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

NICHOLAS HAMILTON

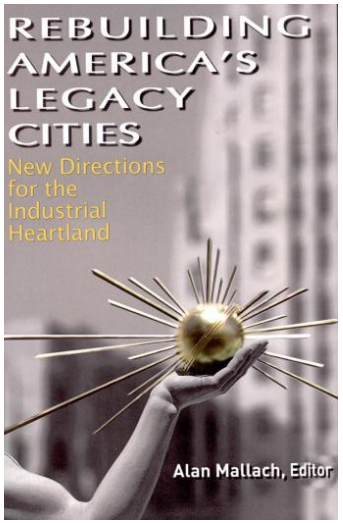
DIRECTOR OF URBAN POLICY, THE AMERICAN ASSEMBLY

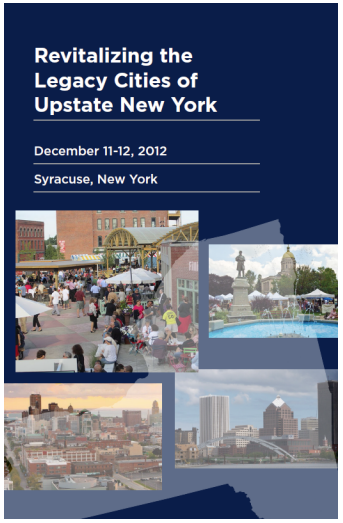
THE AMERICAN ASSEMBLY
COLUMBIA UNIVERSITY

LEGACY
CITIES
PARTNERSHIP

LEGACY
CITY
DESIGN

PRN
PRESERVATION
RIGHTSIZING
NETWORK



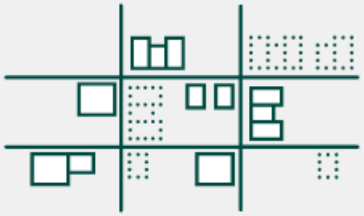


NICHOLAS HAMILTON

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 revisiting regulations that impede joint efforts, incentivizing regional collaboration towards shared benefits

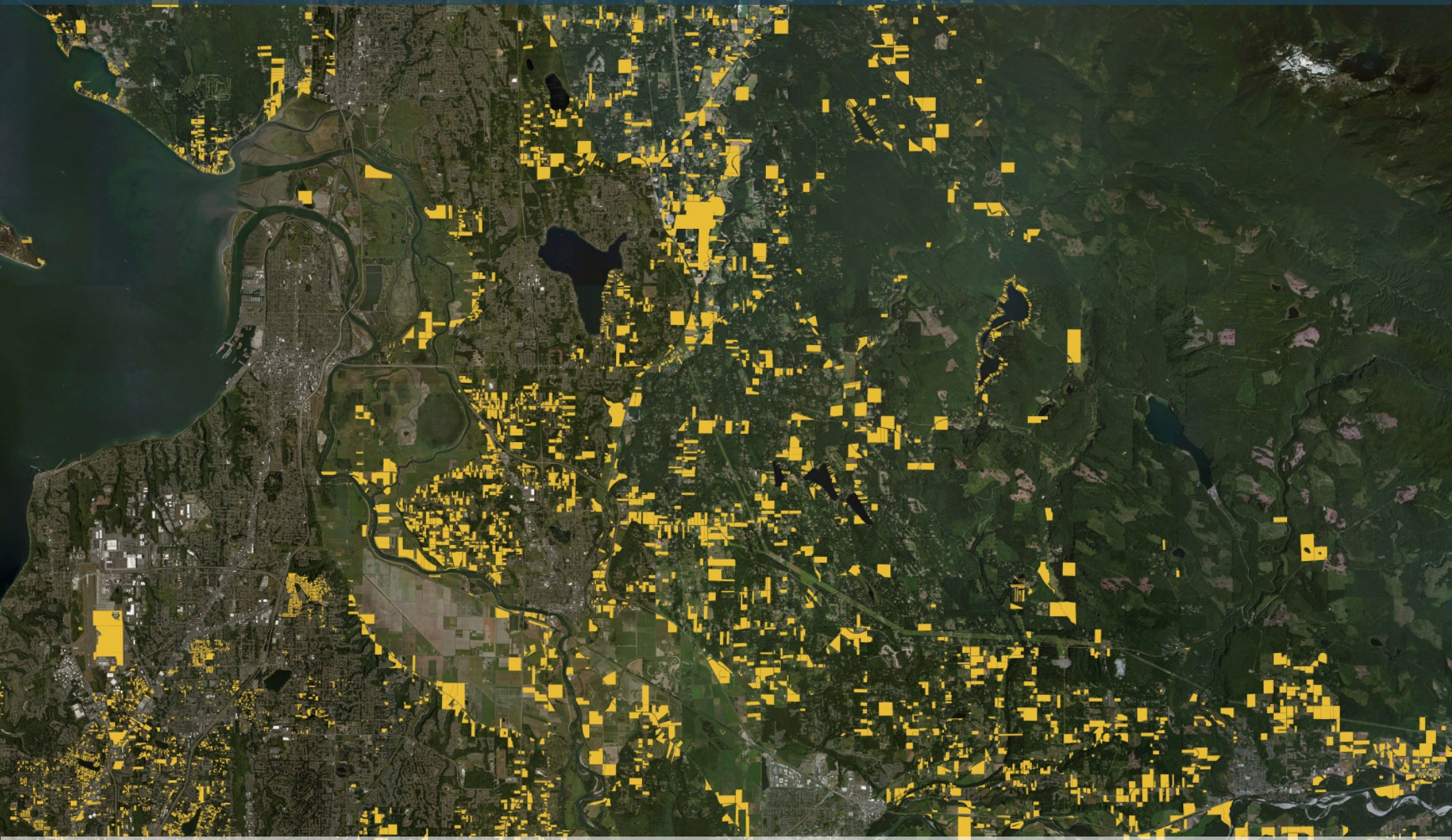
Build the city's ability to execute complex revival strategies by strengthening leadership, improving fiscal health, investing in information infrastructure and supporting a healthy business environment

COMMUNITY DEVELOPMENT

IDEA Space, SCIDpda, Seattle

COMMUNITY DEVELOPMENT

LARGE-SCALE PLANNING



Snohomish County Historic Resource Scan, Washington

REDEFINING PRESERVATION

Preservation Rightsizing Network

REDEFINING PRESERVATION

REDEFINING PRESERVATION

ACTION AGENDA FOR

HISTORIC PRESERVATION

IN LEGACY CITIES

Cara Bertron cara.bertron@gmail.com rightsizeplace.org

LocalData

Prashant Singh

prashant@localdata.com

@goLocalData

Survey Area: 1 Survey Date: 2-6-2013 TRISH-CAROL

STOTTER

		Housing Structure	For LOTS with NO housing structure. Lot is Improved	Lot is Unimprove	For lots WITH housing structure. Vacant (Y/N)	VOD	Condition	Fire Damage	Illegal Dumping	Environmental Hazard
20510	✓	✓					6			
20502	✓	✓					6			
20492	✓	✓					6			
20480	✓	✓					6			
20474	✓	✓					6			
20470	✓	✓					6			
20476	✓	✓					6			
20454	✓	✓			Y		6			
20446	✓	✓			Y		6			
20440	✓	✓					6			
20445	✓	✓					6			
20424	✓	✓					6			
20418	✓	✓					6			
20410	✓	✓					6			
20400	✓	✓					6			
20264	✓	✓			Y		6			

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

Photo: Emilie Evans

Relocal
Rightsizing
Cities Initiative
PlaceEconomics

Relocal

Rightsizing Cities Initiative

PlaceEconomics

Photo: Emilie Evans

Relocal

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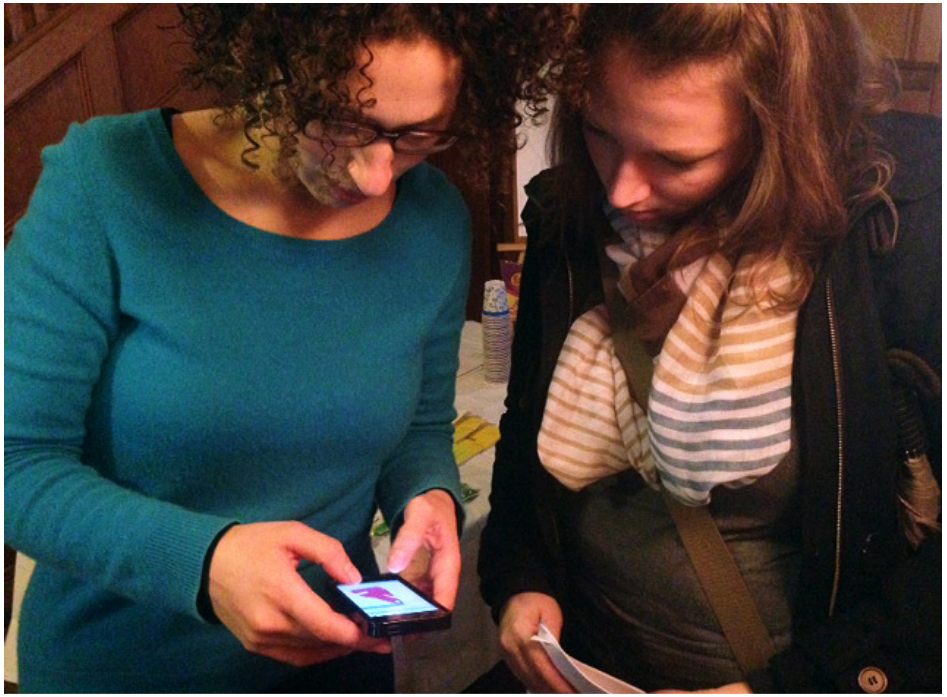


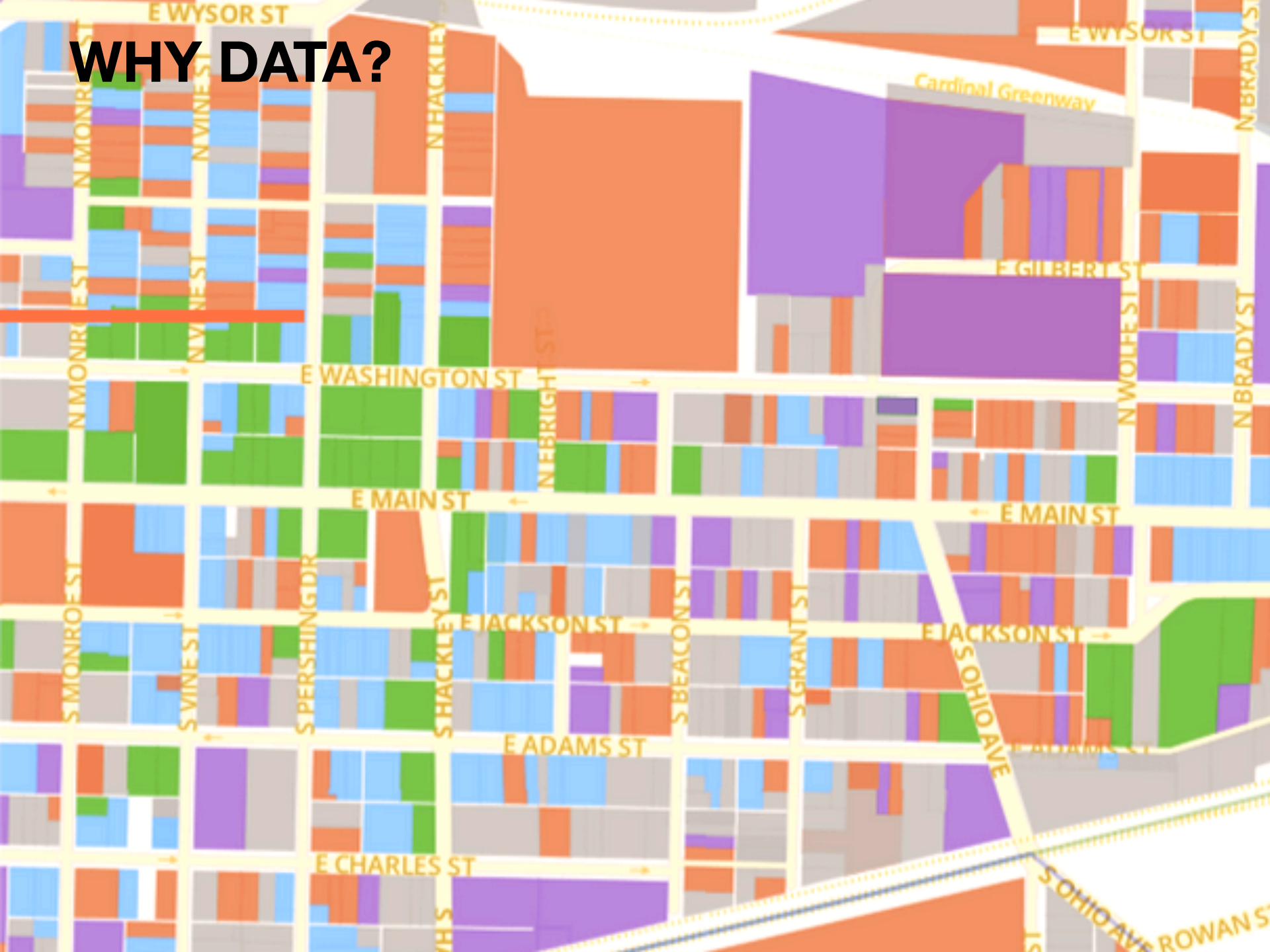
Photos: Amy Elliott Bragg / Emilie Evans

