



TOLEDO LOVES LOVE

UpTown Master Plan

Toledo, Ohio
May 2019

prepared with and for:



prepared by:



TDC is a Division of



cover photo image of "Toledo Loves Love" mural designed and photographed by Mr. Taylor



This document represents the culmination of a planning process that began in late 2016. The process included on-going stakeholder engagement, extensive data gathering ,and was significantly informed by previous adopted planning including the 2013 UpTown Plan and the 2017 Downtown Master Plan. The UpTown Association Board and Development Committee were key representatives of the neighborhood and the overall process was facilitated by the Toledo Design Center.

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SECTION
INTRODUCTION

PLAN CATALYST

WHY NOW?

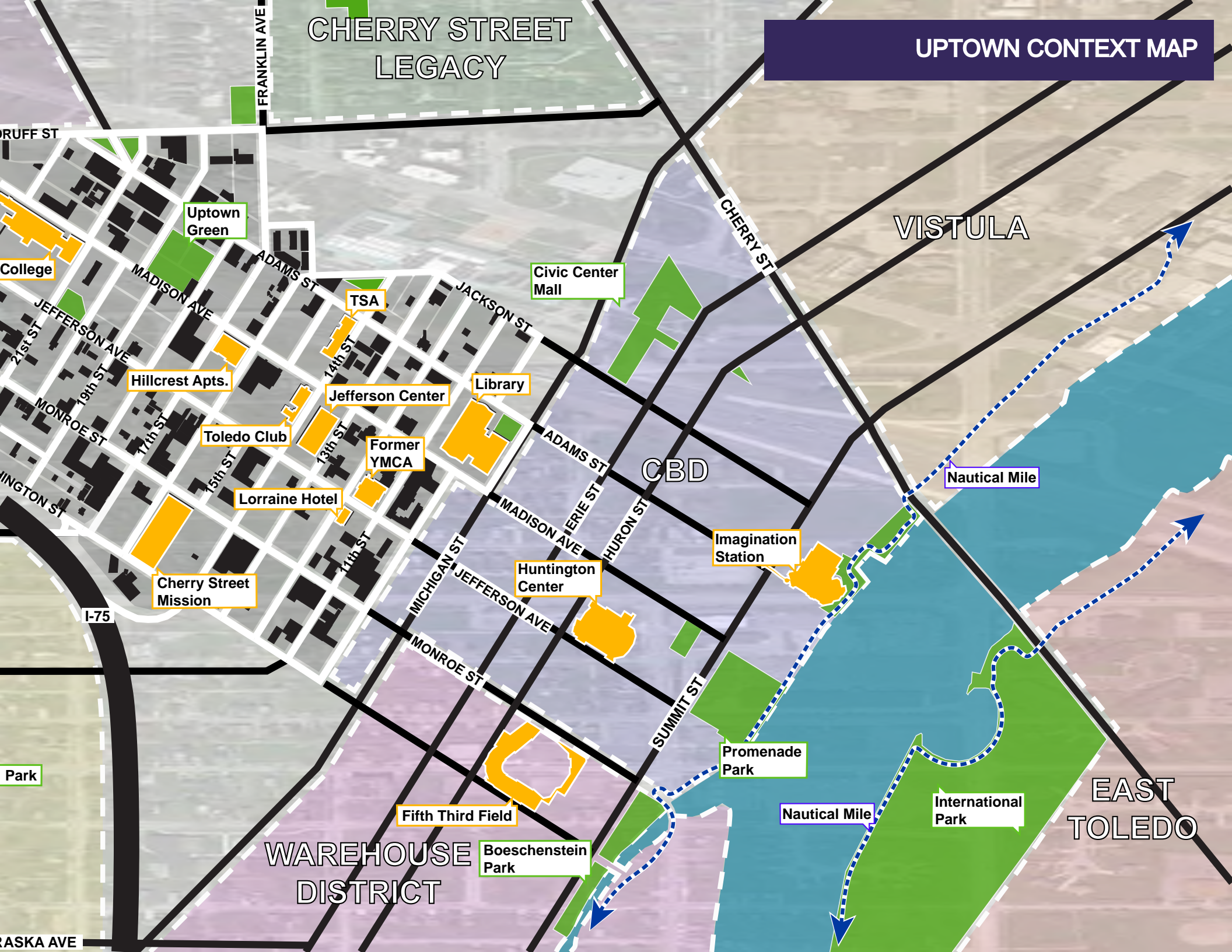
A master plan is important to a neighborhood in that it provides a vision for how they want to develop to meet future demands while at the same time preserving and developing what makes the neighborhood unique. UpTown is unique to Toledo in that it is comprised of a mix of businesses, social services agencies, educational institutions and has a maturing Arts and Entertainment District along Adams Street. It is home to such anchors as Mercy College, The Toledo Club, Cherry Street Mission, Hillcrest Apartments, Toledo School for the Arts and the main branch of the Toledo Lucas County Public Library.

The strategic location of UpTown also makes it unique. Not only is UpTown northwest and immediately adjacent to Downtown Toledo and the Maumee River, it also touches The Old West End, the Warehouse District, Junction and Cherry Street Legacy Neighborhoods. UpTown is also connected regionally through:

- Monroe Street that travels from Downtown northwest through UpTown to the Toledo Museum of Art and beyond
- 17th Street that turns into Franklin Street as it travels north out of UpTown to Mercy Health – St. Vincent Medical Center and beyond, and to the south as it turns into Dorr Street and travels west to the University of Toledo and beyond
- I-75 that travels north and south to places beyond Toledo.



UPTOWN CONTEXT MAP



PLAN CATALYST

The importance of UpTown's strategic location is two-fold. First and foremost is the immediate adjacency to Downtown Toledo. UpTown has experienced both growth and decline consistent with nation-wide migration patterns to downtowns and then out of downtowns to surrounding suburbs. Currently there is an increasing trend to live in central cities/downtowns once again. As migration to the Downtown core occurs, new residents will look towards adjacent areas such as UpTown for housing and day to day living needs. Secondly, UpTown's strategic location not only places it in a position to provide these needs, but also to serve as a connection to and avenue of growth for surrounding neighborhoods.

In 2017 a new Master Plan was adopted for Downtown Toledo. The plan did not exclusively focus on the geographical boundary of the Downtown core, but instead looked at the Downtown and surrounding neighborhoods as a connected whole. UpTown was identified as one of these neighborhoods and was specifically addressed in the plan. The Downtown Master Plan identified, through a market study, the need for additional housing, retail establishments, and office space over the next ten years. These needs can partially be met through development in UpTown because of its immediate adjacency to the Downtown. In addition, the Downtown Master Plan identified street improvements and park/green space additions and improvements that would strengthen the connection between Downtown, UpTown, and the surrounding neighborhoods.

The current Master Plan for UpTown was adopted in 2013. Since then positive improvements, reinvestments and developments in UpTown have occurred. Highlighted examples of these changes with an estimated total value of between 30 and 40 million dollars include:

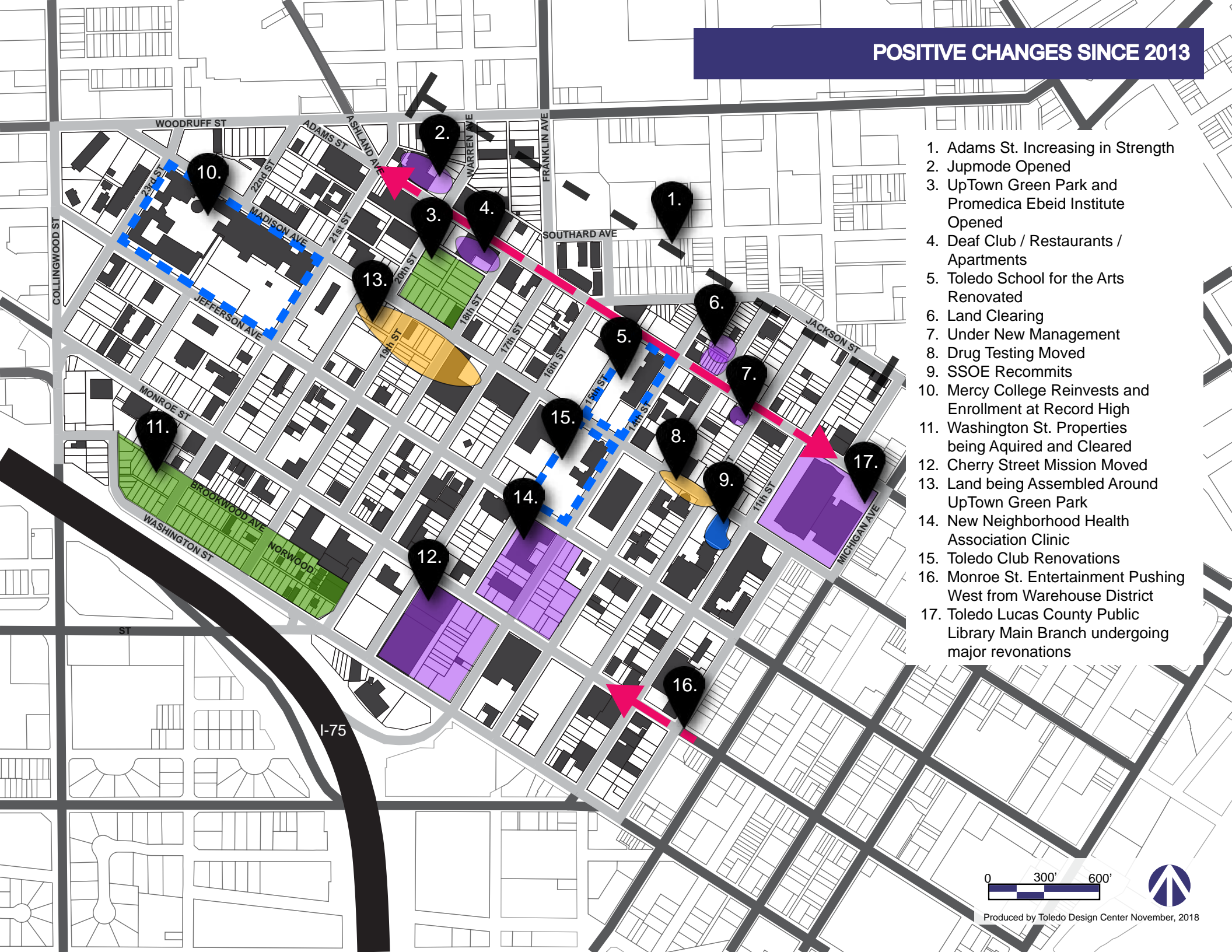
- Adams Street has increased in strength with the addition of businesses along the corridor and with the establishment of the Village on Adams, a non-profit organization that promotes Adams Street.
- Reinvestments have been made in the neighborhood with renovations at the Toledo School for the Arts, the Toledo Club and the Mercy College, the Cherry Street Mission moving into the old Macomber building, and the recent start of a major renovation of the Main Library.
- Development has occurred with the completion of the 2.5-acre UpTown Green park and neighboring ProMedica Ebeid Institute, which provides access to healthy food as well as nutritional, job and financial training opportunities.
- Construction of the new multi-million dollar Neighborhood Health Association Clinic which transformed almost two full city blocks
- Adoption of the UpTown Urban Neighborhood Overlay District

Along with these positive changes, steps have been taken to create opportunities for further development in UpTown through land clearing and assemblage of parcels. These actions have both achieved and furthered the goals outlined in the 2013 Master Plan and positioned UpTown for future development. The significant changes that UpTown has achieved since the completion of the 2013 Master Plan coupled with the strategic location of the neighborhood and the inclusion of UpTown in the 2017 Downtown Toledo Master Plan has facilitated the need to:

- Review where UpTown is today in reaching the vision of the 2013 Master Plan;
- Reevaluate if the vision of the 2013 Master Plan is still the vision UpTown has for itself, if not define what the new vision is; and
- Reformulate strategies and actions to meet the 2019 vision for UpTown.

It is the intent of the 2019 UpTown Master Plan to do just this, to build on the current momentum and achievements and guide UpTown's continued redevelopment not only as the market demands, but as the neighborhood envisions while preserving and cultivating the continued uniqueness of the neighborhood.

POSITIVE CHANGES SINCE 2013



1. Adams St. Increasing in Strength
2. Jupmode Opened
3. UpTown Green Park and Promedica Ebeid Institute Opened
4. Deaf Club / Restaurants / Apartments
5. Toledo School for the Arts Renovated
6. Land Clearing
7. Under New Management
8. Drug Testing Moved
9. SSOE Recommits
10. Mercy College Reinvests and Enrollment at Record High
11. Washington St. Properties being Aquired and Cleared
12. Cherry Street Mission Moved
13. Land being Assembled Around UpTown Green Park
14. New Neighborhood Health Association Clinic
15. Toledo Club Renovations
16. Monroe St. Entertainment Pushing West from Warehouse District
17. Toledo Lucas County Public Library Main Branch undergoing major revonations

0 300' 600'



THE PLANNING PROCESS

The 2019 UpTown Master Plan was completed over two year process that began in November of 2016. The process included six different tasks with work and input from a Core Planning Team, design and planning professionals, city and county staff, and public and private stakeholders. Following is a description of the tasks completed and the resulting Master Plan Sections. While these tasks are listed in a linear way, it is important to note that the actual process was not linear. Input and data was gathered and analyzed throughout the entire process and the plan refined to reflect this information.

TASK 1. GATHER DATA:

WHERE ARE WE NOW?

Gathering data is essential in understanding the current state of UpTown in order to create a baseline from which to build and improve. This task included review of neighborhood history, demographic data, existing physical conditions, existing land use and zoning. This data can be found in:

Section 2: Data Gathering

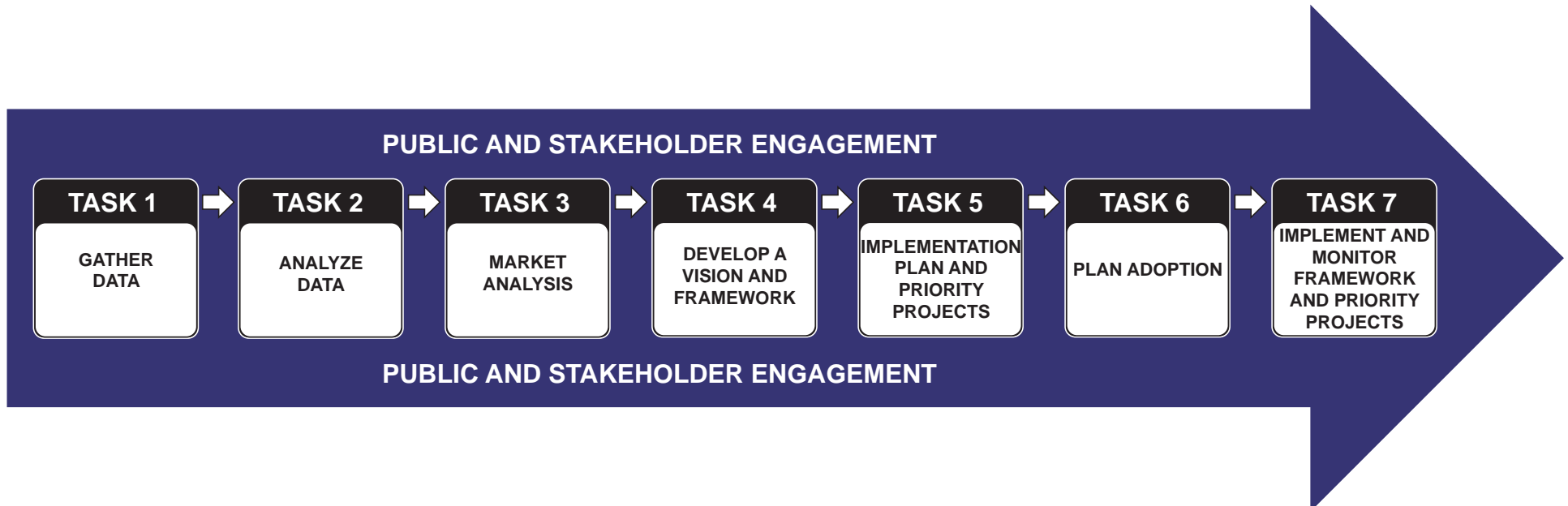
Section 3: Existing Conditions

Planning documents that addressed UpTown were also reviewed. The below section outlines the pertinent information in the relevant plans

Section 4: Existing Neighborhood a Relevant Plans

Finally, the last data gathering section illustrates data gathered through public and stakeholder meetings:

Section 5: Public and Stakeholder Engagement



TASK 2. ANALYZE DATA:
WHAT STRENGTHS, WEAKNESSES AND OPPORTUNITIES DO WE HAVE?

Analysis of data was completed in two steps. First, the neighborhood data was analyzed and patterns identified. Second, public and stakeholder meetings were held to gather additional data. This resulted in the identification of the strengths, weaknesses and opportunities of UpTown as outlined in

Section 5: Public and Stakeholder Engagement
This section discusses the analysis of key data gathered:
Section 7: Vision and Framework

TASK 3. MARKET ANALYSIS:
WHAT REALISTIC POTENTIAL DO WE HAVE?

A market analysis utilizes statistical market data and demographic trends to project existing and future demand for neighborhood elements such as housing units, commercial, office and industrial space. This information helps inform the framework and recommendations by identifying potential need. Data from a market analysis completed by MetroEdge and data from a market study completed in the 2017 Downtown Toledo Master Plan helped form this plan. Section 6: Market Analysis summarizes the findings of the market information from the 2017 Downtown Toledo Master Plan.

TASK 4. DEVELOP A VISION AND FRAMEWORK:
WHERE DO WE WANT TO BE?

Developing a vision takes all the data that has been gathered and analyzed and input received and forms a written statement of what the neighborhood envisions for itself in the future. A framework is then developed that delineates the strategies to achieve this vision. This information is outlined in Section 7: Vision and Framework.

TASK 5. IMPLEMENTATION PLAN AND PRIORITY PROJECTS:
HOW DO WE GET THERE?

The implementation plan expands on the strategies identified in the vision and framework and both describes the actions steps and identifies priority projects to achieve these strategies.

TASK 6. PLAN ADOPTION:
PUBLISH PLAN AND MAKE OFFICIAL

The UpTown Master Plan was completed and submitted to the City of Toledo for approval and adoption as an amendment to the Toledo 20/20 Comprehensive Plan in the Spring of 2019. This process of approval included these three steps:

- a public hearing and review of the plan by the Toledo City Plan Commission, with a recommendation for adoption by City Council
- a public hearing and review of the plan by the City Council's Zoning and Planning Committee, with a recommendation for adoption of the plan
- adoption of the plan by City Council.

TASK 7. IMPLEMENT AND MONITOR FRAMEWORK AND PRIORITY PROJECTS:
FRAMEWORK DEVELOPMENT AND PROGRESS ON SIX PRIORITY PROJECTS

Although this task is not part of the master plan process, it is a most important task aside from creating the plan itself. To be successful the plan must be implemented and progress monitored so that the vision of UpTown can be met and adjustments made as needed. The UpTown Association, assisted by the Toledo Design Center and especially the staff of the Toledo Lucas County Plan Commission, is responsible for implementation and monitoring of this plan with the primary focus being on the Framework Vision and the implementation of the Six Priority Projects.

"A good plan is an active, robust, continual conversation among a diverse audience; there is no such thing as a good plan that ends up on a shelf."

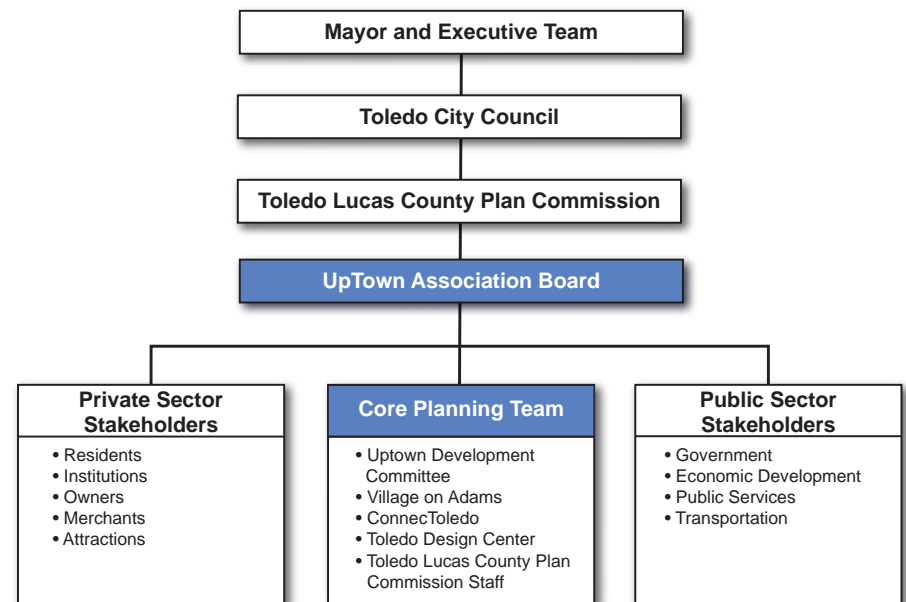
Society for College and University Planning, "Succeeding at Planning".

PLANNING TEAM AND PARTNERS

The UpTown Master Plan was completed with the ongoing engagement of the Core Planning Team. The Core Planning Team is comprised of representatives from the UpTown Association, UpTown business owners and stakeholders, design and planning professionals and city and county staff. The planning team met regularly throughout the planning process to review and analyze data, formulate a vision with supporting strategies and devise a plan of action. Engagement of public and private stakeholders was an important component of the plan. A key step in the engagement process was the four public forums held in the Spring of 2017.

The UpTown Association oversaw the planning process and will lead the implementation of the 2018 UpTown Master Plan. In addition to the UpTown Association, The City of Toledo, Village on Adams, Toledo Design Center and ConneCToledo are entities whose mission and/or goals include the betterment of UpTown. Partnering with these entities will not only strengthen the work the UpTown Association, but also focus work on common goals that further the vision of this plan.

PLANNING TEAM STRUCTURE





UPTOWN ASSOCIATION. The UpTown Association was incorporated as a non-profit development corporation in March 1986. It is governed by the UpTown Board and the day to day operations are managed by an Executive Director. The UpTown Association's mission is to foster collaboration, community, and economic development in the neighborhood. Their vision is to be a regional model for economic development and neighborhood revitalization. It will be the responsibility of the UpTown Association to further the goals and recommendations of this Master Plan.



