

# REVITALIZE

[www.yndc.org](http://www.yndc.org)

# ABOUT YOUNGSTOWN

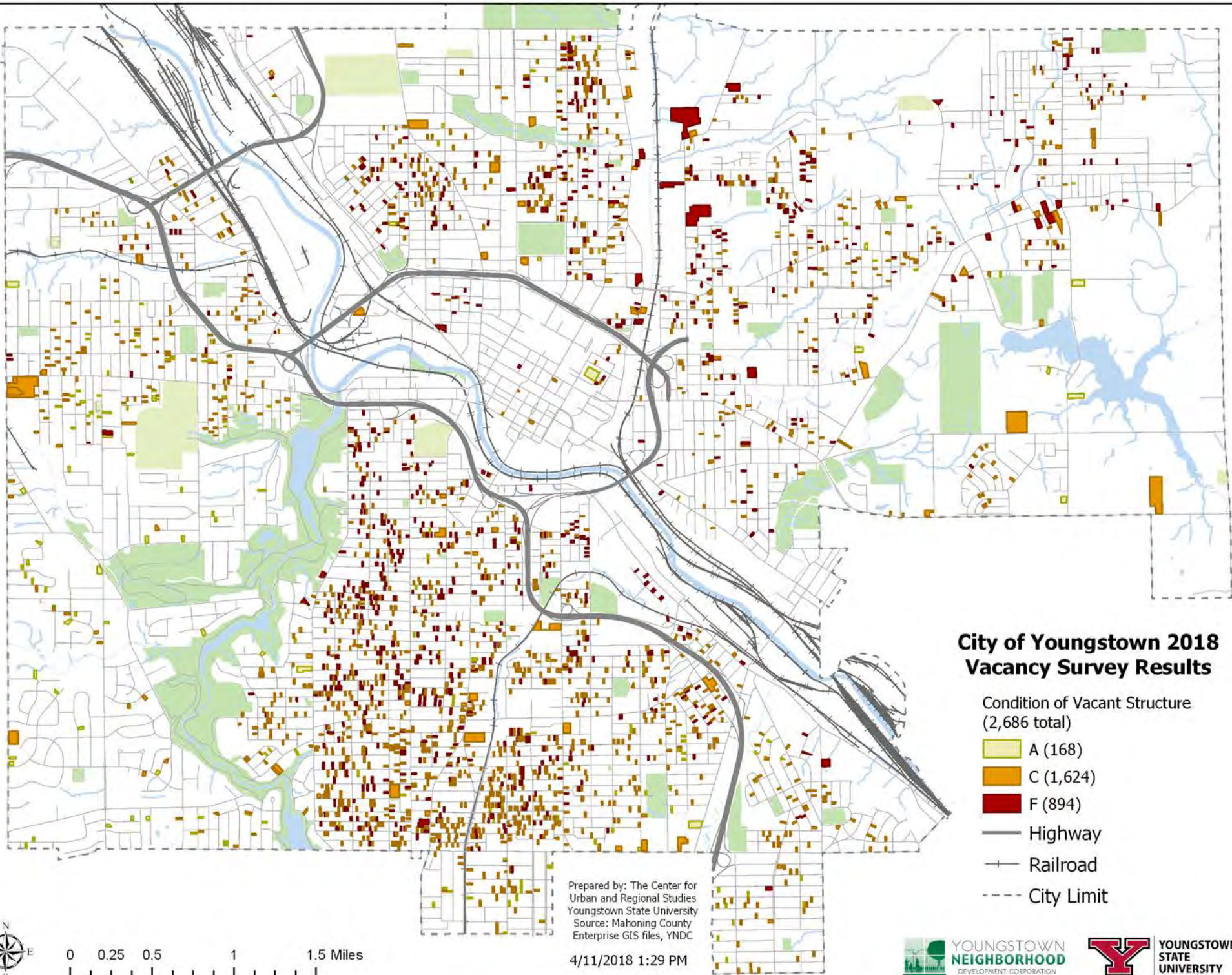
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## CONTEXT

- Population peaked at 170,002 residents in 1930
- Planners laid out physical infrastructure for continued growth to 250,000

## CURRENT REALITY

- Population: 65,161 (-62%,)
- Vacant Structures: 2,686 structures
- Vacant Land: 25,000+ parcels
- Vacancy Rate: 20%
- Poverty Rate: 38%
- Median HH Income: \$24,448
- Average Home Sale Price: \$35,065
- Owner Occupancy: 56%