DETROIT HISTORIC RESOURCE SURVEY

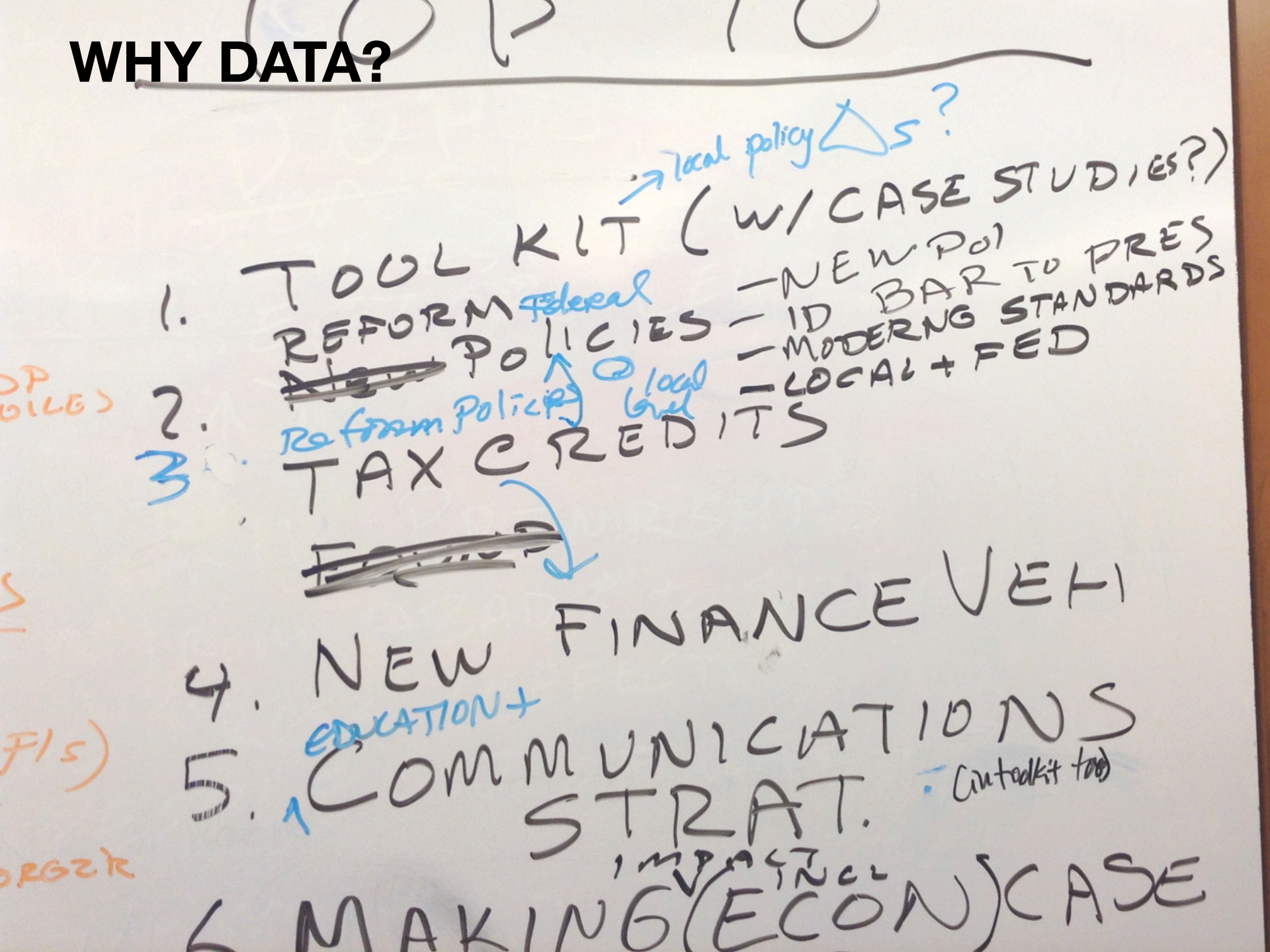
PUSH
BUFFALO
PEOPLE UNITED FOR
SUSTAINABLE HOUSING

PUSH
BUFFALO
Ban Fracking Now

WHY DATA?


E WYSOR ST
N MONROE ST
N VINE ST
N HACKLEY ST
Cardinal Greenway
N BRADY ST
E GILBERT ST
N WOLFE ST
E WASHINGTON ST
N EBRIGHT ST
E MAIN ST
S MONROE ST
S VINE ST
S PERSHING DR
S HACKLEY ST
E JACKSON ST
S BEACON ST
S GRANT ST
S OHIO AVE
E ADAMS ST
E CHARLES ST
ROWAN ST

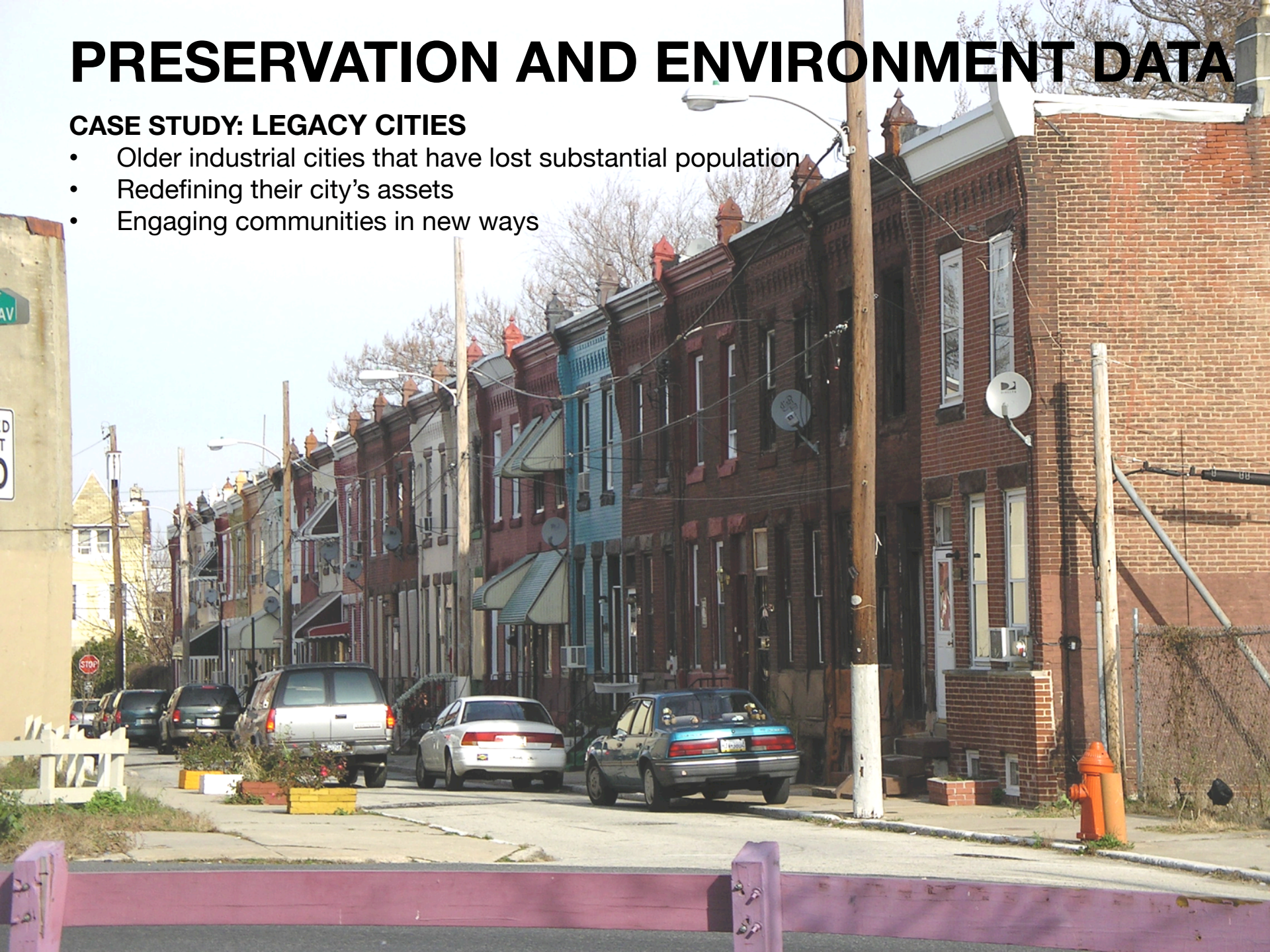
WHY DATA?



TOOL KIT (W/ CASE STUDIES?)
local policy Δs?
1. REFORM POLICIES
Federal
— NEW POL
— ID BAR TO PRES
— MODERNG STANDARDS
— LOCAL + FED
2.
Reform Policies
@ local level
3. TAX CREDITS
4. NEW FINANCE VEH
5. COMMUNICATIONS STRAT.
EDUCATION +
(in toolkit too)
6. MAKING (ECON) CASE
IMPACT INCL

WHY DATA?

PRESERVATION AND ENVIRONMENT DATA



CASE STUDY: LEGACY CITIES

- Older industrial cities that have lost substantial population
- Redefining their city's assets
- Engaging communities in new ways

LEGACY CITIES

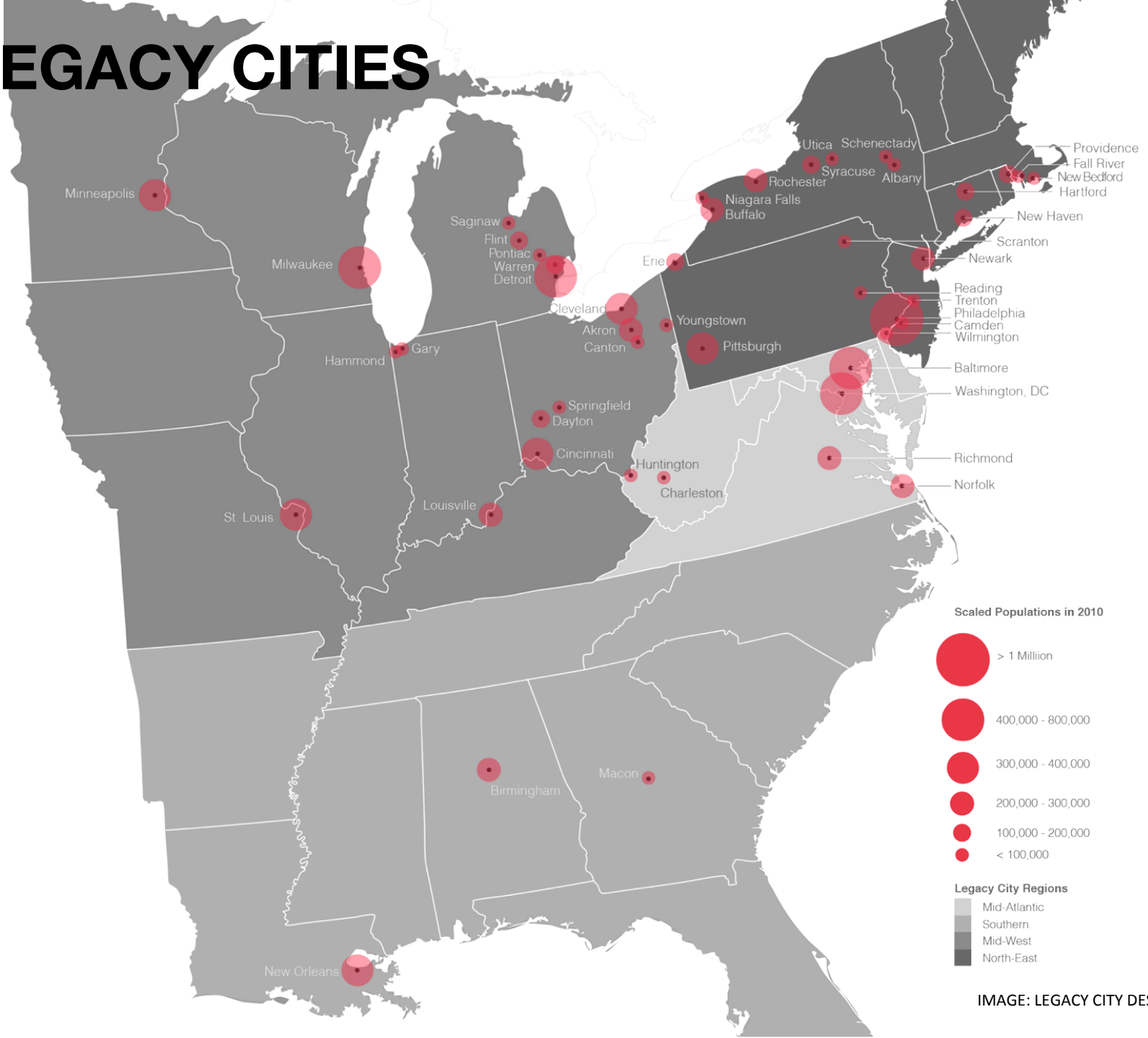


IMAGE: LEGACY CITY DESIGN INITIATIVE

CASE STUDY: LEGACY CITIES

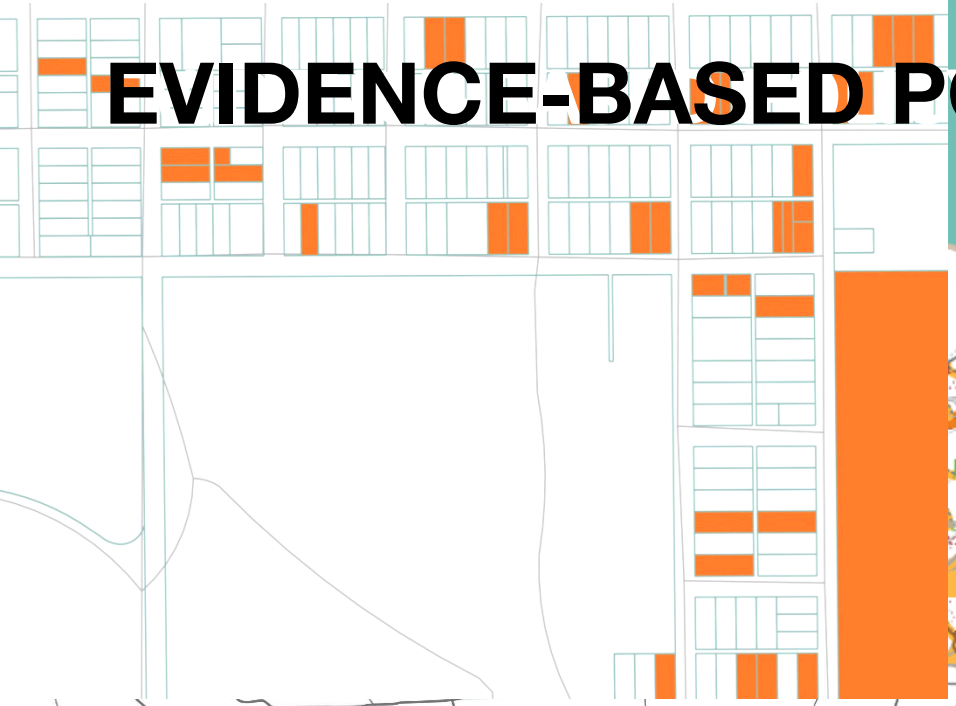
ASSET-BASED REVITALIZATION

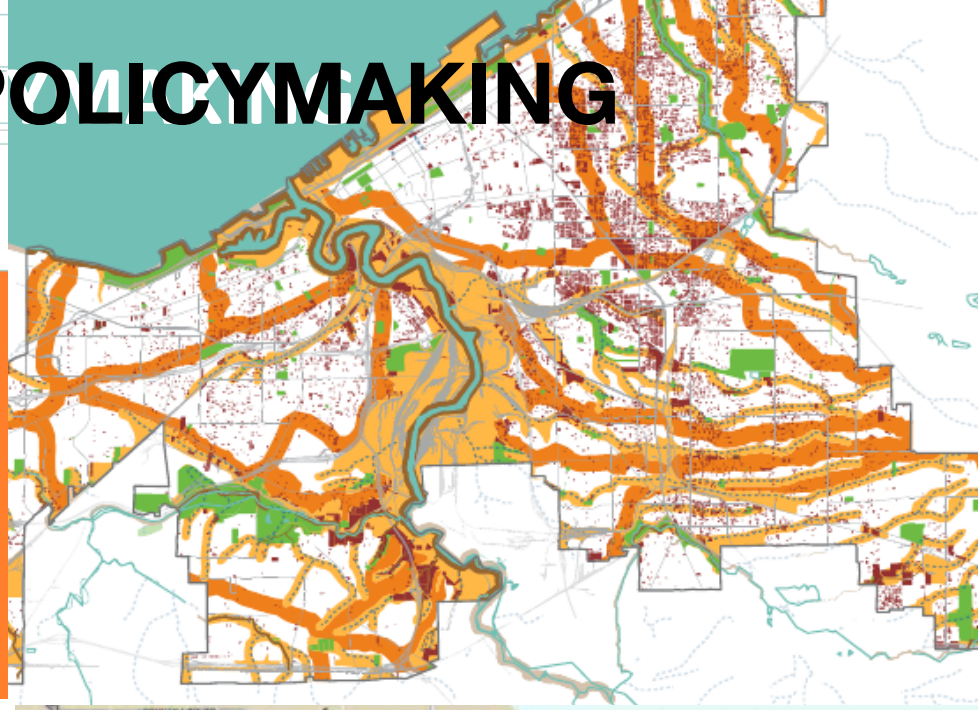
IN LEGACY CITIES AND ELSEWHERE, CITIES SEEK TO LEVERAGE UNIQUE ASSETS:

