



City of Yuma

# Neighborhood Revitalization Strategy Area Plan

**DRAFT**



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INTRODUCTION

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# Introduction

The City of Yuma, Arizona, through its Neighborhood & Economic Development Division, is seeking renewal and expansion from the U.S. Department of Housing and Urban Development (HUD) for a Neighborhood Revitalization Strategy Area (NRSA) in the Mesa Heights community, as outlined in CPD Notice 16-16. This area qualifies under the criteria established by HUD in CPD Notice 16-16, as it is primarily residential and faces high poverty rates and physical deterioration. Furthermore, the neighborhood is one of the most distressed areas in the city and meets NRSA eligibility criteria regarding the number of low-to moderate-income (LMI) residents.

The City of Yuma is located in the southwest corner of Arizona, bordered by California on the north and west. The Mexican border is 24 miles to the south and the Mexican city of Los Algodones is 10 miles to the west through the corner of California. The City has grown substantially since 1990, from 29 square miles to 120 square miles and is the 13<sup>th</sup> largest city in the state. The population grew significantly from 77,545 in 2000 to 103,559 in 2024, an increase of 33%.<sup>1</sup> In addition, the city's population nearly doubles in the winter months with visitors fleeing the cold and snow.

The racial and ethnic makeup of the city in 2023 was estimated to be 28% non-Hispanic White, 65% Hispanic, 2% Black or African American, 1% Asian, and 4% of other or multiple races.

The Yuma Metropolitan Statistical Area (MSA) is one of the 50 fastest growing MSA's in the country.<sup>2</sup> The MSA includes the cities of San Luis, Somerton, Yuma; the town of Wellton; other unincorporated areas that include Fortuna Foothills, Gadsden, and Tacna.

The three primary industries in Yuma and Yuma County are agriculture, the military, and tourism. A \$3.4 billion per year agribusiness industry forms the foundation of Yuma County's economy. The local agribusiness sector is responsible for 90% of the United States supply of winter vegetables.

Two military bases are located in Yuma County: the Marine Corps Air Station in Yuma conducts pilot tactical training and is home to 4,000 active-duty Marines and Sailors and over 2,000 civilian employees. The U.S. Army Yuma Proving Ground is the nation's premier ground and weapons testing facility, and it employs over 2,000 people (mostly civilians).

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<sup>1</sup> Source: <https://www.census.gov/data/tables/time-series/demo/popest/2020s-total-cities-and-towns.html>

<sup>2</sup> <https://www.census.gov/data/tables/time-series/demo/popest/2020s-total-metro-and-micro-statistical-areas.html>

Yuma's large agricultural and winter tourism industries create a high level of seasonality in employment levels. During the summer season, unemployment levels reach some of the highest levels in the nation, reaching over 15%.

The City has an impressive track record of establishing and implementing revitalization plans in designated areas. In 1999, HUD designated the Carver Park Neighborhood as a NRSA, and the implementation of the program brought \$28 million of leveraged funds into the area, nearly half of which was private investment. The major accomplishments included the development of a 10,000 square foot neighborhood center which is now used as a youth center and employment training facility operated by the Yuma Private Industry Council. There were 116 new affordable housing units developed and 66 owner occupied structures rehabilitated. The newly created Community-Based Development Organization (CBDO) built 14 homes for first-time homebuyers, the municipal parks were greatly enhanced, and the City's rental inspection program was launched. In addition, the NRSA plan objectives were exceeded in regard to the reduction of gang activity, drug offenses, and criminal damage/vandalism.

In 2009, the Yuma City Council designated an adjacent area, Yuma High Neighborhood, as a Revitalization Strategy area, and Neighborhood Services focused implementation of code enforcement, rental inspections, neighborhood cleanup, housing rehabilitation and reconstruction, and infrastructure improvements in that community.

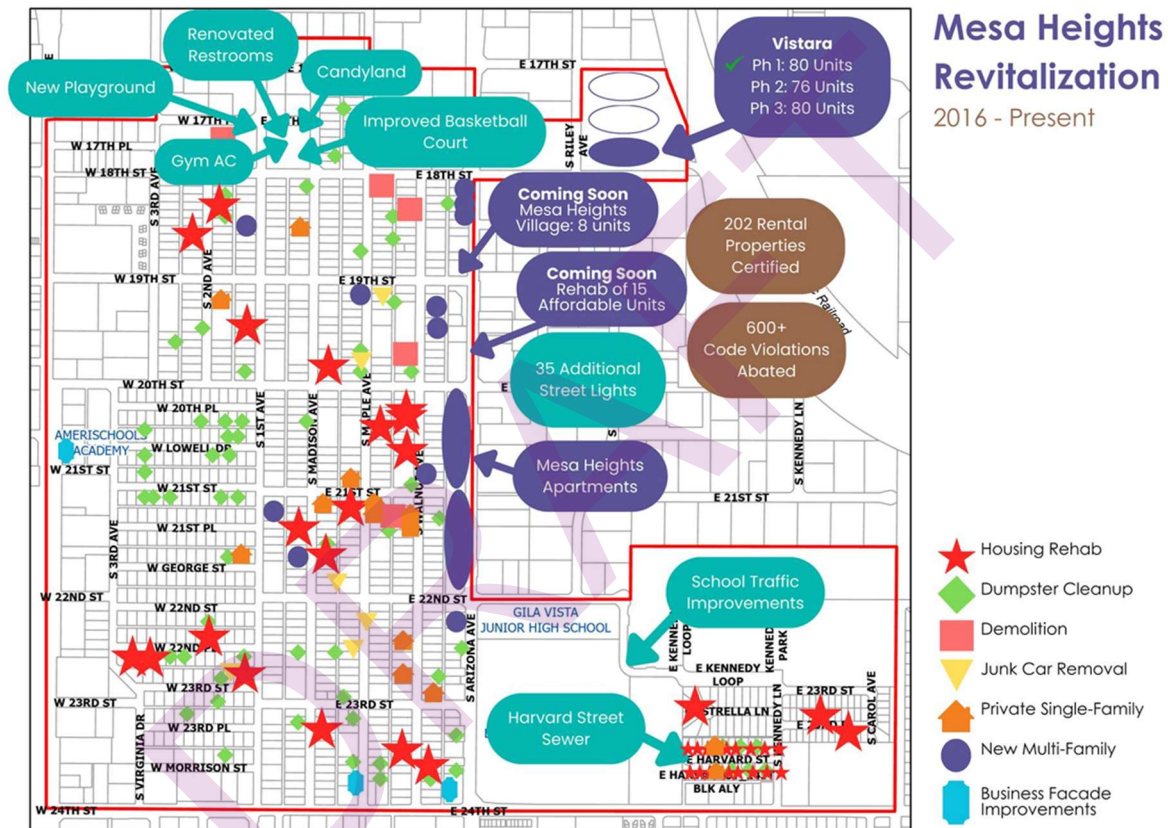
In 2015, the City submitted a request for NRSA designation of the Mesa Heights Neighborhood (MHN). As shown in the following map, since 2016, the City has supported the development of affordable housing, repaired and reconstructed homes, improved parks and schools, added street lights for safety, supported local businesses, made housing safer and healthier, and removed abandoned cars and unsafe structures.

The Mesa Heights Apartments represented a successful affordable housing investment within the Mesa Heights Neighborhood Revitalization Strategy Area (NRSA). The \$13.85 million development was financed primarily through the Low-Income Housing Tax Credit (LIHTC) program, with support from the City of Yuma, including donation of the Arizona Avenue property. The project created 58 affordable rental units supported by Section 8 Project-Based Vouchers and serving households at or below 30–50% of Area Median Income (AMI). The development also includes an on-site Resource Center to provide supportive services and community programming for residents. Together, these investments expanded the supply of deeply affordable housing and strengthened neighborhood stability within the NRSA.

Another successful project is the Vistara Apartments, which reflects the City's strategic use of targeted infrastructure investment to support affordable housing development within the Mesa Heights NRSA. The City committed \$410,000 across three phases for infrastructure improvements, with the third phase pending. Primarily financed through the Low Income Housing Tax Credit (LIHTC) program, the development will result in a total of

236 affordable rental units upon completion. By leveraging modest public infrastructure funds to attract significant private and federal investment, the City expanded housing opportunities for low- and moderate-income households. The success of this development, along with other neighborhood improvements, has increased interest in additional affordable housing projects within the NRSA and helped build momentum for continued revitalization. Other successful investments in the NRSA are included in the Appendix.

**Figure 1**  
**Mesa Heights NRSA Accomplishments, 2016-Present**



Source: City of Yuma Community Planning and Neighborhood Services GIS.

The continuation and expansion of the Neighborhood Revitalization Strategy Area (NRSA) designation will enable the City to further its comprehensive neighborhood revitalization efforts. This designation will encourage the development of innovative services and projects that qualify for Community Development Block Grant (CDBG) support. Communities with an approved NRSA benefit from reduced regulatory requirements when engaging in economic development, housing, and public service activities. As a result, future initiatives funded by CDBG will have fewer administrative obligations over the five-year NRSA plan period.

City divisions, along with for-profit and non-profit organizations, will invest in programs and projects aimed at enhancing neighborhood cohesion and addressing economic and social disparities. Each activity will focus on one of the following general purposes:

- Provision of Decent Housing
- Creation of a Suitable Living Environment
- Provision of Economic Opportunity

Using the original NRSA boundaries established in 2015 as a starting point, the City employed the most up-to-date demographic data provided by HUD and other sources. This analysis revealed that adjustments were needed in the NRSA boundaries to reflect current conditions. Some block groups that were eligible in the previous NRSA Plan no longer qualify due to shifts in population and/or Area Median Income (AMI), while other block groups that were previously ineligible have now become qualified. These changes in the NRSA boundaries indicate positive trends in neighborhood improvement outcomes and enable the City to serve a larger number of residents. The proposed new NRSA boundaries are shown in the following map, with the expansion to the original NRSA shaded in blue.

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SECTION I.

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NEIGHBORHOOD AND DEMOGRAPHIC CRITERIA

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# SECTION I.

## Neighborhood and Demographic Criteria

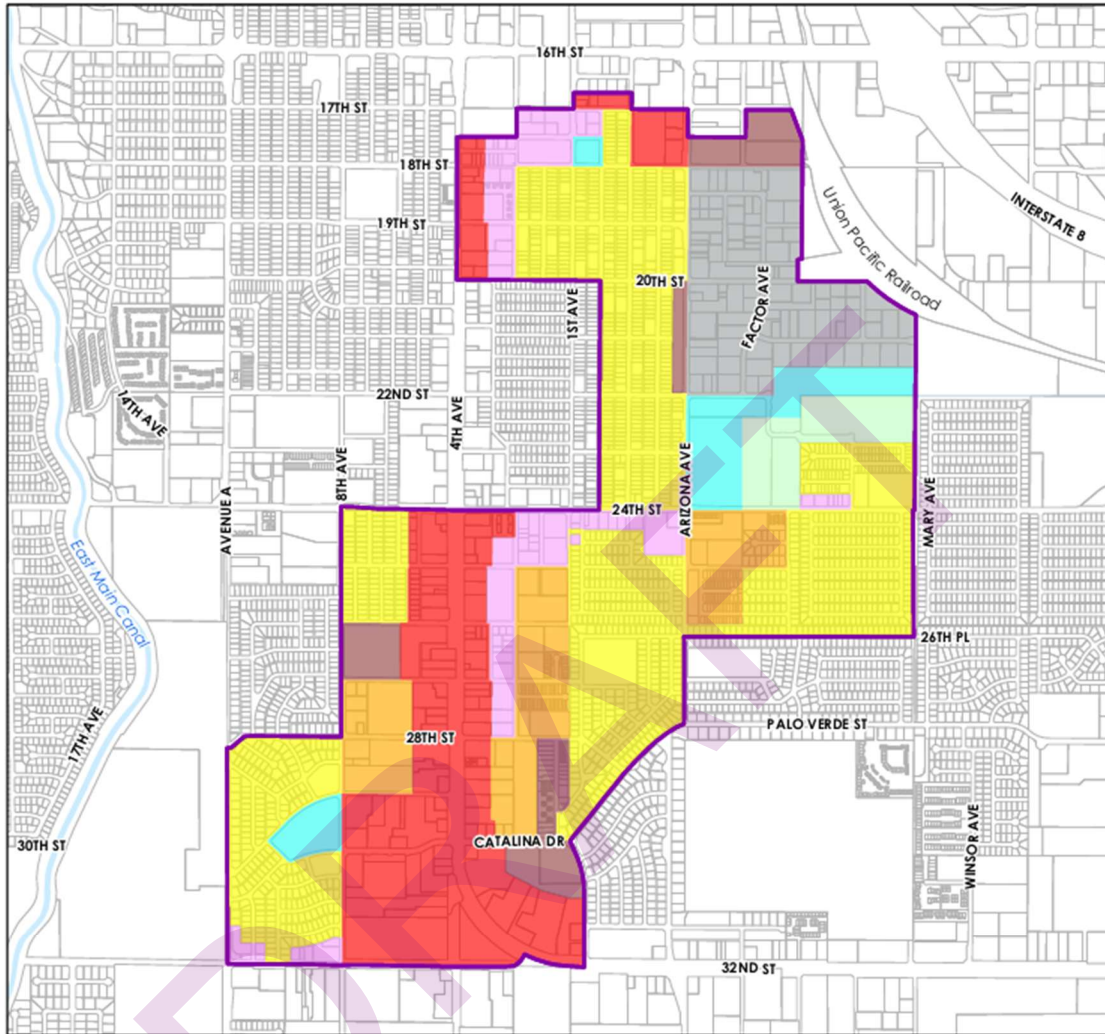
Mesa Heights is one of the oldest neighborhoods in the City of Yuma. It was settled in the 1930s when refugees, fleeing the Dust Bowl of the Great Plains, were turned back at the Yuma border crossing into California. These settlers were seeking relief from the abject poverty in the Plains, mainly in Oklahoma and Arkansas, and were headed to California in search of prosperity. California would not allow admission to those who could not demonstrate they had money or a job. So the “Okies” and “Arkies”, as they were known, were stranded on the eastern side of the Colorado River and settled in the place now identified as Mesa Heights. Today, Mesa Heights is a neighborhood with deep family connections and long-term, multi-generational residents. In this Census area, some 51% of the people meet HUD’s definition of low- to moderate-income. Yet, the neighborhood boasts a stable small business community with professional service firms, medical offices, restaurants, locally owned banks, childcare facilities, and personal care salons that have been in business for 10 to 35 years.

### Boundaries and Land Use

The proposed area is roughly bounded to the north by 17<sup>th</sup> Street and the Union Pacific Railroad, to the east by Mary Avenue, S Arizona Avenue, and E Palo Verde Street, to the south by 32<sup>nd</sup> Street, and to the west by 4<sup>th</sup> Avenue, 8<sup>th</sup> Avenue, and Avenue A. **Currently, the Neighborhood Revitalization Strategy Area (NRSA) ends at 24<sup>th</sup> Street; however, the proposed NRSA extends south of 24<sup>th</sup> Street, including the area down to 32<sup>nd</sup> Street.**

The area encompasses 764 acres, of which 42.6% is used for residential purposes. The area is home to the vibrant Kennedy Park and Joe Henry Optimist Center. Commercial uses occupy 28.1% of the land, and only 11.4% of the area is industrial. Vacant property is about 2.3% of the land area and represents opportunities for reinvestment in the community. (See Figure I-2 Land Use Identification)

**Figure I-2.  
Land Use Identification**



Source: City of Yuma Department of Community Development GIS, 8/11/2025

- |  |                     |
|--|---------------------|
| Proposed NRSA                              | Mixed Use           |
| Resort, Recreation & Open Space            | Commercial          |
| Low Density Residential (1-4.9du/ac)       | Industrial          |
| Medium Density Residential (5.0-12.9du/ac) | Public/Quasi-Public |
| High Density Residential (13.0-18du/ac)    |                     |

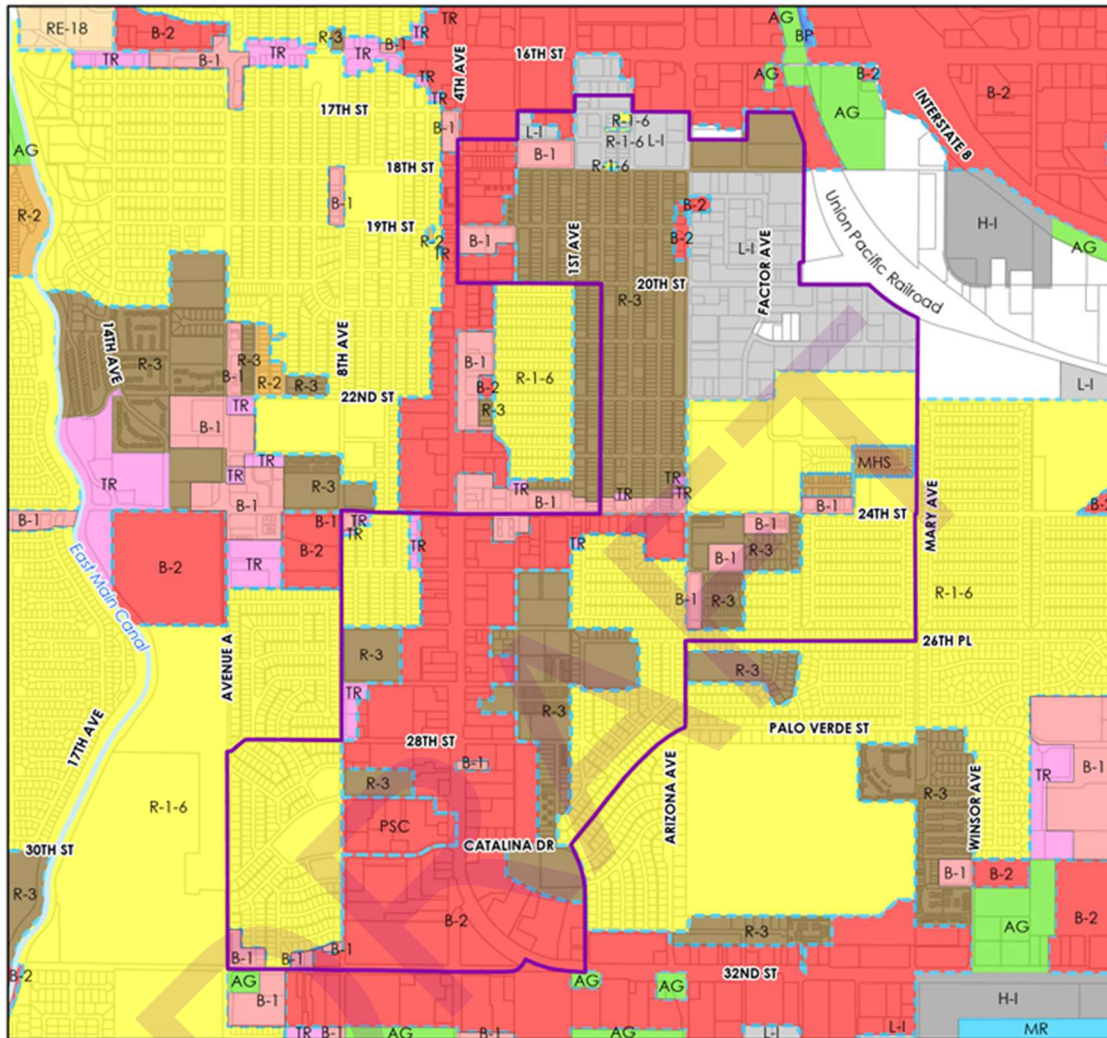
**Figure I-3.  
Parcels by Land Use**

Land Use Category	Parcels		Land Area	
	Number	Percent	Number	Percent
<b>Commercial</b>	206	9.4%	215.0	28.1%
<b>Industrial</b>	99	4.5%	87.3	11.4%
<b>Mobile Home Residential</b>	94	4.3%	41.2	5.4%
<b>Multiple Family Residential</b>	452	20.7%	84.7	11.1%
<b>Parks</b>	3	0.1%	22.9	3.0%
<b>Religious/Non-Profit</b>	27	1.2%	42.4	5.5%
<b>School/Government</b>	6	0.3%	53.9	7.0%
<b>Single Family Residential</b>	1,261	57.8%	199.5	26.1%
<b>Vacant</b>	34	1.6%	17.5	2.3%
<b>Total</b>	<b>2,182</b>	<b>100.0%</b>	<b>764.5</b>	<b>100.0%</b>

Source: City of Yuma, Department of Community Development.

North of 24<sup>th</sup> street the area is zoned residential, both high and low density, with a perimeter of commercial and industrial zoning. Inside the high-density residential areas on Walnut, Maple, and Madison Avenues are mobile home parks that exist as non-conforming uses. In the Kennedy Park area, on Harvard Street and East 23rd Street, there are mobile home parks with the proper zoning of MHS (manufactured housing subdivision). South of 24th Street, the central area is designated for commercial use and is encircled by both high-density and low-density residential zones, creating opportunities for economic revitalization (See Figure I-4 Zoning Map).

**Figure I-4.  
Zoning Map**



Source: City of Yuma Department of Community Development GIS, 7/24/2025



There are six schools in the target area:

- Gila Vista Jr High School (public)
- CW Mc Graw Elementary School (public)
- Palmcroft Elementary School (public)
- Gwyneth Ham Elementary School (public)

- Harvest Preparatory Academy (private)
- Yuma Christian Academy (private)

The Yuma school systems allow students to choose the school they wish to attend, so these schools have many enrollees who live outside of the neighborhood or school boundaries. McGraw and Gila Vista have large numbers of students who walk to school from the neighborhood.

On the eastern side of the target area is Kennedy Memorial Park, an 18-acre facility that houses two playgrounds, picnic areas, basketball and volleyball courts, a skate facility and horseshoe pits. The park also has three lighted softball and soccer fields, and a walking/jogging path.

The other park facility in the target area is the Joe Henry Optimist Center located in the 1700 block of 1st Avenue. This park has 1.5-acre outdoor open space, a playground and basketball courts, as well as an indoor gymnasium with a court to accommodate basketball, volleyball, or badminton, with spectator viewing.

## **Characteristics of the Neighborhood**

According to 2024 American Community Survey 5-year Estimates (ACS), there are 8,137 (52% male and 48% female) residents, of whom 5,855 report a Hispanic or Latino ethnicity. Figure I-5 shows that the proposed NRSA has a higher concentration of children than the City of Yuma overall. Children and teens (ages 0–14) make up a larger share of the NRSA population (about 24%) compared with the city (21%), while young adults ages 18–24 represent a smaller share. The NRSA also has a higher concentration of older adults, particularly residents ages 75–84, indicating a need for family-oriented housing and services, as well as supports for seniors aging in place and for multigenerational living.

**Figure I-5.  
Population by Age, 2024**

Age category	NRSA		City of Yuma	
	Number	Percent	Number	Percent
<b>0 to 14 years</b>	1,962	24.1%	21,313	21.3%
<b>15 to 17 years</b>	397	4.9%	4,178	4.2%
<b>18 to 24 years</b>	727	8.9%	11,802	11.8%
<b>25 to 34 years</b>	1,215	14.9%	15,191	15.2%
<b>35 to 44 years</b>	1,017	12.5%	12,659	12.6%
<b>45 to 54 years</b>	665	8.2%	8,828	8.8%
<b>55 to 64 years</b>	644	7.9%	8,545	8.5%
<b>64 to 74 years</b>	586	7.2%	8,822	8.8%
<b>75 to 84 years</b>	766	9.4%	6,774	6.8%
<b>85 years and older</b>	158	1.9%	2,027	2.0%
<b>Total</b>	<b>8,137</b>	<b>100.0%</b>	<b>100,139</b>	<b>100.0%</b>

Source: 2024 5-year ACS estimates and Root Policy Research.

