

MIDDLE NEIGHBORHOODS

September-October 2020 Newsletter

Middle Neighborhoods Best Practice: Placemaking Stays Vital During COVID19 Southeast Community Development Corporation, Baltimore, MD



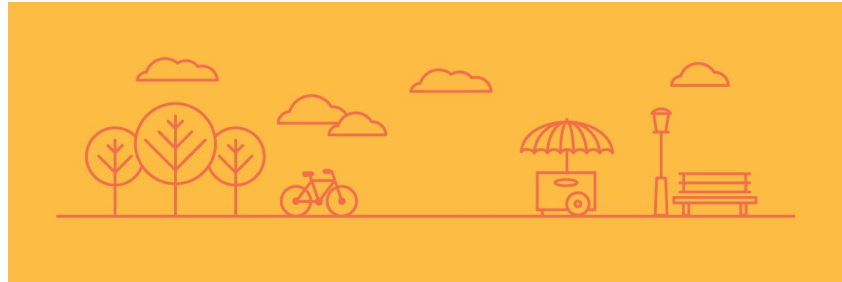
“Many lessons emerged in 2020,” says Director of Neighborhood Revitalization, Molly McCullagh, “and we know we cannot stop doing our work. Instead, we need to pivot, rethin repurpose.” As the winter month’s approach, McCullagh says it is time to get creative once again. (photo used with permission of Southeast CDC)

Nationwide, the art of placemaking turns small or unused spaces into special places. Southeast CDC in Baltimore, Maryland, manages a local placemaking program, called “Neighborhood Spruce-Up” which grants funds to community-driven creative placemaking projects. Across Baltim several community development organizations support Spruce-Up style programs, with funding provided by the state or city. Projects and objecti vary depending on community need, but all are closely tied to increasing community engagement.

Continue reading [here](#).

In this issue

- [Updates, Events](#)
[+ Announcements](#)
- [CoP Reports + Action Items](#)
- [In the News + Resources](#)



Updates, Events + Announcements



Florida Alliance of Community Development Corporations Presents Middle Neighborhoods Session

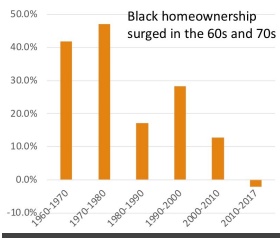
On October 15, the [Florida Alliance of CDCs](#) presented a session to the national [NACEDA Strengthening Resilient Communities Forum](#). The session was titled **Investing in Middle Neighborhoods: Building Social/Racial Equity through Housing**.

The session was moderated by **Racquel Reddie**, [National Community Stabilization Trust](#)'s (NCST) Managing Director, Community Development.

Panelists included **Ernest Coney**, CEO of [CDC of Tampa](#), who spoke about Black middle neighborhoods in general and about two Black middle neighborhoods in Tampa, using the new [Middle Neighborhoods Mapping Tool](#) to illustrate their location as he spoke about the pressures they face from rapid development and the strategies CDC of Tampa employs to protect residents from displacement. The photo above shows the Carver City neighborhood.

David Sanchez, Director of Research and Development at NCST presented an sneak peek of the new Middle Neighborhoods Mapping Tool to session participants and he and **Marcia Nedland**, [Middle Neighborhoods Community of Practice](#) organizer, described the CoP and invited participants to become members.

We love speaking about middle neighborhoods at events. [Let us know](#) if you'd like to propose a session and do one with us, or organize something customized for any group you pull together.



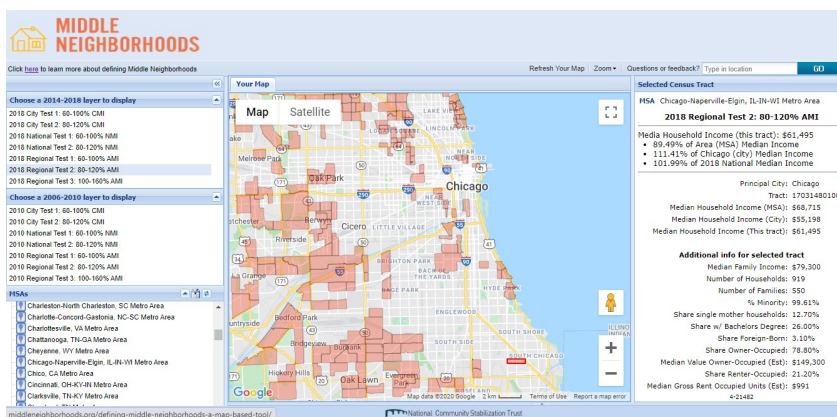
Most Black middle neighborhoods were formed in the 1960s and 1970s, when Black homeownership surged in the 1960s and 1970s, when some of the barriers to homeownership for Black households were removed. Research by Alan M...

Data Viz Moment: The NEW Middle Neighborhoods Mapping Tool

What is a middle neighborhood, and how can we reliably identify them in metropolitan regions across the country? In order to shed light on these questions, the National Community Stabilization Trust has created a [nationwide map](#) to allow users to explore the communities where middle-households live. The map allows users to select among seven different definitions of middle neighborhoods, each of which identifies middle neighborhood census tracts within metropolitan areas based on their median household incomes. We hope that practitioners across the country will use the tool to begin identifying middle neighborhoods in their region.

