

## Information Item

**Date:** December 9, 2019

**To:** Mayor, Mayor Pro Tempore, and Members of the City Council

**From:** Tasha Logan Ford, Assistant City Manager  
Marla Y. Newman, Community Development Director

**Subject:** Resident-driven Neighborhood Transformation Modeling Pilot Project in the Dreamland Park Neighborhood

**Strategic Focus Area:** Livable Neighborhoods

**Strategic Objective:** Yes

**Strategic Plan Action Item:** No

**Key Work Item:** No



Council Member Scippio has requested an information item be presented relative to a pilot project in the Dreamland Park community. North Carolina A&T University (NCA&T), in collaboration with Habitat for Humanity of Forsyth County (Habitat), proposes a neighborhood development plan which enables residents to use a variety of technologies to visualize and create a neighborhood vision.

The residents of Dreamland Park have indicated a desire to play a leading role in revitalizing their neighborhood, and are especially interested in doing so in a way that advances home ownership, is sustainable, environmentally friendly and promotes “greening” the community.

To develop revitalization plans, the residents—with the assistance of NCA&T and Habitat—will employ Geographic Information System (GIS) and Building Information Modeling (BIM) technologies, along with SEED (social, economic, environmental, educational and demographic) data to develop virtual models of the neighborhood informed by their lived experiences and wishes for a “new” Dreamland Park. As such, the plan(s) flowing from the modeling also supports future rebranding of the neighborhood.

The revitalization plan(s) will encompass both residential and commercial/retail development, and will advance Triple Bottom Line—economic, environmental and social outcomes.

The pilot is expected to last 1 (one) year, at a cost of \$120,000.00. The funding source for this project would be East Ward Neighborhood Revitalization 2018 Bond Funds. Habitat will serve as the Project Manager, and NCA&T will lead the technology, data and neighborhood planning elements. It is anticipated that, in addition to current and potential residents of Dreamland Park, participants may include Forsyth Technical Community College, Winston Salem State University, Wake Forest University, philanthropy, and others.