

MIDDLE NEIGHBORHOODS

November - December 2020 Newsletter

Building a Future by Finding the Past

City of Shaker Heights, Ohio



Effective neighborhood revitalization requires the foundation of a strong network of engaged neighbors. In places where interpersonal connections have dwindled, relationships may need rebuilding before other actions take place. Check out this extraordinary case study on how the Moreland neighborhood of Shaker Heights, Ohio, connected neighbors with their past to reknit social connections and build plans for the future. CoP member Kamla Lewis provided support to the effort, and in this case study you are bound to find at least one strategy you'll be able to use to engage neighbors in celebrating neighborhood history and leveraging that into excitement about planning for the future.

[Read the case study](#)

Creating Engagement During COVID-19

The Arts Commission, Toledo, Ohio

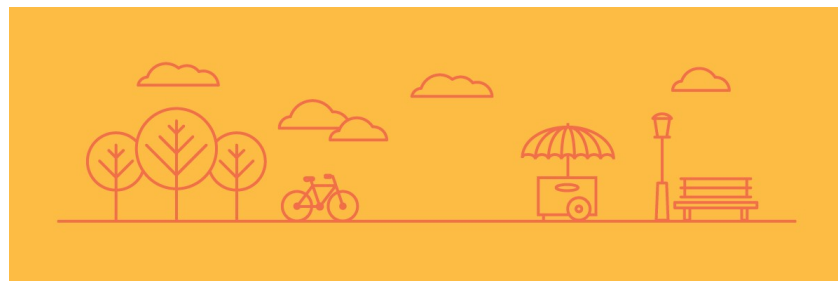


Public art, while most notably recognized for its beautification and cultural effects, is equally important as a community engagement strategy. In Toledo, opportunities to connect took on a new importance during the 2020 pandemic. At a time when people were feeling alone and isolated, the Community Mural Project created a chance to connect and be part of a larger picture.

[Read more about the Community Mural Project](#)

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Updates, Events + Announcements



New Black Middle Neighborhoods Working Group Seeks Practitioner Members

The Middle Neighborhoods Community of Practice is forming a Black Middle Neighborhoods Working Group to work with the Steering Committee on program design and resource development for a proposed grant and technical assistance opportunity. If you are working to stabilize and revitalize a Black middle neighborhood and are interested in helping with this project beginning with a time commitment of a one-on-one interview and two or three meetings with peers, please contact [Marcia Nedland](#).

Upcoming Free Webinars

What's Worth Keeping From Fifty Years of Attempts to Revitalize Neighborhoods: An Interview with Paul Brophy

Thursday, January 28, 2021, 12:00-1:00 EDT | [REGISTER HERE](#)

If any one person can take credit for founding the national middle neighborhoods movement, it is Paul Brophy. But middle neighborhoods is only one, fairly recent project for him. Over his 50-year career in community development, Brophy witnessed and/or participated in most of the major themes and eras of community development, and he has just published a white paper summarizing what he believes are the major takeaways from those 50 years – the political and economic context for neighborhood improvement efforts, the approaches that did not and still won't work, and 13 principles that are worth applying to the work today.

Middle Neighborhoods Community of Practice organizer Marcia Nedland will lead this lively conversation with Paul Brophy, and there will be plenty of time for audience Q&A. You can get a head start on this webinar by reading Brophy's new paper, [Revitalizing America's Neighborhoods, A Practitioner's Perspective](#).

Uncovering and Enhancing Your Small Scale Manufacturing Community to Create Jobs, Revitalize Commercial Districts and Change the Image of Middle Neighborhoods

Thursday, January 28, 2021, 12:00-1:00 EDT | [REGISTER HERE](#)

You may not know it, but you likely already have a number of small scale manufacturers at work in and around your middle neighborhood, and they could be the catalyst for a reinvention of your neighborhood or downtown business district. Join us for

a talk with *Ilana Preuss of Recast City* to learn about how she works with cities and nonprofits to systematically find these entrepreneurs, connect them to each other, to commercial property owners, and to additional partners and investors to create a dynamic, sustainable and thoroughly 21st-century neighborhood or downtown commercial district. Ilana will answer your questions about why and how to focus on small-scale manufacturing businesses as a catalyst, and how new real estate models can be essential to the success of middle neighborhood and downtown business districts.