Instructions: To use the map, first select the middle neighborhoods definition you wish to apply from either the 2014–2018 or 2006–2010 data list either select a Metropolitan Statistical Area or browse the map yourself by dragging it with your mouse and/or adjusting your zoom. If the map does not reload automatically, please click “Refresh your Map” in the area directly above the map. You can also view social and economic data about each census tract by clicking directly on the tract outline within the map.

The map was introduced on the Community of Practice’s October 29th webinar, [Mapping Middle Neighborhoods: A National Tool and Local Perspectives](#). If you have any questions or feedback about the map, please reach out to middleneighborhoods@stabilizationtrust.org.



If you have, or know of, a good piece of data visualization about middle neighborhoods, please share it with [Marcia](#) so we can share it with other Community members.

Upcoming Webinars

UPDATING MIDDLE NEIGHBORHOOD HOUSING STOCK TO APPEAL TO TODAY’S HOMEBUYERS: PART 1 Acquisition-Rehab-Resale Strategies
 Wednesday, November 18, 2020 | [Register Here](#)

A key challenge for middle neighborhoods is that their housing stock is older and often lacks the features that today’s homebuyers prioritize. Houses with only one bathroom, kitchen and bathrooms that have not been recently updated, and lack of closet space are common in middle neighborhoods, and make properties especially difficult to sell.

vulnerable to investor purchase. The other half of the challenge is that most middle neighborhood housing values are depressed just enough to create appraisal gaps, thwarting a property owner willing to make important upgrades through a conventional home equity loan.

Part One: Learn from practitioners who employ acquisition-rehab-resale strategies to provide home purchase options that are attractive to today's homebuyers. They will share how they determine what the most important home updates and improvements are, and how they are selling those homes through an in-house estate brokerage and through a network of private real estate agents.

Presenters:

- Jay Perlmutter, Director of Single Family Development, The Atlanta Neighborhood Development Partnership, Atlanta.
- Kerry Quaglia, CEO, Home HeadQuarters, Syracuse.

Webinar Recordings

[Mapping Middle Neighborhoods: A National Tool and Local Perspectives](#), October 29, 2020 with panelists **Amber Lynch**, Executive Director, Inves 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 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 **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.

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 : 157% from 463 to 1193, and our Middle Neighborhoods Google Group has 317 members.

Virtual Site Visit: [Healthy Neighborhoods](#) in Baltimore will be hosting a group of CoP members and partners from Cleveland in a virtual site visit to learn about and discuss best practices and their potential application to Cleveland middle neighborhoods. CoP members **Jason Powers**, Middle Neighborhoods Project Director for the City of Cleveland and **Jenny Hope**, Director of Neighborhood Programs at Healthy Neighborhoods are leading the planning. *Do you have a group of partners you'd like to take on a virtual site visit in another region's Middle Neighborhoods Initiative? We'll help you put it together! Contact [Marcia](#).*

CoP Listserv: Don't forget to use our listserv, MiddleNeighborhoodsCoP@googlegroups.com to share announcements, news and

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](mailto:AnnDiPetta@middleneighborhoods.org).

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](mailto:Marcia@middleneighborhoods.org).
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](mailto:Ann@middleneighborhoods.org).
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 and 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.

In the News + Resources

[Highland Park, Oak Park Neighborhoods See Business Boom During Revitalization](#), Adam Brower, KCCI Des Moines, October 6, 2020.

[2020 State of Housing in Black America \(SHIBA\) Report](#), Vanessa Gail Perry, PhD, George Washington University School of Business, for National Association of Real Estate Brokers (NAREB).

[Top 5 Racial Equity Resources: Community Progress Picks](#), Christina Carter-Grant, Center for Community Progress, October 12, 2020

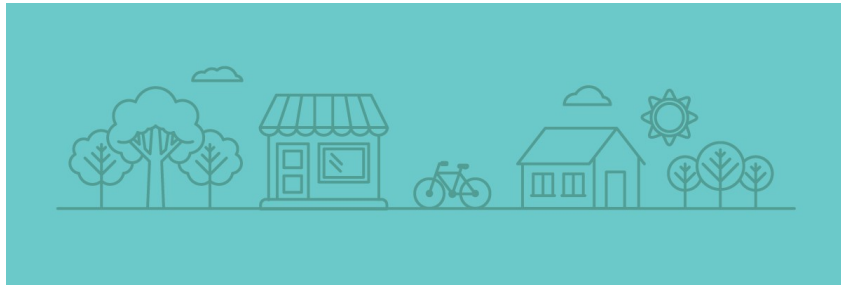
[Franklin County Auditor Michael Stinziano Looks at Racial Inequalities in Housing Appraisal Process](#), Earl Hopkins, The Columbus Dispatch, September 24, 2020.

[Is a Subsidy for Single-Family Homes in Distressed Areas Closer to Becoming Reality?](#), Kris Siglin, Shelterforce, August 26, 2020.

[How States Can Empower Local Ownership for a Just Recovery](#), Elwood Hopkins, Jennifer S. Vey, Tracy Hadden Loh, Brookings, July 23, 2020

[Why 'Middle Neighborhoods' Are the Sweet Spot Between the City and the Suburbs](#), Daniel Parolek, U.S. News and World Report, July 15, 2020.

[Black Homeowners Pay More Than 'Fair Share' in Property Taxes](#), Teresa Wiltz, Pew, June 25, 2020.



Copyright © 2019 Middle Neighborhoods, All rights reserved.

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).