### City of Youngstown 2018 Vacancy Survey Results

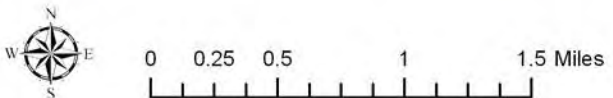
Condition of Vacant Structure  
(2,686 total)

- A (168)
- C (1,624)
- F (894)

- Highway
- Railroad
- City Limit

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

4/11/2018 1:29 PM



# ABOUT YNDC

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## Youngstown Neighborhood Development Corporation (YNDC)

- Citywide community planning and development organization
- Created through public private partnership after completion of 2010 plan
- Began operations in late 2009

## Approach

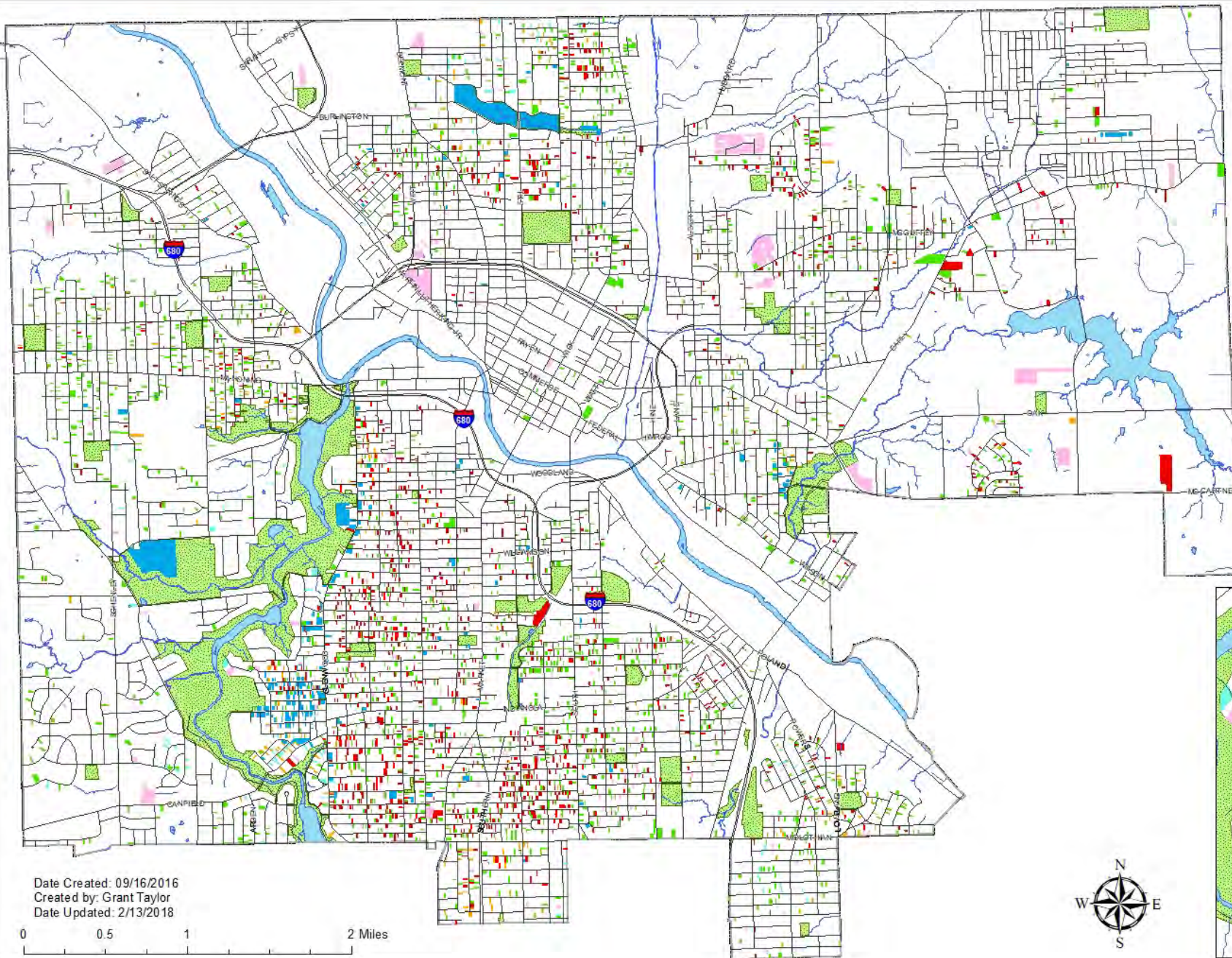
- Performance Based
- Layer Partnerships
- Residents at the Center – Grassroots Engagement
- Strategically Focus Resources
- Incremental Implementation of Vision