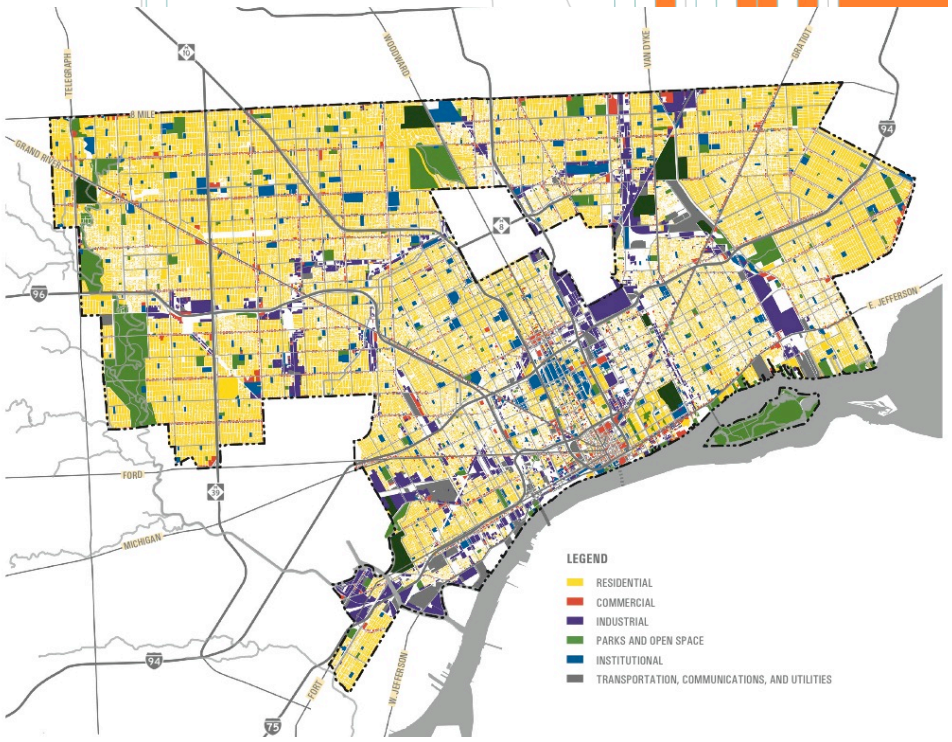
- Human capital, local history and local culture
- Natural resources, geography and existing infrastructure
- Existing market strengths and networks, connections with regional and global economy
- Urban neighborhood characteristics: urban feel, walkability, historic fabric and diversity
- Civic, educational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

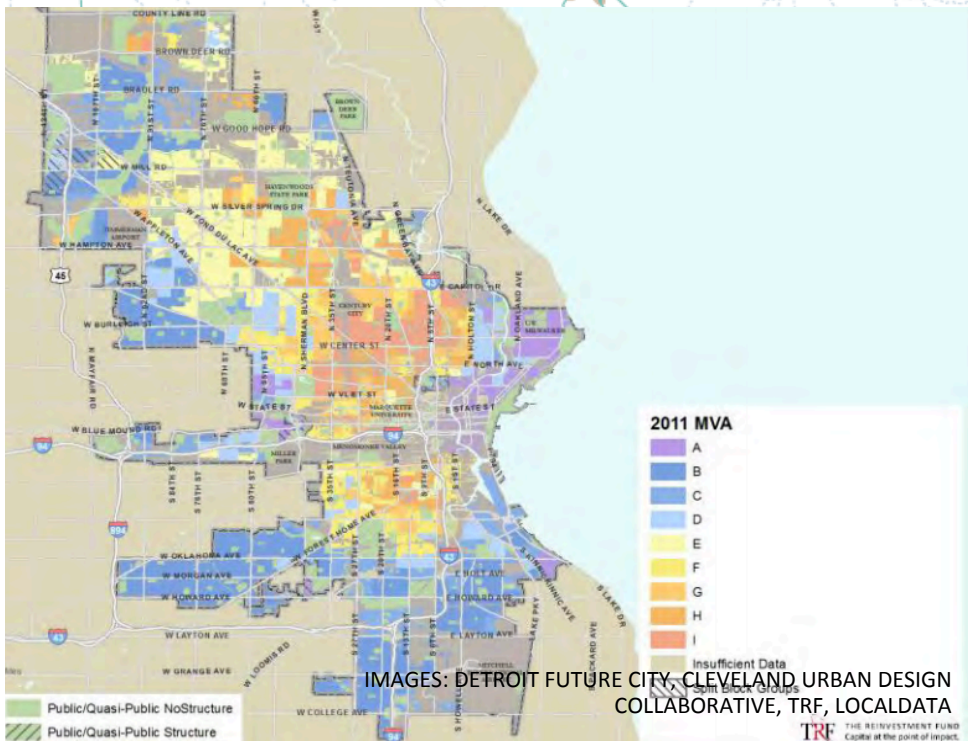
IMAGE: BROOKINGS

EVIDENCE-BASED POLICYMAKING



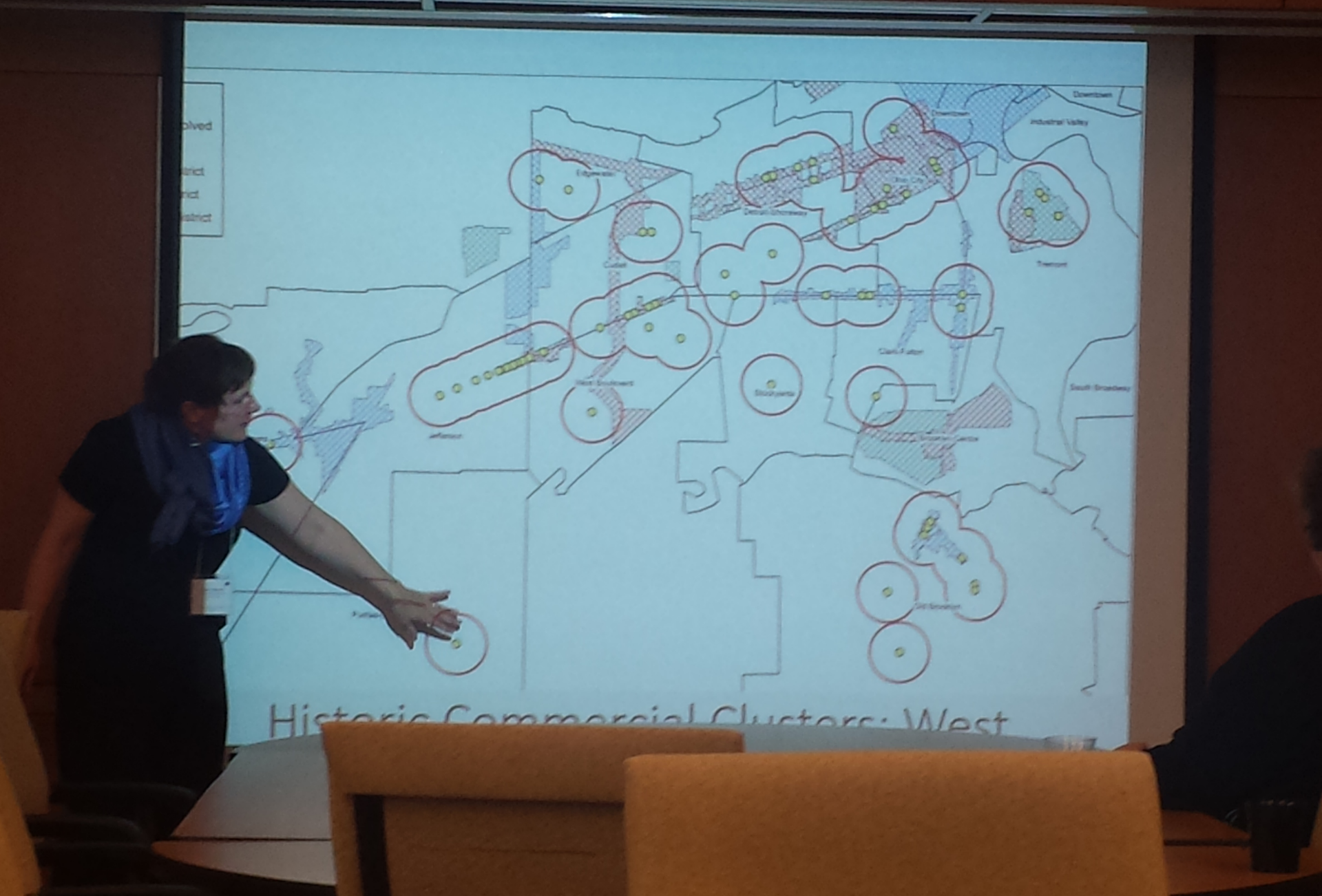






IMAGES: DETROIT FUTURE CITY, CLEVELAND URBAN DESIGN COLLABORATIVE, TRF, LOCALDATA

EVIDENCE-BASED POLICYMAKING



BUILDINGS & NEIGHBORHOOD VITALITY

EVIDENCE-BASED PRIORITIZATION OF RESOURCES

- Actions for buildings: **OCCUPANT SUPPORT**, restore, stabilize, demolish, reuse, etc.

IMAGE: GLOBAL DETROIT

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.

IMAGE: CITY OF PHILADELPHIA

BUILDINGS & NEIGHBORHOOD VITALITY

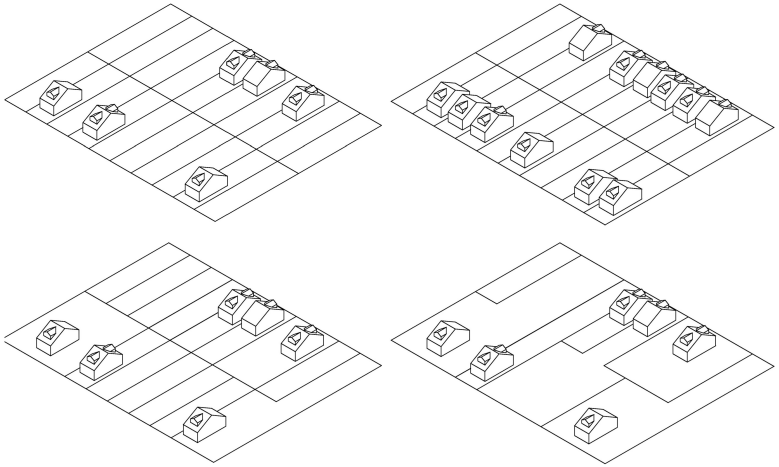
EVIDENCE-BASED PRIORITIZATION OF RESOURCES

- Actions for buildings: occupant support, restore, stabilize, **DEMOLISH**, reuse, etc.

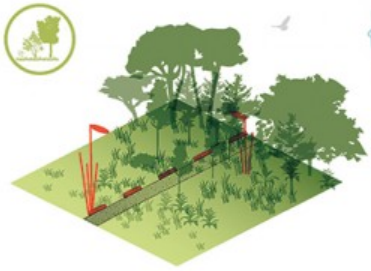
LOTS & NEIGHBORHOOD VITALITY

EVIDENCE-BASED PRIORITIZATION OF RESOURCES

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

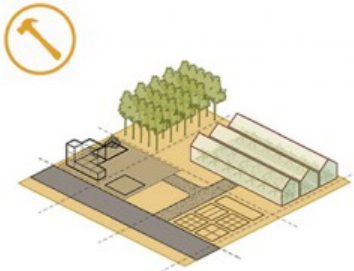


COMMUNITY OPEN SPACES

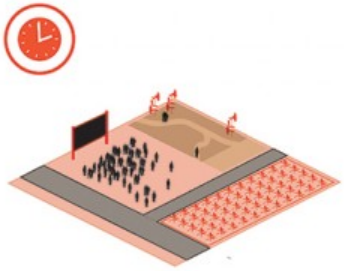


ECOLOGICAL LANDSCAPES

BLUE+GREEN INFRASTRUCTURES



WORKING+ PRODUCTIVE LANDSCAPES



TRANSITIONAL LANDSCAPES

IMAGES: INTERBORO PARTNERS, PENNSYLVANIA HORITCULTURAL SOCIETY, DETROIT FUTURE CITY

better data makes better places

tech for **non-tech** people

communication + **understanding**

remove barriers to entry

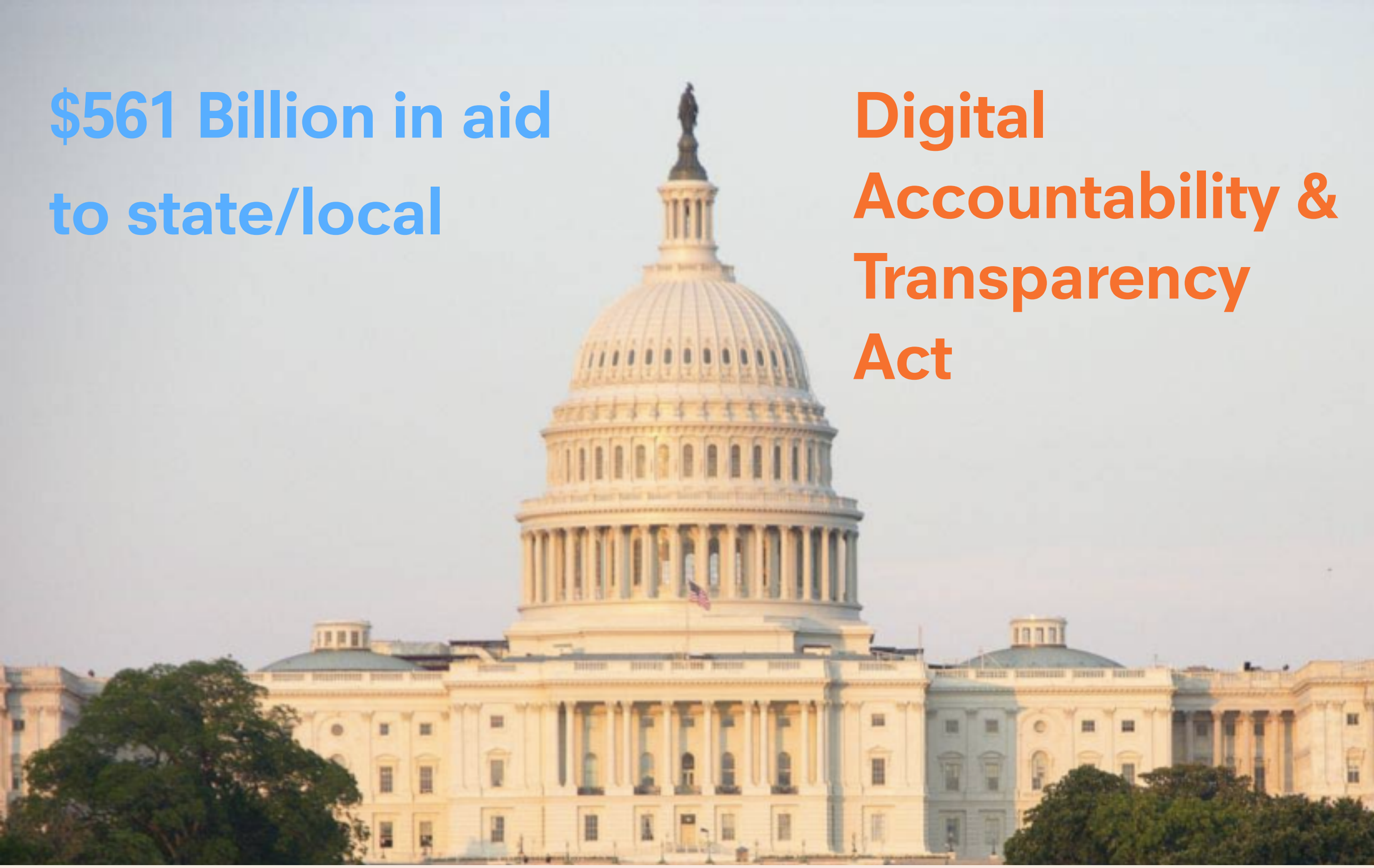
The FREE HUGS robot says "I am here for you" by Ben Husmann on Flickr
https://www.flickr.com/photos/benhusmann/5126030385

