

Putting Market Oriented Data to Use

NeighborWorks Forum on Rebuilding Markets

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Youngstown Neighborhood Development Corporation

Youngstown, Ohio

- **Youngstown Neighborhood Development Corporation (YNDC) – Citywide community planning and development organization**
- **Created through public private partnership after completion of 2010 plan**
- **Began operations in 2009**
- **WWW.YNDC.ORG**



YNDC Approach

- **Performance Based and Data Driven**
- **Strategically Focus Resources**
- **Incremental Implementation of Vision**
- **Layer Partnerships**
- **Residents at the Center**

Youngstown Context

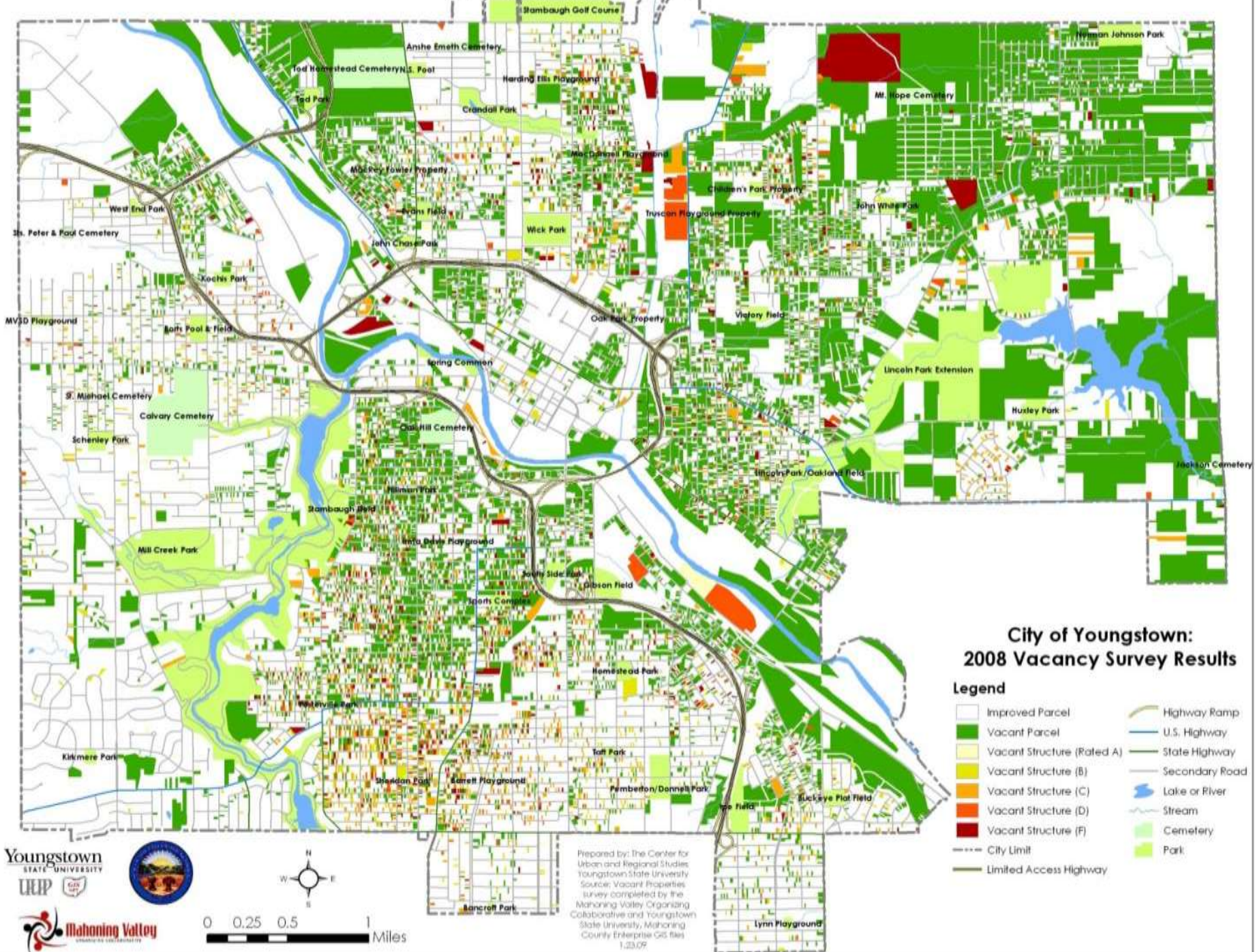
- **Population peaked at 170,002 residents in 1930**
- **Planners laid out physical infrastructure for continued growth to 250,000**
- **City maintained a very high quality of life for residents**



Youngstown Context

2013 Snapshot

- **Population:** 66,982 -61 percent
- **Vacant Structures:** 4,500 structures
- **Vacant Land:** 24,000+ parcels
- **Poverty Rate:** 36 percent
- **Median HH Income:** \$24,880
- **Avg Home Sale Price:** \$21,327