## Programming

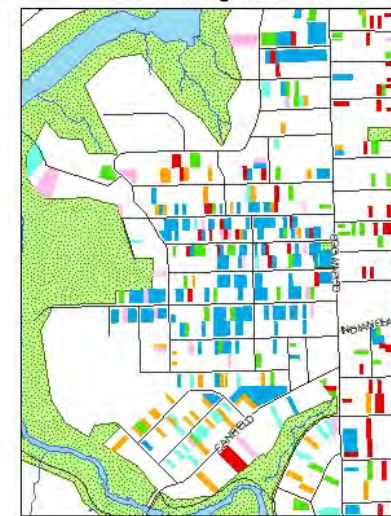
- Planning & Data
- Neighborhood Stabilization and Community Organizing
- Housing, Financial Literacy, and Community Lending

# The Impact of the YNDC

- Vacant Lot Improvement Projects (471)
- Homeowners Created (179)
- Home Rehabilitations (349)
- First Mortgages (24)
- Counseling Clients (1186)
- Vacant Properties Boarded Up (1,755)
- Vacant Structures Moved (33,180)



## Idora Neighborhood



Date Created: 09/16/2016  
 Created by: Grant Taylor  
 Date Updated: 2/13/2018

0 0.5 1 2 Miles



# MARKET RATE, MARKET READY HOME REHABILITATION MODEL

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YNDC minimizes cost and streamlines the rehab process, acting as...

- Planner
- Owner
- Developer
- Property Manager
- General Contractor
- Marketer
- Realtor