Mayor Karen Freeman-Wilson

Gary, IN

$15,000 / demolition

$561 Billion in aid to state/local



Digital Accountability & Transparency Act

Federal Support / Data Required

Broken intelligence

Survey Area: 1 Survey Date: 2-6-2013 TRISH-CAROL

STOTTER

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20502	✓	✓					6			
20492	✓	✓					6			
20480	✓	✓					6			
20474	✓	✓					6			
20470-68	✓	✓					6			
204760	✓	✓					6			
20454	✓	✓			Y		6			
20446	✓	✓			Y		6			
20440	✓	✓					6			
20445	✓	✓					6			
20424	✓	✓					6			
20418	✓	✓					6			
20410	✓	✓					6			
20400	✓	✓					6			
20264	✓	✓			Y		6			

paper barriers

Enter LocalData

Street-level geographic data collection

DEMO

So easy, even your *mayor* can use it!

Track progress

Re-evaluate conditions

Strategic work

Target investment

analyzed 58,000+ properties

Gary, Ind. to Receive $6.6 million of $15 million allocated to address blighted homes

Gary, IND. – Lt. Governor Sue Ellspermann today announced that five Indiana cities received a combined award of more than $15 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 was

Awarded $6.6 million

Data is an engagement opportunity

4 TALLAHASSEE Archives

SHELF #48

2 of 2

Box 21

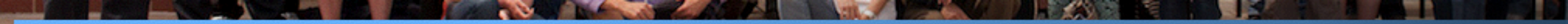
SHELF #62

1 of 2

value: Box 92 1 of 1

SHELF 32

value: SHELF 44 Box 2 of 3



GARY PARCEL SURVEY

OVERVIEW | EXPLORE THE MAP | DATA & REPORTS | HOW YOU CAN HELP

Gary survey results

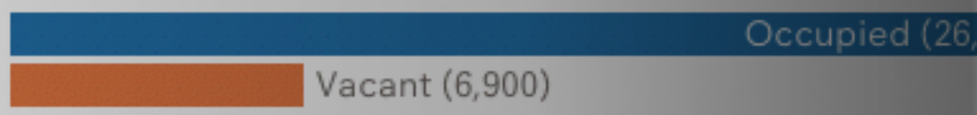
58,235

Parcels surveyed

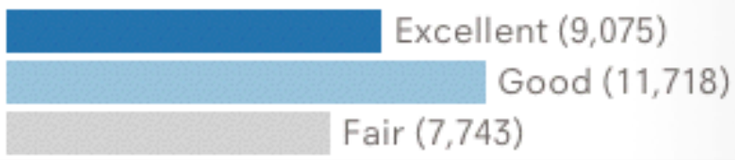
Contributions over time

Is there a structure?

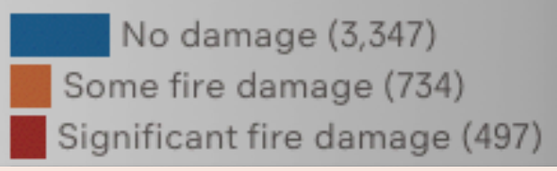
Occupancy



Property condition



Fire damage on blighted buildings



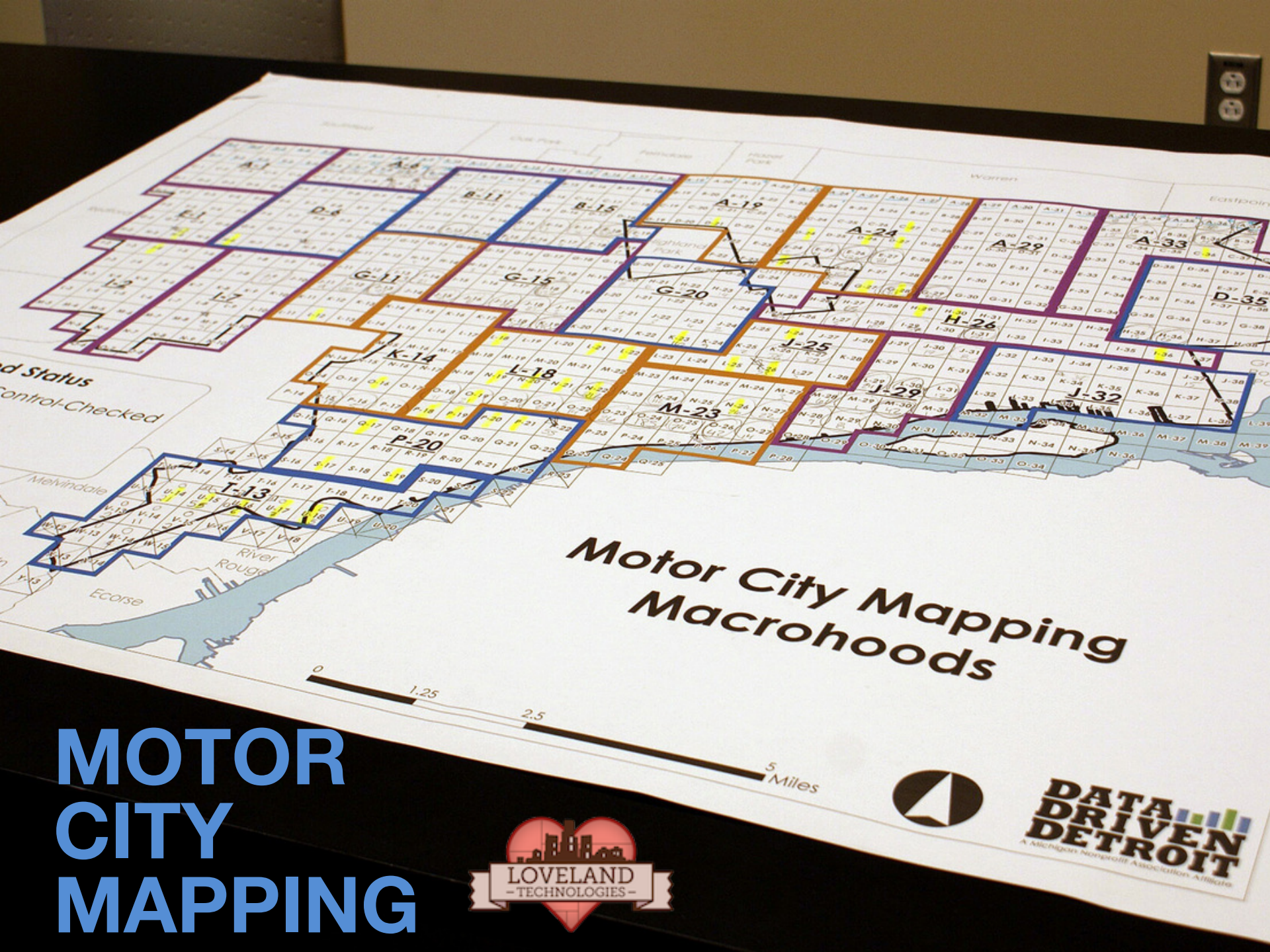
Reports, maps, and data

prashant@localdata.com

Get in touch!

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
0
1.25
2.5
5 Miles
DATA DRIVEN DETROIT
A Michigan Nonprofit Association Affiliate
LOVELAND
TECHNOLOGIES
MOTOR
CITY
MAPPING

MOTOR CITY MAPPING

YES BUILDING

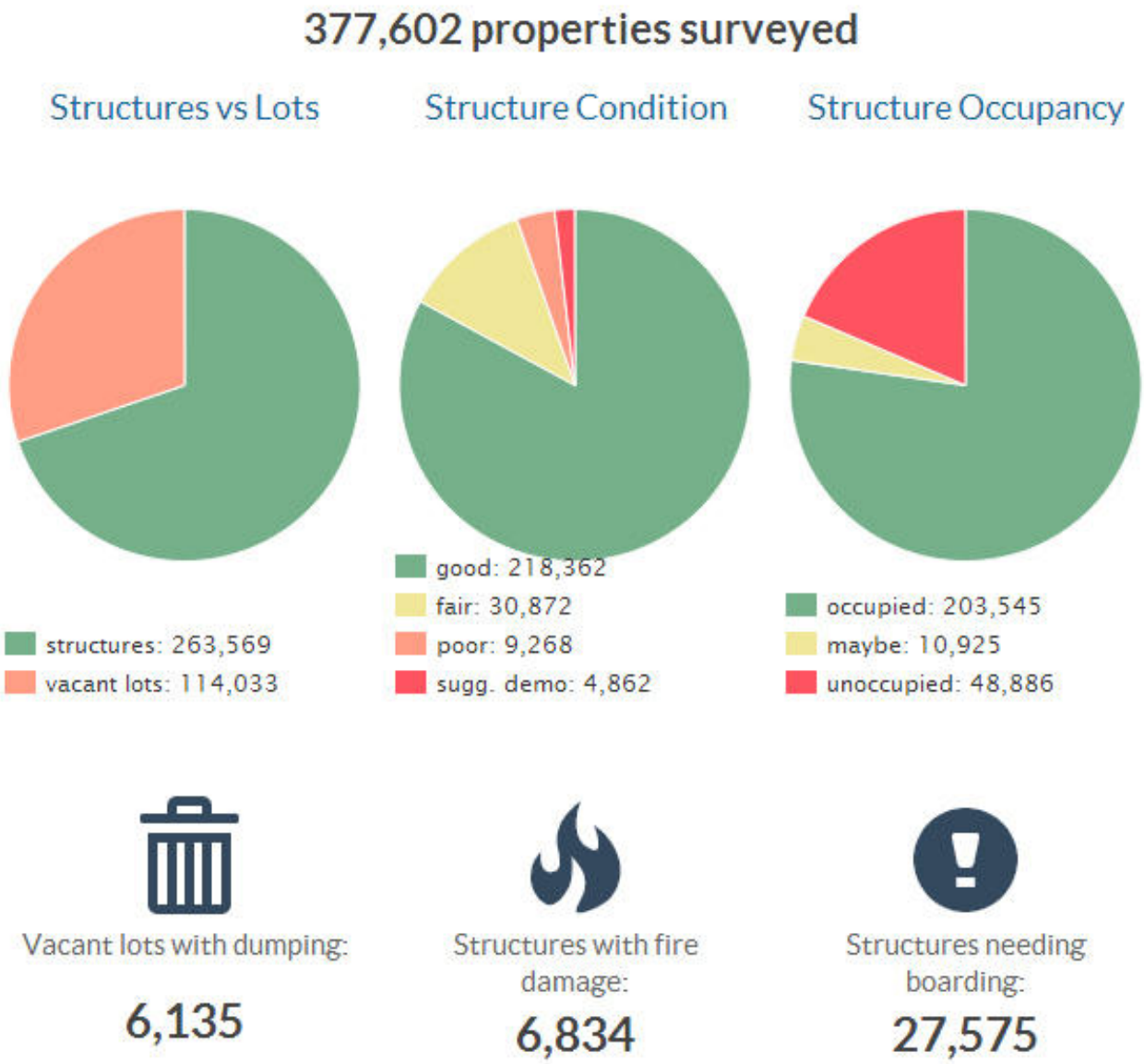
- Occupancy
- Building type (industrial, residential, commercial, etc.)
- # of units
- Condition (Good, Fair, Poor, Suggest Demolition)

NO BUILDING

- Site use (garden, vacant lot, side lot, parking lot, etc.)
- Maintenance level
- Dumping?