VILLAGE ON ADAMS. Village on Adams is a non-profit, volunteer driven organization established in 2014 to improve Adams Street and the surrounding neighborhood. Their mission includes a focus on communication, beautification, improved safety and attracting new businesses and residents. Since their inception they have organized a number of events such as the Adams Street Zombie Crawl, the first New Year's Eve Ball Drop, and many others. In addition they have completed a pocket park at 13th and Adams Streets named Corporal Max Clinger Athletic Complex. Village on Adams continues to promote and strengthen Adams Street and will be instrumental in the continued strengthening of Adams Street and UpTown as a whole.



CONNECTOLEDO. ConnecToledo is a non-profit Downtown Toledo development corporation that is committed to the redevelopment of Downtown Toledo. ConnecToledo works closely with businesses, developers, government and non-profit organizations to strengthen Downtown Toledo and it's surrounding neighborhoods. As advocates of the 2017 Downtown Toledo Master Plan, ConnecToledo will be a key contributor and facilitator in the improvement of UpTown.

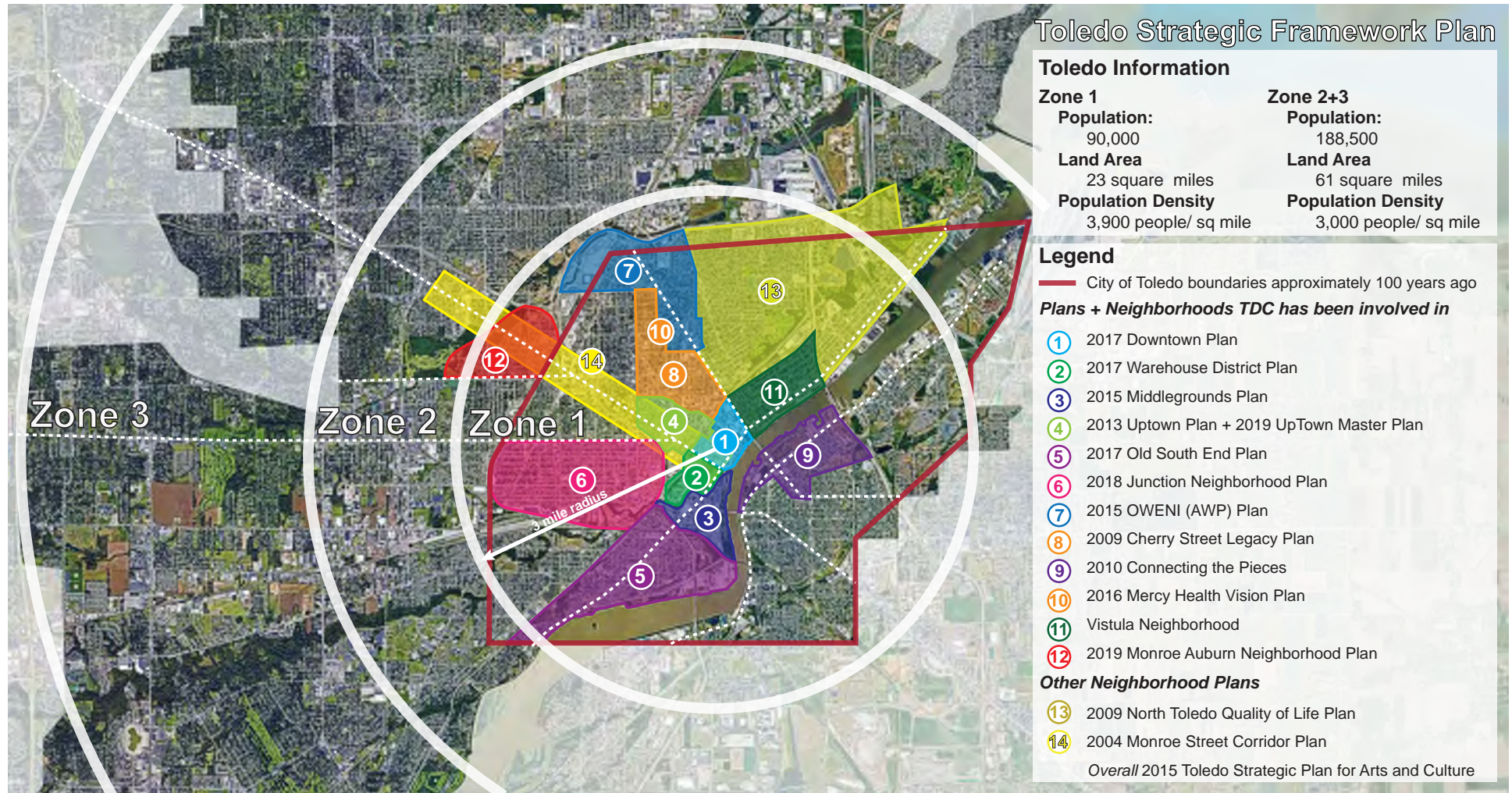


CITY OF TOLEDO AND LUCAS COUNTY. The City of Toledo and Lucas County serve as both regulatory and funding sources for UpTown. Several City of Toledo departments contributed to the planning process including: Department of Neighborhoods, Department of Economic Development and especially the staff of the Toledo Lucas County Plan Commission.

OTHER CONTRIBUTIONS. Below is a partial list of other organizations who provided input during the planning process. These include:

- The Arts Commission
- Brooks/LISI Insurance
- The Catholic Club
- Cherry Street Mission
- City of Toledo Police Department
- Claro Coffee
- First Alliance Church
- Harbor Behavioral Health
- Lucas County Commissioners
- Mad Avenue Collective
- Manhattan's
- Mercy College
- Mercy Health Systems
- ProMedica
- St. Pauls
- Superior Impressions
- The Toledo Club
- Toledo Lucas County Public Library
- The Toledo Museum of Art
- Toledo Public Schools
- Toledo School for the Arts
- The Toledo Rep
- UpTown District Arch. Review Committee
- UpTown Assoc. Residential Council
- Village on Adams

PLANNING TEAM AND PARTNERS





TOLEDO DESIGN CENTER

a Division of ConnecToledo [Downtown Development Corp.]

MISSION. The Toledo Design Center advocates for excellence in design and planning. We initiate and support urban revitalization and sustainability.

Our work helps create a high quality of life through sustainable and beautiful neighborhoods and communities, guided by planned and sustainable growth.

BOARD + STAFF. The TDC is a division of the non-profit ConnecToledo formerly known as Downtown Toledo Development Corporation. The TDC is overseen by a board of volunteer professionals from the design community, including architects, landscape architects, and planners. These and other volunteer professionals, along with students and faculty from universities, work together on various projects to support the TDC mission.

EDUCATION + MENTORING. Helping to create the architects and planners of tomorrow is part of the TDC mission. Our co-ops and internships host students from universities, providing hands-on experience with real-life design projects. Our commitment to education encompasses partnerships with university architecture and planning programs, including Bowling Green State University and the University of Toledo. The TDC members coordinate community projects with university faculty, support studio design reviews, and sit on program advisory boards.

DESIGN REVIEWS. We assist in and critique public and private design and planning projects. Our studio is also available for presentations and charrettes.





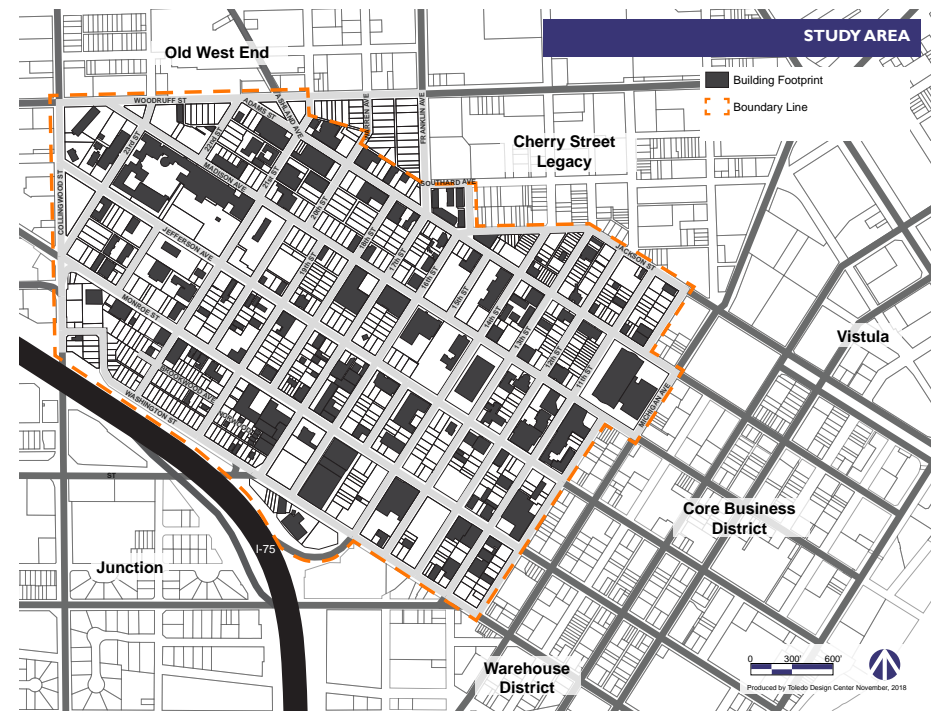
SECTION
DATA GATHERING **2**

THE UPTOWN NEIGHBORHOOD

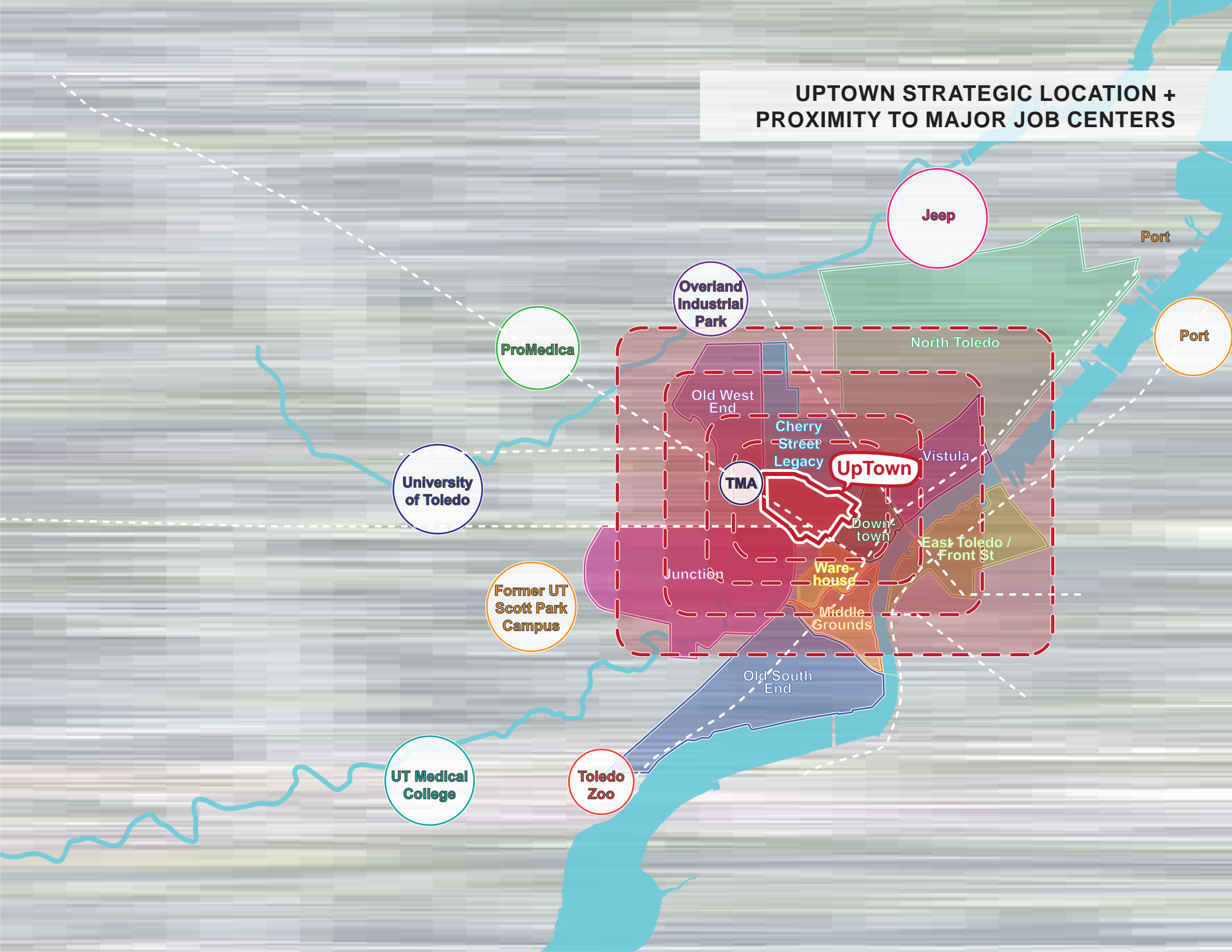
PROXIMITY

UpTown is appropriately named for its immediate adjacency to Downtown Toledo. Not only does UpTown touch Downtown, it also touches The Old West End, the Warehouse District, Junction and Cherry Street Legacy Neighborhoods. UpTown is also connected regionally through, Monroe Street, 17th Street and access to I-75.

UpTown, as defined in this plan, consists of approximately 250 acres. The boundaries of UpTown are described as follows: Collingwood Boulevard on the east; then on the north along Woodruff Avenue to Franklin Avenue, along Franklin Avenue to Southard Avenue, along Southard Avenue to Vermont Avenue, along Vermont Avenue to Jackson Street, and along Jackson Street to 10th Avenue; then on the east along 10th Street to Adams Street, along Adams Street to Michigan Avenue, along Michigan Avenue to Madison Street, along Madison Street to 10th Street, and along 10th Street to Washington Street; then on the south along Washington Street to the I-75 exit ramp and along the I-75 exit ramp and I-75 to Collingwood Boulevard.



UPTOWN STRATEGIC LOCATION + PROXIMITY TO MAJOR JOB CENTERS

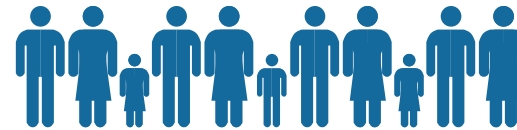


DEMOGRAPHIC PROFILE

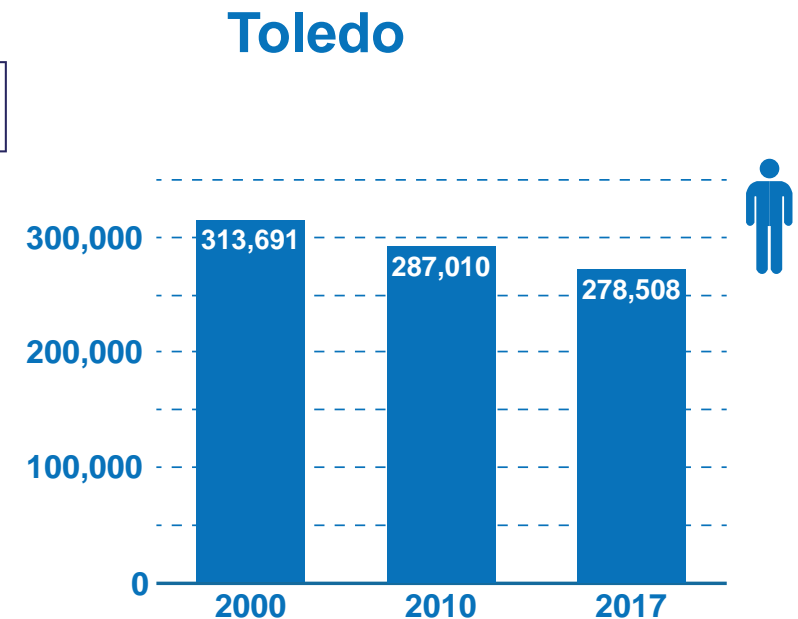
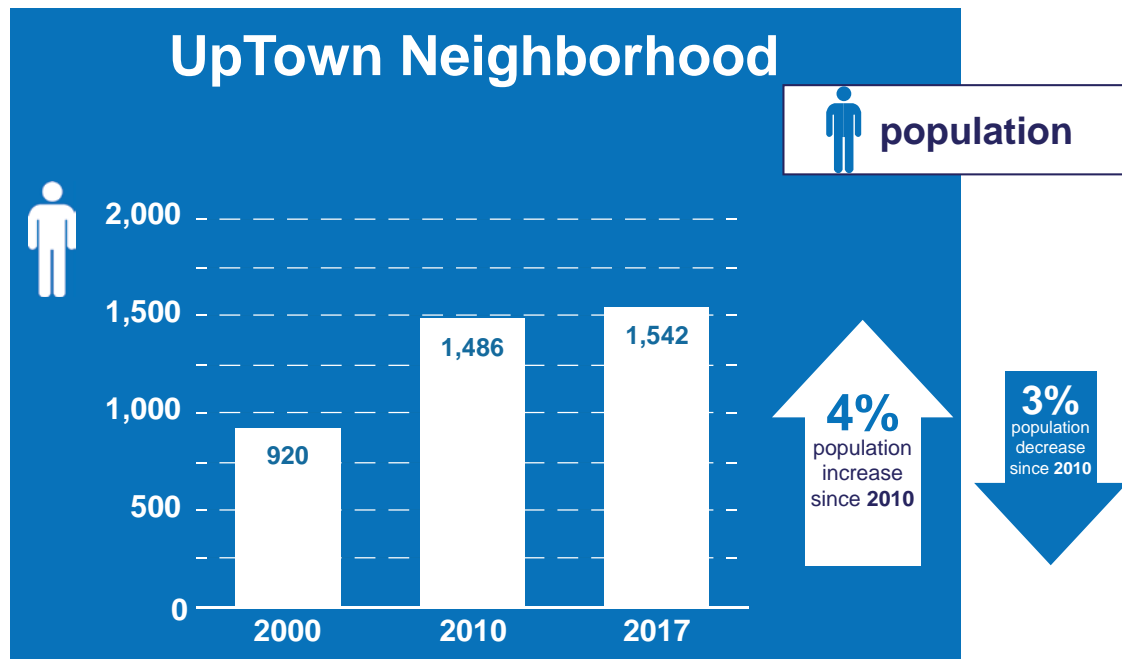
Demographic information was obtained through ArcGIS Business Analyst software whose sources are cited as Esri, U.S. Census Bureau and the American Community Survey. The UpTown study area lies within Census Tract 27, and a portion of Census Tracts 28, and 34.

POPULATION CHARACTERISTICS

1,542 total population



POPULATION OVERVIEW. UpTown's 2017 estimated population is 1,542. While the population more than doubled since 2000, the majority of this increase occurred between 2000 and 2010. UpTown's population increased by only 4% from 2010 to 2017 and is projected to continue to increase only slightly (1.25%) from 2017 to 2022. While UpTown is experiencing an increase in population, the population of the City of Toledo as a whole continues to decrease although the rate is now very low. It should be noted that the rate of population increase in Uptown has partially slowed due to a virtual lack of inventory.





28%
living in group
quarters

GROUP QUARTERS. Of the 1,542 people in UpTown, 426 or 28% live in group quarters. The Census Bureau defines group quarters as a facility where people live or stay in a group living arrangement. These facilities may be either institutional (correctional facilities or nursing homes) or non-institutional (college dormitories, missions or shelters) and are owned or managed by an entity that provides housing and/or housing services. There are several such facilities in UpTown including: the Cherry Street Mission, Juvenile Detention Center, Toledo Gospel Rescue Mission and the YWCA. Since 2010, the number of people living in group quarters has decreased 2%. This data shows the majority or 8% living in institutional quarters and 22% in non-institutional quarters.



4,546 daytime
population
77% workers
23% residents

DAYTIME POPULATION. During daytime hours, the population of UpTown increases to 4,546. Employment centers and educational facilities in UpTown attribute to this increase as 77% of the daytime population are workers while 23% are residents.



6.2
people per acre

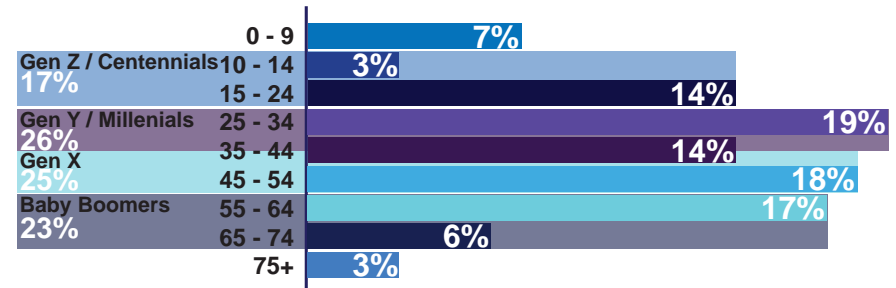
POPULATION DENSITY. Based on 2017 population projections, UpTown has a population density of 6.2 people per acre. This is higher than Toledo's population density of 5.2 people per acre.



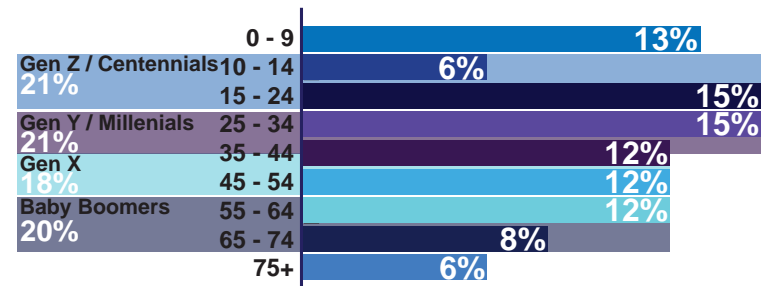
39.2
median age

AGE. The 2017 projected median age of UpTown is 39.2. This is an increase from the median age of 37.9 in 2010 and is higher than Toledo's median age of 35.5. The largest age cohort in 2017 was between the ages of 25-34 at 19% of the population. The majority or 81% of the population of UpTown is between the ages of 15-64, while 10% are under the age of 15 and 8% are over the age of 64. In comparison Toledo's largest age cohort in 2017 was between the ages of 15-24 at 15.2% of the population. People between the ages of 15-64 account for 66% of Toledo's total population.

