior building and housing conditions and an evaluation of the condition of streets, sidewalks, curbs, and alleys also helped identify physical problems and opportunities in the neighborhood.

Predominant community needs which reflected resident survey findings include: reduction of crime—especially property crimes, improved property maintenance, and reduction of the unsightly appearance of junk yards and related business activities.

More than 80 percent of the survey respondents felt that the neighborhood was experiencing overall decline and that the image of the neighborhood could be labeled as "fair." Other direction offered from the survey included increased focused attention to property maintenance and improvement in the appearance of major roadway corridors through the neighborhood, with specific reference to Indiana and Prairie Avenues. More than 90 percent of residents said that maintaining housing values is vital to the neighborhood and over 60 percent stated that they would be willing to work for neighborhood improvements.

The inventory of physical conditions revealed pockets and other concentrations

of troubled and deteriorating properties and areas where alleys, sidewalks and public improvements were in desperate need of rehabilitation. In general, however, the vast majority of housing in the neighborhood is in sound condition and public improvements are found to be in reasonably good condition.

With respect to commercial property, the Indiana/Prairie Avenue corridor had numerous vacant stores, with specific buildings visibly deteriorated or threatening to become a blighting influence, such as the Oliver School property. The entry point to Rum Village from the east at Indiana Avenue is unsightly because of the scrap metal yards; throughout the northern section of the neighborhood outdoor storage areas and incompatible land uses diminish the appearance and residential quality of the community. In many locations there is not a clear transition between industrial/commercial uses and residential homes. In short, the commercial areas in the community appear shabby and not well maintained by comparison to the solid residential districts found in Rum Village (See figure 20).

There are five fundamental issues which must absolutely must be resolved if the neighborhood is to improve:

- **Eroding Residential Property Values And Lack Of Property Reinvestment.**
- **Increasing Number Of Rental Properties And Resulting Decline Of Home Ownership.**
- **Changing Racial, Ethnic, Income And Demographic Composition Of Residents.**
- **Increased Levels Of Anxiety And Concern About Neighborhood Crime.**
- **Poor Neighborhood Image Resulting In Lost Residential Market Appeal.**

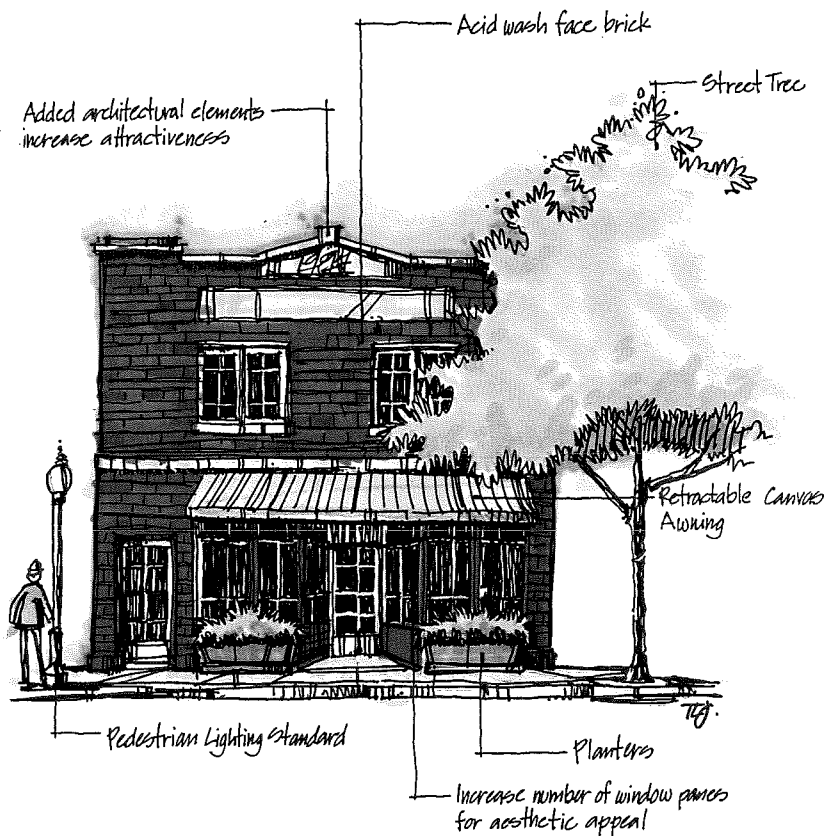
NEIGHBORHOOD IMPROVEMENT GOALS

The overarching goal for Rum Village is to restore confidence in the future neighborhood, both internally and externally. If Rum Village can, in the next five years, become the kind of neighborhood where new households will want to buy homes and raise families, then revitalization efforts will have succeeded. Five specific goals and associated performance benchmarks provide direction for neighborhood improvement efforts.

1. Make Rum Village as safe and secure as any South Bend Neighborhood

Performance Benchmarks:

- Increase the feeling of personal safety and security in Rum Village such that the level of fear is dramatically reduced from present levels.
- By the end of 1997 attain an incidence of crime against persons and property in the neighborhood such that a rate of crime for Rum Village is no higher than evidenced for the City of South Bend as a whole.



- Organize and sustain Neighborhood Crime Watch Programs in at least 70 percent of Rum Village blocks by 1999.
 - Increase the number of residents who walk through the neighborhood after dark without anxiety.
- ### 2. Expand home partnership opportunities in Rum Village

Performance Benchmarks:

- Increase the absolute number of owner-occu-

Figure 20. Typical Building Facade Improvements along Indiana Avenue

housing units by the end of 1999.

- Develop twenty-five new single-family residential housing units by 1998; add an additional forty units by 2001.
- Convert twenty units of rental housing to owner-occupied housing by 1999.
- Provide ownership opportunities to one hundred first-time home buyers by 1998.
- Attract 200 home buyers to Rum Village by 2000.

3. Increase residential and commercial property values through reinvestment and redevelopment

Performance Benchmarks:

- Increase average neighborhood sale prices of residential homes by \$5,000 in constant dollars by 2000.
- Improve property and building maintenance throughout the neighborhood with special emphasis on rental properties and commercial stores (See figure 21).
- Decrease the number of blighted and substandard properties in the neighborhood to zero by 2002.

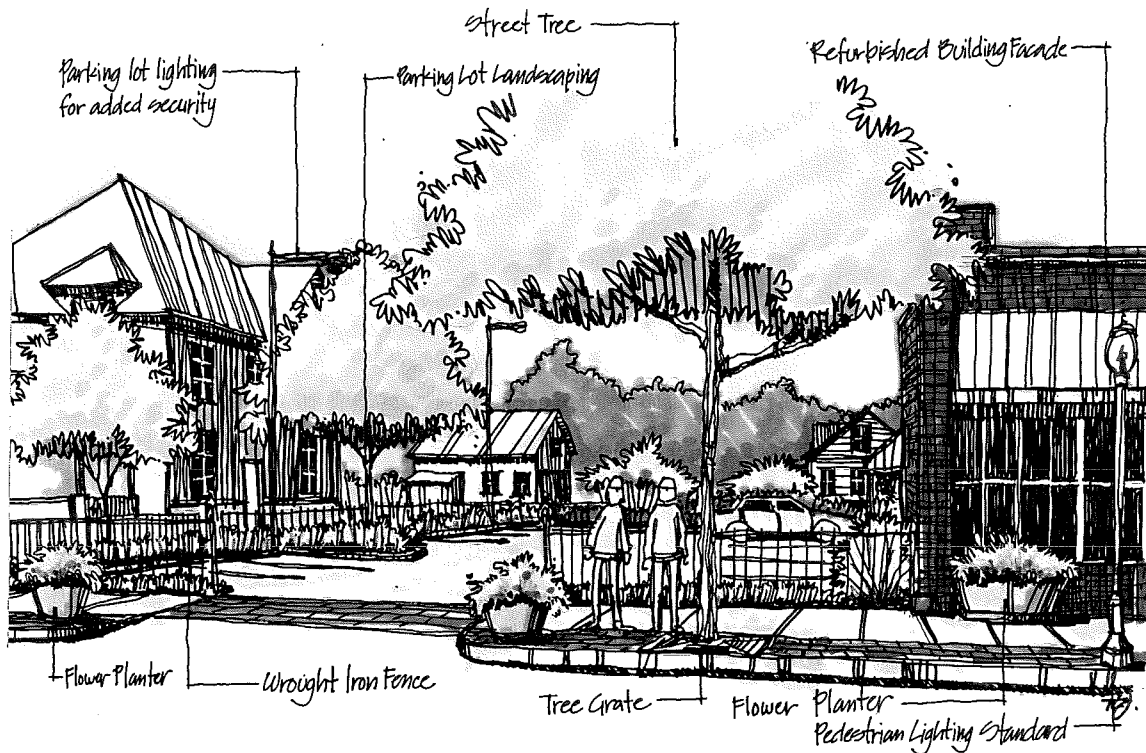


Figure 21. Off-Street Parking Enhancement along Indiana Avenue

- Develop or add five new neighborhood-serving businesses by 1999.
- Increase the number of residential rehabilitation to one hundred permits per year by 1999; increase the number of commercial building renovations to seven by 2000.
- Improve the appearance and commercial viability of the major roadway corridors (especially Indiana and Prairie Avenues) which pass through the neighborhood (See figure 22).
- Decrease commercial property vacancy by 25 percent by 1998.