Citywide in Yuma, 84% of the population 25 and older have a high school diploma or above, this share is lower, at 74% in the proposed NRSA. Similarly, citywide, 21% of residents age 25 and older have bachelor's degrees or higher, but only 13% of the residents of this neighborhood have reached this level of education.

The community engagement discussed in the following section reveals that public infrastructure needs were a consistent theme in both the community meeting and resident survey. Residents identified several persistent issues affecting daily mobility and neighborhood quality of life, including aging streets, poorly maintained alleys, inadequate drainage, and insufficient lighting.

Flooding and drainage problems—particularly along Madison Avenue, 1st Avenue, Fern Drive, and Salana—were among the most frequently cited concerns.

Additionally, conditions of streets, alleys, and sidewalks emerged as critical infrastructure gaps. Satisfaction with these areas was low, as residents described locations that become challenging to navigate during heavy rain, where debris accumulates, and that pose safety risks for pedestrians, seniors, and individuals with disabilities. Improving street safety and sidewalk conditions ranked as the top funding priorities during the community meeting, highlighting the strong demand for basic mobility and accessibility improvements.

Lighting and the maintenance of public spaces were also noted as factors affecting both safety and perceptions of the neighborhood. Residents pointed to dark streets and alleys, along with ongoing maintenance needs in parks and common areas, as barriers to feeling safe and utilizing public spaces.

## **Businesses**

The area encompasses transportation arteries in the City of Yuma's street system, including parts of 4<sup>th</sup> Avenue, Arizona Avenue, and 24th Street. These arteries house an array of small businesses, many of which have been in operation in the community for years and are well known throughout the city.

The expansion area is home to several financial services institutions, including a locally owned bank, a national bank, a credit union, and a loan company. There are 33 food and beverage establishments, with approximately two-thirds being local businesses that attract customers from throughout the city. Additionally, there are four businesses that provide services for automobiles.

The community includes nine religious organizations representing a variety of faiths, as well as 27 medical and health-related professional offices and eight professional service offices. Furthermore, the area features 17 retail establishments.

The largest employers in the area are the schools: Harvest Preparatory Academy, with its 150 full-time and 50 part-time employees, is the largest. Other large employers in the area include Abrio Home Care with 100 employees, McDonald's with 80, Ross Dress for Less with 63, and AccentCare at Home with 60.

Figure I-6 includes a list of businesses located in the expansion area, a complete list of establishments located in the entire NRSA is included in the Appendix.

**Figure I-6.  
Neighborhood Business in NRSA Expansion Area**

Banks / Financial Services			
OneAZ Credit Union	W 28th St	USA Pawn & Jewelry	S 4 Th Ave
Western Arizona Bancorp, Inc	S 4th Ave	Cash America Pawn	S 4 Th Ave
Polley Financial Group	S 4th Ave	Fast Cash Pawn	S 4th Ave
loanDepot	S 4th Ave	Superpawn	S 4 Th Ave
AgWest Farm Credit	S 5 Th Ave	New York Life	S 4th Ave
NOVA Financial & Investment	W Catalina Dr	Wells Fargo	W Catalina Dr
Allied Cash Advance	W 32 Nd St	Wells Fargo Advisors	W Catalina Dr
Sonariz Financial	W 32nd St	Farmers Insurance	S 4th Ave
ATM (multiple locations)		Yuma Insurance, Inc.	S 4th Ave
Western Union Agent Location (multiple locations)		Foremost Insurance	W Catalina Dr
Arizona Smart Cash	S 4th Ave	Fogle Insurance Agency	W Catalina Dr
Advance Cash	S 4th Ave	American Family Insurance	E 24th St
Best Choice Loan Solutions	S 4 Th Ave	Schofield Family Insurance	S 8 Th Ave
Real Estate			
ERA Real Estate Matt Fischer Realtor	S 4th Ave	Crites & Associates Inc	W 24th St
ERA Real Estate S 4th Ave	S 4th Ave	Crites & Associates Realtors	W 24th St
Griffin Realty	S 4th Ave	Arkland Properties, LLC	S Catalina Dr
Taylor Yvonne & Associates Realty	W 32nd St	Real Estate Appraisal Service	W 32nd St
Julian Realty Investments	S 4th Ave	Casa Sierra Vista, Inc	E 25th St
Shrader Realty	S 4th Ave	La Mariposa Villas	E 24th St
Shrader Realty & Associates	S 4th Ave	Virginia Green	S Virginia Dr
Power House Realty	W 24th St		
Healthcare & Medical Services			
AccentCare at Home	W 28th St	Prime Care Urgent Care Faculty	W 32nd St
Centene Corporation	S 4th Ave	Primecare Central Clinic	W 32nd St
Yuma Surgery Center LLC	W 28th St	Heuser Chiropractic Office	W 32 Nd St
Aiello Eye Institute	W 28th St	Med Evals	W 24th St
Amity Home Care of Yuma	S 4th Ave	Companion Home Care	W Catalina Dr
The Vein Center of Arizona	S 4th Ave	Aponi Home Health Team	W 32nd St
Yuma Dentistry 4 Kids	S 4th Ave	Haven Health Yuma	S 8th Ave
Palm Canyon Dermatology	W Catalina Dr	Acacia Hospice Care of Lake Havasu Inc	E 24th St
Harris Family Dentistry	W Catalina Dr	Acacia Hospice Care, Inc	E 24th St
Yuma Dental	S 4 Th Ave	Acacia Home Health, Inc	E 24th St
Yuma Foot Care	S 8th Ave	Assurance Health & Wellness	S Arizona Ave
Red Sea Heart Center	W Catalina Dr	Consumer Direct Care Network Arizona	E 24th St
Women's Health	S 8th Ave	Abrio Home Care	E 24th St
Grand Canyon Medical Clinic PLLC	W Catalina Dr		

Retail			
Walgreens	S 4 Th Ave	Dollar Tree	W Catalina Dr
CVS Pharmacy	S 4 Th Ave	1 Dollar Store Plus	W Catalina Dr
Ashley	S 4th Ave	The Flower Mine	S 8 Th Ave
dd's DISCOUNTS	W Catalina Dr	Yuma Teaching Supplies	S 4th Ave
Ross Dress for Less	W Catalina Dr	Furniture Land LLC	W 32nd St
Burlington	S 4 Th Ave	Goodwill	S 4th Ave
Big 5 Sporting Goods	W Catalina Dr	Goodwill of Central & Northern Arizona	S 8 Th Ave
Boot Barn	W 32 Nd St	Yuma Thrift	W 32nd St
Family Dollar	W Catalina Dr		
Restaurants / Food & Beverage			
Mi Ranchito	S 4th Ave	Mariscos La Apoma	S 4 Th Ave
Papa-San Rice Bowl	S 4th Ave	Boba Lounge	W Catalina Dr
Lucha Kombucha	S 4th Ave	Little Caesars	W Catalina Dr
The Crossing	S 4th Ave	Starbucks	S 4th Ave
Angry Italian	S 4th Ave	Birrieria El Gordo	W 32nd St
Takos and Beer	S 4 Th Ave	Chipotle	W Catalina Dr
Fat Harvey's	W 26th St	Taco Salsa	S 4th Ave
Papa Johns	S 4 Th Ave	Diego's Mexican Food	S 4th Ave
Blue Fin Sushi & Grill	S 4th Ave	Wingstop	W 32 Nd St
Firehouse Subs	S 4th Ave	Church's Texas Chicken	S 4 Th Ave
Country Boys Restaurant	S 4th Ave	Carl's Jr	W 32nd St
Oriental House	S 4th Ave	The Coffee Bean	S 4th Ave
McDonald's	S 4 Th Ave	Yuma Bagel Co	S 4th Ave
Jack in the Box	S 4 Th Ave	Indian Lake Restaurant Inc	W 32nd St
Eddie's Grill	S 4th Ave	Nanuet Diner	W 32nd St
Daybreakers Cafe	S 4th Ave	Chipotle Mexican Grill	W Catalina Dr
Bubba's BBQ	S 4th Ave		
Hotels / Lodging			
OYO Hotel Yuma AZ-I-8/US-95	S 4 Th Ave	Torch Lite Lodge	S 4 Th Ave
Knights Inn Yuma	S 4th Ave	Howard Johnson By Wyndham Yuma	S 4 Th Ave
Royal Motor Inn Yuma	S 4th Ave		
Automotive / Transportation			
American Shuttle Express	S 4th Ave	AutoZone	S 4 Th Ave
A & A Auto Glass	S 4 Th Ave	Pep Boys	W 32 Nd St

Professional Services			
Dawson Documents LLC	S 4th Ave	Wayne A Pea Architects	E 24th St
Consultant Engineering	S 4th Ave	Osman Engineering	E 24th St
CPA Financial Advantage, PC	W 28 Th St	Camarena Law	S 4th Ave
Notc	W 28th St	Wealthcare Alliance LLC	S Catalina Dr
Media / Communications			
Recreational Action	W 27th Pl	95.1 KTTI	W 28th St
El Dorado Broadcasters	W 28th St	Entravision Communications	E 24th St
Star 100.9 Request Line	W 28th St	Fox Communications & Solutions	E 25th Pl
Kblu	W 28th St		
Personal Services & Beauty			
Cutting Edge Barbershop LLC	S 4th Ave	Happy Nail Salon	S 4th Ave
Antonio's Barber Shop	S 4th Ave	Tangle Tamers Salon 1	S 4th Ave
Elegant Nails & Spa	S 4th Ave	Hotchickhair1/By Becky	S 4th Ave
Elite Tan, Medspa & Salon	S 4th Ave	MS O's Look Sharp Barbershop	S 4 Th Ave
Classic Design Beauty Salon	S 4th Ave	Today's Creative Nails	W 32nd St
Rafael's Hair Studio	S 4 Th Ave	San Diego Nails	W Catalina Dr
Churches / Religious Organizations			
Presbytery of Grand Canyon	2475 S Maple Ave	The Church of Jesus Christ of Latter-Day Saints	2895 S 8th Ave
Sierra Vista Presbyterian Church	150 W 28th St	Morningside Baptist Church	2900 S 8th Ave
Yuma United Church of Christ		Trinity United Methodist Church	3030 S 8th Ave
Central Church of Christ	651 W 28th St	Korean American Presbyterian Church of Yuma	
American Legion	2575 S Virginia Dr		
Childcare / Education			
Hand in Hand Christian Preschool	W 28th St	Harvest Preparatory Academy	350 E 18th St
Yuma Christian Academy	101 W 26th St	Arizona Classical Ballet	W Palmcroft Dr
Learning Ladder	#N/A	Moore's Martial Arts	S Arizona Ave
Preschool Express	E 24th St	Shear Skills School of Cosmetology	W 24 Th St
Yuma Pre-School	W 32nd St	Palmcroft Elementary School	901 W Palmcroft Dr
Miscellaneous / Other Businesses			
Hunter Employment	S 4th Ave	Creative Remembrance	W Cactus Dr
Chameleon Computer Service Inc	W 32nd St	KC Sound Systems	S Vista Ln

Source: City of Yuma, Department of Community Development.

## Income and Employment Levels

The proposed area is formed by Census Tract 7 Block Groups 1 and 2, Census Tract 10.03 Block Group 1, Census Tract 10.04 Block Groups 1 and 2, and Census Tract 11 Block Groups 1 and 2. According to HUD’s Low- and Moderate-Income Summary Data (LMISD), the share of low- to moderate-income persons in the combined area is 51.1% (Figure I-7).

**Figure I-7.**  
**LMI Persons in Target Area**

	Low Income Persons	Low-Mod Income Persons	Total Persons	Percentage LMI Persons
Block Group 1, Census Tract 7	580	890	1,280	69.5%
Block Group 2, Census Tract 7	470	550	895	61.5%
Block Group 1, Census Tract 10.03	240	295	815	36.2%
Block Group 1, Census Tract 10.04	405	465	855	54.4%
Block Group 2, Census Tract 10.04	325	380	605	62.8%
Block Group 1, Census Tract 11	625	755	1,080	69.9%
Block Group 2, Census Tract 11	230	470	1,920	24.5%
<b>Total</b>	<b>2,875</b>	<b>3,805</b>	<b>7,450</b>	<b>51.1%</b>

Source: Number of low and moderate income individuals (LMISD) by block group based on the 2020 American Community Survey (ACS) estimates.

According to the most recent data available from the American Community Survey, the median household income in the NRSA area ranges from \$37,336 in Block Group 1, Census Tract 10.03 to \$54,597 in Block Group 1, Census Tract 11; significantly lower than the citywide median of \$65,482.

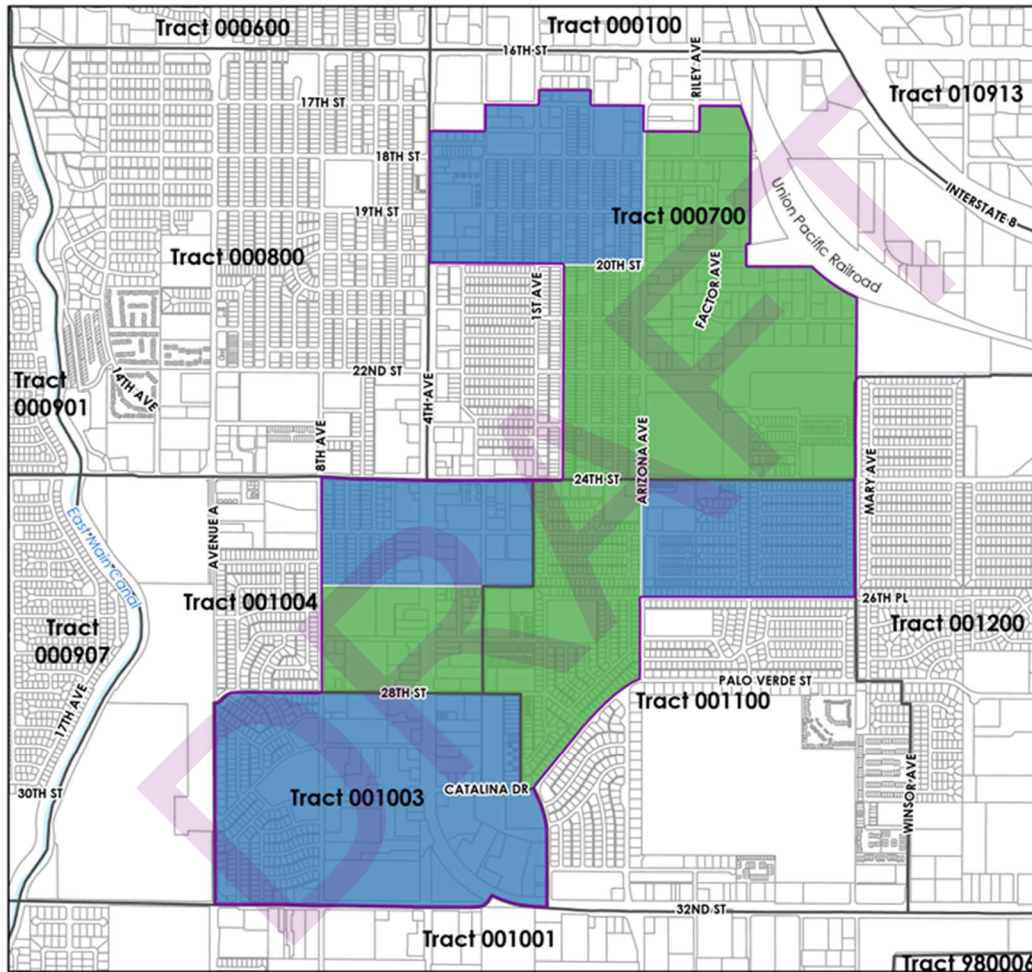
The individual poverty rate in the NRSA area is 21%, which is significantly higher than the citywide rate of 16%. Among family households with related children under 18, 23% live in poverty, compared to 17% citywide.

At McGraw Elementary School, located on the corner of Arizona Avenue and 24th Street, 87% of the children qualify for free and reduced lunches. At Gila Vista Jr. High, located on Arizona Avenue and 22nd Street, 77% of the students qualify for free and reduced lunches. At Palmcroft Elementary School, located on the corner of 29th and S 8th Street, 72% of the students qualify for free and reduced lunches, and at Harvest Preparatory Academy, located on the corner of S Maple Avenue and East 18th Street, over 98% of the students qualify for free and reduced lunches.<sup>1</sup>

<sup>1</sup> The students attending these schools are not exclusively from the target area.

Information on unemployment levels from the Bureau of Labor Statistics (BLS) is not available at the block group level. According to estimates from the American Community Survey (ACS), among individuals aged 16 and older, the NRSA area has an unemployment rate of 11%, which is higher than the citywide rate of 6%. Additionally, the labor force participation rate in the NRSA area is 54%, lower than the citywide rate of 60%.<sup>2</sup>

**Figure I-8.**  
**Proposed NRSA Census Tracts and Block Groups**



Source: City of Yuma Department of Community Development GIS, Esri Living Atlas Census Data 7-9-25

- Proposed NRSA Census Block Group
- Census Tract
- 1
- 2

Source: City of Yuma, Department of Community Development

<sup>2</sup> The American Community Survey is collected during the entire year, and only 5-year estimates are published for Census Tracts. These data represent a 5-year average and will not reflect the volatility in unemployment rate observed in the Yuma region.

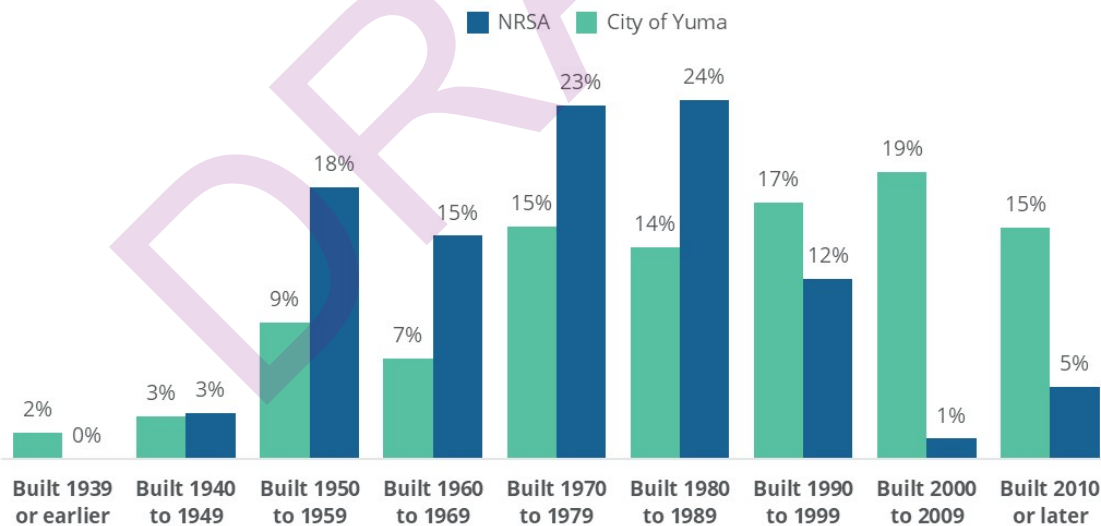
## Housing

There are 3,822 total housing units in the area, according to the 2020-2024 American Community Survey. The NRSA housing stock is more multi-family and attached than the City of Yuma overall. Single-family detached homes make up a much smaller share of units in the NRSA (36% vs. 56% citywide), while attached units and buildings with five or more units account for nearly half of NRSA housing (48% vs. 24% citywide). Mobile homes represent 16% of units in the NRSA area and 19% citywide.

The NRSA housing stock is older than the City of Yuma overall, with a heavy concentration of homes built between the 1950s and through the 1980s. Nearly half of NRSA units were constructed between 1970 and 1989, compared with a smaller share citywide. In contrast, Yuma has added a much larger share of homes since 2000, while the NRSA has seen very limited recent construction. This age profile points to elevated needs for rehabilitation, weatherization, and code compliance in the NRSA, alongside targeted infill and redevelopment to modernize the housing stock.

The majority of the current residents moved into the neighborhood since 2010 (78%), while 22% of the residents have lived in the neighborhood for 15 years or more.

**Figure I-9.**  
**Year Residential Structures Built**



Source: American Community Survey 2024 5-year estimates.

The NRSA has a predominance of renters, with 64% of the housing units being renter-occupied compared to 36% being owner-occupied. In comparison, the City of Yuma as a whole has 67% of its housing units owner-occupied and only 33% renter occupied. Figure I-10 shows a map of owner and renter-occupied properties.

In the NRSA, 37% of owner-occupied units have two bedrooms or fewer, while 63% have three bedrooms or more. In contrast, citywide, 27% of owner-occupied homes have two bedrooms or fewer, and 73% have three bedrooms or more.

When it comes to renter-occupied units in the NRSA, 90% have two bedrooms or fewer, and only 10% have three bedrooms or more. In the city overall, 66% of renter-occupied units have two bedrooms or fewer, while 34% have three bedrooms or more.

In the target area, according to ACS data, the average median value of owner-occupied homes is \$151,520, which is \$78,000 beneath the city of Yuma's median value of \$230,000. In the NRSA area, 46% of homeowners do not have a mortgage, similar to the 44% citywide. In the NRSA among owners who do not have a mortgage 22% pay over 30% of their income in housing costs (compared to 15% citywide), and among owners with a mortgage 69% pay over 30% of their income in housing costs (compared to 39% citywide).<sup>3</sup>

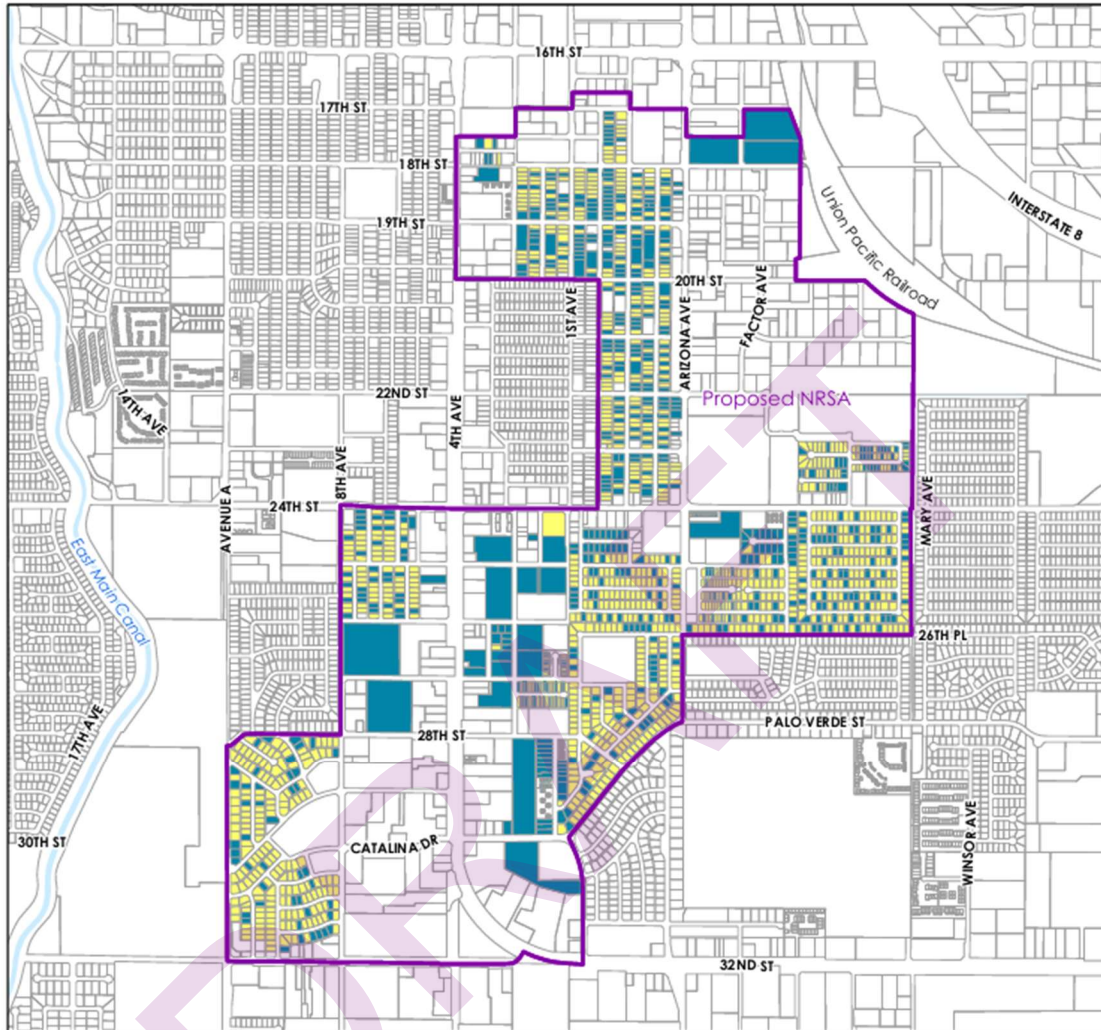
The average of the median gross rent is \$920 in the NRSA, compared to a median of \$1,114 citywide. In the NRSA, 60% of renters pay over 30% of their income in housing costs; this share is lower than the 68% of renters citywide.