UPTOWN POPULATION BY AGE RANGE



TOLEDO POPULATION BY AGE RANGE

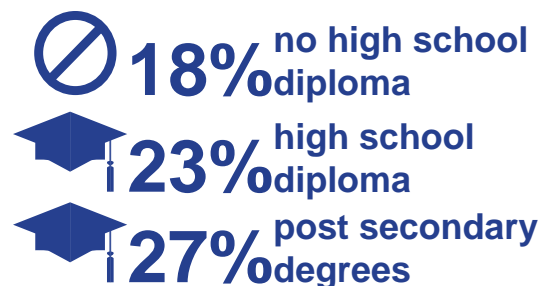
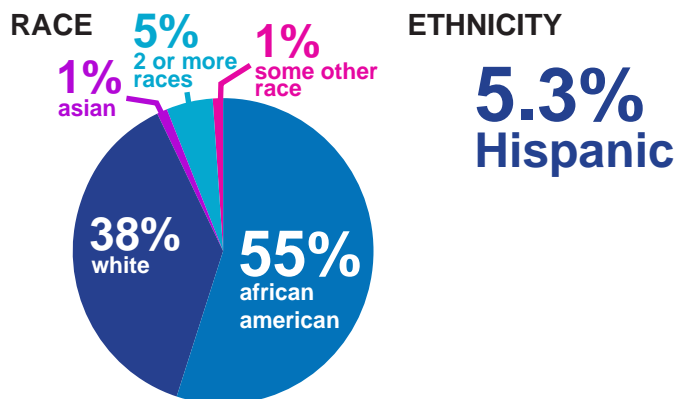


DEMOGRAPHIC PROFILE



SEX. Out of the total population of 1,542, 61% are male and 39% are female. These percentages have changed slightly since 2010, where 62% were male and 38% were female. UpTown has a higher percentage of males and a lower percentage of females than Toledo where 48% of the population are male and 52% are female.

RACE AND ETHNICITY. Projections for 2017 show a racial composition of two predominate races in UpTown, African American at 55% and Caucasian at 38%. The remaining 8% is comprised of the following races: American Indian, Pacific Islander, Some Other Race and Two or More Races. The ethnic composition is 5% Hispanic. Comparison with 2010 Census data shows a similar racial makeup. From 2010 to 2017 the percentage of the African Americans increased 6% and the percentage of the Caucasians decreased 9%. Both the American Indian and the Pacific Islander percentages remained the same and an increase was seen in all other races. In addition, the percentage of Hispanic ethnicity increased 15%. UpTown's racial composition is like Toledo's in the races that are represented; however, there is a significant difference in the percentage of the two dominant races. Toledo has a larger Caucasian population of 63% and a lower African American population of 28%. In addition, Toledo has a higher ethnic percentage with 9% Hispanic origin.



EDUCATION. The educational attainment projections for 2017 indicate that of the 1,160 people in UpTown over the age of 25, 18% have not completed their primary and secondary education, 23% have graduated from high school or have an equivalent credential, 32% have completed some college, and 27% have earned a postsecondary degree. UpTown differs from Toledo's educational attainment. First, less people or 14% have not completed their primary and secondary education. Toledo also has a larger percentage of high school graduates at 34%, but less people that have completed some college at 24%. While the overall percentage of postsecondary degrees attained is similar at 18%, Toledo have earned more associate and bachelor's degrees and less graduate degrees than UpTown.

Level of Education	UpTown	Toledo
Less than 9th Grade	4.7%	3.4%
9th-12th Grade	13.0%	10.3%
High School Graduate	19.7%	28.4%
GED/Other Credential	3.7%	5.3%
Some College	32.2%	24.5%
Associates Degree	7.5%	9.9%
Bachelor's Degree	10.8%	11.7%
Graduate Degree	8.4%	6.5%

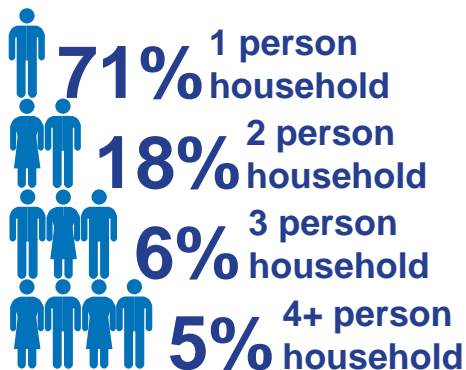
FAMILY AND HOUSEHOLD CHARACTERISTICS



HOUSEHOLDS AND HOUSEHOLD SIZE. Household size projections for 2017 show that UpTown is comprised of 699 households with an average household size of 1.60. Consistent with the spike in population between 2000 and 2010, the number of households increased 32% during this time. The number of households also increased from 2010 to 2017, but at a lower rate of 10%. The number of households is projected to continue to increase by 2.3% from 2017 to 2022. In 2000 the average household size was 1.51, then increased to 1.62 in 2010. Since then, the average household size has been decreasing and is projected to continue to decrease through 2022.

While the number of households have increased in UpTown, the numbers of households in Toledo have decreased consistent with the decrease in population.

From 2000 to 2017 the number of households decreased by 9% in Toledo and are projected to continue to decrease through 2022. Toledo's 2017 projected average household size of 2.3 is 44% higher than UpTown's. Like UpTown, this average household size has been decreasing and is projected to continue to decrease.

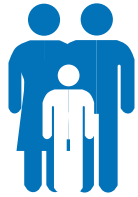


HOUSEHOLD TYPE. Of the 638 households documented in the 2010 Census, 71% were one-person households. The remaining 29% were households with two or more people. These households consist of 20% family households and 9% nonfamily households. Single-parent households make-up the majority or 16% of all family households, 14% of which are family households with a female householder.

Where UpTown consists of predominately one-person households, Toledo is different in that only 35% of all households consist of one person. The remaining 65% of households have two or more people and consist of 57% family households and 8% nonfamily households. In contrast to UpTown, there are more two-parent households (32%) than one-parent households (25%). Like UpTown the majority or 20% of single-parent households are led by a female householder. Projected data for 2017 also shows that only 14% of all households in UpTown include children; whereas 30% of all households in Toledo include children.

Households by Type (2010)	Uptown	Toledo
1 Person Households	71.2%	34.8%
2+ People Households	28.8%	65.2%
Family Households	19.6%	57.1%
Husband-wife	3.6%	31.6%
With related children	1.4%	12.8%
Other Family (no spouse)	16.0%	25.5%
With Male Householder	1.9%	5.7%
With related children	0.9%	3.3%
With Female Householder	13.9%	19.9%
With related children	11.6%	13.8%
Nonfamily Households	9.2%	8.1%

DEMOGRAPHIC PROFILE



130 families
3.06 average family size

FAMILIES AND FAMILY SIZE. According to 2017 projections, there are 130 families in UpTown with an average family size of 3.06. The number of families has increased by 4% since 2010, while the average family size has remained the same. Projections for 2022 indicate that neither the number of families or average family size will change. In contrast, the number of families in Toledo have decreased by 4% since 2010. Toledo's average family size of 3.01 is close to UpTown's. This family size has remained the same since 2010 and is projected to remain the same through 2022.



1.6 uptown average household size

2.3 toledo average household size



638 households
2010 Census
99% rent
1% own

HOUSEHOLD TENURE. Of the 638 households documented in the 2010 Census data, almost all or 99% live in a rental unit in UpTown. This is consistent with the 2010 Census data that shows that of the 748 housing units in UpTown, 84% are renter-occupied. The remaining units include 1% owner-occupied units 15% vacant units. The number of housing units increased 10% from 2010 to 2017 and are projected to continue to increase by 3% through 2022. Most of these units are projected to remain renter-occupied, with a slight decrease as the percentage of vacant units are projected to increase. In contrast to UpTown, the majority or 56% of households in Toledo own the unit they live in and 44% rent per the 2010 Census.

INCOME AND EMPLOYMENT

\$ 14,872 median household income
\$ 36,402 average household income

INCOME. The projected 2017 median household income for UpTown is \$14,872, which is 60% lower than Toledo's median household income of \$36,841. The average household income is \$36,402 with 50% of these households with income below \$15,000. In comparison, average household income for Toledo is \$49,216 with 21% of these households with income below \$15,000. The median household income is projected to increase 7% and 9% from 2017 to 2022 for UpTown and Toledo respectively.

Income	Uptown	Toledo
Median Household Income	\$14,872	\$36,841
Average Household Income	\$36,402	\$49,216
Per Capita Income	\$20,886	\$21,045

JOBS **81%** employed
19% unemployed

EMPLOYMENT. According to the 2017 projections, 81% of the labor force age 16 and over in UpTown are employed. In comparison 89% of the labor force age 16 and over in Toledo are employed. In UpTown there are 506 people employed in a variety of industries. The highest percentage of workers or 73% are employed in the service industry followed second by retail trade at 6%. Toledo is similar in that the largest percentage or 53% of the employed population are in the service industry followed second by the manufacturing at 14% and third by the retail trade at 11%.

Employment by Industry	Uptown	Toledo
Agriculture/Mining	0.0%	0.5%
Construction	1.2%	4.1%
Manufacturing	3.4%	13.8%
Wholesale Trade	2.2%	2.4%
Retail Trade	5.7%	11.2%
Transportation/Utilities	4.2%	6.8%
Information	3.4%	1.3%
Finance/ Insurance/ Real Estate	4.3%	4.1%
Services	72.9%	52.6%
Public Administration	3.0%	3.2%

DEMOGRAPHIC SUMMARY. Although the population of UpTown is relatively small it clearly reflects its role as a center of city social services. Compared to the rest of Toledo UpTown's population is; slightly older, more male, higher percentage minority, three times more likely to be unemployed and significantly poorer. Almost 100% of the housing units in UpTown are rental and over 70% of those are single person households.

Despite these daunting statistics there exists a high degree of appreciation and respect for the diversity of the neighborhood by residents, students, service providers and visitors.

Plus the current residential stock is at capacity and the 2016 Downtown Master Plan cited, based upon market research, a strong demand for additional Downtown housing units with UpTown being an ideal location for alternative/artist lofts.

HISTORY

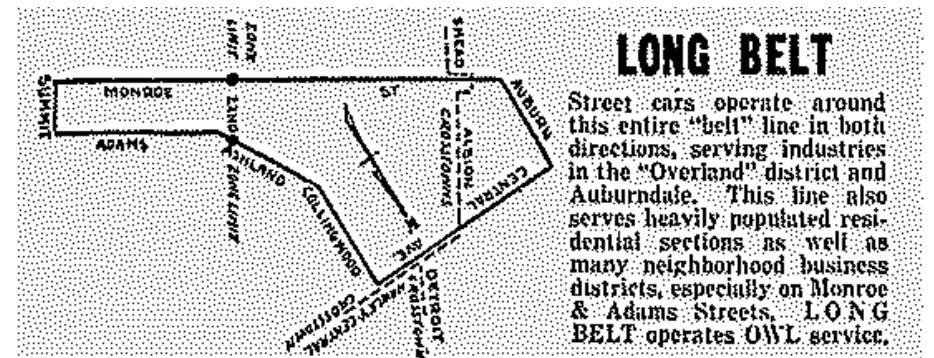
GROWTH. UpTown has a history that is directly related to the growth of Downtown; with primary streets beginning at the Maumee River and extending from Downtown into UpTown. All of these northwesterly direction streets were named after the early presidents of the United States. Monroe Street, a state route, was platted wider and extended far out into the county, reaching Sylvania, Ohio, platted in 1836, while the other presidential streets of Washington, Jefferson, Madison, and Adams were originally platted to only extend from the Maumee River about one mile and ending at a forest. Those streets for the most part are still in their original platted locations.

An 1852 map of the city shows Adams Street only going as far as “Territorial Road” which headed at a more northerly direction. That “Territorial Road” is today called Ashland Avenue. Jackson Street was not platted until after 1852. The numbered north-south streets of UpTown are also mostly platted by 1852, including 10th Street which is today the south-eastern boundary of UpTown. Woodruff Street was platted starting at a government square, centered south of Beacon Street between Scott and State streets, heading in a true east-west axis but only for a couple blocks length. That government square was abandoned shortly after 1852 when the first Lucas County courthouse in Toledo was built in 1853 at the SE corner of Adams and Erie streets. Woodruff is seen extending from Cherry Street past Collingwood Avenue by the 1881 Atlas, as well as the renaming of Territorial Road to Ashland Avenue. Today Woodruff is the northern boundary of UpTown.

The history of the growth of Downtown to UpTown shows that the city went through a constant evolution from commercial and retail businesses to both multi-family and single family residential properties with early wealthier families building large homes on Madison and Jefferson Avenues while Adams Street has always appeared to have been primarily a retail business street.



1852 map illustrated Adams Street terminating into “Territorial Road”



LONG BELT Trolley Line, circa 1911



Smead School (Maumee Valley Country Day School), circa 1888



Corner of Madison Avenue and 21st Street, circa 1888



Park Lane Residence, Jefferson Street



Corner of Jefferson Avenue and 21st Street, circa 1888



1902 Jefferson Avenue, circa 1940s



1902 Jefferson Avenue, 2018

TRANSPORTATION. UpTown has been served by public transportation since the mid/ late 19th century. Trolleys started running through UpTown on Adams and Monroe Streets by 1900. The “Long Belt” trolley ran up Adams Street to Ashland and Collingwood, out Central Avenue to Auburn and back down Monroe Street through UpTown back to downtown. The “Long Belt” ran from 1911 to 1949 in a constant loop, fueling the growth of the city. It also served a role of providing the ability for business and residents to move out of UpTown.

Today UpTown is served by 6 different bus lines on Monroe, Jefferson, Madison, and Adams. The TARTA 20 bus that runs up Adams Street to Ashland/ Collingwood and Central mimics the old “Long Belt” trolley.

RESIDENTIAL BEGINNINGS. Grand residential properties were constructed in UpTown from the 1860s until the 1890s, when the Old West End was platted, opening up the forest and providing respite from the “gaudier” river lifestyle.

One significant large grand home that was built off of Woodruff Avenue at 22nd street was constructed in 1857. It was used as the first location for the Smead School, predecessor to Maumee Valley Country Day School. The house was located on a short, one block long, north-south street called School Place. That Smead house predated any home in the Old West End and was most likely built into a forest setting. Ashland Avenue Baptist church was later built east of the Smead School in 1897 facing Ashland Avenue. Other Victorian row houses were built on the northeast corner of Woodruff and Ashland in 1876, now demolished. The remains of a grand Victorian multi-family residential property, built in 1877, still stands at 1902 Jefferson Avenue and 19th Street.

HISTORY

While the quality of the man-made environment, the buildings, in UpTown deteriorated in tandem with the upswing in construction in the Old West End in the late 19th Century early 20th Century there still remains an organic evolutionary transition from one to the other. The two neighborhoods are related in history and architectural prominence. Two of the early prominent families, the Scotts and the Swaynes were major landowners in UpTown and the Old West End and were stewards in directing the growth plans of this part of the city. Any planning in UpTown should respect the flow of context and feel established over time in this section of the city.

COMMERCIAL ADDITION. After the turn of the 20th century Madison Avenue started to evolve into larger and grander commercial properties as the first wave of residential homes were replaced. In 1915 The Toledo Club built their second location, further out from its original Madison Avenue location, at the corner of 14th Street. The building is a multi-story Georgian style edifice with Harvard brick and limestone cladding. The interiors are grand and finished with forest hardwoods, most likely from the forests of the Black Swamp. In 1918 the Toledo Diocese directed the construction of Mercy Hospital, present day Mercy College, an 8-story building in brick, stone and terracotta, on Madison Avenue between 22nd and 23rd Streets. In 1929 the Hillcrest Hotel was constructed in a Spanish/ Mediterranean influenced historical style in brick and terracotta. The Park Lane Hotel was built at Jefferson and 23rd Street in 1925. All of these buildings have established a building typology of prominent and tall structures sitting grand on presidential Avenues, especially Madison Avenue. While it is likely that the decision to name Madison Avenue might not have been intentional the street has attracted some great and bold architecture over time and has set a high bar for any future plans to maintain a context that befits the history of UpTown.

UpTown, and Downtown for that matter, was never an identifiable ethnic immigrant residential neighborhood. While everyone mixed for business and commerce in the central business district Toledo had other residential neighborhoods that housed different ethnic groups.



1904 City of Toledo Atlas



A former gas station on Monroe Street whose structure still stands mostly intact



Corner of Adams Street and Franklin Avenue, circa 1888



*"Toledo Loves Love" Mural, located at 1209 Adams Street;
Designed and photographed by Mr. Taylor, artist: Mede*

MODEL OF NEIGHBORHOOD DIVERSITY. UpTown has a history of offering alternative or diversionary lifestyles. Parts of UpTown, and Downtown have played a role in the mafia era; prohibition speakeasies and the jazz era. In the later 20th century open street prostitution was very visible. Through the 1970s the Downtown and UpTown had a nationally known "bag lady" subculture. LGBTQ+ options have been available and accepting since at least the 1940s. Neighborhood groups in UpTown today continue that culture of acceptance. This part of Toledo sets the bar for a community that is historically tolerant and supportive to people of all backgrounds.

HISTORIC AND CULTURAL RESOURCES

In response to development that was occurring in Downtown, UpTown's building stock transitioned throughout the 20th Century from single-family residences to mainly large two and three story mixed commercial and residential structures. The first half of the 1900's brought with it the construction of the first building of the Mercy Hospital complex, The Toledo Club, Lorraine Motor Hotel, Hillcrest Hotel, Toledo Public Library, Macomber and Whitney Vocational High Schools and the main Post Office, now known as the Jefferson Center. Still in existence today, these buildings contribute to the unique historical and cultural heritage of UpTown.

Four buildings in UpTown are listed on the National Register of Historic Places. These four buildings include the Central YMCA, Old Central Post Office, The Toledo Club and Hillcrest Hotel. The Toledo Club has stood the test of time and is still used as a private club for which it was built in 1915. The Hillcrest Hotel is a great example of adaptive reuse. The original hotel was renovated and is now used as an apartment complex known as the Historic Hillcrest Apartments. The Central YMCA has also been renovated and now houses the Lucas County Common Pleas Court Facility. The building is however projected to become vacant within the next few years. The Old Central Post Office, now known as the Jefferson Center, is currently vacant. Because of its significance, the Jefferson Center is a prime redevelopment opportunity.

Although there are only four buildings currently listed on the National Register of Historic Places, there are many other buildings that contribute to the architectural character of UpTown. Redevelopment of historical and architectural significant buildings as they become vacant is imperative in retaining the character of UpTown. The historical and cultural heritage of UpTown could also be celebrated through the identification with informational signage of significant buildings and designation of historic districts.



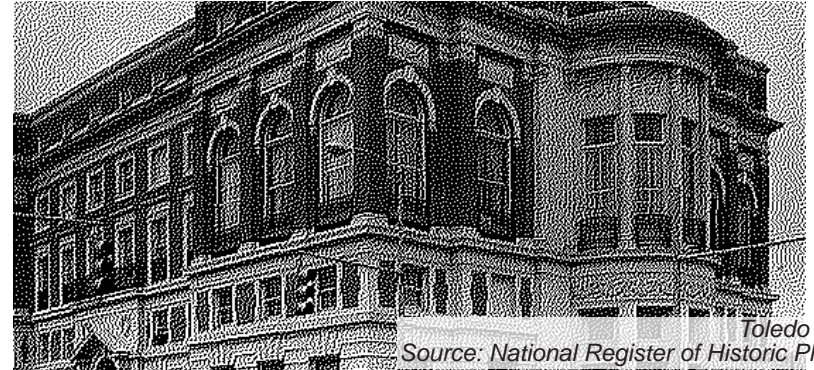
Old Central Post Office
Source: National Register of Historic Places

OLD CENTRAL POST OFFICE. The Old Central Post Office is located at 1300 Jefferson Avenue. The building was designed by J. Knox Taylor in the Classical Revival architectural style. It was built in 1911 and listed on the National Register on February 23, 1972. The Old Central Post Office, now known as the Jefferson Center, is owned by Toledo Public Schools (TPS). TPS took ownership of the building in 1966, renovated it and used it for educational purposes until 2000. It has been occupied by different uses since then, but has been vacant since 2011.



Central YMCA
Source: National Register of Historic Places

CENTRAL YMCA. The Central YMCA is located at 1110 Jefferson Avenue. The building was built in 1934 in the Lombard Romanesque architectural style. The architectural firm of Mills, Rhines, Bellman & Nordhoff designed the building and it was built by Frank Messer & Sons. The building was listed on the National Register on April 15, 1982. The Lucas County Common Pleas Court Facility is now housed in this building. The building is however slated to become empty within the next few years.



Toledo Club
Source: National Register of Historic Places

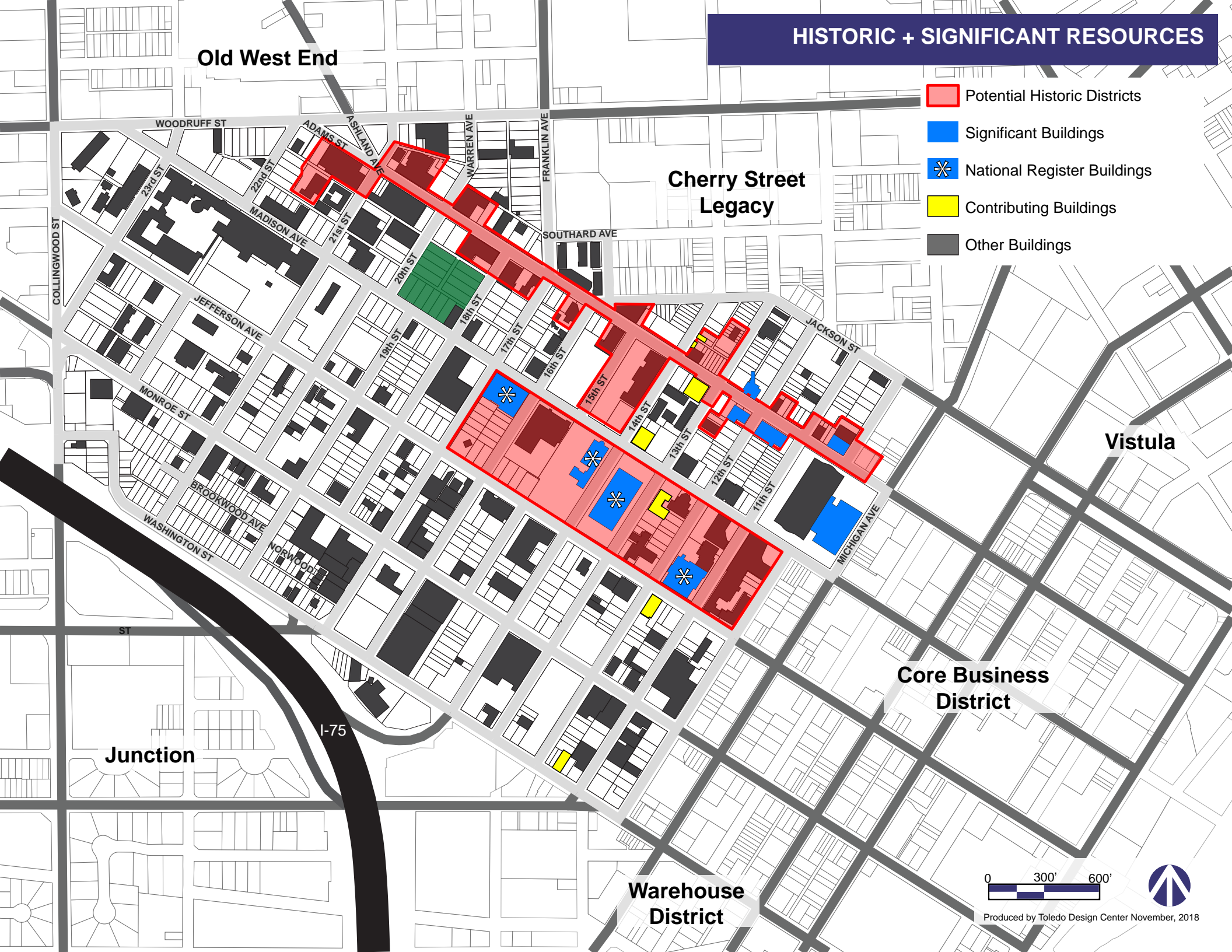
THE TOLEDO CLUB. The Toledo Club is located at 235 14th Street. The building was designed by George Mills in the Colonial Revival and Georgian Revival architectural styles. The building was built in 1915 and listed on the National Register on December 1, 1978. The Toledo Club still operates in this building today and is a private club that provides social and recreational activities to its members.