4. Mobilize resources in support of neighborhood improvement initiatives

Performance Benchmarks:

- Expand the membership of Rum Village Neighborhood Association to 1,000 by 1998.
- Adopt and follow an annual neighborhood improvement program to include volunteer projects and public capital improvements for streets, alleys, sidewalks and curbs.
- Establish and sustain working relationships with Rum Village business community; obtain 20 business memberships in the Neighborhood Association by 1997 and grow this business support

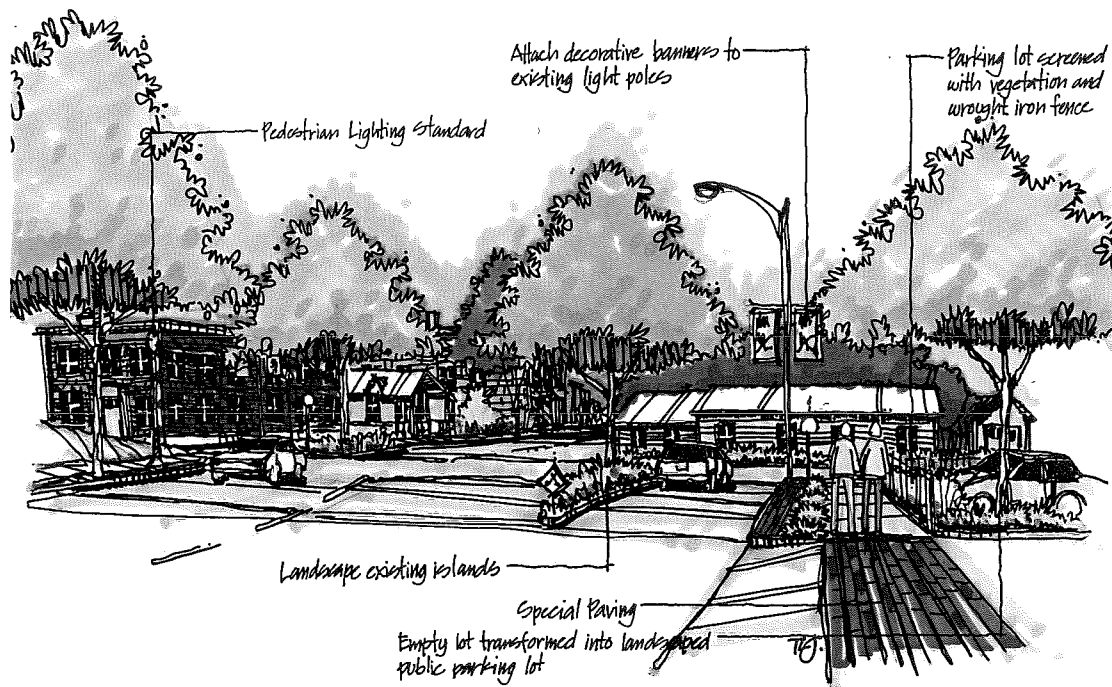


Figure 22. Intersection Improvements at Indiana Avenue and Kemble Street

by 1997 and grow this business support for the Association.

- Develop and implement an annual fund development program for operation of the Rum Village Neighborhood Association with a target of raising \$50,000 per year by 1998.
- Organize a pool of 250 volunteers willing to commit to 25 hours of volunteer service per year in support of neighborhood improvement activities.

5. Ensure broad based neighborhood resident participation

Performance Benchmarks:

- Sponsor three all-neighborhood events annually.
- Publish two all-neighborhood newsletters each year.
- Develop an outreach program for all new residents by 1996.
- Prepare and distribute a neighborhood handbook for all residents by 1998.
- Establish a series of working committees to undertake specific projects/programs.
- Enlarge the number and variety of working relationships and collaborations among/between the Neighborhood Association and the City, housing developers, rental property owners, nonprofit service providers and community institutions such as churches and schools.

ACTION STRATEGY

Crime Prevention / Security Enhancement

A proactive approach is needed to assess community security and to sustain a crime watch program throughout the neighborhood. Other activities would be designed to enhance in-home security, improve street lighting and alley visibility and to establish help and escort services for residents. The strategy calls for information sharing, monitoring of crime reports and safety conditions and creation of safer streets and homes through security modifications and community organizing. This strategy assumes that through active community participation in crime prevention activities and by taking individual responsibility to improve home security, opportunities for crime will diminish. The South Bend Police Department also must be an active participant in creating a high level of security with improved visibility and presence in the neighborhood. Improving the safety and security of Rum Village Park should be a high priority for the neighborhood and the community at large. Finally, attention needs to be directed toward eliminating opportunities for crime along sidewalks and in alleys by improving lighting and night visibility.

ACTION AGENDA

Crime Prevention / Security Enhancement

ACTION	TIME FRAME	RESPONSIBILITY	PARTNERS
Short Term Agenda			
Next 18 Months			
Monitor neighborhood crime statistics	Ongoing	RVNA	Police Dept.
Continue organizing crime watch blocks	70% complete 1997	RVNA Partnership Center	Police Dept.
Plan & implement home security clinics	Hold 2 clinics per year	RVNA Public Safety Comm.	Police Dept.
Develop volunteer home security, audit and installation crew	Crew trained 6/96, operations begin 7/96	RVNA Public Safety Comm.	Hardware Vendors
Create neighborhood phone bank & calling tree to notify all residents	Calling tree begin 9/96	RVNA	Criss Cross Directory
Develop a plan to improve nighttime visibility	Plan complete 1/97	RVNA Public Safety Comm.	I&M Power, Police
Long Term Action Agenda			
1997-2001			
Establish 25 neighborhood "Safe Places" and a network of "Safe Houses"	Complete 1998	RVNA Public Safety Comm.	Churches, Schools Local businesses
Implement a neighborhood helpline and volunteer escort service	Complete 1998	RVNA Public Safety Comm.	Churches, Volunteer Escort Service
Explore options for permanent security presence in Rum Village Park	Investigation complete 1997, action taken 1998	RVNA	DCED/PND Police, Park Dept
Plan and Implement a Teen Conflict Mediation Team	Planning complete 1998	RVNA Partnership Center	IUSB, Notre Dame

ACTION STRATEGY

Neighborhood Image Enhancement

Appearance and image are important to community pride and esteem. Rum Villagers have historically been very proud of their neighborhood. The Neighborhood Association was formed to fight adverse impacts caused by scrap yards, industrial activities and other land uses incompatible with a residential quality. Indiana Avenue and key entryway corridors to Rum Village are viewed by residents as shabby and a poor reflection on the adjoining residential districts. The Neighborhood Enhancement Strategy directs efforts to improve the image and appearance of Rum Village by improving entryways and adding elements of landscaping and urban design features, with coordinated private property improvement (See figure 23). Finally, this strategy includes volunteer initiatives to monitor property conditions and to maintain active stewardship of the community's appearance. For example, a new neighborhood park would provide both screening from industrial uses and image enhancement (See figure 24).

ACTION AGENDA

Neighborhood Image Enhancement

ACTION	TIME FRAME	RESPONSIBILITY	PARTNERS
Short Term Action Agenda	Next 18 Months		
Complete Kendall Street park design Construction	Complete 9/95	RVNA Partnership Center	Notre Dame DCED/PND
Implement fund campaign for play equipment for Rum Village Park	Raise \$20,000 by 1/96, raise additional \$20,000 by 6/96	RVNA	Parks Dept. Event sponsors, Business
Plan and implement neighborhood clean-up, fix-up campaigns	Hold two in 1995, two per year, on-going	RVNA	City, Community Volunteers
Implement an adopt-an-alley Program	Program start 6/96	RVNA	Community Volunteers
Recruit & train ten "community monitors" to spot code violations	Program start 1/97	RVNA	Code Enforcement
Explore opportunities to employ landscape, neighborhood youth for clean up, gardening work	Seek 6/97	RVNA	Churches, Youth Service Agencies 4-H

ACTION	TIME FRAME	RESPONSIBILITY	PARTNERS
Long Term Agenda	1997-2001		
Initiate design planning for neighborhood gateways	Construction start 6/98	RVNA	IUSB/Notre Dame DCED/PND
Participate in streetscape design for Indiana avenue	Begin improvements 7/98	DCED/PND	RVNA, Business Property Owners
Undertake an all-neighborhood street tree and planting program	Start 5/97, complete 2000	RVNA	Parks Dept/Public Works
Create a neighborhood lending pool for yard tools	Start 4/99	RVNA	Merchant Donations
Establish a network of community gardens, flowers, and landscaped public spaces	Develop program 1997, host City Garden Tour 1998	RVNA	Landscape Contractors Vacant Lot Owners

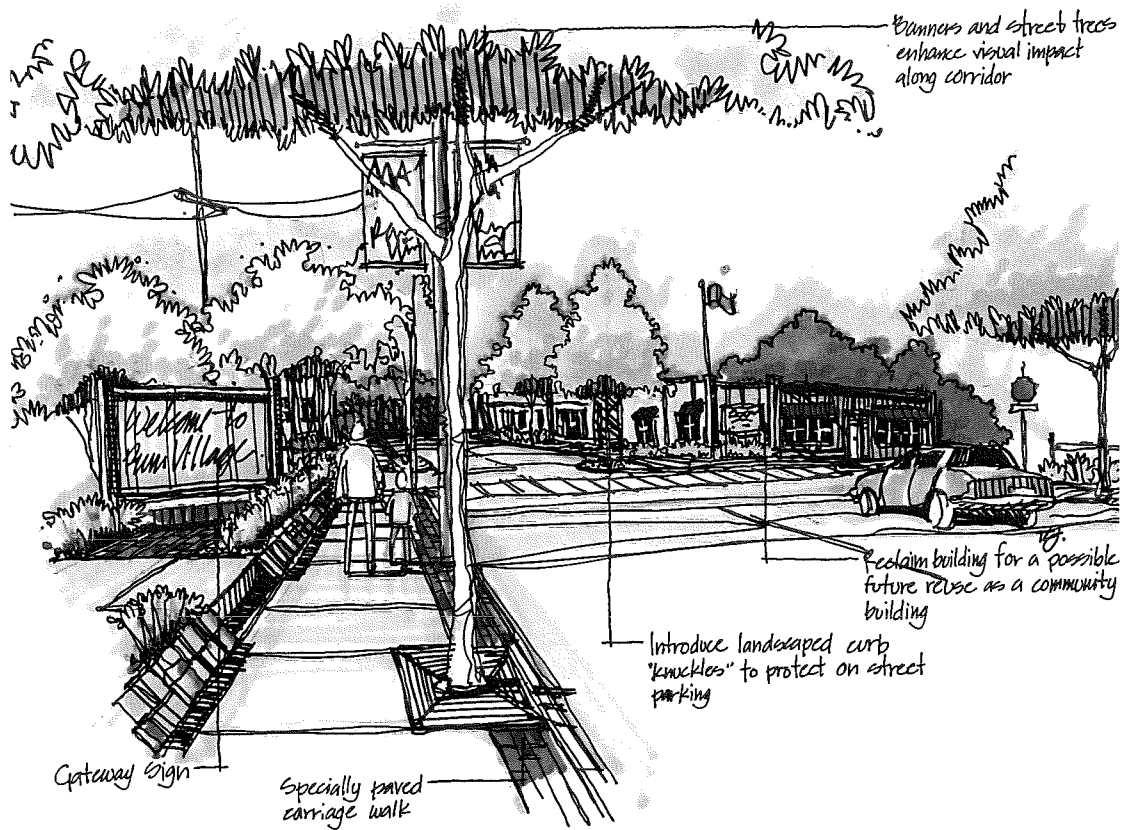


Figure 23. Gateway Treatment at Indiana Avenue and Franklin Street

ACTION STRATEGY

Housing Rehabilitation and Development

This strategy is targeted toward improving residential property conditions through elimination of blighted housing, improving property maintenance and encouraging residential reinvestment (See figure 25). The most important element of this strategy is to gain substantial new housing development for all segments of the residential market. Planned projects target conversion and rehabilitation of Oliver School for senior housing, new single family home in the western portion of Rum Village and opportunities for town home development and new infill small lot housing.