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<sup>3</sup> When the proportion of household income needed to pay housing costs exceeds 30%, the household is considered housing cost-burdened.

**Figure I-10.**  
**Owner-Occupied & Renter-Occupied Properties**



Source: City of Yuma Department of Community Development GIS, 8-11-25

- Owner-Occupied Property
- Renter-Occupied Property

As previously noted, most of the housing in the target area was built before 1990, while the city as a whole has seen a consistent residential construction rate in each decade beginning in the 1970's, with a predictable jump in the period from 2000-2009.

Between 2015 and 2024, a total of 49 single-family units were permitted in the proposed NRSA area, with 26 of those receiving funding from CDBG or HACY. In contrast, out of the 296 multifamily units permitted, only 3 were funded privately. The majority, 232 units, were financed through CDBG/LIHTC funding, while 61 units received HACY funding.

In terms of rehabilitation, 19 units received permits funded through CDBG. The permit records reflect a comprehensive range of housing rehabilitation activities focused on

restoring essential systems and improving the overall safety and livability of homes. The majority of projects involved roof-related work—including complete roof replacements, framing repairs, and structural stabilization—to address aging or deteriorated materials. In nearly all cases, roofing was paired with updates to electrical, plumbing, and mechanical (HVAC or AC) systems, ensuring that homes met basic safety and energy efficiency standards. Many permits also included minor carpentry, cabinetry, and bathroom remodels, which suggest interior modernization and functionality improvements, particularly in older housing units.

One hundred twenty-eight units received rehabilitation permits that were privately funded. These permits focused on remodeling, repairs, and small-scale additions, reflecting ongoing reinvestment in existing housing stock. The majority of permits involved interior remodeling and structural alterations, including kitchen and bathroom upgrades, drywall and insulation replacement, new flooring, and repairs to fire or water-damaged areas. Many homeowners also completed mechanical, plumbing, and electrical system upgrades, often paired with roof replacements or HVAC installations.

Several projects focused on expanding livable space through the addition or enclosure of patios, carports, and bedrooms, including conversions of garages into living rooms or master suites. Numerous permits referenced patio and porch additions. Other recurring improvements included window and door replacements, stucco repairs, and structural stabilization work such as replacing fascia boards, trusses, and roof sheeting. A number of permits addressed code enforcement cases or restoration following fire or storm damage.

## **Housing conditions**

According to the 2024 ACS estimates, 1.8% of housing units in the NRSA lack complete plumbing facilities, which is significantly higher than the citywide estimate of 0.7%. A housing unit is considered to lack complete plumbing facilities if it does not have all three of the following: hot and cold running water, a flush toilet, and a bathtub or shower. If any one of these elements is missing, the unit is classified as lacking complete plumbing.

Additionally, overcrowding is more prevalent in the NRSA than citywide, particularly among renters. About 12% of NRSA households are overcrowded, compared with 8% across Yuma. The difference is driven primarily by renters, with overcrowding affecting 16% of NRSA renter households versus 14% citywide, while overcrowding among owners is similar in both areas (5%). A household is considered overcrowded if it has more than one person per room in the housing unit; “rooms” include living rooms, dining rooms, bedrooms, finished basements, and kitchens, but exclude bathrooms, hallways, and porches.

## **Mobile homes**

The proposed area has 17 mobile home parks; some exist as legal non-conforming uses in a zoning area that does not support mobile homes. One of these parks was accepted into the city by annexation in 1946; the other eight were added in 1956. As a legal non-

conforming use in the residential zone, these parks cannot expand to increase the number of units; however, individual mobile homes may be replaced as long as the overall park capacity remains the same.

In April of 2024, the City of Yuma Neighborhood Services Division conducted a Manufactured Home Windshield Survey to assess the conditions of Mobile homes throughout the City. Figure I-11 shows the results for the mobile home communities located in the proposed NRSA area.<sup>4</sup> The conditions survey of these mobile home parks identified a significant challenge for the revitalization of this target area. There are 483 mobile homes in these parks, and 72% need major repairs, 14% need moderate repairs, and 5.2% need minor repairs.

**Figure I-11.**  
**Manufactured Home Windshield Survey, 2024, Proposed NRSA Area**

Repairs Needed	Manufactured Homes		Park Models		Recreation Vehicles		All Units	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
None	39	15.9%	1	2.5%	3	1.5%	43	8.9%
Minor	9	3.7%	5	12.5%	11	5.6%	25	5.2%
Moderate	31	12.6%	5	12.5%	32	16.2%	68	14.1%
Major	167	67.9%	29	72.5%	151	76.6%	347	71.8%
<b>Total</b>	<b>246</b>	<b>100.0%</b>	<b>40</b>	<b>100.0%</b>	<b>197</b>	<b>100.0%</b>	<b>483</b>	<b>100.0%</b>

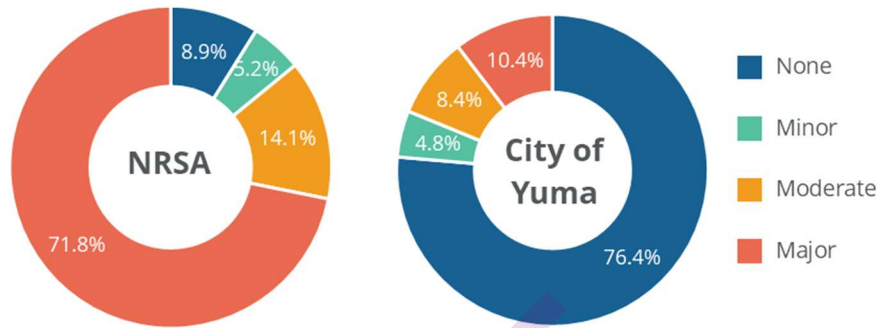
Source: City of Yuma, Department of Community Development.

As shown in Figure I-12 mobile home communities in the NRSA area have a significantly higher need for repairs than communities citywide, around 72% of manufactured homes in the NRSA area are need of major repair, compared to just 10% in the city overall. This pronounced need for repairs in the NRSA area highlights several pressing issues. For instance, the higher percentage of manufactured homes in poor condition may reflect longstanding socioeconomic challenges within this community, including limited access to resources, funding, and support for necessary home improvements. Addressing these repair needs is crucial not only for improving individual living situations but also for elevating the overall quality of life in the NRSA area. Implementing targeted interventions, such as financial assistance programs, community-led repair initiatives, and partnerships with housing organizations, can play a significant role in bridging this gap. Focusing on restoring and improving the current state of mobile home communities will contribute to

<sup>4</sup> These include: Casita Linda MHP, Chris Inn TP, Country Club MHP & RV, Desert Palms MHP, Desert Wren, Four Seasons RV, Linda Mesa MHP, Maple TP, Safari TP, Sundance TP, Tiki TP, Walnut TP, Double D Mobile Home Park, Orange Trailer Park, Harvard St (Rossi Sub), and La Mesa Mobile Subdivision.

the revitalization of the NRSA area, helping to foster safer, healthier, and more stable living environments for residents.

**Figure I-12.**  
**Manufactured**  
**Home Survey,**  
**2024, Proposed**  
**NRSA Area V.**  
**City of Yuma**



Source:  
 City of Yuma, Department of  
 Community Development.

### Vacant land and structures

The 2020-2024 ACS identified 301 vacant housing units in the NRSA. Vacant units account for 8% of NRSA housing units, compared with 12% citywide. Among vacant units, the share of vacant units for “other” reasons is higher in the NRSA than in the city (79 units or 26% compared to 8% citywide). “Other vacant” units typically reflect housing that is off-market due to disrepair, legal barriers, or abandonment, reducing the effective housing supply and contributing to neighborhood blight.

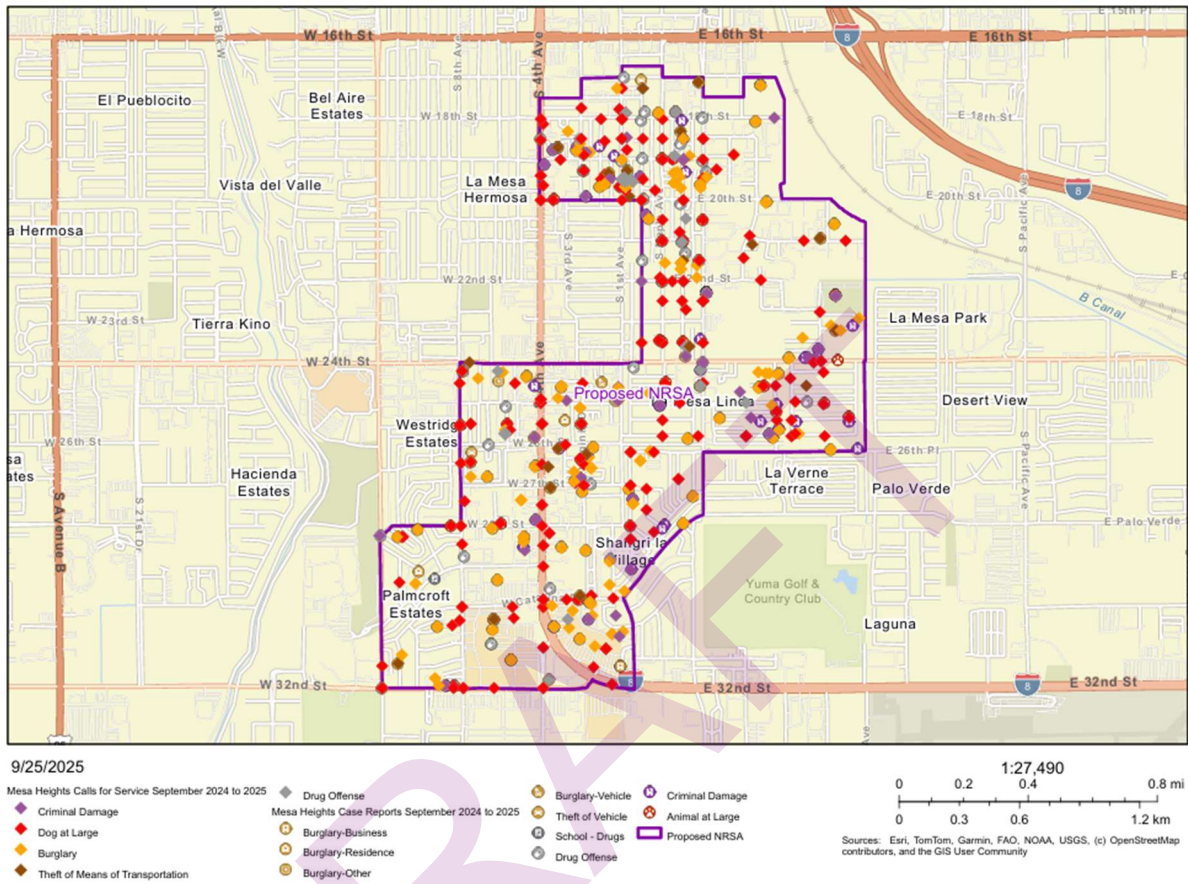
There is a total of 43 vacant parcels in the proposed NRSA area, 15 of which are zoned high-density residential and 9 are zoned low-density residential. Fifteen parcels are zoned commercial, 3 are light industrial, and 1 is transitional. Nine of the 43 parcels are owned by the City of Yuma, 3 of those are zoned high-density residential and 3 are zoned low-density residential; the other 3 are zoned limited commercial.

### Crime

An analysis of the Yuma Police Department (YPD) incident reports in the proposed NRSA area for a one-year period, September 2024 through September 2025, indicates that, among case reports, criminal damage was the most prevalent activity, followed by drug offense, and animal at large. Among calls for service, dog at large was the most prevalent activity, accounting for almost half of all calls, followed by burglary, and drug offense.

Graffiti is frequently found on walls, and the City of Yuma has a procedure to immediately remove “tagging”. The City maintains a “Graffiti Busters” hotline, a special phone number that residents can call to report graffiti. The Parks and Recreation Department has a crew dedicated to responding within 48 hours to these reports and painting over them.

**Figure I-13.**  
**Police Incident Reports September 2024 – September 2025**

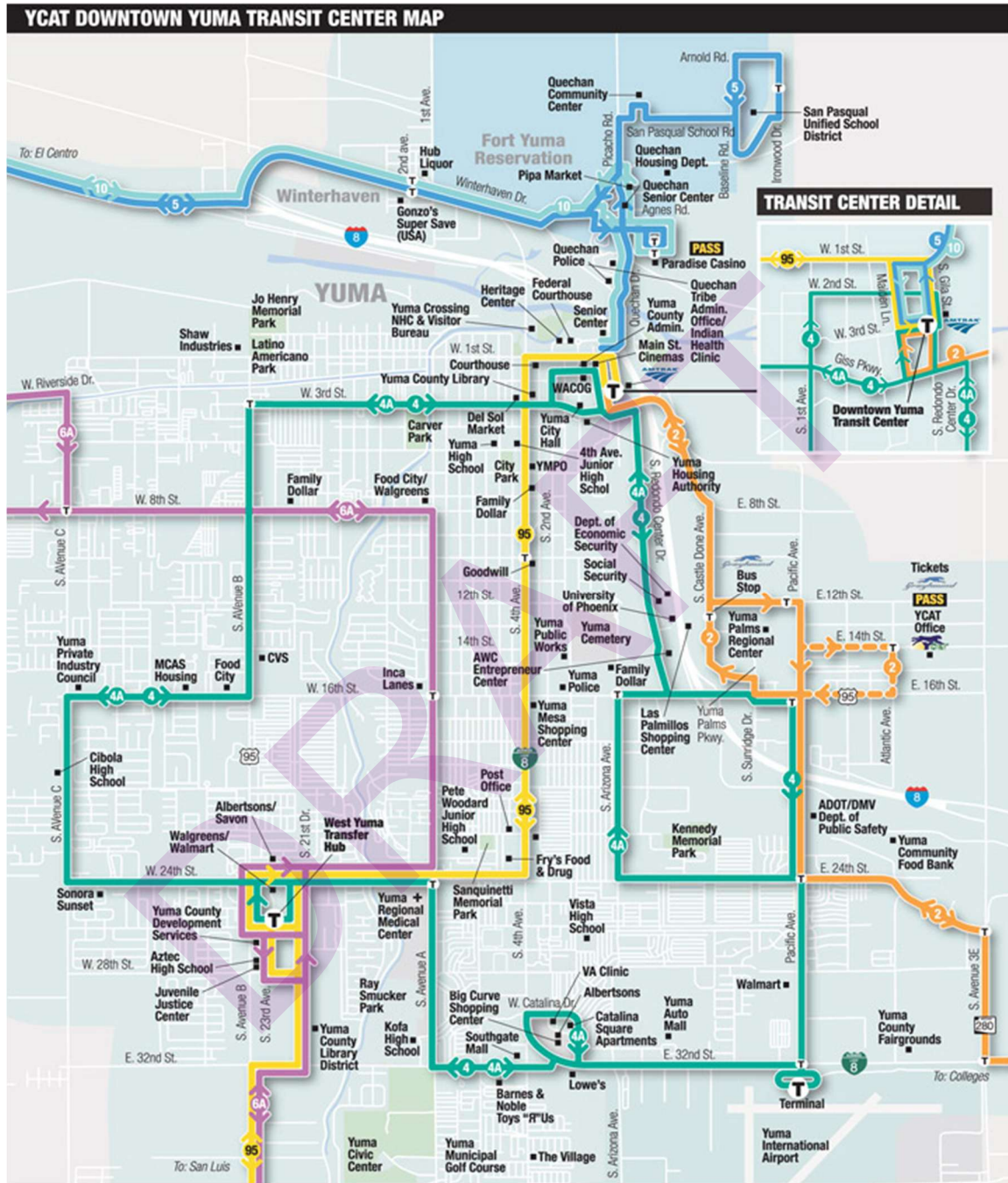


Source: City of Yuma, Department of Community Development.

## Public Transportation

The NRSA is served by the Yuma County Intergovernmental Public Transportation Authority (YCIPTA) / Yuma County Area Transit (YCAT) bus system through multiple bus stops on 4th and Arizona Avenues, and 32nd Avenue. From the bus stops on these arterials, residents can travel north to the Downtown Transit Hub or the West Yuma Transit Hub for connections to various locations throughout the city. The West Yuma Hub is located at a Walmart Store and is a connector for transportation south to San Luis, AZ, a city on the border of Arizona/Mexico. YCAT reports the route to San Luis is its most utilized route, taking Yuma residents to the border crossing to visit Mexico. From the Downtown Hub, riders can connect to an eastbound route for connections to Arizona Western College on the eastern edge of Yuma.

**Figure I-14.**  
**YCAT Downtown Yuma Transit Center Map**



Source: Yuma County Intergovernmental Public Transportation Authority.

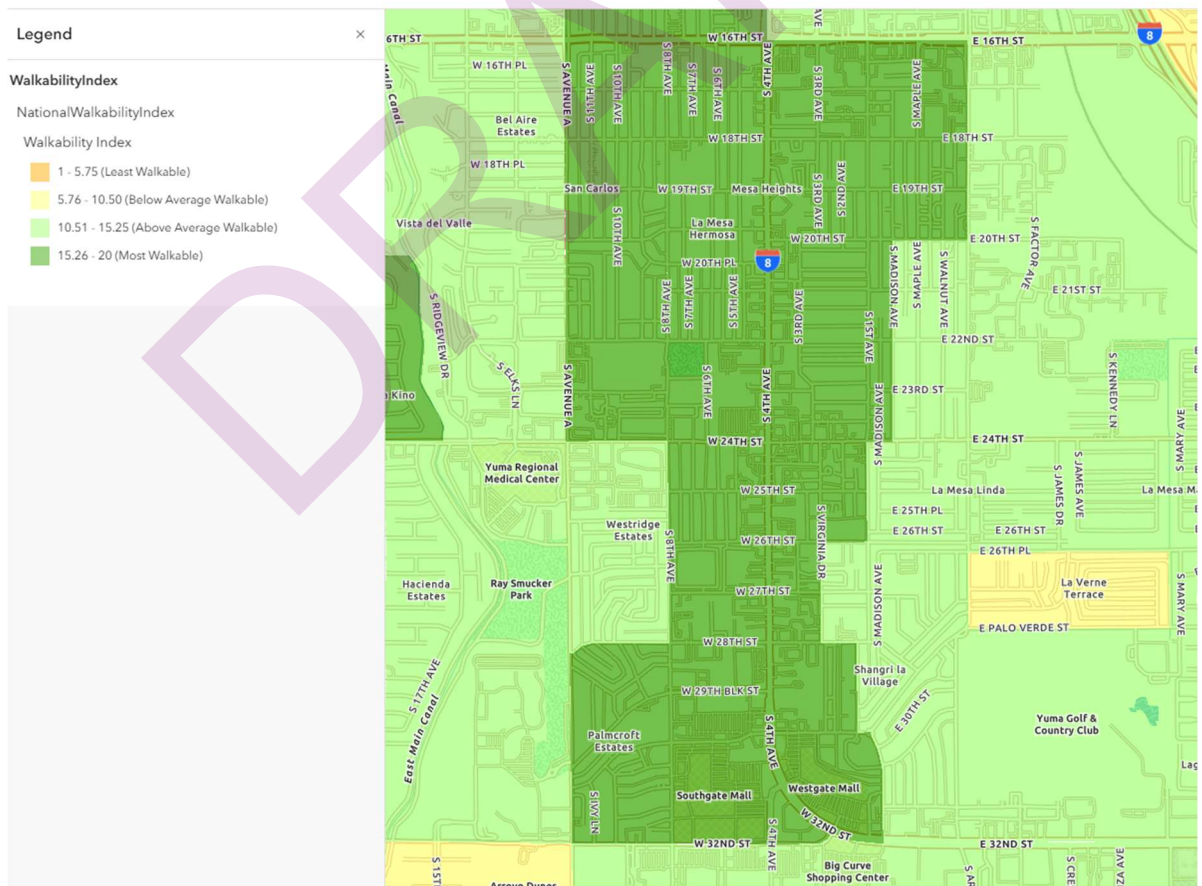
## Walkability

The National Walkability Index is a comprehensive metric that assesses how conducive an area is to walking as a mode of transportation. These data, which are available at the block group level, utilize various indicators to evaluate the built environment. Key factors taken

into account include street intersection density, which reflects how frequently streets cross each other, thereby creating shorter and more direct pathways for pedestrians. Proximity to transit stops is another critical measure, as having easily accessible public transport options encourages walking to and from these services. Additionally, the diversity of land uses—such as residential, commercial, and recreational spaces—plays a significant role, as areas that offer a mix of destinations within short distances naturally promote pedestrian activity.

As shown in Figure I-15, the entire NRSA is rated above average in terms of walkability. This suggests a community design that likely supports and encourages walking, which can contribute to greater physical activity, reduced vehicle emissions, and enhanced community interaction. Particularly noteworthy is the central area along S 4th Avenue, recognized for having the highest walkability score in the region. This section will benefit from features such as well-maintained sidewalks, pedestrian-friendly crossings, accessible public transportation, and a vibrant mix of local businesses and amenities that appeal to residents and visitors alike.

**Figure I-15.**  
**National Walkability Index**



Source: EPA National Walkability Index.

## Special Area Designations

The proposed NRSA encompasses several regions that hold unique special designations, which will be strategically utilized to enhance revitalization efforts. By leveraging these existing classifications, revitalization initiatives can be more effectively tailored to attract investment.