Hillcrest Hotel
Source: National Register of Historic Places

HILLCREST HOTEL. Hillcrest Hotel is located at 1603 Madison Avenue. The building was designed in the Mediterranean Revival architectural style by Alfred A. Hahn, and Mills, Rhines, Bellman and Nordhoff and constructed by HJ Spieker & Company. It was built in 1929 and listed on the National Register on September 18, 1998. The Hillcrest Hotel closed its doors in 1990. The building, now known as the Historic Hillcrest Apartments, was renovated in 1999 for its current use as a 106 unit market rate apartment complex.

HISTORIC + SIGNIFICANT RESOURCES



Potential Historic Districts

Significant Buildings

National Register Buildings

Contributing Buildings

Other Buildings

Cherry Street
Legacy

Vistula

Core Business
District

Warehouse
District

Junction

0 300' 600'

Produced by Toledo Design Center November, 2018



1602 Adams Street



1514 Adams Street

TWO POTENTIAL HISTORIC DISTRICTS. UpTown includes two areas that could potentially be designated as Historic Districts.

One potential area for historic district designation is Adams Street. Throughout the history of UpTown, Adams Street has remained for the most part a commercial corridor. The majority of buildings along Adams Street were built prior to 1950 and are two-story common wall buildings with multiple storefronts, more typical of downtown development.

The buildings and businesses along Adams Street represent the diversity and uniqueness that is UpTown. Adams Street is an Arts and Entertainment District and is home to a number of bars, restaurants, art stores, thrift stores, retail businesses, and professional offices and studios.

The other potential Historic District includes the four buildings shown on page 33 which are all on the National Register of Historic Buildings. This historic designation, via Historic Tax Credits provides access to additional resources for re-development.





SECTION
EXISTING CONDITIONS

3

EXISTING LAND USE

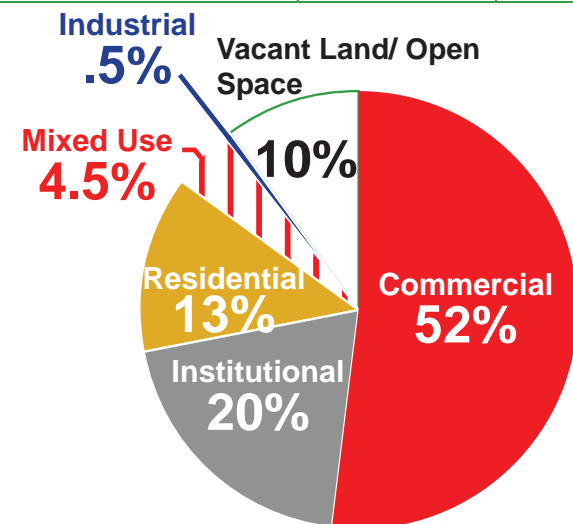
As defined in this plan, UpTown consists of 250 acres. Out of these total acres, 84.24 acres are street right-of-ways. The remaining 165.76 acres are a mix of land uses that include: commercial, institutional, residential, mixed-use commercial and residential, industrial and parks and vacant land.

The Planning Process documented and analyzed existing land use patterns in several ways including the existing land use inventory on this page and next as well as pages 40-43, which documented current land use based upon a field survey of actual existing conditions.

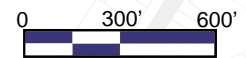
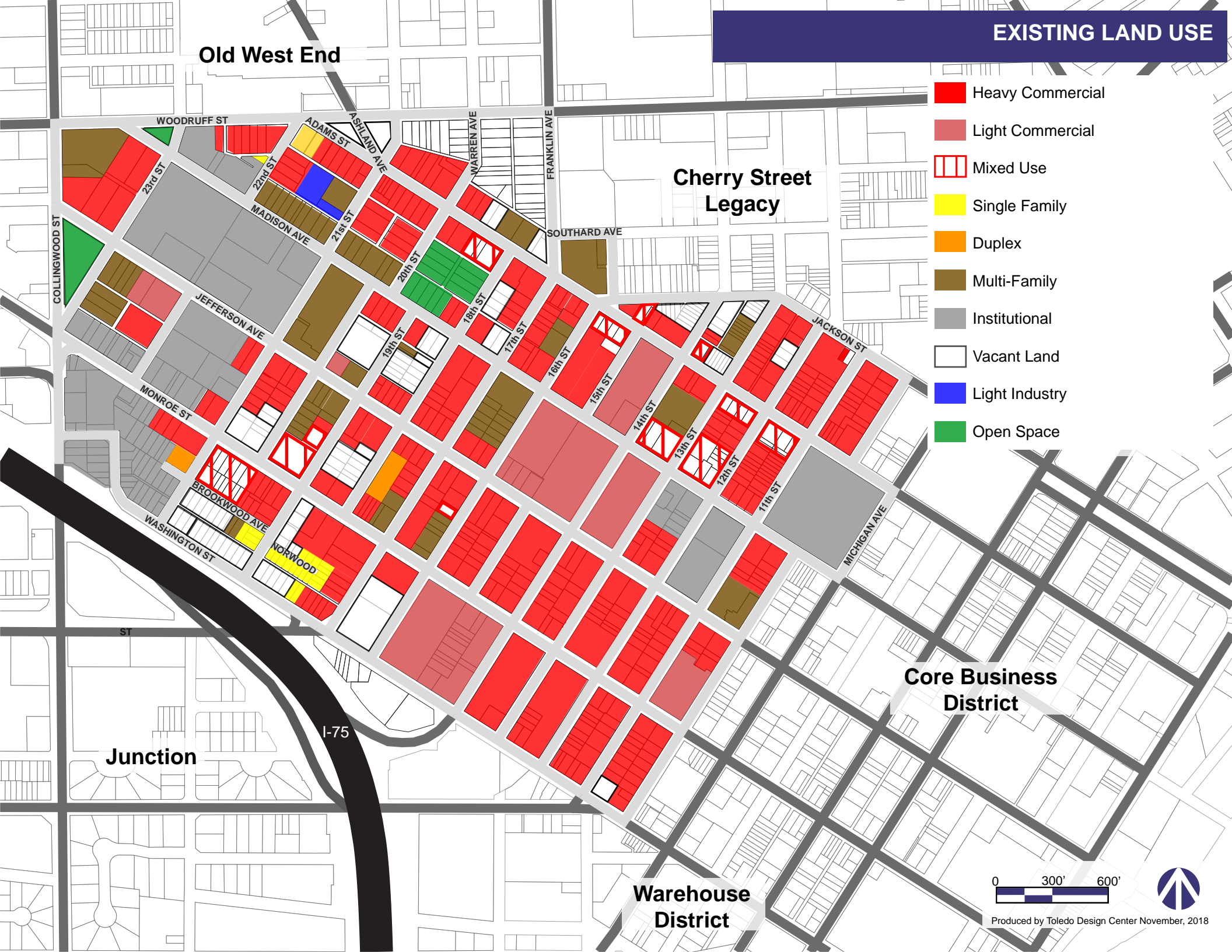
Land use changes over the last several decades have resulted in an irregular pattern of different uses scattered throughout the neighborhood.

Finally, it should be noted that although this is an official snap-shot of current land use, in reality the percentage of vacant land is extremely higher than portrayed in the Summary Table + Pie Chart or map on the adjacent page.

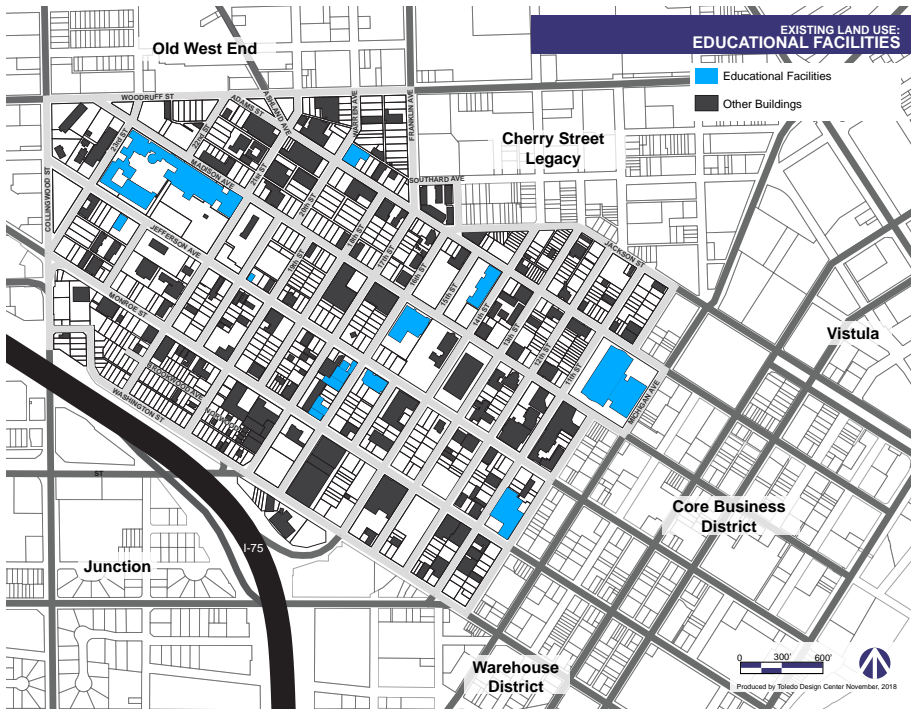
Existing Land Use	Acres	% of Land
Commercial	85.70	52%
Institutional	33.98	20%
Residential	21.88	13%
Mixed Use	7.29	4.5%
Industrial	0.83	0.5%
Vacant Land / Open Space	16.08	10%



EXISTING LAND USE



EXISTING LAND USE





EDUCATION. UpTown is unique from other neighborhoods in Toledo with the number of educational facilities located within its boundaries. Educational facilities, whether public or private are considered institutional uses. These facilities range from college level with Mercy College and Owens Learning Center, to alternative high schools with Glass City Academy and Life Skills High School of Toledo, to preschool/nursery schools with Toledo Day Nursery and the Catholic Club.

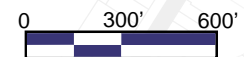
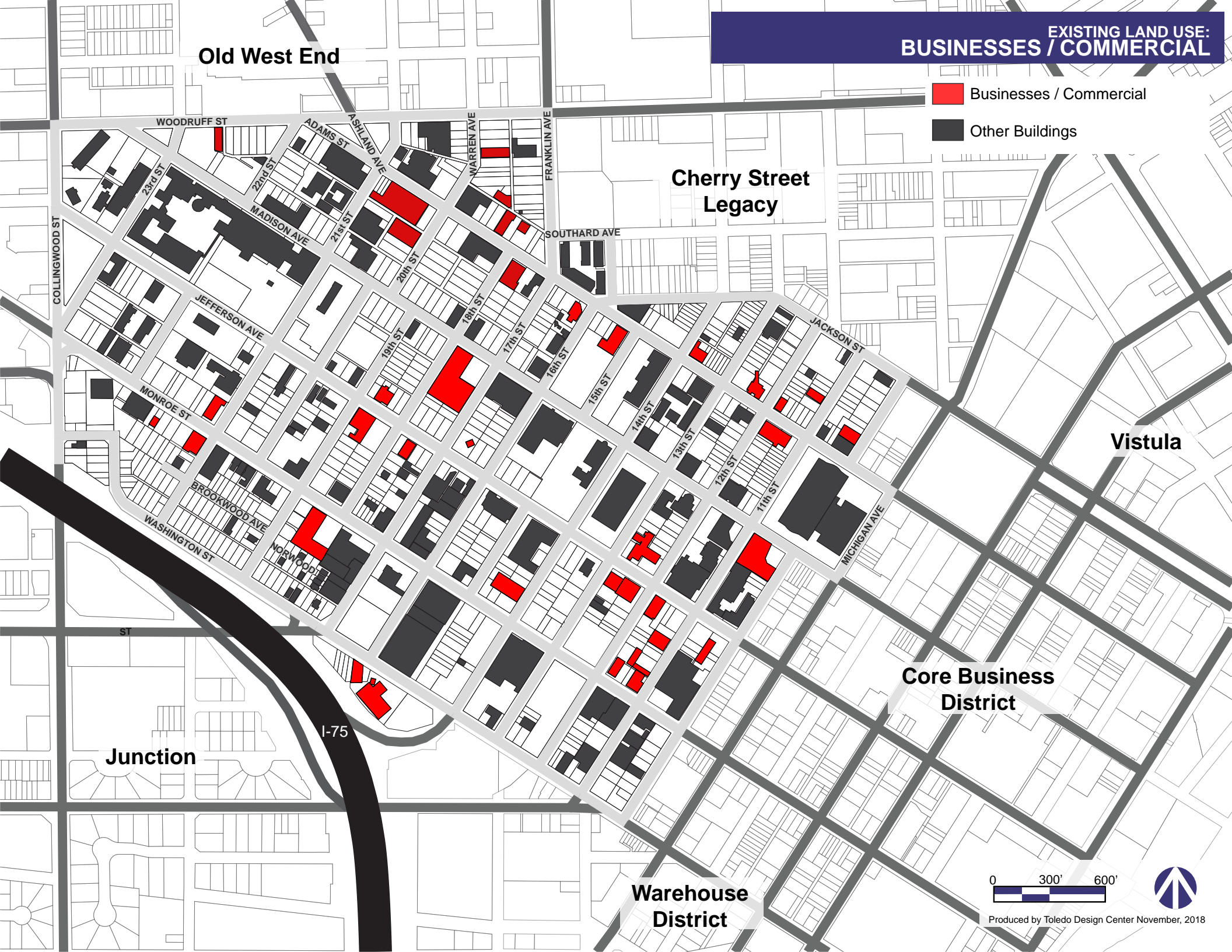
Aside from schools, churches and fraternal organizations are considered institutional uses. There are two churches in Uptown - First Alliance Church and St. Paul's United Methodist Church. The fraternal organization, Toledo Patrolman's Police Association is also located in UpTown.

BUSINESSES / COMMERCIAL. A predominate land use in UpTown is commercial and is dispersed throughout the neighborhood. With the high percentage of commercial uses, there is a significant amount of off-street parking to serve these uses. In addition, some of these commercial uses are public parking surface lots that serve residents, commuters and visitors to both UpTown and Downtown.

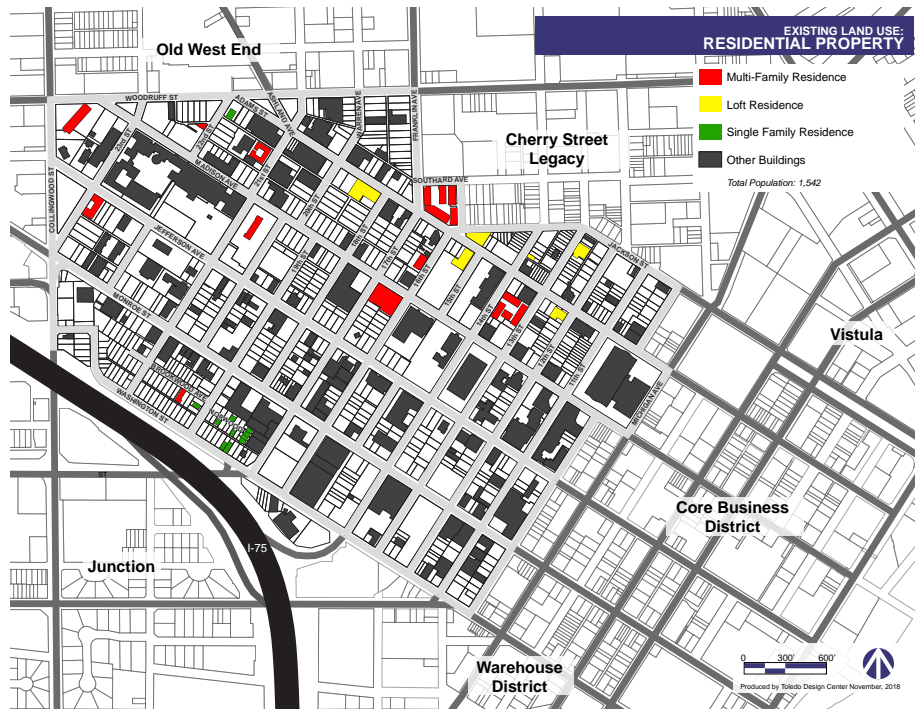
Businesses also continue to locate within UpTown. The opening of Market on the Green in December of 2015, filled the need for a grocery in the neighborhood. With both vacant buildings and vacant lots throughout UpTown, opportunities exist for additional re-development to occur.

EXISTING LAND USE:
BUSINESSES / COMMERCIAL

-  Businesses / Commercial
-  Other Buildings

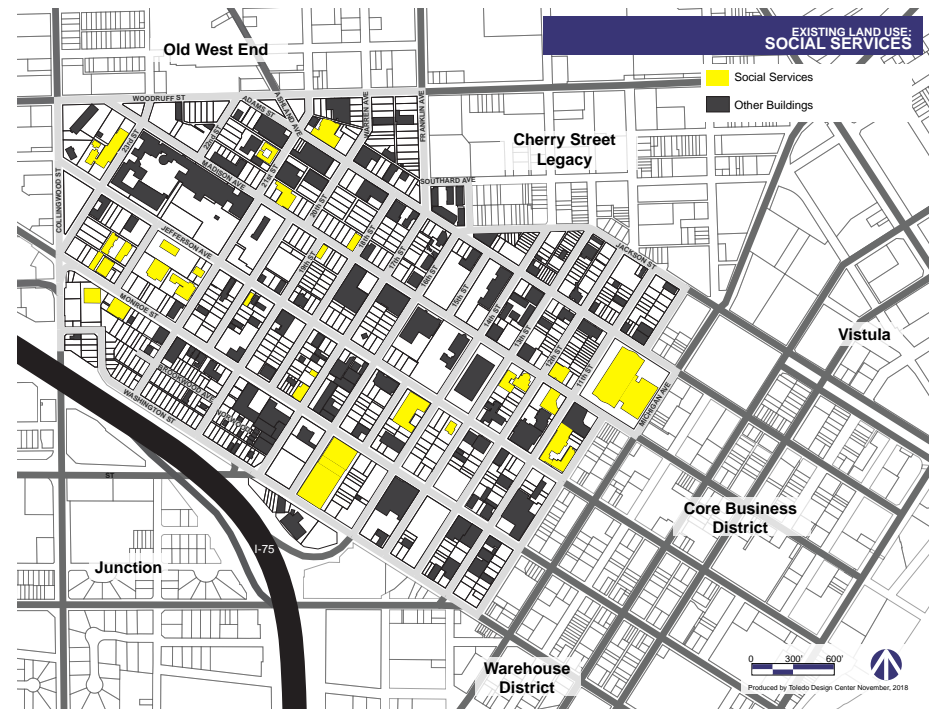


EXISTING LAND USE



RESIDENTIAL. Residential uses in UpTown consist of single-family, loft and multi-family dwellings. The majority of the residential units in UpTown are in only a handful of large multi-story multi-family housing complexes. Loft units, which are residential units above first floor commercial uses, are the other predominant housing type in UpTown.

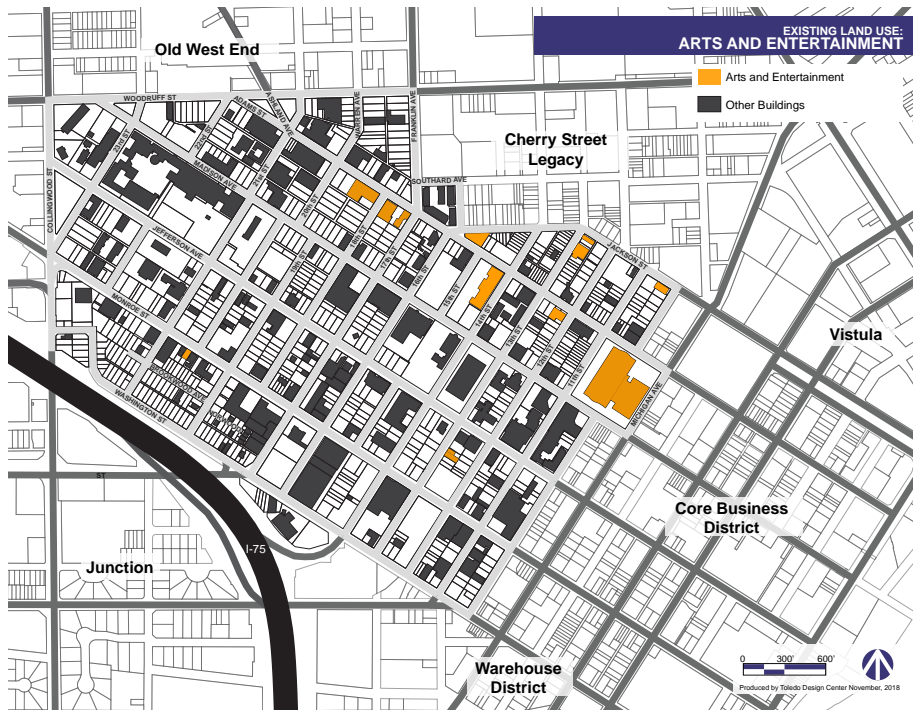
Most of the single-family homes that once stood in UpTown have been removed as UpTown has evolved into the predominately commercial neighborhood it is today. There is a shrinking pocket of single-family homes located in the south-west portion of UpTown, northwest of the Washington and 17th Street intersection. However, as these structures have continued to deteriorate, they are demolished. UpTown experienced a significant loss in 2017 when the Wachter Building caught fire and was ultimately demolished. The building was an 18-unit apartment complex built in 1897. The building was named after Harry Wachter, a noted Toledo architect who co-designed the nearby Toledo Art Museum.