City of Youngstown: 2008 Vacancy Survey Results

- Legend**
- Improved Parcel
 - Vacant Parcel
 - Vacant Structure (Rated A)
 - Vacant Structure (B)
 - Vacant Structure (C)
 - Vacant Structure (D)
 - Vacant Structure (F)
 - City Limit
 - Limited Access Highway
 - Highway Ramp
 - U.S. Highway
 - State Highway
 - Secondary Road
 - Lake or River
 - Stream
 - Cemetery
 - Park



Prepared by: The Center for Urban and Regional Studies
 Youngstown State University
 Source: Vacant Properties Survey completed by the Mahoning Valley Organizing Collaborative and Youngstown State University, Mahoning County Enterprise GIS files 1/23/09



Data to Action

Neighborhood Market Analysis

- **Vacancy Rate**
- **Mortgage Ratio (number of transfers that involve a mortgage)**
- **Sales Ratio (number of sales compared to total housing inventory)**
- **Median Sales Price**
- **Homeownership Rate**
- **Change in Homeownership Rate**
- **Calls for Service per 1,000**
- **Poverty**
- **Population Loss**
- **Land Bank Eligibility (two years of tax delinquency)**

Market Segmentation Variable Data – Youngstown, Ohio										
Census Tract	2010 Census Vacancy Rate	2010-2012 Mortgage Ratio	2012 Sales Ratio	2010-2012 Median Sales Price	2010 % Owner Occupied	1990-2010 Change in % Owner Occupied	2012 YPD Calls / 1,000	2011 Poverty	1990-2010 Population Loss	2014 Land Bank Eligible
Tract 8003	15.9%	8%	3.3%	\$ 10,630	73.0%	-8.6%	9.5	21.3%	-33.9%	35.0%
Tract 8004	18.6%	13%	2.0%	\$ 13,387	76.0%	-4.0%	6.3	46.6%	-46.6%	51.3%
Tract 8005	25.3%	2%	3.3%	\$ 9,309	33.4%	-6.5%	7.5	57.9%	-39.3%	42.0%
Tract 8006	21.9%	0%	3.5%	\$ 5,750	49.4%	-7.2%	19.2	42.6%	-44.7%	37.4%
Tract 8010	23.4%	7%	7.0%	\$ 12,028	56.3%	-20.0%	6.8	42.8%	-34.2%	31.6%
Tract 8011	19.0%	3%	7.5%	\$ 15,364	56.4%	-20.5%	15.0	37.4%	-15.1%	22.7%
Tract 8012	15.6%	8%	6.5%	\$ 18,251	72.9%	-8.8%	6.8	39.6%	-24.6%	25.1%
Tract 8013	15.4%	6%	6.7%	\$ 18,600	66.2%	-14.3%	4.3	39.4%	-22.3%	17.3%
Tract 8014	9.9%	18%	5.0%	\$ 31,131	85.8%	-4.4%	6.2	5.0%	-20.7%	5.6%
Tract 8015	14.4%	16%	6.8%	\$ 26,120	71.6%	-6.8%	3.2	11.3%	-19.7%	12.3%
Tract 8016	32.1%	0%	9.0%	\$ 9,327	41.2%	-24.9%	23.8	45.8%	-34.0%	43.7%
Tract 8017	25.7%	0%	4.1%	\$ 6,027	59.1%	9.3%	17.5	53.6%	-59.4%	44.8%
Tract 8021	23.8%	0%	2.0%	\$ 4,666	54.4%	4.4%	14.9	56.0%	-49.2%	50.2%
Tract 8023	30.5%	3%	3.2%	\$ 8,202	63.3%	-1.8%	9.7	44.0%	-55.5%	51.7%
Tract 8024	28.4%	2%	5.4%	\$ 11,261	45.4%	-9.9%	15.9	32.1%	-40.8%	42.5%
Tract 8025	18.7%	6%	5.3%	\$ 19,048	65.6%	-2.9%	8.6	38.6%	-36.8%	26.0%
Tract 8026	14.6%	22%	5.6%	\$ 30,097	73.8%	-9.6%	2.8	20.1%	-21.4%	13.0%
Tract 8027.01	6.1%	48%	4.1%	\$ 52,657	61.1%	-4.6%	2.2	5.5%	-17.2%	3.8%
Tract 8027.02	7.0%	44%	4.7%	\$ 51,958	84.9%	-6.4%	1.4	1.6%	-15.4%	4.5%
Tract 8028	10.2%	19%	5.4%	\$ 27,078	78.9%	-9.5%	6.6	18.6%	-16.5%	9.4%
Tract 8029	17.1%	4%	5.9%	\$ 17,043	61.2%	-13.6%	8.8	35.7%	-19.0%	18.0%
Tract 8030	12.0%	10%	5.5%	\$ 22,019	74.1%	-12.3%	3.0	23.3%	-18.8%	13.6%
Tract 8040	33.8%	3%	3.9%	\$ 22,623	29.7%	0.8%	14.6	53.2%	-39.8%	36.4%
Tract 8041	18.5%	11%	4.8%	\$ 17,944	49.0%	-15.2%	13.1	28.0%	-34.2%	29.3%
Tract 8042	12.2%	19%	4.2%	\$ 36,020	57.6%	-3.3%	4.5	14.0%	-15.9%	17.3%
Tract 8043	34.9%	0%	4.6%	\$ 9,570	53.8%	3.2%	20.7	38.0%	-58.6%	47.6%
Tract 8137	17.1%	4%	3.1%	\$ 6,067	40.5%	-7.3%	17.4	59.5%	-49.5%	39.2%
Tract 8138	18.7%	3%	2.7%	\$ 23,341	48.7%	-13.8%	9.1	41.4%	-13.8%	41.6%
Tract 8139	23.8%	0%	2.4%	\$ 6,231	55.3%	-8.1%	12.6	50.9%	-50.8%	47.3%
Tract 8140	23.3%	12%	2.9%	\$ 13,939	40.0%	-7.5%	10.2	40.2%	-41.7%	26.8%
Tract 8141	14.4%	1%	4.8%	\$ 15,739	40.6%	-13.2%	3.1	41.1%	-20.8%	26.8%
Youngstown	19.0%	11%	4.9%	\$ 20,958	58.2%	-6.4%	9.6	33.8%	-30.0%	33.0%

