



Black Middle Neighborhoods in Legacy Cities, Part 2: Strategies

Moderator

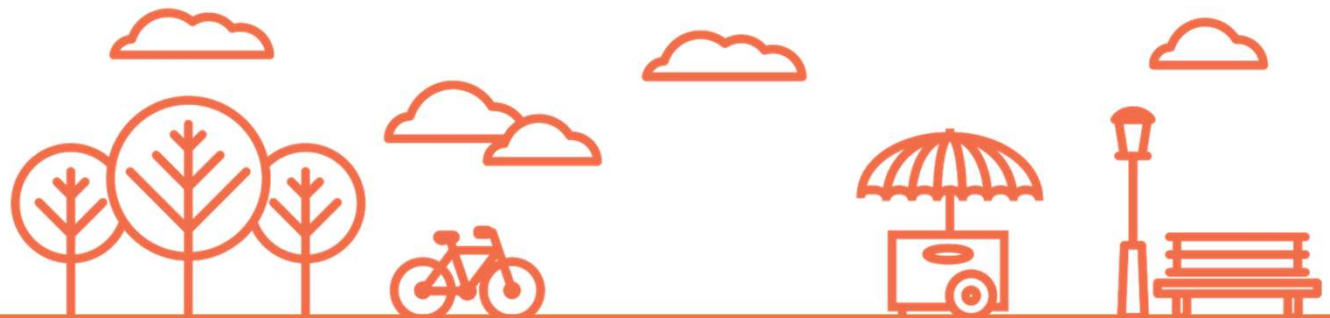
Marcia Nedland
Organizer, Middle Neighborhoods Community of Practice
Principal, Fall Creek Consultants LLC



MIDDLE NEIGHBORHOODS

National Initiative focused on mobilizing attention to reverse the trend of decline in middle neighborhoods. The initiative does this through research, policy analysis, communications, and advocacy.

The initiative is coordinated by the **National Community Stabilization Trust** and is advised by a **Steering Committee** of 20 prominent researchers, practitioners, and policy makers.



This webinar presented by
**The Middle
Neighborhoods
Community of
Practice
(CoP)**

The **Middle Neighborhoods CoP** is an informal, facilitated network of over 300 practitioners, researchers and policymakers engaged in revitalizing middle neighborhoods. CoP members share learnings through topical webinars, referrals, site visits, phone calls, and occasional larger group events.

The CoP is supported by **NeighborWorks America** and staffed by a small team of organizers.

Join the Community of Practice at middleneighborhoods.org.





Characteristics of Middle Neighborhoods

Mostly single family housing: built for families with children.

Still well more than 50% owner-occupied, but slowly eroding.

Housing stock is aging, still in generally acceptable condition, but lacks features and updates to compete well for today's homebuyers.

Property values range from slow decline to flat to underperforming against city and/or inflation.

Most of our members do not see hyper-inflation of housing price as a risk in their middles. Only a few middle neighborhoods, those in prime locations and usually mostly white, are appreciating, even gentrifying.

More racially and ethnically diverse, a holder of hard-won middle household wealth.



Middle Neighborhoods Are Faltering In Their Sustainability

Ability to ***reliably attract replacement owner occupants*** and other neighborhood-friendly buyers.

Ability to ***generate home values that support quality maintenance***, repairs and updates without appraisal gaps.

Ability to ***repel irresponsible investors***.

Ability to ***maintain engaged residents taking stewardship*** of the neighborhood.

Ability to ***deliver home equity to owners and revenue to municipal government***.