SOCIAL SERVICES. Social Service uses have a long established presence in UpTown. Services are primarily directed at the City's homeless population as well as those suffering from addiction. Services include treatment centers, overnight shelters as well as long term transitional housing.

The Cherry Street Mission, an established service provider, recently re-located most of their operations to the former, 250,000 square foot, Macomber High and now offer a broad range of innovative programs directed at ending homelessness.

The Nexus Health Care complex, constructed in 2015 at 1415 Jefferson Avenue is the only new construction in UpTown in the last 5 years.



ARTS AND ENTERTAINMENT. The Arts and Entertainment venues are all located along Adams Street between 12th and 19th streets. Over the last five years this business sector has continued to strengthen and ownership/management changes in several establishments have further stabilized this unique Toledo corridor.

The Village on Adams VOA acts as a localized merchants association and helps coordinate special events such as the Annual Zombie Crawl which now attracts over 15,000 participants. Adams Street is also the first Downtown Outdoor Refreshment Area *DORA* in the State of Ohio.

CURRENT ZONING

Zoning for UpTown is regulated by the City of Toledo Municipal Code Part Eleven - Planning and Zoning Code. Toledo's zoning code is a conventional zoning code in that it outlines allowable uses for defined zoning districts and regulates intensity of development through controls such as setbacks, building height, density and floor area ratio. The code also addresses other requirements such as signs, parking and landscape requirements.

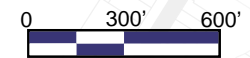
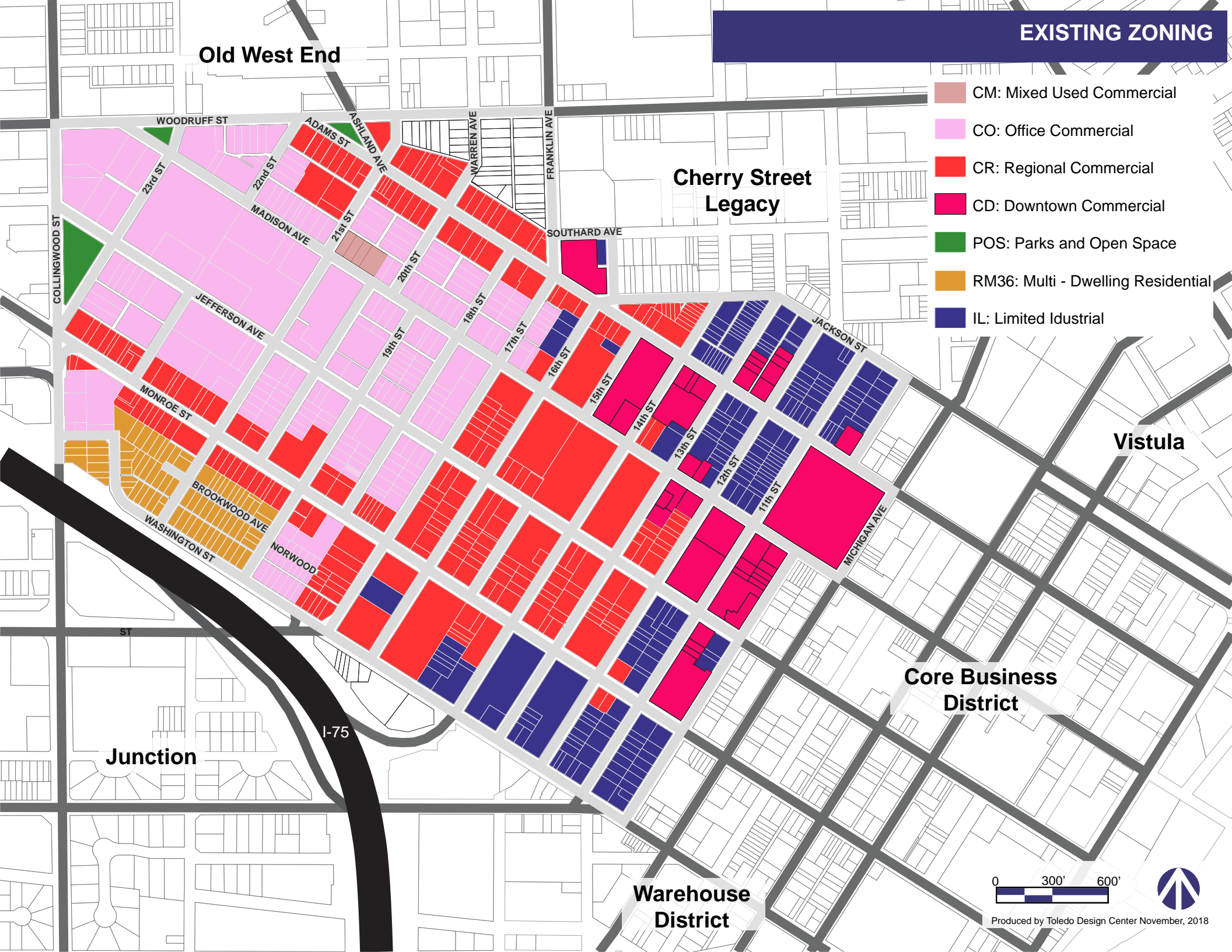
There are seven different zoning designation represented throughout UpTown. The most prevalent zoning is for commercial uses, which is representative of the nature of the neighborhood building and land uses. There are four commercial zoning districts represented in UpTown. These include Downtown Commercial, Mixed Commercial-Residential, Office Commercial and Regional Commercial. The remaining three zoning districts represented in UpTown are the Limited Industrial (IL), Multi-Dwelling Residential (RM36) and Parks and Open Space (POS).

MIXED COMMERCIAL-RESIDENTIAL [CM]. The CM District is intended to accommodate mixed-use, pedestrian-oriented development. While the CM District permits mixed-use and has a maximum building coverage of 100% and no front yard setback as the CD District does, it does not allow for as intense development. The maximum floor area ratio, or the ratio between the total gross area permitted for a building and the total area of the lot it is built on, is one. There is also a maximum building height of 120 feet. CM zoned properties are scattered throughout UpTown.

OFFICE COMMERCIAL [CO]. The CO District is intended to function as a low to medium-intensity office zoning district that is applied generally along arterial streets. The district is intended to be alternative zoning option along streets and roads to prevent strip commercial development. It also is intended to serve as a buffer between major streets and residential uses and between higher intensity commercial uses and residential uses. The CO District allows for a floor area ratio of 2.5, a maximum building height of 65 feet, a maximum building coverage of 85%, and requires a minimum front yard setback of 20 feet. UpTown properties zoned CO are primarily located west of 17th Street in the central and western portion of Uptown.

REGIONAL COMMERCIAL [CR]. The CR District is intended to accommodate existing auto-oriented commercial development and community and regional-oriented commercial uses. The CR District is the same as the Co District in that it allows for a floor area ratio of 2.5, a maximum building height of 65 feet, a maximum building coverage of 85%, and requires a minimum front yard setback of 20 feet. CR zoned properties are primarily located between 13th and 17th Street and along both Monroe Street and Adams Street.

EXISTING ZONING



CURRENT ZONING

CONTINUED

DOWNTOWN COMMERCIAL [CD]. The CD District is intended to accommodate uses that reflect the downtown's role as a commercial, cultural and governmental center. CD regulations permit intense development through high building coverage (floor area ratio of 12), large buildings (no height limitation and maximum building coverage of 100%) and placement of buildings close together (no front yard setback). Buildings within the CD zoning district can be developed with commercial uses on the ground floor and either residential or commercial uses on the upper floors. No on-site parking is required for non-residential uses. Development is intended to be pedestrian-oriented with safe and attractive streetscapes. UpTown properties zoned CD are primarily located along the eastern boundary of UpTown, immediately adjacent to Downtown.

PARKS AND OPEN SPACE [POS]. The POS District is intended to preserve and enhance major open space and recreation areas through the protection of existing natural features and through allowing compatible development. There are only four POS zoned properties within UpTown.

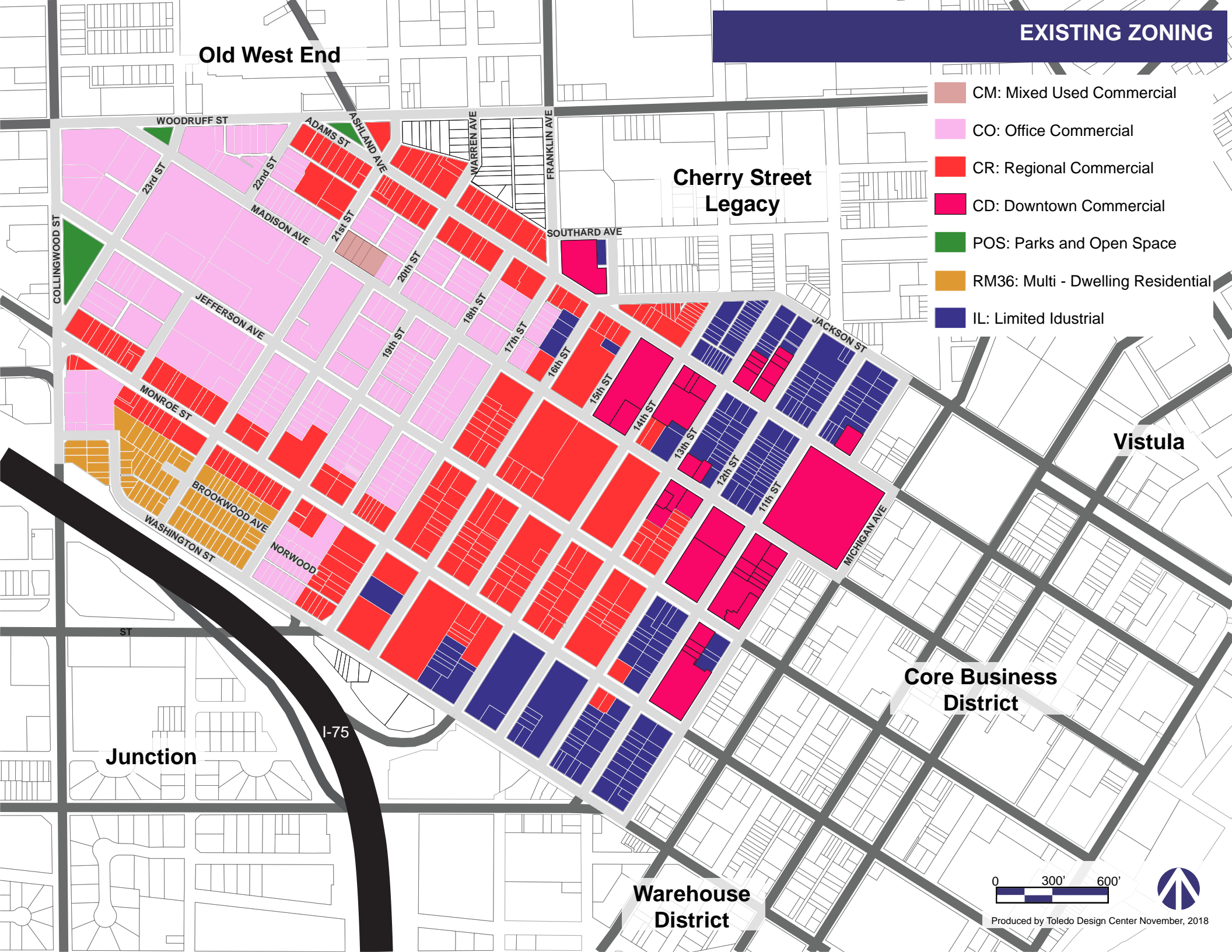
MULTI-DWELLING RESIDENTIAL [RM36]. The only residential zoning in UpTown is RM36. This is the most intense residential district in the City of Toledo. While it permits for single and two-family dwellings, it allows for multi-family developments at a density up to 30 dwelling units per acre. Building height is limited to 50 feet. RM36 zoned properties are primarily located between 19th Street, Washington Street, 22nd Street, and Monroe Street.

LIMITED INDUSTRIAL [IL]. The IL District is intended for to accommodate industrial uses such as wholesale activities, warehouses and industrial/manufacturing operations that are compatible with commercial and residential uses and that are not employment-intensive. These IL zoned properties are scattered primarily in the eastern half of Uptown.

In addition to the Planning and Zoning Code, the UpTown Urban Overlay District (UNO) regulates development within Uptown. The UNO District is an overlay zoning district that establishes additional design standards for development than what is required in the underlying zoning district.

See p58 for more information.

EXISTING ZONING

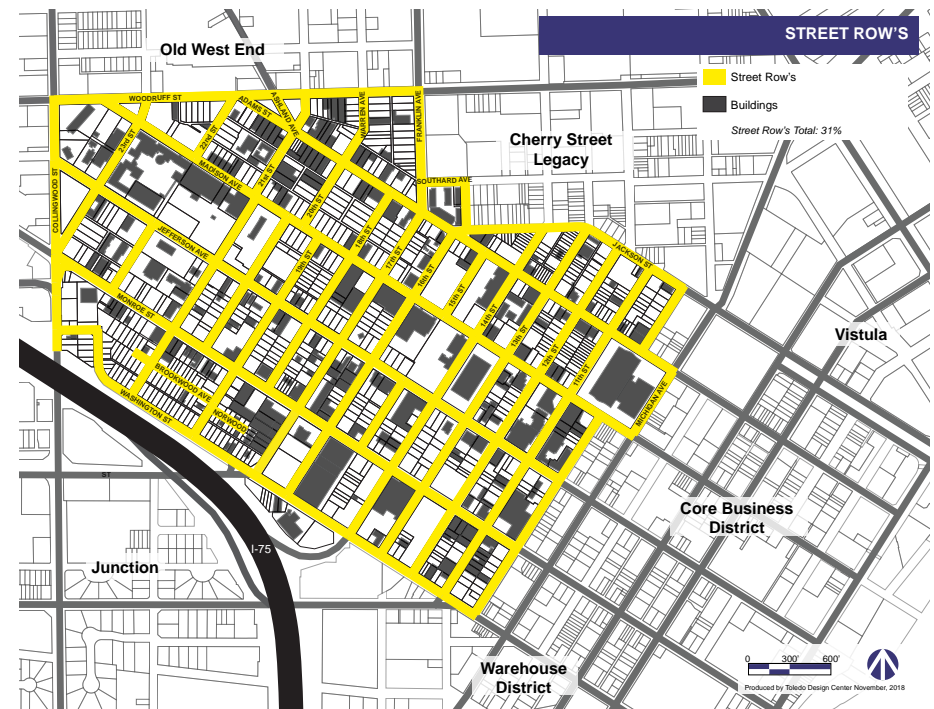


CONNECTIVITY

AUTOMOBILE / PEDESTRIAN / TRANSIT / BICYCLE

UpTown's street system is laid out in a typical grid pattern and is comprised of an area approximately 5 blocks wide and 16 blocks long. The main east-west streets extend from Downtown to Collingwood Avenue and include Washington Street, Monroe Street, Jefferson Avenue, Madison Avenue, Adams Street and Jackson Street. The main north-south streets extend from Washington Street to Jackson Street and Woodruff Avenue and include numbered streets from 10th Street to 23rd Street.

Most of the original grid pattern still exists, it is somewhat tighter than the Core Business District and therefore represents a higher percentage of land use devoted to street right of ways within the UpTown Neighborhood. The street blocks go from about 250 feet wide within the Core Business District to about 200 feet wide within UpTown. This limits, to a certain degree, redevelopment options within the neighborhood.



AUTOMOBILE. The typical grid pattern provides for both good connectivity throughout the neighborhood and to surrounding areas. Locally UpTown is connected directly to Downtown through the presidentially named streets. In addition, Monroe Street extends northwest past UpTown's boundary to Alexis Rd., providing a connection to such destinations as the Toledo Museum of Art, the Old West End and Franklin Park Mall. 17th Street also provides a connection to Mercy Health – St. Vincent Medical Center to the north as it turns into Franklin Avenue and to the Junction Neighborhood and University of Toledo to the southwest as it turns into Dorr Street UpTown is also connected regionally through access to I-75.

Disruptions in the street grid system as well as one-way streets can impact the connectivity within a neighborhood. For the most part the grid system in UpTown has remained in place throughout the years. There are only a few blocks where development has disrupted the street grid system. Street segments that no longer exist include:

- 15th Street between Madison Avenue and Jefferson Avenue that now serves as parking for the Toledo Club
- 15th Street between Monroe Street and Washington Street that now serves as parking for the Cherry Street Mission
- 22nd Street between Madison Avenue and Jefferson Street that is now a part of the Mercy College campus
- 22nd Street between Monroe Street and Washington Street that is now a part of the 1st Alliance Church Development.

The majority of one-way streets that once existed in UpTown have been converted to two-way streets. There are a few however that still remain. These include: 11th Street, 14th Street, Jackson Street, 15th Street from Adams Street to Madison Avenue, 23rd Street from Jefferson Avenue to Monroe Street and Adams Street from Putnam Street to 22nd Street.

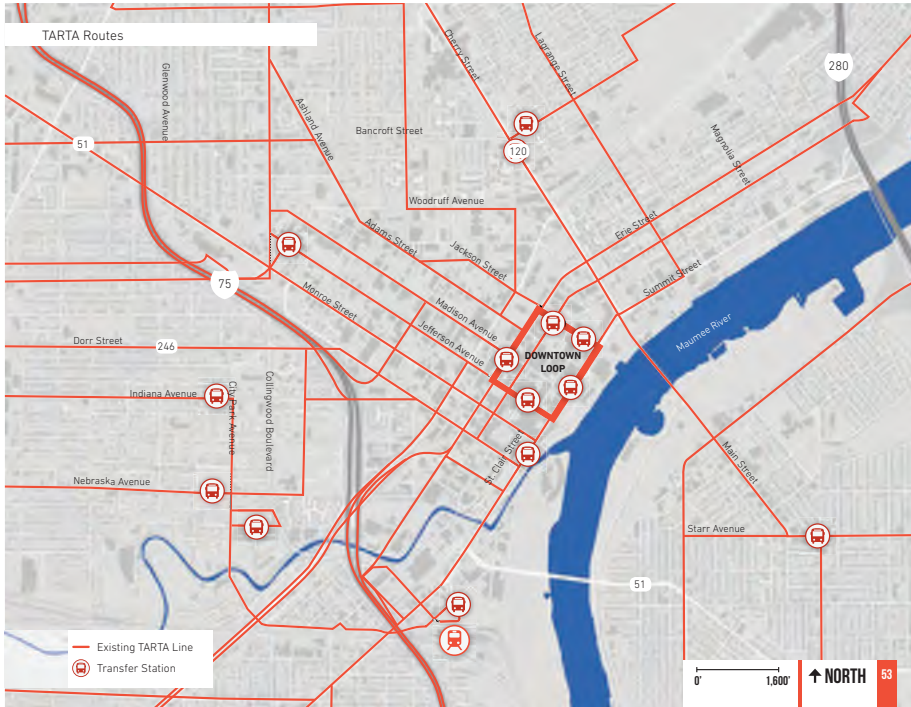
Downtown Walkability (Quarter Mile Walk Sheds)



2017 Downtown Toledo Master Plan

PEDESTRIAN. The grid system not only provides for automobile connectivity, but also for pedestrian connectivity. As stated in the adopted 2017 Downtown Toledo Master Plan, a generally accepted walking distance is a ¼ of a mile or approximately 4 city blocks, which is an approximately five-minute walk. Sidewalks are present along both sides of the streets in UpTown, and on-street parking is permitted along most streets. With the typical block in UpTown being approximately 200' x 520', the presence of sidewalks and on-street parking create a well-connected system for pedestrian travel.

CONNECTIVITY



2015 Bike Plan, City of Toledo

TRANSIT. TARTA, or the Toledo Area Regional Transit Authority, is a public transit agency that has provided transit services to the Toledo area population since 1971. Currently they have 11 bus routes that pass through UpTown. Five of these routes only pass along a 5-7 block portion of Washington Street, which is the southern boundary of UpTown.

Bus routes within the UpTown Neighborhood include:

- Bus 2 - Monroe & Franklin Park via Toledo Hospital
- Bus 5 - Dorr Street
- Bus 20M - Central & Meijer Drive
- Bus 22 - Bancroft & Franklin Park
- Bus 26D - Berdan, Douglas & Miracle Mile
- Bus 26L - Lewis & Alexis-Telegraph
- Bus 27H - Nebraska/Hill-Reynolds
- Bus 27N - Nebraska/South-Reynolds
- Bus 28 - Indiana/Oakwood
- Bus 39 - Franklin Park & Sylvania
- Bus 39M - Monroe & Centennial-Sylvania

These bus routes provide access to places along major routes in Toledo and such destinations as Downtown, Toledo Museum of Art, ProMedica Toledo Hospital on Monroe Street, Walmart and Meijer on Central Avenue, Franklin Park Mall, Miracle Mile Shopping Center, Junction Neighborhood, Old West End, Middlegrounds, Sylvania and the University of Toledo.

BICYCLE. While cyclists have the right to use streets for travel, there are currently no marked or designated bicycle routes or bicycle facilities in UpTown. The 2015 City of Toledo Bike Plan however, identifies two bicycle facilities that are proposed to travel through UpTown. The first planned facility is the Bancroft-Promenade Trail, a side path or cycletrack to be located along Jefferson Avenue. The Cherry University Trail is the second planned facility and is to be a striped bike lane along 17th Street and Franklin Avenue.

2015 CITY OF TOLEDO BIKE PLAN. The City of Toledo Bike Plan is a guide to future investment for the connected system of 13 proposed primary bike trails that traverse the City. The identified trails along Jefferson Avenue are intended to connect neighborhoods, major parks and many principal destinations throughout Toledo with designated bicycle facilities. The Plan cites the importance of bicycle facilities to a city for both improving the quality. The Cherry University Trail is the second planned facility and is to be a striped bike lane along 17th Street and Franklin Avenue.