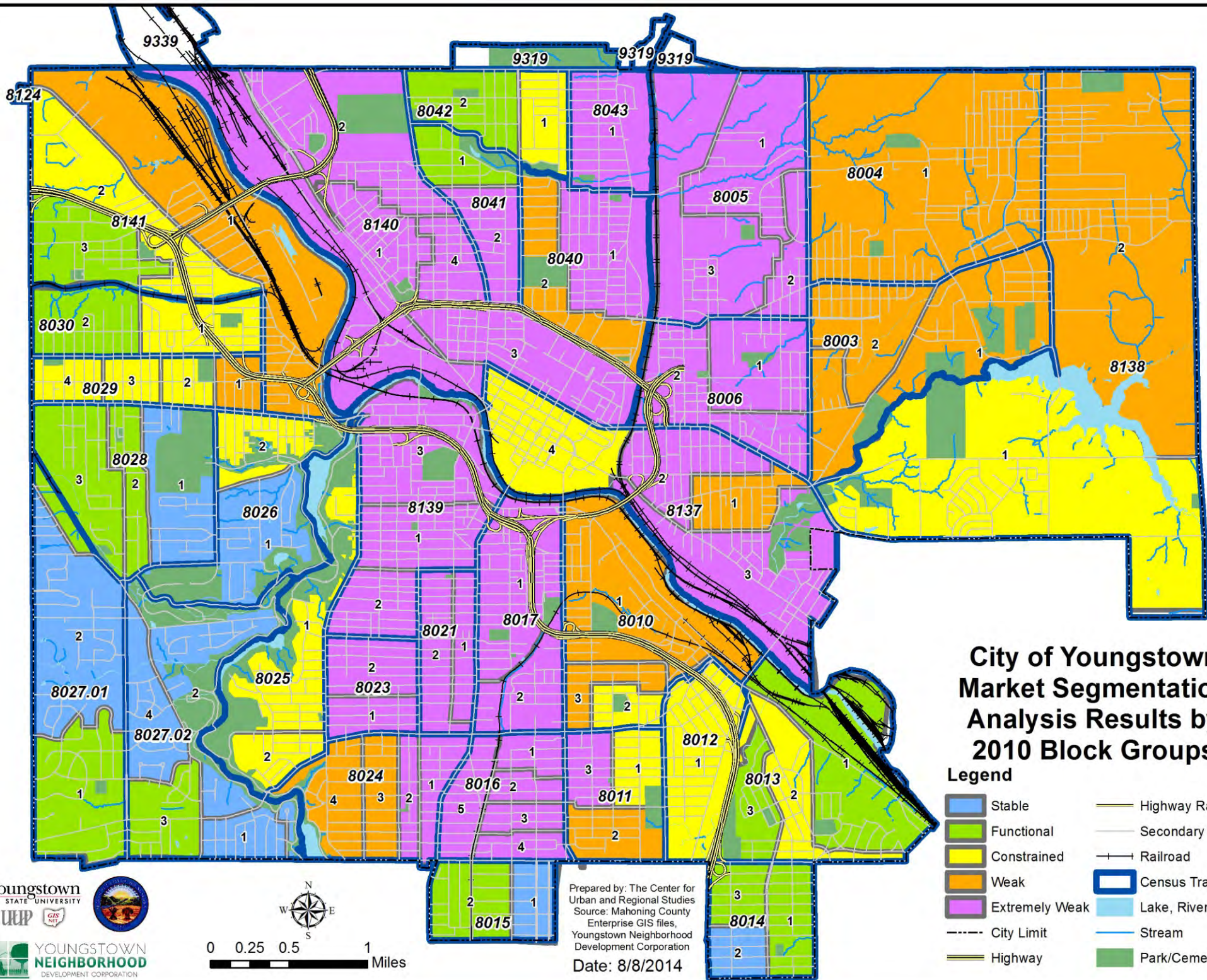
# DATA

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## Project Identification Process

- Complete property surveys
- Identify target areas
- Develop neighborhood action plans
- Develop property specific strategies
- Perform outreach to property owners
- Identify properties with profit potential
- Assemble multiple properties through multiple means
- Secure and maintain property through foreclosure and rehab process