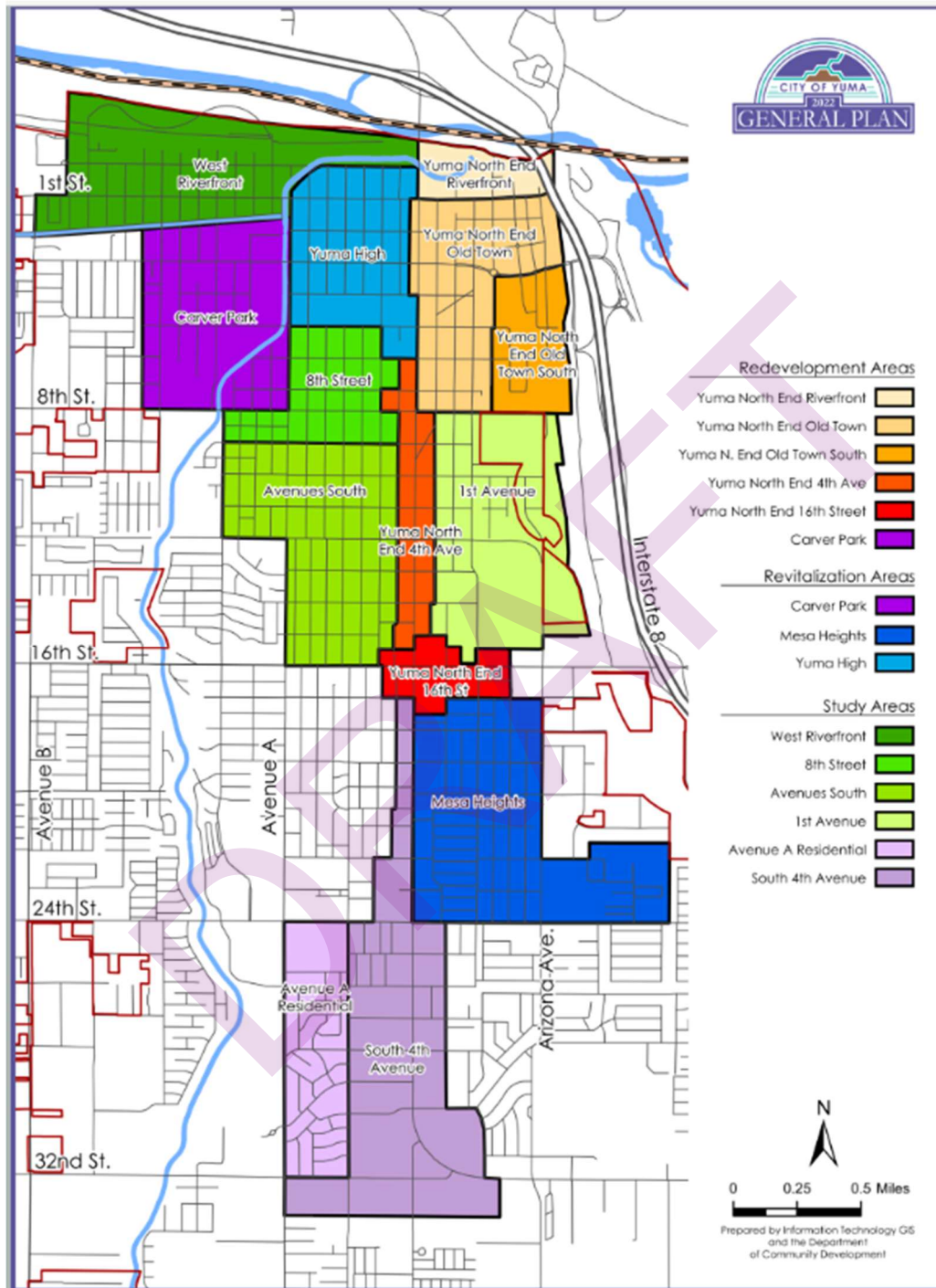
The City's General Plan notes that the work to revitalize residential, commercial, and industrial neighborhoods requires a focused effort and lists areas that have been identified for more extensive evaluation and planning. The areas are categorized into three types, which are not mutually exclusive:

**Redevelopment Areas** are those found to have slum or blighted conditions and have been adopted as redevelopment areas pursuant to Title 36, Chapter 12, Article 3 of the Arizona Revised Statutes. All redevelopment areas have adopted redevelopment plans to guide the improvement or elimination of the slum or blighted conditions. State statute grants municipalities special powers within these redevelopment areas to aid in redevelopment efforts. There are six (6) Redevelopment Areas: Yuma North End Riverfront, Yuma North End Old Town, Yuma North End Old Town South, Yuma North End 4th Avenue, Yuma North End 16th Street, and Carver Park.

**Revitalization Areas** are blighted areas that are predominately residential in nature, and have a high number of low-income residents. These areas have adopted revitalization plans and redevelopment efforts are typically managed by the City's Neighborhood Services and Economic Development Division. If a revitalization area meets the definition provided by the Department of Housing and Urban Development (HUD), the area may be eligible for Community Development Block Grant (CDBG) funds. There are three (3) Revitalization Areas: Carver Park, Mesa Heights, and Yuma High.

**Study Areas** are those areas that are in need of additional efforts to encourage redevelopment, but have not been officially declared as slum or blighted areas. These areas typically do not have adopted plans. There are six (6) Study Areas: West Riverfront, 8th Street, Avenues South, 1st Avenue, Avenue A Residential, South 4th Avenue.

**Figure I-16.**  
**General Plan Areas Identified for More Extensive Evaluation and Planning**



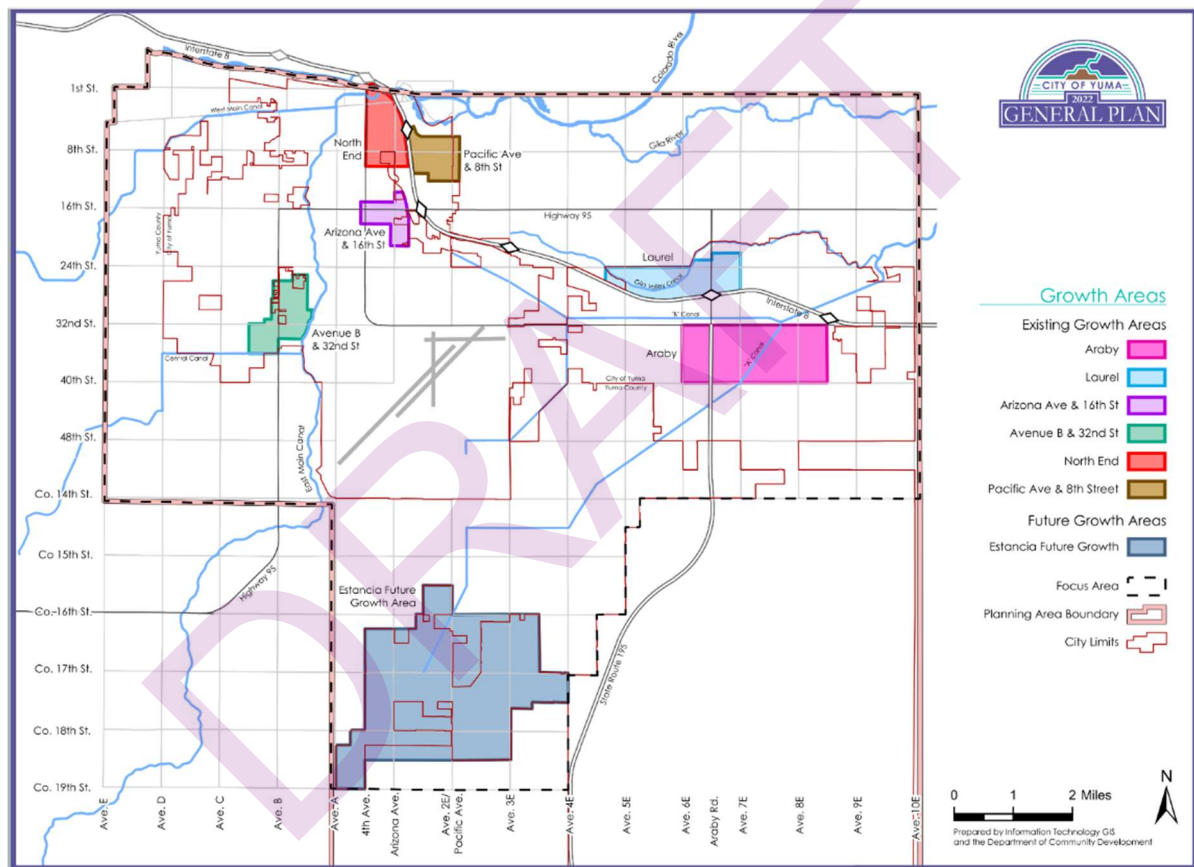
Source: City of Yuma General Plan.

Additionally, Growth Areas in the plan identify those parts of the Planning Area ideal for a concentration of a variety of land uses, including higher densities and intensities of uses. Equally essential is the need for growth to occur close to existing or planned public facilities

and services, promoting development that integrates housing, workplaces, shopping, and recreation into pedestrian-friendly, mixed-use neighborhoods that are interconnected to the larger community by multi-modal transportation.

Included in the Growth Areas is Arizona Avenue and 16th Street (encompassed in the proposed NRSA). This growth area would be a modern urban place for people desiring a bright, vibrant, dynamic, and energetic environment. It has a great deal of infrastructure, transportation, office and retail already in place.

**Figure I-17.**  
**General Plan Growth Areas**



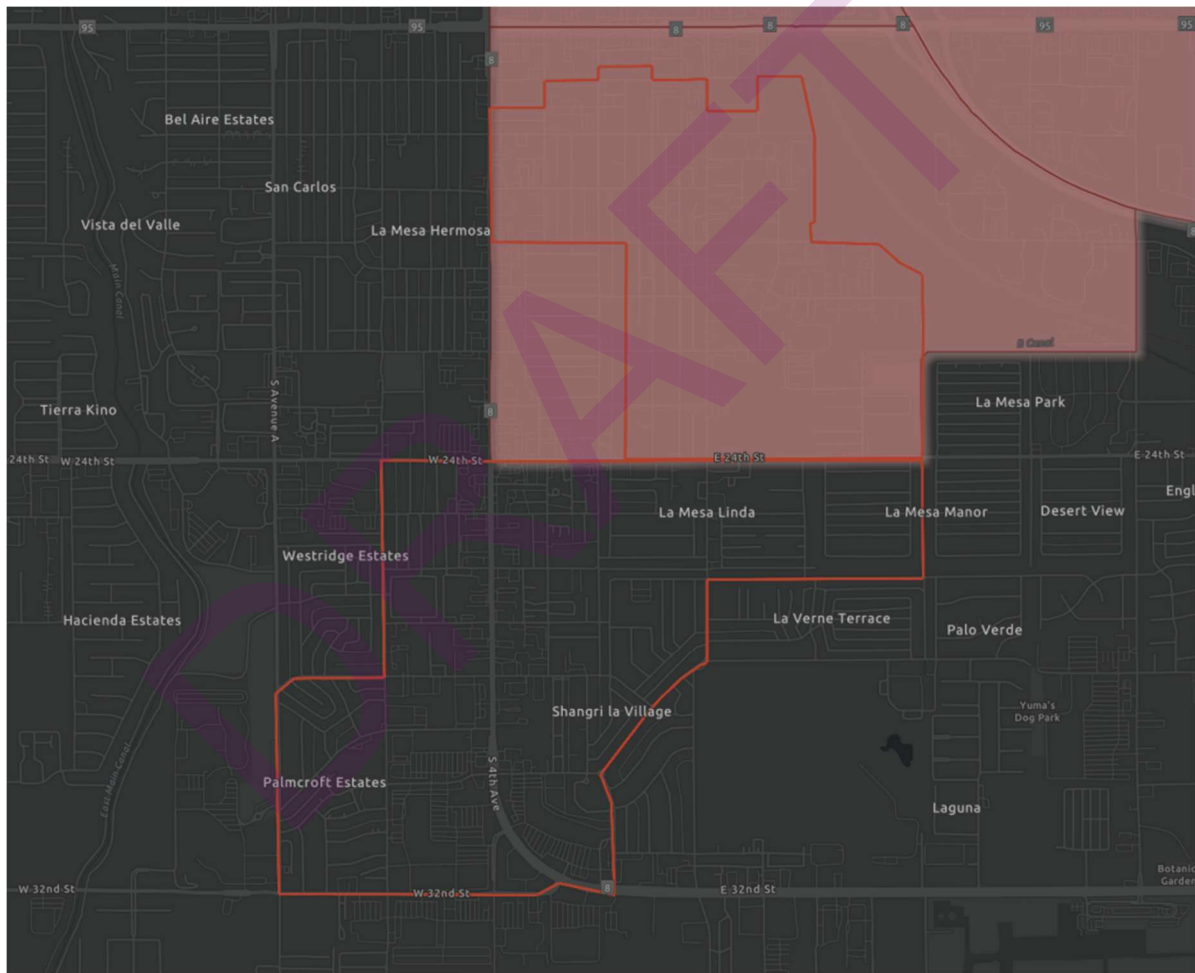
Source: City of Yuma General Plan.

At the federal level, Figures I-18 and I-19 show that the upper portion (Mesa Heights) of the proposed NRSA is part of an opportunity zone and a HUB Zone, and the HUB zone extends to cover part of the NRSA extension, down from 24th Street to 28th Street.

Opportunity zones are a special designation applied to qualifying Census tracts intended to attract new investment in disadvantaged areas of the community. Locating or developing within an Opportunity Zone provides capital gain tax benefits to qualified investments.

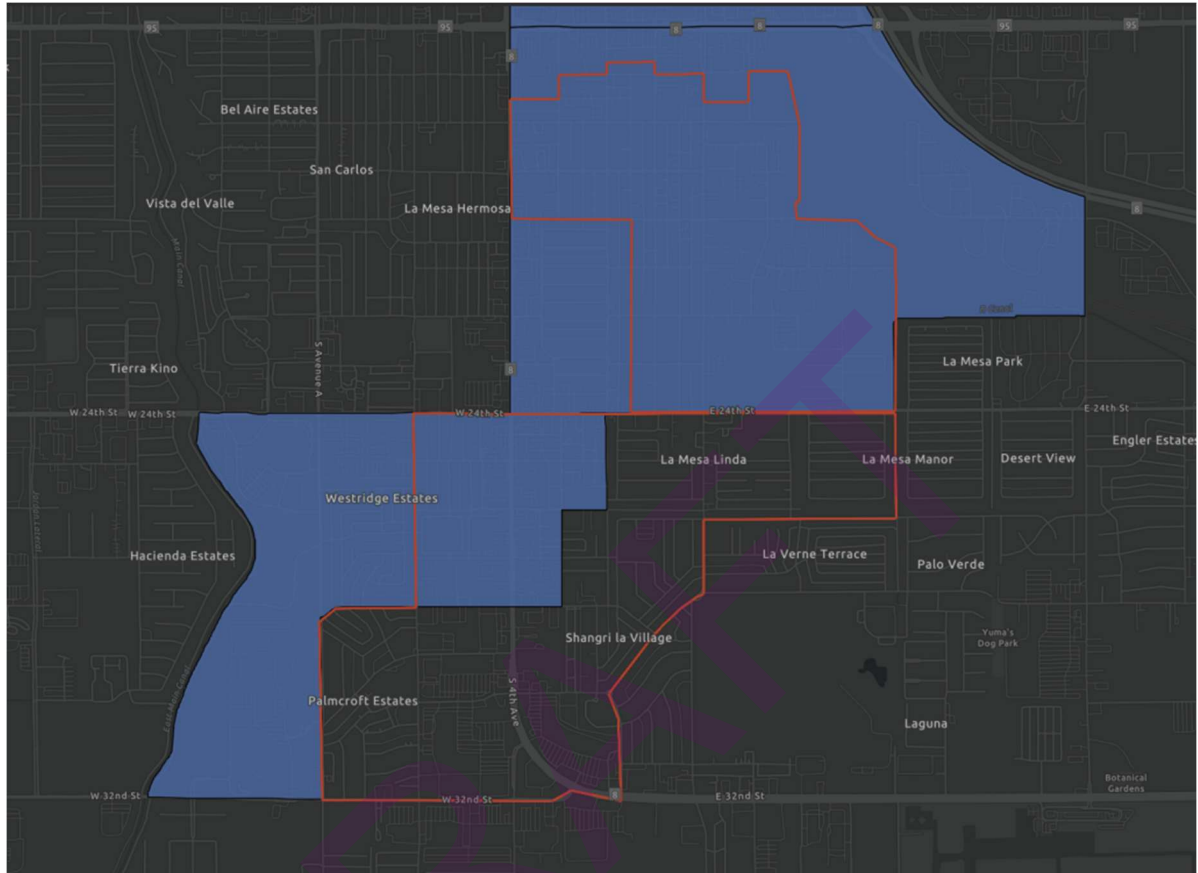
HUB zones are a Historically Underutilized Business Zone (HUBZone) program, administered by the U.S. Small Business Administration (SBA), that aims to promote economic development and create employment opportunities in economically distressed areas. These zones have high unemployment rates and low median income. Businesses joining the HUBZone program are eligible to compete for the program's set-aside contracts. HUBZone-certified businesses also get a 10% price evaluation preference in full and open contract competitions. The program has a goal of awarding at least 3% of federal contract dollars to HUBZone-certified companies each year

**Figure I-18.**  
**Opportunity Zones Overlay**



Source: City of Yuma, Department of Community Development.

**Figure I-19.**  
**HUB Zones Overlay**



Source: City of Yuma, Department of Community Development.

SECTION II.

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COMMUNITY CONSULTATION

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## SECTION II.

# Community Consultation

The community consultation aimed to collect feedback from both residents and businesses within the NRSA area. These efforts specifically targeted the expansion zone to engage with new residents and businesses that would benefit from the NRSA extension. This initiative aims to enhance the ongoing community engagement efforts that have been in place in the original Mesa Heights NRSA area since its inception.

Community engagement efforts included:

- A community meeting held at Palmcroft Elementary School on September 10<sup>th</sup>, 2025. Residents were invited to the meeting via a postcard that was mailed to every residential and commercial unit (3,278 address points) in the expansion area and a robocall sent out by Palmcroft Elementary to parents on behalf of the City of Yuma.
- A resident survey that was available online and in paper format. Residents were invited to participate via a postcard that was mailed to every residential and commercial unit (3,278 address points) in the expansion area.
- A business survey that was available online and in paper format. Business owners were invited to participate via a postcard that was mailed to every residential and commercial unit (3,278 address points) in the expansion area.

This section summarizes the findings gathered through the different engagement efforts.

### Community Meeting

The City of Yuma Department of Community Development, Neighborhood Services Division, held a community meeting at the Palmcroft Elementary School on September 10<sup>th</sup>, 2025. Residents were invited to the meeting via a postcard that was mailed to every residential and commercial unit (3,278 address points) in the expansion area and a robocall sent out by Palmcroft Elementary to parents on behalf of the City of Yuma. Twenty-seven residents attended the community meeting.

During the meeting, City Staff gave an overview of the Neighborhood Revitalization Strategy Area (NRSA), highlighting its benefits and providing an update on the achievements in the Mesa Heights NRSA since 2016. The staff also discussed the NRSA expansion, outlining the process and timeline for this initiative. Attendees were informed about how to stay involved throughout the planning process.

During the public meeting, participants were invited to engage in two interactive activities designed to capture neighborhood needs and guide future funding priorities.

**Activity 1—Neighborhood needs.** This activity asked residents to identify and share the most pressing issues in their community. Participants added sticky notes to poster boards organized by categories, including housing, community development, public services, and economic development. This allowed attendees to highlight the greatest needs in their neighborhoods and to discuss shared concerns with others.

**Activity 2—Funding priorities.** In the second activity, residents were given ten tickets to distribute among several improvement outcomes, each represented by a cup. Participants "funded" the initiatives they believed were most important by placing their tickets into the corresponding cups. This exercise illustrated the participants' desired outcomes from investment, providing the city with an understanding of residents' top funding priorities.

**Housing.** Community feedback for the Housing category highlighted a strong mix of priorities, including affordability, neighborhood maintenance, as well as some opposition to additional low-income housing development by a few participants. Many participants expressed support for more opportunities for homeownership, such as programs to help residents buy their first home, mobile-home repair subsidies, and efforts to legalize starter homes and add denser housing types like townhomes and ADUs. At the same time, several comments opposed further low-income housing construction—particularly in specific locations—reflecting concerns about neighborhood change and concentration of affordable units. Other resident input emphasized property maintenance and infrastructure, such as alleyway improvements, neighborhood cleanup, and assistance for homeowners who cannot afford major repairs.

In the funding prioritization activity, the strongest community preference (18 votes) was that residents can afford to purchase a home, followed by support for expanding affordable rental options for vulnerable (e.g., persons experiencing homelessness) residents (7 votes) and resources to address housing discrimination (5 votes). Moderate interest was expressed in improving accessibility for residents with disabilities (4 votes) and ensuring that renters and homeowners live in safe, livable homes (4 and 2 votes, respectively). Priorities with lower vote counts included displacement prevention, senior housing options, and shelter access.

Overall, participants emphasized homeownership affordability and livable conditions as top goals.

**Community development.** Community feedback in the Community Development category revealed a range of concerns related to neighborhood improvement, environmental quality, and safety. Residents raised issues such as illegal dumping in alleys, the need for cleaner and safer public spaces, and worries about inadequate lighting, flooding, and drainage in areas that become impassable during heavy rain.

Participants also expressed a desire for more trees to provide shade, better maintenance of existing green spaces, and action on vacant or underused land, particularly the parcel behind CVS. There was interest in developing new and improved facilities for seniors and after-school programs for children, highlighting the need for spaces that cater to multiple age groups.

Additional comments pointed out ongoing maintenance problems, including unpleasant odors at Ray Smucker Park and insufficient street lighting in areas prone to flooding. The necessity for affordable transportation to educational facilities like AWC was emphasized, along with a call for increased police presence to address speeding in the area.

In the funding prioritization activity, residents placed the highest emphasis on safe and accessible streets and sidewalks, with 20 votes for improving streets to be “safe, accessible, and welcoming” and 16 votes for sidewalks in good condition. Moderate priorities included improving senior centers (5 votes), making community facilities accessible for older adults and residents with disabilities (5 votes), and expanding access to new parks or recreation centers (7 votes). Overall, the results reflect a strong community focus on neighborhood cleanliness, mobility safety, and access to recreational and social facilities.

**Public services.** Feedback under the Public Services category emphasized the need for improved infrastructure, safety, lighting, and neighborhood cleanliness, alongside access to key supportive services. Residents highlighted concerns about poorly maintained alleys, inadequate street lighting, and drainage issues that cause flooding—particularly near Madison Avenue and 1st Avenue. Comments also called for a greater police presence, better street repair, and more attention to stray animal control and park maintenance, including Ray Smucker Park, where residents expressed concerns about safety and odor.

In the funding prioritization activity, participants placed the highest priority on access to mental health care services (8 votes) and equitable access to food (7 votes), indicating strong community concern for health and basic needs. Overall, public service feedback reflected two interconnected themes: the need for visible physical improvements (cleaner, safer, better-lit streets and parks) and expanded social support infrastructure (mental health care, food access, and connectivity). These priorities suggest that residents view neighborhood wellbeing as dependent on both the quality of the physical environment and the availability of essential community services.

**Economic development.** Community feedback on Economic Development focused largely on revitalizing the neighborhood’s declining commercial areas and expanding opportunities for small businesses and local employment. Residents expressed frustration about the loss of neighborhood retail options over the years—mentioning once-thriving shopping centers, grocery stores, and family businesses that have closed or relocated. Comments called for reinvestment in vacant properties, such as the empty lot at 8th Avenue and 32nd Street, and support for mixed-use or in-home business development to

bring economic activity back into the area. A participant also raised the issue of high property taxes as a barrier to economic stability.

In the funding prioritization activity, residents placed their highest support (5 votes each) on expanding job training programs and increasing opportunities for small business creation or expansion, highlighting interest in building local capacity and entrepreneurship. Overall, the input reflects a desire to restore neighborhood vitality through people-focused economic strategies—helping residents gain skills, start businesses, and reactivate long-vacant commercial spaces to bring back the vibrancy and convenience the area once enjoyed.

## Resident Survey

Postcards containing the survey link were mailed to all known residential addresses (3,278) in the target area. The survey was available online in English and Spanish between September 1st and October 10th, 2025.

The survey collected input on neighborhood conditions, housing needs, safety, and available services. The survey also collected data on household demographics, income, tenure, and needed home repairs, then asked residents to evaluate the impact of crime issues (such as graffiti, drugs, gang activity, burglary, and traffic problems) and neighborhood conditions (such as abandoned vehicles, flooding, or substandard housing).