Today's Agenda

Welcome and Introductions

The Research

The Practice

Q&A

Closing



Presenters

Alan Mallach

Senior Fellow, Center for Community Progress

Kamla Lewis

Director of Neighborhood Revitalization, City of Shaker Heights

Johnette Richardson

Deputy Director, NHS of Baltimore



Black Middle Neighborhoods in Legacy Cities: Strategies for Change

ALAN MALLACH, SENIOR FELLOW
CENTER FOR COMMUNITY PROGRESS
WASHINGTON, DC



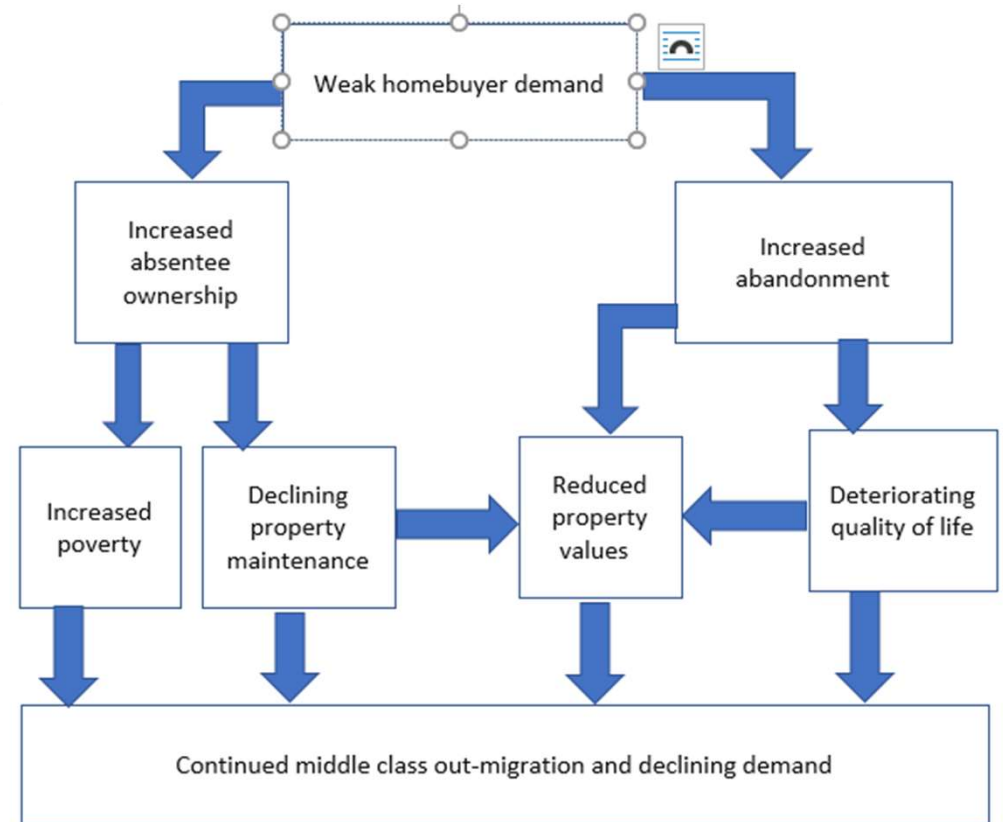
The core issue

The crisis of Black middle neighborhoods is a crisis of low demand – too many people leaving and not enough coming in.



What does this mean?

- Too few homebuyers to absorb supply
- Too many homeowners leaving
- Investors buy some houses, but many others remain vacant
- Investors milk properties, and allow them to deteriorate
- Vacant properties devalue neighboring properties
- Property values stay low
- These changes trigger a vicious cycle of decline



Some of the factors that drive low demand in Black middle neighborhoods



- Homebuyers' and owners' low expectations of equity growth
- Homebuyers' difficulty accessing capital
- Obsolete housing stock in need of repair or upgrading
- Public safety and disorder (real and/or perceived)
- School quality (real and/or perceived)
- **Racial gap in homebuying decisions**

But....

It's also about
quality of life
and making
people want to
stay



Where to start



Stop. Look. Listen.....**and Think!**



STOP

Don't make too-quick assumptions about the neighborhood or assume that what worked somewhere else will work there.

LOOK

Look at the data. Then take a close look at the neighborhood with fresh eyes, as if you were a stranger (or a would-be homebuyer) seeing it for the first time.

LISTEN

Listen to the people who live in the neighborhood, their stories, their assets and the challenges they face, and what *they* think should be done.

Ask questions....

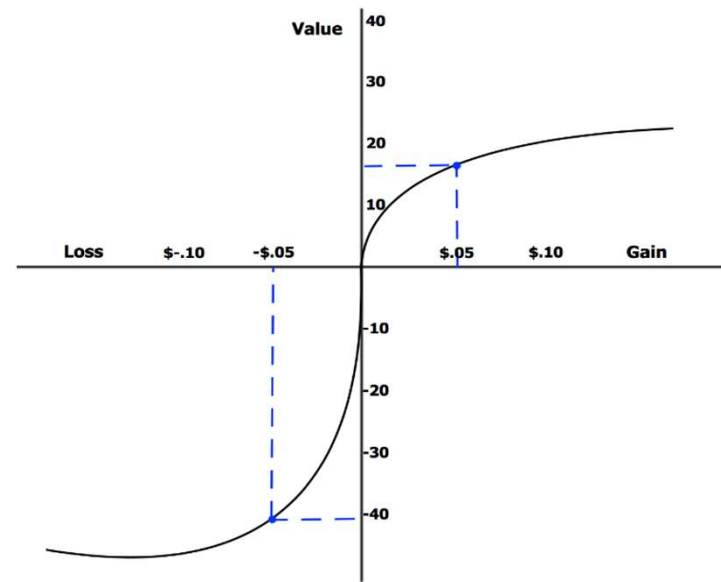
- Why do people leave?
- Why do people stay?
- Why do people buy?
- Why do people **NOT** buy?