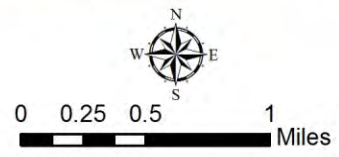




# City of Youngstown Market Segmentation Analysis Results by 2010 Block Groups

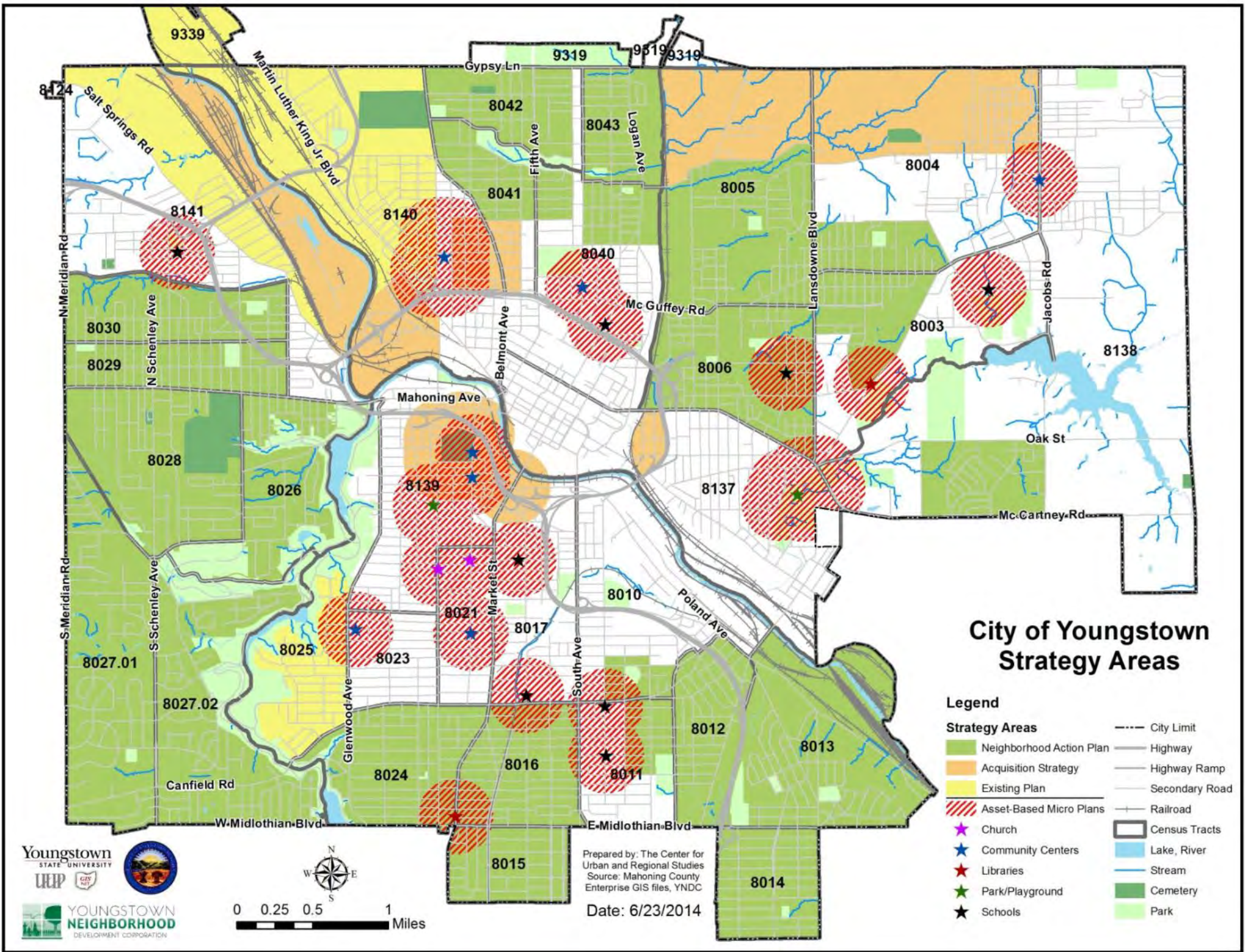
## Legend

- 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: 8/8/2014





## City of Youngstown Strategy Areas

- Legend**
- |                          |                |
|--------------------------|----------------|
| Neighborhood Action Plan | City Limit     |
| Acquisition Strategy     | Highway        |
| Existing Plan            | Highway Ramp   |
| Asset-Based Micro Plans  | Secondary Road |
| Church                   | Railroad       |
| Community Centers        | Census Tracts  |
| Libraries                | Lake, River    |
| Park/Playground          | Stream         |
| Schools                  | Cemetery       |
|                          | Park           |



Prepared by: The Center for Urban and Regional Studies  
 Source: Mahoning County Enterprise GIS files, YNDC  
 Date: 6/23/2014