Neighborhood Market Types

Stable:

- **Housing sales prices are among the city's highest**
- **Few vacancies**
- **High number of traditional bank-financed mortgages**

Functional:

- **Houses generally sell when they come on the market**
- **Vacancies are manageable**
- **Housing quality is generally high**

Neighborhood Market Types

Constrained:

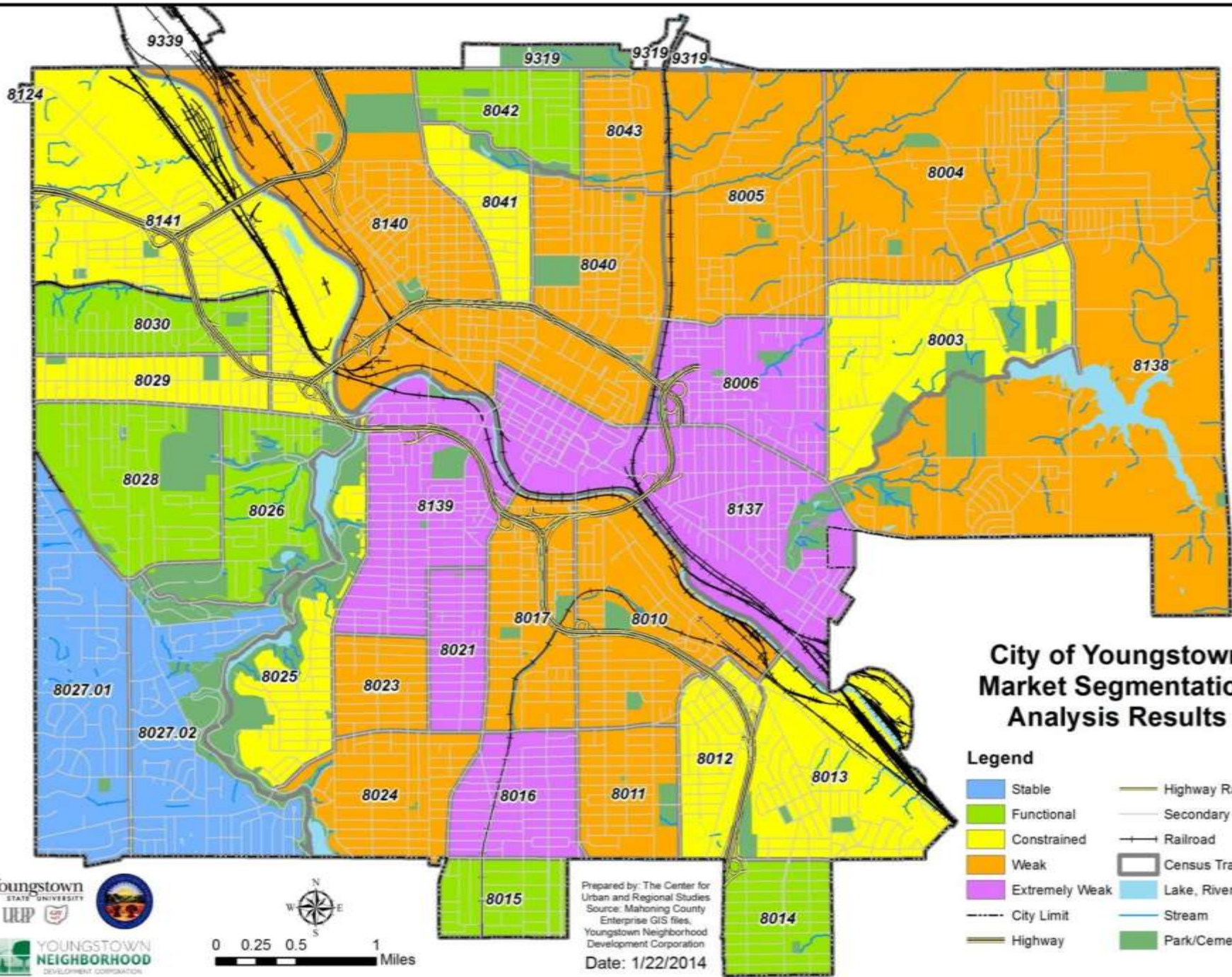
- Houses sell fairly readily
- One or more variables suggests deteriorating market conditions
- Higher vacancy rates