Understand how people make decisions

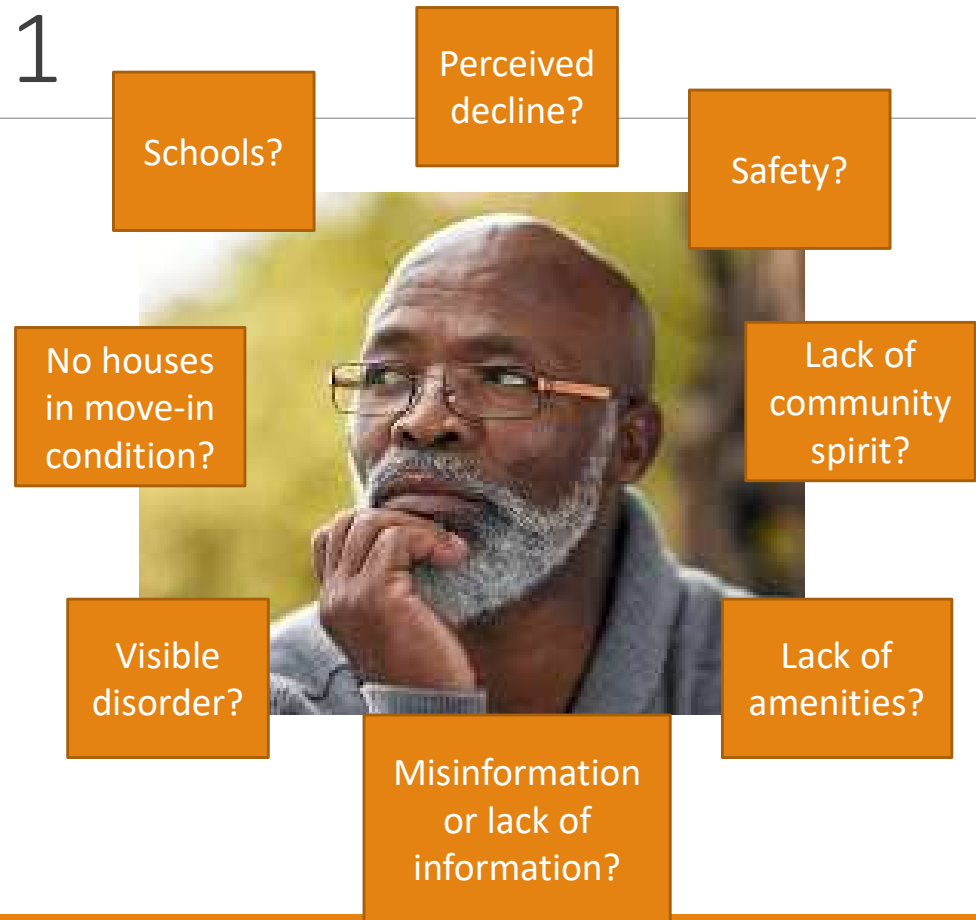


People are risk-averse



Think strategically 1

Focus on the reasons why people leave, or people don't buy



Think strategically 2

Make it easier for people to buy or improve a home



Think strategically 3

Build
community
cohesion and
social capital

Lift up
community
history


Strengthen
neighborhood
associations
and block
groups

Create centers
of activity and
interaction



Organize
shared
activities

Some closing points

- Strategies must make sense to BOTH the people who live in the neighborhood now and the people you want to draw to the neighborhood.
 - Never stop thinking: conditions change, needs change, some things work better than others. Don't lock into a single approach – think about what needs to be done next.
 - Never stop listening: The best judges of what's working are the people of the community.
- 

Black Middle Neighborhoods in Legacy Cities: Solutions

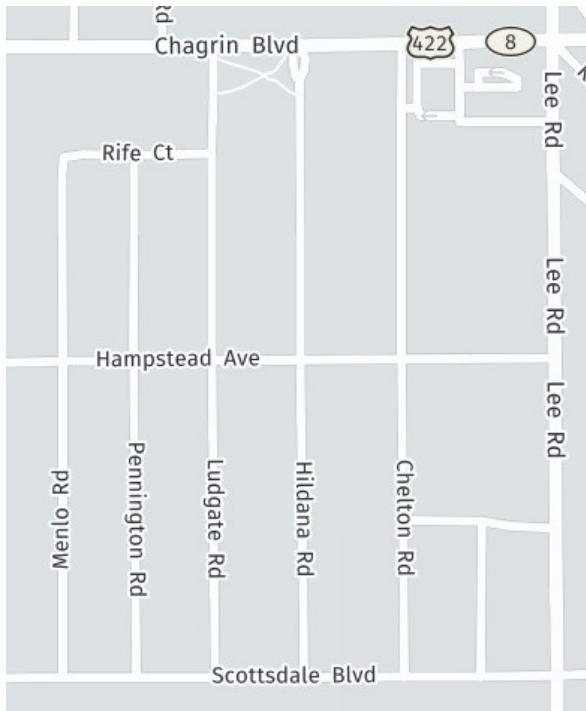
KAMLA LEWIS, DIRECTOR OF NEIGHBORHOOD REVITALIZATION
CITY OF SHAKER HEIGHTS
SHAKER HEIGHTS, OH



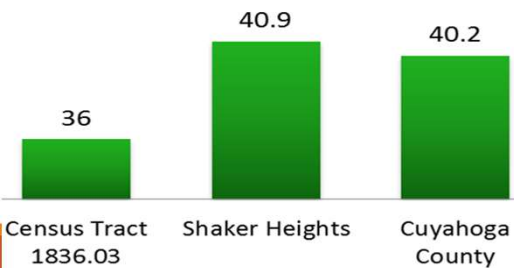


Welcome to South
Moreland!

Census Tract 1836.03



Median Age (Years) (2010 U.S. Census Data)

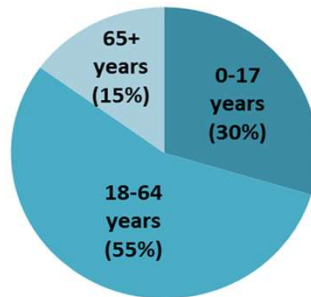


People

1,399 People



Age Distribution



Race



95.8% black



4.2% non-black

Housing

527 Residential Parcels (80.1% of all parcels)

365 Single-family Homes

\$83,100 Median Value Single-family Homes

(2019 NEOCANDO Data from Cuyahoga County Fiscal Office)



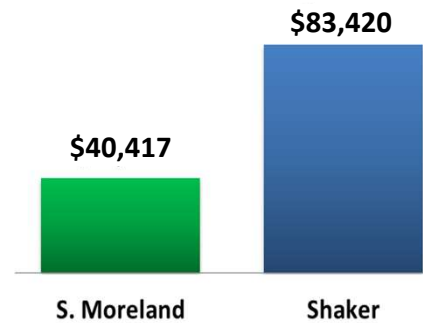
68.8% Family Households (2010 census)

62.3% Owner-occupancy Rate

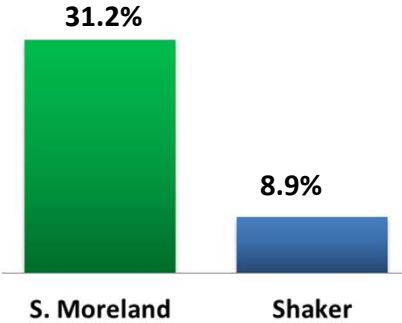
37.7% Renter-occupancy Rate

(2018 ACS 5 year estimates)

Median household income



Poverty rate



(2018 ACS 5 year estimates)

Demographic Trends 2000-2018 (ACS 5 year estimates & 2000 census)

