BUILDING ON OUR ASSETS: DATA-BASED APPROACHES TO COMMUNITY-POWERED REVITALIZATION

Cara Bertron
Nick Hamilton
Aaron Bartley
Prashant Singh
Emilie Evans

New Partners for Smart Growth
February 13, 2016
REDEFINING PRESERVATION

Preservation Rightsizing Network
REDEFINING PRESERVATION

ACTION AGENDA FOR
HISTORIC PRESERVATION
IN LEGACY CITIES

Cara Bertron    cara.bertron@gmail.com    rightsizemplace.org
NICHOLAS HAMILTON
DIRECTOR OF URBAN POLICY, THE AMERICAN ASSEMBLY
OUR FRAMEWORK FOR CHANGE

Rigorously and objectively analyze city assets, understanding both opportunities and constraints.

Develop a creative vision for the future of the city, grounded in a thorough understanding of its economic geography, the role in its region and its function in the global economy.

Design strategies for residential, commercial and industrial areas, with approaches tailored to their market potential and also informed by social and environmental factors.

Implement inclusive economic growth strategies that address the intensity of concentrated poverty in legacy cities, promoting revitalization that not only attracts newcomers but also increases opportunities for current residents.

Forge supportive partnerships among federal, state and local governments by coordinating efforts to target resources and removing regulations that impede joint efforts, microchipping regional collaboration towards shared benefits.

Build the city’s ability to execute complex renewal strategies by strengthening leadership, improving fiscal health, investing in information infrastructure and supporting a healthy business environment.
Pen + paper, long timelines
LocalData is an web-based toolkit that makes it easy to gather and visualize parcel-level data about the environment, local businesses, homes, and people.
Celebrity surveyor!
EMILIE EVANS
Director, Rightsizing Cities Initiative
PlaceEconomics

Co-founder, Co-leader
Brick + Beam Detroit

Leadership Team, Secretary
Preservation Rightsizing Network
Relocal
Rightsizing
Cities Initiative
PlaceEconomics
Relocal
Rightsizing
Cities Initiative
PlaceEconomics
WHY DATA?

1. TOOL KIT (w/ CASE STUDIES?)
   - Reform policies
   - New platform
   - New narrative
   - New BAR TO PRES
   - New era standards
2. TAX CREDITS
3. NEW FINANCE VEH
4. COMMUNICATIONS STRAT.
5. EDUCATION
6. MAKING ECON CASE
PRESERVATION AND ENVIRONMENT DATA
ASSET-BASED REVITALIZATION

IN LEGACY CITIES AND ELSEWHERE, CITIES SEEK TO LEVERAGE UNIQUE ASSETS:

- Human capital, local history and local culture
- Natural resources, geography and existing infrastructure
- Existing market strengths and networks, connections with regional and global economy
- Urban neighborhood characteristics: urban feel, walkability, historic fabric and diversity
- Civic, educational and cultural infrastructure
- Unused land: the economic, cultural and environmental value of vacancy
EVIDENCE-BASED POLICYMAKING

IMAGES: DETROIT FUTURE CITY, CLEVELAND URBAN DESIGN COLLABORATIVE, TRF, LOCALDATA
EVIDENCE-BASED POLICYMAKING
BUILDINGS & NEIGHBORHOOD VITALITY

EVIDENCE-BASED PRIORITIZATION OF RESOURCES

- Actions for buildings: **OCCUPANT SUPPORT**, restore, stabilize, demolish, reuse, etc.
BUILDINGS & NEIGHBORHOOD VITALITY

EVIDENCE-BASED PRIORITIZATION OF RESOURCES

• Actions for buildings: occupant support, RESTORE, stabilize, demolish, reuse, etc.
BUILDINGS & NEIGHBORHOOD VITALITY

EVIDENCE-BASED PRIORITIZATION OF RESOURCES

• Actions for buildings: occupant support, restore, **STABILIZE**, demolish, reuse, etc.
BUILDINGS & NEIGHBORHOOD VITALITY

EVIDENCE-BASED PRIORITIZATION OF RESOURCES

- Actions for buildings: occupant support, restore, stabilize, **DEMOLISH**, reuse, etc.
LOTS & NEIGHBORHOOD VITALITY

EVIDENCE-BASED PRIORITIZATION OF RESOURCES

- Vacant lot reuse: adjacent ownership, open space, water detention, productive landscapes, etc.

