Idora: Creating a Smaller Stronger Neighborhood

Thriving Communities Ohio Land Bank Conference

Wednesday, November 28, 2012
11:10am to 12:00pm

Ian J. Beniston
YNDC
YNDC

- Ian Beniston, Deputy Director
- Youngstown Neighborhood Development Corporation (YNDC) – Citywide community planning and development organization
- Created through public private partnership after completion of 2010 plan
- Formally established in late 2008
1970 to 2000 minimum population is 10,000
Context

- **Industrial economy centered on steel production**
- **Population peaked at 170,002 residents in 1930**
- **Planners laid out physical infrastructure for continued growth to 250,000**
- **City maintained a very high quality of life for residents**
Economic Collapse

- Industrial monoculture shows signs of weakness in late 1960s
- September 19, 1977 – BLACK MONDAY
- 40,000 jobs lost in a five year period
# Impact

## 2010 Snapshot

- **Population:** 66,982  
  -61 percent
- **Vacant Structures:** 4,500 structures
- **Vacant Land:** 23,000+ parcels
- **Poverty Rate:** 33.5 percent
- **Housing Values:** $48,200

- Note: Only 8 of 41 census tracts have median values between $45,000 and $80,000
Youngstown 2010 Vision

ACCEPTING THAT WE ARE A SMALLER CITY:
Youngstown should strive to be a model of a sustainable mid-sized city.

DEFINING YOUNGSTOWN’S ROLE IN THE NEW REGIONAL ECONOMY:
Youngstown must align itself with the realities of the new regional economy.

IMPROVING YOUNGSTOWN’S IMAGE AND ENHANCING QUALITY OF LIFE:
Making Youngstown a healthier and better place to live and work.

A CALL TO ACTION:
An achievable and practical action-oriented plan to make things happen.
Youngstown 2010

- Achieves national and international recognition
- Allows Youngstown to project a new image to the world
- Catalyzes community change
Targeted Approach
Challenges/Opportunities

• Excess Housing
• Abundance of Vacant Property
• Deteriorated Commercial Corridor
• Crime
• Lack of Social Cohesion
• Economic Opportunity
• Greenspace
• Neighborhood Pride
Assets

- Adjacent to Mill Creek MetroParks
- Vibrant Neighborhood Association
- Institutional Cluster: Churches, Arts, Social Service
- Walkable Neighborhood Fabric
- Largest Non-Brownfield Vacant Site in Youngstown
- Diversity of Housing, Class, Race
Getting Started

- How to reclaim vacant properties to create productive and vibrant spaces?
- Residents at the center
- Layer Partnerships
- TARGET Resources
- Incremental Vision
- Lighter, Quicker, Cheaper
Tools/Strategies

- Paint Youngstown
- Strategic Acquisition and Rehabilitation
- Healthy Homeownership
- Demolition
- Iron Roots Urban Farm
- Community Gardens
- Market Gardener Training Program
- Lots of Green 2.0
Tools/Strategies

- People’s Garden Microgrants
- Green Jobs Training
- Vacant Land Team
- Neighborhood Engagement
- Neighborhood Planning and Development
- Vacant Land Stabilization/Side Lots
- Soil Research
- Community Workdays
Detailed Neighborhood Planning
Detailed Neighborhood Planning

WINONA DRIVE MODEL BLOCK

A BOLD IMPLEMENTATION PLAN TO STABILIZE AND REVITALIZE A SIGNIFICANT STREET IN THE IDORA NEIGHBORHOOD

A PROJECT OF YOUNGSTOWN NEIGHBORHOOD DEVELOPMENT CORPORATION

Ohio Land Bank Conference Idora: Creating a Smaller Stronger Neighborhood
Paint Youngstown

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Strategic Acquisition and Rehabilitation
Healthy Homeownership
Ohio Land Bank Conference
Idora: Creating a Smaller Stronger Neighborhood

Lots of Green
– Vacant Land Reuse

• Neighborhood Scale – 150+ parcels, more than 17 acres
• Side Lots, Community Gardens, Expansion of MetroPark, Stormwater Management, Research, Beautification, Economic Opportunity
Vacant Land Stabilization/Side Lots
Vacant Land Team
Mill Creek MetroParks Project