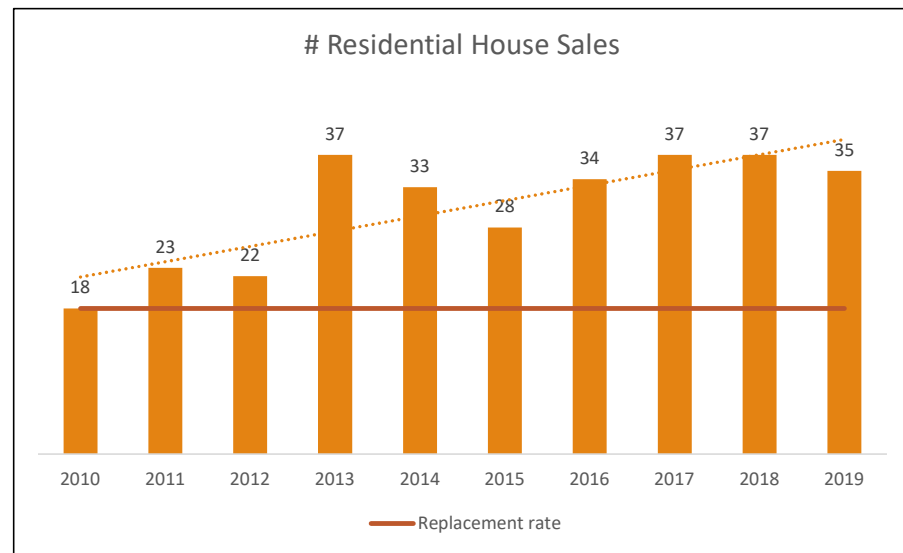
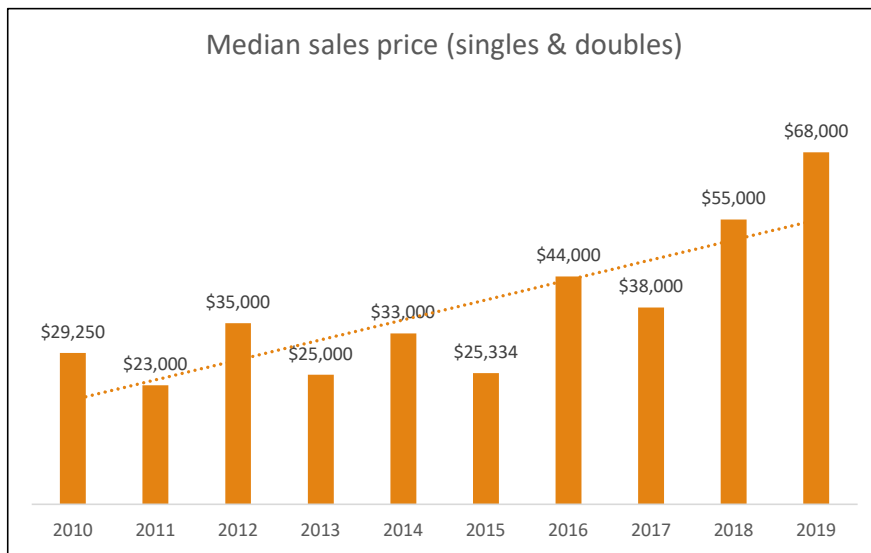
	Shaker Heights			South Moreland		
	2000	2010	2018	2000	2010	2018
Population	29,207	28,458	27,620	1,758	1,399	1,472
Vacancy rate	5.8%	12.1%	10.4%	4.8%	23.4%	12.4%
Married couple families	72.9%	49.9%	48.2%	39.2%	14.4%	26.4%
Owner occupancy	64.9%	65.5%	63.6%	69.8%	53.2%	62.3%
Poverty rate	6.8%	8.6%	8.9%	12.8%	37.6%	31.2%
Median Household Income*	\$65,141	\$76,476	\$83,420	\$41,047	\$30,865	\$40,417

Since 2010:

- **Population:** Shaker population declined by 2.9%; S. Moreland's increased by 5.2%.
- **Vacancy:** 14% decline in Shaker; 47% decline in S. Moreland.
- **Owner occupancy:** declined 2% for Shaker overall but increased by 17% in S. Moreland.
- **Poverty rate:** increased by 3.5% for the city as whole and decreased by 17% for S. Moreland.
- **Median Household Income:** increased by 9% for Shaker overall, and by 31% for S. Moreland

(* in 2018 inflation adjusted dollars; ** 2000 data from 2000 census)

S. Moreland Housing Market Trends (2010-2019)



- 132% increase in median sales prices
- 94% increase in number of sales (excludes land bank, s. sales to tax lien buyers or lenders)
- Consistent sales above 5% replacement rate of 18 sales

Moreland Rising

Strong Community



Strong Neighborhood



Positive Housing
Outcomes



Reclaiming History

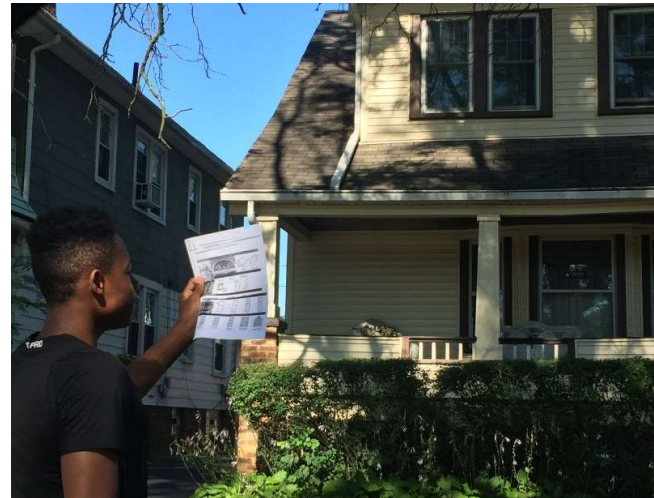
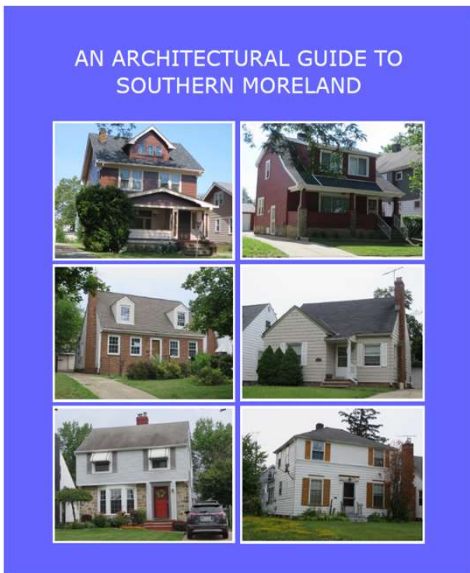
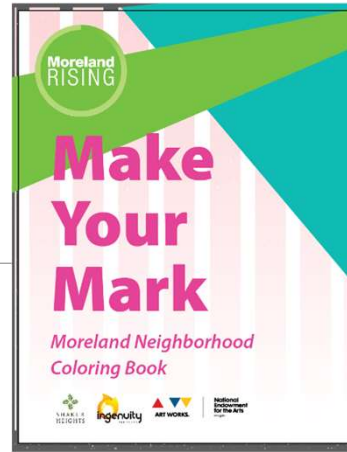
Moreland History webpage