Additionally, the survey explored perceptions of community services like affordable housing, youth and adult programs, substance abuse programs, childcare, and public transportation. Residents were asked to rate satisfaction with the City's clean-up and rehabilitation efforts—including housing rehabilitation, sidewalks, garbage collection, and street lighting—and to provide observations of criminal activity. Finally, the survey gathered perspectives on safety, law enforcement, and quality of life, including whether residents feel safe in their homes, the overall condition of their neighborhood, years lived in Mesa Heights, and the most important issue facing the neighborhood today.

The survey gathered 37 responses from residents. Most respondents were long-term residents, having lived in the neighborhood for an average of 21 years. All participants reported that their homes were built before 1985, with the majority indicating construction dates prior to 1970. The vast majority of respondents lived in single-family homes and were homeowners. Their average monthly payment was \$1,435.

Approximately one-third of the respondents who disclosed their income reported earnings of less than \$60,000. The average household size was 2.77. However, about two-thirds of the respondents indicated that their households consisted of one to two people. Additionally, around two-thirds reported having household members aged over 60 years.

**Housing and neighborhood conditions.** Survey results indicate that most residents view their homes positively but express more mixed opinions about overall neighborhood

conditions. A majority—61% of respondents—rated the condition of their home as “Good,” with another 33% rating it as “Fair” and only 6% describing it as “Poor.” This suggests that most respondents feel their individual housing is in acceptable condition, reflecting stability at the household level.

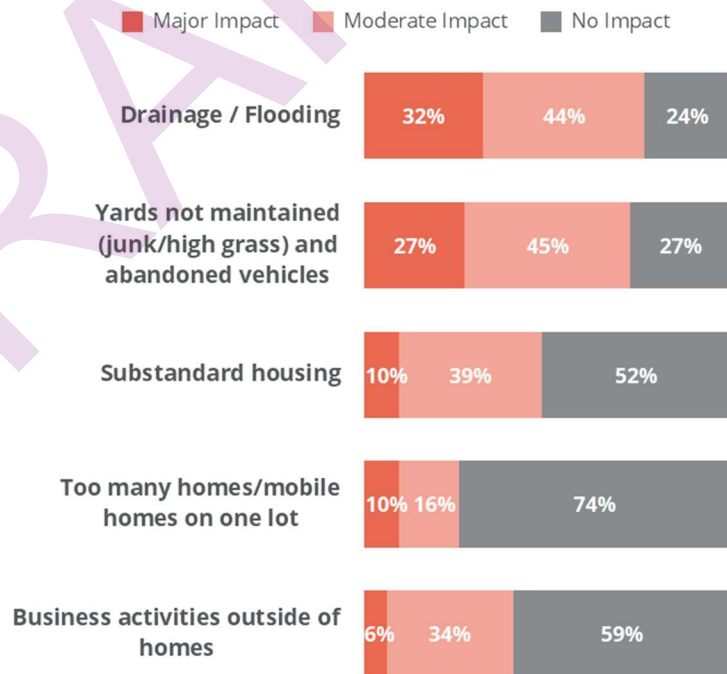
In contrast, perceptions of the broader neighborhood environment were less favorable. Only 43% of respondents rated their neighborhood condition as “Good,” while 38% described it as “Fair” and 19% as “Poor.” These responses highlight broader community concerns, including maintenance, infrastructure, and public space conditions, even among residents who are satisfied with their own homes. Overall, the findings suggest that housing quality is relatively strong among survey participants, but environmental and infrastructure issues may be impacting residents’ overall sense of well-being.

Survey participants were asked about the impact of various conditions on their neighborhood. Survey participants highlighted drainage and flooding issues, with 32% reporting a major impact and 44% a moderate one. Property maintenance issues, like unkept yards and abandoned vehicles, were also significant, with 27% citing a major impact and 45% a moderate one (Figure II-1).

**Figure II-1.**  
**How are the following conditions impacting your neighborhood?**

Note:  
 n=34.

Source:  
 NRSA Resident Survey.



Survey participants were also asked how satisfied they are with the City’s clean-up and rehabilitation efforts, and responses indicated varying levels of satisfaction depending on the type of service. The highest satisfaction was reported for garbage and litter recollection, with 59% of respondents satisfied and another 35% finding it acceptable.

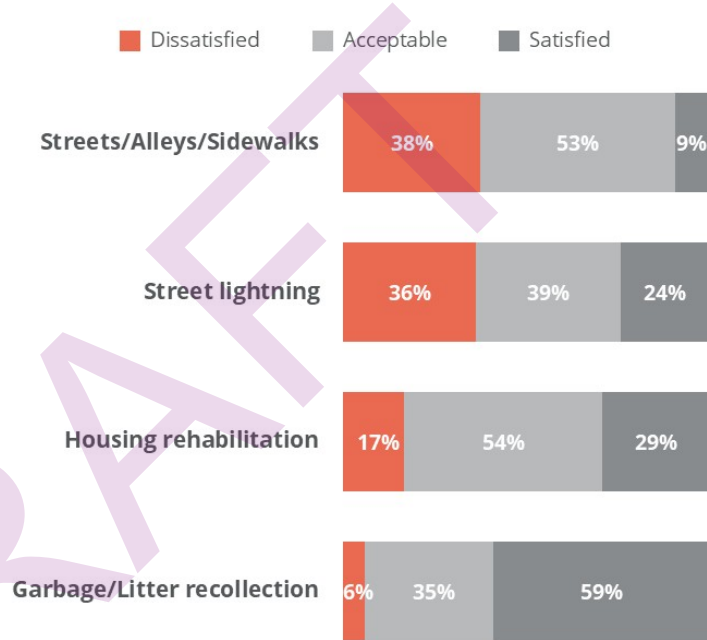
In contrast, satisfaction was more moderate for housing rehabilitation, where 29% were satisfied, 54% rated it acceptable, and 17% were dissatisfied.

Concerns were more pronounced for streets, alleys, and sidewalks, where only 9% expressed satisfaction, and more than a third (38%) reported dissatisfaction. This reflects recurring issues noted elsewhere in the survey regarding flooding, drainage, and street maintenance. Similarly, street lighting drew mixed reviews: 24% were satisfied, but 36% were dissatisfied.

**Figure II-2.**  
**How satisfied are you with the City of Yuma's clean-up and rehabilitation efforts?**

Note:  
 n=34.

Source:  
 NRSA Resident Survey.



**Service availability.** Survey results (Figure II-3) on service availability suggest that residents view access to key community services positively overall. The majority of respondents rated affordable housing availability favorably, with 81% describing it as good or fair, followed closely by public transportation services (77%)—indicating that basic housing and transportation needs are relatively well served.

Access to adult services such as health, educational, and recreational programs (75%) and youth services (70%) also received strong ratings, showing that residents perceive opportunities for engagement and support across different age groups. Similarly, day care facilities were rated positively by 70% of respondents.

However, lower satisfaction levels were recorded for substance abuse programs (64%) and family counseling (63%), suggesting that residents see a need for greater investment in mental health and family support systems. Overall, these findings indicate that while housing, transportation, and general community services are viewed as accessible, social

and behavioral health programs could be strengthened to meet broader family and wellness needs in the community.

**Figure II-3.**  
**How would you rate the availability of the following services in your community? (% Good or Fair)**

Note:  
 n=32.

Source:  
 NRSA Resident Survey.

Access to:	% Good or Fair
Affordable Housing	81%
Public Transportation Services	77%
Adult Services - Health, Educational, Recreational	75%
Youth Services - Health, Educational, Recreational	70%
Day Care Facilities	70%
Substance Abuse Programs	64%
Family Counseling	63%

**Neighborhood safety.** Figure II-4 shows survey results about crime-related neighborhood impacts. Residents are most affected by issues tied to traffic safety, trespassing, and stray animals, while more serious crimes such as burglary, gang activity, and domestic violence are less frequently perceived as major problems.

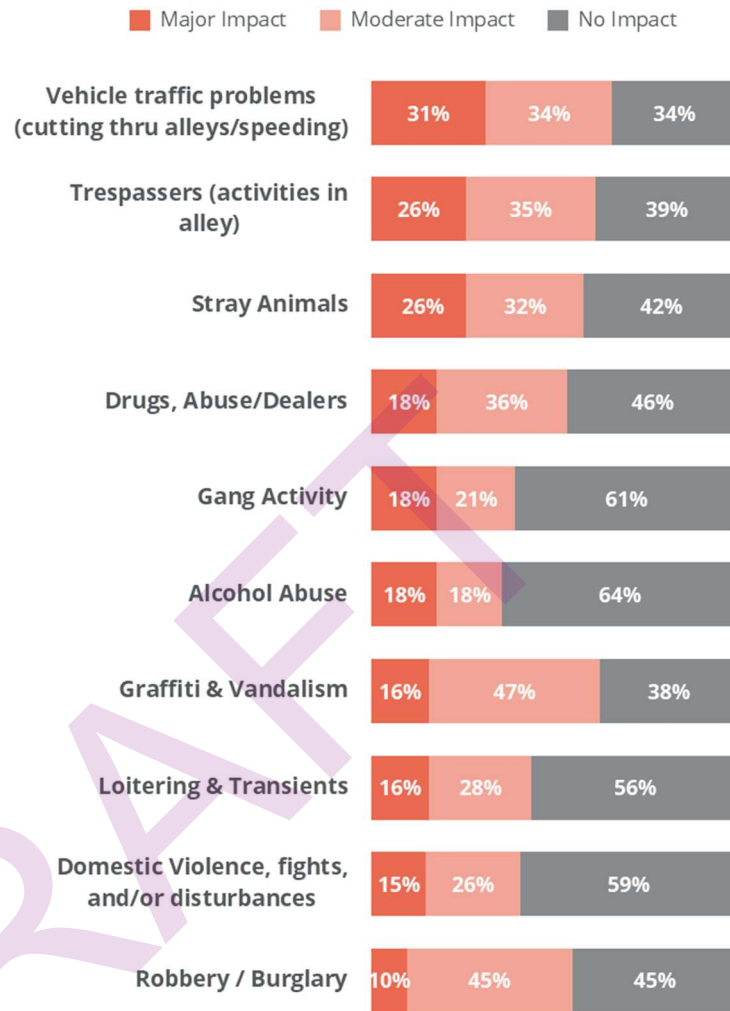
The most common concern was vehicle traffic problems—particularly speeding and cut-through traffic in alleys—with 31% of respondents reporting a major impact and another 34% noting a moderate impact. Trespassing and alley activity followed closely, affecting a combined 61% of residents to some degree. Stray animals were also mentioned, with 58% citing a moderate or major impact, suggesting that animal control and alley management are important neighborhood issues.

Fewer residents reported major impacts from violent or drug-related activity: only 18% identified drugs or gang activity as major concerns, and over 60% said these had little or no impact. Graffiti and vandalism (16% major, 47% moderate) and robbery/burglary (10% major, 45% moderate) were viewed as moderate, recurring issues, but not as severe as traffic and nuisance-related problems.

**Figure II-4.**  
**What impact do the following crime issues have on your neighborhood?**

Note:  
 n=32.

Source:  
 NRSA Resident Survey.



A large majority—84% of respondents—reported feeling safe in their homes, while only 6% said they did not, and about 9% were unsure. Even more respondents expressed confidence in engaging with police: 91% said they feel comfortable contacting or reporting matters to law enforcement, compared with just 6% who do not.

**Main issues and recommendations.** Resident feedback from open-ended responses underscored recurring neighborhood challenges related to infrastructure, safety, and maintenance, alongside a range of localized quality-of-life concerns.

The most prevalent issue mentioned across surveys was drainage and flooding. Respondents repeatedly described flooding along Madison Avenue, 1st Avenue, Fern Drive, and Salana, with runoff collecting debris and mud in front of homes. Related infrastructure issues—such as poorly maintained alleys, narrow streets, and aging drainage systems—were also common. Many residents called for better street lighting, noting dark conditions that contribute to both safety and visibility concerns.

Traffic and safety emerged as additional priorities. Residents cited speeding, heavy traffic volumes, and dangerous crossings, particularly near schools and major intersections like Avenue A and 28th Street. The need for speed bumps, crosswalk improvements, and enforcement of traffic laws was highlighted to protect pedestrians and children walking to school.

Concerns about neighborhood cleanliness and code enforcement were also significant. Residents pointed to dumping, overgrown yards, abandoned vehicles, and neglected properties as ongoing problems that harm the neighborhood's appearance.

Specific suggestions for neighborhood improvement included:

- Installing or repairing drainage systems along Madison Avenue, 1st Avenue, Fern Drive, and Salana, where flooding and pooling are persistent.
- Cleaning and maintaining alleys and sewer lines to prevent water accumulation and odor problems.
- Regrading streets and repairing curbs to improve runoff flow and reduce standing water.
- Adding speed bumps and clearer signage on high-traffic residential streets like 26th Street, Avenue A, and 28th Street.
- Improving crosswalks and pedestrian safety, especially near Kofa High School and parks.
- Reducing congestion from school traffic and commuter cut-through routes.
- Installing brighter, more effective streetlights.
- Removing abandoned vehicles, junk, and furniture from alleys and yards. Increasing regular alley clean-up and maintenance schedules.
- Enforcing upkeep of vacant or deteriorated properties and trailer parks that impact surrounding neighborhoods.
- More visible police patrols, particularly near parks, liquor stores, and alleyways where loitering or disturbances occur. Addressing drug activity and public intoxication through stronger enforcement or community partnerships.
- Implementing neighborhood watch programs to strengthen communication between residents and law enforcement.
- Continued rehabilitation of Kofa Park and improved maintenance of public areas.
- Adding shade structures, tree planting, and better landscaping along residential streets.
- Reinvesting in common areas and vacant lots to create safer, more attractive environments.

- Supporting community gatherings or social activities to build neighborhood pride and engagement.
- Others emphasized that revitalization should focus on existing homeowners and infrastructure, rather than new construction.

## **Business Survey**

Postcards containing a survey link were mailed to all residential and commercial units (3,278 address points) in the expansion area. Additionally, city staff visited 10 businesses in person to promote the survey.<sup>1</sup>

Overall, the survey aimed to identify both the economic and physical barriers to local business success and to determine how neighborhood revitalization efforts could better support businesses in the area. The survey was available online in English and Spanish between September 1st and November 30th, 2025.

The survey gathered 3 responses from organizations. All of them own the space they occupy, and the buildings are 15 or more years old. They currently have no plans to expand or relocate. All respondents consider the residents in the neighborhood to possess employable skills.

Among neighborhood conditions impacting their organizations, crime, water and sewer, zoning restrictions, building code enforcement, street lighting, and handicap accessibility were noted by all 3. Responses to the question “What is the biggest issue facing the neighborhood?” included overall traffic and potential graffiti or robbery, and traffic on Arizona Ave.

## **Additional Outreach**

On December 4, 2025, the City convened a stakeholder focus group to inform the Consolidated Plan, including representation from Gila Vista Junior High School. The school described its role as a community hub, offering not only academic programming but also community athletics, parent support groups, and on-site medical and behavioral health clinics and resource fairs. The school serves many households experiencing overcrowding and multigenerational living arrangements, reflecting broader housing affordability pressures in the area. With many parents working multiple jobs, extended family members often step in to engage with the school when support is needed.

It was noted that low incomes limit students’ access to extracurricular opportunities, despite the school’s efforts to keep activities affordable. Some students are unable to participate in programs such as band due to the cost of instrument rentals, and teachers frequently cover basic supplies and sports equipment out of pocket. While affordable

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<sup>1</sup> List of businesses visited in person found in the appendix.

housing located near the school was cited as a positive asset, the broader affordability challenges facing families were described as contributing to time constraints for parents and difficult tradeoffs between household expenses and enrichment opportunities for children. The need for a broader mix of housing options for families and workers, expanded community partnerships to support youth opportunity, and reinvestment in public facilities and schools, including restoring Kennedy Pool to service, was also emphasized.

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SECTION III.

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ASSESSMENT

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## SECTION III.

# Assessment

The proposed NRSA is a neighborhood that offers both challenges and opportunities, making it unique to the City of Yuma. This assessment will analyze information gathered through data collection and community consultation by functional areas: Housing, Business, and Overall Neighborhood Condition.

### Housing

The NRSA continues to include substantial blocks of housing in generally stable condition, particularly among single-family homes. Recent ACS data and permit records indicate ongoing reinvestment in the housing stock, with rehabilitation efforts supported by both public (CDBG, HACY) and private funding. Roofing, electrical, plumbing, HVAC, and interior improvements are common, reflecting efforts to maintain habitability in an aging housing stock. However, the concentration of older homes—most built before 1990—continues to drive a higher need for rehabilitation, weatherization, and code compliance, particularly to address energy inefficiency and utility cost burdens for low-income households.

Housing affordability pressures remain acute. The NRSA is predominantly renter-occupied (64%), and housing cost burdens are high for both renters and owners. Sixty percent of renters and a substantial share of homeowners—especially those with mortgages—pay more than 30% of income toward housing. Overcrowding is more prevalent in the NRSA than citywide, particularly among renters, reflecting unmet demand for family-sized rental units. While rents and home values remain below citywide averages, very low incomes limit affordability and reduce housing choices for many households. These conditions reinforce the need for additional affordable rental options, pathways to homeownership, and targeted assistance for rehabilitation and energy-efficiency upgrades.

Manufactured housing remains a significant vulnerability in the NRSA. A 2024 windshield survey found that more than 70% of manufactured homes in the NRSA require major repairs—far higher than the citywide rate—posing health, safety, and quality-of-life concerns for residents. Addressing conditions in mobile home communities will require targeted rehabilitation support, infrastructure upgrades, and partnerships with owners and housing organizations to stabilize existing units and prevent further deterioration.

Vacant units and parcels present both challenges and opportunities. While overall vacancy is lower in the NRSA than citywide, a higher share of vacant units fall into the “other vacant” category, indicating off-market units due to disrepair, legal barriers, or abandonment. These units reduce effective housing supply and contribute to blight, but also represent opportunities for acquisition, rehabilitation, and infill development. The presence of City-

owned vacant parcels—particularly those zoned for residential use—creates near-term opportunities to support affordable and workforce housing development aligned with neighborhood priorities.

Community engagement reinforces these housing needs and priorities. Residents emphasized homeownership affordability, and livable housing conditions, and assistance with repairs, alongside concerns about overcrowding and the condition of mobile homes. A representative from a local school emphasized how housing instability and cost burdens impact children's access to opportunities. Together, these findings point to a need for a coordinated housing strategy focused on rehabilitation and weatherization of existing homes, targeted investment in manufactured housing communities, expansion of rental options, and pathways to homeownership—paired with infrastructure improvements that support long-term neighborhood stability.

## **Businesses**

The NRSA is anchored by a diverse business community concentrated along major corridors. The area includes long-standing locally owned restaurants, retail shops, professional services, medical offices, financial institutions, and automotive services, many of which draw customers from across Yuma due to their central location and established presence in the community. Schools and health-related employers remain among the largest anchors in the area, contributing to economic activity and local employment.

The area also includes vacant and underutilized commercial parcels—such as sites near 8th Avenue and 32nd Street—that residents and stakeholders identified as opportunities for reinvestment. Community input emphasized interest in revitalizing declining commercial areas, supporting small business creation and expansion, and encouraging mixed-use or home-based businesses to reactivate long-vacant spaces. Residents prioritized job training and small business support as key economic development strategies.

Overall, the NRSA has a resilient small business base, supported by strong local anchors and a walkable, centrally located commercial environment. Continued reinvestment in commercial buildings, targeted façade and code-compliance improvements, infrastructure upgrades (lighting, sidewalks, accessibility), and coordinated small business support programs will be critical to sustaining existing businesses and attracting new activity.

## **Overall Neighborhood Condition**

The NRSA remains a neighborhood with deep historical and cultural roots, strong multigenerational ties, and long-term residents who contribute to neighborhood stability. The area includes residents across all age groups, with a slightly higher share of children than the city overall, alongside a higher share of older adults. Schools and community institutions serve as anchors, and most residents report feeling safe in their homes and comfortable engaging with local law enforcement.

While perceptions of serious violent crime and gang activity are low, residents identified quality-of-life and safety concerns tied to traffic, trespassing, stray animals, graffiti, and alley activity as more frequent challenges. Survey respondents reported that speeding, traffic, and alley activity have the greatest impact on daily life, while drug and gang activity were more often viewed as moderate or limited concerns. Neighborhood cleanliness and property maintenance—such as dumping, overgrown yards, abandoned vehicles, and deteriorated properties, including some manufactured housing communities—remain visible concerns affecting neighborhood perception. Despite these concerns, residents value the neighborhood's walkability and its access to transit, schools, parks, and services, and many daily needs can be met within walking distance or by transit.

Physical conditions and infrastructure shape everyday experiences in the neighborhood. Flooding and drainage issues, poorly maintained alleys, limited lighting, and street and sidewalk conditions were repeatedly cited as barriers to safety and mobility, particularly during heavy rains and near schools and parks. Traffic safety near schools and along major corridors remains a concern, with residents calling for improved crossings, traffic calming, and lighting to support safe walking and biking. While the area includes major recreational assets—most notably Kennedy Park and the Joe Henry Optimist Center—stakeholders noted ongoing needs for facility reinvestment, safer access routes, and expanded youth and family programming, adult education (GED/English classes), and spaces for job fairs, training, and community meetings. Reinvestment in public facilities—including restoring and activating amenities at Kennedy Park—along with partnerships to co-locate services, could help address this gap and strengthen the area.

Figure III-1 presents the neighborhood assets matrix. The matrix shows how a focused, place-based strategy that pairs housing and commercial reinvestment with infrastructure upgrades, safety improvements, and expanded community services can help reverse deterioration and support long-term neighborhood stability.

**Figure III-1.  
Neighborhood Assessment Matrix**

	<b>Economic Condition</b>	<b>Key Problems</b>	<b>Opportunities</b>
<b>Residents</b>	Majority low- to moderate-income households	Housing affordability pressures and high utility costs in aging homes	Development and preservation of affordable, energy-efficient housing
	Higher poverty and unemployment than citywide	Time constraints for families working multiple jobs	Expanded youth and family programming through schools and community partners
	High housing cost burdens and overcrowding, especially among renters	Limited access to upward mobility pathways	Job training, workforce pathways, and small business development and entrepreneurship supports
<b>Single-Family Homes</b>	Lower home values than citywide	Deferred maintenance and rehabilitation needs	Pathways to affordable homeownership and wealth-building
	Large share of homeowners without mortgages	High utility costs contributing to cost burdens	Housing rehabilitation and weatherization programs to reduce ongoing housing costs
	Aging housing stock with energy inefficiencies	Limited resources for reinvestment among low-income owners	Targeted reinvestment near schools, parks, and commercial corridors
<b>Multi-Family Residential</b>	Lower rents than citywide average	Limited availability of affordable units due to demand	New affordable and workforce housing development on vacant/underutilized sites
	High renter concentration and strong demand	Aging buildings with maintenance needs	Rental inspections to improve quality standards
	Predominantly smaller units (limited family-sized options)	High renter cost burdens and overcrowding	Preservation and rehabilitation of existing multifamily housing, and programs to support tenant stability
<b>Manufactured Housing / Mobile Home Parks</b>	Low-cost housing option for many households	Very high share of units in major disrepair	Targeted rehabilitation and infrastructure upgrades
	Many in non-conforming zoning	Infrastructure deficiencies and health/safety concerns	Long-term strategies to replace severely deteriorated units with safe, affordable housing

**Figure III-1.  
Neighborhood Assessment Matrix (continued)**

	<b>Economic Condition</b>	<b>Key Problems</b>	<b>Opportunities</b>
<b>Overall Neighborhood</b>	Predominantly low-income households	Drainage and flooding, poor alley and street conditions	Strong small business base and anchor institutions, central location with transit access
	Aging residential and commercial structures	Traffic safety concerns near schools and major corridors	Strategic infill and redevelopment on vacant parcels
	High cost burdens and infrastructure needs	Property maintenance, dumping, and stray animals	Public investment in public facilities, streets, sidewalks, drainage, and lighting
<b>Small Businesses</b>	Established, locally owned, long-standing businesses	Aging commercial buildings	Façade, code-compliance, and accessibility improvements
	Central corridors with customer traffic	Traffic, parking, lighting, and accessibility constraints	Small business assistance and reinvestment programs
	Underutilized commercial sites	Concerns about graffiti, vandalism, and crime perception	Activation of vacant and underutilized commercial sites

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## SECTION IV.

