# City of Youngstown Housing Market Segmentation Analysis

RVP 2015

Youngstown Neighborhood Development Corporation

- **Citywide community planning and development organization**

- **Created through public private partnership after completion of Youngstown 2010 plan**

- **Began operations in late 2009/early 2010**

- **Began neighborhood planning services for the City of Youngstown in 2013**
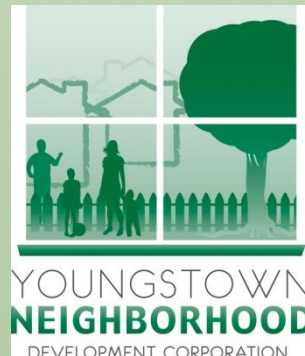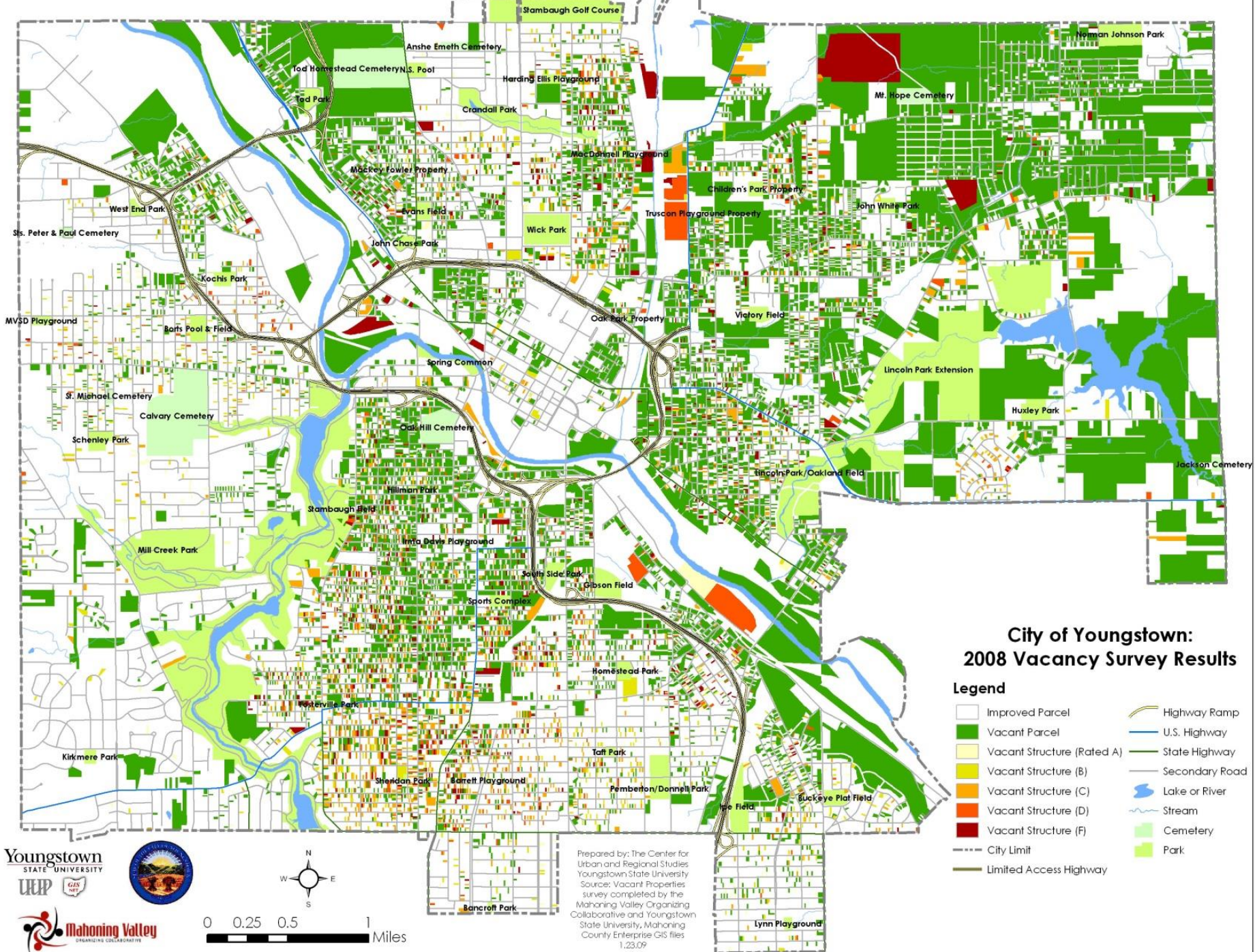
Youngstown, Ohio

- **Population peaked at 170,002 residents in 1930**

- **Planners laid out physical infrastructure for continued growth to 250,000**

- **September 19, 1977 – BLACK MONDAY**

- **40,000 jobs lost in a five year period**

OHIO HISTORICAL SOCIETY

City of Youngstown - Current Reality

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

Stambaugh Golf Course

Anshe Emeth Cemetery

Tod Homestead CemeteryN.S. Pool

Harding Ellis Playground

Tod Park

Crandall Park

MacDonnell Playground

Norman Johnson Park

Mt. Hope Cemetery

Mackey Fowler Property

Children's Park Property

Evans Field

Truscon Playground Property

Wick Park

John White Park

West End Park

Sts. Peter & Paul Cemetery

John Chase Park

Kochis Park

MVSD Playground

Barts Pool & Field

Oak Park Property

Victory Field

Lincoln Park Extension

Spring Common

St. Michael Cemetery

Huxley Park

Calvary Cemetery

Oak Hill Cemetery

Schenley Park

Lincoln Park/Oakland Field

Jackson Cemetery

Hillman Park

Stambaugh Field

Mill Creek Park

Irma Davis Playground

South Side Park

Gibson Field

Sports Complex

Homestead Park

Fosterville Park

Kirkmere Park

Taft Park

Sheridan Park

Barrett Playground

Pemberton/Donnell Park

Ice Field

Buckeye Plat Field

Bancroft Park

Lynn Playground

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

Youngstown STATE UNIVERSITY
UHP GIS net

Mahoning Valley ORGANIZING COLLABORATIVE

N W E S

0   0.25   0.5   1 Miles
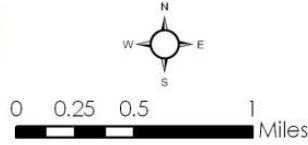
Prepared by: The Center for
Urban and Regional Studies
Youngstown State University
Source: Vacant Properties
survey completed by the
Mahoning Valley Organizing
Collaborative and Youngstown
State University, Mahoning
County Enterprise GIS files
1.23.09

Neighborhood Planning Process

- **Development of a Neighborhood Conditions Report**

- **Stakeholder and resident engagement**

- **Identification of neighborhood assets and priorities**

- **Housing market segmentation analysis**

Goal: Develop neighborhood plans and citywide revitalization strategies that are responsive to neighborhood characteristics and community input