Oral Histories

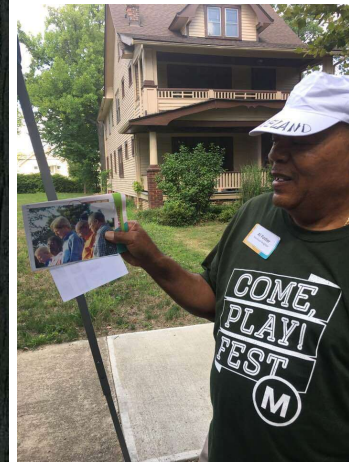
Architectural survey & inventory

Moreland History Coloring Book

Scavenger Hunt



Resident inventory of every house



Scavenger Hunt



Building Community through Art



Building Community through Art



Building the Future – Investing in People



Leadership training



Neighbor Night



Financial Empowerment



Artist Forums



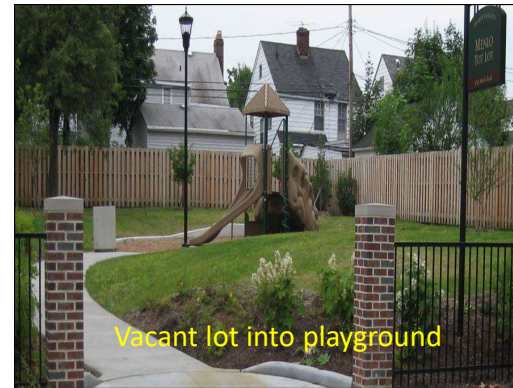
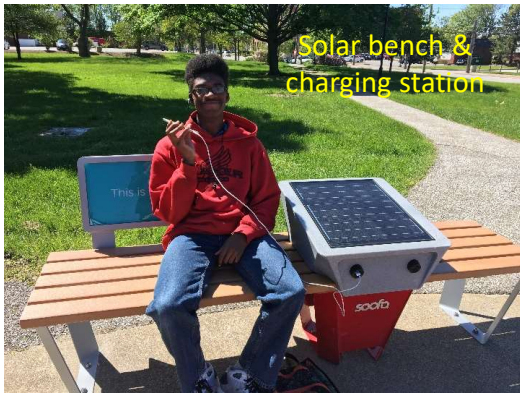
Place making training



Building the Future – Investing in Youth



Physical Appeal & Infrastructure



Housing

Grants:

- Exterior maintenance
- Senior safety
- Model Block
- Paint Program

Workshops

Sample plans

Vacant Lot Program

Rehabs

New housing



Vacant Lot Fencing



Workshops



The Hadlow - front elevation



Vacant Lot landscaping

Housing – City sponsored Rehabs



- 8 city sponsored rehabs
- City \$ spent = \$0

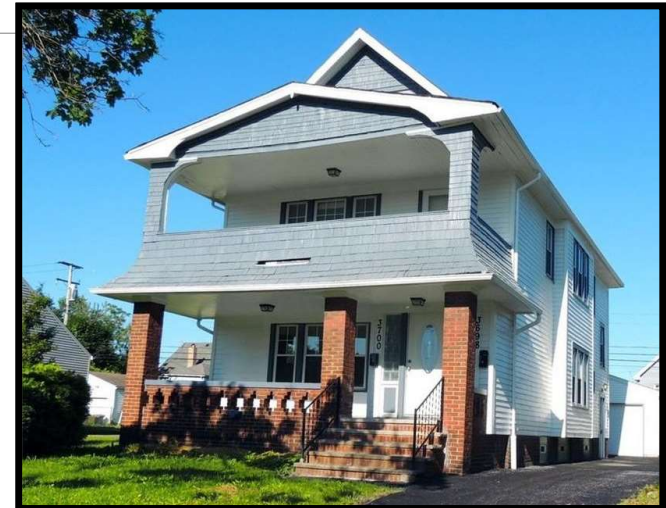
Private Rehabs



- Bought in 2017 for \$35k;
- Sold in 2018 for \$115k.



- Bought in 2016 for \$29.9k;
- Sold in 2017 for \$123k.



- Bought in 2018 for \$34k;
- Sold in 2019 for \$155k.