- Project Partners: Mahoning County Land Reutilization Corporation, YNDC, City of Youngstown, Idora Neighborhood Association, Mill Creek MetroParks
- Heavily blighted section of Parkview Avenue adjacent to Mill Creek MetroParks property
- Project identified in neighborhood planning process
Mill Creek MetroParks Project

- Properties demolished by city using NSP funds
- YNDC initiated acquisition process through Land Bank
- Properties planted with native plants
- Transferred to MetroParks for long term maintenance
Mill Creek MetroParks Project

- Brings together unique expertise and capacity of each agency
- Initial projects pave the way for larger scale collaboration to address more significant clusters of vacant land
# Mill Creek MetroParks Project

## Plant List for Parkview Lots

<table>
<thead>
<tr>
<th>Plant Category</th>
<th>Common Name</th>
<th>Genus</th>
<th>Species</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trees</td>
<td>Sugar Maple</td>
<td>Acer</td>
<td>saccharum</td>
</tr>
<tr>
<td></td>
<td>Ohio Buckeye</td>
<td>Aesculus</td>
<td>globra</td>
</tr>
<tr>
<td></td>
<td>Shagbark Hickory</td>
<td>Carya</td>
<td>ovata</td>
</tr>
<tr>
<td></td>
<td>American Beech</td>
<td>Pugus</td>
<td>grandiflora</td>
</tr>
<tr>
<td></td>
<td>Hophornbeam</td>
<td>Ostrya</td>
<td>virginiana</td>
</tr>
<tr>
<td></td>
<td>Black Cherry</td>
<td>Prunus</td>
<td>serotina</td>
</tr>
<tr>
<td></td>
<td>White Oak</td>
<td>Quercus</td>
<td>alba</td>
</tr>
<tr>
<td></td>
<td>Red Oak</td>
<td>Quercus</td>
<td>rubra</td>
</tr>
<tr>
<td>Ornamentals</td>
<td>Flowering Dogwood</td>
<td>Cornus</td>
<td>florido</td>
</tr>
<tr>
<td></td>
<td>Alleghany Serviceberry</td>
<td>Amelanchier</td>
<td>laevis</td>
</tr>
<tr>
<td></td>
<td>Washington Hawthorn Serviceberry</td>
<td>Crataegus</td>
<td>phaenopyrum</td>
</tr>
<tr>
<td></td>
<td>Redbud</td>
<td>Cercis</td>
<td>canadensis</td>
</tr>
<tr>
<td>Shrubs</td>
<td>Smooth Sumac</td>
<td>Rhus</td>
<td>globra</td>
</tr>
<tr>
<td></td>
<td>Flowering Quince</td>
<td>Cornus</td>
<td>speciosa</td>
</tr>
<tr>
<td></td>
<td>Arrowwood Viburnum</td>
<td>Viburnum</td>
<td>dentatum</td>
</tr>
<tr>
<td></td>
<td>Fragrant Sumac</td>
<td>Rhus</td>
<td>aromatica</td>
</tr>
<tr>
<td></td>
<td>Black Chokeberry</td>
<td>Aronia</td>
<td>melanocarpa</td>
</tr>
<tr>
<td>Perennials</td>
<td>Wild Red Columbine</td>
<td>Aquilegia</td>
<td>canadensis</td>
</tr>
<tr>
<td></td>
<td>Butterfly Weed</td>
<td>Asclepias</td>
<td>tuberoso</td>
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<tr>
<td></td>
<td>New England Aster</td>
<td>Aster</td>
<td>novae-anglica</td>
</tr>
<tr>
<td></td>
<td>Purple Coneflower</td>
<td>Echinacea</td>
<td>purpurea</td>
</tr>
<tr>
<td></td>
<td>Ox Eye Sunflower</td>
<td>Helianthus</td>
<td>helianthoides</td>
</tr>
<tr>
<td></td>
<td>Dense Blazingstar</td>
<td>Liatris</td>
<td>spicata</td>
</tr>
<tr>
<td></td>
<td>Black-eyed Susan</td>
<td>Rudbeckia</td>
<td>hirta</td>
</tr>
</tbody>
</table>