Housing Market Segmentation Analysis - Variables

Vacancy Rate – 2010 Census

Mortgage Ratio – HMDA and Mahoning County Auditor

Sales Ratio – Mahoning County Auditor

Median Sales Price – Mahoning County Auditor

Homeownership Rate – 2010 Census

Change in Homeownership Rate – 1990 and 2010 Census

Calls for Service per 1,000 residents – Youngstown Police Department

Population Loss – 1990 and 2010 Census

Tax Delinquency – Mahoning County Auditor

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%**

Table 0.3 - Data for each variable by census tract
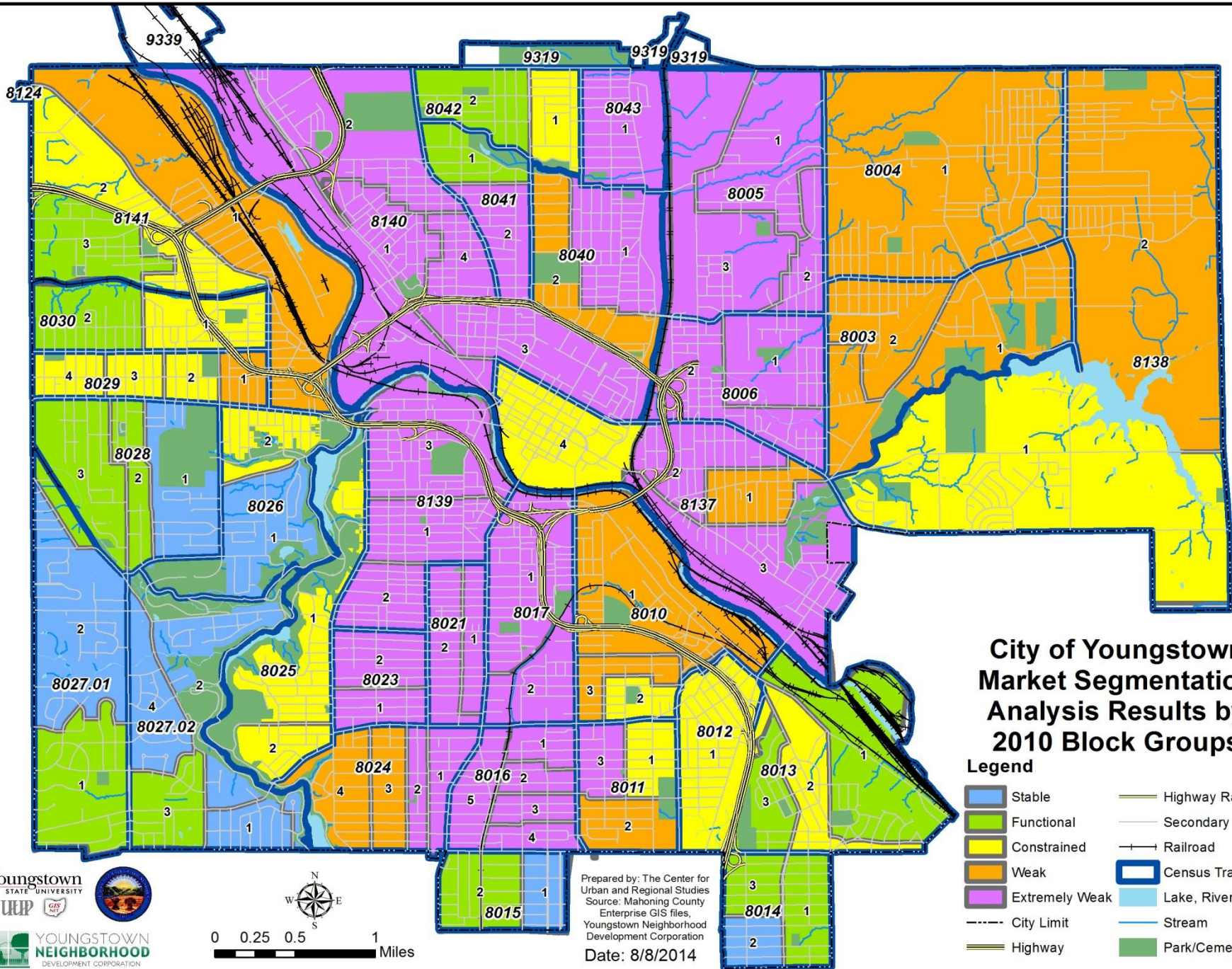
**City of Youngstown
Market Segmentation
Analysis Results by
2010 Block Groups**

Legend

Stable		Highway Ramp	
Functional		Secondary Road	
Constrained		Railroad	
Weak		Census Tract	
Extremely Weak		Lake, River	
City Limit		Stream	
Highway		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

Youngstown
STATE UNIVERSITY
UIUP GIS

YOUNGSTOWN
NEIGHBORHOOD
DEVELOPMENT CORPORATION

0   0.25   0.5   1
Miles

Housing Market Segmentation Analysis - Categories

Stable Market – few vacancies, high median sales prices, high homeownership rates, low poverty, low crime, less population loss

Functional Market – manageable vacancies, above average median sales prices, high homeownership rates, less poverty, less crime, less population loss

Constrained Market – increasing vacancy rates, significant number of low-value sales, rapidly decreasing homeownership rates, high number of foreclosures, increasing poverty, average or above average crime, significant population loss

Weak & Extremely Weak Markets – high vacancy rates, low sales prices, slow residential turnover, low homeownership rates, increasing poverty, high crime, very rapid population loss

Neighborhood Planning Strategy
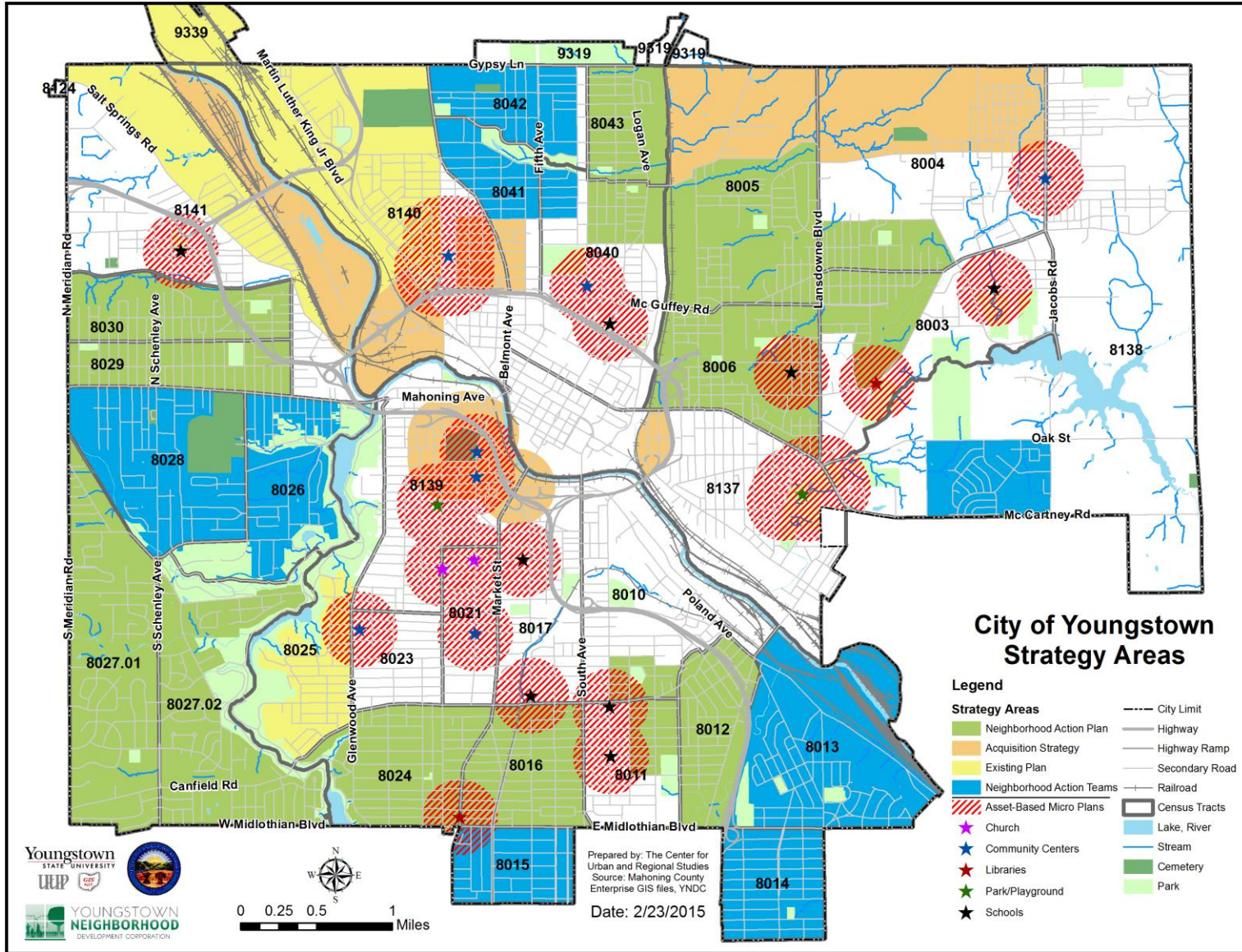
Housing Market Segmentation Analysis - Strategies

