

NEO CANDO

In Practice

FOCUSED, STRATEGIC INVESTMENT IN
THE HEALTH OF A NEIGHBORHOOD

Residents in the neighborhood located near the intersection of Puritas Avenue and West 150th Street in Cleveland's Puritas-Longmead neighborhood have a lot to be excited about. Three major projects are underway to improve the conditions of an already charming area. The Greater Cleveland Rapid Transit Authority will be completely remodeling and updating the transit station which serves the neighborhood. The Robinson G. Jones municipal school will begin construction along West 150th Street in the next couple years, and the Ohio Department of Transportation will be rebuilding the main exit ramp to the neighborhood from I-480. These three projects represent approximately \$40 million dollars worth of investment in the neighborhood, and suggest that Puritas-Longmead will be an area of growth in the coming years.

Bryan Gillooly, the Executive Director of Bellaire-Puritas Development Corporation (BPDC), recognized that the outside investments were all along a well-traveled corridor which serves as an entrance to the main retail and service outlets of the neighborhood. The Robinson G. Jones construction site is located in the middle of this busy corridor, and is surrounded mainly by residential housing parcels.

BPDC wanted to make sure that the physical condition of the houses located around the new school was being kept up, and maintained for future homebuyers. The organization administers a matching loan grant program to residents in its service area in order to help low to moderate income households maintain and improve the condition of their homes. BPDC staff saw the opportunity to strategically invest capital in the houses along the W. 150th corridor with the dual purpose of maintaining the health and wellbeing of current residents, and preserving the homes and neighborhood in order to attract future homebuyers.

In order to get an overview of the homes and residents in the target area around the new school on West 150th street, Mr. Gillooly went to NEO CANDO. Using the property data section of the NEO CANDO website, Mr. Gillooly was able to retrieve the year of most recent sales transfer and the current market value of each home in the targeted area. Using a variety of data analysis procedures, Mr. Gillooly and BPDC staff were able to determine that 25 percent of sales transfers of the identified parcels took place in the last five years, and that nearly 60 percent were over ten years old. Using NEO CANDO data, he also determined that most of the homes in the neighborhood were valued between \$60,000 and \$90,000.

Based on this information, Mr. Gillooly identified 98 potential parcels that could qualify for home improvement grants. A proposal has been submitted to the City of Cleveland Housing Trust Fund which seeks to make available \$20,000 for ten to twenty qualifying homes in the model block area. The money could be used for a variety of home improvement projects which would benefit individual homeowners and the health of the neighborhood in general, from painting the exterior of the house, to cleaning the home, to improving the landscaping. These investments are viewed by BPDC as being strategic in nature, based on the date of last transfer data found in NEO CANDO. The high percentage of older homeowners suggests that quite a few of these homes may be on the market in the coming years. By helping to create a comfortable, and desirable, environment in which to live, the Bellaire-Puritas Development Corporation hopes to ensure the continued health and wellbeing of the neighborhood.

Bryan Gillooly



Bellaire-Puritas
Development Corporation

Total Estimated Market Values– 2005 tax year



Source: NEO CANDO, Center on Urban Poverty and Community Development, MSASS, CWRU