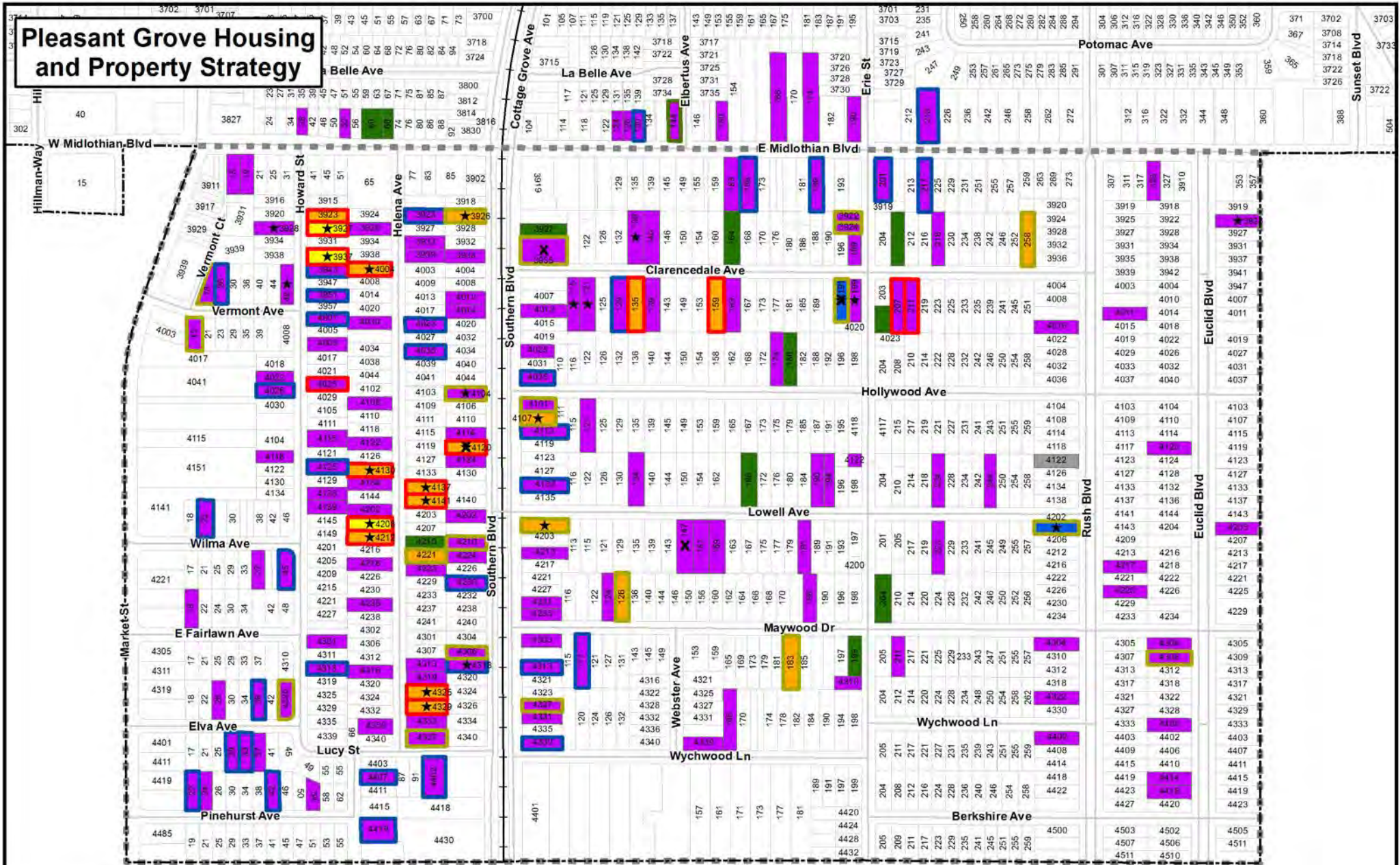
# PLEASANT GROVE

## NEIGHBORHOOD ACTION PLAN



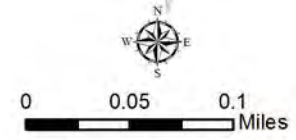
YOUNGSTOWN  
**NEIGHBORHOOD**  
DEVELOPMENT CORPORATION

# Pleasant Grove Housing and Property Strategy



**Legend - Oct 2014**

<b>Core Strategy</b>	<b>Secondary Strategy</b>	<b>City Limit</b>
Demolish via City of Youngstown (3)	Board Up/Clean Up (17)	Neighborhood Boundary
Demolish via Land Bank (18)	Clean Up (22)	Secondary Road
Needs Code Enforcement (151)	Paint Youngstown Outreach (35)	Railroad
Potential YNDC Rehab (2)	Section 8 Inspection (1)	Lake, River
Sell on the Private Market (1)	Top 25 Priority	Other Properties
Cut Entire Lot (11)	Dumping/Debris Removal (4)	



Date: 10/29/2014

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



# REHABILITATION PROCESS

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## Acquisition

- Rehabilitation Viability Analysis
  - Neighborhood Market
  - Property Condition (Major Systems)
  - Condition of Immediate Surrounding Properties
- Strategies
  - County Land Bank
  - NCST - NSI
  - City Land Bank
  - Spot Blight Eminent Domain
  - Donation
  - Purchase



# REHABILITATION PROCESS

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## Staffing

- Housing Director
- Program Assistant
- Project Assistant
- In-House Construction Team – Equipment and Facilities
  - Electrician
  - Plumber
  - Carpenter
  - Tile Layer
  - Painter
  - General Laborers
- Subcontractors
- Marketing Coordinator
- Housing Client Manager



# REHABILITATION PROCESS

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## Project Preparation/Completion

- Obtain Clear and Quality Before Photos/Install Project Signage
- Cleanout - Volunteers
- Develop Rehabilitation Specifications
  - Address mechanical issues and outdated finishes
  - Maintain historical character
- Transfer Utilities/Schedule Energy Assessment
- Install Security System
- Subcontractors – Application Process
  - Furnace
  - Insulation
  - Roofing
- Develop and order material list/select project finishes
- In-house construction team completes work

# MARKETING & MARKET BUILDING

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## Strategies

- Door Color
- Signage
- Welcome Mats
- YNDC Literature on Site
- Neighborhood/Volunteer Open Houses
- Media Events