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### REVITALIZATION STRATEGIES: STRENGTHENING HOUSING STABILITY AND ECONOMIC EMPOWERMENT

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## **SECTION IV.**

# **Revitalization Strategies: Strengthening Housing Stability and Economic Empowerment**

The Neighborhood Revitalization Strategy Area (NRSA) will serve as a targeted geographic area where the City may strategically deploy Community Development Block Grant (CDBG) and HOME Investment Partnerships (HOME) funds to strengthen housing stability, improve neighborhood conditions, and expand economic opportunity. This approach aims to layer public and private resources to maximize impact.

The City's foremost priority is to strengthen housing stability, recognizing that safe, affordable, and secure housing is the foundation upon which families, neighborhoods, and local economies thrive. Housing stability is not simply a social objective — it is an economic imperative. When residents have access to stable housing, children perform better in school, households experience improved health outcomes, and individuals are better positioned to participate in and contribute to the workforce.

The City is committed to expanding access to affordable housing options, preserving existing housing stock, preventing displacement, and supporting pathways to homeownership. By investing in rehabilitation programs, strategic infill development, and public-private partnerships, the City seeks to ensure that housing remains attainable for low- and moderate-income households. Stabilizing families in their homes reduces turnover, strengthens community ties, and fosters long-term neighborhood resilience.

Equally important is the City's work to improve neighborhood conditions. Housing stability cannot exist in isolation. Safe streets, functional infrastructure, code compliance, blight mitigation, and accessible public amenities are essential components of a healthy neighborhood ecosystem. The City will continue to address deteriorating properties, invest in infrastructure improvements, and support community-driven revitalization efforts that enhance safety, appearance, and overall quality of life. Strong neighborhoods reinforce stable housing markets and encourage long-term investment.

Finally, the City seeks to expand economic opportunity, understanding that income stability directly influences housing stability. By supporting workforce development, small business growth, commercial corridor revitalization, and job creation initiatives, the City is creating the conditions for upward mobility. Economic opportunity enables residents to afford housing, build wealth, and remain rooted in their communities.

Consistent with HUD regulations under 24 CFR 91.215(e) and 24 CFR 570.208, the NRSA allows the City to implement coordinated housing, infrastructure, and economic development activities designed to increase investment, expand employment opportunities for low- and moderate-income (LMI) persons, and stabilize property conditions within the defined area.

Over the 5-year NRSA period, the City will track:

- Number of affordable housing units produced or preserved;
- Number of housing units rehabilitated;
- Outreach to owners of vacant or blighted properties;
- Number of jobs created or retained for LMI persons;
- Outreach and assistance to new and existing businesses; and
- Amount of private dollars leveraged.

The NRSA strategy is designed to create sustainable economic growth, stabilize neighborhoods, and increase the long-term tax base within the defined area. The strategy places housing stability at the center, supported by neighborhood revitalization and economic development initiatives. Together, these efforts form an integrated approach that promotes long-term community resilience, reduces vulnerability, and creates pathways to prosperity for all residents.

## **Strategy 1. Housing Production & Preservation**

**Goals/Objectives.** Federal, State, and local funds will be strategically deployed within the NRSA to:

- **Support affordable rental housing development.** The City will coordinate the use of public infrastructure funds to attract private and federal investment to encourage affordable housing development.
- **Provide gap financing for LIHTC projects.** Following the success of the Mesa Heights and Vistara Apartments, the City aims to continue its support for additional affordable housing projects within the NRSA and help build momentum for continued revitalization.
- **Assist CHDO-sponsored housing.** Annually, 15% of the total HOME allocation must be set aside for use by non-profit organizations designated as Community Housing Development Organizations (CHDOs).
- **Preserve naturally occurring affordable housing (rehab programs).** Support owner-occupied rehabilitation, lead hazard reduction, and related stabilization

activities to improve housing quality, protect occupant health and safety, and preserve long-term affordability within the NRSA.

**Leverage.** The funding options for affordable housing include Low-Income Housing Tax Credits (both 9% and 4%), resources from the State Housing Trust Fund, and assistance from the Federal Home Loan Bank's Affordable Housing Program (AHP). Additionally, financing can be secured through private equity and construction financing, along with support from philanthropic and mission-driven capital initiatives. The City was recently awarded a HUD Lead Hazard Reduction Grant to implement initiatives that reduce lead exposure in homes and communities, ensuring safer living conditions. If lead paint hazards are identified, they will be addressed by EPA-certified lead abatement contractors in accordance with federal regulations. In addition, the City will provide required notices regarding the hazards and risks of lead-based paint in both English and Spanish to all program participants. Outreach and education efforts will prioritize households with young children and older housing stock.

**Outcomes.** Over the next five years, the City aims to achieve significant outcomes in housing development and community improvement. Outcomes include the production or preservation of 250 affordable housing units to ensure that more families have access to safe and stable homes. Additionally, the City plans to complete 15 housing rehabilitation projects to enhance the quality of existing housing units. To further support the community, the City will actively engage in outreach to the owners of vacant or blighted properties, encouraging them to take steps to revitalize these spaces and contribute to the overall health of the neighborhood.

## **Strategy 2. Neighborhood Improvements & Safety**

**Goals/Objectives.** CDBG funds and other available resources may support neighborhood-level improvements that enhance safety, accessibility, housing stability, and overall quality of life within the NRSA, including:

- **Park and recreational facility improvements.** The City may support improvements to neighborhood parks and recreational facilities to enhance safety, accessibility, and usability for low- and moderate-income residents.
- **Street, sidewalk, and lighting improvements.** The City may pursue eligible infrastructure improvements such as street resurfacing, sidewalk repairs, ADA accessibility upgrades, and street lighting enhancements to improve pedestrian and vehicular safety, accessibility, and neighborhood connectivity.
- **Code enforcement and blight mitigation.** The City will continue proactive code enforcement activities to address unsafe structures, property maintenance violations, illegal dumping, and alley trash accumulation. These efforts protect public health and safety, support housing stabilization, and reinforce prior revitalization investments within the NRSA.

- **Neighborhood cleanup and stabilization efforts.** The City may support coordinated cleanup initiatives and targeted improvements that reduce visible blight, improve environmental conditions, and promote community pride.

**Leverage.** The City will coordinate CDBG investments with available local, state, and federal funding sources, including General Fund resources, grant opportunities, and partnerships with community organizations. Where feasible, neighborhood improvements will be aligned with housing and economic initiatives to maximize revitalization impact within the NRSA.

**Outcomes.** These investments are intended to enhance public health and safety, reduce blight and visible deterioration, and improve accessibility and pedestrian safety within the NRSA. By reinforcing housing stability and maintaining neighborhood conditions, these efforts support long-term livability, community pride, and sustained revitalization.

### **Strategy 3. Small Business Assistance & Microenterprise Support**

**Goals/Objectives.** The NRSA provides regulatory flexibility that allows aggregation of job creation within the strategy area, reducing administrative burden while still ensuring LMI benefit compliance. Within the NRSA, CDBG funds may be used for:

- **Small business façade improvement grants/loans.** Through the Visual Improvement Program (VIP), the City will support exterior façade improvements for local businesses within the NRSA. These upgrades will enhance the appearance of key commercial properties and encourage shared responsibility for neighborhood revitalization.
- **Commercial rehabilitation loans.** The City will seek opportunities to support financing that facilitates business growth, property improvements, and economic development.
- **Microenterprise assistance (≤5 employees).** The City will partner with local business support organizations, lenders, and workforce partners to provide targeted technical and financial assistance to microenterprises and start-ups
- **Technical assistance and business planning support.** In coordination with local partners, the City will facilitate access to business planning, financial management, marketing, and permitting assistance.
- **Job creation/retention programs tied to LMI benefit.** The City will explore options to work with employers and local partners to align business assistance with hiring, training, and retention of low- and moderate-income residents.

**Leverage.** The City will actively seek opportunities to utilize Small Business Administration (SBA) 504/7(a) financing, local revolving loan funds, Arizona Commerce Authority (ACA) programs, Opportunity Zone investments (if applicable), and private bank participation to expand funding options.

**Outcomes.** Over the next five years, the City will coordinate outreach to 200 businesses and will work with partners to provide assistance to qualifying and interested businesses. The City anticipates that its investments will lead to the creation or retention of 50 jobs for individuals with low to moderate incomes.

## **Strategy 4. Commercial Corridor Revitalization**

**Goals/Objectives.** Programs and projects may support the following:

- **Public infrastructure improvements (sidewalks, lighting, ADA upgrades).** The City will coordinate CDBG investments with its Capital Improvement Plan to prioritize safety, accessibility, and connectivity improvements along key commercial corridors and around priority redevelopment sites.
- **Site preparation and environmental clearance.** The City will support activities such as environmental reviews, site assessments, and predevelopment planning to reduce barriers to redevelopment, shorten project timelines, and improve site readiness for commercial and mixed-use projects.
- **Streetscape and placemaking improvements.** The City will align streetscape, landscaping, and other placemaking investments with the Capital Improvement Plan to enhance the appearance and accessibility of commercial areas, increase small business vitality, and create more inviting, walkable environments for residents and visitors.
- **Brownfield assessment and cleanup.** The City will support environmental site assessments, remediation planning, and cleanup activities to address contamination on underutilized or blighted commercial parcels. These efforts will be coordinated with EPA Brownfields resources and state environmental programs to remove redevelopment barriers, reduce project risk, and return priority sites to productive use.

**Leverage.** The City will proactively explore opportunities to utilize Environmental Protection Agency (EPA) Brownfields Assessment and Cleanup Grants, Economic Development Administration (EDA) Public Works or Economic Adjustment Assistance, state infrastructure grants, Capital Improvement Program funds, New Market Tax Credits, and private investment in development.

**Outcomes.** The intent is to create development-ready sites that attract private commercial and mixed-use projects. Additionally, streetscape improvements will enhance

safety, accessibility, and walkability, strengthen the market viability of corridor properties, support small business growth, and improve quality of life. Environmental assessment and cleanup will remove barriers to redevelopment, shorten development timelines, and reduce project risk for private and nonprofit developers.

## Strategy 5. Workforce & Public Facility Investments

**Goals/Objectives.** Support public facilities and improvements that directly enhance economic opportunity, utilizing Federal, State, and local funding, including:

- **Workforce training facilities.** The City will seek partnerships with local educational institutions, non-profit organizations, employers, and training providers to support facility improvements that expand access to job training aligned with local employer needs and priority industries. The City will assess the feasibility of supporting the development or expansion of shared incubator and community learning centers that lower start-up costs, provide mentorship, and foster entrepreneurship within the NRSA.
- **Broadband expansion (if eligible).** The City will explore funding opportunities from the State of Arizona's Commerce Authority's newly created initiative: *Connect to all AZ*. The City will also continue to work with internet service providers, regional broadband initiatives, and state agencies to expand affordable, reliable broadband access.
- **Infrastructure supporting industrial or commercial development.** The City will coordinate CDBG investments with its Capital Improvement Plan and partner with utilities, employers, and economic development organizations to deliver infrastructure improvements that enable business attraction, expansion, and job creation in the NRSA.

**Leverage.** The City will pursue EDA grants, Workforce Innovation and Opportunity Act (WIOA) resources, *Connect to all AZ*, private institutional partnerships, and philanthropic grants to support workforce initiatives and public facility investments.

**Outcomes.** These investments are intended to expand access to workforce training, entrepreneurship support, and essential infrastructure in the NRSA, improving residents' ability to connect to quality jobs and helping local businesses grow. Expected outcomes include strengthening employer pipelines, increasing job creation and retention benefiting LMI residents, and supporting long-term economic resilience within the NRSA.

## Strategic Partners

Implementation of this strategy will rely on close coordination among relevant City departments, public agencies, housing providers, supportive service organizations, workforce and small business partners, educational institutions, utilities, and private

employers. These partners will support project identification, outreach to businesses and residents, funding alignment, and program delivery.

## **Funding Considerations**

### **COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG)**

The City of Yuma is a CDBG entitlement community which has witnessed firsthand the power of focused spending. The success of the Carver Park NRSA and the Yuma High Neighborhood revitalization plans is attributed to grassroots support, focusing CDBG resources on neighborhood-specific goals.

The City is willing to dedicate its CDBG entitlement resources toward the NRSA and implement the strategies outlined in this plan. The CDBG-funded programs of proactive Code Enforcement will be dedicated to the target area. In conjunction with Code Enforcement, resources will be dedicated to the removal of dilapidated structures, trash, and debris, either through city enforcement or through cost-sharing with cooperative landowners.

CDBG-funded rehabilitation of LMI owner-occupied structures will be focused on the NRSA in two forms: a minor repair program, which helps owners with single-purpose code or structural issues that stabilize the home and make it safe for occupancy, and a major repair program, which gives complete rehabilitation or reconstruction to significantly deteriorated properties.

In addition to housing stabilization and code enforcement, CDBG funds may support other eligible activities within the NRSA, including economic development initiatives, public facility improvements, and neighborhood infrastructure projects, consistent with the strategies outlined in this plan. All activities will be implemented in accordance with HUD regulations and available funding levels.

CDBG-funded staff will focus outreach activities on the NRSA, and staff will seek funding opportunities for all NRSA goals that lack financial resources and prepare grant applications when appropriate.

### **HOME INVESTMENT PARTNERSHIP PROGRAM**

Yuma County HOME Consortium (YCHC) was approved by HUD as a participating jurisdiction to begin receiving HOME Investment Partnership funds in 2017 and each subsequent year. Previously, these dollars were only available through the State of Arizona in a competitive process. The City of Yuma is the lead entity for the YCHC. The consortium includes the City of Yuma, Yuma County, City of Somerton, City of San Luis, and the Town of Wellton. The primary objective of using HOME funds is to create and preserve affordable housing for LMI residents, and these funds can be used throughout Yuma County. Within the NRSA, HOME funds may be used to support affordable rental development,

rehabilitation activities, and other eligible housing initiatives that strengthen housing stability and increase access to safe, decent housing.

### **LOW-INCOME HOUSING TAX CREDITS**

Low Income Housing Tax Credit (LIHTC) program has proven to be an effective tool when paired with HOME funds for the creation of affordable rental housing. In the NRSA area, the Mesa Heights Apartments and Vistara Apartments have successfully increased the availability of affordable housing. As the City of Yuma prepares to find affordable housing for the residents of the NRSA, resources such as HOME and LIHTC are crucial and will continue to be leveraged for the improvement of the NRSA area. Implementing this NRSA plan will require a creative approach to funding options that meet housing needs.

### **INTEGRATED FINANCING STRATEGY**

The NRSA will function as a platform for layering public and private resources to maximize impact. By concentrating investments geographically, the City can:

- Reduce development risk
- Improve project feasibility (gap financing)
- Increase private sector confidence
- Align infrastructure and housing investment
- Create measurable job growth within the strategy area

CDBG will primarily support catalytic public and economic development activities, while HOME will address housing supply and affordability. Together, these funds create a balanced revitalization approach that supports both businesses and residents.

APPENDIX.

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# Appendix

## Mesa Heights NRSA Notable Accomplishments

**Mesa Heights Apartments** represents a significant affordable housing investment within the Mesa Heights Neighborhood Revitalization Strategy Area (NRSA). The \$13.85 million development was financed primarily through the Low-Income Housing Tax Credit (LIHTC) program, with support from the City of Yuma, including the donation of the Arizona Avenue property.

The project created 58 affordable rental units supported by Section 8 Project-Based Vouchers and serving households at or below 30–50% of Area Median Income (AMI). The development also includes an on-site Resource Center to provide supportive services and community programming for residents. Together, these investments expanded the supply of deeply affordable housing and strengthened neighborhood stability within the NRSA.

**Figure A-1.**  
**Mesa Heights Apartments & Resource Center**



**Vistara Apartments** reflects the City's strategic use of targeted infrastructure investment to support affordable housing development within the Mesa Heights NRSA. The City committed \$410,000 across three phases for infrastructure improvements, with the third phase pending. Primarily financed through the Low Income Housing Tax Credit (LIHTC) program, the development will deliver 236 affordable rental units upon completion.

By leveraging modest public infrastructure funds to attract significant private and federal investment, the City expanded housing opportunities for low- and moderate-income households. The success of this development, along with other neighborhood improvements, has increased interest in additional affordable housing projects within the NRSA and helped build momentum for continued revitalization.

**Figure A-2.**  
**Vistara Apartments Phases I-III**



The City completed **major infrastructure improvements along Harvard Street** within the Mesa Heights Neighborhood Revitalization Strategy Area (NRSA). The project included installing a new sewer line, connecting 19 homes to the municipal sewer system, abandoning aging septic systems, and repaving the roadway. In addition, 19 of those homes received housing rehabilitation assistance to address plumbing and related health and safety issues.

These improvements enhanced public health and modernized essential infrastructure within the neighborhood. While the Harvard Street project represents significant progress, other areas within the NRSA continue to require infrastructure upgrades, supporting the need for ongoing investment.

**Figure A-3.**  
**Harvard Street Sewer & Road Project**



The City implemented **annual cleanup and dumpster assistance efforts** within the Mesa Heights NRSA to reduce blight and improve neighborhood conditions. Between Program Years 2017 and 2021, more than 100 households received direct assistance through dumpster services and removal of debris and inoperable vehicles. The City also organized neighborhood-wide cleanup events to address trash in public areas and alleyways.

As a Low- and Moderate-Income Area (LMA) activity, these efforts benefited the entire Mesa Heights neighborhood, serving approximately 4,770 residents. Together, these initiatives improved neighborhood appearance, supported resident engagement, and contributed to overall community pride within the NRSA.

**Figure A-4.**  
**Mesa Heights Cleanup and Dumpster Assistance Program**

**GOT TRASH?**

**HOME CLEAN-UP PROGRAM**

The Mesa Heights Neighborhood Home Clean-Up Program offers a **FREE 30-day dumpster service and vehicle removal** to help maintain our neighborhood as a clean and safe place to live, work, and raise a family.

The program is available to residents in the Mesa Heights Neighborhood boundaries of 17th to 24th Streets, 4th to Arizona Avenues, and Kennedy Loop subdivision (map below).

To arrange a dumpster delivery or vehicle removal, call the City of Yuma, Dept. of Community Development's Neighborhood Services Division at **(928) 373-5187**.

**Mesa Heights NEIGHBORHOOD**

**ACCEPTABLE MATERIALS**

- ✓ BAGGED OR BOXED TRASH
- ✓ MATTRESSES/BOX SPRINGS
- ✓ TOYS/SWING SETS/ MISCELLANEOUS
- ✓ UNUSABLE FURNITURE
- ✓ UN-REPAIRABLE ITEMS (I.E. BBQ GRILLS, ETC.)
- ✓ BAGGED GRASS, LEAVES, TRIMMINGS
- ✓ TREE BRANCHES, CACTUS

**MATERIALS/USES NOT ACCEPTED**

- ✗ AEROSOL CANS
- ✗ ANTIFREEZE
- ✗ ASPHALT
- ✗ BATTERIES
- ✗ CHEMICALS
- ✗ COMPUTER MONITORS
- ✗ CONSTRUCTION PROJECTS
- ✗ DIRT, ROCK, CONCRETE
- ✗ GASOLINE
- ✗ HAZARDOUS/MEDICAL WASTE
- ✗ PAINT/PAINT-RELATED PRODUCTS
- ✗ PESTICIDES
- ✗ POOL CHEMICALS
- ✗ PRESSURIZED TANKS (I.E. OXYGEN, HELIUM)
- ✗ REFRIGERATORS
- ✗ SHINGLES
- ✗ TIRES
- ✗ TRANSMISSION FLUID/ENGINE OIL
- ✗ USE BY HIRED PROFESSIONAL CONTRACTORS, LANDSCAPERS. MAY NOT USE REFUSE OR OVERFILL OF CONTAINERS
- ✗ TREE STUMPS

The City completed significant improvements to Joe Henry Park within the Mesa Heights NRSA, enhancing an important community gathering space for neighborhood residents. Improvements included upgrades to park facilities, lighting, restroom facilities, and outdoor recreational areas, including the basketball courts.

The project was funded through a combination of Community Development Block Grant (CDBG) funds, General Fund resources, and other grant funding sources, reflecting a coordinated investment in the neighborhood. These enhancements improved safety, accessibility, and overall park conditions for the approximately 4,770 residents of Mesa Heights and contributed to a more suitable living environment within the NRSA.

**Figure A-5.**  
**Joe Henry Optimist Center - Park Improvements**



Over the life of the Mesa Heights Neighborhood Revitalization Strategy Area (NRSA), the City has provided ongoing **owner-occupied housing rehabilitation** assistance to low- and moderate-income households. Through minor repairs, major rehabilitation, reconstruction, and accessibility improvements, dozens of homes have been stabilized to address health and safety concerns.

These investments have preserved aging housing stock and improved living conditions for neighborhood residents. Continued demand for rehabilitation assistance demonstrates that additional work remains and supports the need for sustained investment within the NRSA.

**Figure A-6.**  
**Owner-Occupied Housing Rehabilitation**



Through the **Visual Improvement Program** (VIP), the City supported exterior façade improvements for local businesses within the Mesa Heights Neighborhood Revitalization Strategy Area (NRSA). The program covered up to 80 percent of eligible improvement costs, with participating business owners contributing the remaining 20 percent. Improvements were completed for Dave’s Upholstery, Laren’s Design Studio, and the Tropicana Motel.

These upgrades enhanced the appearance of key commercial properties and encouraged shared responsibility for neighborhood revitalization.

**Figure A-7.**  
**Visual Improvement Program**



Collectively, these investments have strengthened housing stability, improved infrastructure, and enhanced neighborhood amenities within Mesa Heights. Continued demand for rehabilitation services and increasing interest in affordable housing development demonstrate that concentrated investment has generated momentum.