ACTION AGENDA

Housing Rehabilitation and Development

ACTION	TIME FRAME	RESPONSIBILITY	PARTNERS
Short Term Action	Next 18 Months		
Develop volunteer crews to assist home owners undertake maintenance and minor rehabilitation	Crew trained 1/96, operation begin 2/96	RVNA Housing Comm.	Building Trades
Seek intensive building code enforcement, report enforcement actions in newsletter	Now; on-going,	RVNA Partnership Center	Code enforcement

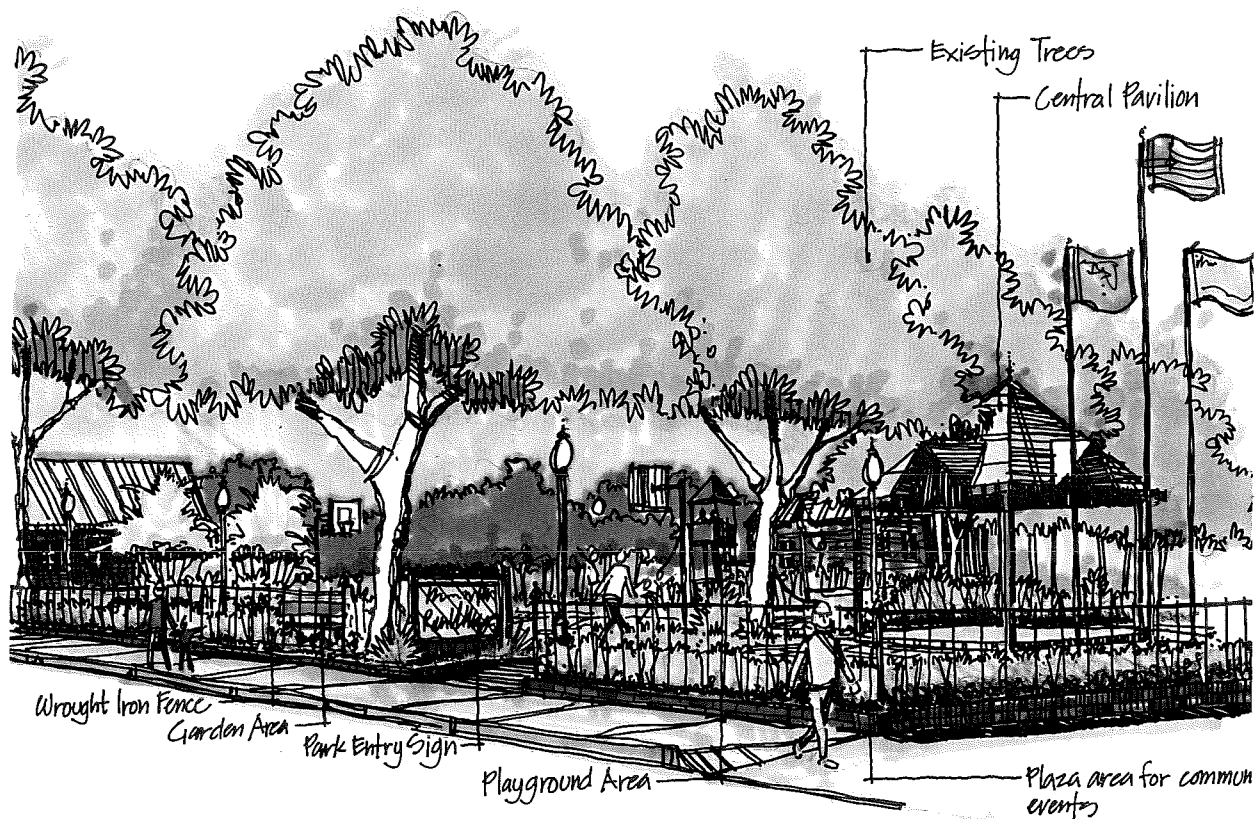


Figure 24. Public Park along Kendall Street

ACTION	TIME FRAME	RESPONSIBILITY	PARTNERS
Organize a landlord committee of RNVA, publish a directory and property evaluation of all rental properties	Organize and hold meeting by 1/96, publish by 1/97	RNVA Partnership	DCED/PND/HAD
Sponsor business breakfasts for South Bend Realtors, monitor and publicize market sales price for homes	9/96; ongoing; 3 per year	RNVA Housing Comm.	South Bend Board of Realtor
Write and publish a neighborhood promotional brochure to describe community assets and strengths	Brochure written 4/96, distribute beginning 5/96	RVNA Housing Comm.	DCED/PND

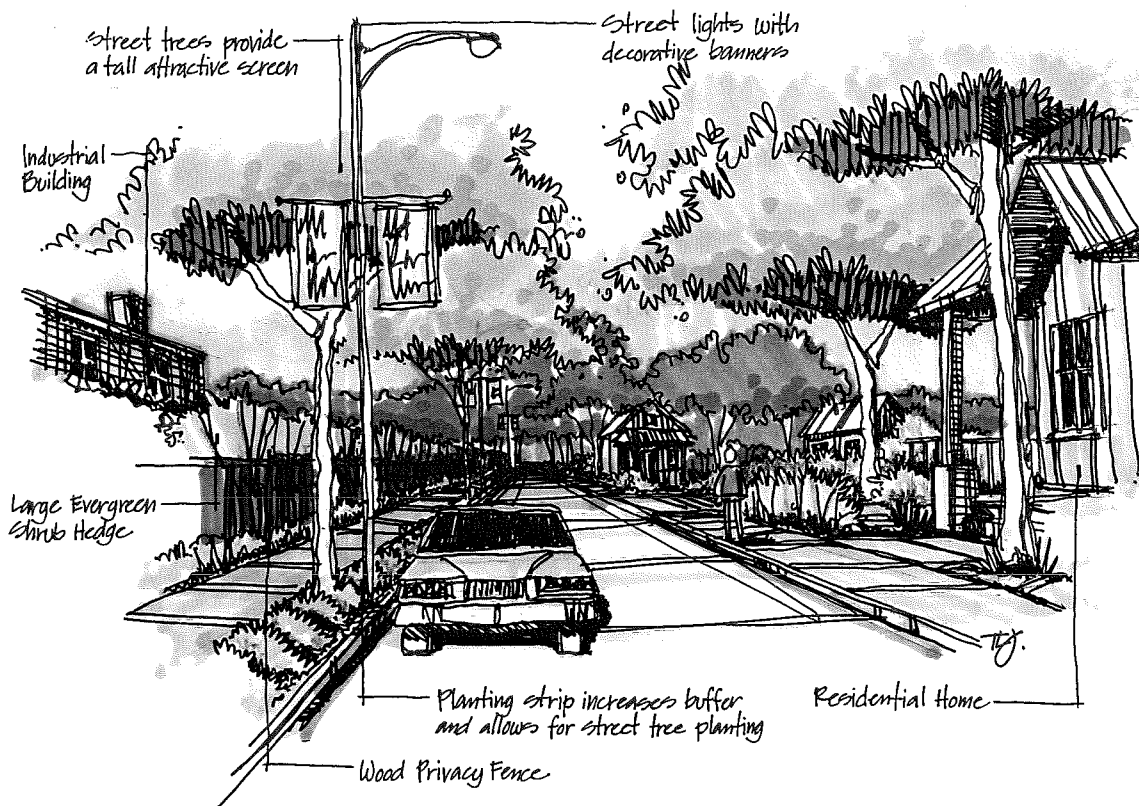


Figure 25. Screening Between Industrial and Residential Uses along Phillipa Street

ACTION	TIME FRAME	RESPONSIBILITY	PARTNERS
Long Term Action Agenda	1997-2001		
Work to obtain residential property tax abatement for substantial rehabilitation and new housing	Start 1996; resolution 6/97	RVNA Housing Comm.	City Council Redevelopment
Secure development of new single family housing	Seek 50 new units by 1998	RVNA Housing Comm.	Builders, Lenders Housing Devl. Corp.
Adaptive reuse of Oliver School for senior housing	Seek resolution by 1/99	Housing Devl. Corp.	School Corp.
Establish housing rehabilitation loan pool for both rental and owner-occupied housing	Start 9/98	RVNA Housing Comm.	DCED/HAD, Lenders
Explore options to create a housing trust fund where Rum Village owners could sell their homes to the community trust for resale to first time homebuyers	Make recommendation 1/99	RVNA Housing Comm.	IUSB, Notre Dame DCED/HAD
Support a home ownership development Program for neighborhood rental tenants	Start program 1998	RVNA Housing Comm.	Housing Devl. Corp. Community Homebuying Corp.
Target areas for intensive housing rehabilitation on a block by block basis	1995-98, ongoing	RVNA Partnership	Housing Devl. Corp.
Sponsor a narrow lot design competition, seek blanket variance for 40 foot parcels	1999	RVNA Housing Comm.	Housing Devl. Corp. IUSB, Notre Dame
Write manual of property maintenance guidelines for property owners.	2000	RVNA Housing Comm.	Code enforcement

ACTION	TIME FRAME	RESPONSIBILITY	PARTNERS
Long Term Action Agenda	1997-2001		
Write and publish a neighborhood handbook	1998	RVNA	IUSB, Notre Dame
Consider expansion of Partnership Center Area, review and decide building disposition options	6/98	RVNAPartnership Center	DCED/PND
Seekcommunity service volunteer coordinator from National Service (America Corps)	Prepare application 1997, expand to 3 1999	RVNA Coordinator	DCED/PND
Obtain Indiana Dept. of Commerce Neighborhood Assistance Program tax credits	Prepare application 1997, tax credits begin 1998	RVNA Coordinator	DCED/PND
Organize block clubs and block leaders	Start 1995 90 % coverage 1999	RVNA Partnership RVNA Coordinator	DCED/PND

RECOMMENDED NEIGHBORHOOD DEVELOPMENT PLAN

Key Elements:

Phase I: 1996 - 1998

(See figure 26)

- Acquisition and clearance of dilapidated housing in area between Edwards and Indiana Avenue to Prairie Avenue east.
- New housing development, Philippa Street east to Brookfield.
- Concentrated code enforcement and property rehabilitation in the Rum Village Partnership Area, Indiana Avenue south.
- Residential edge buffer development.