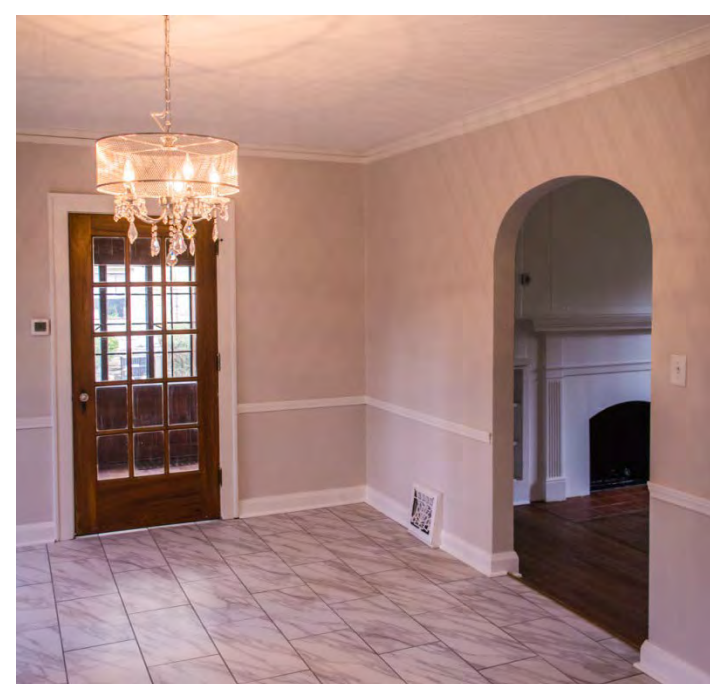


# MARKETING & MARKET BUILDING

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## Strategies

- QUALITY After Photos
- Website
- Multiple Listing Service + Zillow, Trulia, Realtor, etc.
- Social Media – targeted, boosted posts
- Buyer Pipeline: HUD-Approved Housing Counseling and Bank Partnerships





# MARKETING & MARKET BUILDING

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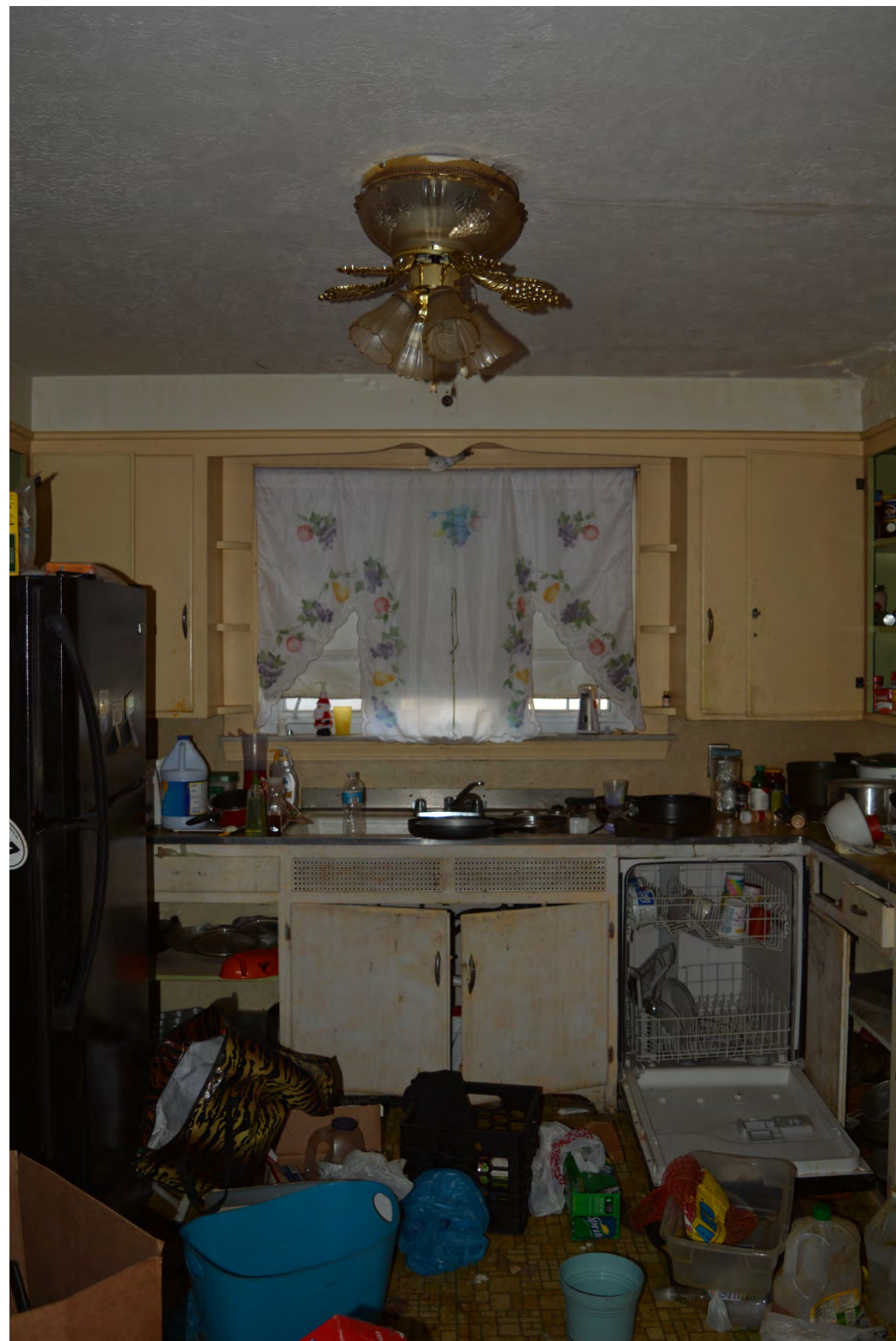
## Restrictions