IMAGES: INTERBORO PARTNERS, PENNSYLVANIA HORTICULTURAL SOCIETY, DETROIT FUTURE CITY
better data makes better places
tech for non-tech people
communication + understanding
remove barriers to entry
Gary, IN
$15,000 / demolition
Federal Support / Data Required

$561 Billion in aid to state/local

Digital Accountability & Transparency Act

Federal Support / Data Required
<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
<th>Status</th>
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<tbody>
<tr>
<td>2.8.2023</td>
<td>Paper barriers</td>
<td>✔</td>
</tr>
<tr>
<td>2.8.2023</td>
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<td>✔</td>
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<tr>
<td>2.8.2023</td>
<td>Paper barriers</td>
<td>✔</td>
</tr>
</tbody>
</table>
Enter LocalData

Street-level geographic data collection
So easy, even your mayor can use it!
analyzed 58,000+ properties

Track progress
Re-evaluate conditions
Strategic work
Target investment
Gary, Ind. to Receive $6.6 million of $15 million allocated to address blighted homes

City of Gary Shares Plans for $16 Million Fund...

Gary, Ind. – Lt. Governor Sue Ellspermann today announced that five Indiana cities received a combined award of more than $11 million to help eliminate blighted and abandoned homes in those communities through the Hardest Hit Fund Blight Elimination Program (BEP). The five initial cities are East Chicago, Gary, Hammond, Indianapolis and Lawrence. They are the successful applicants in the first of six rounds of funding that will make a total of $75 million available for blight elimination to reduce foreclosures.

City of Gary officials received word earlier today that it will receive $6.6 million. Mayor Freeman Wilson said

Awarded $6.6 million
Data is an engagement opportunity
<table>
<thead>
<tr>
<th>Reports, maps, and data</th>
</tr>
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</table>

**Gary survey results**

58,235
Parcels surveyed

**Is there a structure?**

<table>
<thead>
<tr>
<th>Condition</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>69.58%</td>
</tr>
<tr>
<td>Yes</td>
<td>30.42%</td>
</tr>
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</table>

**Property condition**

<table>
<thead>
<tr>
<th>Condition</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>47.07%</td>
</tr>
<tr>
<td>Fair</td>
<td>38.53%</td>
</tr>
<tr>
<td>Poor</td>
<td>14.40%</td>
</tr>
</tbody>
</table>

**Contributions over time**

**Occupancy**

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Residential</td>
<td>75%</td>
</tr>
<tr>
<td>Commercial</td>
<td>25%</td>
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</tbody>
</table>

**Fire damage on blighted buildings**

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Slight</td>
<td>30%</td>
</tr>
<tr>
<td>Moderate</td>
<td>50%</td>
</tr>
<tr>
<td>Severe</td>
<td>20%</td>
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</tbody>
</table>

**Additional data**

- Additional analysis and statistics related to the survey results.
- Further details on property condition and occupancy trends.
MOTOR CITY MAPPING

- Surveyed every parcel of land in Detroit: Over 375,000
- Initiated by Hardest Hit Fund
- $100M to MI, $52M to Detroit
Motor City Mapping Macrohoods
MOTOR CITY MAPPING

YES BUILDING
- Occupancy
- Building type (industrial, residential, commercial, etc.)
- # of units
- Condition (Good, Fair, Poor, Suggest Demolition)

NO BUILDING
- Site use (garden, vacant lot, side lot, parking lot, etc.)
- Maintenance level
- Dumping?
377,603 properties surveyed

**Structures vs. Use**
- Vacant: 305,058
- uninhabited: 114,000

**Structure Condition**
- Good: 279,000
- Fair: 68,000
- Poor: 6,788
- Very poor: 9,883

**Structure-Occupancy**
- Occupied: 206,341
- Vacant: 105,871
- Abandoned: 49,800

- Structures with fire damage: 6,834
- Structures with mold damage: 27,575
DETROIT HISTORIC RESOURCE SURVEY

- Goal: Provide preservation perspective to Motor City Mapping; inform demolition decisions in Detroit
- 18,000 properties surveyed
- Two weeks, volunteers, smartphones
- Asked just three questions about:
  - Architectural Integrity
  - Neighborhood Character
  - Block intactness

Photo: Amy Elliott Bragg
SNOHOMISH COUNTY
CHARACTER STUDIES
FORMTYPES

- Residential
- Farms
- Commercial
- Institutional
- Industrial
- Open Space
CHARACTER