Phase II: 1998 - 1999

- Indiana Avenue corridor and streetscape improvements, commercial property rehabilitation. Taylor Street west to Prairie Avenue.
- Concentrated code enforcement and property rehabilitation area between Walnut and McPherson, Prairie Avenue to Edwards.
- Rehabilitation of Oliver School for senior housing and community uses.

Phase III: 1999 - 2002

- Redevelop northwest block of Prairie Avenue/Indiana Avenue intersection as a neighborhood shopping center.
- Development of new business park north of Indiana Avenue.

NEXT STEPS: TOWARDS IMPLEMENTATION

The overall physical development program and the long term neighborhood action strategy must seem an impossible dream. As the list of "to do's" is encountered, the Rum Village Neighborhood Association and the Rum Village Partnership Center are most often identified in the leadership position. It is reasonably clear that if all of the items on the list of "to do's" were to be completed by the next year, everyone would retreat from the plan as unrealistic.

However, the physical development plan and the Neighborhood Action Agenda have been deliberately phased over a seven to ten year time period in order to permit growth, development and maturity of the Neighborhood Association. It is not expected that the plan will be implemented quickly. In fact, when the various activities get done probably is less important than creation of a consistent record of success, regardless of how small each success might be. Grand plans unfold one step at a time.

First Things First

The Short Term Action Agenda directs attention to those activities which are important to building the capacity of the neighborhood to undertake larger, more challenging projects in the later years of the plan. Early activities emphasize establishing a strong organizational structure, increasing the capacity of the RVNA

to raise funds and to become "institutionalized" with staff, working committees and ongoing volunteer development and membership programs. The most challenging action is the need to raise \$20,000 by the first of next year in order to realize the challenge grant opportunity for new playground equipment for Rum Village Park. This is a substantial amount to raise in a short period of time.

Success in fundraising will be predicated upon meeting other organizational challenges. For example, designation as a tax exempt entity under Internal Revenue Services 501(c)3 requirements is essential before substantial funds will be forthcoming. Even with tax exempt status assured, raising thousands of dollars will require a definitive fund raising program with one or several fund raising events. A funding plan will require more planning, both to outline the overall approach to fundraising and to engage in the detailed logistical planning to produce successful fundraising events.

Achievement in fund development requires a highly effective organization, a strong sense of mission and a broadly shared commitment to the organization's purpose. And by extension, organizational momentum comes about through all those details of planning a multi-year program of work; setting goals, preparing operational budgets and raising revenues to support those operational demands, and most importantly, planning to broaden and deepen the community commitment to the organization through membership and

volunteer development.

It may be disheartening to realize that this neighborhood planning effort has set in motion a course of action requiring yet more planning. Every item on the action agenda necessitates some planning by someone. However, without this consistent dedication to defining the work of RVNA, it is doubtful that a string of successes will come about. While others outside of the neighborhood may be very willing to help implement various projects and programs, it is the Rum Village Neighborhood Association which must take exclusive responsibility for planning and all that planning entails.

During the next two years, RVNA must demonstrate to neighborhood residents and to the community at large that it can deliver consistent leadership in support of neighborhood revitalization initiatives. The ability to deliver resources and services for neighborhood improvement must be evident if RVNA expects to win support from funders, nonprofit housing developers and outside corporations and institutions. Results will breed opportunities to gain access to new resources and new supporters. It is, therefore, imperative that over the next two years that RVNA achieve the following:

- Demonstrated capacity to raise funds, both for operations and for neighborhood improvement projects (play equipment, for example).
- Expand the number of RVNA members, sponsors and business underwriters.
- Consistent volunteer commitment to neighborhood improvement projects.

- Recognition of RVNA by the larger South Bend community as the leader and catalyst for positive change in Rum Village.

What Resources Will Be Required To Make The Plan Happen?

Over the next two years, most of the recommended Action Agenda items are no-cost or low-cost activities which can either be completed by volunteers or projects which can be supported by community or business donations. For example, development of volunteer crews to assist homeowners undertake minor maintenance and repair will cost relatively little; business breakfast meetings also will not be expensive in the larger scheme of the plan. Both of these activities will, however, require some planning and organization and a willingness of volunteers to make these activities happen.

Two items recommended during the first two years are high cost items. Most importantly the RVNA needs to establish an operational budget between \$20,000 and \$30,000 per year initially, with a funding plan to grow to an annual operating budget between \$50,000 and \$60,000 over the next four years. This operational budget will support the activities of the Association and, specifically staff, public relations and office operations. It is absolutely essential that the RVNA be in a position to retain one professional staff person—at least part time—as soon as possible. Without professional staff support, it is highly unlikely that the Neighborhood Association will ever achieve substantial completion of most Action Agenda items.

Clearly, volunteer efforts can accomplish significant results. However, volunteer

resources are most effectively applied to a particular project or programs which are limited in scope and duration—an event, for example. To be successful, RVNA needs a day-to-day coordinator to engage in a variety of activities, from assembling information to public relations. A staff person is needed to become the consistent point of contact for organizing community based projects and programs.

In addition to a staff person, the Association should have financial resources to obtain the services of student interns or to pay the expenses of neighborhood clean up activities. Finally, a number of public relations and information outreach activities are scheduled as a part of the plan. Newsletters, a neighborhood directory, a new resident welcome packet, a realtors promotional brochure, etc. will require dollars for layout and printing even if the manuscript is prepared by volunteers.

The second high cost item is the play equipment for Rum Village Park. The total cost of the equipment is expected to be in excess of \$60,000. The South Bend Park Department has offered a challenge grant opportunity to match dollars raised by the Neighborhood Association. To raise this very large amount of money over the course of a two year time period will require perhaps four major fundraising events. These events will need to be high profile, community-wide events geared toward making \$10,000 profit per event. Events such as a new car raffle, or more appropriate for Rum Village, a new house raffle, will require front end money to invest for the fundraising effort. Whatever fundraising direction the RVNA Board decides upon will require professional fund development advice. It is possible that some of the special project funding may

be available through public grants such as the Community Development Block Grant Funds or other funding sources such as the foundation grants. However, it is reasonable to assume that RVNA must raise the largest proportion of funds from neighborhood efforts before outside grant support would be forthcoming. Grants cannot be assured and will, even in the best of cases, pay for only a portion of project costs.

As the neighborhood moves forward with its revitalization efforts, RVNA will be called upon to initiate fundraising efforts for other special projects or programs; for example helping fund an Indiana Avenue landscaping project or community gardens. The RVNA needs to be able to draw upon a wide range of community resources to support these special projects and to generate significant dollars from a community-wide funding basis.

While it is expected that RVNA will increase its capacity to raise funds over time and to have a regular basis of support for operations, it is not expected that the Neighborhood Association will ever be able to undertake the major development and redevelopment projects called for in the Neighborhood Development Strategy.

Implementation of all of the physical/development components of the proposed Neighborhood Development Strategy will require several millions of dollars invested over a decade or more. RVNA can act as a catalyst to bring together the City, non-profit housing developers and private investors in order to complete recommended projects. However, funding for the brick and mortar projects will, of necessity, be assembled from many different sources: public, private, loans, grants and equity

and will not be the solo obligation of RVNA.

The role of RVNA in assembling future project finance for housing development, streetscape improvements, renovation of Oliver School and/or development of a neighborhood shopping center among other projects is to act as a convener, drawing together various interested parties. The most important asset to be provided by the Neighborhood Association is direct communication linkage to neighborhood residents and the ability to convey shared neighborhood goals. It will be very helpful to the revitalization process to have a single point of communication and a forum for the resolution of conflicting opinions and how to proceed. If RVNA can establish mechanisms to draw together all segments of the community and gain broad based community support, then the Association will be able to find partners willing to undertake the physical development / redevelopment process in support of community plans and goals.

Expected Development Costs

The following table indicates the expected development cost for various projects to be undertaken as a part of the Neighborhood Development Strategy. These cost are merely ballpark estimates based upon generalized unit costs. Total streetscape, gateway and neighborhood shopping center development costs are expected to be in excess of \$3.5 million if these projects were completed today.

Not included in these budget estimates are housing development costs. Renovation of Oliver School, for example, into senior housing units may cost over one million dollars. However, it is impossible to render an accurate cost estimate until the

project has been designed. Other housing development costs will vary depending upon whether the project is new construction or renovation of existing housing.

It is important to understand that the job of RVNA is not to produce renovated housing or to actually undertake streetscape development. Rather, RVNA can support the development process by proactively seeking the commitment of the City, the Housing Development Corporation, Neighborhood Housing Services and lending institutions.

The following provides order of magnitude budget estimates to carry out most of the physical development strategy, except for particular housing projects.

NEIGHBORHOOD DEVELOPMENT STRATEGY BUDGETS

1. Philippa Avenue Buffer
\$50,000 - \$70,000

Improvements include sidewalks, a five foot parking strip with sod and street trees, an eight foot strip with shrubs and ground cover, a six foot high wood fence, and lighting with banners.

2. Prairie and Ewing Street Gateway
\$90,000 - \$110,000

Improvements include an entry sign with lighting, pedestrian lighting, banners, special paving for walkways, shrubs, street trees and landscaped islands.

3. Prairie Avenue Streetscape
\$60,000 - \$75,000
(Railroad to Ewing Street)

Improvements include trees and sod in parking strips.

4. Neighborhood Pocket Parks
\$81,000 - \$105,000
(Along Prairie Avenue - Six Parks)

Three parks at approximately one-third of an acre each. Includes pedestrian lighting, benches, trees, shrubs, lawn and walkways. (\$20,000 - \$25,000 each)

Three parks at approximately one-tenth of an acre each. Includes pedestrian lighting, benches, trees, shrubs and lawn. (\$7,000 - \$10,000 each)

5. Focal Point At Prairie And Dubail
\$60,000 - \$80,000

Improvements include pedestrian lighting, banners, special walkway paving, street trees, shrubs and landscaped islands.

6. North Prairie Avenue Gateway
\$35,000 - \$40,000

Improvements include entry sign with lighting, street trees, shrubs and lawn areas.

7. West Indiana Streetscape
\$50,000 - \$70,000
(From Prairie Avenue To Olive)

Improvements include trees and sod in parkway strips.

8. East Indiana Streetscape
\$275,000 - \$325,000
(From Prairie Avenue To Franklin)

Improvements include lighting, banners, street furniture, street trees, special paving, planters and landscaped islands.