## Seed Mixes

- **Seed Mix A**: "True Colors - Dry by 18 Inch" from Ohio Prairie Nursery
- **Seed Mix B**: "Septic Field Mix" from Ohio Prairie Nursery

## Notes
1. Ornamental trees are to be in clump form (no single trunks)
2. Must use a minimum of 75% of the species from each of the tree, ornamental, and shrub categories listed above
3. Listed perennials are appropriate species that can be installed as potted specimens, if desired
4. Total coverage area for Seed Mix A is approx. 0.4 acres
5. Total coverage area for Seed Mix B is approx. 0.8 acres
6. Exposed soil areas must be adequately prepared for seed application; large rock and debris material should be removed

## Parkview Avenue Planting Plan

[Diagram of typical and corner parcels with legend]

Legend:
- Road
- YNDC Owned
- Tax Delinquent
- Other Parcel
- Mill Creek Park

Legend:
- A. Seed Mix A
- B. Seed Mix B
- C. Tree
- D. Ornamental Tree
- E. Combination Shade Tree

Legend:
- NOTE: Individual identification plate(s) shall be installed to the "Tree Dot" of each tree as specified.
Mill Creek MetroParks Project
Soil Research
Iron Roots Urban Farm
Market Gardener Training
Green Jobs Training
Lots of Green 2.0
Neighborhood Engagement
Community Gardens
Community Workdays
Lanterman Ave Model Block

- Target Vacant Land and Buildings for Acquisition
- Rehabilitation
- Vacant Land Reuse
- Neighborhood Identity
Lanterman Ave Model Block

7th Annual Land Bank Conference, Kalamazoo
Quality of Life Anchors
Opportunity
Ohio Land Bank Conference

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Progress/Impact

- 93 Blighted Homes Demolished
- 43 Homes Rehabilitated
- 150+ Vacant Lots Returned to Productive Use – 17+ acres of land
- 36 Clients Complete Homeownership Training
- Community Loan Fund Launched
- 30 Homes Repaired
- Over 40 Homes Secured with Artistic Boarding
Progress/Impact

- 1st Model Block Near Completion; 2nd Under Way, Planning Complete for Third
- 1.7 Acre Training Farm and Community Center – 20+ jobs
- 2 Murals Installed and 2 Under Way
- Full Rehabilitation of Hike/Bike Trail
- $4.7 Million Grocery Store – More Retail Pending
- Job Training for Residents
- Residents Employed and Engaged in All Activities
Long Term

• Dramatic decrease in vacancy
• Stabilization of property values
• Increase in homeownership
• Increased private investment – New commercial projects
• Investment in residential properties – Increased confidence
• Job creation
• Development of catalytic projects
Critical Lessons

- PARTNERSHIPS – CREATE ALIGNMENT
- PRIORITIZE/TARGET RESOURCES
- PLANNING IS NOT OPTIONAL
- ENGAGEMENT – RESIDENTS AND COMMUNITY GROUPS CAN ENHANCE WORK
Critical Lessons

• TRANSPARENCY/ACCESSIBILITY
• HOW DECISIONS ARE MADE – THERE ARE NO SECRETS
• ACCOUNTABLE FOR RESULTS
Funding

- Private Investment – Grocery Store example
- HUD: NSP, CDBG, HOME
- US Dept of Labor
- HHS CED HFFI
- USDA Vacant Land Reuse/Agriculture
- AmeriCorps – NCCC and VISTA
Funding

- USEPA
- Ohio Housing Finance Agency
- Finance Fund
- State Agencies
- Local, Regional, National Foundations
- Banks and Corporate Sponsors
- Crowdsourcing
Resources

• Youngstown Neighborhood Development Corporation – www.yndc.org

• Shrinking Cities Institute - http://www.cudc.kent.edu/shrink/


• Bringing Buildings Back – Allan Mallach
Questions

Thanks for Listening!
Questions

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