- % investor sales remained approx. 56-59%; spike in 2019 to 77%
- POS escrow funds invested in homes 2015-2019 = \$786,539

Housing –New Construction

- Design Competition: 12 builder/developer teams
- More flexible Design guidelines
- Modified zoning to allow more housing options
- 10 year, 100% tax abatement



Shaker Design Competition



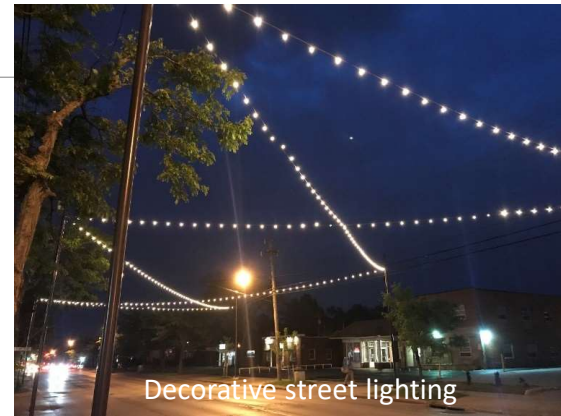
Economic Vitality



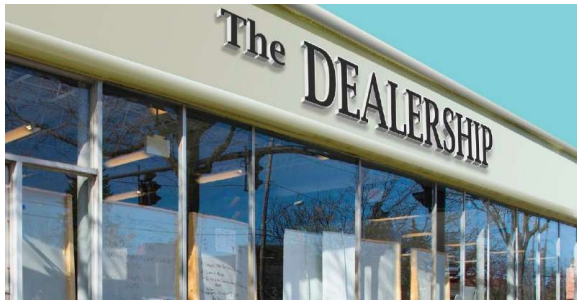
Affordable housing for entrepreneurs



Electric car charging station



Decorative street lighting



Vacant car dealership turned into office & co-working space.

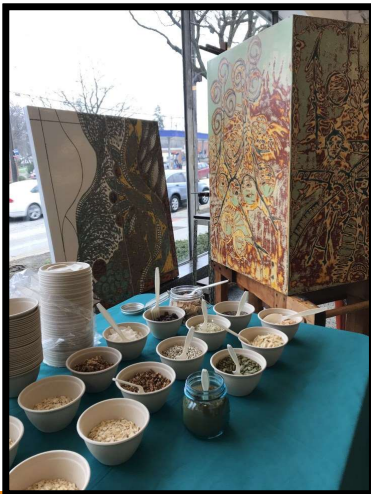
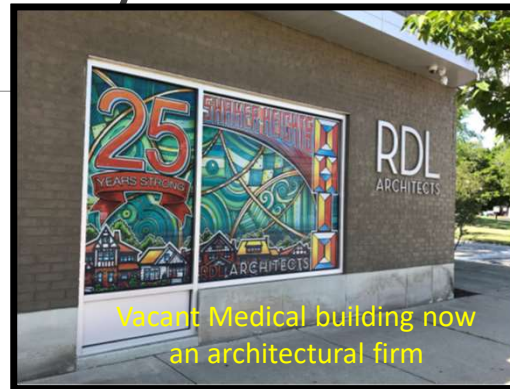
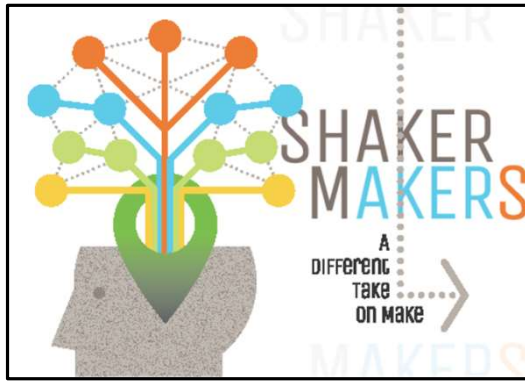


Pedestrian improvements



Art in vacant storefront

Economic Vitality – Business Development




Marketing & Awareness

Features

The next must-live Greater Cleveland neighborhood is...


BRANDON BAKER | THURSDAY, APRIL 28, 2016



Ludgate Road exemplifies the neighborhood vibe with its sidewalks and front porches

BOB PERKOSKI

- 20 media articles 2016-2018
- Professional brand & materials for realtors, buyers
- Paid ads in targeted media



Picture the next great neighborhood,
where innovation and creativity thrive.

Artists, entrepreneurs, developers all welcome.

SHAKER HEIGHTS

Learn more. Contact **Kamla Lewis**, Director of Neighborhood Revitalization
kamla.lewis@shakeronline.com | 216-491-1374 | <http://bit.ly/morelandweb>



Shared Vision
Many Voices
MorelandRising

Vibrant Shaker neighborhoods create a more vibrant Shaker.

Shaker Heights seeks dynamic partners to be a part of the next great neighborhood.

Together, we can:

- Catalyze entrepreneurship along the Chagrin-Lee corridor
- Explore new ways for neighbors to connect with neighbors
- Cultivate an environment that continues to inspire art and artists
- Encourage innovative housing designs that set the standard for years to come

Be a part of Moreland Rising—as an artist, a developer, an entrepreneur or a new resident.

Contact **Kamla Lewis**, Director of Neighborhood Revitalization
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SHAKER HEIGHTS



Elevating the Arts, Building Community, Creating a Place

Moreland RISING

SHAKER means BUSINESS

Is it the time of year to service up the house with some spring cleaning. Why not give your car a little TLC, too?

David Lewis, who owns Lewis Automotive and Electronics at 3038 Lee Road, has been giving cars the royal treatment since he opened his doors in 1987. The services Lewis offers range from regular maintenance, tune-ups, tire replacement, and oil-change work to installed audio/video/DVD navigation packages, heavy duty battery testing, and a Cleveland writer bestseller: remote car starters.

Not a neighborhood? Don't worry. Get to be used to everything under the hood of your car by visiting the Automotive Services page on morelandrising.com. You'll find solutions to nearly every part and system in your car along with tips that can help you diagnose car trouble before you take it to the shop.

Visit the professional and friendly staff at Lewis Automotive and Electronics to serve all your automotive needs. Call 216-451-3443. Visit Lewis Automotive at lewisautoelectronics.com.

