



Rebuilding Community Wealth, One Good Idea At A Time

Reconnecting the Neighborhood to Business



Presented by



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- Community Wealth Building
- Combining Smart Growth and Equitable Growth Principles
- Project Overview: Overland Industrial Park Project
 - The Commitment of the Project Owner
 - Site History
 - Current Redevelopment Efforts
- The Inclusion of the Community
 - The Challenges Being Faced
 - What We Have Learned
 - Building on the Successes/ Reducing the Failures
 - Filling the Gaps
- Next Steps



What is community wealth?

Bill Shore, founder of Community Wealth Builders, Inc. coined the term in 1999 when he wrote the ground-breaking book, "[The Cathedral Within: Transforming Your Life by Giving Something Back](#)" In the book, Shore sums up Community Wealth as... "the revenues generated to promote social change through non-traditional sources such as earned income, social enterprise, corporate partnerships and cause related marketing."

The new expanded view of Community Wealth states that it is created as people from varied backgrounds share their strengths to advance worthy causes that lift up their communities. These strengths not only have the potential to generate monetary wealth and positive change in the world around us, but also to create relationships that yield new perspectives and enrich lives.

(The work that James and I do together is a great example.)



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- Community wealth strategies are designed to increase the stock of shared wealth in the community. When this occurs the following will be evident:
- The financial assets of individuals and communities will be increased.
- The level of “common” assets within a community that are locally owned will increase.
- Funds from community institutions (such as local governments, universities, and foundations) will be better leveraged for community-benefiting purposes



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Community Wealth = Smart Growth + Equitable Development

Smart Growth Principles

- Mix land uses
- Take advantage of compact building design
- Create a range of **housing opportunities** and choices
- Create walkable neighborhoods
- Foster distinctive, attractive communities with a strong sense of place
- Preserve open space, farmland, natural beauty, and critical environmental areas
- Strengthen and direct development towards existing communities
- Provide a variety of **transportation choices**
- Make development decisions predictable, fair, and costs effective
- Encourage **community and shareholder collaboration** in development decisions

Equitable Development Principles

- **Housing choice**
- **Transportation choice**
- Personal responsibility
- Heritage preservation
- Stewardship (environmental)
- Entrepreneurship
- Sustainable wealth creation
- **Civic engagement**
- From Good to Great (Planning/Design), Standard of Excellence





OVERLAND INDUSTRIAL PARK - 80 ACRES

From 1888 to 2006 the property was home to Toledo's century-old automobile manufacturing hub, Toledo Jeep. The Toledo-Lucas County Port Authority purchased the property from the Chrysler Group, LLC in 2010 with the sole purpose of returning the valuable asset to the stream of commerce in the form of an innovative business park that will be an example of sustainable industrial redevelopment.

The environmental remediation of the property is now complete. The actual development of the site is now underway. Construction of the first building may begin as soon as March 2013 with a tenant already committed.



Site Plan

Overland Development



Overland Industrial Park



- Ready Access to I-75
- Interstate Highway system used to transport Michigan Heavy Loads
- Only 2.5 miles from Toledo Local Assembly Plant
- Less than 7 miles from Port of Toledo, International Airport, etc.
- Less than 9 miles from I-80/70
- Local Skilled Work Force
- Property is a Foreign Trade Zone



Project Stakeholders

- ASSETS Toledo
- Augusburg Lutheran Church
- Boys & Girls Club of Toledo
- City of Toledo
- DOL Auto Communities
- Empowering & Strengthening Ohio's People (ESOP)
- End Time Christian Fellowship
- Glenwood Elementary School
- Grace Community Center
- Greater Toledo Urban League
- Hull & Associates, Inc.
- Landscape Architect
- Liberal Catholic Church-Holy Spirit
- Linda Fowler Regionerate LLC
- LISC-Toledo
- Lucas County Board of Commissioners
- Lucas County Economic Development Corporation
- Lucas County Land Bank



Project Stakeholders continued...

- Lucas Metropolitan Housing Authority
- Mercy Health Partners – Cherry Street Legacy Project
- Neighborhood Housing Services of Toledo, Inc.
- New Hope M.B.C.
- Old West End Association
- Owens Community College
- Regional Growth Partnership
- Old West End Neighborhood Initiatives Association
- SRA
- State Paper and Metal
- Tabernacle of Faith Church
- TARTA
- The Mannik & Smith Group
- The Urban Collaborative



Project Stakeholders continued...

- TMACOG
- Toledo CDC
- Toledo Chamber of Commerce
- Toledo City Council
- Toledo Community Foundation
- Toledo Community Initiative to Reduce Violence (TCIRV)
- Toledo Grows
- Toledo Lucas County Port Authority
- Toledo Public Schools/Glenwood Elementary School
- U.S. DOT
- U.S. EPA
- U.S. HUD
- University of Toledo
- Vita Nuova LLC
- WJUC Radio
- Women of the Old West End
- YMCA and JCC of Greater Toledo



Surrounding Neighborhoods





OLD WEST END NEIGHBORHOOD INITIATIVES

Working Together for a Better Community

Mission Statement: To promote and empower the residents of the Old West End through viable economic, cultural, political, educational, social and ongoing collaboration with other neighborhood entities.

Vision Statement: To collaboratively build and promote a viable and attractive community which provides...

- Safety for our residents
- Education and activities for our adults and children
- Vibrant business growth, development and employment
- Communication and involvement with our citizens

Neighborhood Council: Leadership group of residents, church members, parents, and local community members representing the Old West End neighborhood. NC members coordinate the work of the committees.

Community Congress: All residents, church members, parents, students and local community members representing this portion of the Old West End neighborhood.

Committees: Address related issues for the neighborhood. Groups meet as needed.

- Vacant Property Committee
- Safety Committee
- Education, Cultural & Social (ECS) Committee
- Employment & Economic Development Committee
- Newsletter Committee
- Special Projects Committee

Coalition: Project stakeholders and neighborhood representatives meet quarterly to discuss the progress of both the redeveloped site and the community engagement.



Community Engagement





Vacant Property Project

- Phase 1 - Identification of abandoned houses within neighborhood
 - Vacant Property Committee formed (residents, government, business)
 - Vacant Property Audit
 - Meeting w/Lucas County Land Bank & City of Toledo-Code Enforcement
- Phase 2 – Code Enforcement Inspection Process
- Phase 3 – Demolitions Completed (75 structures)
- Phase 4 – Vacant Land & Property Re-Use
 - Currently holding meetings with Planning Commission, CDC's, LCLB, and City of Toledo-Neighborhoods Department



The Neighborhood





Food For Thought

- How can we assist the community regain the leverage it once had over companies?
- How can the community begin the process of retraining workers if they don't know what jobs are going to be available?
- How can we attract businesses back to the neighborhoods?
- How can we foster entrepreneurship in the neighborhoods?