Stable and Functional Markets – neighborhood action plans, action teams, acquisition and home rehabilitation for private market sale, historic preservation, Spot Blight eminent domain, targeted code enforcement, demolition of severely blighted structures, increase neighborhood capacity, vacant land reuse

Housing Market Segmentation Analysis - Strategies

Constrained Markets – neighborhood action plans, action teams, aggressive code enforcement and demolition, board up and clean up of vacant properties, owner-occupied rehabilitation, acquisition and home rehabilitation for private market sale, increase neighborhood capacity, vacant land reuse

Weak Markets – comprehensive board up and clean up of vacant properties, asset-based micro plans (schools, churches, libraries, parks, etc.), strategic demolition, large-scale volunteer events, vacant land reuse

Housing Market Segmentation Analysis - Strategies

Neighborhood Action Plans

- **Address resident priorities: housing and property issues, infrastructure repair and maintenance, crime and safety**
- **Outline strategies and establish goals, outcomes, and benchmarks**

Stable, functional, and constrained housing market areas

Neighborhood Action Teams

- **Comprised of residents, city officials, relevant organizations and institutions**
- **Track progress on priority properties, plan community projects**
- **Increases accountability, transparency, and communication**
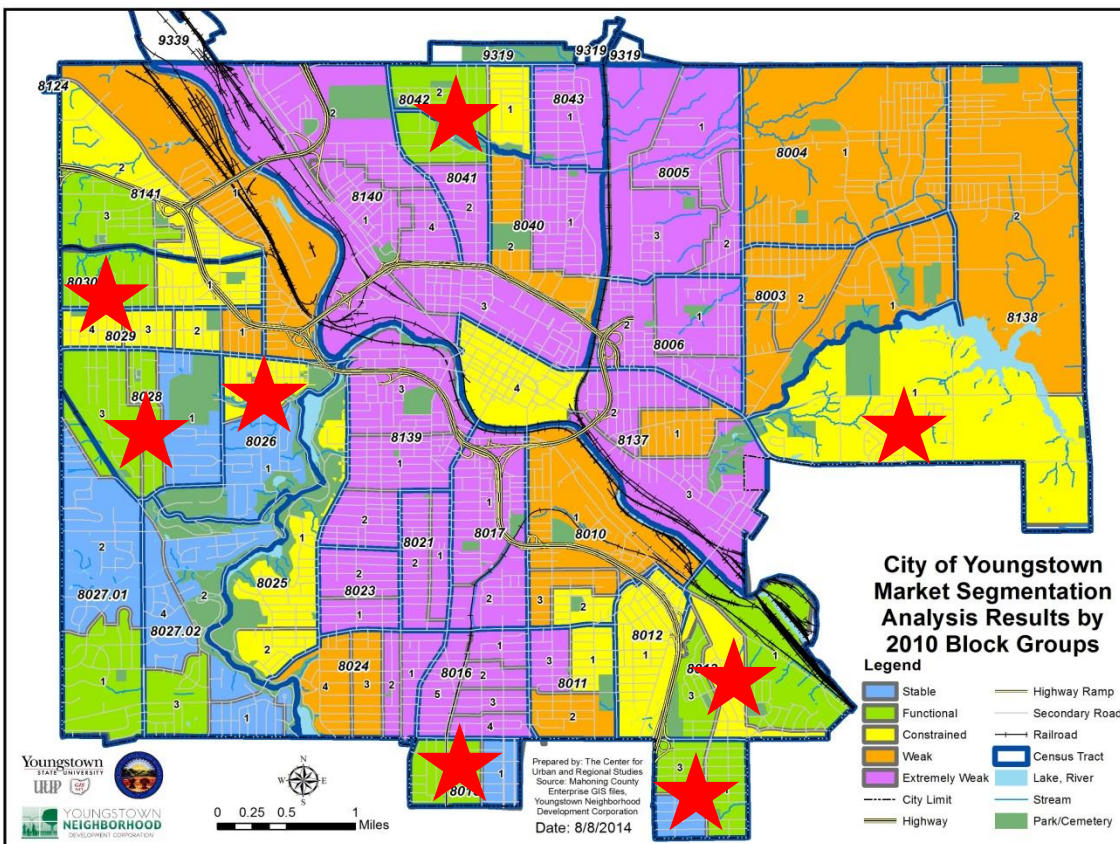
Stable, functional, and constrained housing market areas