MOTOR CITY MAPPING

Stats



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

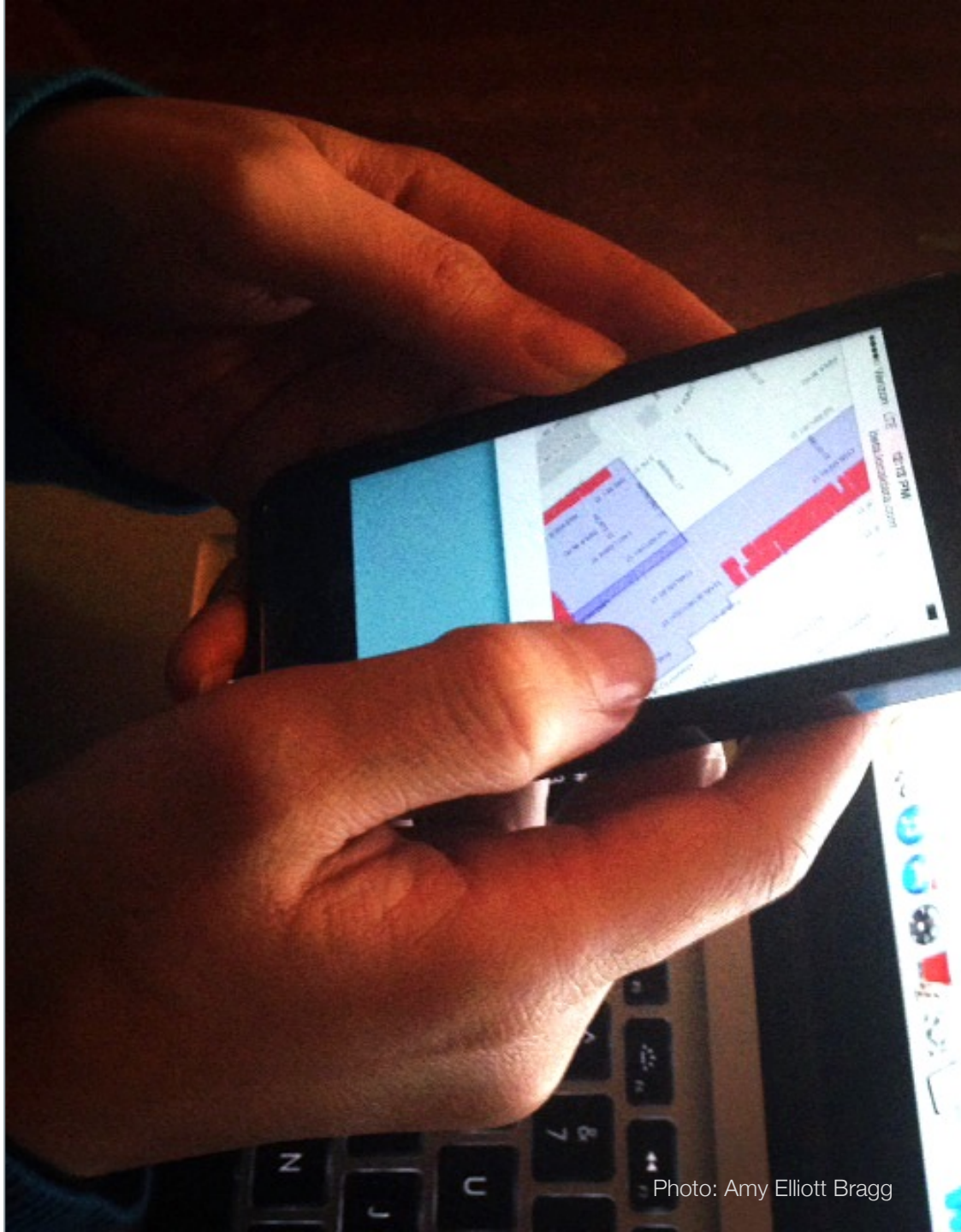


Photo: Amy Elliott Bragg

SNOHOMISH COUNTY CHARACTER STUDIES

AGE

AGE

FORMTYPE

AGE

FORMTYPE

INTEGRITY

AGE

FORMTYPE

INTEGRITY

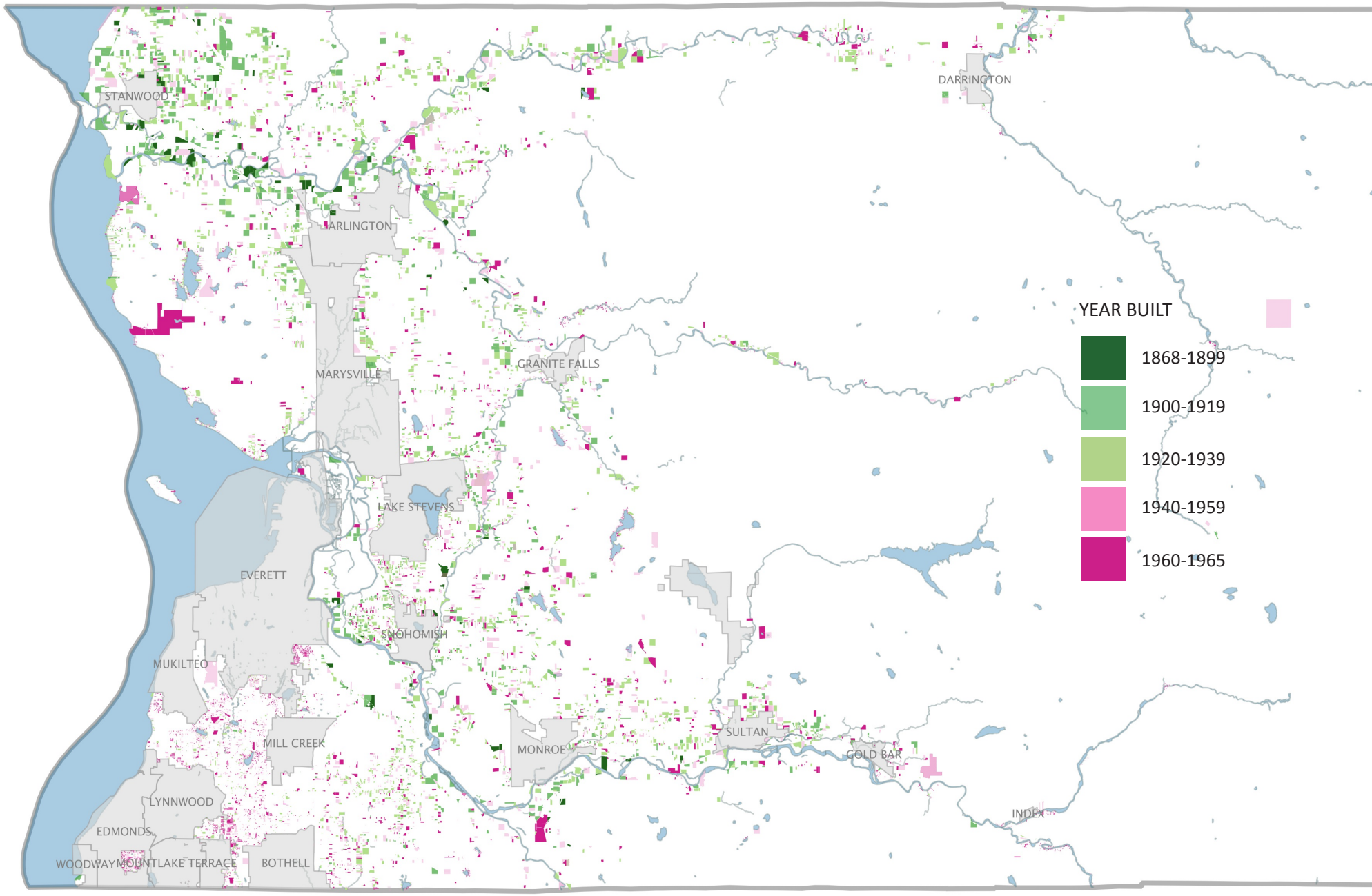
CHARACTER

1

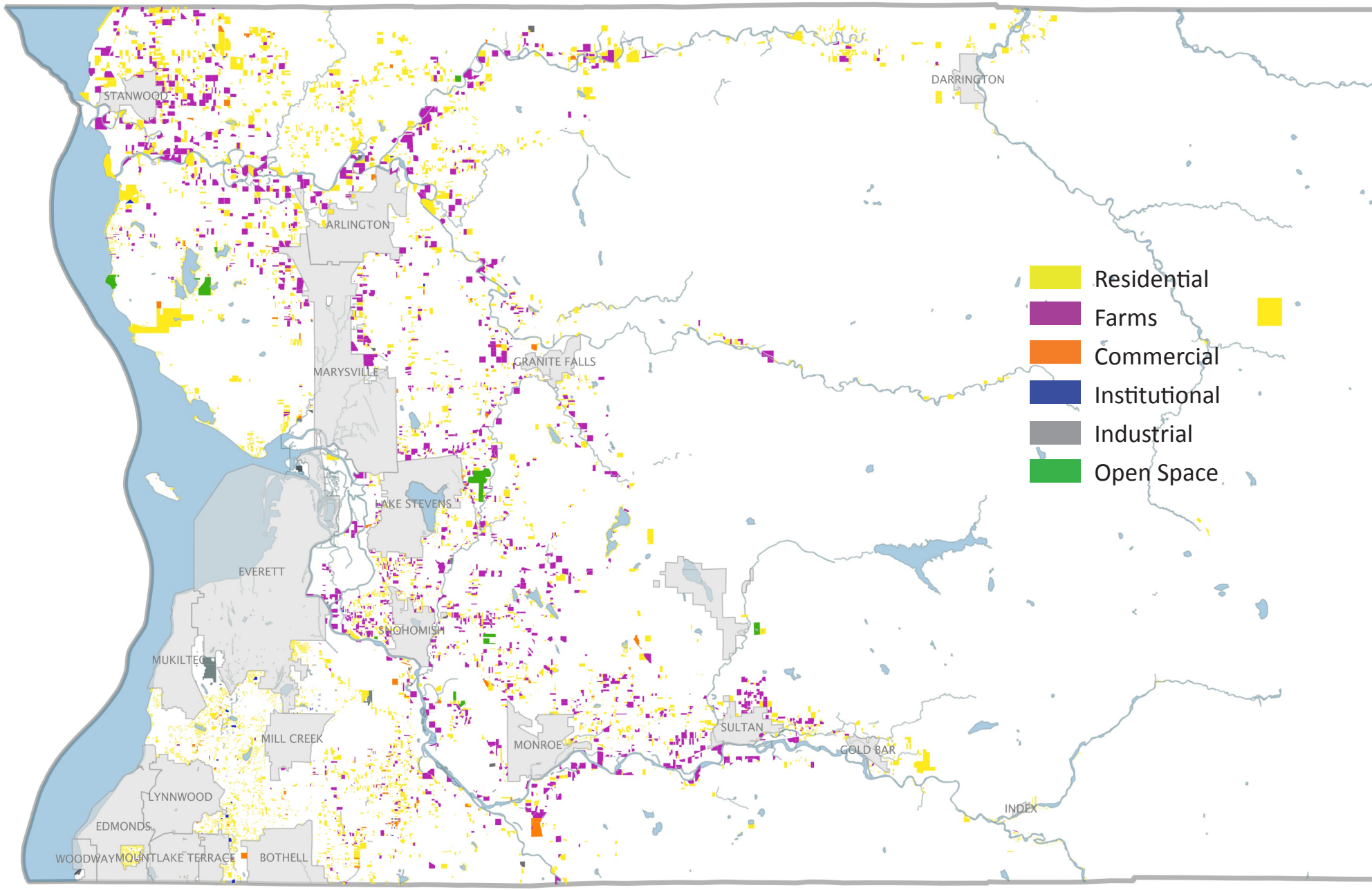
verizon
9:50 AM
S Machias Rd
Thank you! Select another
Hist. Farm Bldgs Built 1889 At 3300 S Machias Rd
Building integrity
High
Medium
Audio Jack
Charging Port
LG

2

AGE


STANWOOD
DARRINGTON
ARLINGTON
MARYSVILLE
GRANITE FALLS
LAKE STEVENS
EVERETT
SNOHOMISH
MUKILTEO
MILL CREEK
MONROE
SULTAN
GOLD BAR
INDEX
LYNNWOOD
EDMONDS
WOODWAY
MOUNTLAKE TERRACE
BOTHELL
YEAR BUILT
1868-1899
1900-1919
1920-1939
1940-1959
1960-1965

FORMTYPES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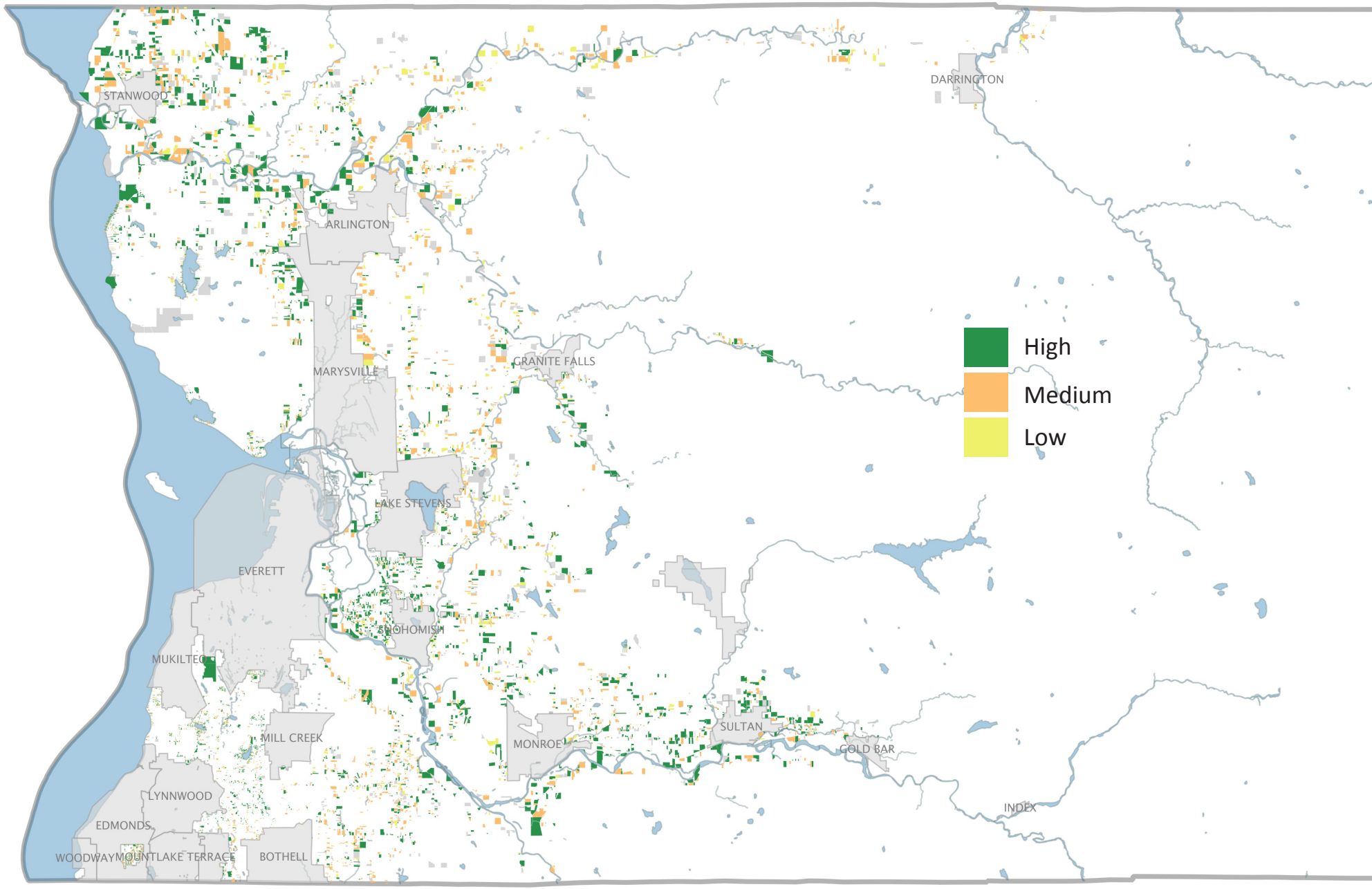
GOLD BAR
INDEX
LYNNWOOD
EDMONDS
WOODWAY
MOUNTLAKE TERRACE
BOTHELL
Residential
Farms
Commercial
Institutional
Industrial
Open Space