9. Kendall Street Neighborhood Park
\$165,000 - \$195,000
(From Prairie Avenue To Olive)

One-third of an acre park; improvements include lighting, multi-purpose play court, play structures, walkways, pavilion, plaza, signage, fence, water fountain, landscaping and flagpoles.

TOTAL PROJECTED COSTS
\$3,026,000 - \$3,270,000

The above costs are preliminary in nature and do not reflect costs based on detailed design or engineering, nor do they reflect professional design and engineering fees, construction contingencies or utility costs.

10. East Indiana Gateway
\$80,000 - \$100,000
(Indiana and Franklin)

Improvements include entry sign with lighting, pedestrian lighting with banners, special paving, street trees and shrubs.

11. Ewing and Franklin Gateway
\$40,000 - \$50,000

Improvements include entry sign with lighting, street trees, shrubs and ornamental plantings.

12. Ewing Street Streetscape
\$40,000 - \$50,000
(Olive To Franklin)

Improvements include street trees.

13. Neighborhood Shopping Center
\$2,000,000 - \$2,500,000
(Olive To Franklin)

Approximately one-half of an acre site, includes 25,000 square feet of unimproved tenant space for retail; improvements include parking for 125 cars and miscellaneous site improvements.

APPENDIX A

Rum Village Demographic Information

* Boundaries of Census Tracts do not necessarily correspond to Rum Village Neighborhood boundaries.

POPULATION	1980	1990	% Change
South Bend City	109,727	105,511	-3.8%
Rum Village Neighborhood	5,371	5,267	-1.9%
Census Tract 28	1,658	1,533	-7.5%
Block group 1	429	395	-7.9%
Block group 2	857	762	-11.1%
Block group 3	372	376	1.1%
Census Tract 34	3,713	3,734	0.6%
Block group 1	720	680	-5.6%
Block group 2	710	597	-15.9%
Block group 3	741	849	14.6%
Block group 4	601	530	-11.8%
Block group 5	648	583	-10.0%
Block group 9	293	495	68.9%

OWNER-OCCUPIED HOUSING UNITS	1980	1990	% Change
Rum Village Neighborhood	1,671	1,582	-5.3%
Census Tract 28	504	442	-12.3%
Block group 1	136	149	9.6%
Block group 2	260	202	-22.3%
Block group 3	108	91	-15.7%
Census Tract 34	1,167	1,140	-2.3%
Block group 1	188	130	-30.9%
Block group 2	213	193	-9.4%
Block group 3	279	323	15.8%
Block group 4	214	179	-16.4%
Block group 5	173	166	-4.0%
Block group 9	100	149	49.0%

TOTAL HOUSING UNITS	1980	1990	% Change
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Rum Village Neighborhood	2,182	2,162	-0.9%
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Census Tract 28	656	597	-9.0%
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Block group 1	166	162	-2.4%
Block group 2	332	298	-10.2%
Block group 3	158	137	-13.3%

Census Tract 34	1,526	1,565	2.6%
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Block group 1	296	290	-2.0%
Block group 2	273	295	8.1%
Block group 3	338	359	6.2%
Block group 4	268	228	-14.9%
Block group 5	225	212	-5.8%
Block group 9	126	181	43.7%

RENTER-OCCUPIED HOUSING UNITS	1980	1990	% Change
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Rum Village Neighborhood	360	440	22.2%
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Census Tract 28	108	123	13.9%
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Block group 1	26	6	-76.9%
Block group 2	57	81	42.1%
Block group 3	25	36	44.0%

Census Tract 34	252	317	25.8%
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Block group 1	76	128	68.4%
Block group 2	44	81	84.1%
Block group 3	42	17	-59.5%
Block group 4	36	34	-5.6%
Block group 5	43	39	-9.3%
Block group 9	11	18	63.6%

**OCCUPIED
HOUSING UNITS**

	1980	1990	% Change
South Bend City	42,082	42,260	0.4%
Rum Village Neighborhood	2,031	2,022	-0.4%
Census Tract 28	612	565	-7.7%
Block group 1	162	155	-4.3%
Block group 2	317	283	-10.7%
Block group 3	133	127	-4.5%
Census Tract 34	1,419	1,457	2.7%
Block group 1	264	258	-2.3%
Block group 2	257	274	6.6%
Block group 3	321	340	5.9%
Block group 4	250	213	-14.8%
Block group 5	216	205	-5.1%
Block group 9	111	167	50.5%

**VACANT
HOUSING UNITS**

	1980	1990	% Change
Rum Village Neighborhood	151	140	-7.3%
Census Tract 28	44	32	-27.3%
Block group 1	4	7	75.0%
Block group 2	15	15	0.0%
Block group 3	25	10	-60.0%
Census Tract 34	107	108	0.9%
Block group 1	32	32	0.0%
Block group 2	16	21	31.3%
Block group 3	17	19	11.8%
Block group 4	18	15	-16.7%
Block group 5	9	7	-22.2%
Block group 9	15	14	-6.7%

EDUCATIONAL ATTAINMENT - 1990	Persons 25+	Less than 9th grade	9th-12th no diploma	HS graduate	College no degree	College degree
South Bend City	67,916	9.2%	18.8%	31.4%	16.8%	23.8%
Rum Village Neighborhood	3,452	15.3%	28.4%	32.9%	14.0%	9.3%
Census Tract 28	1,099	19.3%	26.1%	33.6%	11.4%	9.6%
Block group 1	264	25.0%	19.7%	39.0%	8.0%	8.3%
Block group 2	547	22.5%	24.9%	26.7%	12.8%	13.2%
Block group 3	288	8.0%	34.4%	41.7%	11.8%	4.2%
Census Tract 34	2,353	13.4%	29.5%	32.6%	15.3%	9.2%
Block group 1	383	13.1%	34.5%	29.8%	9.9%	12.8%
Block group 2	344	21.5%	24.1%	32.0%	20.9%	1.5%
Block group 3	618	9.5%	31.7%	30.1%	14.2%	14.4%
Block group 4	343	16.9%	27.1%	39.1%	12.5%	4.4%
Block group 5	338	22.2%	25.7%	33.7%	14.8%	3.6%
Block group 9	327	0.0%	31.5%	33.6%	20.8%	14.1%

RESIDENCE IN 1985	Persons 5+	Same House	Diff house same Co.	Diff house other Co.	Diff house other state	Abroad
Rum Village Neighborhood	4,826	67.3%	24.9%	1.2%	5.6%	1.1%
Census Tract 28	1,448	64.8%	24.3%	1.4%	9.5%	0.0%
Block group 1	361	75.9%	16.9%	0.0%	7.2%	0.0%
Block group 2	732	66.1%	22.0%	1.8%	10.1%	0.0%
Block group 3	355	51.0%	36.6%	2.0%	10.4%	0.0%
Census Tract 34	3,378	68.4%	25.1%	1.1%	3.9%	1.5%
Block group 1	609	52.4%	34.0%	3.8%	9.0%	0.8%
Block group 2	540	68.7%	26.5%	0.0%	4.8%	0.0%
Block group 3	774	69.4%	26.5%	1.7%	1.9%	0.5%
Block group 4	491	78.4%	13.8%	0.0%	3.3%	4.5%
Block group 5	520	77.7%	18.5%	0.0%	0.0%	3.8%
Block group 9	444	66.2%	29.1%	0.0%	4.7%	0.0%

RACE OF POPULATION - 1990	Total Population	White	Black	Am. Indian, Esk., Aleut.	Asian or Pac. Islan.	Other race
South Bend City	105,511	76.0%	20.9%	na	na	3.1%
Rum Village Neighborhood	5,267	77.6%	17.1%	1.1%	1.3%	2.9%
Census Tract 28	1,533	80.4%	15.3%	0.0%	2.7%	1.6%
Block group 1	395	65.1%	30.1%	0.0%	0.0%	4.8%
Block group 2	762	79.4%	15.2%	0.0%	5.4%	0.0%
Block group 3	376	98.4%	0.0%	0.0%	0.0%	1.6%
Census Tract 34	3,734	76.5%	17.8%	1.6%	0.7%	3.4%
Block group 1	680	50.6%	36.2%	8.5%	4.1%	0.6%
Block group 2	597	64.3%	26.5%	0.0%	0.0%	9.2%
Block group 3	849	88.6%	5.7%	0.0%	0.0%	5.8%
Block group 4	530	79.6%	19.6%	0.0%	0.0%	0.8%
Block group 5	583	80.4%	16.8%	0.3%	0.0%	2.4%
Block group 9	495	97.8%	2.2%	0.0%	0.0%	0.0%

GROSS RENT - 1990	Spec. rent. occ. units	Less than \$200	\$200 to \$299	\$300 to \$499	\$500 to \$749	\$750 to \$999	\$1,000 or more	No cash rent
Rum Village Neighborhood	436	1.1%	15.6%	59.6%	12.4%	0.0%	0.0%	11.2%
Census Tract 28	123	0.0%	16.3%	56.1%	5.7%	0.0%	0.0%	22.0%
Block group 1	6	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Block group 2	81	0.0%	24.7%	60.5%	8.6%	0.0%	0.0%	6.2%
Block group 3	36	0.0%	0.0%	55.6%	0.0%	0.0%	0.0%	44.4%
Census Tract 34	313	1.6%	15.3%	61.0%	15.0%	0.0%	0.0%	7.0%
Block group 1	124	4.0%	21.8%	59.7%	10.5%	0.0%	0.0%	4.0%
Block group 2	81	0.0%	19.8%	70.4%	9.9%	0.0%	0.0%	0.0%
Block group 3	17	0.0%	0.0%	76.5%	23.5%	0.0%	0.0%	0.0%
Block group 4	34	0.0%	0.0%	44.1%	55.9%	0.0%	0.0%	0.0%
Block group 5	39	0.0%	12.8%	53.8%	7.7%	0.0%	0.0%	25.6%
Block group 9	18	0.0%	0.0%	61.1%	0.0%	0.0%	0.0%	38.9%