AND.....

Middle Neighborhoods 101

Thursday, January 28, 2021 | 11:00 a.m. -12:00 p.m. EST | [Register Here](#)

Monday, February 22, 2021 | 12:00 -1:00 p.m. EST | [Register Here](#)

Learn more about middle neighborhoods and the Middle Neighborhoods Community of Practice during the interactive Middle Neighborhoods 101 session, led by Marcia Nedland, CoP organizer.



Seeking Practitioner Panelists for Upcoming Webinar Topics

Do you work with any of these upcoming webinar topics in your middle neighborhood? Interested in sharing your insights and lessons learned? We would love to have you as a webinar panelist. Just contact [Ann DiPetta](#) to discuss. Here are some of our upcoming topics:

- Engaging and Supporting Effective **Neighborhood Associations** in Middle Neighborhoods
- Repositioning Middle Neighborhood **Commercial Districts** to Succeed
- Roles for **Realtors** in Middle Neighborhood Strategy
- Cultivating a **Home Improvement Culture** in Middle Neighborhoods

And we welcome your suggestions for other webinar topics!



Webinar Recordings

[Updating Middle Neighborhood Housing Stock to Appeal to Today's Homebuyers, Part 2: Financing Strategies,](#)

December 15, 2020, with panelists **Amber Lynch**, Executive Director, Invest DSM, **Jenny Hope**, Director of Neighborhood Programs, Healthy Neighborhoods and **Charelle Parker**, Councilwoman & Majority Leader, Philadelphia City Council.

[Updating Middle Neighborhood Housing Stock to Appeal to Today's Homebuyers: Part 1,](#) November 18, 2020, with panelists **Kerry Quaglia**, CEO, Home Headquarters and **Jay Perlmutter**, Director Single Family Development, Atlanta Neighborhood Development Partnership.

[Mapping Middle Neighborhoods: A National Tool and Local Perspectives,](#) October 29, 2020, with panelists **Amber Lynch**, Executive Director, Invest DSM, **Jason Powers**, Middle Neighborhoods Project Director, City of Cleveland, and **David Sanchez**, Director of Research and Development, National Community Stabilization Trust.

[Black Middle Neighborhoods in Legacy Cities, Part 2: Solutions,](#) October 1, 2020, with panelists **Alan Mallach**, Non-Resident Fellow, Center for Community Progress, **Johnette Richardson**, Deputy Director, NHS of Baltimore, and **Kamla Lewis**, Director, Neighborhoods for the City of Shaker Heights, OH.

[Community Engagement Strategies During COVID-19,](#) September 22, 2020, with panelists **Hope Fierro**, Old Brooklyn Community Development Corporation, **Sarah Parmenter**, NeighborWorks America, **Laurie Schwarz**, City of Plano, **Dr. Mary Ellen Brown**, Arizona State University at Tucson, **Lidia Villazaez**, & **Community Navigators**, Layton Boulevard West Neighbors, and **Melissa Nemon**, Nemon Consulting, LLC.

[Black Middle Neighborhoods Part I: Challenges and Opportunities,](#) August 2020, with panelists **Alan Mallach**, Center for Community Progress, and **Nedra Sims Fears**, Greater Chatham Initiative.

[Practitioner Perspective: COVID-19 Impact in Middle Neighborhoods,](#) June 2020, presented by **Jason Powers**, Middle Neighborhoods Project Director, City of Cleveland, for the Middle Neighborhoods Community of Practice. Panelists: **Mark Sissman**, President, Healthy Neighborhoods; **Jeffrey Verespej**, Executive Director, Old Brooklyn Community Development Corporation; **Kevin Nowak**, Executive Director, CHN Housing Partners.

[Middle Neighborhoods 101,](#) June 2020, presented by **Marcia Nedland** for the Middle Neighborhoods Community of Practice.



In the News + Resources

Please [send us](#) links to articles about your work in middle neighborhoods or topics relevant to middle neighborhoods.