- Owner-occupant buyers ONLY
- NO INCOME RESTRICTIONS











# RESULTS

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- Over 100 units rehabilitated
- Average time on market – 1 week from listing to contract
- Average sale price - \$60,000 / average rent - \$675



# CITYWIDE RESULTS

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## Decrease in vacancy

- 43% decrease from 2014 to 2018

## Decrease in serious property and violent crimes

- 19% decrease from 2014 to 2018

## Increase in median home sale price

- From \$22,271 in 2014 to \$37,000 in 2018 (66% increase)

## Increase in conventional mortgage lending activity

- From 38 in 2011 to 96 in 2016 (153% increase)



# PLEASANT GROVE RESULTS

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## Pleasant Grove Neighborhood Action Plan Goals and Results

Goal (2015-2020)	Results (2015-2018)
30 properties brought into compliance	33 properties brought into compliance
2 vacant properties rehabilitated	6 vacant properties rehabilitated
10 vacant properties demolished	24 vacant properties demolished
Grass cutting at all vacant properties	227 grass cuts at vacant properties
Board up/clean up at all vacant properties where needed	30 vacant properties boarded and/or cleaned up
Annual streetlight survey	1 streetlight survey conducted; outages reported
8 sidewalk squares replaced	Safe Routes to School 2018 application funded
37 dead trees removed	15 dead trees removed
15 street trees planted	76 trees planted
30% decrease in crime	28% decrease in violent & property crime
5 collaborative neighborhood projects	2 "Welcome to Boulevard Park" signs installed; 1 "Welcome to Youngstown" sign landscaped; 1 tree-planting project on Pinehurst/Market; 1 tree-planting project on Maywood; 1 experimental clover project; tree-planting continues on Rush/Euclid; 1 cleanup held on Clarendedale/Erie
10% increase in median home sales prices	27% increase in median home sales prices



# PLEASANT GROVE RESULTS

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Decrease in vacancy

- From 65 vacant structures in 2014 to 38 in 2018 (42% decrease)

Decrease in serious property and violent crimes

- 28% decrease from 2015 to 2018

Increase in median home sale price

- From \$34,997 in 2014 to \$44,500 in 2018 (27% increase)

Increase in conventional mortgage lending activity

- From 2 in 2011 to 5 in 2015 (150% increase)



# PLEASANT GROVE 2019

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## Helena Avenue

- 1 vacant single family home rehabilitation for resale
- Rehabilitation of 3-unit historic apartment building for rent
- Rehabilitation of 1 low-income/disabled owner-occupied home
- Construction of 3 new single family homes
- Stabilization of 2 vacant lots post-demolition
- Street tree planting

2 Additional vacant home rehabilitations for resale in neighborhood



# PLEASANT GROVE 2019

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# REVITALIZE!



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**820 Canfield Road, Youngstown, Ohio 44511**



**@Youngstownndc**



**Youngstown Neighborhood  
Development Corporation**



**@Youngstownndc**

**Tiffany Sokol, *Housing Director***

 **@etsyoungstown**