Housing acquisition and rehabilitation for private market sale

- Properties acquired through the land bank, tax foreclosure, spot blight eminent domain, donation, purchase
- Homes sold to owner-occupants, increasing market confidence
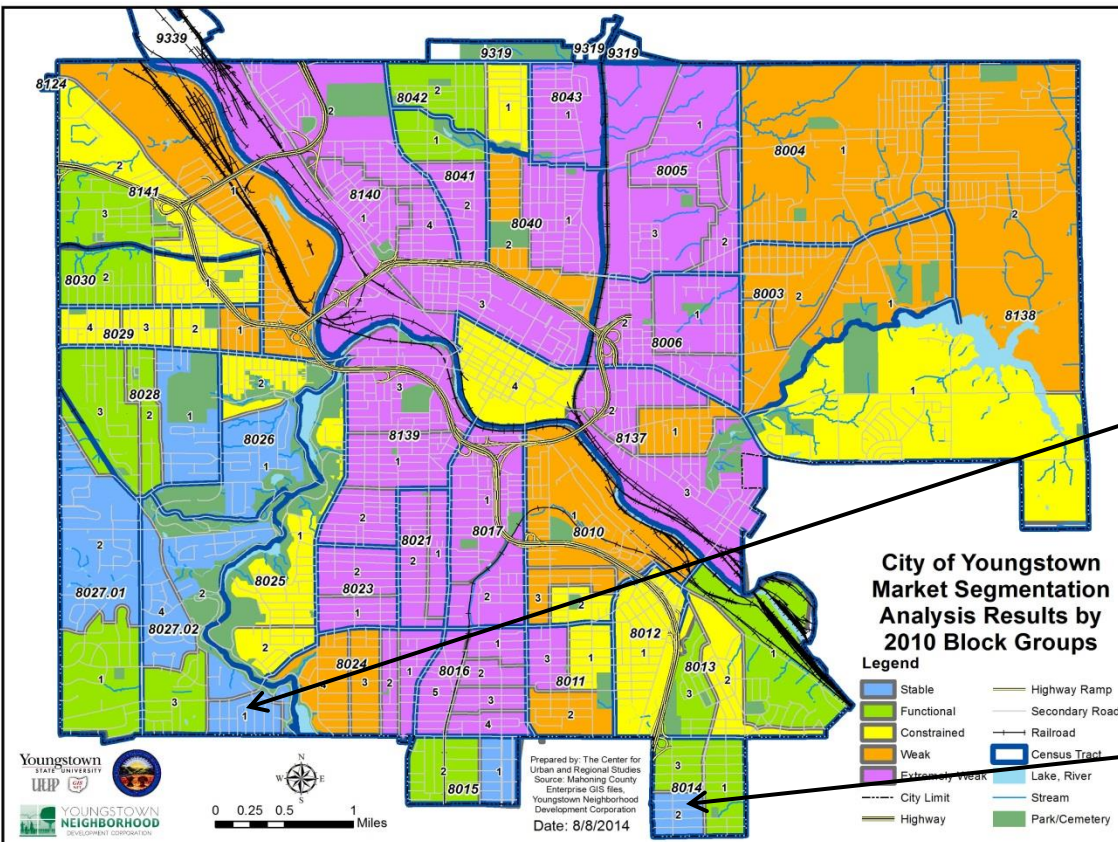
Stable, functional, and constrained housing market areas

Historic Preservation

- **District Nomination to National Register of Historic Places**
- **Increases desirability and market confidence**
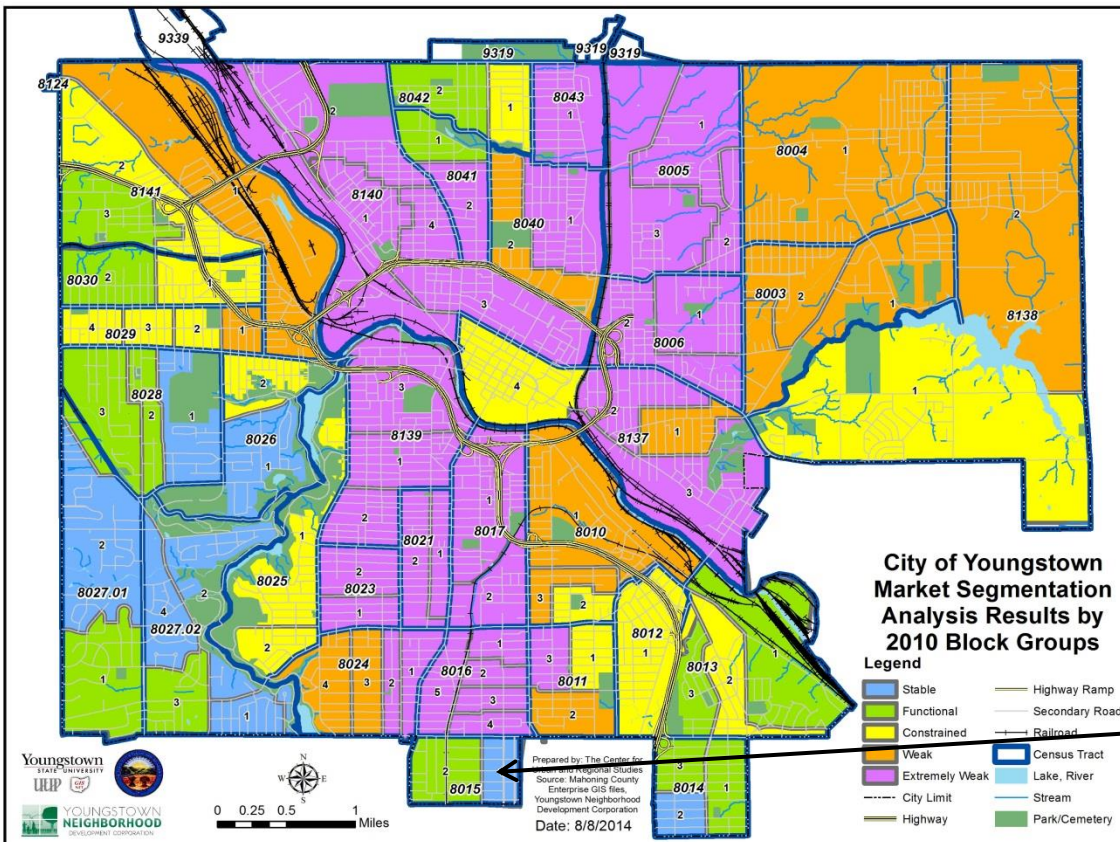
Stable, functional, and constrained housing market areas

Spot Blight eminent domain

- **Used on non-responsive owners of properties with serious issues on otherwise stable blocks in order to preserve market confidence**
- **Used to compel owners to make needed repairs to avoid losing their property**
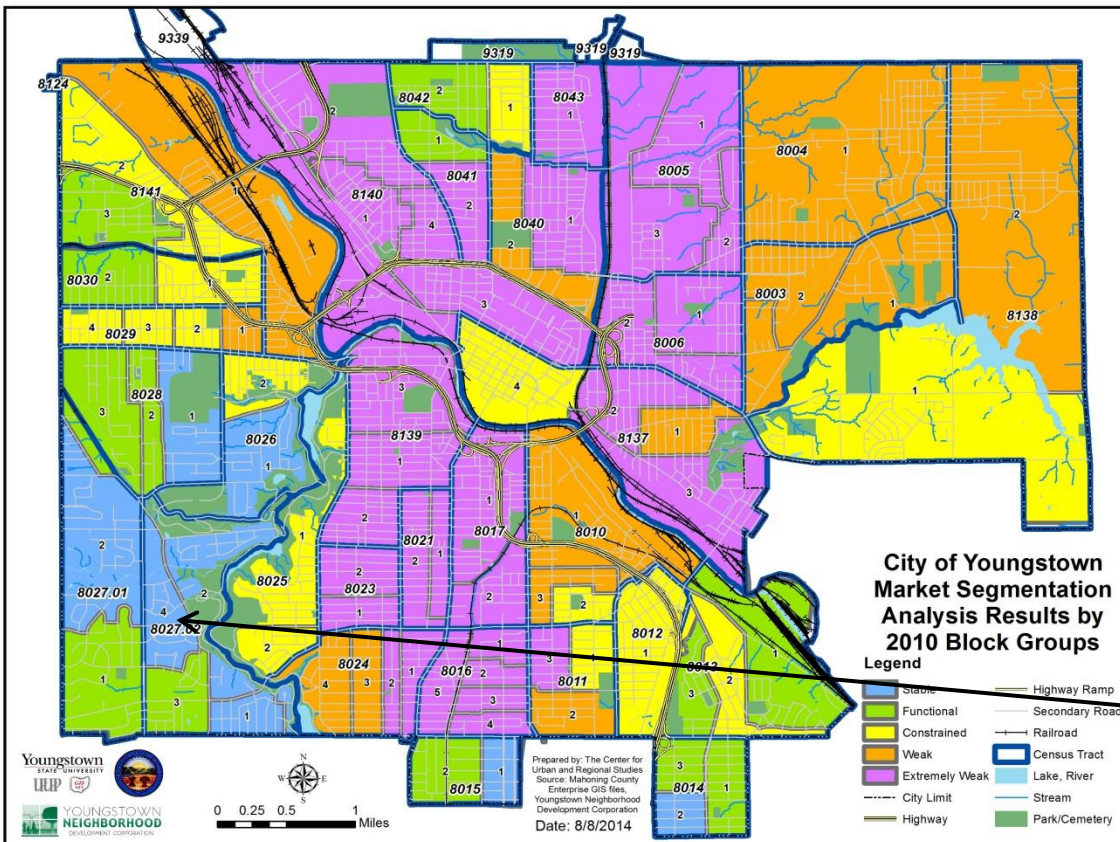
Stable and functional housing market areas