Weak:

- Slower housing turnover rates
- High vacancy rates
- Most variables suggest market weakness

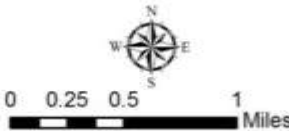
Extremely Weak:

- Minimal sales activity
- Extremely low sales prices
- High vacancy rates

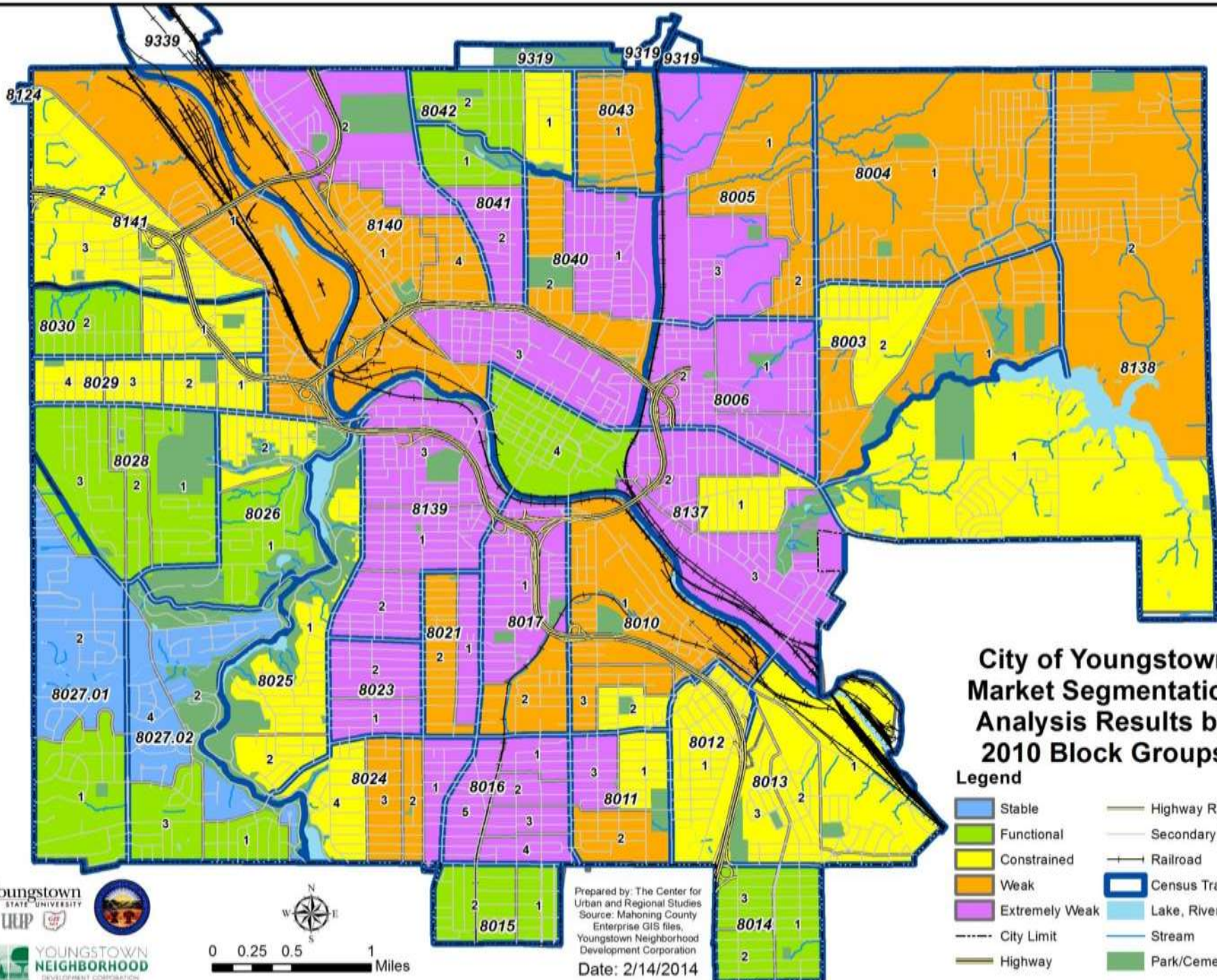


City of Youngstown Market Segmentation Analysis Results

- Legend**
- Stable
 - Functional
 - Constrained
 - Weak
 - Extremely Weak
 - City Limit
 - Highway
 - Highway Ramp
 - Secondary Road
 - Railroad
 - Census Tract
 - Lake, River
 - Stream
 - Park/Cemetery