2015 Bike Plan, City of Toledo

The first trail is the Bancroft-Promenade Trail which is proposed to run along Jefferson Street and connect to Downtown and Riverside Trail to the east and to the Toledo Museum of Art and the University of Toledo to the west. The trail is proposed to be a side path facility. A side path facility is defined in the plan as a trail that runs parallel to a street or road right-of-way, but is a separate path that provides a physical separation between bicycle and vehicle traffic. This type of facility is typically designed for two-way travel with a minimum path width of 10 feet. The plan recommends that a separate side path be constructed within the area from curb to curb, and be located along the north side of Jefferson Street to connect to Summit Street.

The second trail is the Cherry University Trail that is proposed to run along 17th and Franklin Streets and connect to the University of Toledo via Dorr Street. The trail is proposed to be a bike lane or striped lane facility. A striped lane facility is defined in the plan as a separate lane area on a street that is designated by striping on the pavement, with both bicycle and vehicle traffic traveling in the same direction. The plan notes that a minimum design of 5 feet for the bike lane and 10 feet for the vehicle lane is required, and that vehicle lane widths should be increased for streets with higher truck traffic or higher speeds.



ToLEGO Bike Share Hub Locations

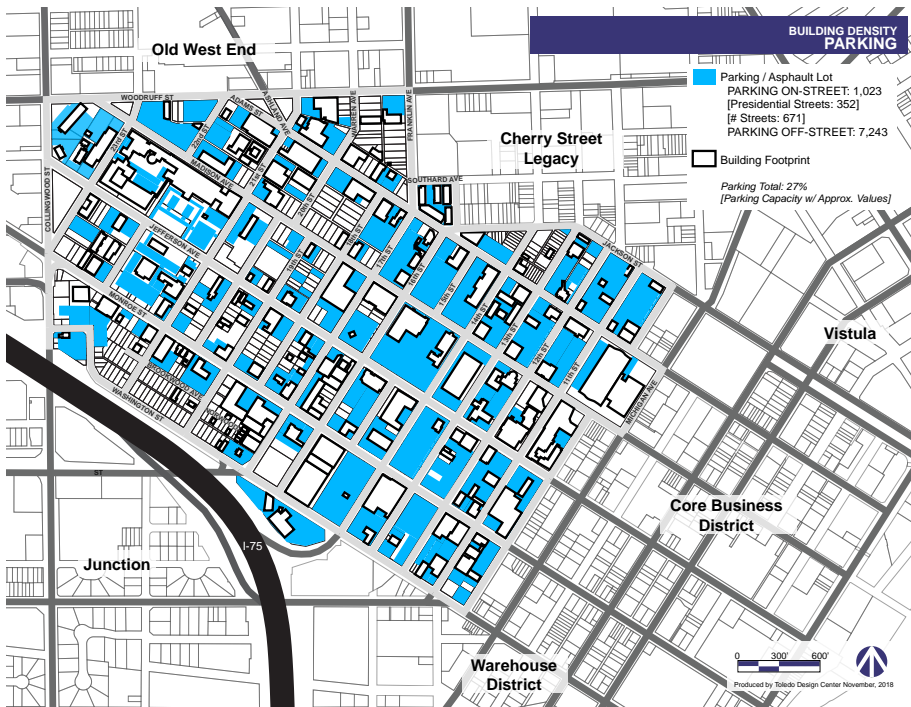
2018 TOLEGO BIKE SHARE LAUNCH. The City of Toledo launched the first Toledo Bike Share program this past October. Gotcha is the partner in providing the system, and design of the customized bike chosen by Metroparks Toledo and the City of Toledo.

The bike share programs allows anyone who visits or would like transportation around town to rent a bike from one of the hubs illustrated in the adjacent map. Riders can choose to pay as you go for \$3/ 30 minutes or create a membership which allows monthly access for \$15/ month.

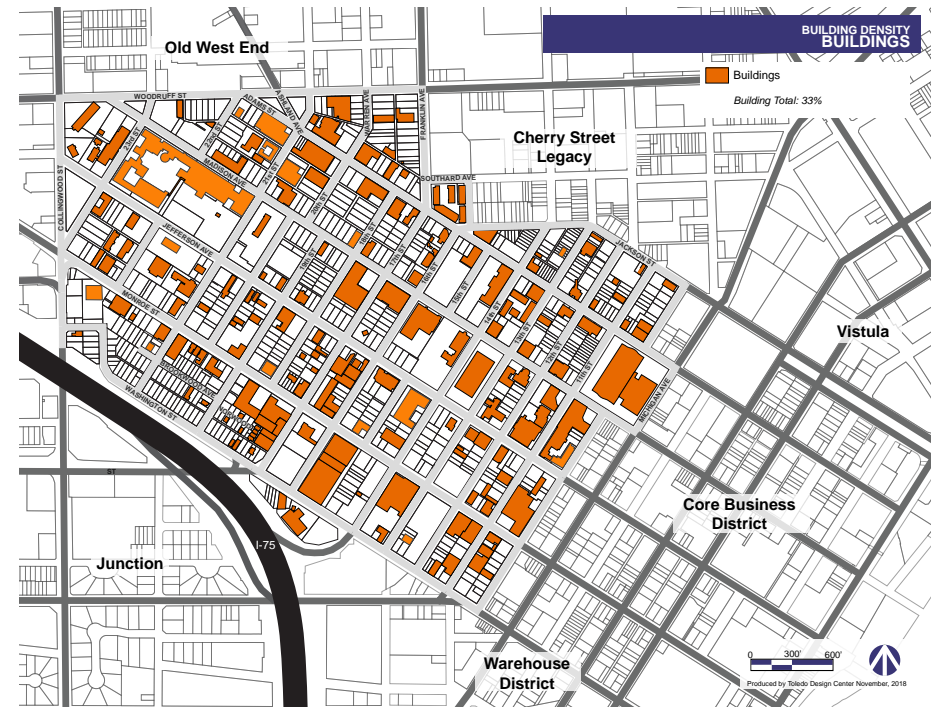
Specifically within UpTown there are two Bike Share hubs. One hub is located at UpTown Green on Madison Avenue. The other hub is located at the Main Branch Library, along N Michigan Street. Both of these locations are assets within the UpTown Neighborhood, and Downtown.

BUILDING DENSITY

ACTUAL LAND UTILIZATION

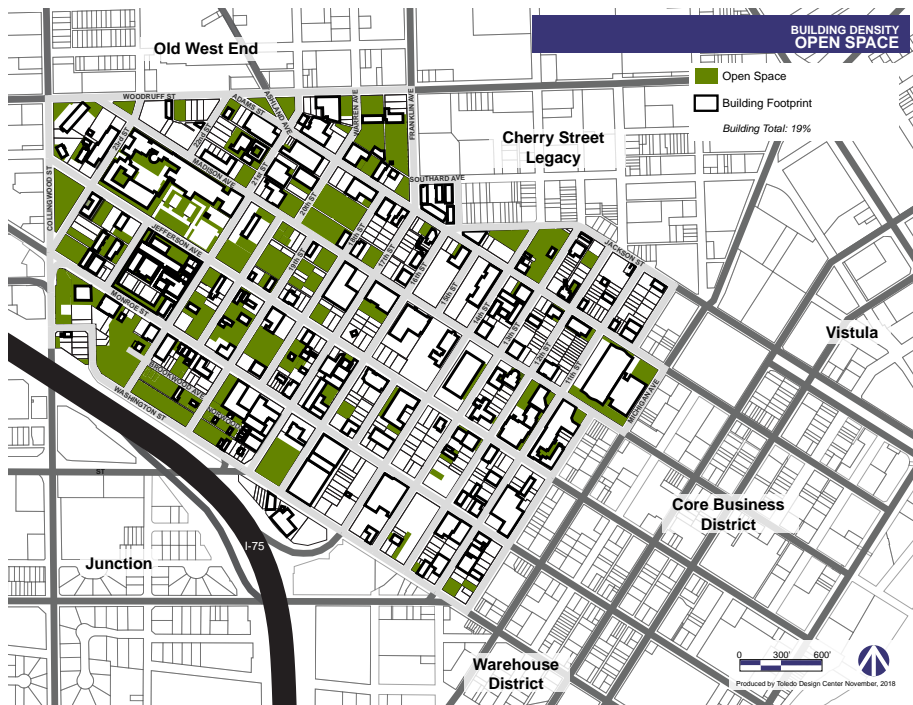


PARKING. The highest percentage of land use in UpTown is for surface parking lots, rarely used to capacity, and many virtually never used. The total number of parking spaces, off street and on street, exceeds 8000 which includes the Mercy College garage of approximately 600 spaces. The highest concentrations of parking occur around Mercy College, among the major institutional uses located between 13th-17th-Washington to Adams and in the blocks surrounding the Toledo Lucas County Public Library.

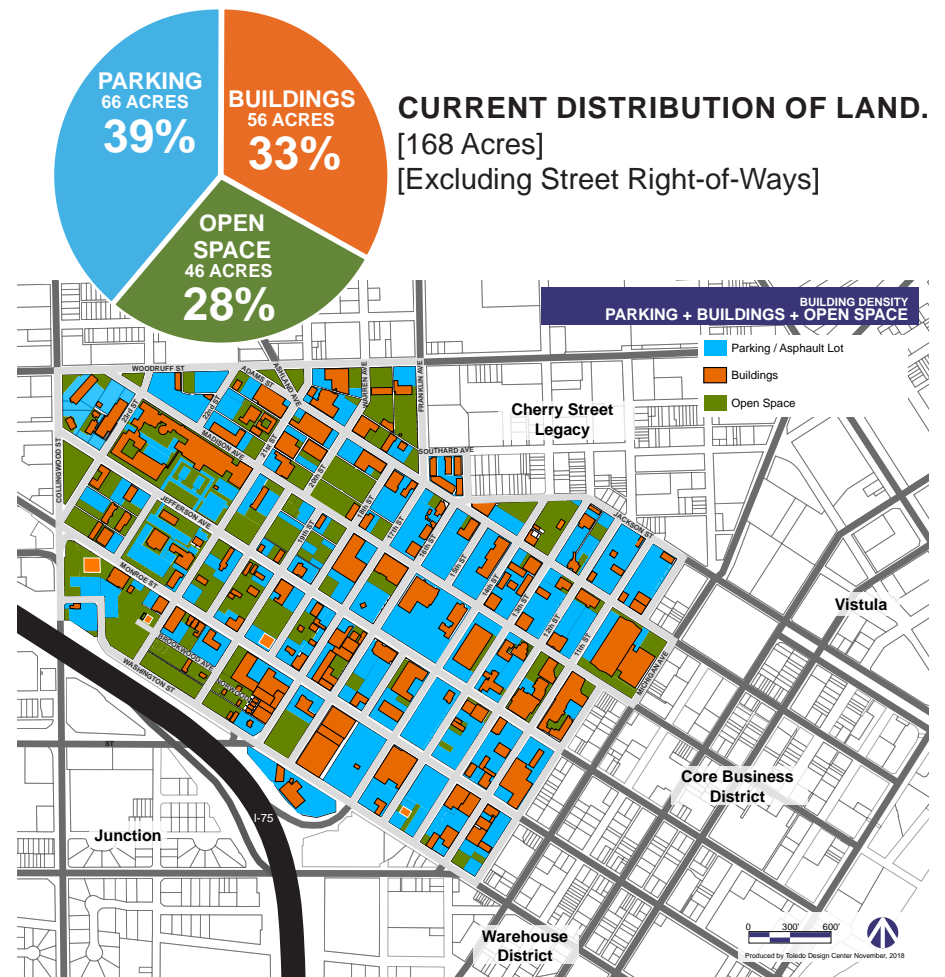


BUILDINGS. Building coverage represents 33% of the overall land use in UpTown. Coverage remains the highest in the blocks immediately adjacent to the CBD and extending along the south side of Madison Avenue terminating at the Mercy College campus. The building urban fabric also remains, with a couple exceptions, relatively solid along Adams Street and almost all of the remaining historic stock of buildings have been renovated or soon will be.

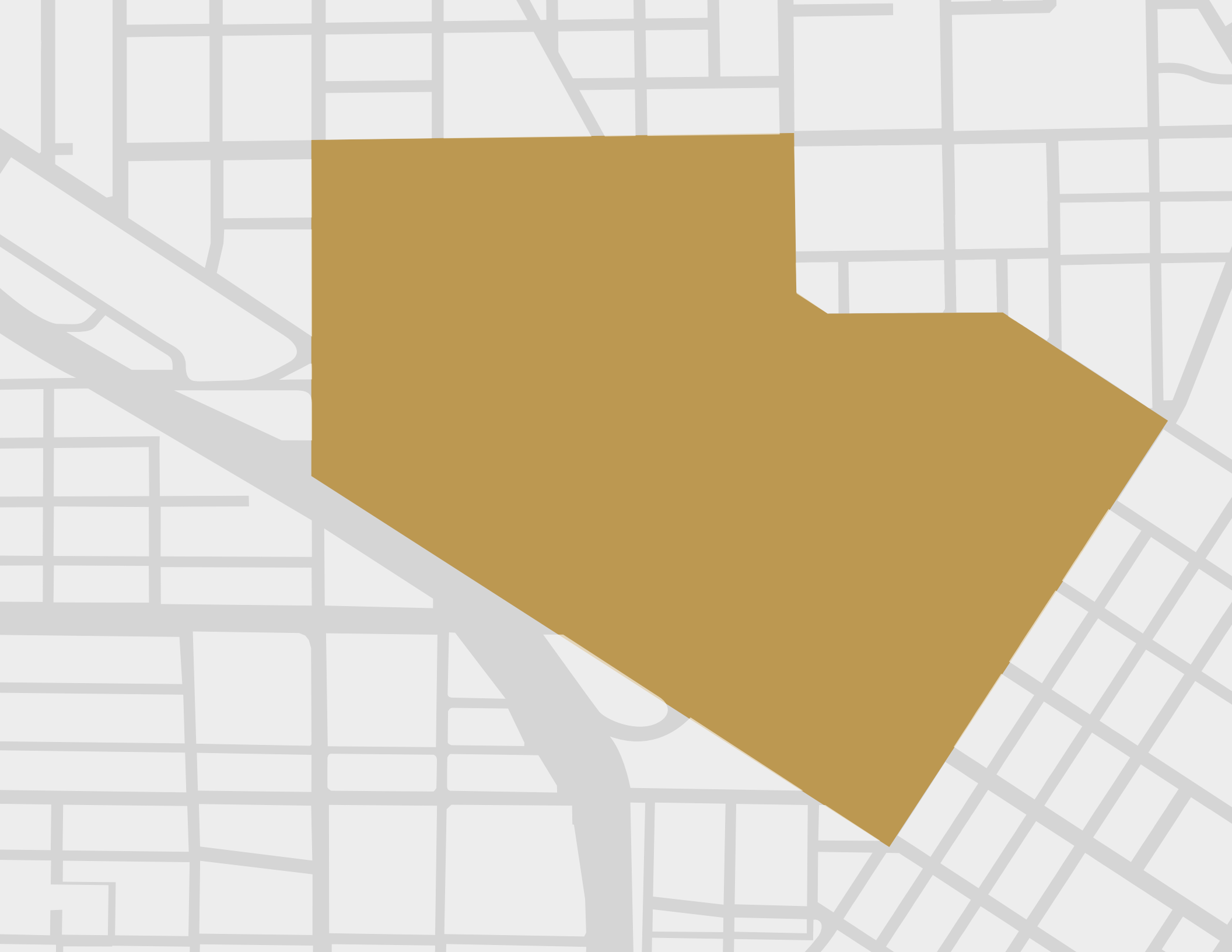
Significant demolition has occurred between 17th and 21st and south of Monroe Street between 17th and Collingwood where virtually all of the original residential has been lost to the wrecking ball.

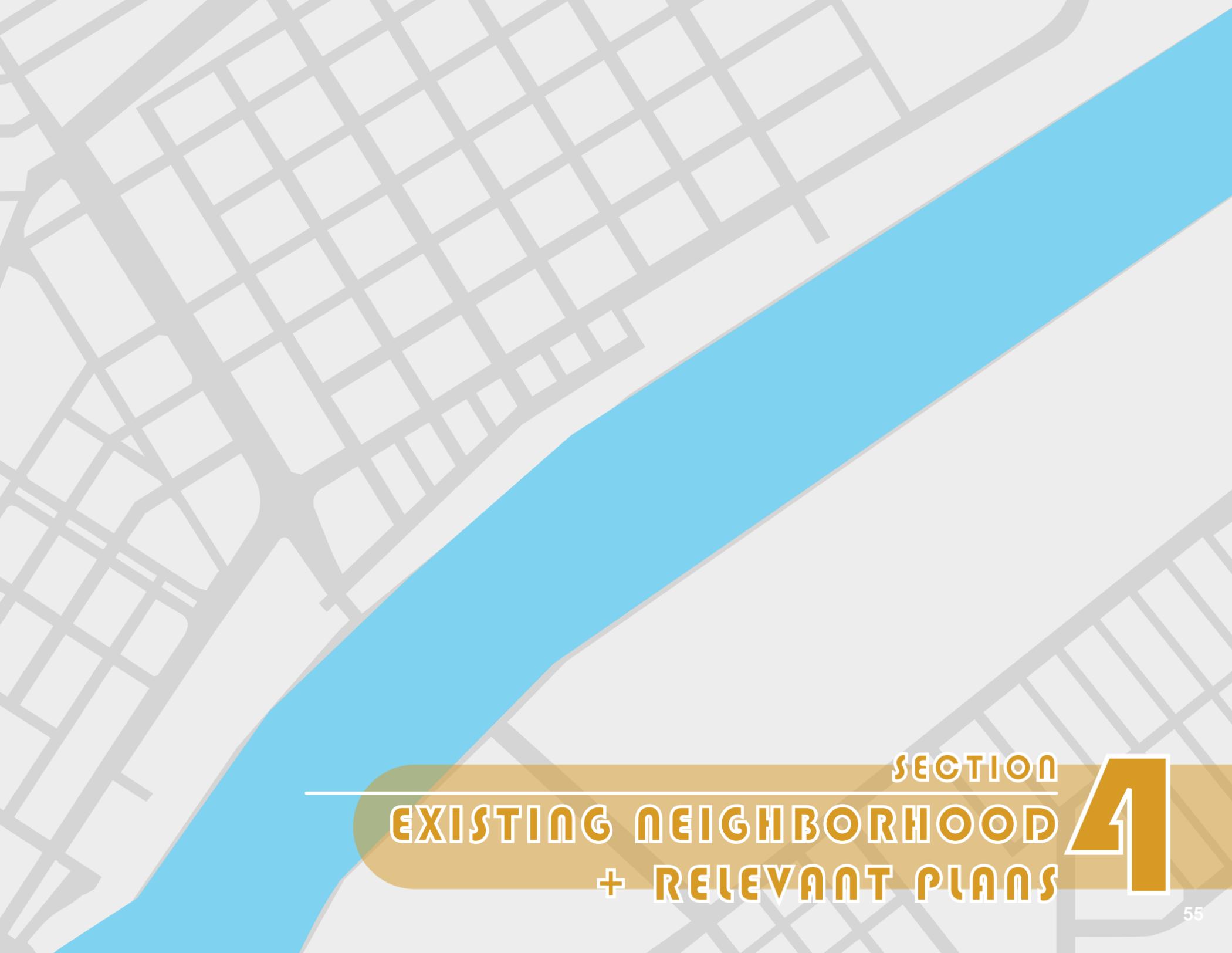


OPEN SPACE. The vast majority of Open Space / Vacant Land in UpTown occurs west of 17th Street. Although the percentage of open space is high the amount of acreage designed as actual purposeful green space is very low at less than 8 acres, while good planning rules of thumb would recommend over 30 acres. Most green space was created by on-going demolitions and remains generally abandoned and unused.



BEST PRACTICE COMPARISONS. Historic planning research and as stated in the adopted 2017 Downtown Toledo Master Plan, vibrant/ healthy urban centers have land use coverage percentages, when street right-of way are subtracted, of building coverage of 60% or more, parks and green space of 20% and parking of 20%. Compared to these rule-of thumb percentages shown above UpTown significantly misses in all these “best practice” categories.