OCCUPATION - 1990	Employed persons 16+	Executive, admin, etc.	Prof. spec. occup.	Technician, rel. support	Sales occup.	Admin. support	Private household
Rum Village Neighborhood	2,185	5.4%	5.8%	2.5%	10.7%	16.2%	0.3%
Census Tract 28	657	2.0%	7.5%	2.9%	12.5%	16.9%	0.0%
Block group 1	196	0.0%	2.6%	0.0%	11.7%	17.3%	0.0%
Block group 2	299	2.3%	12.7%	4.7%	12.0%	11.0%	0.0%
Block group 3	162	3.7%	3.7%	3.1%	14.2%	27.2%	0.0%
Census Tract 34	1,528	6.9%	5.0%	2.3%	9.9%	15.9%	0.4%
Block group 1	262	9.5%	1.9%	2.7%	1.5%	6.5%	0.0%
Block group 2	229	2.2%	0.0%	0.0%	10.0%	27.1%	2.6%
Block group 3	351	5.4%	5.7%	4.0%	15.7%	19.1%	0.0%
Block group 4	207	2.4%	0.0%	2.9%	9.7%	15.5%	0.0%
Block group 5	249	8.4%	3.2%	0.0%	6.4%	16.5%	0.0%
Block group 9	230	13.0%	19.1%	3.5%	14.8%	10.4%	0.0%

OCCUPATION (continued) - 1990	Protective service	Other service occ.	Farm, frst, fishing	Precision production	Machine operators	Transp. and material	Handlers, equip, lab.
Rum Village Neighborhood	1.5%	15.7%	0.4%	10.6%	17.7%	6.2%	7.1%
Census Tract 28	2.0%	12.8%	0.0%	7.8%	21.5%	5.6%	8.7%
Block group 1	0.0%	15.8%	0.0%	16.8%	20.9%	7.7%	7.1%
Block group 2	4.3%	12.7%	0.0%	1.0%	23.1%	7.4%	8.7%
Block group 3	0.0%	9.3%	0.0%	9.3%	19.1%	0.0%	10.5%
Census Tract 34	1.3%	17.0%	0.5%	11.8%	16.0%	6.4%	6.4%
Block group 1	0.0%	29.0%	0.0%	5.0%	23.3%	8.0%	12.6%
Block group 2	0.0%	15.3%	0.0%	8.7%	30.6%	2.2%	1.3%
Block group 3	2.6%	17.1%	2.3%	16.0%	2.6%	1.7%	8.0%
Block group 4	0.0%	21.3%	0.0%	16.4%	17.9%	3.9%	10.1%
Block group 5	0.0%	12.9%	0.0%	19.7%	14.1%	18.9%	0.0%
Block group 9	4.8%	5.7%	0.0%	3.9%	14.3%	4.8%	5.7%

MORTGAGE STATUS AND MONTHLY OWNER COSTS	Spec. units					
	WITH a mortgage	Less than \$300	\$300 to \$499	\$500 to \$699	\$700 to \$999	\$1,000 or more

Rum Village Neighborhood	525	18.5%	60.8%	17.7%	3.0%	0.0%
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Census Tract 28	162	8.0%	63.0%	26.5%	2.5%	0.0%
Block group 1	47	0.0%	44.7%	55.3%	0.0%	0.0%
Block group 2	75	17.3%	68.0%	14.7%	0.0%	0.0%
Block group 3	40	0.0%	75.0%	15.0%	10.0%	0.0%
Census Tract 34	363	23.1%	59.8%	13.8%	3.3%	0.0%
Block group 1	33	0.0%	100.0%	0.0%	0.0%	0.0%
Block group 2	70	40.0%	60.0%	0.0%	0.0%	0.0%
Block group 3	96	39.6%	57.3%	3.1%	0.0%	0.0%
Block group 4	57	5.3%	50.9%	43.9%	0.0%	0.0%
Block group 5	43	34.9%	41.9%	11.6%	11.6%	0.0%
Block group 9	64	0.0%	62.5%	26.6%	10.9%	0.0%

MORTGAGE STATUS AND MONTHLY OWNER COSTS	Spec. units					
	NOT mortgaged	Less than \$100	\$100 to \$199	\$200 to \$299	\$300 to \$399	\$400 or more

Rum Village Neighborhood	961	5.2%	73.4%	17.7%	3.7%	0.0%
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Census Tract 28	261	8.4%	73.6%	16.5%	1.5%	0.0%
Block group 1	90	7.8%	86.7%	5.6%	0.0%	0.0%
Block group 2	120	12.5%	79.2%	8.3%	0.0%	0.0%
Block group 3	51	0.0%	37.3%	54.9%	7.8%	0.0%
Census Tract 34	700	4.0%	73.3%	18.1%	4.6%	0.0%
Block group 1	91	11.0%	54.9%	23.1%	11.0%	0.0%
Block group 2	123	7.3%	69.1%	17.1%	6.5%	0.0%
Block group 3	190	4.7%	82.6%	12.6%	0.0%	0.0%
Block group 4	122	0.0%	75.4%	24.6%	0.0%	0.0%
Block group 5	104	0.0%	77.9%	16.3%	5.8%	0.0%
Block group 9	70	0.0%	68.6%	20.0%	11.4%	0.0%

MONTHLY OWNER COSTS AS % OF HH INCOME IN 1989	Specified	Less than 20%	20% to 24%	25% to 29%	30% to 34%	35% or more
	Owner Occ. Hsg. Units					

Rum Village Neighborhood	1,486	66.4%	10.4%	8.9%	2.4%	11.1%
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Census Tract 28	423	64.3%	11.1%	8.0%	3.3%	13.2%
Block group 1	137	74.5%	2.9%	5.1%	5.8%	11.7%
Block group 2	195	57.9%	18.5%	9.7%	3.1%	10.8%
Block group 3	91	62.6%	7.7%	8.8%	0.0%	20.9%
Census Tract 34	1,063	67.2%	10.2%	9.2%	2.0%	10.3%
Block group 1	124	54.8%	21.8%	3.2%	0.0%	14.5%
Block group 2	193	68.4%	7.3%	13.5%	0.0%	10.9%
Block group 3	286	75.2%	5.2%	10.8%	2.4%	6.3%
Block group 4	179	60.9%	19.0%	7.8%	0.0%	8.9%
Block group 5	147	70.1%	8.8%	4.1%	4.1%	12.9%
Block group 9	134	64.9%	3.7%	12.7%	6.0%	12.7%

GROSS RENT AS % OF HH INCOME IN 1989	Specified	Less than 20%	20% to 24%	25% to 29%	30% to 34%	35% or more
	Renter Occ. Hsg. Units					

Rum Village Neighborhood	436	20.9%	21.3%	7.3%	4.6%	32.3%
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Census Tract 28	123	13.8%	25.2%	5.7%	8.9%	24.4%
Block group 1	6	0.0%	0.0%	0.0%	0.0%	0.0%
Block group 2	81	21.0%	13.6%	8.6%	13.6%	37.0%
Block group 3	36	0.0%	55.6%	0.0%	0.0%	0.0%
Census Tract 34	313	23.6%	19.8%	8.0%	2.9%	35.5%
Block group 1	124	24.2%	29.0%	20.2%	0.0%	22.6%
Block group 2	81	32.1%	0.0%	0.0%	0.0%	55.6%
Block group 3	17	23.5%	0.0%	0.0%	0.0%	76.5%
Block group 4	34	14.7%	44.1%	0.0%	0.0%	41.2%
Block group 5	39	23.1%	0.0%	0.0%	23.1%	28.2%
Block group 9	18	0.0%	61.1%	0.0%	0.0%	0.0%

YEAR STRUCTURE WAS BUILT	Total Units	Before 1940	1940 to 1949	Before 1950	1950 to 1959	1960 to 1969	1970 to 1979	1980 to Mar-90
South Bend City	45,761	-	-	50.8%	22.8%	10.8%	8.5%	7.0%
Rum Village Neighborhood	2,162	50.8%	19.3%	70.1%	17.2%	8.3%	3.5%	1.0%
Census Tract 28	597	30.2%	21.8%	51.9%	31.8%	12.7%	0.7%	2.8%
Block group 1	162	48.8%	11.1%	59.9%	40.1%	0.0%	0.0%	0.0%
Block group 2	298	26.5%	30.5%	57.0%	26.8%	14.8%	1.3%	0.0%
Block group 3	137	16.1%	15.3%	31.4%	32.8%	23.4%	0.0%	12.4%
Census Tract 34	1,565	58.7%	18.3%	77.0%	11.6%	6.6%	4.6%	0.3%
Block group 1	290	46.2%	22.8%	69.0%	5.9%	14.1%	11.0%	0.0%
Block group 2	295	76.9%	11.2%	88.1%	7.5%	4.4%	0.0%	0.0%
Block group 3	359	55.2%	28.7%	83.8%	15.0%	1.1%	0.0%	0.0%
Block group 4	228	54.4%	14.9%	69.3%	18.4%	8.8%	3.5%	0.0%
Block group 5	212	89.6%	7.5%	97.2%	2.8%	0.0%	0.0%	0.0%
Block group 9	181	24.9%	19.3%	44.2%	22.1%	13.8%	17.7%	2.2%

YEAR HOUSEHOLDER MOVED INTO UNIT	Total Holders	Before 1960	1960 to 1969	1970 to 1979	1980 to 1984	1985 to 1988	1989 to Mar-90
Rum Village Neighborhood	2,022	29.9%	9.5%	12.5%	14.5%	18.7%	14.9%
Census Tract 28	565	26.2%	14.2%	11.7%	18.8%	15.0%	14.2%
Block group 1	155	23.2%	5.2%	28.4%	23.9%	11.6%	7.7%
Block group 2	283	32.2%	17.0%	0.0%	22.3%	13.1%	15.5%
Block group 3	127	16.5%	18.9%	17.3%	4.7%	23.6%	18.9%
Census Tract 34	1,457	31.4%	7.7%	12.8%	12.9%	20.1%	15.2%
Block group 1	258	19.8%	4.3%	5.8%	11.2%	35.3%	23.6%
Block group 2	274	28.5%	10.9%	5.1%	15.7%	21.2%	18.6%
Block group 3	340	46.5%	8.8%	11.2%	10.0%	12.4%	11.2%
Block group 4	213	36.6%	2.8%	16.4%	15.5%	13.6%	15.0%
Block group 5	205	24.4%	13.7%	14.6%	15.1%	17.6%	14.6%
Block group 9	167	25.1%	4.2%	32.3%	10.8%	22.2%	5.4%

LABOR FORCE STATUS - 1990	Persons 16+	In Labor Force	Employed	Not Employed	Not In Lab. Force
South Bend City	84,064	61.5%	56.5%	4.8%	34.5%
Rum Village Neighborhood	4,034	60.1%	90.2%	9.8%	39.9%
Census Tract 28	1,260	59.0%	88.3%	11.7%	41.0%
Block group 1	334	63.5%	92.5%	7.5%	36.5%
Block group 2	606	53.6%	92.0%	8.0%	46.4%
Block group 3	320	64.7%	78.3%	21.7%	35.3%
Census Tract 34	2,774	60.5%	91.0%	9.0%	39.5%
Block group 1	470	64.5%	86.5%	13.5%	35.5%
Block group 2	420	57.1%	95.4%	4.6%	42.9%
Block group 3	684	58.5%	87.8%	12.3%	41.5%
Block group 4	404	53.0%	96.7%	3.3%	47.0%
Block group 5	412	66.3%	91.2%	8.8%	33.7%
Block group 9	384	64.8%	92.4%	7.6%	35.2%