Prepared by: The Center for
Urban and Regional Studies
Source: Mahoning County
Enterprise GIS files,
Youngstown Neighborhood
Development Corporation
Date: 1/22/2014



Median Sales Price Variation Within Census Tract 8026

Legend

- 8026 North of Calvary Run Dr
- 8026 South of Calvary Run Dr
- Highway
- Highway Ramp
- Secondary Road
- Property Boundary
- Lake, River
- Stream
- Cemetery
- Park

\$12,621

\$50,000

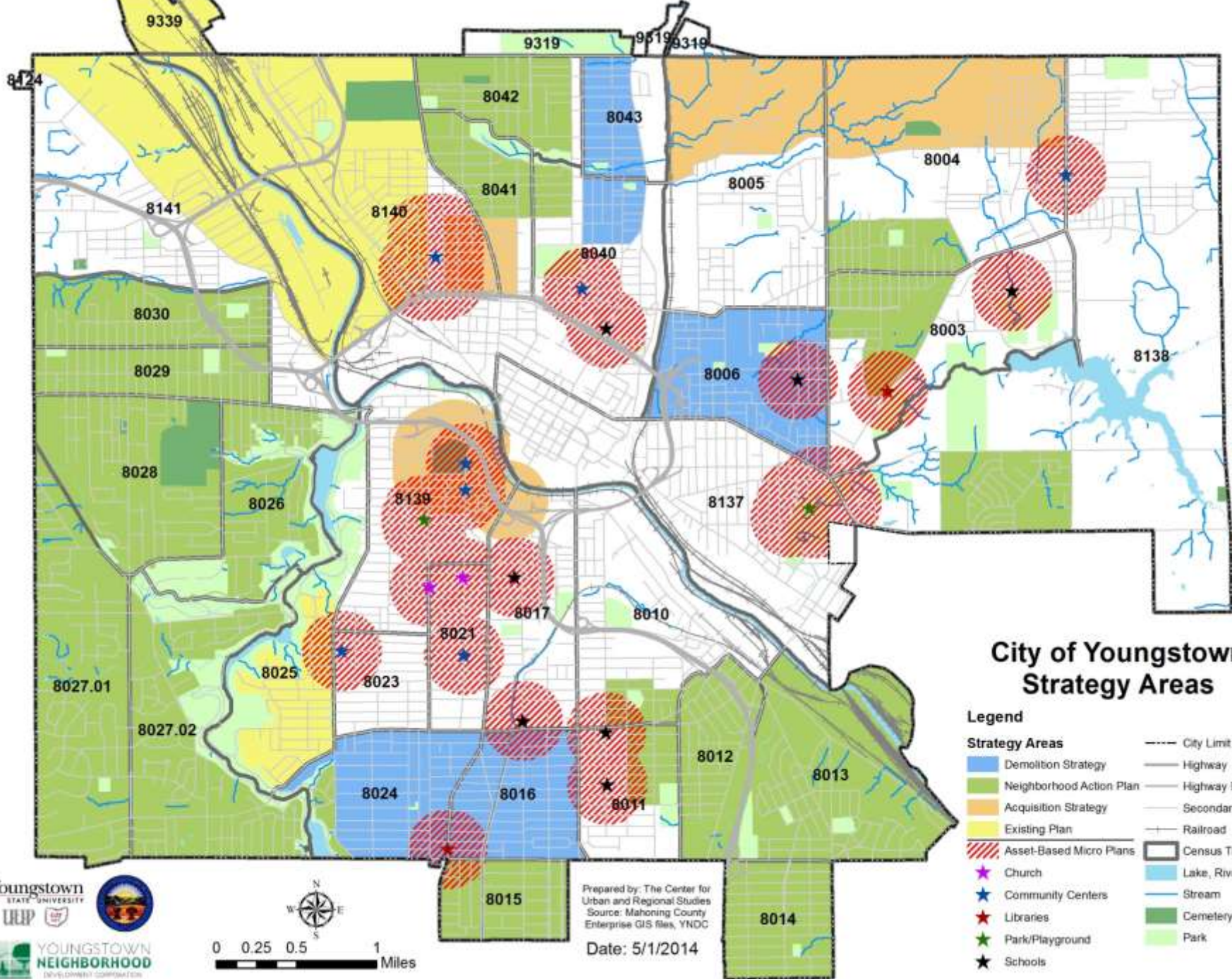


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Date: 1/16/2014

Prepared by: The Center for
Urban and Regional Studies
Source: Mahoning County
Enterprise GIS files,
Mahoning County Auditor
Governmax Extract