SECTION
EXISTING NEIGHBORHOOD
+ RELEVANT PLANS

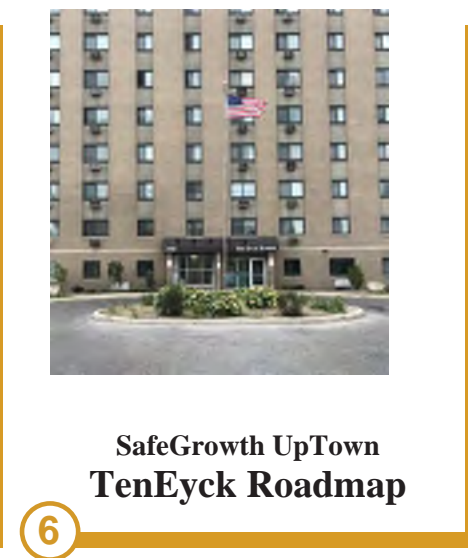
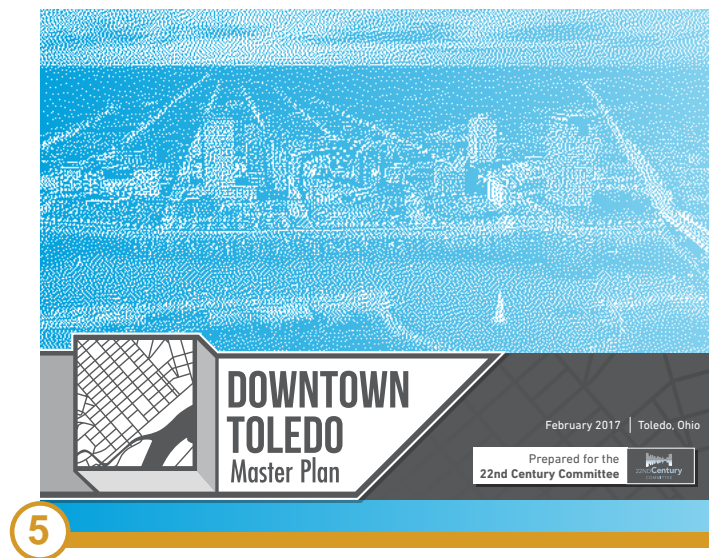
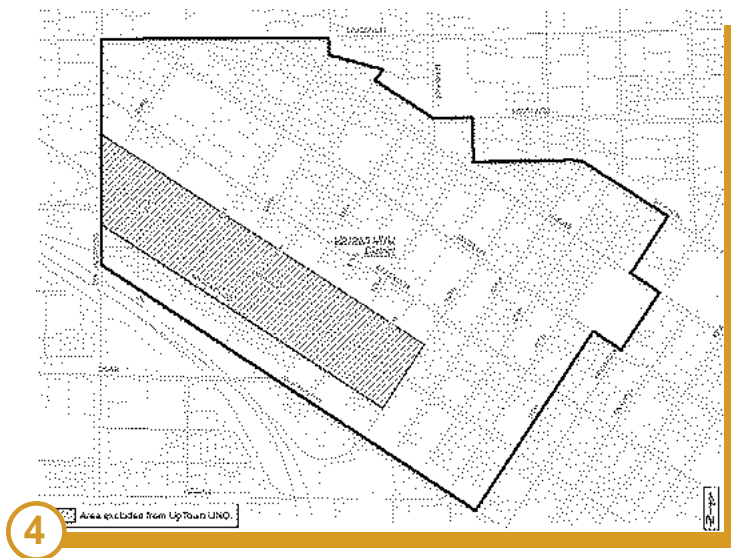
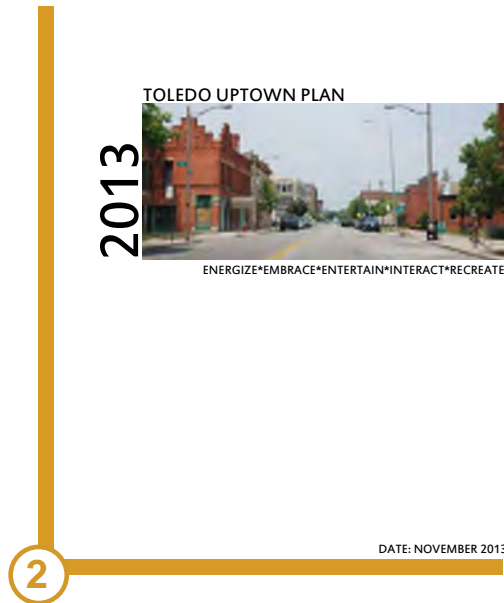
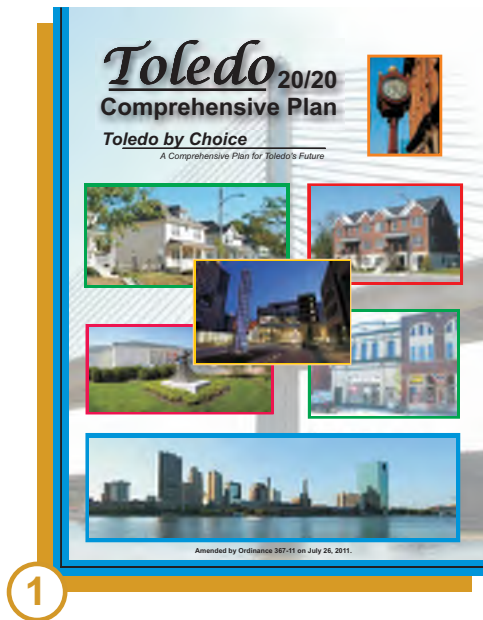
4

EXISTING NEIGHBORHOOD + RELEVANT PLANS

10+ YEARS OF PLANNING FOR A DOWNTOWN EXTENSION

Review of existing neighborhood plans and other planning documents help to identify information relevant to shaping the future vision of the UpTown neighborhood. This information provides a basis from which to analyze the neighborhood and develop a planning framework for the plan. The goal is to create a master plan that provides a vision for the future growth and development of UpTown that recognizes and is compatible, where appropriate, with previous planning efforts.

1. **2011 UPDATE TO THE 2000 TOLEDO 20/20 COMPREHENSIVE PLAN**
Toledo Lucas County Plan Commission
2. **2013 TOLEDO UPTOWN PLAN**
Prepared for UpTown Association
Prepared by Toledo Design Center
3. **2015 STRATEGIC PLAN FOR ARTS AND CULTURE**
Toledo Arts Commission
4. **2015 UPTOWN URBAN NEIGHBORHOOD OVERLAY [UNO] DISTRICT**
City of Toledo Plan Commission
5. **2017 DOWNTOWN TOLEDO MASTER PLAN**
Prepared for 22nd Century Committee [ConnecToledo]
Prepared by MKSK, HKS, Development Strategies, Mannik Smith, Toledo Design Center
6. **2018 SAFEGROWTH UPTOWN: TENEYCK ROADMAP**
UpTown SafeGrowth Team consisting of: Arts Commission, City of Toledo Department of Neighborhoods and Business Development, and ProMedica



2011 UPDATE TO THE 2000 TOLEDO 20/20 COMPREHENSIVE PLAN

TOLEDO LUCAS COUNTY PLAN COMMISSION

The purpose of the plan is to provide a framework of recommendations to guide the future growth and development of the City of Toledo. The plan focuses on the macro or policy level and is intended to provide a visionary framework upon which community agencies, neighborhoods and organizations can create their own plans in relation to their individual missions.

The 20/20 Plan outlines several recommendations that are relevant to UpTown. These recommendations include both city-wide and neighborhood specific recommendations. The Toledo 20/20 Plan makes the following recommendations relevant to UpTown:

CITY-WIDE. Recommendations are made related to land use, zoning and community design standards that will impact the future growth and redevelopment of UpTown. These recommendations include:

- Adjust zoning districts to conform with the Future Land Use Maps provided in the Plan.
- Develop overlay zoning districts for each designated Traditional Neighborhood or “urban village”.
- Amend commercial and industrial zoning standards to require greater intensity of development.
- Design ordinances and codes to encourage rehabilitation of historic districts/structures.
- Identify areas for mixed-use development and create flexible zoning standards for these areas.
- Amend zoning ordinance to permit live/work units in mixed-use areas.
- Amend regulations to permit appropriate density in residential zoning districts

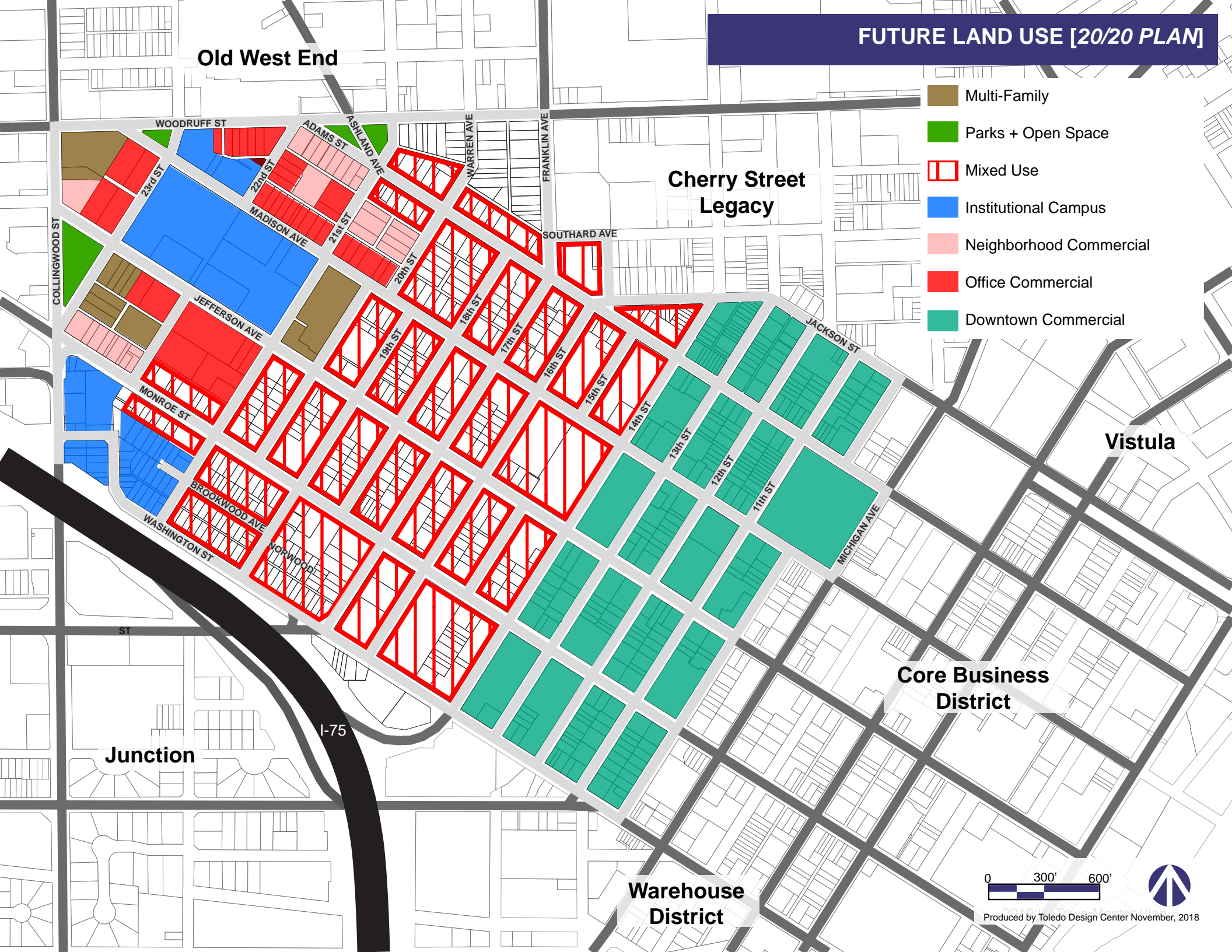
NEIGHBORHOOD. The 20/20 Plan is built around neighborhoods. The following recommendations have been made with the intent to improve the quality of life in neighborhoods:

- Develop a comprehensive plan for each neighborhood, and encourage block-by-block redevelopment through public and private investments.
- Prepare land use and transportation plans for key city corridors.
- Promote neighborhood diversity in age, income, race, and ethnic background within City’s neighborhoods.
- Improve neighborhood cohesiveness by facilitating information sharing and involving neighborhood groups, property owners and others.
- Reinforce the role of Community Development Corporations and other community and faith-based organizations in all neighborhood activities.
- Create community-based design standards.
- Provide pedestrian and bicycle accessibility to libraries, schools, churches, and neighborhood shopping areas.
- Create program to improve neighborhood lighting.

UPTOWN NEIGHBORHOOD SPECIFIC. In the Plan, UpTown is considered one of the three distinct sections of the Downtown, or Central Business District. The other two sections are the core business area and the Warehouse District. Specific recommendations include:

- Develop additional residential units in the downtown
- Create a gateway marker system at key points along the roadways entering Downtown
- Create an attractive gateway on Monroe at Collingwood
- Convert Monroe from Summit to Collingwood to two-way with landscaped and irrigated median, *completed*
- Convert Washington to two-way from Dorr / 17th Street to Summit, *completed*

FUTURE LAND USE [20/20 PLAN]



2013 TOLEDO UPTOWN PLAN

UPTOWN ASSOCIATION

A plan for UpTown was last completed in 2013 and included a two-year process of data gathering, stakeholder engagement and visioning. Existing conditions such as zoning, land use, demographic make-up and infrastructure conditions have remained relatively the same since the adoption of the 2013 Plan. However, strides have been made in UpTown since then that have improved and helped re-stabilize the area. These improvements are highlighted in Section 1: Introduction and include such things as the reinvestment in the neighborhood by Mercy College and SSOE, renovation of the Toledo Club and the addition of the new Neighborhood Health Association Clinic. There have also been other improvements completed that were outlined as steps needed to meet the vision of the 2013 Plan. These include the completion of the UpTown Green Park and adjacent opening of the Ebeid Center, the increase in investment along Adams Street and the continued acquisition and clearing of properties along Washington Street.

The 2013 Plan identified five distinct sub-districts in UpTown along with the following 12 redevelopment initiatives intended to expand on the strengths of the districts and the connectivity to each other and the neighborhood as a whole:

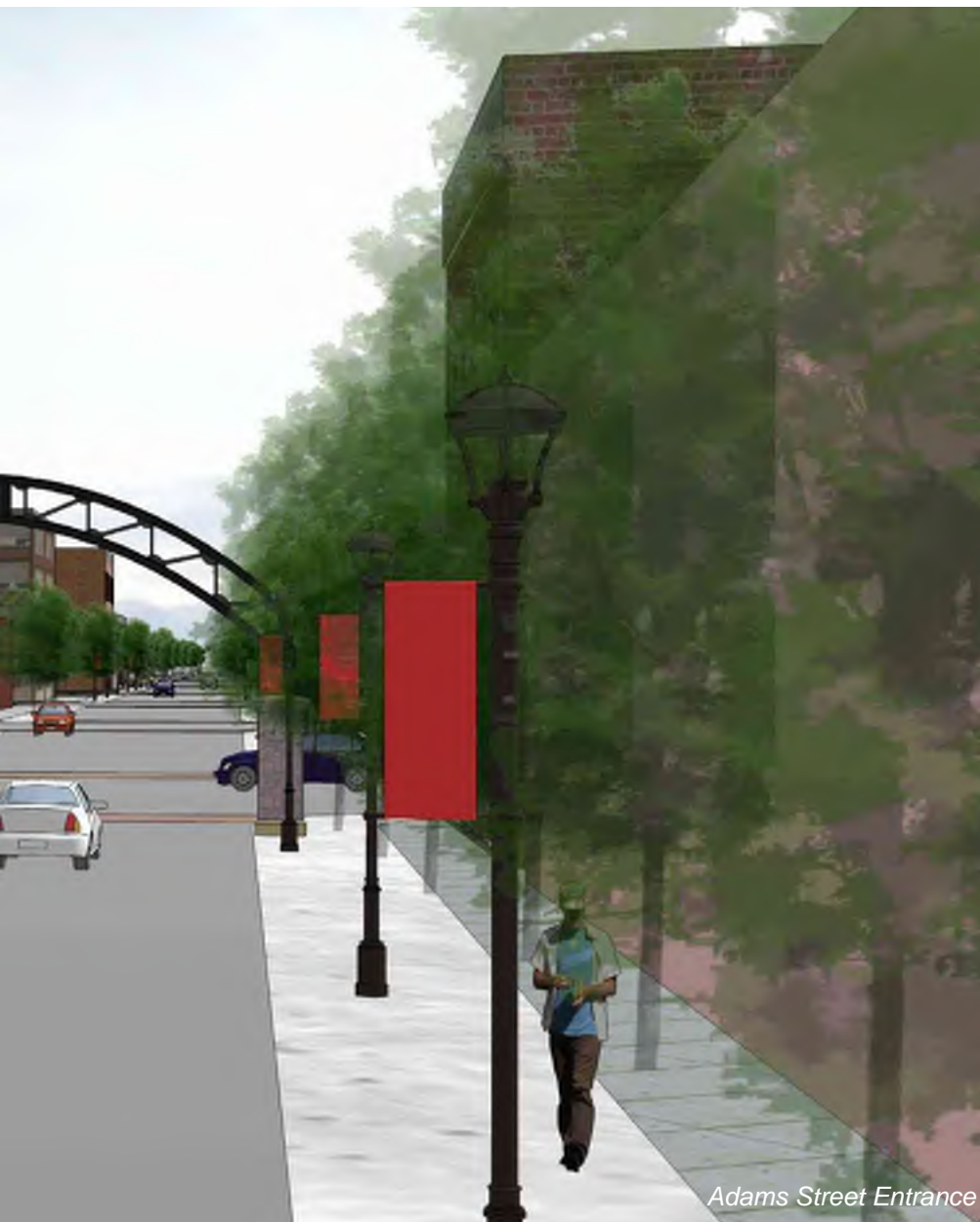
1. Maintain and improve Adams Street as the center of Arts and Entertainment
2. Provide housing options around UpTown Green
3. Develop an urban disc golf course on vacant and/or deteriorating properties
4. Provide for additional student housing for Mercy College
5. Construct a roundabout at Collingwood Boulevard and Monroe Street
6. Develop athletic/rec fields along the western portion of Washington Street
7. Reconstruct Jefferson Street and 17th Street as complete streets
8. Develop 15th Street as a pedestrian only connector
9. Redevelop the area around the Jefferson Street and 17th Street intersection as a commercial center.
10. Reconstruct Jefferson Street and 17th Street as complete streets



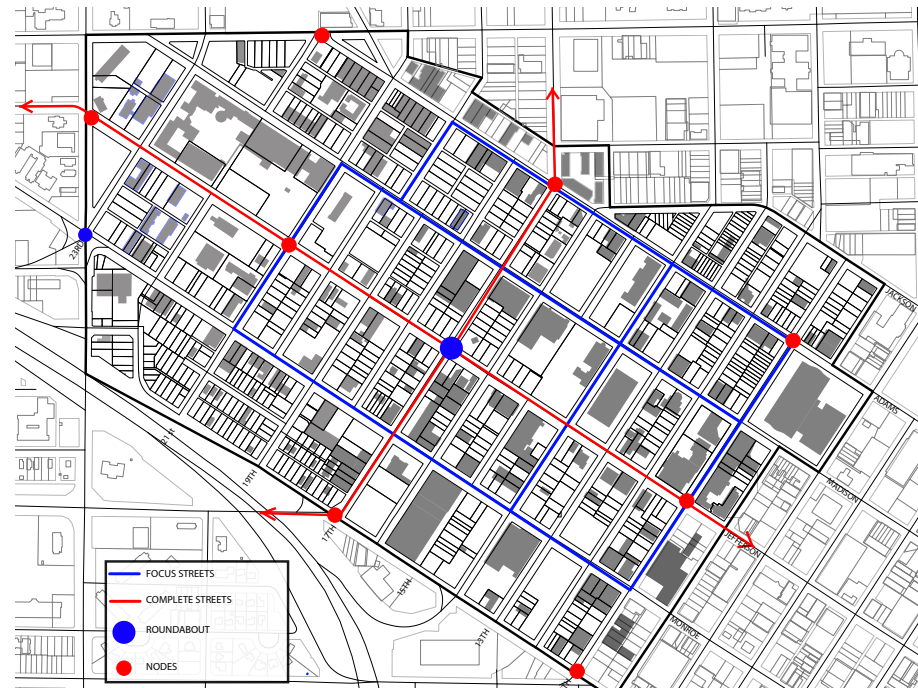
2013 UpTown Plan

2013 TOLEDO UPTOWN PLAN





Adams Street Entrance



2013 UpTown Zones

Along with the previous initiatives, the plan also identifies the need to strengthen the role of the UpTown Association, designate Adams Street as a local historic district, develop strategic mixed-use infill to provide neighborhood housing options, provide for both pedestrian and bicycle friendly streets, create a visible security presence, install wayfinding signage that reflects the neighborhoods identity, install better neighborhood lighting and incorporate green building and infrastructure strategies. Available financial incentives and programs to assist with implementing the Plan are also discussed.

2015 TOLEDO STRATEGIC PLAN FOR ARTS & CULTURE

TOLEDO ARTS COMMISSION

The Toledo Strategic Plan for Arts & Culture is an action plan for arts and culture in Toledo. The plan focuses on eight neighborhoods in and around Toledo's downtown. Ten objectives with supporting strategies, intended to support arts and cultural development, are identified. The core of the objectives and strategies is to forge partnerships and increase both the presence of arts and culture organizations as well as arts and culture itself in neighborhoods. The following objectives and strategies were identified as important to UpTown:

OBJECTIVE 1: EDUCATION & YOUTH AND FAMILY ENGAGEMENT

- Strategy 1A: Develop existing and increase new partnerships between neighborhoods and arts and culture organizations.

OBJECTIVE 3: RACIAL, ETHNIC & CULTURAL DIVERSITY

- Strategy 3C: Strengthen presence of arts and culture organizations in neighborhoods.

OBJECTIVE 4: ARTS & CULTURE IN URBAN PLANNING & DEVELOPMENT

- Strategy 4A: Create livability maps showing arts and culture assets in focus neighborhoods
- Strategy 4B: Enliven neighborhood gateways with art.
- Strategy 4C: Advocate for arts and culture district support via business and tax incentives.
- Strategy 4D: Integrate art into housing, economic development and planning policy.
- Strategy 4E: Test desirability of a percent for art requirement for Toledo construction projects.

OBJECTIVE 6: ARTS & CULTURE IN NEIGHBORHOODS

- Strategy 6A: Facilitate opportunities for short-term and seasonal artist housing.
- Strategy 6B: Involve arts groups, artists and students in planning to reactivate vacant spaces.
- Strategy 6C: Create high densities of artists near art centers and theaters.

OBJECTIVE 9: CULTURAL TOURISM, HERITAGE, ANCHOR EVENTS & PUBLIC ART

- Strategy 9A: Implement more place-based public art projects featuring Toledo's heritage.
- Strategy 9B: Sustain engagement of neighborhoods in arts and culture planning and actions.