HOUSEHOLD INCOME - 1989	Total Households	Less than \$5,000	\$5,000 to \$9,999	\$10,000 to \$14,999	\$15,000 to \$24,999	\$25,000 to \$34,999	\$35,000 to \$49,999	\$50,000 or more
South Bend City	42,000	7.2%	11.6%	11.3%	21.5%	17.3%	16.7%	14.5%
Rum Village Neighborhood	2,092	7.9%	14.9%	14.7%	22.8%	18.7%	11.5%	9.6%
Census Tract 28	677	6.1%	12.6%	13.9%	30.3%	19.2%	9.2%	8.9%
Block group 1	163	3.1%	8.6%	3.7%	25.2%	22.7%	17.2%	19.6%
Block group 2	366	8.2%	16.9%	18.9%	26.5%	18.3%	8.2%	3.0%
Block group 3	148	4.1%	6.1%	12.8%	45.3%	17.6%	2.7%	11.5%
Census Tract 34	1,415	8.8%	16.0%	15.1%	19.2%	18.4%	12.6%	9.9%
Block group 1	221	14.0%	24.9%	12.2%	13.1%	15.4%	12.2%	8.1%
Block group 2	254	12.2%	17.3%	28.3%	15.7%	17.3%	7.5%	1.6%
Block group 3	361	6.9%	12.7%	12.2%	19.7%	16.1%	20.8%	11.6%
Block group 4	195	6.7%	13.8%	20.5%	17.9%	25.6%	11.3%	4.1%
Block group 5	195	4.1%	21.0%	12.8%	26.7%	15.9%	6.7%	12.8%
Block group 9	189	8.5%	6.9%	3.2%	23.8%	23.3%	11.6%	22.8%

APPENDIX B

Dear Neighbor,

The Rum Village Neighborhood Partnership is preparing a community plan to keep our neighborhood vital. Ultimately, the success of our efforts will depend on help from neighborhood residents like you. Therefore, we would very much like to know your thoughts on some of the issues facing the neighborhood.

This survey will help the Rum Village Planning Team generate priorities for the area over the next decade. The survey addresses general community issues and asks your attitudes and opinions about community improvements. The survey form also includes a demographic section, which will be used for classification purposes only. The survey should only take a few minutes to finish. Please complete the form and drop it in the mail box, no postage is necessary. If you prefer, you can drop-off the completed survey at the Rum Village Partnership Center, at 609 W. Indiana Avenue.

Thank you in advance for you assistance.

The Rum Village Planning Team

1. From the list below, circle the five most important needs for the Rum Village neighborhood.

- A. Provide home renovation assistance
- B. Bring in new residents
- C. Add youth programs
- D. Maintain the local elementary school
- E. Improve public services (police, fire protection, code enforcement, etc.)
- F. Increase the number and variety of local retail shops
- G. Improve property maintenance
- H. New housing development
- I. Decrease junk yards and unsightly business activities
- J. Increase housing affordability
- K. Reduce crime against property/home burglary
- L. Provide a senior citizen assistance program
- M. Improve bus service

2. Please tell us which one of those five needs you identified above is the most important, and why.

3. For each of the characteristics listed below, please circle whether you feel they are good, fair, or poor in Rum Village.

Community's Image
Good Fair Poor

Overall Quality of Life
Good Fair Poor

Personal Safety
Good Fair Poor

Good Place to Raise Children
Good Fair Poor

Public Services
Good Fair Poor

Shopping Opportunities
Good Fair Poor

Schools
Good Fair Poor

Housing Value
Good Fair Poor

Opportunity to be Involved in the Neighborhood
Good Fair Poor

Cost of Living
Good Fair Poor

Future Prospects for Improvement
Good Fair Poor

THE RUM VILLAGE PLANNING SURVEY
JULY - 1994

	TOTAL	#
TOTAL.....	148	100.0%
QUESTION 1. MOST IMPORTANT NEEDS FOR THE RUM VILLAGE NEIGHBORHOOD.		
PROVIDE HOME RENOVATION ASSISTANCE.....	69	46.6
BRING IN NEW RESIDENTS.....	21	14.2
ADD YOUTH PROGRAMS.....	35	23.6
MAINTAIN THE LOCAL ELEMENTARY SCHOOL.....	38	25.7
IMPROVE PUBLIC SERVICES.....	77	52.0
INCREASE THE NUMBER AND VARIETY OF LOCAL RETAIL SHOPS.....	57	38.5
IMPROVE PROPERTY MAINTENANCE.....	94	63.5
NEW HOUSING DEVELOPMENT.....	12	8.1
DECREASE JUNK YARDS AND UNSIGHTLY BUSINESS ACTIVITIES.....	107	72.3
INCREASE HOUSING AFFORDABILITY.....	10	6.8
REDUCE CRIME AGAINST PROPERTY/ HOME BURGLARY.....	109	73.6
PROVIDE A SENIOR CITIZEN ASSISTANCE PROGRAM.....	42	28.4
IMPROVE BUS SERVICE.....	8	5.4
NO ANSWER.....	5	3.4

THE RUM VILLAGE PLANNING SURVEY
JULY - 1994

	TOTAL	#
QUESTION 2. MOST IMPORTANT NEEDS FOR THE RUM VILLAGE NEIGHBORHOOD.....	123	100.0%
IMPROVE PROPERTY MAINTENANCE.....	31	25.2
REDUCE CRIME AGAINST PROPERTY/ HOME BURGLARY.....	28	22.8
DECREASE JUNK YARDS AND UNSIGHTLY BUSINESS ACTIVITIES.....	15	12.2
PROVIDE HOME RENOVATION ASSISTANCE.....	11	8.9
IMPROVE PUBLIC SERVICES.....	11	8.9
INCREASE THE NUMBER AND VARIETY OF LOCAL RETAIL SHOPS.....	10	8.1
ADD YOUTH PROGRAMS.....	4	3.3
MAINTAIN THE LOCAL ELEMENTARY SCHOOL.....	4	3.3
BRING IN NEW RESIDENTS.....	3	2.4
NEW HOUSING DEVELOPMENT.....	2	1.6
PROVIDE A SENIOR CITIZEN ASSISTANCE PROGRAM.....	2	1.6
IMPROVE BUS SERVICE.....	2	1.6
INCREASE HOUSING AFFORDABILITY.....	-	-

THE RUM VILLAGE PLANNING SURVEY
 JULY - 1994

	TOTAL
TOTAL.....	148
QUESTION 3.	
RATING OF CHARACTERISTICS FOR RUM VILLAGE.	
COMMUNITY'S IMAGE	
GOOD.....	11 7.4%
FAIR.....	84 56.8%
POOR.....	45 30.4%
OVERALL QUALITY OF LIFE	
GOOD.....	31 20.9%
FAIR.....	99 66.9%
POOR.....	11 7.4%
PERSONAL SAFETY	
GOOD.....	11 7.4%
FAIR.....	99 66.9%
POOR.....	33 22.3%
GOOD PLACE TO RAISE CHILDREN	
GOOD.....	24 16.2%
FAIR.....	79 53.4%
POOR.....	33 22.3%

THE RUM VILLAGE PLANNING SURVEY
JULY - 1994

2 = STRONGLY AGREE	-2 = STRONGLY DISAGREE	TOTAL
TOTAL.....		148
QUESTION 4.		
LEVEL OF AGREEMENT/DISAGREEMENT WITH		
FOLLOWING STATEMENTS:		
RUM VILLAGE IS EXPERIENCING DECLINE.		
STRONGLY AGREE.....		32
AGREE.....		21.6%
DISAGREE.....		89
STRONGLY DISAGREE.....		60.1%
		15
		10.1%
		2
		1.4%
		1.0
		RATING.....
I FEEL THREATENED BY NEW RESIDENTS.		
STRONGLY AGREE.....		17
AGREE.....		11.5%
DISAGREE.....		56
STRONGLY DISAGREE.....		37.8%
		66
		44.6%
		3
		2.0%
		RATING.....
		.1
THERE IS A NEED FOR MORE COMMUNITY ACTIVITIES.		
STRONGLY AGREE.....		20
AGREE.....		13.5%
DISAGREE.....		98
STRONGLY DISAGREE.....		66.2%
		17
		11.5%
		2
		1.4%
		RATING.....
		.9

THE RUM VILLAGE PLANNING SURVEY
JULY - 1994

2 = STRONGLY AGREE	-2 = STRONGLY DISAGREE	TOTAL
QUESTION 4. LEVEL OF AGREEMENT/DISAGREEMENT WITH FOLLOWING STATEMENTS:		
PUBLIC PARK PROPERTY IS WELL MAINTAINED.		
STRONGLY AGREE.....		12 8.1%
AGREE.....		76 51.4%
DISAGREE.....		42 28.4%
STRONGLY DISAGREE.....		12 8.1%
RATING.....		.2
SIDEWALK IMPROVEMENTS ARE NEEDED IN THE NEIGHBORHOOD.		
STRONGLY AGREE.....		61 41.2%
AGREE.....		70 47.3%
DISAGREE.....		11 7.4%
STRONGLY DISAGREE.....		1 .7%
RATING.....		1.3
THE COMMUNITY NEEDS MORE AFFORDABLE HOUSING.		
STRONGLY AGREE.....		11 7.4%
AGREE.....		53 35.8%
DISAGREE.....		64 43.2%
STRONGLY DISAGREE.....		12 8.1%
RATING.....		- .1

THE RUM VILLAGE PLANNING SURVEY
JULY - 1994

2 = STRONGLY AGREE	-2 = STRONGLY DISAGREE	TOTAL
QUESTION 4.		
LEVEL OF AGREEMENT/DISAGREEMENT WITH		
FOLLOWING STATEMENTS:		
INDIANA AVENUE NEEDS MORE RETAIL STORES.		
STRONGLY AGREE.....		44
AGREE.....		29.7%
DISAGREE.....		72
STRONGLY DISAGREE.....		48.6%
		23
		15.5%
		4
		2.7%
		.9
RENTAL PROPERTY SHOULD BE ENHANCED.		
STRONGLY AGREE.....		51
AGREE.....		34.5%
DISAGREE.....		56
STRONGLY DISAGREE.....		37.8%
		18
		12.2%
		15
		10.1%
		.8
MORE PEOPLE SHOULD BE INVOLVED IN NEIGHBORHOOD		
IMPROVEMENT ACTIVITIES.		
STRONGLY AGREE.....		45
AGREE.....		30.4%
DISAGREE.....		90
STRONGLY DISAGREE.....		60.8%
		3
		2.0%
		1
		.7%
		1.3