Neighborhood


1. Housing
Violations
2. Infrastructure
Lighting
3. Crime
4. Objectives

GRANDALL PARK
NEIGHBORHOOD ACTION PLAN

STAND UP



FIGHT BLIGHT

 **YOUNGSTOWN**
NEIGHBORHOOD
DEVELOPMENT CORPORATION

April 15, 2014

ta.
reet

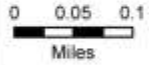
25 PROPERTIES FOR UNITED WAY DAY OF CARING

Address	Description of Condition	Strategy
231 Fairgreen	Missing siding, unsecure window(s), porch, gutters/downspout and outdoor stairs in disrepair; street # not visible.	Board doors and windows.
238 Fairgreen	Missing siding, roof, porch, garage, gutters/downspout and outdoor stairs in disrepair.	Clean up landscaping.
246 Fairgreen	Unsecure door(s) and window(s), overgrown weeds/plants; roof, porch, garage, gutters/downspout and outdoor stairs in disrepair.	Clean up landscaping, board doors and windows.
249 Fairgreen	Defacement/vandalism; overgrown weeds/plants; unsecure window(s).	Clean up landscaping, board windows.
247 Lora	Unsecure door(s) and window(s); overgrown weeds/plants; infestation (animal tracks going into house); porch in disrepair; street # not visible.	Clean up landscaping, board doors and windows.
255 Lora	Overgrown weeds/plants, unsecure window(s); roof, porch, gutters/downspout and outdoor stairs in disrepair.	Clean up landscaping, board windows.
256 Lora	Trash/debris; unsecure door(s) and window(s); roof, porch, gutters/downspout and outdoor stairs in disrepair.	Clean up trash, board doors and windows.
261 Lora	Trash/debris; unsecure door(s) and window(s); roof, porch, garage, gutters/downspout and outdoor stairs in disrepair.	Clean up trash, board doors and windows.

Powerstown Housing Action Plan

Legend

- ☆ PRIORITY for Code Enforcement
- ★ PRIORITY for Demolition
- Needs Boarded
- Strategy**
- Needs Code Enforcement
- Needs Demolished
- Possible Land Bank Rehab
- Sell on the Private Market
- Powerstown
- City Limit
- Bridge
- Highway
- Highway Ramp
- Secondary Road
- Open Water
- Stream
- Park



Date: 11/22/2013
 Youngstown STATE UNIVERSITY
 UUP City
 Prepared by: The Center for Urban and Regional Studies
 Youngstown State University
 Source: Mahoning County Enterprise GIS Files, YNDC

Crandall Park Neighborhood Action Plan Map

Legend

- Strategy**
- Demolish via City of Youngst
- Demolish via Land Bank
- Needs Code Enforcement
- Possible Land Bank Rehab
- Possible YNDC Rehab
- Sell on the Private Market
- Special Status**
- Needs Boarded
- Possible Paint Youngstown
- Top 25 Priority
- Neighborhood Boundary
- Secondary Road
- Railroad
- Lake, River
- Stream
- Other Property
- Cemetery/Park