Brake for Lewis Automotive and Electronics

Bugged? Call Acme Exterminating

SHAKER means BUSINESS

For 50 years, Acme Exterminating has been stamping out bug issues across Greater Cleveland. Located at 3709 Lee Road since 1981, owners Robert (Bob) and Martha Caldwell and their son, Shaker resident Gary Caldwell, built a business dedicated to eradicating the pest practices in the pest control industry.

Acme's certified staff participate in monthly seminars and are focused on educating customers about the process and the environmentally safe products they use. Residential and commercial services include residential, implementation of preventive measures, and extermination. Customers can get on-going, seasonal, or consulting services based on their specific needs.

With spring balling time, Bob Caldwell reminds residents not to panic too much when ants appear. "Ants are normal in the spring. Usually homeowners can take care of them if they spray on their own and remove any open food sources. But if you continually see ants, then it's time to call," he says. Calling the many customers helped seasonal exterminators by removal sets from entering the house.

Consider keeping your dollars local when exterminators arrive and call Acme Exterminating, 216-991-6300 or visit their at www.acmeexterminating.com.

Acme Exterminating

Shaker Recreational

The Partner: Shaker Recreation

The Plan: Through Arts in the Park, a summer drop-in arts and crafts program for younger children located at a low neighborhood parks, children will be engaged in fully and creatively utilizing spaces within their own community.

Shaker Arts Council

The Partner: Shaker Arts Council

The Plan: As a connector to the larger arts community, SMAC will share its artist database and lead grant writing expertise. They are also exploring a pop-up shop similar to their popular first for Boutique in the Moreland district.

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RECREATION | EAR WOUND TO SHAKER | JOBS | COMMUNITIES | STRATEGIC

City of SHAKER HEIGHTS

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CONTACT

Monday, August 8, 2016

Home > Departments > Neighborhood Revitalization > Moreland Rising

Moreland Rising

Vibrant Shaker neighborhoods create a more vibrant Shaker. Enter Moreland Rising: the City and neighborhood collaboration with arts, business and development partners to create a Moreland hub of innovation.

Together, we will:

- Catalyze entrepreneurship along the Chagrin-Lee corridor
- Explore new ways for neighbors to connect with neighbors
- Cultivate an environment that continues to inspire art and artists
- Encourage innovative housing designs that set the standard for years to come.

Join Us
Review our [agenda of events](#) and be a part of Moreland Rising, as an artist, developer or an innovator.

SPARKS! (Spaces, Arts and Parks)

The City has partnered with various organizations to help realize this vision:

- Ingenuity Cleveland** hosts monthly events aimed at artists and entrepreneurs. Visit IngenuityOnline.com for more information about [programming in Shaker](#).
- John Glavin & Cleveland Urban Design Collaborative** (CUDC) hosts our first [Shaker Entrepreneurial MOCS](#) project operates arts-focused after-school workshops and summer camps for middle and high school students. CUDC programming began in summer 2016 with a group of Moreland youth who have already begun transforming public spaces in their neighborhood. See their work online on [Twitter](#) and [Instagram](#). MOCS also has partnered with local architect RDL Architects and with Philadelphia-based [Public Spaces](#) founder Alex Gilliam to lead design workshops. For more information, contact [Liz G. Jones](#).
- Shaker Arts Council** works with residents to articulate their visions of the neighborhood and will install a mural at Chagrin Park as a collaborative art piece in August 2016. To volunteer to help with the project, email the artists [Shelley Williams](#) and [Doree Shalaby](#).
- Shaker Arts Council** will host a series of arts-related events throughout October. Visit the [Arts Council](#) [page](#) for more information.
- Shaker Recreation** operates an Arts in the Park summer program, a free supervised drop-in arts and crafts-making time for children. The events will take place in Chagrin Park and the Maple Hill Lot. Program offered 10 am-2 pm, Monday-Friday, June 21-July 28. Call 216-491-1295 for more information.
- The Dealership, 3058 Lee Rd.** is the [Shaker Heights Development Corporation](#) hub for entrepreneurs and inspired business ideas and will provide the meeting space for Moreland-focused events.

- Moreland Rising website
- Shaker Life Quarterly magazine to all realtors, homes & businesses
- Moreland history webpage
- Oral histories on Cleveland Voices

Contact Information & Resources

Kamla Lewis

Director of Neighborhood Revitalization

kamla.lewis@shakeronline.com



SHAKER
HEIGHTS

Resources

Moreland Rising webpage: <https://sway.office.com/etJk7wqOsnYxvlht?ref=Link>

Moreland History page: <https://shakerlibrary.org/local-history/research/moreland-neighborhood-history/>

Making Our Own Spaces (MOOS): <http://www.wearemoos.org/>

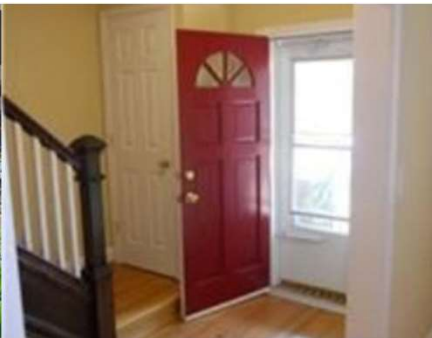
Black Middle Neighborhoods in Legacy Cities: Solutions