Targeted code enforcement and demolition

- Systematically bring priority properties into full compliance
- Eliminates blight on otherwise stable blocks, therefore preserving market confidence

Stable and functional housing market areas
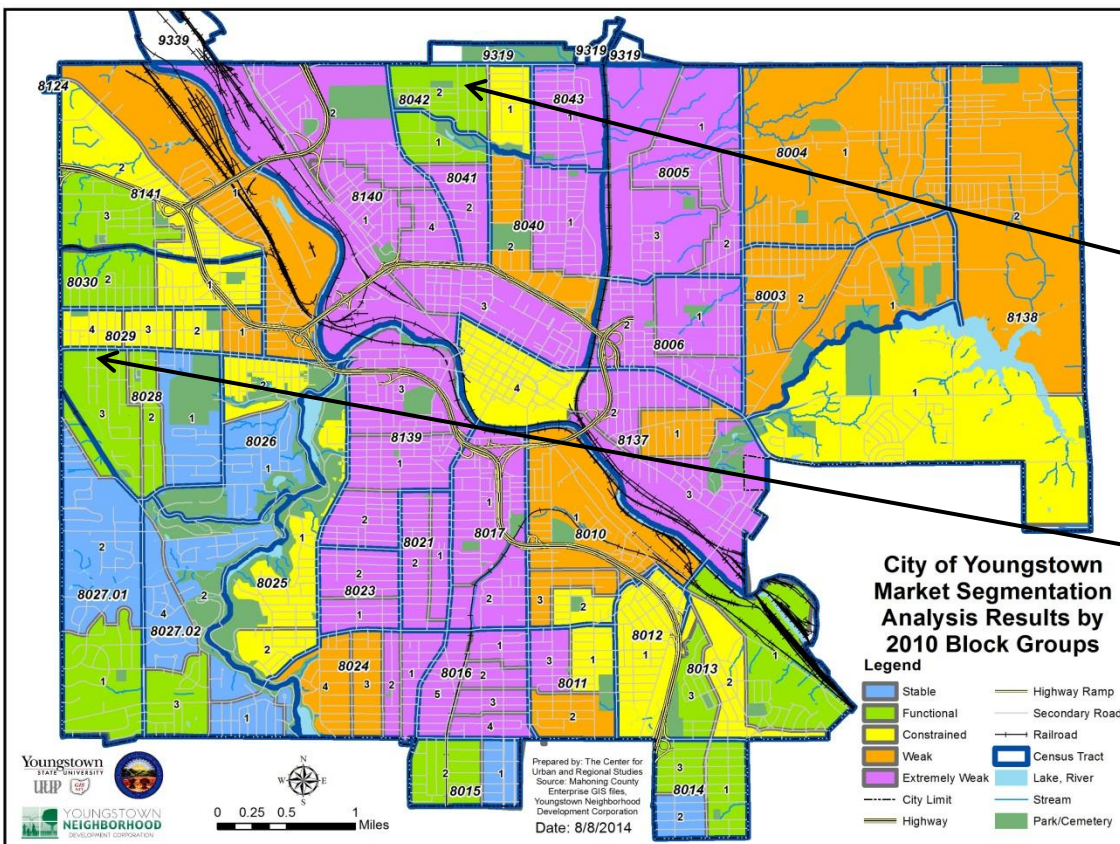
Aggressive code enforcement and demolition

- Pursue all avenues to bring properties into compliance, including code enforcement, tax foreclosure, receivership, spot blight, and demolition
- Halt the spread of blight and abandonment

Constrained market areas

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
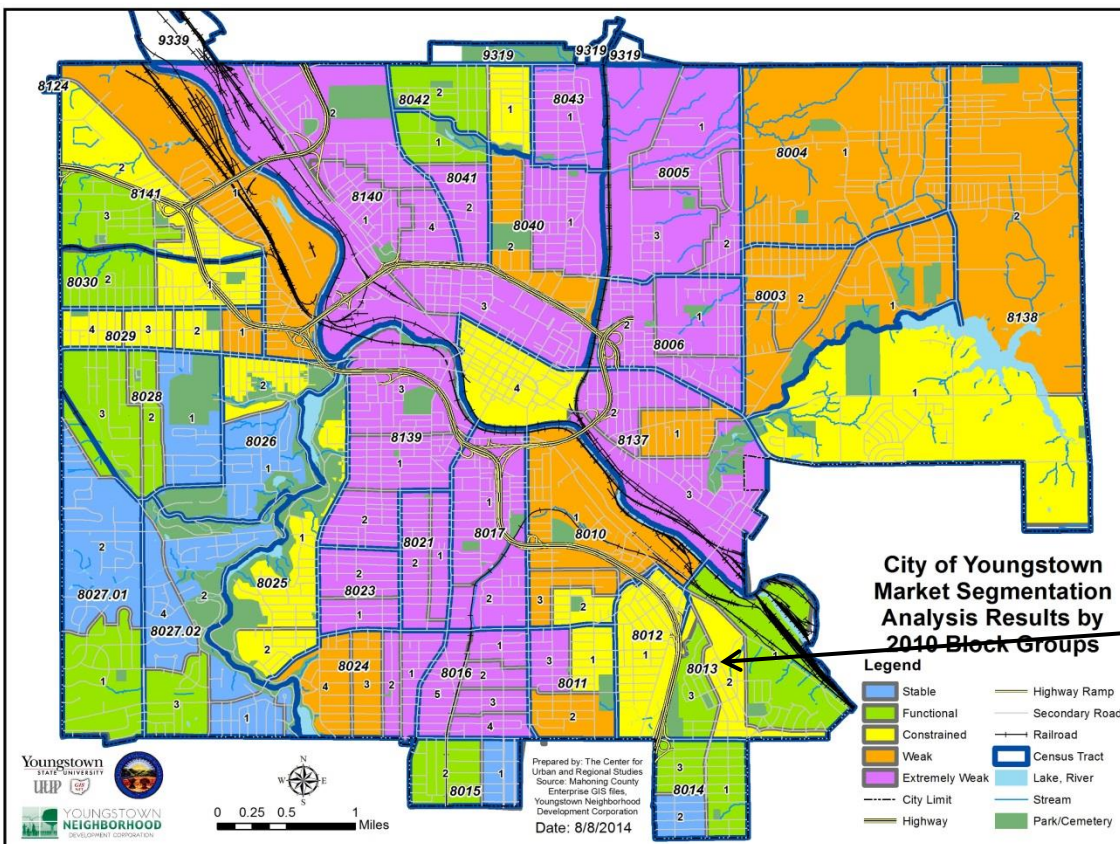
Owner-occupied Home Repair