INTEGRITY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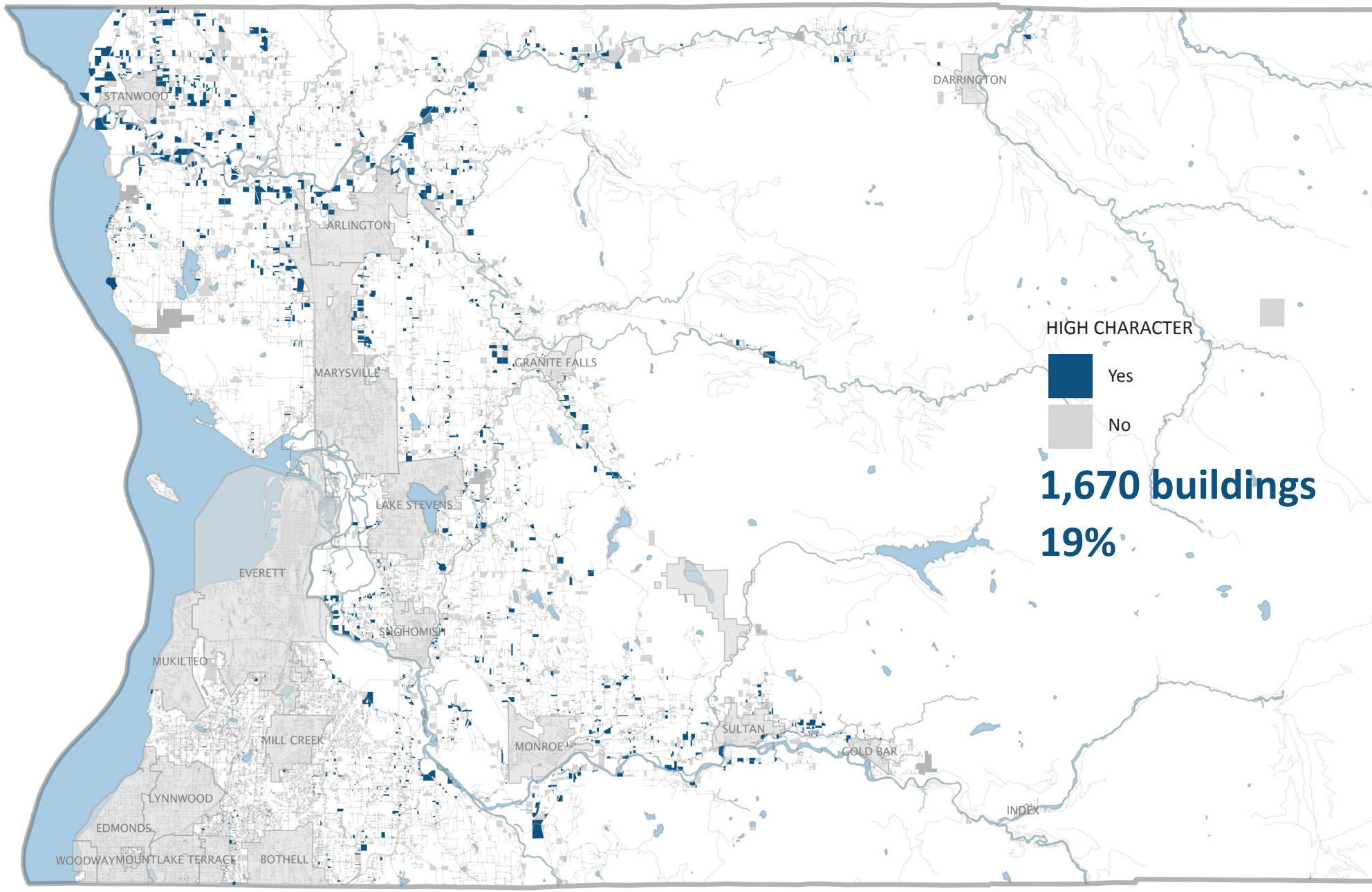
SNOHOMISH
MUKILTEO
MILL CREEK
MONROE
SULTAN
GOLD BAR
INDEX
LYNNWOOD
EDMONDS
WOODWAY
MOUNTLAKE TERRACE
BOTHELL
High
Medium
Low

CHARACTER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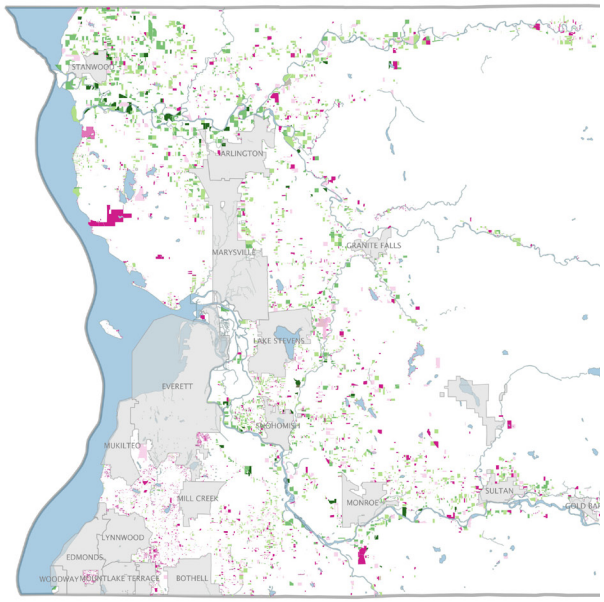
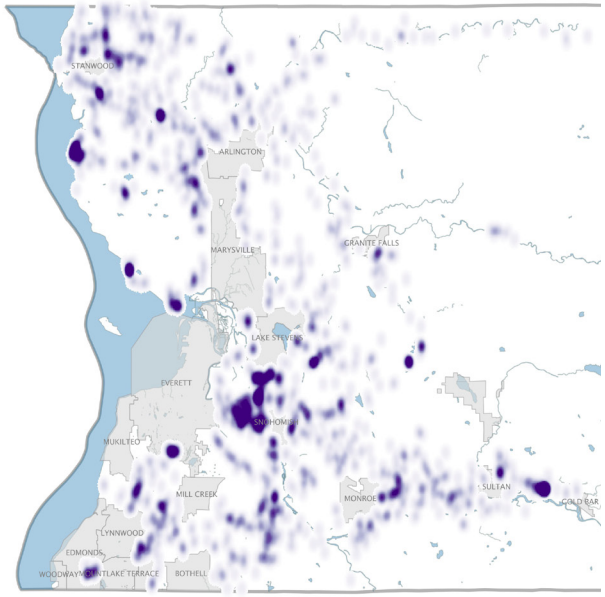
LYNNWOOD
EDMONDS
WOODWAY
MOUNTLAKE TERRACE
BOTHELL
HIGH CHARACTER
Yes
No
1,670 buildings
19%

HOTSPOTS



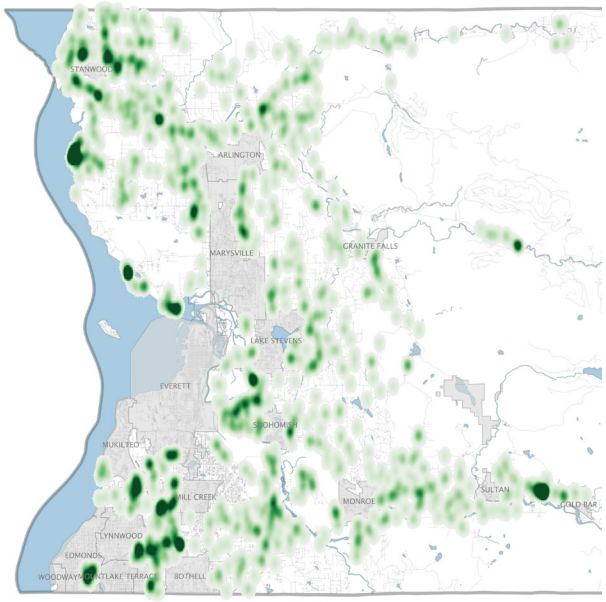
Age

+



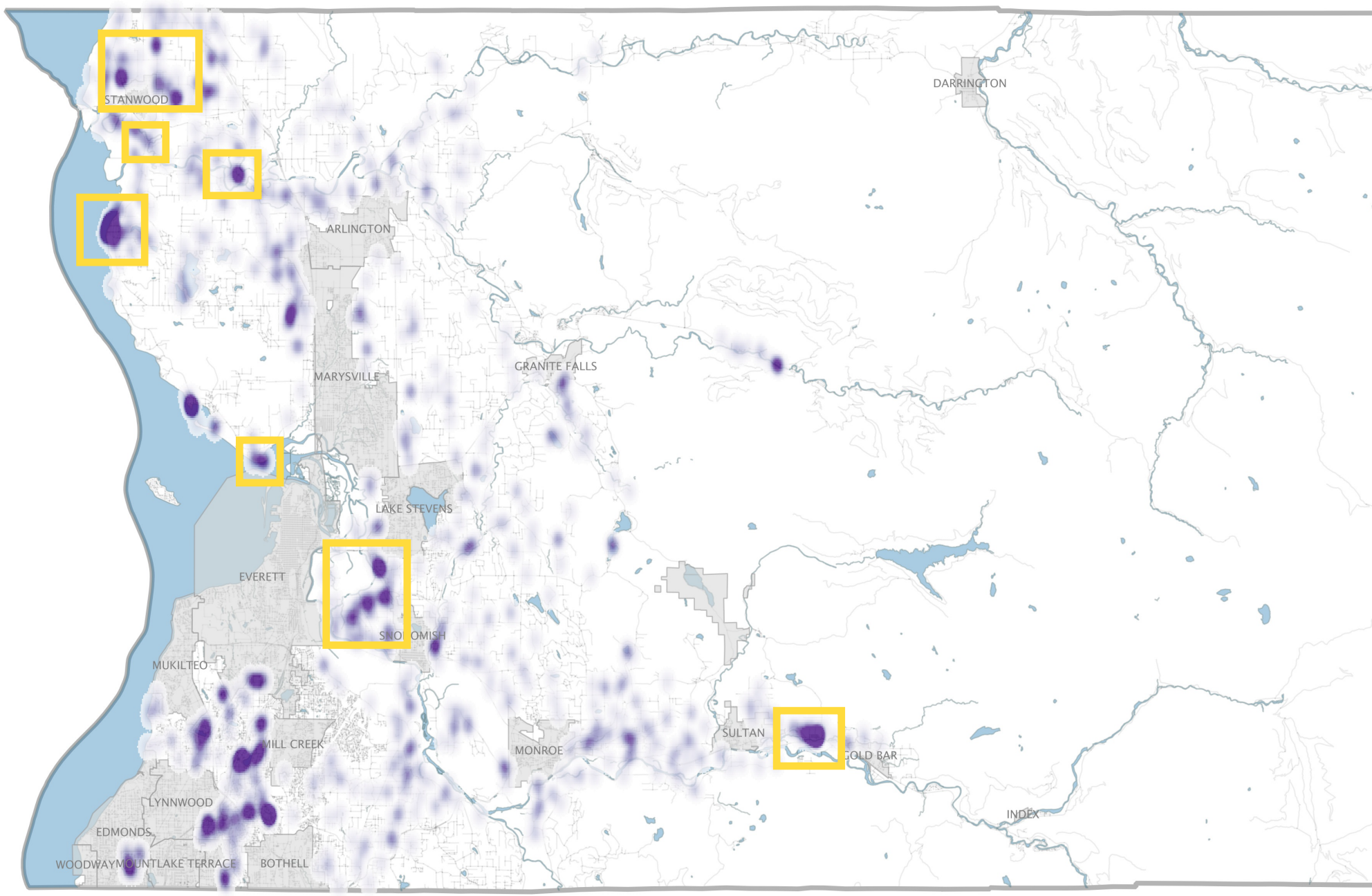
Integrity

+



Character

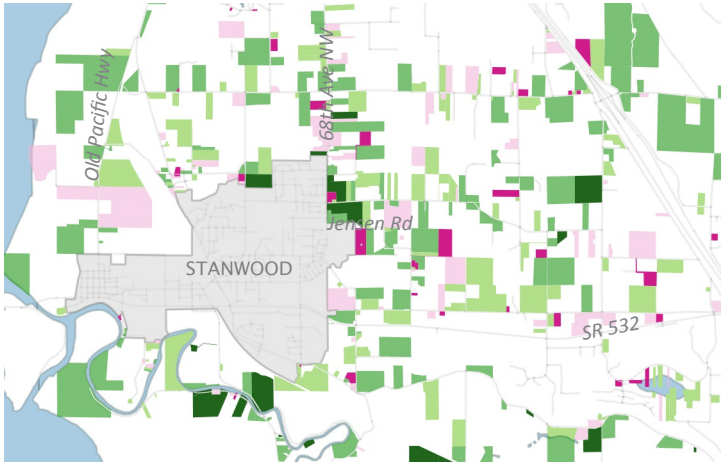
HOTSPOTS


STANWOOD
ARLINGTON
DARRINGTON
MARYSVILLE
GRANITE FALLS
LAKE STEVENS
EVERETT
SNOHOMISH
MUKILTEO
MILL CREEK
MONROE
SULTAN
GOLD BAR
INDEX
LYNNWOOD
EDMONDS
WOODWAY
MOUNTLAKE TERRACE
BOTHELL

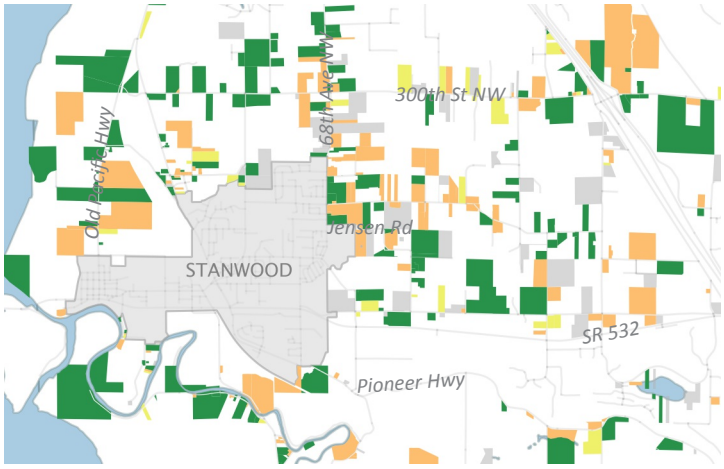
HOTSPOT: STANWOOD

- Single-family houses and historic farms constructed between 1900 and 1939
- Earlier houses north and south of Stanwood