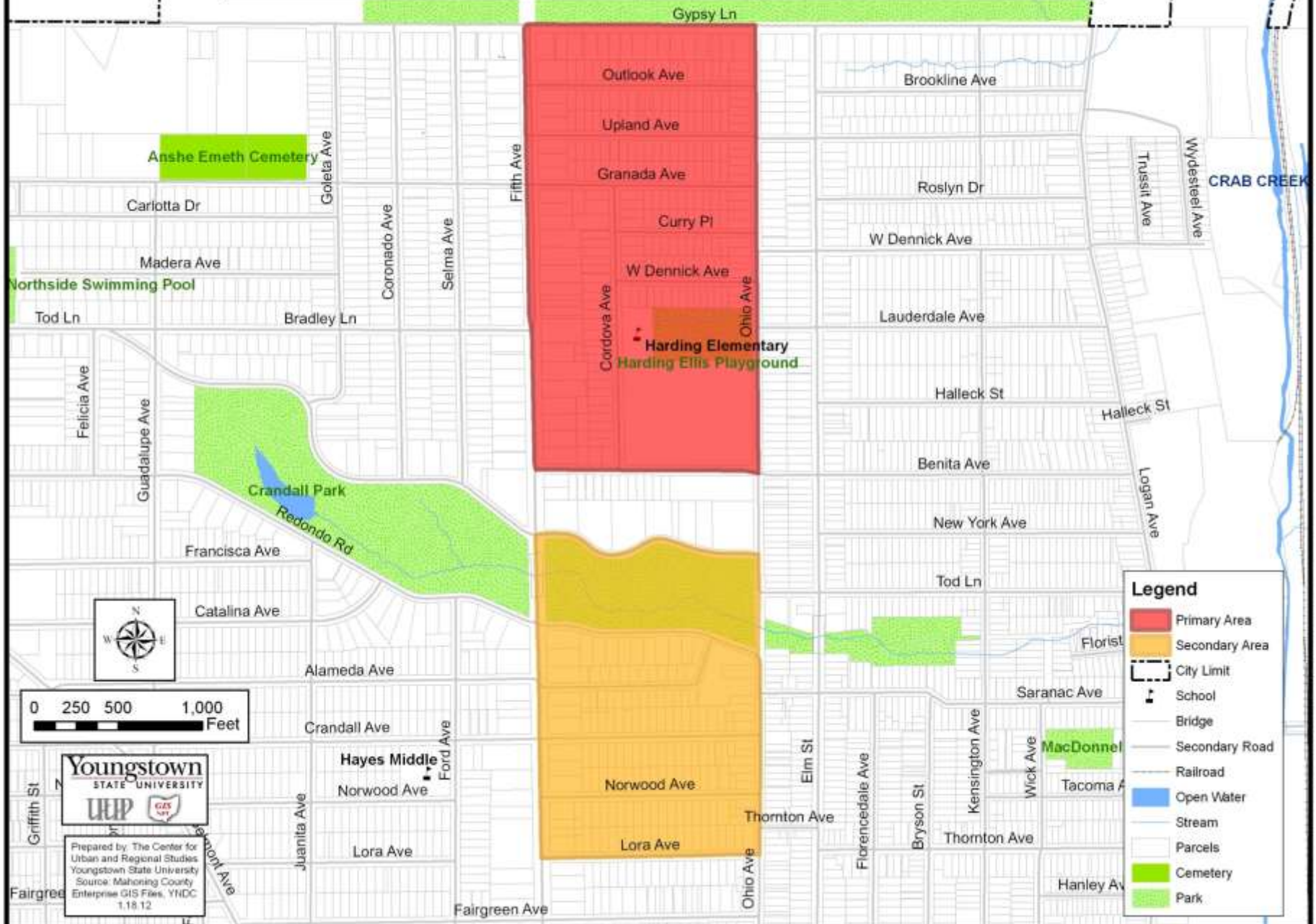
Date: 3/28/2014
 Youngstown STATE UNIVERSITY
 UUP City
 Prepared by: The Center for Urban and Regional Studies
 Source: Mahoning County Enterprise GIS files, YNDC



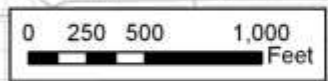
Strategic Demolition



Paint Youngstown 3rd Ward Primary/Secondary Areas



Legend	
	Primary Area
	Secondary Area
	City Limit
	School
	Bridge
	Secondary Road
	Railroad
	Open Water
	Stream
	Parcels
	Cemetery
	Park



Prepared by: The Center for Urban and Regional Studies
 Youngstown State University
 Source: Mahoning County Enterprise GIS Files, YNDC
 1.18.12