- **Provide repairs for low-to-moderate income residents**
- **Target repairs to specific blocks and neighborhoods to improve conditions**

Functional and constrained market areas
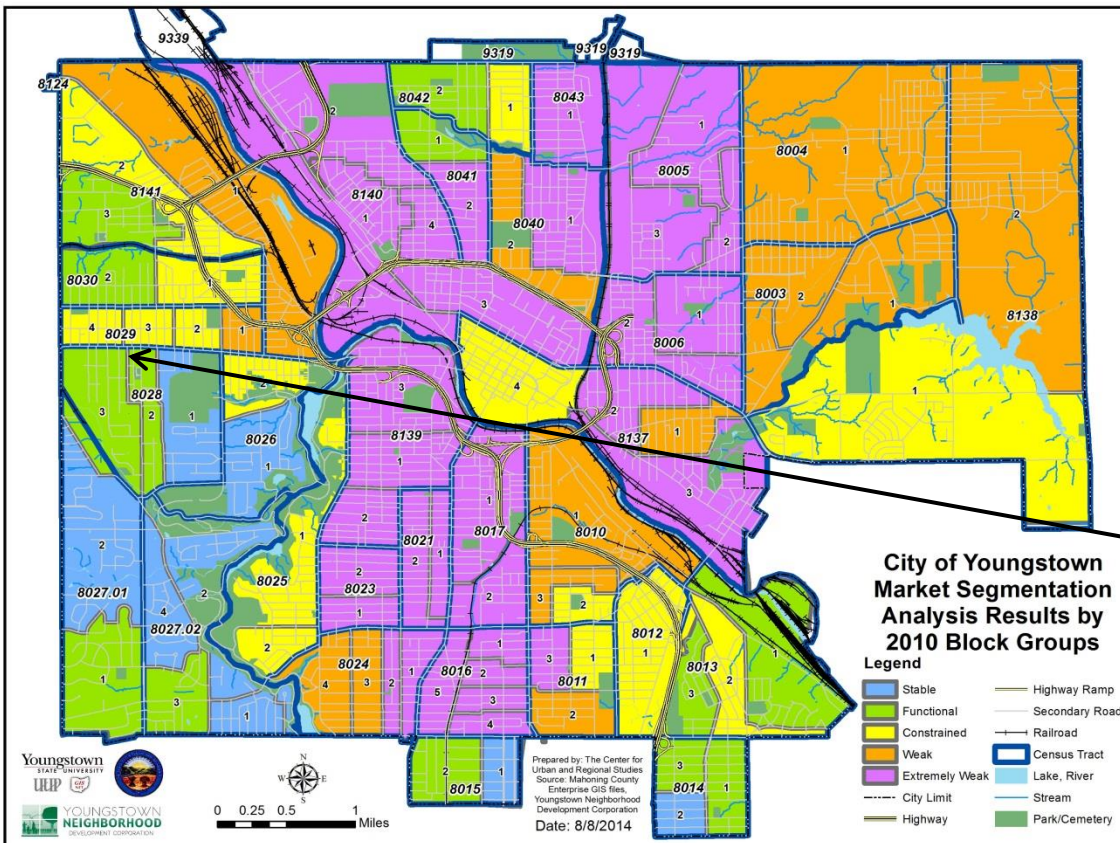
Comprehensive board up and clean up of vacant properties

- Secure all vacant and abandoned properties in a geographic area
- Remove brush and debris, reclaim sidewalks, and increase frequency of grass mowing

Constrained and weak market areas
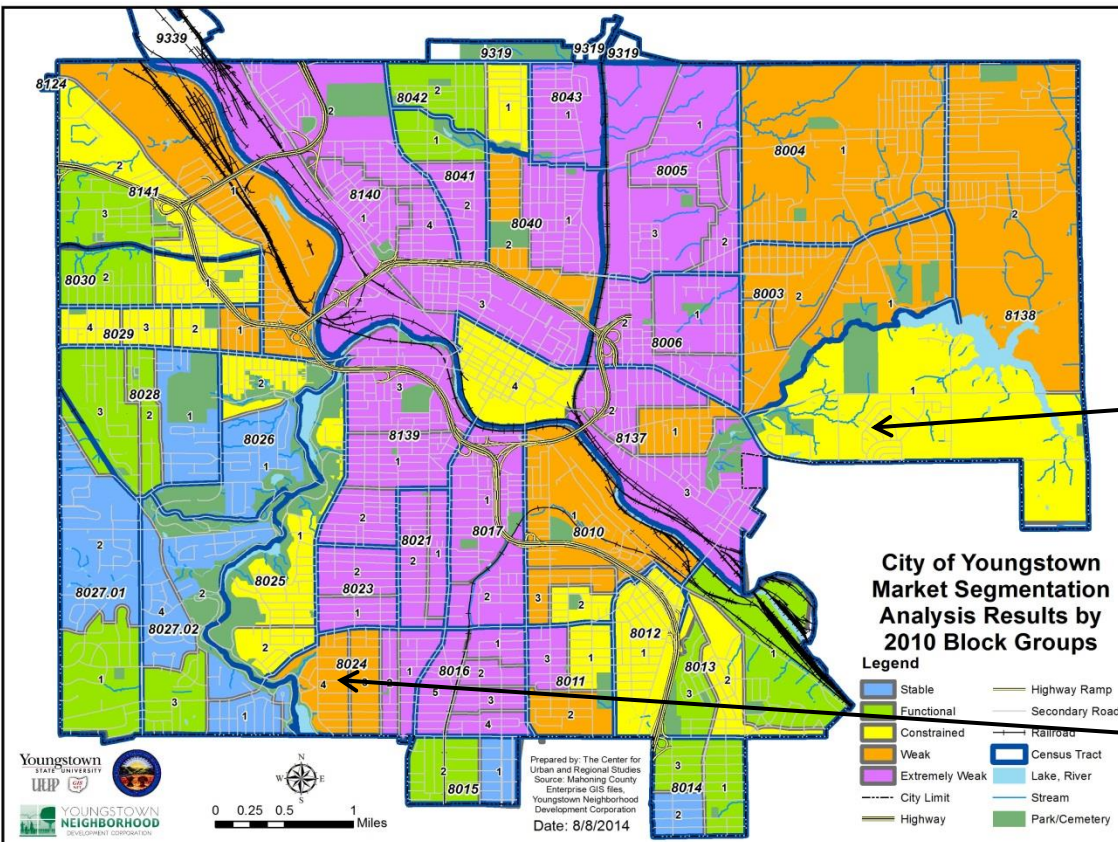
Large-scale volunteer workday events

- **United Way Day of Caring – hundreds of volunteers engaged and dozens of properties boarded and cleaned up**