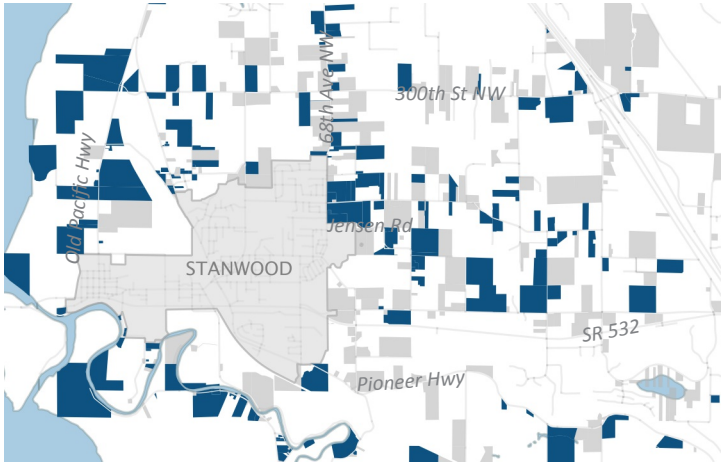
AGE



INTEGRITY



CHARACTER

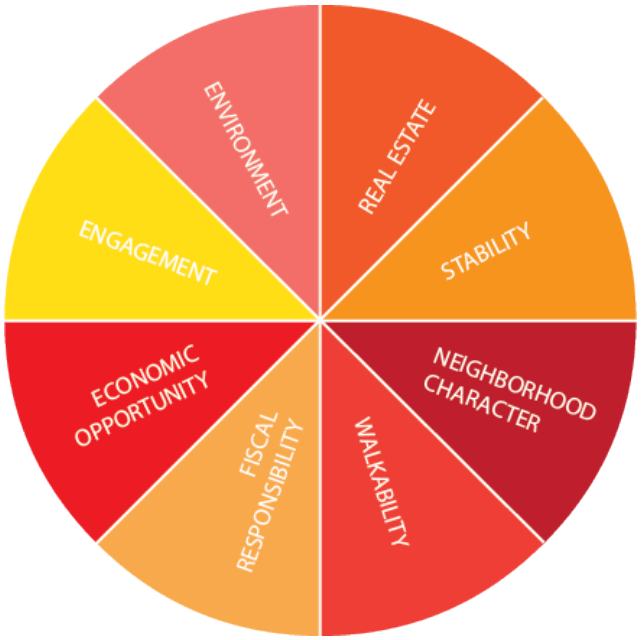


HOTSPOT: STANWOOD

_ID	ADDRESS	YRBUILT	FORMTYPE	INTEGRITY	CHARACT
400401400	34924 SR 2	1957	Single-family house	High	
200200900	35722 REESE R	1932	Single-family house	Medium	
400402200	35127 REESE R	1920	Single-family house	Not-visible	
400400600	35330 SULTAN !	1946	Single-family house	High	High
400101100	35502 SULTAN-	1930	Hist. farm bldgs	Not-visible	
400100800	35128 SULTAN !	1920	Single-family house	High	High
500200400	35621 136TH S	1909	Single-family house	Not-visible	
400401200	34724 SULTAN !	1920	Si -family house	Medium	
400100700	35131 SULTAN !	1920	H arm bldgs	High	
500305400	35409 STATE R(	1962	Tr ional commercial bldg	High	
400400300	35409 SR 2	1965	Si -family house	Medium	
500304400	35517 REESE R	1920	Hi arm bldgs	Medium	
200200500	35528 REESE R	1957	Hi arm bldgs	High	
300100100	35426 REESE R	1922	Hi arm bldgs	Medium	
500200800	35621 SULTAN !	1906	Hist. farm bldgs	High	High
400102200	35329 SULTAN !	1904	H arm bldgs	High	
500300100	14018 363RD A	1923	Single-family house	Medium	High
500301100	14100 363RD A	1948	Single-family house	High	High
500301600	35812 SULTAN !	1922	Single-family house	Not-visible	
500301300	35621 SULTAN !	1925	Single-family house	High	
500400800	36821 143RD P	1946	Single-family house	High	High
500401500	14201 363RD A	1924	Hist. farm bldgs	High	High
500402200	36429 143RD P	1905	Hist. farm bldgs	Medium	
500404800	14525 367TH A'	1900	Single-family house	High	High
500404500	36913 144TH S	1904	Single-family house	Medium	
500404600	36901 144TH S	1910	Single-family house	Medium	High

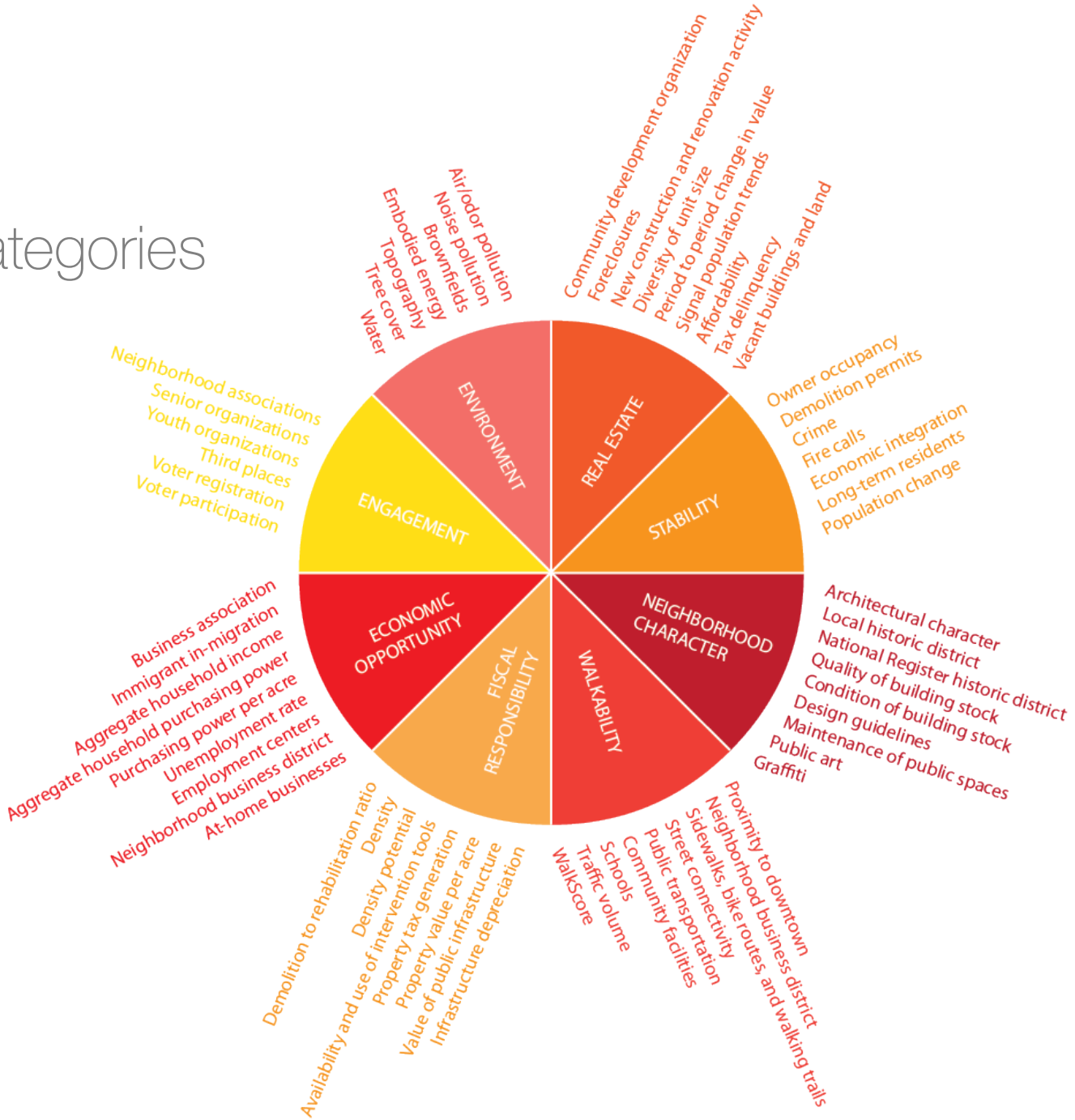
Relocal

80 metrics | 8 categories



Relocal

80 metrics | 8 categories



Relocal

Fiscal Responsibility

Economic Opportunity

Engagement

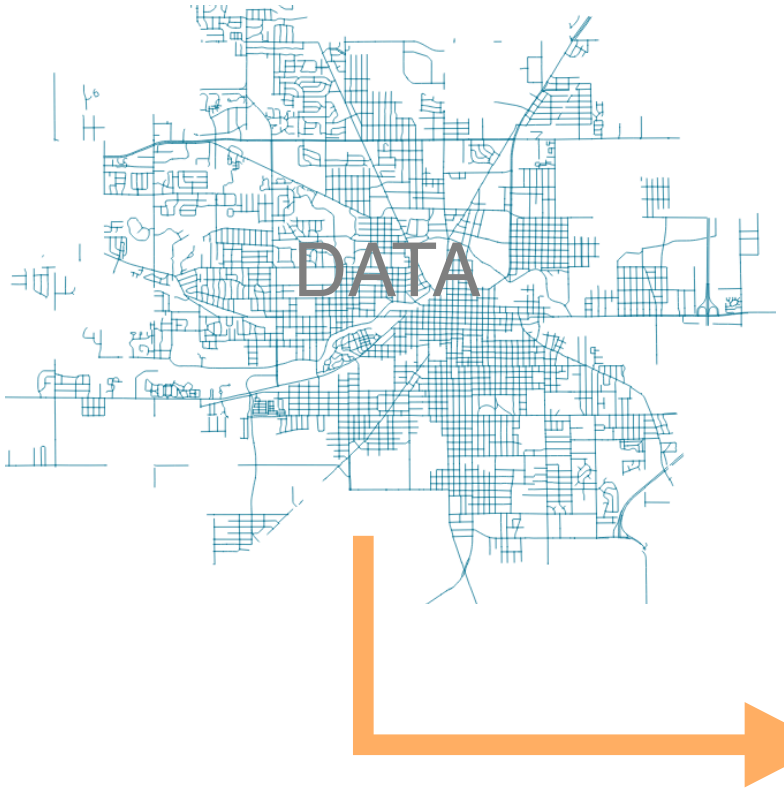
Real Estate

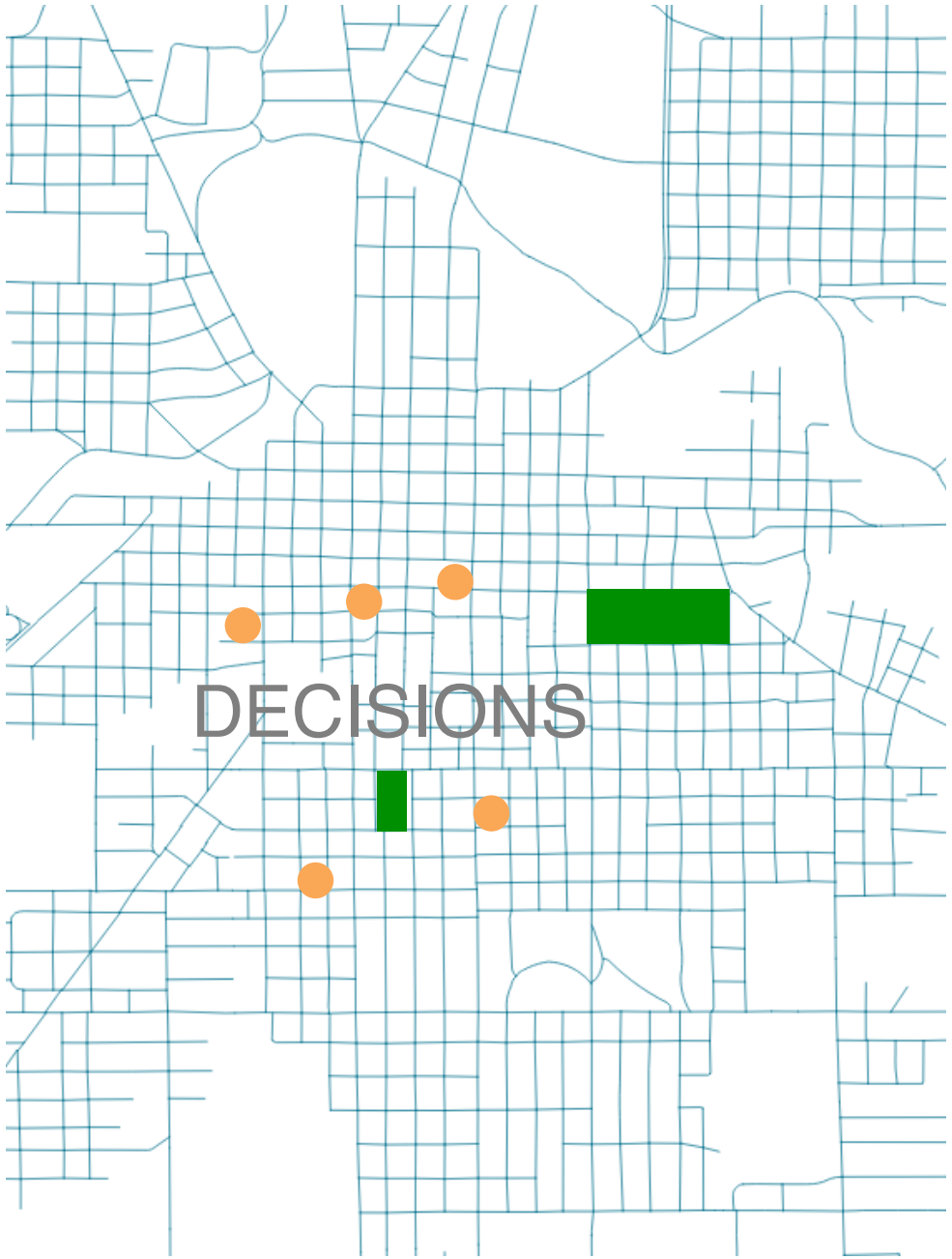
Neighborhood Character

Environment

Stability

Walkability


DATA


DECISIONS

Vacant Building Recommendations

- Rehab and reuse
- Stabilize and mothball
- Defer decision
- Raze and recycle

Detroit

Photo: Emilie Evans

Vacant Lot
Recommendations
Infill
Contributing reuse
Environmental reuse
Defer decision
Photo: Cara Bertron