THE RUM VILLAGE PLANNING SURVEY
JULY - 1994

2 = STRONGLY AGREE -2 = STRONGLY DISAGREE	TOTAL
QUESTION 4. LEVEL OF AGREEMENT/DISAGREEMENT WITH FOLLOWING STATEMENTS:	
PEOPLE WOULD MOVE TO RUM VILLAGE IF THERE WERE MORE HOUSING.	
STRONGLY AGREE.....	9
AGREE.....	6.1% 47
DISAGREE.....	31.8% 63
STRONGLY DISAGREE.....	42.6% 14
RATING.....	9.5% -.2
THE COMMUNITY NEEDS STRONGER CODE ENFORCEMENT.	
STRONGLY AGREE.....	77
AGREE.....	52.0% 51
DISAGREE.....	34.5% 15
STRONGLY DISAGREE.....	10.1% 1
RATING.....	.7% 1.3
OLIVER SCHOOL IS A BLIGHTING INFLUENCE.	
STRONGLY AGREE.....	44
AGREE.....	29.7% 62
DISAGREE.....	41.9% 17
STRONGLY DISAGREE.....	11.5% 7
RATING.....	4.7% .9

THE RUM VILLAGE PLANNING SURVEY
JULY - 1994

2 = STRONGLY AGREE -2 = STRONGLY DISAGREE	TOTAL
QUESTION 4. LEVEL OF AGREEMENT/DISAGREEMENT WITH FOLLOWING STATEMENTS:	
MAINTAINING HOUSING VALUES IS VITAL TO THE COMMUNITY.	
STRONGLY AGREE.....	82
AGREE.....	55.4%
DISAGREE.....	60
STRONGLY DISAGREE.....	40.5%
	-
	-
	-
RATING.....	1.6
I AM WILLING TO WORK FOR NEIGHBORHOOD IMPROVEMENTS.	
STRONGLY AGREE.....	14
AGREE.....	9.5%
DISAGREE.....	75
STRONGLY DISAGREE.....	50.7%
	23
	15.5%
	2
	1.4%
RATING.....	.7

THE RUM VILLAGE PLANNING SURVEY
JULY - 1994

2 = A LOT 1 = A LITTLE -2 = NOT AT ALL	TOTAL
TOTAL.....	148
QUESTION 5. FOR EACH ACTIVITY LISTED BELOW INDICATE IF...	
IMPROVED STREETSCAPE APPEARANCE.	
<u>WOULD HELP</u>	
A LOT.....	111 75.0%
A LITTLE.....	28 18.9%
NOT AT ALL.....	-
RATING.....	1.8
FEWER HOUSING VACANCIES.	
<u>WOULD HELP</u>	
A LOT.....	92 62.2%
A LITTLE.....	36 24.3%
NOT AT ALL.....	7 4.7%
RATING.....	1.5
REHABILITATION OF OLIVER SCHOOL.	
<u>WOULD HELP</u>	
A LOT.....	103 69.6%
A LITTLE.....	28 18.9%
NOT AT ALL.....	10 6.8%
RATING.....	1.5

THE RUM VILLAGE PLANNING SURVEY
JULY - 1994

2 = A LOT 1 = A LITTLE -2 = NOT AT ALL	TOTAL
QUESTION 5. FOR EACH ACTIVELY LISTED BELOW INDICATE IF...	
FEWER SHOP VACANCIES.	
<u>WOULD HELP</u>	
A LOT.....	102 68.9%
A LITTLE.....	25 16.9%
NOT AT ALL.....	9 6.1%
RATING.....	1.6
MORE NEIGHBORHOOD RETAIL STORES.	
<u>WOULD HELP</u>	
A LOT.....	91 61.5%
A LITTLE.....	37 25.0%
NOT AT ALL.....	13 8.8%
RATING.....	1.4
ADDITION OF NEW SINGLE FAMILY HOUSING.	
<u>WOULD HELP</u>	
A LOT.....	39 26.4%
A LITTLE.....	50 33.8%
NOT AT ALL.....	45 30.4%
RATING.....	.3

THE RUM VILLAGE PLANNING SURVEY
JULY - 1994

2 = A LOT 1 = A LITTLE -2 = NOT AT ALL	TOTAL
<p>QUESTION 5. FOR EACH ACTIVITY LISTED BELOW INDICATE IF...</p>	
<p>ENHANCED LANDSCAPE TREATMENTS ALONG MAJOR ROADWAYS.</p>	
<p><u>WOULD HELP</u></p>	
A LOT.....	94 63.5%
A LITTLE.....	37 25.0%
NOT AT ALL.....	7 4.7%
RATING.....	1.5
<p>BETTER MIX OF SHOPS.</p>	
<p><u>WOULD HELP</u></p>	
A LOT.....	77 52.0%
A LITTLE.....	48 32.4%
NOT AT ALL.....	11 7.4%
RATING.....	1.3
<p>NEW MULTI-FAMILY HOUSING.</p>	
<p><u>WOULD HELP</u></p>	
A LOT.....	16 10.8%
A LITTLE.....	29 19.6%
NOT AT ALL.....	87 58.8%
RATING.....	- .9

THE RUM VILLAGE PLANNING SURVEY
JULY - 1994

2 = A LOT 1 = A LITTLE -2 = NOT AT ALL	TOTAL
QUESTION 5. FOR EACH ACTIVITY LISTED BELOW INDICATE IF...	
ALLEY RESURFACING AND IMPROVEMENTS:	
<u>WOULD HELP</u>	
A LOT.....	108 73.0%
A LITTLE.....	30 20.3%
NOT AT ALL.....	5 3.4%
RATING.....	1.7
MORE STREET LAMPS.	
<u>WOULD HELP</u>	
A LOT.....	109 73.6%
A LITTLE.....	27 18.2%
NOT AT ALL.....	1 .7%
RATING.....	1.8
FAMILY RESTAURANT.	
<u>WOULD HELP</u>	
A LOT.....	60 40.5%
A LITTLE.....	62 41.9%
NOT AT ALL.....	15 10.1%
RATING.....	1.1

THE RUM VILLAGE PLANNING SURVEY
 JULY - 1994

	2 = A LOT 1 = A LITTLE -2 = NOT AT ALL	TOTAL
QUESTION 5. FOR EACH ACTIVITY LISTED BELOW INDICATE IF...		
OTHER.		
<u>WOULD HELP</u>		
A LOT.....		39
A LITTLE.....		26.4%
NOT AT ALL.....		-
RATING.....		1 .7% 1.9

THE RUM VILLAGE PLANNING SURVEY
JULY - 1984

	TOTAL	#
TOTAL.....	148	100.0%
QUESTION 6. STORES MOST LIKELY TO SHOP IN IF THEY WERE IN THE NEIGHBORHOOD.		
BAKERY/CAFE.....	117	79.1
SPECIALTY RETAIL ITEMS.....	23	15.5
LAWN AND GARDEN NEEDS.....	61	41.2
MAGAZINES, NEWSPAPERS, PAPERBACKS, BOOKS.....	25	16.9
ARTS AND CRAFTS SUPPLIES.....	38	25.7
CLOTHING STORES.....	49	33.1
HARDWARE.....	72	48.6
HOME REPAIR MATERIAL.....	63	42.6
GAMES, TOYS, CHILDREN'S PLAY THINGS.....	15	10.1
FAMILY RESTAURANT.....	83	56.1
FLOWER SHOP.....	30	20.3
CD'S, TAPES, VIDEOS.....	22	14.9
GIFT ITEMS/CARD SHOP.....	37	25.0
SMALL APPLIANCE REPAIR.....	50	33.8
CONVENIENCE FOOD ITEMS.....	55	37.2
OTHER.....	17	11.5
NO ANSWER.....	10	6.8

THE RUM VILLAGE PLANNING SURVEY
JULY - 1994

GENERAL INFORMATION	TOTAL
QUESTION 7.	
HOW MANY PEOPLE LIVE IN YOUR HOUSEHOLD?	
1.....	148 100.0%
2.....	30 20.3%
3.....	65 43.9%
4.....	20 13.5%
5.....	15 10.1%
6.....	7 4.7%
OVER 6.....	1 .7%
UNSPECIFIED.....	1 .7%
	9 6.1%
	2.4
	2.0
QUESTION 8.	
HOW MANY ADULTS OVER 18?	
1.....	148 100.0%
2.....	25 16.9%
3.....	90 60.8%
4.....	12 8.1%
NONE OR UNSPECIFIED.....	3 2.0%
	18 12.2%
	1.9
	2.0

THE RUM VILLAGE PLANNING SURVEY
JULY - 1994

GENERAL INFORMATION	TOTAL
QUESTION 9. HOW MANY CHILDREN 11 OR UNDER?	
1.....	148 100.0%
2.....	16 10.8%
3.....	6 4.1%
4.....	4 2.7%
NONE OR UNSPECIFIED.....	- 82.4%
MEAN.....	1.5
MEDIAN.....	1.0
QUESTION 10. HOW MANY WORKERS ARE THERE IN YOUR HOUSEHOLD?	
1.....	148 100.0%
2.....	26 17.6%
3.....	53 35.8%
4.....	6 4.1%
NONE OR UNSPECIFIED.....	1 .7%
MEAN.....	62
MEDIAN.....	41.9%
MEAN.....	1.8
MEDIAN.....	2.0

THE RUM VILLAGE PLANNING SURVEY
JULY - 1994

GENERAL INFORMATION	TOTAL
QUESTION 11. HOW MANY PERSONS IN HOUSEHOLD RETIRED?.....	
1.....	148 100.0%
2.....	36 24.3%
NONE OR UNSPECIFIED.....	36 24.3%
	76 51.4%
QUESTION 12. HOW LONG HAVE YOU LIVED IN SAME HOUSE?.....	
1 - 5 YRS.....	148 100.0%
6 - 10 YRS.....	26 17.6%
11 - 15 YRS.....	19 12.8%
16 - 20 YRS.....	12 8.1%
20 + YRS.....	9 6.1%
UNSPECIFIED.....	74 50.0%
MEAN.....	8 5.4%
MEDIAN.....	25.8 25.0

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