Weak market areas
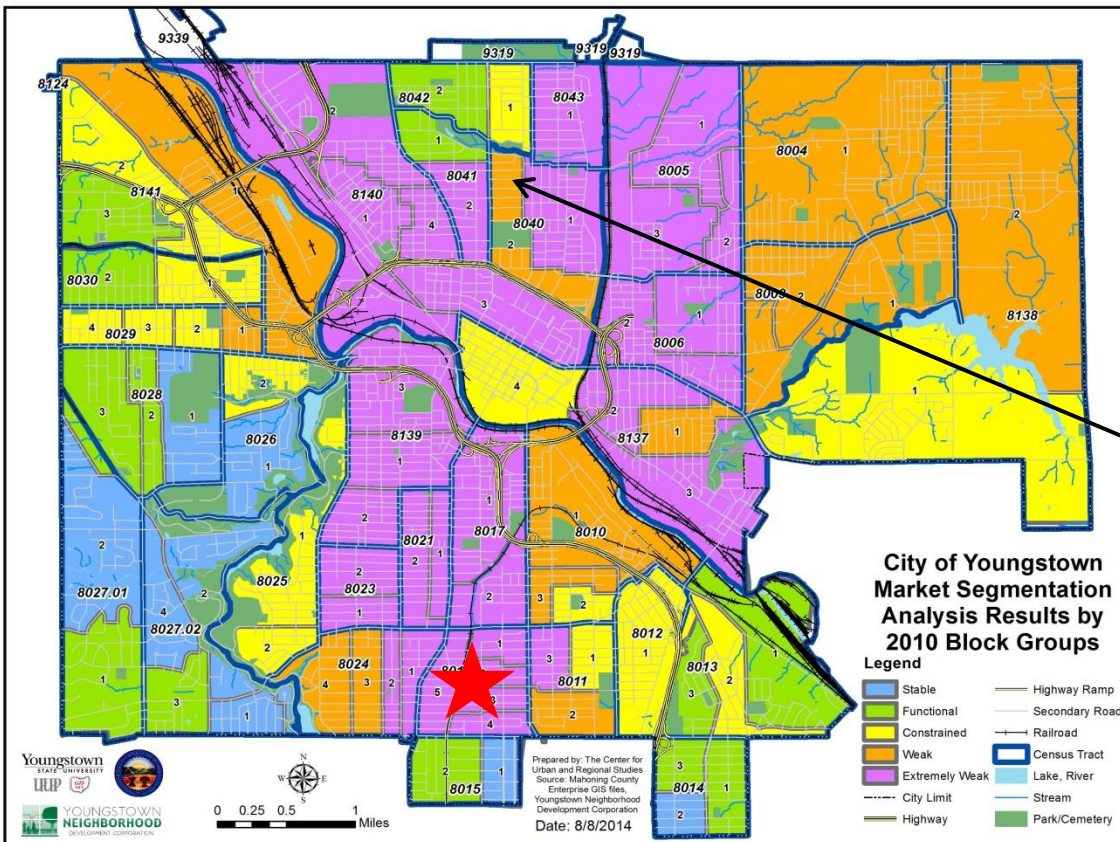
Asset-based Micro Plans

- **Plans based on community assets (parks, churches, schools, etc.) to improve conditions in the adjacent areas**

Weak market areas

Taft Elementary School Micro Plan
- **Detailed property and infrastructure survey**
- **Community workday to secure and clean up vacant structures**
- **Code enforcement**
- **Partnership with local air base for demolition of blighted structures**
- **Safe Routes to School Travel Plan and grant application**
- **Student safety presentations and helmet giveaway**
- **4-H Club vacant land reuse project**
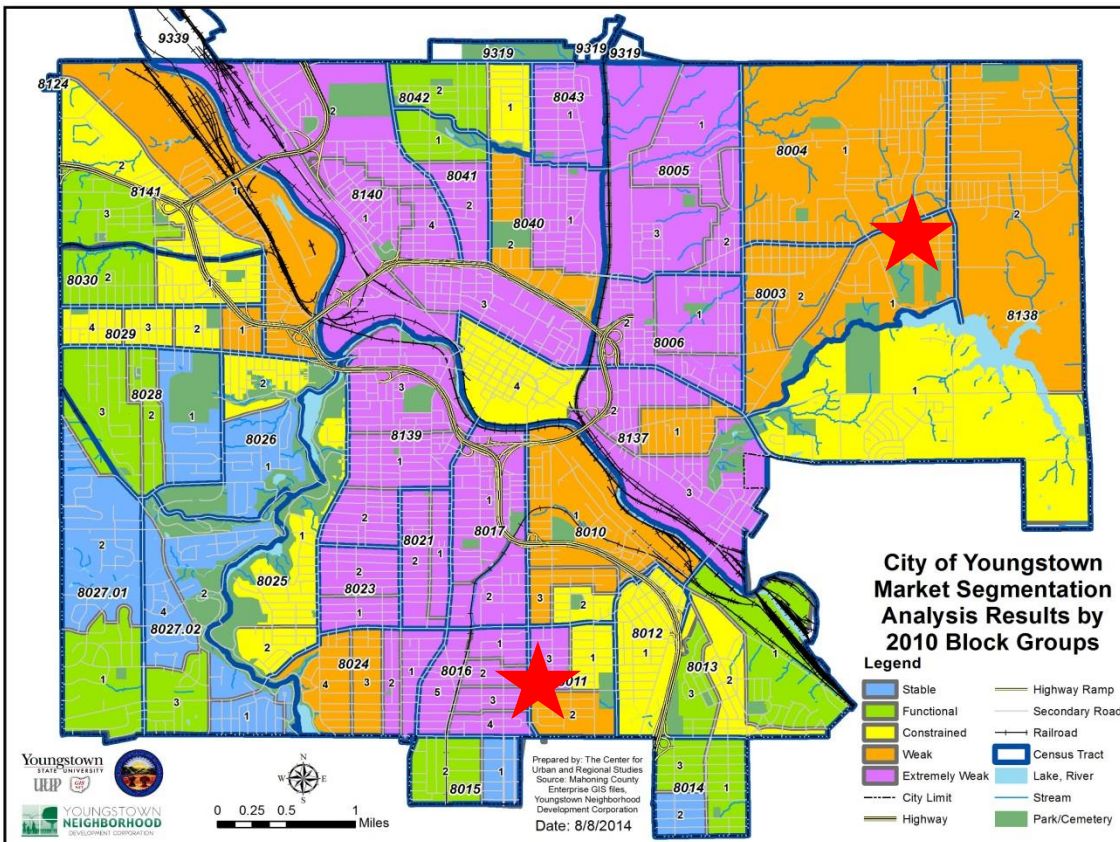
City of Youngstown Market Segmentation Analysis Results by 2010 Block Groups

Acquisition Strategy Plans

- **Plans for acquisition and assembly of vacant land**
- **Land to be used for economic development or preservation of open space**

Weak market areas

Increase neighborhood capacity   All market types

- Engage residents in community projects
- Provide support and technical assistance to resident and institution-driven projects

Vacant Land Reuse

- **Remove debris, spread topsoil, plant grass, trees, flowers, gardens, and install fencing and signage**
- **Provide support and technical assistance to resident and institution-driven projects**