Renewal and expansion of the NRSA will allow the City to build upon this progress and extend revitalization benefits to additional eligible areas

## Complete Business List

**Figure A-8.**  
**NRSA Business List**

Accommodation & Food Services			
Mr Burros	E 24th St	Super 8 By Wyndham Yuma	S Riley Ave
Taco Salsa	S 4th Ave	Country Boys Restaurant	S 4th Ave
Yuma Bagel Co	S 4th Ave	Oriental House	S 4th Ave
Bubba's BBQ	S 4th Ave	Royal Motor Inn Yuma	S 4th Ave
Torch Lite Lodge	S 4th Ave	Jack in the Box	S 4th Ave
Church's Texas Chicken	S 4th Ave	El Dorado Broadcasters	W 28th St
The Coffee Bean	S 4th Ave	Eddie's Grill	S 4th Ave
McDonald's	S 4th Ave	Chretin's Mexican Food	E 16th St
Mariscos La Apoma	S 4th Ave	Wendy's	E 16 Th St
Lucha Kombucha	S 4th Ave	Mobil Gas & Car Wash	E 16 Th St
OYO Hotel Yuma AZ-I-8/US-95	S 4 Th Ave	Yuma Wenzona Inc	E 16 Th St
Takos and Beer	S 4th Ave	Village Inn Pizza Parlor	E 16 Th St
Mi Ranchito	S 4th Ave	IHOP	E 16 Th St
Angry Italian	S 4th Ave	Burger King	E 16 Th St
The Crossing	S 4th Ave	Dutch Bros Coffee	S 4 Th Ave
Knights Inn Yuma	S 4 Th Ave	Plant B	S 4 Th Ave
Papa-San Rice Bowl	S 4 Th Ave	Jack in the Box	W 16 Th St
Pizza Hut	S 4th Ave	Subway	S 4 Th Ave
Wing Street	S 4th Ave	Odalys Pub Grill	S 4 Th Ave
Chevron Self Serve	S 4th Ave	Boba Lounge	W Catalina Dr
Strip It Bare	S 1st Ave	Little Caesars	W Catalina Dr
Sweet Sips Lemonade	S 1 St Ave	The Impossible Shop	S 4 Th Ave
Papa Johns	S 4th Ave	Starbucks	S 4 Th Ave
la Resaca SEAFOOD BAR	S 3rd Ave	Dunkin'	S 4 Th Ave
Wienerschnitzel	S 4th Ave	Wingstop	W 32 Nd St
Blue Fin Sushi & Grill	S 4th Ave	McDonald's	E 16 Th St
Firehouse Subs	S 4th Ave	Chipotle	W Catalina Dr
Greengate Fresh LL LP	S Letvin Ave	Subway	W 32 Nd St
Country Club Mobile Home Park & RV Resort	W Catalina Dr	Asian Star-Yuma	W 32 Nd St
Budgetel Inn & Suites Yuma	S Arizona Ave	Nanuet Diner	W 32 Nd St
Electric Charging Station	S Arizona Ave	Howard Johnson By Wyndham Yuma	S 4 Th Ave

Administrative & Support and Waste Management and Remediation Services			
Desert Document Shredders	S Arizona Ave	Hunter Employment	S 4th Ave
Rural Arizona Engagement	W 24th St	Desert Web Exterminating	W 17th Pl
On Tap Water Solutions	E 21st St	Dust-B-Gone	W 17th St
Browns Collection Service	S 4th Ave	Suncom	W 32 Nd St
Kinetico	E 18 Th Pl		
Agriculture Forestry Fishing & Hunting			
Taylor Farms	S Walnut Ave	Barkley Co	S Letvin Ave
Duda Farm Fresh Foods	S 5 Th Ave	Barkley AG Enterprises LLP	S Letvin Ave
Yuma Mesa Fruit Growers Association Shop	S Pacific Ave	Top Flavor Farms Inc	E 20 Th St
Barkley Seed Inc	S Letvin Ave	E & CJ Farms LLC	W 32nd St
Barkley Farms	S Letvin Ave		
Arts Entertainment & Recreation			
Wonder Kidz	S Arizona Ave	Smooth Rhythm Dance Yuma	W Catalina Dr
Moore's Martial Arts	S Arizona Ave	Get Air Trampoline Park	S 4 Th Ave
Gymnastics World of Yuma	E 20th St	Arizona Classical Ballet	W Palmcroft Dr
Beast Factory CrossFit	W 19 Th St		
Construction			
Reddy Rents Most Everything	S Arizona Ave	Specialty Electric Service	S Kennedy Ln
Ferguson HVAC Supply	S Factor Ave	Tumex Corporation	S Kennedy Ln
Hache A/C	W 25 Th St	Loebig R A General Contractor	S 1 St Ave
Ske Construction	E 22nd St	Allstar Installations	E 18th Pl
Roto-Rooter Plumbing	S Arizona Ave	Hansberger Refrigeration & Electric Co	E 18th Pl
All Affordable Plumbing	S 2nd Ave	Hansmark Inc	E 18 Pl
Russell Sigler Inc	E 21st St	Sun Power Plumbing Inc	E 18 Th Pl
Mac Electric Inc	S Arizona Ave	Armando's Painting 928 LLC	S Madison Ave
Delta Diversified	E 21st St	Royal Electric	W 17th Pl
Vital Roofing	S Arizona Ave	DSR Roofing & Protective Coating LLC	S 1st Ave
Denny's Tile Co	E 20th St	Hacienda Homes LLC	S Letvin Ave
One Hour Heating & Air Conditioning	E 21st St	Fathead Cooling LLC	S Letvin Ave
Hyatt Refrigeration	S Rail Ave	Westmoor Electric Inc	S Letvin Ave
Bozrah Builders Inc	S Arizona Ave	Shaw Electric Co	S Letvin Ave
ZDR Concrete Cutting Inc	E Palo Verde St	Whitey Wiles Construction Co	E 20th St
Sellers Crane Service	E 21st St	DPE Construction Inc.	E 20 Th St
Sellers Enterprises Inc	E 21st St	Sun Bandit	W 32nd St
Solar Steals	S Factor Ave	CEMEX	E 20 Th St
Air Central Heating and Cooling	S Kennedy Ln	Insultech LLC	S Pacific Ave
Viking Air Inc	E 21st St		

Education Services			
C W McGraw Elementary School	S Arizona Ave	School For the Deaf & Blind	S 4th Ave
Gila Vista Junior High School	S Arizona Ave	Harvest Power Community Development Group	E 18th St
District 5-Area 2 Toastmasters	S Arizona Ave	Harvest Preparatory Academy	E 18th St
Shear Skills School of Cosmetology	W 24 Th St	Harvest Preparatory Academy	S Arizona Ave
Yuma Christian Academy	W 26 Th St	Palmercroft Elementary School	W Palmcroft Dr
Learning Ladder	S 4th Ave		
Finance & Insurance			
American Family Insurance	E 24th St	Azca Capital Investors LLC	S Letvin Ave
DBR Investments Inc	W 24 Th St	Navy Federal Credit Union	S Arizona Ave
Advance Cash	S 4th Ave	Notc	W 28th St
MMI Money Management International	S 4th Ave	LibertyX Bitcoin ATM	S 4th Ave
New York Life	S 4th Ave	Foremost Insurance	W Catalina Dr
Best Choice Loan Solutions	S 4th Ave	Fogle Insurance Agency	W Catalina Dr
American Family Insurance	S Arizona Ave	NOVA Financial & Investment	W Catalina Dr
AgWest Farm Credit	S 5 Th Ave	LibertyX Bitcoin ATM	E 16 Th St
Arizona Smart Cash	S 4th Ave	Wells Fargo	E 16 Th St
Yuma Insurance Inc.	S 4th Ave	Unicare Healthcare Inc	W 16 Th St
loanDepot	S 4th Ave	Fred Loya Insurance	S 4 Th Ave
OneAZ Credit Union	W 28th St	Check Into Cash	S 4 Th Ave
Schofield Family Insurance	S 8 Th Ave	Con-Co Holdings LLC	W 32nd St
Polley Financial Group	S 4th Ave	Southwest Investments Series	W 32nd St
Western Arizona Bancorp Inc	S 4th Ave	Allied Cash Advance	W 32 Nd St
OneAZ Credit Union	S 4th Ave	Western Union Agent Location	W 32 Nd St
Avenir Financial	S 1 St Ave	Wealthcare Alliance LLC	S Catalina Dr
Western Union Agent Location	S 4th Ave	CoinFlip Bitcoin ATM	W 32 Nd St
Farmers Insurance	S 4th Ave	Wells Fargo Advisors	W Catalina Dr
Western Financial Partners LLC	S 3rd Ave	Wells Fargo	W Catalina Dr
Best Buy Insurance	S 4th Ave	Sonariz Financial	W 32 Nd St
LibertyX Bitcoin ATM	S 4th Ave	American Family Insurance	S 8th Ave
Primerica	S 1st Ave		

Health Care & Social Assistance			
Consumer Direct Care Network Arizona	E 24th St	Corebella Addiction Treatment & Suboxone Clinic	S 1st Ave
Dental Co of Yuma: Dr Jason Boeskin	E 24 Th St	Aiello Eye Institute	W 28th St
Abrio Home Care	E 24th St	Yuma Surgery Center LLC	W 28th St
Preschool Express	E 24th St	Grifols Talecris-Plasma Donation Center	S 4 Th Ave
Haven Health Yuma	S Arizona Ave	Montero Chiropractic Clinic	S 4 Th Ave
Acacia Hospice Care of Lake Havasu Inc	E 24th St	Harvest Preschool Childcare	S 1st Ave
Acacia Hospice Care Inc	E 24th St	Harvest Preparatory Academy	S 1st Ave
Acacia Medical Spa Corporation	E 24th St	Fluid Energies Inc	W 27th St
Acacia Home Health Inc	E 24th St	Yuma Dentistry 4 Kids	S 4th Ave
Southwest Dental Laboratory	E 25th St	Osman Khidir A MD	W 27th St
Big Red Barn Preschool	S Arizona Ave	Yuma Cardiac Center PC	W 27 Th St
National Community Health Partners	W 24th St	Yuma Foot Care	S 8th Ave
AZ Counseling	S Arizona Ave	On Trak Physical Therapy PLLC	S 8th Ave
Genoa Healthcare	S Arizona Ave	Up 2 Par Medical Clinic	S 8th Ave
Assurance Health & Wellness	S Arizona Ave	Harris Family Dentistry	W Catalina Dr
Med Evals	W 24th St	Palm Canyon Dermatology	W Catalina Dr
Yuma Medical Transport	W 24 Th St	Companion Home Care	W Catalina Dr
Yuma East Headstart Center	E 22nd St	Boretoide Behavioral Health LLC	W 16 Th St
Arizona Avenue Dentistry	S Arizona Ave	AZ Sports Therapy	S 4th Ave
Hotchickhair1/By Becky	S 4th Ave	Unicare Hospice Inc	W 16 Th St
Healing Journey	S Kennedy Ln	Casa De Ninos	E 16 Th St
Yuma Dental	S 4th Ave	Feseha Office	W Catalina Dr
Preferred Homecare	E 21st St	Red Sea Heart Center	W Catalina Dr
Smile-Services Maximizing	S Arizona Ave	Dr Habteab B Feseha MD	W Catalina Dr
The Vein Center of Arizona	S 4th Ave	Women's Health	S 8th Ave
Services Maximizing Independent Living & Empowerment	S Arizona Ave	CSL Plasma	W Catalina Dr
Smile	S Arizona Ave	Nationwide Vision	W 32 Nd St
Amity Home Care of Yuma	S 4th Ave	Primecare Central Clinic	W 32 Nd St
Yuma Senior Living	S 4th Ave	Prime Care Urgent Care Faculty	W 32 Nd St
Family Care Home Health & Hospice LLC	W 20 Th St	Heuser Chiropractic Office	W 32 Nd St
Hand in Hand Christian Preschool	W 28th St	Aponi Home Health Team	W 32 Nd St
Centene Corporation	S 4th Ave	Yuma Pre-School	W 32 Nd St
AccentCare at Home	W 28th St		

Information			
Entravision Communications	E 24th St	Boost Mobile By Main Wireless	S 4th Ave
Yuma in Classifieds	S Arizona Ave	Production Allstars	S 8 Th Ave
Yuma Sun	S Arizona Ave	Elite	S 4th Ave
Fox Communications & Solutions	E 25th Pl	Del Outdoor Advertising	S Arizona Ave
Yuma High Speed Internet	S 4th Ave	Victra-Verizon Authorized Retailer	S 4 Th Ave
Kcfy	S Rail Ave	Metro by T-Mobile	S Maple Ave
Kyrm	S 3rd Ave	Star 100.9 Request Line	W 28th St
Lamar Outdoor Advertising	E 21st St	Kblu	W 28th St
KSWT	S 4th Ave	95.1 KTTI	W 28th St
Gulf California Broadcasting	S 4th Ave	Time Warner Cable	W 16 Th St
Kyma News 11	S 4th Ave	Boost Mobile Authorized Retailer	S 4 Th Ave
Key News-Press & Gazette Co	S 4 Th Ave	Chameleon Computer Service Inc	W 32nd St
Fox	S 4 Th Ave	Allo Fiber	W 32nd St
Yuma Broadcasting Co-Kyma-DT	S 4 Th Ave	Cricket Wireless Authorized Retailer	W 32 Nd St
Key Fox 9	S 4 Th Ave	Prime Communications-AT&T Authorized Retailer	W 32 Nd St
Manufacturing			
Fulton Distributing	E 24 Th St	A M Copiers Inc	S 4th Ave
Rocky's Cabinets	S Madison Ave	Sign Pro	S Arizona Ave
Sun Graphics Printing Inc.	S Arizona Ave	Kris Kraft Cabinet Co	S 1st Ave
Salty Dog Screen Printing	S Virginia Dr	Kaman Industrial Tech	S 1st Ave
RM Graphics	S 4th Ave	4BSolar & Roofing	W 32nd St
Wow Electronics	S 4 Th Ave		
Real Estate and Rental & Leasing			
La Mariposa Villas	E 24th St	Virginia Green Apartments	S Virginia Dr
Mesa Heights Apartments	S Arizona Ave	ERA Real Estate Matt Fischer Realtor	S 4th Ave
Crites & Associates Realtors	W 24th St	ERA Real Estate	S 4th Ave
Crites & Associates Inc	W 24th St	El Encanto Apartments	S 8 Th Ave
Reddy Rents	S Factor Ave	Griffin Realty	S 4th Ave
Power House Realty	W 24th St	Wilshire Condos	S 1st Ave
Yuma Home Park	S Virginia Dr	Desert Palms Mobile Estates	W 28th St
Hirth Enterprises Inc	S Arizona Ave	Realty Executives	S 1st Ave
U-Haul Neighborhood Dealer	E 21 St	Tcock Properties	S 1 St Ave
Julian Realty Investments	S 4th Ave	Arkland Properties LLC	S Catalina Dr
Shrader Realty	S 4th Ave	Catalina Square Apartments	S Catalina Dr
Shrader Realty & Associates	S 4th Ave	Real Estate Appraisal Service	W 32nd St
Zakm Hogan LLC	S Arizona Ave	Taylor Yvonne & Associates Realty	W 32 Nd St
U-Haul Neighborhood Dealer	S Factor Ave		

Professional Scientific & Technical Services			
Osman Engineering	E 24th St	Dawson Documents LLC	S 4th Ave
Wayne A Pea Architects	E 24th St	Consultant Engineering	S 4th Ave
Abrio Family Service & Supports	E 24th St	Computer Solutions of Yuma	S 1st Ave
OneSource Distributors	S Factor Ave	Yolanda Tax Service	S 1st Ave
JP Drake Enterprises LLC	S Walnut Ave	Desert Web Inc	W 17th Pl
Legal Professional Service	S 4th Ave	Millennium Industrial Co Inc	W 17th St
Camarena Law	S 4th Ave	CPA Financial Advantage PC	W 28th St
Arviso Engineering Inc	E 21st St	West Consulting Inc	S Letvin Ave
Geotechnical Testing Services Inc.	E 21st St	Research Designed-Agriculture	S Letvin Ave
Aeroseal Pros	S Rail Ave	Pioneer Title Agency	W 16 Th St
Fresh Terra Service LLC	S Arizona Ave	Lerner & Rowe	S 4 Th Ave
Accurate Accounting	S Arizona Ave	Jackson Hewitt Tax Service	S 4 Th Ave
Desert Control Systems	E 21st St	Allo Communications	W 32nd St
Wattel & York Attorneys at Law	W 20 Th St	H&R Block	W 32 Nd St
Innovations Parts Services	S Factor Ave	Coinstar	W 32 Nd St
Prometric	S 3rd Ave	Misenhimer Alvazlan & Tennant	S Catalina Dr
Law Office of Phil Hineman PC	S 3rd Ave		
Public Administration			
USPS Collection Box	S Arizona Ave	Social Security Administration	W 19 Th St
Rural Metro Fire Dept Inc	S Arizona Ave	US Probation & Parole Office	W 19 Th St
US Shipping Point Inspection	E 24th St	Marshals Service United States	W 19 Th St
Agriculture Dept	E 24th St	USPS Collection Box	W 19 Th St
USPS Collection Box	S 4th Ave	Joe Henry Optimist Center	S 1st Ave
Southwest Regional Co Op	S 4th Ave	USPS Collection Box	S 1 St Ave
Arizona Plant Service Division	S Arizona Ave	Veterans Service Commission	S 4th Ave

Retail Trade			
Mattress Warehouse & Furniture	E 24th St	Sherwin-Williams	W 16 Th St
Circle K	S Arizona Ave	Yuma Clothing	W 16 Th St
Desert Health Mobility	E 24 Th St	Speedway	E 16 Th St
Liberty Motorsports	S Arizona Ave	Blue Rhino	E 16 Th St
Yuma Teaching Supplies	S 4th Ave	dd's DISCOUNTS	W Catalina Dr
AutoZone	S 4th Ave	Dollar Tree	W Catalina Dr
USA Pawn & Jewelry	S 4th Ave	Fast Eddies RC Hobbies	W 16 Th St
Recreational Action	W 27th Pl	Rent-A-Center	W 16 Th St
Stan's Grocery	S 1 St Ave	Del Sol IGA	W 16 Th St
Central Valley Seeds Inc	E 20th St	Ross Dress For Less	W Catalina Dr
Gordie's Speed Center	S Arizona Ave	Leslie's Swimming Pool Supplies	S 4 Th Ave
Yuma Carpets	E 18th Pl	CosmoProf	W Catalina Dr
Jeanie's Party & Costumes	E 18th Pl	Asian Store	W Catalina Dr
Flooring America	E 18th Pl	Cheekie Boutique	W Catalina Dr
Big Bob's Mattress Outlet	S Arizona Ave	1 Dollar Store Plus	W Catalina Dr
Flooring America	S Arizona Ave	Yuma Safe Produce Council Inc	W 32nd St
Big Bob's Flooring Outlet	S Arizona Ave	Furniture Land LLC	W 32nd St
Circle K	S 8 Th Ave	Albertsons	W 32 Nd St
Ashley	S 4th Ave	AmeriGas Propane Exchange	W 32 Nd St
Walgreens	S 4 Th Ave	Paul Bensel Jewelers Inc	W 32 Nd St
Blue Rhino	S 4th Ave	Boot Barn	W 32 Nd St
AmeriGas Propane Exchange	S 4th Ave	Family Dollar	W Catalina Dr
CVS Pharmacy	S 4th Ave	Big 5 Sporting Goods	W Catalina Dr
Fast Cash Pawn	S 4th Ave	Rent-A-Center	W 32 Nd St
Cash America Pawn	S 4th Ave	Yuma Beverage House	W 32 Nd St
Superpawn	S 4th Ave	Yuma Thrift	W 32 Nd St
Sharky's Backpacks & Luggage	S 4th Ave	Burlington	S 4 Th Ave
Harbor Freight	S 4 Th Ave	Pep Boys	W 32 Nd St
Speedway	S 4th Ave	Goodwill	S 4 Th Ave
Blue Rhino	S 4th Ave	Circle K	W 32 Nd St
Staples	W 16 Th St		
Transportation & Warehousing			
UPS Drop Box	S 4th Ave	American Shuttle Express	S 4th Ave
FedEx Drop Box	S 4th Ave	AAA Pink Cab	W 18 Th St
Custom Truck One Source	E 20th St	Transdev	E 17th Pl
Underhill Transfer Company Inc	S Factor Ave	UPS Access Point Location	S 4th Ave
R & E Transport	S Rail Ave	UPS Alliance Shipping Partner	W 16 Th St
Kukuks Warehouse Tereco Inc	W 19 Th St	USPS Collection Box	W 16 Th St
Amazon Locker	S 8 Th Ave	The UPS Store	W 32 Nd St

Wholesale Trade			
Ferguson HVAC Air Cold Supply	S Factor Ave	Consolidated Electrical Distributors	E 18th Pl
Yuma Winlectric Company	E 21 St St	Acme Pool & Spa Care	S 4 Th Ave
Winwholesale Inc	E 21st St	A Touch of Glass of Yuma Inc	S Arizona Ave
Precision Fire Protection Services Inc	E 21st St	Nikkis Chickies Farm	S 1st Ave
Heating & Cooling Supply	S Factor Ave	AG Seed-08 LLC	S Letvin Ave
Pacific Pride Cardlock	S 4th Ave	Fresh Avenue Partners	S Letvin Ave
Window World	E 21 St St	Designing Windows & Doors	W 17th St
Romer Beverage	E 20th St	Bitolas	S Arizona Ave
Yuma Recycling Center	E 20th St	Sun of A Gun Cigars LLC	S Arizona Ave
Eliminator Plumbing	E 21st St	Pacific Steel Inc	E 20th St
Konica Minolta	S Arizona Ave	Valley Pride Inc	S Letvin Ave
American Refrigeration Suppls	S Kennedy Ln	The Flower Mine	S 8 Th Ave
Allphase Auto Glass	S Arizona Ave	Western Warehouse	W 32 Nd St
ABC Supply	E 19th St	KC Sound Systems	S Vista Ln
Unclassified / Other			
Our Choice Human Services LLC	E 24th St	Frontier Village	S 4th Ave
Bug Depot	E 24th St	Strong Beginnings LLC	S 8 Th Ave
Wba Inc	S Arizona Ave	Leonard's Funding Resources	W 16 Th St
Southwest Customs	S Factor Ave	DRB Mining Inc	E 20 Th St
Goines Kevin	E 21st St	Elite Home Service USA	S 4 Th Ave
Notion + Bloc Collective	S 4th Ave	Kellys Dream Brows	S 4 Th Ave
Yuma Catch & Go Flag Football Inc	S Arizona Ave	Darcis LLC	W 32nd St
Canyon State Water	S Arizona Ave	Solera Source Dynamics LLC	W 32nd St
Kactus Blossom Aesthetics	S Arizona Ave	N W Modular Coal Power Plants	W 32nd St
FHR Yuma Alf Operations LLC	S 4th Ave	Simply Mobile Diagnostic Imaging LLC	W 32nd St
One Self Consulting LLC	S 4 Th Ave		

Other Services (except Public Administration)			
Dave's Auto Glass & Upholstery	S Walnut Ave	Cat Pro	S Rail Ave
Taggurr's Tattoos LLC	E 24th St	Sierra Vista Presbyterian Church	W 28th St
Yuma Missionary Baptist Church	S Maple Ave	Presbytery of Grand Canyon	W 28th St
Campbell's Auto Service	E 24th St	Precision Automotive & Diesel Transmission	S Arizona Ave
Amazon Locker	S Arizona Ave	A and A Upholstery	S 4th Ave
Korean American Presbyterian Church of Yuma	S Maple Ave	A & A Auto Glass	S 4th Ave
Church of God of Prophecy	S Maple Ave	Antonio's Barber Shop	S 4th Ave
Fenderville Collision	S Madison Ave	Adobe Massage Therapy	E 18 Th Pl
John's Auto Service	E 22nd St	Power House Church of God & Christ	S Arizona Ave
Casa Sierra Vista Inc	E 25th St	World Harvest Church of Yuma	E 18th St
Yuma's Personal Touch Landscaping LLC	E 26th St	All Saints Cremation Memorial Chapel	E 17th Pl
Yuma County Republicans	W 24th St	Cutting Edge Barbershop LLC	S 4th Ave
Valvoline Instant Oil Change	E 24 Th St	Castorena Company LLC	S Arizona Ave
Burge Locksmith Service LLC	E 24th St	Unzueta's Auto Repair	S Arizona Ave
A Touch of Class	E 24th St	LifeSafer Ignition Interlock	S Arizona Ave
Mendoza Washer & Dryer Service	E 24th St	Yuma United Church of Christ	S 4th Ave
La Societe De Femmed Cabana Nationale Inc	S Virginia Dr	Eastern Pet Resort Grooming Academy	S 4th Ave
Voiture Nationale La Societe Des 40 Hommes Et 8 Chevaux	S Virginia Dr	Classic Design Beauty Salon	S 4th Ave
American Legion	S Virginia Dr	Romeo's Car Wash	W 17th Pl
M & S Home Appliance LLC	S Factor Ave	Bighorn Car Wash	W 17th Pl
Tangle Tamers Salon 1	S 4th Ave	FTS Automotive Center	S Arizona Ave
Happy Nail Salon	S 4th Ave	Posh Salon	S 1st Ave
Yuma Baseball Academy Inc	E 21st St	New Direction Ministries	S 1st Ave
AAA Yuma Locksmiths	S 4th Ave	Hammerhead Tattoo/Tattoos By Joey	S 1st Ave
Immanuel Southern Baptist Church	E 24th St	Elegant Nails & Spa	S 4th Ave

Upper Glass Window Cleaning	S 1 St Ave	Elite Tan Medspa & Salon	S 4th Ave
First Pentecostal Church	S 1 St Ave	AAMCO	S 1 St Ave
Bug Depot-Do It Yourself Pest	S 4th Ave	Central Church of Christ	W 28th St
Arizona Barber Shop	S 4th Ave	Funeraria Del Angel	W 28th St
Arizona Registrar of Contractors	S 4th Ave	Yuma Cleaners LLC	W Catalina Dr
Lapels Dry Cleaning	S 4th Ave	Highlander Laundromat	W Catalina Dr
Rafael's Hair Studio	S 4th Ave	In Style Beauty Salon	W Catalina Dr
Yuma Pest Control Pros	E 20th St	EcoEnergy Solutions	W Catalina Dr
Yuma Solar	E 21st St	CrossFit Hidden Valley	S 4 Th Ave
Team Yuma Pest	E 21st St	The Church of Jesus Christ of Latter-Day Saints	S 8 Th Ave
Yuma Pest & Termite Systems	E 21st St	San Diego Nails	W Catalina Dr
American Federation of Government Employees	S Arizona Ave	Cali Pro Nails	S 4 Th Ave
Yuma Pet Hotel & Resort LLC	E 21st St	Morningside Baptist Church	S 8th Ave
MS O'S Look Sharp Barbershop	S 4th Ave	Today's Creative Nails	W 32nd St
Pro Tech Automotive & Prfmce	E 20th St	Kids Cuddlekit Closet	W 32nd St
Rockin Hair Studio	S Arizona Ave	CLK Inc	W 32 Nd St
Chavez Janitorial Services LLC	S 4th Ave	Crunch	S 4 Th Ave
Erwin's Auto Doc	S Arizona Ave	Trinity United Methodist Church	S 8th Ave
Creative Remembrance	W Cactus Dr		

As a part of engagement efforts, City staff visited several businesses within the proposed new NRSA area to share information about the program and encourage them to complete the survey. The in-person conversations were very positive. The business visited included: Magic Mist Car Wash - 195 W 24th St, Get Air - 3121 S 4th Ave, Salty Dog - 2471 S Virginia Dr., Fluid Energies - 777 W 27th St, Eddie's Grill - 2970 S 4th Ave, Sharkey's - 2816 S 4th Ave, Batteries Plus - 2500 S 4th Ave, Jector's Too - 252 E 24th St, 1st Bank Yuma - 2799 S 4th Ave, and Coffee Creation - 2607 S 4th Ave.