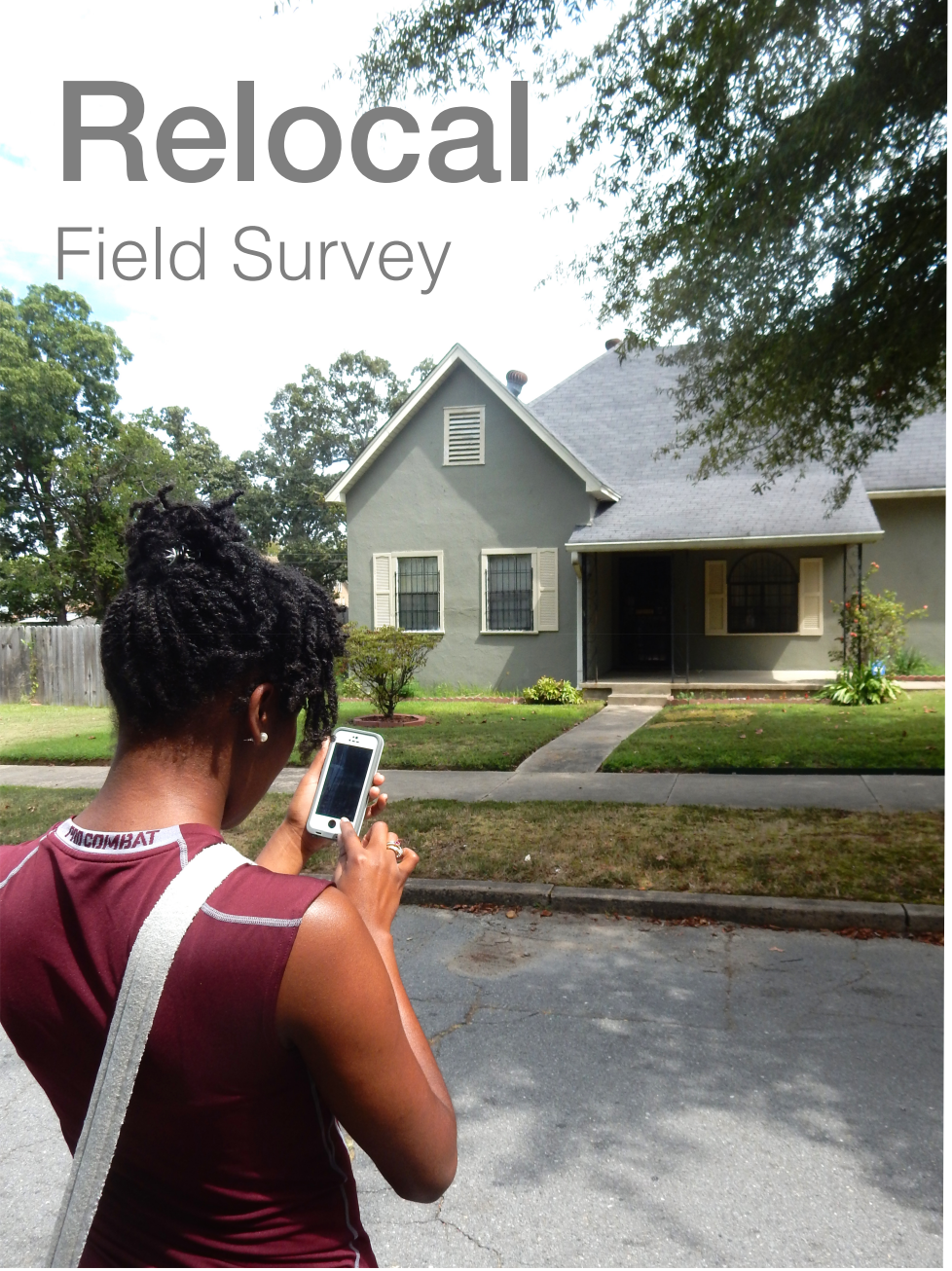
Relocal Community Engagement

1 Community Priority Survey

2 Field Survey

Relocal

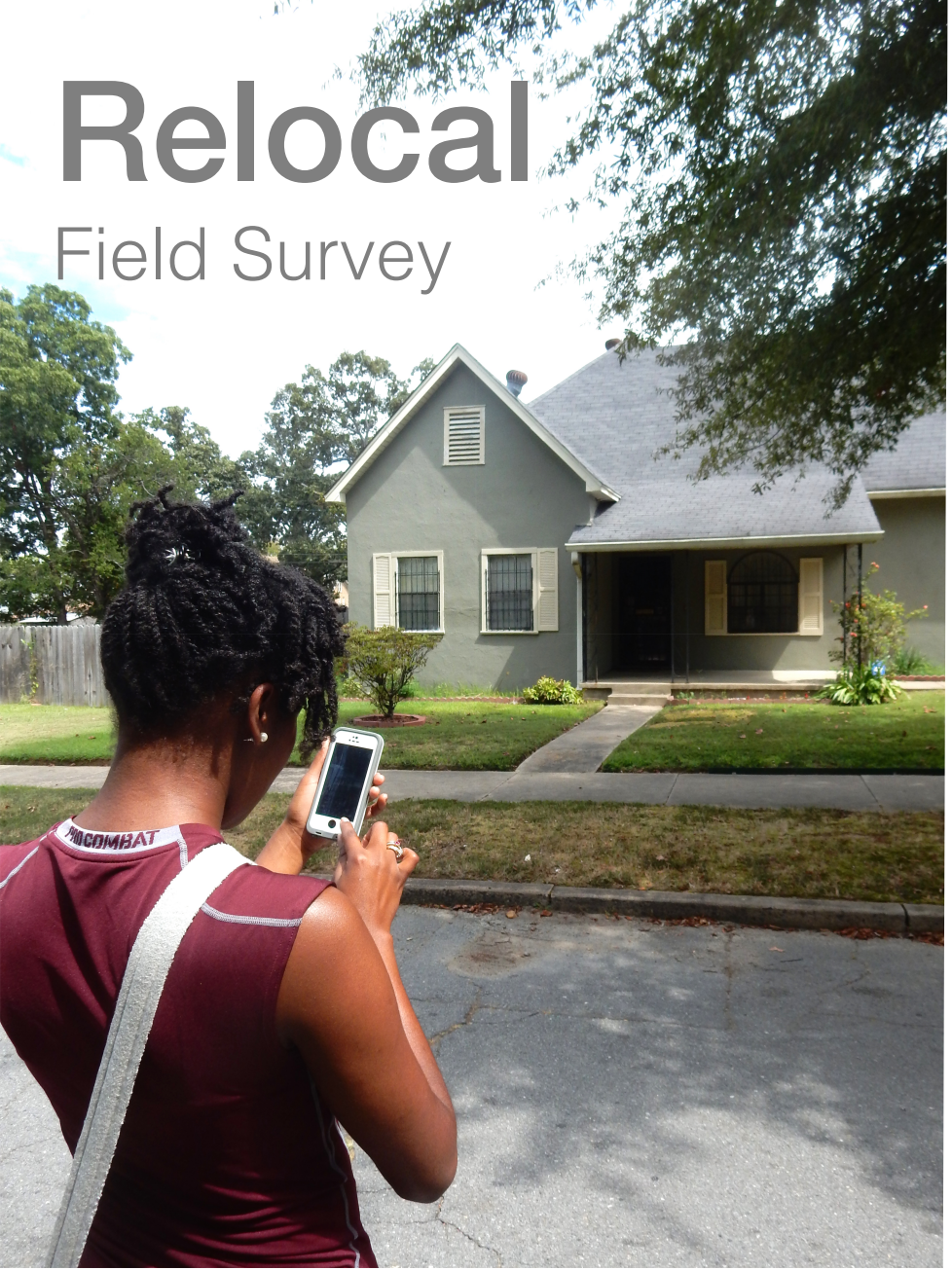
Field Survey

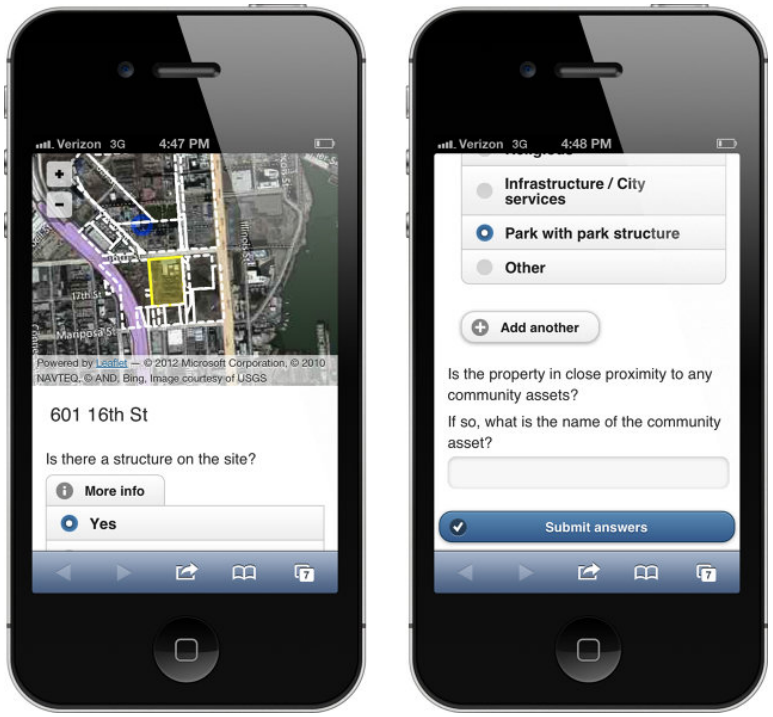


Photos: Emilie Evans

Relocal

Field Survey





LocalData

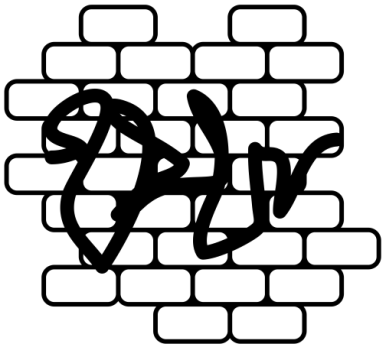
Photos: Emilie Evans

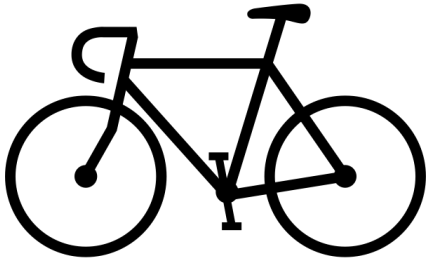
Relocal

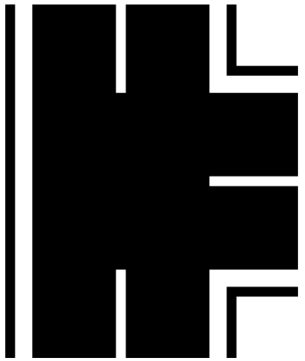
Field Survey

Photos: Emilie Evans and Cara Bertron

Survey Metrics Span Fields





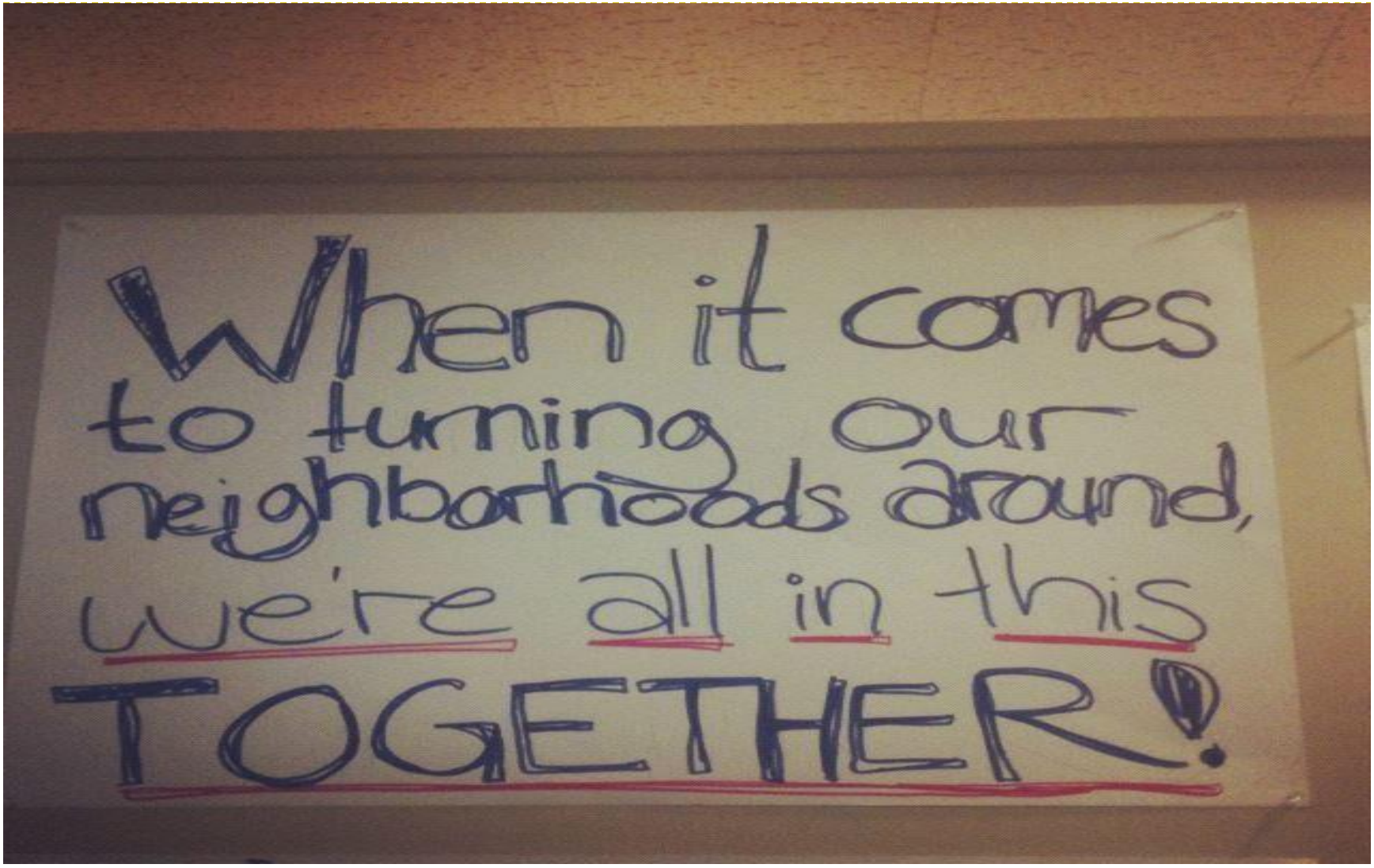


Icons: Noun Project

PUSH Buffalo

Ongoing community planning

Building Blocks



Community Development Plan

Community Planning

The Green Development Zone (GDZ)

Hampshire Street Garden

14th Street Community Garden- Construction – April 2012

14th Street Community Garden – Completed

Hampshire Street Community Garden

Mass Ave Park Celebration – Phase 1 Construction

Ground Breaking at 460 Massachusetts Avenue

460 Massachusetts Avenue – Prior to Renovation

460 Massachusetts Avenue - Completed

PUSH members at Construction Site

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: Base 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?

+ Your question/metric additions!

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Preservation Rightsizing Network

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Preservation Rightsizing Network

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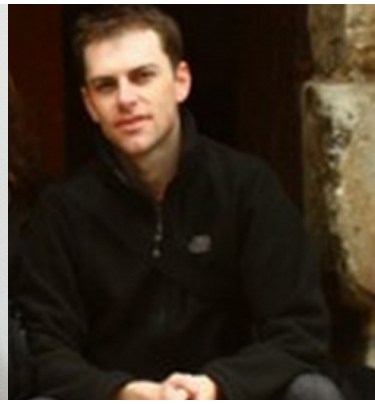

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Executive Director, Legacy Cities Partnership
The American Assembly, Columbia University

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PRN
PRESERVATION RIGHTSIZING NETWORK

PUSH BUFFALO
PEOPLE UNITED FOR SUSTAINABLE HOUSING

LocalData

PlaceEconomics

LEGACY CITIES PARTNERSHIP