JOHNETTE RICHARDSON, DEPUTY DIRECTOR

NHS OF BALTIMORE

BALTIMORE, MD





BLACK MIDDLE NEIGHBORHOODS IN LEGACY CITIES



Belair-Edison





NEIGHBORHOODS@BELAIR-EDISON.ORG ● 3545 BELAIR ROAD, BALTIMORE MD 21213

410.485.8422

— MAKE BELAIR-EDISON YOUR NEW —

HOME

GET 5K TO BUY ON ONE OF THESE FIVE BLOCKS

2700
CHESTERFIELD AVENUE

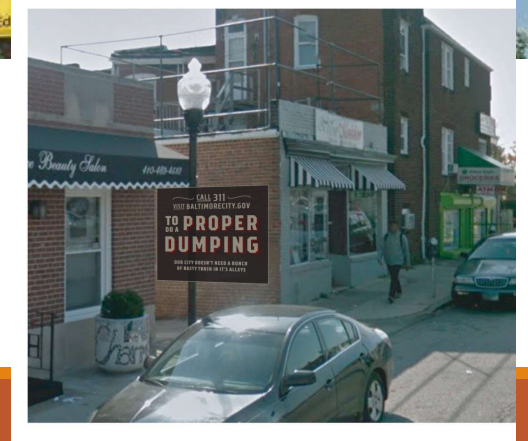
2600
BRENDAN AVENUE

3400
PARKLAWN AVENUE

2800
BRENDAN AVENUE

2600
KENTUCKY AVENUE

BUY ANYWHERE IN
BELAIR
EDISON
& GET
\$2K





SEPTEMBER 22ND
12PM - 6 PM | HERRING RUN PARK



**ENTERTAINMENT FEATURING:
 APRIL SAMPE & DJ JAMAL**

Register Now!
July 29, 2017



BOLD & BEAUTIFUL 2017

*Guest Speakers *Exciting Workshops *Information and Resources *Door Prizes *Giveaways *Vendors, AND more!

Being **BOLD** and Beautiful means:

- Having courage even if you are afraid
- Not worrying about mistakes you have made
- Taking calculated risks
- Stepping out, being visible and notable
- Positioning yourself to be financially empowered
- Taking good care of your health and well-being
- Nurturing a positive spirit that people remember you for both personally and professionally

BOLD & BEAUTIFUL Annual Convention

Saturday, July 29, 2017 | 8:00 am - 4:00 pm
 Calvin and Tina Tyler Ballroom @Morgan State University
Pre-registration is required. \$20 per person. Members free.

The 8th Annual FINE Convention is the largest gathering of over 200 FINE members and supporters from the Northeast Baltimore City communities. Our theme, Bold & Beautiful will offer the latest trends, issues, information, resources, networking, and coaching for women-centered ideas and issues designed specifically for women in this region.

For more information, contact Dani Johnson, Special Gathering by email at fine@specialgathering.com or call (410) 685-7664.

Thank You to Our Sponsors!





NEIGHBORHOOD HOUSING SERVICES

NHS OVERVIEW

PEOPLE & PLACES: A COMPREHENSIVE APPROACH



NHS

BALTIMORE





PEOPLE
A COMPREHENSIVE APPROACH





NHS



PLACES
A COMPREHENSIVE APPROACH







NHS
BALTIMORE







GREATER

MONDAWMIN

Community Organizing
Marketing and Outreach
Resident Training
Real Estate Intervention
Community Advocacy

Development Strategy
Community School
Partnerships
Homebuyer Education
Neighborhood Small Business
Programming

NEIGHBORHOOD HOUSING SERVICES


THANK YOU

PEOPLE & PLACES: A COMPREHENSIVE APPROACH



Look and Listen

Review the past, the present the future
Stretch yourself



Upcoming
Webinars

Mapping Tool



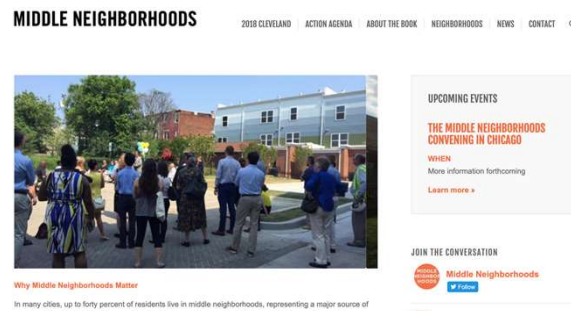
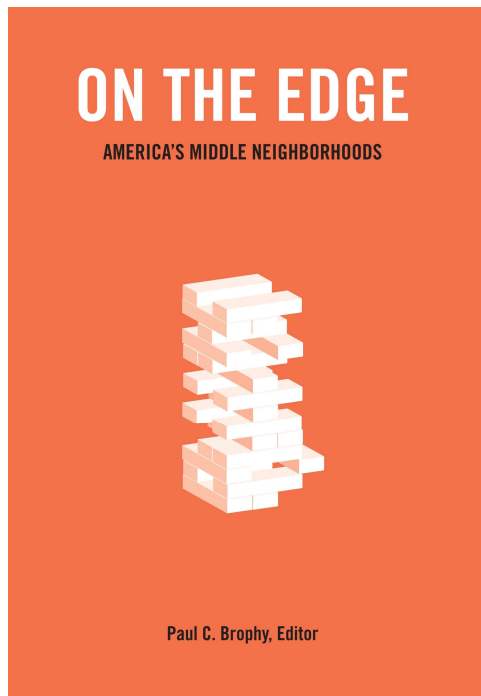
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Center for Community Progress

Check out: [The Cornerstone Webinar Series](#)



Questions?



MIDDLE NEIGHBORHOODS

May 2019 Newsletter



Cleveland community celebrates opening of new bike lane in Old Brooklyn with Mayor Frank Jackson. Photo credit: Old Brooklyn Community Development Corporation.

[What We Talk About When We Talk About Middle Neighborhoods](#)

By Nelson Beckford, The Cleveland Foundation

Picture this: a rectangular table with 30 leaders from Cleveland's community development field. We were there to discuss the concept of "middle neighborhoods" and to provide a recap of the Middle Neighborhood working group meeting in Cleveland for those who weren't able to join. I didn't know what to expect. Will the group take offense to the term "middle neighborhood"? [Read more](#)

For more Information

www.middleneighborhoods.org