# Community Engagement

Figure A-9.  
NRSA Postcard

## Neighborhood Revitalization Strategy Area (NRSA) Expansion

*Help shape the future of your neighborhood!*

The City of Yuma is updating its NRSA to:

- Focus resources in targeted neighborhoods
- Improve opportunities for residents and businesses
- Strengthen housing, economic development, and community programs

### Join Us for a Community Meeting

#### Palmcroft Elementary

901 W Palmcroft Dr,  
Yuma, AZ 85364

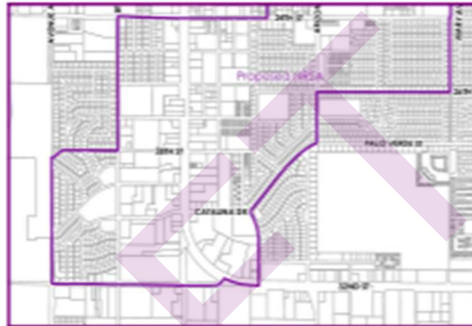
**Wednesday,  
September 10, 2025  
6:00 – 7:30 PM**

**\*\*Free Food & Raffle Prizes\*\***  
*Sponsored by Allo Fiber*

### Your input matters!

Scan the QR code to:

- Take the Resident Survey
- Learn more about the NRSA process
- View the expanded area map



Scan or visit:  
[Coynrsa.yumaaz.gov/site/nrsa-info](http://Coynrsa.yumaaz.gov/site/nrsa-info)

Questions? Call **(928) 373-5187** or email [Nadia.Rangel@yumaaz.gov](mailto:Nadia.Rangel@yumaaz.gov)  
*¿Necesita esta información en español? Escanee el código QR o llámenos al (928) 373-5187.*

Figure A-10.  
NRSA Landing Page

**City of Yuma** Español

## Neighborhood Revitalization Strategy Area (NRSA) Expansion

**What is the NRSA Plan Process?**  
The City of Yuma is updating its **Neighborhood Revitalization Strategy Area (NRSA)**. This process allows us to:

- Focus resources in targeted neighborhoods.
- Improve opportunities for residents and businesses.
- Strengthen housing, economic development, and community programs.

**Your input helps us decide local priorities!**



**Community Meeting**  
Palmcroft Elementary  
901 W Palmcroft Dr  
Wednesday, September 10, 2025  
6:00 PM – 7:30 PM

Join us to learn about the NRSA process, share your ideas, and help guide future investments in housing, jobs, and neighborhood improvements.



**Get Involved – Take the Survey**

Your voice matters! Please take a few minutes to complete a survey:

[Resident Survey – Click Here](#)  
[Business Survey – Click Here](#)

The surveys are quick, and your feedback directly shapes future projects.

**NRSA Expanded Area Map**



**Questions? Contact Us**

Neighborhood & Economic Development  
1 City Plaza, Yuma, AZ 85364  
(928) 373 5187  
Nadia.Rangel@yumaaz.gov

Figure A-11.  
NRSA Surveys QR Codes

**Resident Survey**

We want your input!  
Scan the QR code to complete the Resident Survey.

**Encuesta para Residentes**

¡Queremos su opinión!  
Escanee el código QR para completar la Encuesta para Residentes.



**Business Survey**

We want your input!  
Scan the QR code to complete the Business Survey.

**Encuesta para Negocios**

¡Queremos su opinión!  
Escanee el código QR para completar la Encuesta para Negocios.



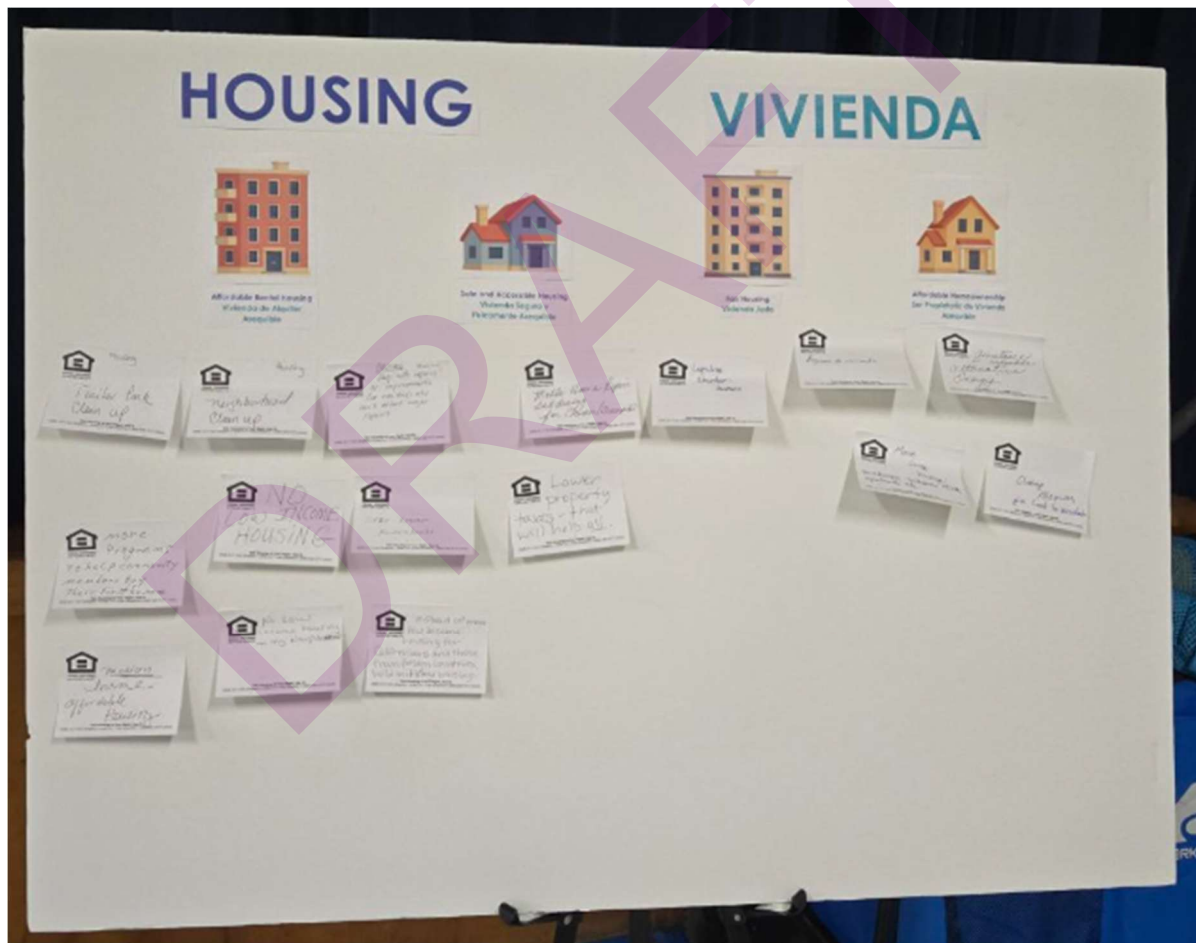
**Palmcroft Elementary School – Robo Call sent out 9/8/25 at 7pm**

*Hello, this is a message from Palmcroft Elementary on behalf of the City of Yuma. Join us for a Community Meeting on the Neighborhood Revitalization Strategy Area expansion, Wednesday, September 10, from 6 to 7:30 p.m. at the Palmcroft Elementary Cafeteria. Your input will help shape the future of our neighborhood. We hope to see you there!*

*Hola, este es un mensaje de la Escuela Primaria Palmcroft en nombre de la Ciudad de Yuma. Acompáñenos a la Reunión Comunitaria sobre la expansión del Área de Estrategia de Revitalización del Vecindario, el miércoles 10 de septiembre de 6 a 7:30 p.m. en la cafetería de la Escuela Palmcroft.*


*Su opinión ayudará a dar forma al futuro de nuestro vecindario. ¡Esperamos verlo allí!*


**Figure A-12.**  
**NRSA Community Meeting Needs Posters**





## COMMUNITY DEVELOPMENT


## DESARROLLO COMUNITARIO

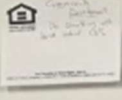

**NONPROFIT ORGANIZATION**  
 Nonprofit Organization  
 Organizaciones No Lucrativas



**NONPROFIT CENTER**  
 Nonprofit Center  
 Nuevo Centro Comunitario

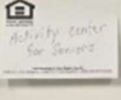

**NONPROFIT SERVICES**  
 Servicios de Organizaciones No Lucrativas

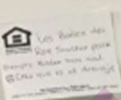

**IMPROVED STREETS, SIDEWALKS, AND LIGHTING**  
 Mejores Calles, Aceras y Alumbrado

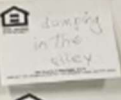

**NEED MORE SERVICES**  
 Necesitamos más servicios



**COMMUNITY CENTER**  
 Centro Comunitario



**STREET**  
 Calle

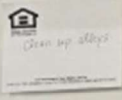

**ACTIVITY CENTER**  
 Centro de Actividades



**SERVICES**  
 Servicios



**DUMP IN THE ALLEY**  
 Basura en el callejón


**MORE JOB TRAINING PROGRAMS**  
 Más programas de capacitación


**STOP SIGN**  
 Señal de STOP


**CLEAN UP STEPS**  
 Limpiar los escalones



**COMMUNITY CENTER**  
 Centro Comunitario



**AFFORDABLE HOUSING**  
 Vivienda asequible


## ECONOMIC DEVELOPMENT

## DESARROLLO ECONÓMICO

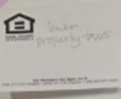

**JOB TRAINING**  
 More Job Training Programs  
 Más Programas de Capacitación Laboral


**JOB BUSINESS**  
 Improving Access to Job Opportunities  
 Mejorar Acceso a Oportunidades Laborales


**SMALL BUSINESS**  
 Programs that Strengthen Small Businesses  
 Programas que Fortalecen Negocios Pequeños


**BUSINESS**  
 Revitalization of Neighborhood Businesses  
 Revitalización de Negocios del Barrio


**NEIGHBORHOOD COMMUNITY**  
 Comunidad del Barrio


**HOME**  
 Home


**HOME**  
 Home


**HOME**  
 Home

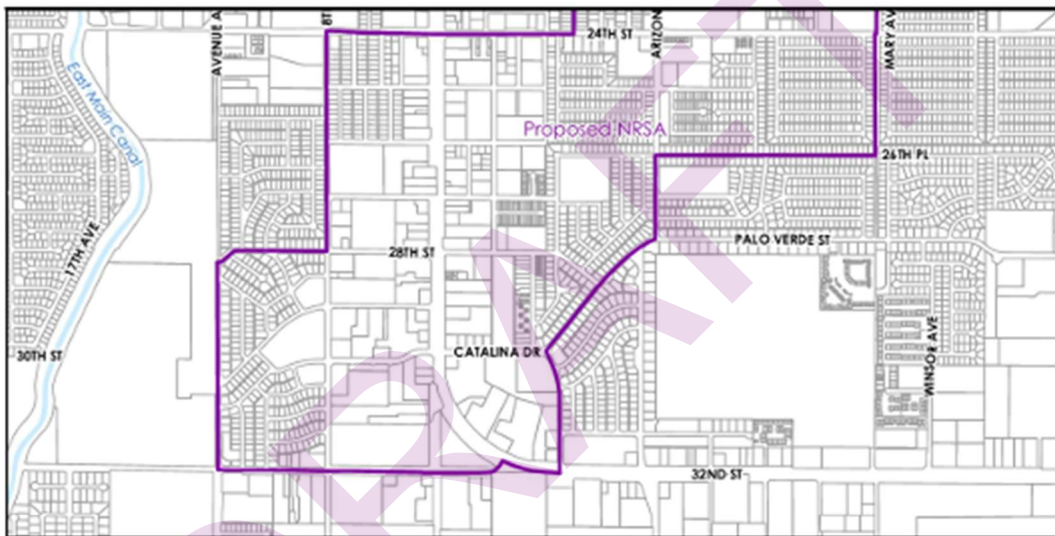


**Figure A-13.**  
**NRSA Resident Survey**



### City of Yuma NRSA Resident Survey

The City of Yuma is amending the current Neighborhood Revitalization Strategy Area (NRSA) plan in the City. This area currently covers the Mesa Heights Neighborhood and the City hopes to modify the boundaries to cover the area shown in the map below.



A revitalization strategy is a focused effort by a group of governmental, non-profit, and private organizations to bring employment opportunities, business assistance, improved housing, job training, anti-crime programs, and other programs to a designated neighborhood. **The most important part in shaping this plan is you and your participation.**

We invite you to share your thoughts through the Resident Survey, which will help identify your concerns about your neighborhood. Please respond to the survey by October 10, 2025.



## City of Yuma NRSA Resident Survey

How many years have you been living in your neighborhood?

What year was your home built?

What type of home do you occupy?

- Single-Family
- Mobile Home
- Apartment
- Other (please specify)

Do you own or rent the home?

- Own
- Rent

What is your monthly [ownership/rent] payment?



## City of Yuma NRSA Resident Survey

### Housing and neighborhood condition

	Good	Fair	Poor
How would you rate the condition of your home?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How would you rate the overall condition of your neighborhood?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What kind of repairs are needed in your home? (indicate level of repairs needed)

- Major
- Minor
- None

In your opinion, what is the most important issue your neighborhood is facing today?



## City of Yuma NRSA Resident Survey

How would you rate the availability of the following services in your community?

	Good	Fair	Poor
Affordable Housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adult Services - Health, Educational, Recreational	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youth Services - Health, Educational, Recreational	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Family Counseling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Substance Abuse Programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Day Care Facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public Transportation Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



## City of Yuma NRSA Resident Survey

How satisfied are you with the City of Yuma's clean-up and rehabilitation efforts?

	Satisfied	Acceptable	Dissatisfied
Housing Rehabilitation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Streets / Alleys / Sidewalks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Garbage / Litter Recollection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Street Lighting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How are the following conditions impacting your neighborhood?

	Major Impact	Moderate Impact	No Impact
Yards not maintained (junk/high grass) and abandoned vehicles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Drainage / Flooding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business activities outside of homes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Too many homes/mobile homes on one lot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Substandard housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



## City of Yuma NRSA Resident Survey

What impact have the following crime issues in your neighborhood?

	Major Impact	Moderate Impact	No Impact
Graffiti & Vandalism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Drugs, Abuse/Dealers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Domestic Violence, fights, and/or disturbances	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gang Activity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alcohol Abuse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Robbery / Burglary	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trespassers (activities in alley)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Loitering & Transients	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stray Animals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vehicle traffic problems (cutting thru alleys/speeding)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

List year(s) of any burglary cases observed in your neighborhood by:

Yourself	<input type="text"/>
Neighbor	<input type="text"/>
Non-Resident	<input type="text"/>

List year(s) of any assault cases observed in your neighborhood by:

Yourself	<input type="text"/>
Neighbor	<input type="text"/>
Non-Resident	<input type="text"/>

Neighborhood Safety/Law Enforcement

	Yes	No	I don't know
Do you feel safe in your home?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Are you comfortable contacting / reporting matters to police?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

DRAFT



## City of Yuma NRSA Resident Survey

How many people live in your home? (Please write number)

Total

Number of children  
ages 0-11 yrs.

Number of children  
ages 12-17 yrs.

Number of elderly  
(over 60 yrs.)

Yearly Household Income (estimated income for all household members)

- Under \$30,000
- \$30,000-\$49,999
- \$50,000-\$59,999
- \$60,000-\$69,999
- \$70,000-\$79,999
- \$80,000-\$99,999
- \$100,000 or more

Any other comments you would like to share about your neighborhood?



## City of Yuma NRSA Resident Survey

Thank you for completing this survey!

If you would like to receive updated about the NRSA Plan process, please provide your first name and phone and/or email address. Your contact information will be kept confidential and will not be added to any list for marketing or other purposes.

### Contact Information (Optional)

Name:

Phone:

Email:

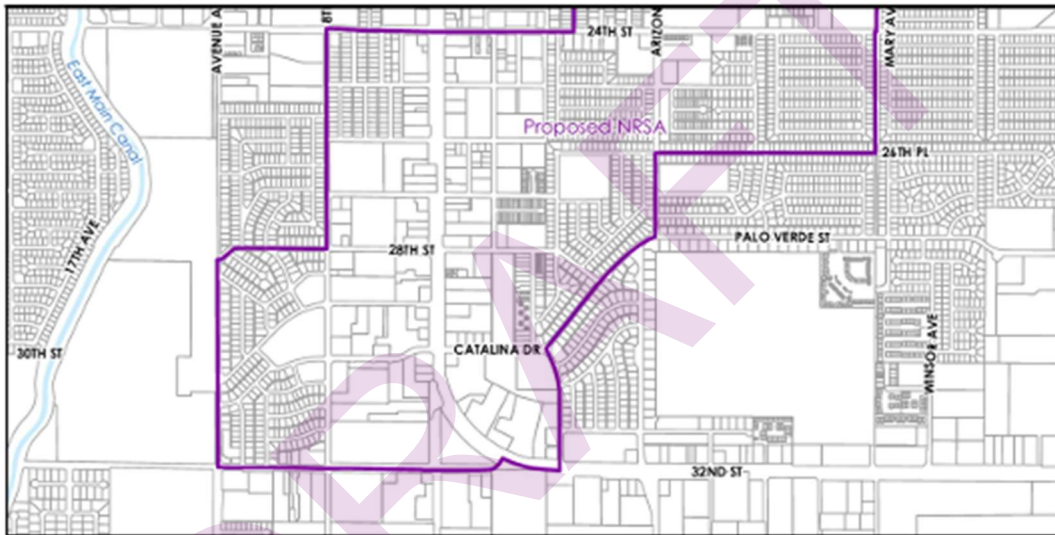
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Figure A-14.  
NRSA Business Survey



### City of Yuma NRSA Business Survey

The City of Yuma is amending the current Neighborhood Revitalization Strategy Area (NRSA) plan in the City. This area currently covers the Mesa Heights Neighborhood and the City hopes to modify the boundaries to cover the area shown in the map below.



A revitalization strategy is a focused effort by a group of governmental, non-profit, and private organizations to bring employment opportunities, business assistance, improved housing, job training, anti-crime programs, and other programs to a designated neighborhood. **The most important part in shaping this plan is you and your participation.**

We invite you to share your thoughts through the Business Survey, our objective is to receive input from the businesses located in the neighborhood. Please respond to the survey by October 10, 2025.



## City of Yuma NRSA Business Survey

Do you own or rent space? (Indicate square footage)

Own, sq. ft.

Rent, sq. ft.

How old is your building?

- Less than 15 years
- 15 years or more
- Don't know

How many people are employed by your business?

Full-time

Part-time

Seasonal

How many of your employees live in the neighborhood?

Full-time

Part-time

Seasonal

Do you have plans to expand at your current location?

- Yes
- No
- Don't know

If yes, please explain why and when do you plan to expand:

Do you have plans to relocate your business?

- Yes
- No
- Don't know

If yes, please explain why and when do you plan to relocate:

DRAFT



## City of Yuma NRSA Business Survey

### Business Challenges

	Yes	No	I don't know
Do you have problems recruiting employees?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do you have problems retaining employees?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do you have a formal workforce training program in place?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do you consider the residents in the neighborhood to possess employable skills?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do you feel the location of your business has any impact on your ability to obtain a loan?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



## City of Yuma NRSA Business Survey

If you feel the location of your business has any impact on your ability to obtain a loan, please explain:



## City of Yuma NRSA Business Survey

Are any of the following items currently impacting your business?

	Yes	No	I don't know
Graffiti & Vandalism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Robbery / Burglary	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Violent Crime	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Loitering	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traffic Issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sewer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Drainage & Flooding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Zoning Restrictions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Building Code Enforcement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Street Lighting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sidewalks/Curbs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parking Lot/Parking Issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Handicap Accessibility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Declining Sales	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What is the biggest issue facing the neighborhood?



## City of Yuma NRSA Business Survey

If low-interest loans or other financial assistance were available to improve or expand your business, would you be interested? If yes, what would funding be used for?

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## City of Yuma NRSA Business Survey

### Business Information

Name:

Title:

Business name:

Former business name:

Business address:

Mailing address:

Business phone:

E-mail:

Website:

Description of Product/Services:

Hours of operation:

Any other comments you would like to share about the neighborhood?

Would you be interested in participating in an advisory group that will address neighborhood and business concerns?  
If yes, how may we contact you?



## City of Yuma NRSA Business Survey

Thank you for completing this survey!

If you would like to receive updated about the NRSA Plan process, please provide your first name and phone and/or email address. Your contact information will be kept confidential and will not be added to any list for marketing or other purposes.

### Contact Information (Optional)

Name:

Phone:

Email:

DRAFT