1,670 buildings
19%
HOTSPOTS

Age + Integrity + Character
HOTSPOTS
HOTSPOT: STANWOOD

• Single-family houses and historic farms constructed between 1900 and 1939
• Earlier houses north and south of Stanwood
HOTSPOT: STANWOOD
<table>
<thead>
<tr>
<th>ID</th>
<th>Address</th>
<th>YrBuilt</th>
<th>FormType</th>
<th>Integrity</th>
<th>Character</th>
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<td>1957</td>
<td>Single-family house</td>
<td>High</td>
<td>High</td>
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<tr>
<td>202009000</td>
<td>35722 REESE R</td>
<td>1932</td>
<td>Single-family house</td>
<td>Medium</td>
<td>High</td>
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<td>400402200</td>
<td>35127 REESE R</td>
<td>1920</td>
<td>Single-family house</td>
<td>Not-visible</td>
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<tr>
<td>400101100</td>
<td>35502 SULTAN S</td>
<td>1930</td>
<td>Hist. farm bldgs</td>
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<td>400401200</td>
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<td>High</td>
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<td>500401500</td>
<td>14201 363RD A</td>
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<tr>
<td>500402200</td>
<td>36429 143RD P</td>
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<td>36901 144TH ST</td>
<td>1910</td>
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<td>Medium</td>
<td>High</td>
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</tbody>
</table>
Relocal
80 metrics | 8 categories
Relocal
80 metrics | 8 categories
Relocal

Fiscal Responsibility  Economic Opportunity  Engagement  Real Estate

Neighborhood Character  Environment  Stability  Walkability
Vacant Building Recommendations

- Rehab and reuse
- Stabilize and mothball
- Defer decision
- Raze and recycle
Vacant Lot
Recommendations

- Infill
- Contributing reuse
- Environmental reuse
- Defer decision

Photo: Cara Bertron
1 Community Priority Survey

2 Field Survey
Relocal
Field Survey

Photos: Emilie Evans
Relocal
Field Survey

LocalData
Relocal
Field Survey

Photos: Emilie Evans and Cara Bertron
Survey Metrics Span Fields
The Green Development Zone (GDZ)
14th Street Community Garden Construction – April 2012
14th Street Community Garden – Completed
460 Massachusetts Avenue – Prior to Renovation
460 Massachusetts Avenue - Completed
PUSH members at Construction Site
PUSH Buffalo's History of Community Planning

PUSH BUFFALO COMMUNITY CONGRESS

MARCH 6 • 6-8PM
271 GRANT ST.

JOIN YOUR NEIGHBORS IN MAPPING OUT CHANGES THAT NEED TO HAPPEN ON YOUR STREET, ON YOUR BLOCK, AND IN YOUR COMMUNITY.
WHAT SHOULD HAPPEN AT SCHOOL 77?

WEDNESDAY, SEPTEMBER 10 - 6PM
LORETTO MINISTRY CENTER
301 14TH STREET

WE NEED YOUR INPUT TO CREATE A PLAN FOR SCHOOL 77 THAT WORKS FOR ALL OF US.

WE KNOW WHAT WE NEED WHERE WE LIVE
School 77 Community Planning

Major Themes for School 77 that have been identified were Affordable Housing, Community Center, Culture, Education, and Recreation + Youth.
Community Facilities

Existing Auditorium

Existing Gym

Community or Commercial Spaces

Residential Spaces

PUSH Bulletin Offices

Building Entrances
Up Next: Group Discussion!

- What do you want to measure in your communities?
- What have you heard of the case study metrics that resonate with you?
- What data do you use to make decisions in your communities currently? What would help better inform those decisions?
Today’s Survey Questions!

First: Take a photo of the building

- Is there a building? Yes/No

- If yes:
  - Building condition?
  - Building type?
  - Architectural character?

- If no:
  - Land use?
  - Maintenance level?

- All:
  - Street trees?
  - Sidewalk condition?

Optional checkboxes

- Community gathering space?
- Permeable pavement or other green infrastructure?
- Rehab or other investment happening?
- Graffiti?

Use this link to connect to today’s survey on your own smart device:

Cara Bertron
Chair
Preservation Rightsizing Network
Real Estate Lab Coordinator SCIDpda
cara.bertron@gmail.com 512-913-9680

Aaron Bartley
Executive Director & Co-founder
PUSH Buffalo
aaron@pushbuffalo.com 716-884-0356

Prashant Singh
CTO
LocalData
prashant@localdata.com 415-944-7727

Emilie Evans
Director, Rightsizing Cities Initiative
PlaceEconomics
Co-founder
Brick + Beam Detroit
Leadership Team
Preservation Rightsizing Network
eevans@placeeconomics.com 202-413-3424

Nicholas M. Hamilton
Director of Urban Policy
Executive Director, Legacy Cities Partnership
The American Assembly, Columbia University
Leadership Team
Preservation Rightsizing Network
nmh2123@columbia.edu 212 870 3500