Paint Youngstown – Limited Repair



Paint Youngstown – Owner Occupied



Model Block Plans

WINONA



MODEL BLOCK

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

A PROJECT OF  **YOUNGSTOWN
NEIGHBORHOOD
DEVELOPMENT CORPORATION**

Model Blocks



Vacant Land Stabilization/Side Lots





Lanternman Avenue Model Block Project



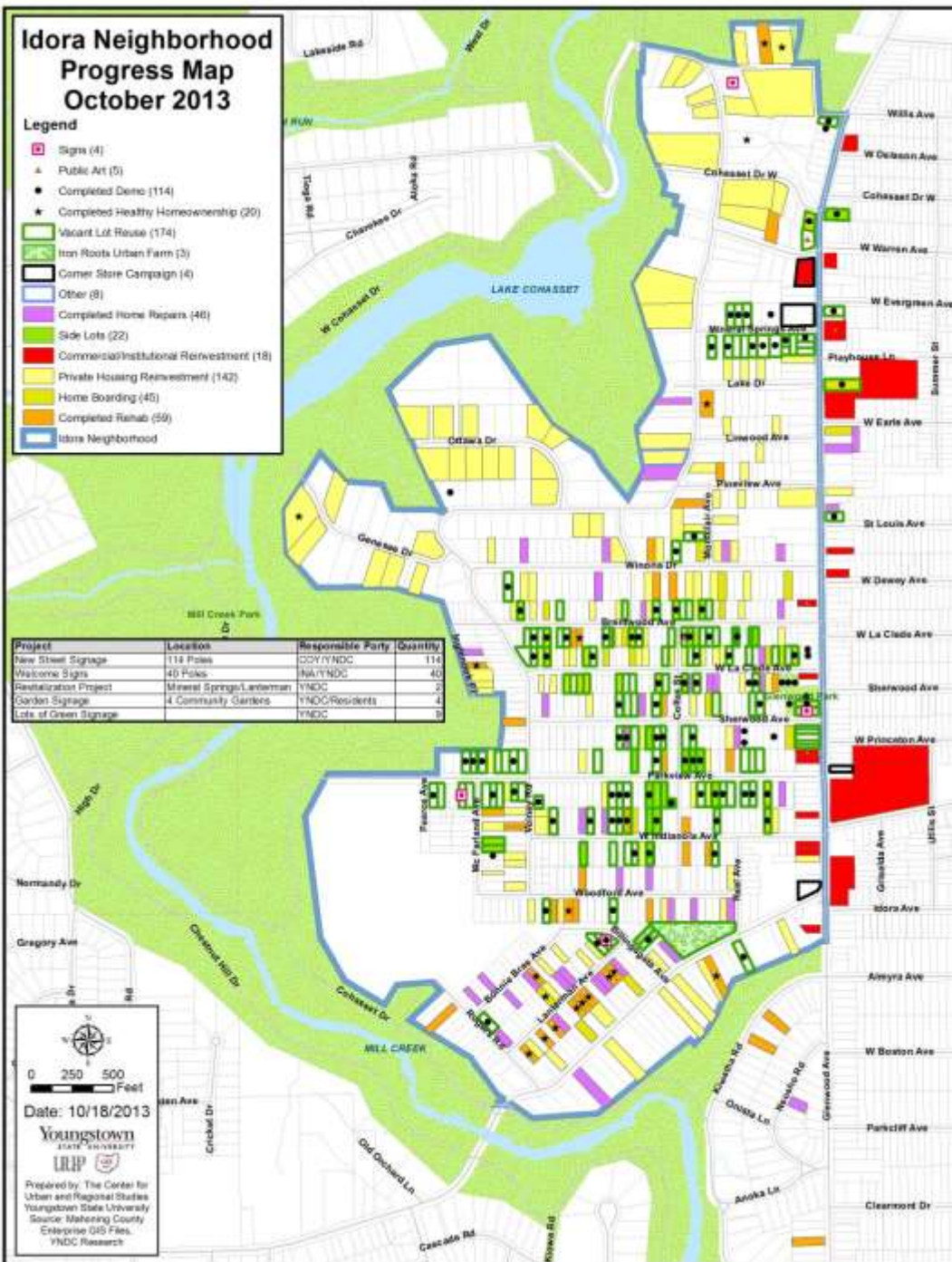
Legend

- Community Loan Fund Repair
- Green Rental
- Iron Roots Urban Farm
- Lots of Green
- Owner Occupied Rehabilitation
- Processing Center/Community Kitchen
- YNDC Green Homes
- YNDC Home Repairs
- Other Property
- Secondary Road

0 25 50 100 150
 Feet
 Date: 7/29/2013
Youngstown
 STATE UNIVERSITY

 Prepared by: The Center for

Impact



Impact

- **Dramatic decreases in vacancy – Idora 26 percent in 2007 to less than 7 percent today**
- **Crime decrease across all crimes (2008-2012) – 61 percent decrease in calls for service, 55 percent reduction in violent crime, 24 percent reduction in property crime**
- **Vacant land and buildings returned to productive use**
- **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**

REVITALIZE

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Photo courtesy of City of New York City
<http://www.cityofnewyork.us/development/neighborhood-revitalization>

Core Activities for CIT Neighborhood Groups

When asked if there was a core group of activities that neighborhood groups should work on, Beniston offers the following:

1. Conduct a property condition surveys, emphasizing problem sites.
2. Identify distressed properties (boarding; tear-downs).
3. Organize to deal with basic neighborhood daily activities (such as cutting high grass / boarding up properties as citizens instead of waiting for the city).
4. Work to install welcome signs to identify neighborhoods and convey pride.
5. Organize to repair and paint neglected houses with volunteers or other community groups.
6. Organize street, park, and neighborhood clean ups to tackle signs of neighborhood neglect.
7. Employ reuse and greening strategies for vacant properties (neighborhood/community uses as interim uses, such as community gardens, etc.)
8. Build relationships with neighborhood commercial uses (neighborhood corner markets, etc).
9. Build from strength (don't start on the worst blocks in the neighborhood).
10. Foster a sense of urgency (every day nothing is done is another family leaving or another home going vacant).
11. Have fun (create multiple opportunities to have fun such as the "folorfest" a neighborhood festival).
12. Create a range of opportunities for people of all ages to get involved (such as 4H group for young kids, workdays for teenagers/adults, letter writing to be completed by seniors, etc. If someone wants to get involved we encourage groups to find a way).
13. Seek small grassroots grant opportunities (Example: Neighborhood SUCCESS).
14. Develop a collective voice.

Community groups that engage and participate in such processes not only begin to control their own future but also stretch limited resources, enabling other nonprofits and community organizations to tackle larger neighborhood redevelopment and community issues.