[The Extraordinary And Unexpected Pandemic Increase In House Prices: Causes And Implications](#), Don Layton, Housing Perspectives, Joint Center for Housing Studies of Harvard University, January 7, 2021.

[Black Home Value Gap Biggest in Chicago](#), Dennis Rodkin, Crain's Chicago Business, January 5, 2021.

['Opportunity Areas' Shouldn't Just Be Places With A Lot of White People](#), Edward G. Goetz, Shelterforce, January 4, 2021.

[Nearly \\$1.1 Million Invested in Des Moines Neighborhoods Through New Program](#), Kathy A. Bolten, Business Record, November 16, 2020.

[Have You Seen the "I'm Invested" Signs Popping Up Around Des Moines?](#), Councilman Carl Voss, Home Builders Association of Des Moines.

[Revitalizing America's Neighborhoods, A Practitioner's Perspective](#), Paul Brophy, Penn Institute for Urban Research, September 2020.

Black people pay more for homeownership

- Per year, relative to White borrowers, Black borrowers incur
 - \$743 more in interest
 - \$550 in insurance premiums
 - \$390 in property taxes
 - \$13,464 over the life of the loan,
 - \$67,320 in lost retirement savings

Loan Type	Black	White	Other Race
FHA	~6.1%	~4.8%	~4.8%
Conventional	~5.2%	~4.8%	~4.8%

See Aronowitz, Golding and Choi, 2020 SHIBA Report

From the [2020 State of Housing in Black America \(SHIBA\) Report](#), published by the [National Association of Real Estate Brokers \(NAREB\)](#).

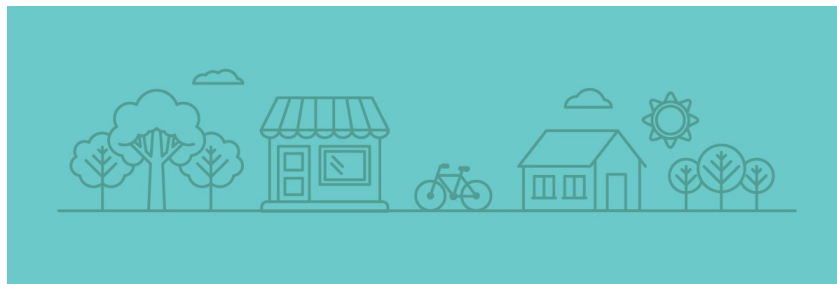
CoP Reports + Action Items

Stats: Since June, membership in the Community of Practice rose 18%, from 269 to 317, additional members of our mailing list rose 157% from 463 to 1193, and our Middle Neighborhoods Google Group has 317 members.

CoP Listserv: Don't forget to use our listserv, MiddleNeighborhoodsCoP@googlegroups.com to share announcements, news articles, questions and the like. If you are in the CoP, you are already a member of the listserv. If you are not a CoP member, but would like to join the listserv, email [Ann DiPetta](#).

Actions You Can Take to Grow and Support the CoP

1. **Join and participate in the Listserv**, MiddleNeighborhoodsCoP@googlegroups.com. This is the most direct way for CoP members to interact with each other. Share your questions and successes.
2. **Submit an article, news item, or resource idea** for the newsletter to [Marcia](#).
3. **Host a Middle Neighborhoods 101 webinar** for people in your organization or community to help them learn about middle neighborhoods and launch a discussion on local opportunities. [We](#) will help you plan this and deliver the webinar with you.
4. **Submit an idea for a webinar or case study** topic to [Ann](#).
5. **Convene** (virtually until in-person meetings are advisable) with other CoP members in your region to discuss a particular issue, or to start creating a regional action agenda. [Marcia](#) can help you contact your peers and plan your convening.
6. We can also help you **convene a group** of CoP members by interest rather than geography. Past convenings have included city government representatives.
7. **Represent middle neighborhoods** in local policy discussions. [We'll](#) share some talking points.
8. **Propose and conduct a session on middle neighborhoods** for conferences and other convenings or groups you participate in. [We'll](#) help with the proposal, recruiting panelists, planning, etc.



[Visit us at www.middleneighborhoods.org](http://www.middleneighborhoods.org).