All market types

September 2014 – May 2015 Results
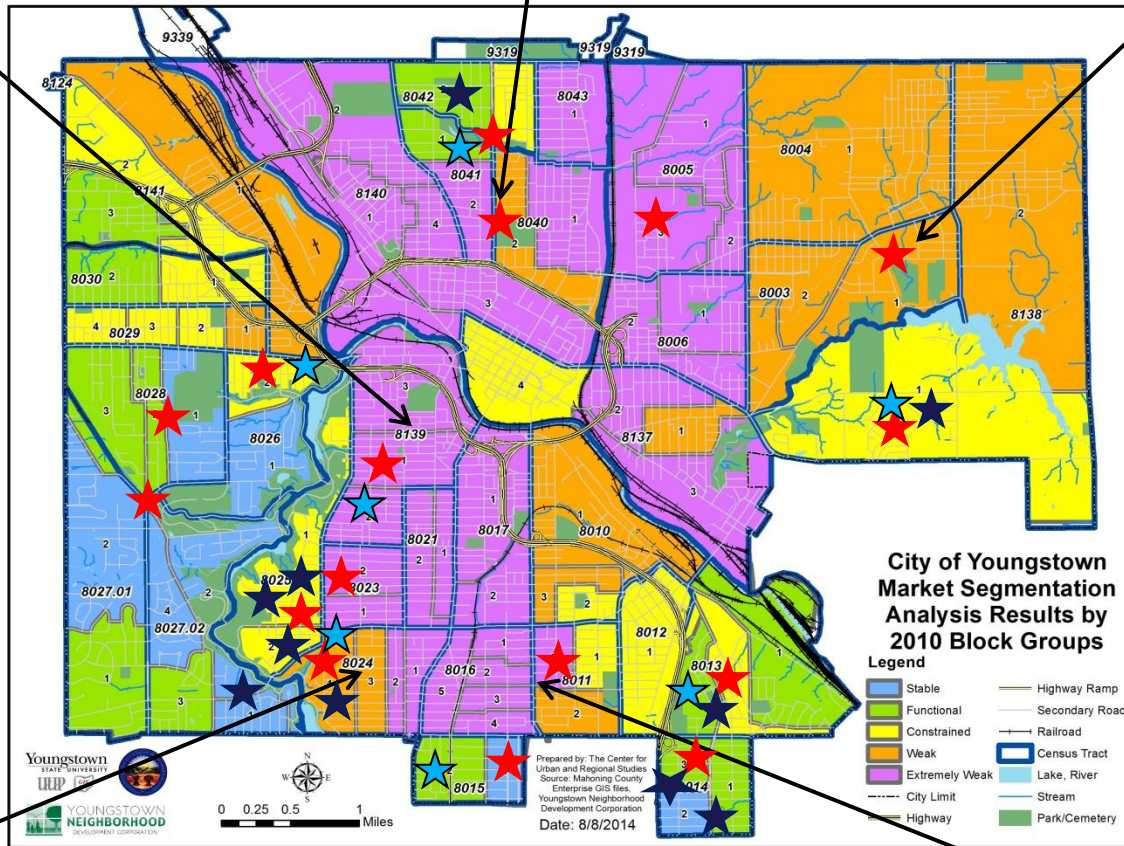
Oak Hill
70 houses boarded

Crandall Park
20 houses boarded

MLK School Micro Plan Area
20 houses boarded

Community Workday ★

Home Rehabilitation ★

Owner-occupied Repair Target Area ★
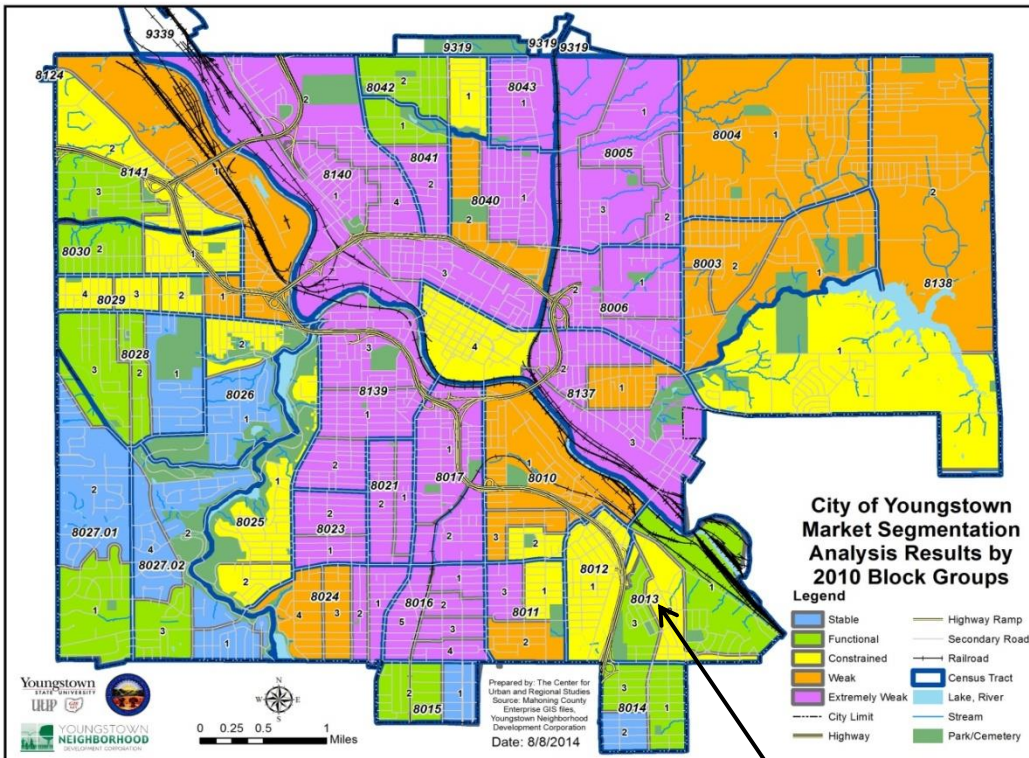
Newport
56 houses boarded

Taft School
Micro Plan Area
16 houses boarded

Neighborhood Action Team Results - Powerstown

- **86 properties inspected by code enforcement**
- **5 properties demolished**
- **18 properties slated for demolition**

- **7 properties achieved code compliance**
- **5 properties received exterior home repairs**
- **3405 Lenox was donated by the Home Savings & Loan Co., renovated, and sold to a first-time homebuyer**
- **3402 Lenox was acquired by the City of Youngstown and will be renovated**
- **Neighborhood group received $15,000 from a local foundation for improvement projects**
- **2 community workdays held in 2014 and 1 scheduled for spring 2015**
- **Lots of Green 2.0 supported the development of the Pointview Children and Families Garden**

Powerstown Neighborhood

Neighborhood Action Team Results - Citywide

- **20 community workdays held**
- **25 blighted properties brought into compliance through code enforcement**
- **11 vacant properties rehabilitated**
- **13 blighted properties demolished**
- **164 vacant properties boarded and/or cleaned up**
- **81 non-functioning street lights repaired**
- **33 residential street segments prioritized for resurfacing**
- **35 owner-occupied repair projects**
- **2 miles of sidewalk reclaimed**
- **12 trees planted**
- **2 vacant land re-use projects**
- **1 micro-loan to a new business owner**

QUESTIONS?

Contact Information:

Tom Hetrick, Neighborhood Planner
thetrick@yndc.org
(330) 480-0423