ASSETS, OBSTACLES, AND CHALLENGES. During the public engagement process for the plan, the following assets, obstacles and challenges in UpTown were noted:

ASSETS

- Strong music scene and growing street events on Adams Street
- Seven murals, including the "Toledo Love Wall"

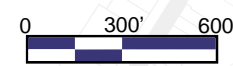
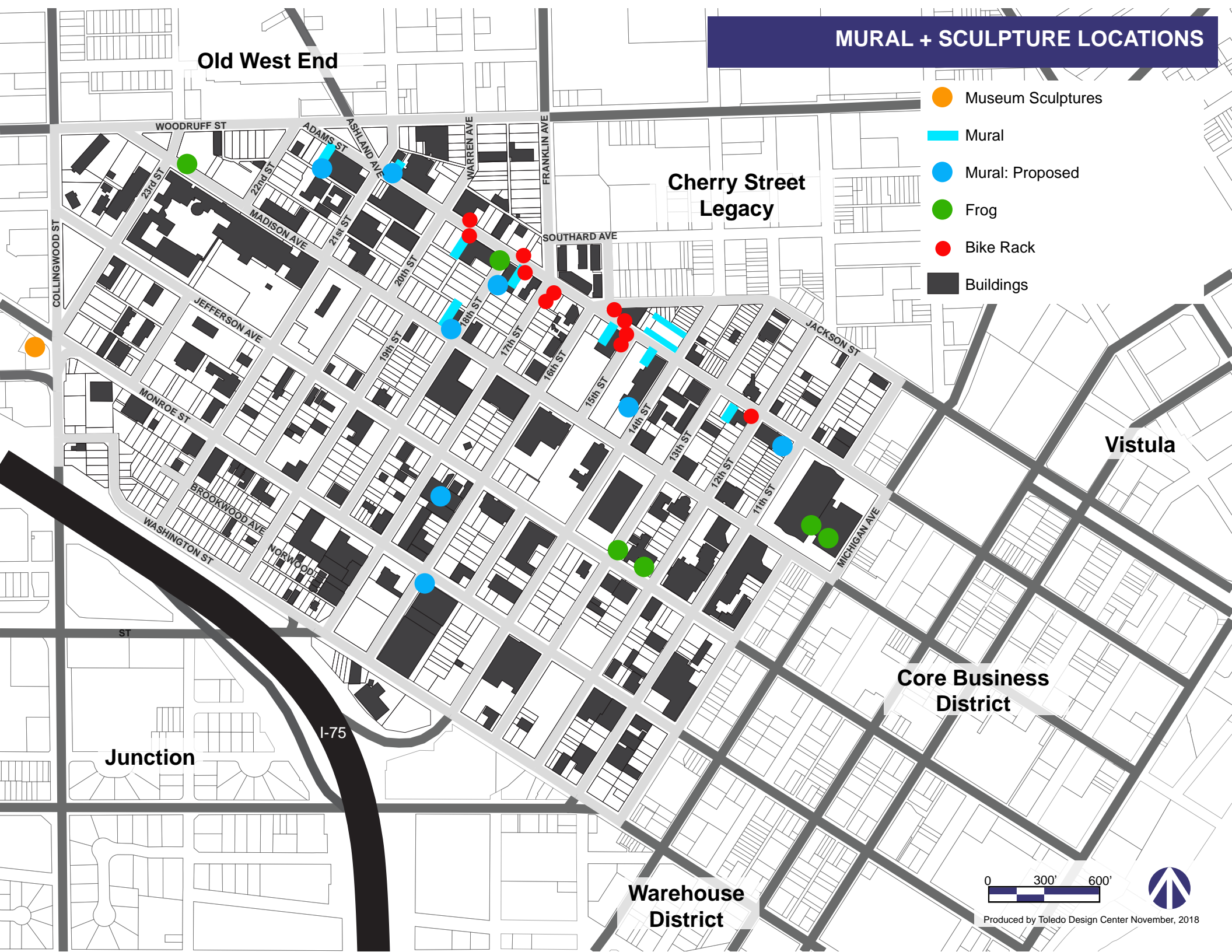
OBSTACLES

- Sub-par lighting
- Bicycle and pedestrian infrastructure
- Buildings being held or managed by entities not wanting to restore or improve

CHALLENGES

- Uncoordinated parking resources
- Lack of communication with social service agencies

MURAL + SCULPTURE LOCATIONS



2015 UPTOWN URBAN NEIGHBORHOOD OVERLAY [UNO] DISTRICT

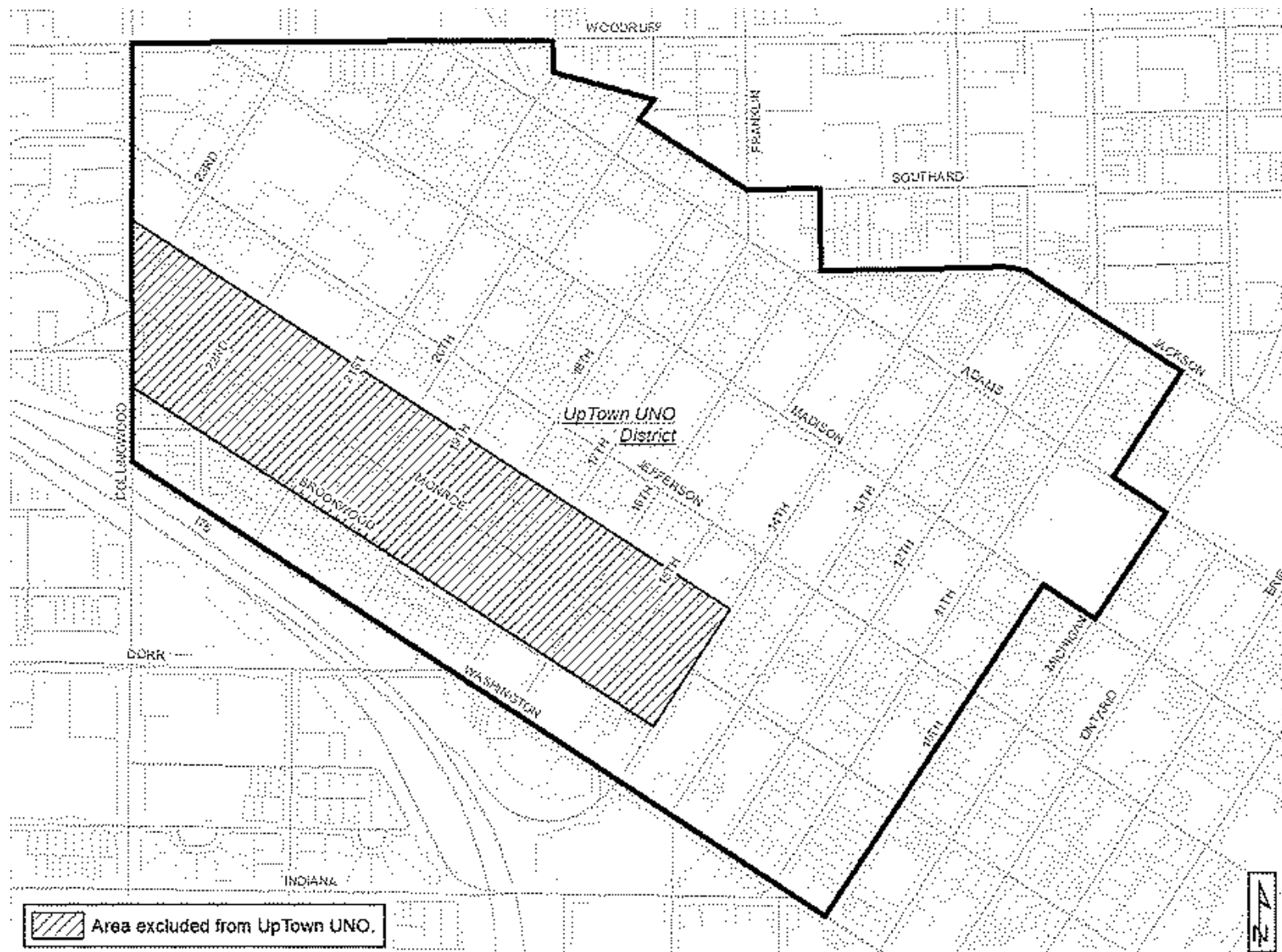
CITY OF TOLEDO PLAN COMMISSION

The UpTown Urban Neighborhood Overlay *UNO* District is an overlay zoning district that establishes additional design standards for development than what is required in the underlying zoning district. The additional standards were put in place to assist with meeting the vision and objectives of the 2013 Toledo UpTown Plan. The UNO District applies to all properties within UpTown except for those properties located within the Monroe Street Corridor between 14th Street and Collingwood Avenue which are covered by the Monroe Street UNO which was adopted in 2007.

The UNO District sets up a review process for proposed physical changes to buildings and all new off-street parking spaces, driveways, fencing and signage. The overlay establishes an Architectural Review Committee, *ARC*, and outlines its composition, jurisdiction, and rules and procedures for reviewing development plans and proposed demolitions for compliance with the overlay district. In addition, the UNO District contains provisions for:

- design criteria such as relationship of buildings to site, building setback and height, building design, and building materials
- architectural review requirements for existing buildings
- site plan review for landscape requirements;
- requirements for off-street parking, lighting, canopies/awnings, signage and fencing
- demolition review procedures.

It is the intent of the UNO District that proposed development and redevelopment not only improve the overall appearance of the District, but that it is also compatible with the scale and physical character of historical buildings in the area. The UNO District is also intended to help promote development that features retail display windows, rear parking lots, and other pedestrian-oriented site design features; and to encourage public art and green infrastructure. Since adopted in 2016 the ARC has processed 22 reviews in the Overlay District.



UpTown UNO District Bounds

2017 DOWNTOWN TOLEDO MASTER PLAN

22ND CENTURY COMMITTEE [*CONNECTOLEDO*]

VISION. The 2017 Downtown Toledo Master Plan is a vision for future growth and revitalization of Downtown Toledo. The Plan not only looks at the core of downtown, but also the surrounding neighborhoods and the important connections between them. UpTown was identified as one of the five areas of focus for the plan. The others include the Riverfront, Downtown Core, Warehouse District and Vistula.

During the public engagement phase of the plan development, input was received concerning UpTown. Comments included:

- need for future infill development consistent with the neighborhood's authenticity and artistic character
- importance of Adams Street Corridor as central to existing small businesses and retailers
- consider importance of historic architecture
- provide more residential/commercial mixed use
- make Adams Street corridor a key UpTown connection to Downtown.

4 OVERREACHING GOALS. A vision for the future of Downtown was formulated based on public input received, survey of existing conditions and the market analysis. Based on the vision, the Plan outlines four overarching goals for the revitalization of the Downtown.

GOAL 1: PROVIDE CONTINUOUS WATERFRONT EXPERIENCE. The first goal is to begin with the Maumee River. It is intended to provide a continuous waterfront experience along the Maumee River and ensure connectivity to the downtown core and radiating urban street grid to surrounding neighborhoods.

GOAL 2: BUILD A NETWORK OF PARKS. The plan indicates that 2% or 32 acres of the land in the downtown is currently parkland or green space. To create a more attractive and livable downtown, the plan recommends that closer to 20% or 320 acres should be dedicated to parks and green space. The UpTown planning area is comprised of 250 acres. To meet the 20% standard 50 acres of land in UpTown would need to be dedicated to parks and green space.

GOAL 3: IMPROVE MOBILITY DOWNTOWN. Improving mobility in the downtown by creating complete streets for all users. Complete streets provide safe and friendly streets for pedestrians and bicyclists, not just automobiles. An efficient public transportation system is also a key to improving mobility.

GOAL 4: ENABLE CONTINUOUS DEVELOPMENT. This involves ensuring that there are enough buildings to not only provide housing options to a Downtown residential population, but also to fill gaps that exist along streets due to vacant lots and buildings. The plan indicates that currently the percentage of building coverage is 22-30% and that it should be closer to 65%. The plan notes that UpTown has potential to fill the need for residential development due to its proximity and connection to the downtown via major streets and its relative affordability. Currently UpTown has a building coverage of 33%. An additional 26% of land would need to be developed to meet the 65% building coverage standard.

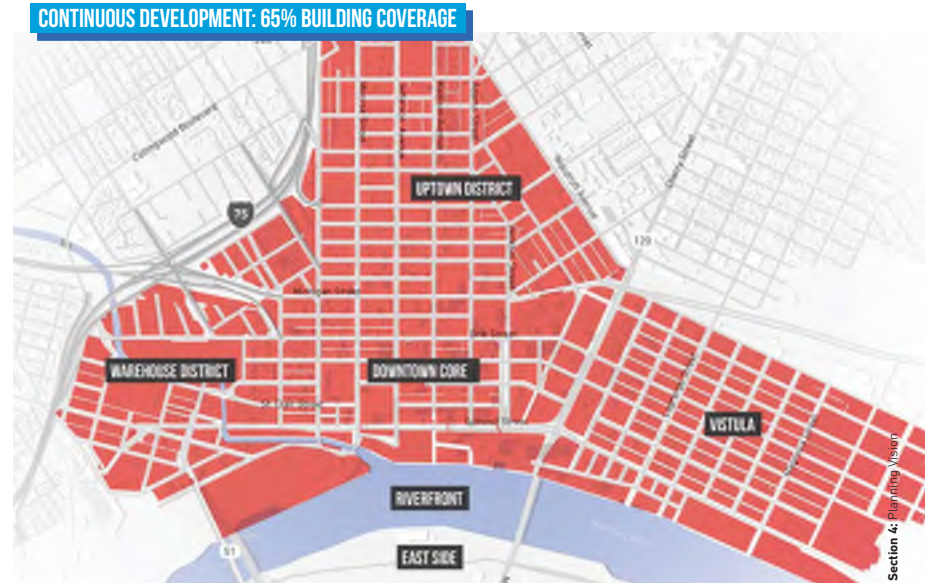


Source: 2017 Downtown Toledo Master Plan

2017 DOWNTOWN TOLEDO MASTER PLAN

CATALYTIC PROJECTS. Based on the four overarching goals, the Plan identifies six Policies and Strategies to achieve the goals and provide a framework to support the six Catalytic Projects that are identified to further the goals. Three of the six Policies and Strategies are most relevant to UpTown at this time. These include:

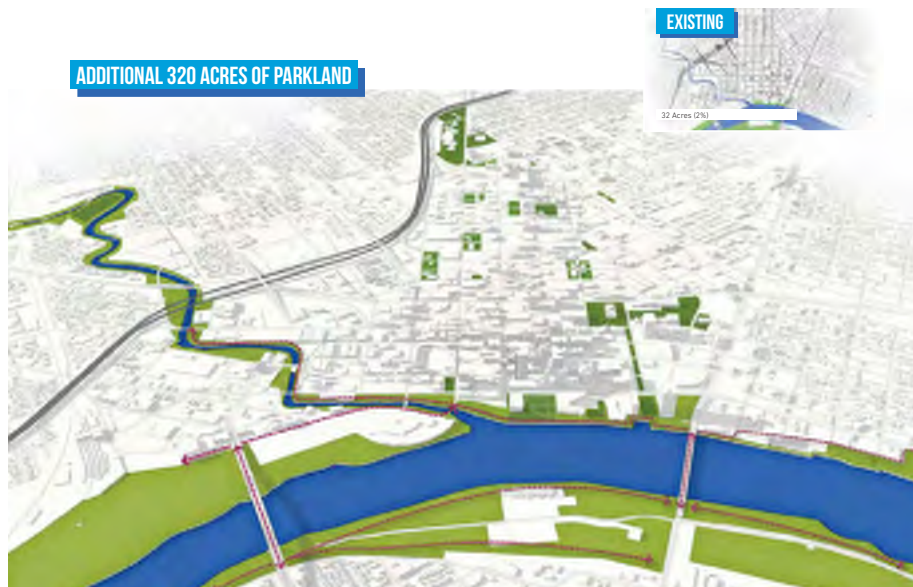
1. Identify Strategic Redevelopment and Infill Sites
2. Conduct a Parks Master Plan
3. Advance a Better Connected Downtown



Source: 2017 Downtown Toledo Master Plan

1. IDENTIFY STRATEGIC REDEVELOPMENT AND INFILL SITES

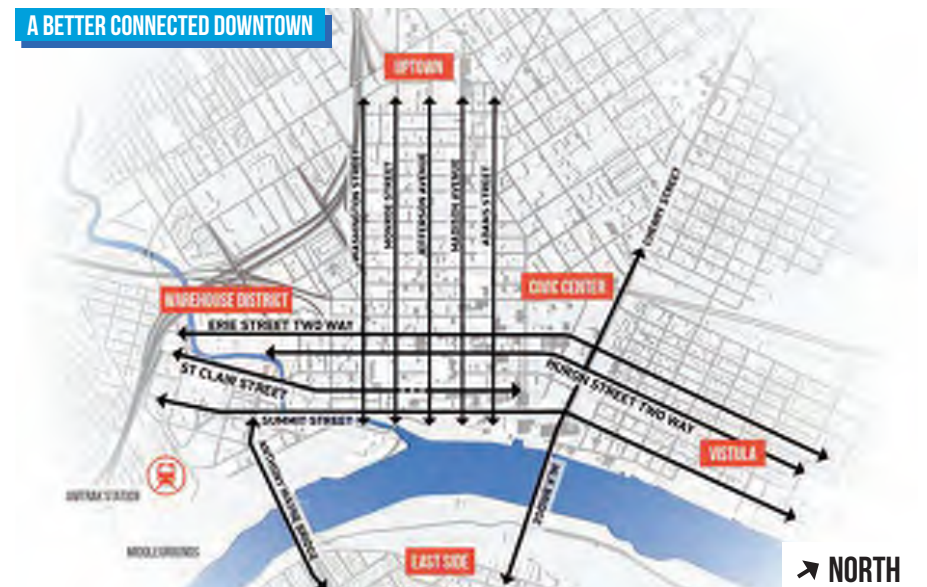
The Plan identifies UpTown Green as a strategic redevelopment site to infill vacant lots with affordable, neighborhood scale redevelopment. The Plan recommends establishing design guidelines to guide this redevelopment.



Source: 2017 Downtown Toledo Master Plan

2. CONDUCT A PARKS MASTER PLAN

This Policy and Strategy furthers the overarching goal of creating a network of parks. There is a need for a plan outlining the long-term commitment and steps to achieve the goal of increasing the amount of park and green space in the Downtown from the current 2% to the recommended 20%.



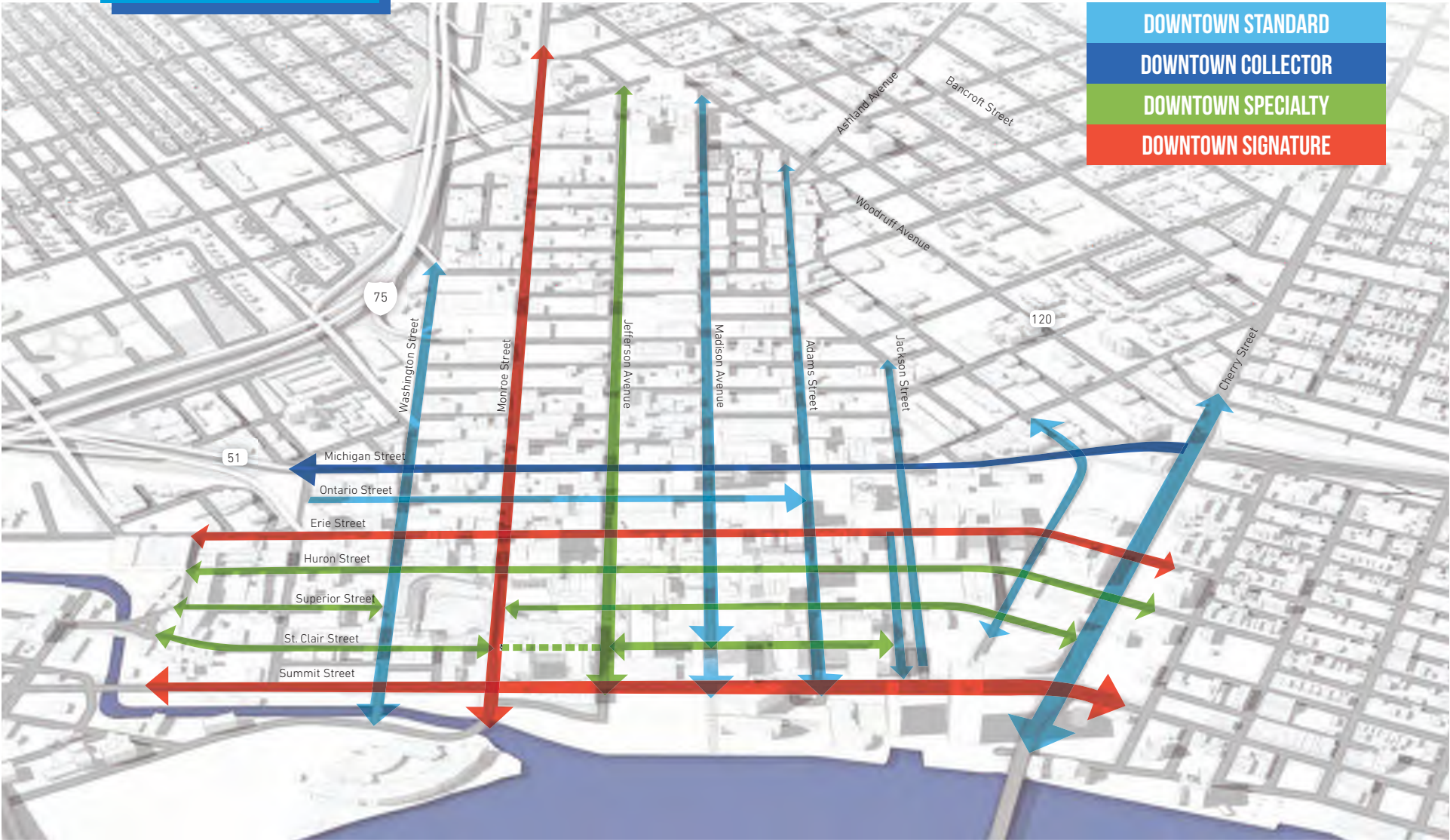
Source: 2017 Downtown Toledo Master Plan

3. ADVANCE A BETTER CONNECTED DOWNTOWN

The Plan notes that there is good connectivity from Downtown west through UpTown via Washington, Monroe, Jefferson, Madison, Jackson and Adams Streets. The Plan suggests specific street typologies for each of these streets, some of which are meant to further the goal of complete streets. As streets are rebuilt, improvements can be made to include full sidewalks, outdoor seating, street trees, decorative LED streetlights, parking meters, on-street parking and bicycle facilities.

2017 DOWNTOWN TOLEDO MASTER PLAN

STREET TYPOLOGIES



Source: 2017 Downtown Toledo Master Plan

DOWNTOWN STANDARD



36' Edge of Pavement (Typical)				
Varies Streetscape	8' Parking	10' Travel Lane + Sharrow	10' Travel Lane + Sharrow	8' Parking

DOWNTOWN COLLECTOR



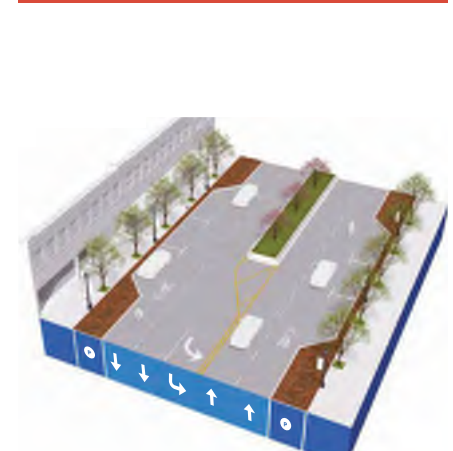
38' Edge of Pavement (Typical)				
Varies Streetscape	8' Parking Bump-Out	11' Travel Lane + Sharrow	11' Travel Lane + Sharrow	8' Parking Bump-Out

DOWNTOWN SPECIALTY



36' Edge of Pavement (Typical)				
Varies Streetscape	8' Parking Bump-Out	10' Travel Lane + Sharrow	10' Travel Lane + Sharrow	8' Parking Bump-Out

DOWNTOWN SIGNATURE



66' Edge of Pavement (Typical)						
Varies Streetscape	8' Parking Bump-Out	10' Travel Lane + Sharrow	10' Travel Lane	10' Center Turn Lane/Median	10' Travel Lane	8' Parking Bump-Out

Source for above 4 images: 2017 Downtown Toledo Master Plan

The Plan identifies Downtown Standard street typology for:

- Adams Street
- Jackson Street
- Madison Avenue
- Washington Street

The Plan identifies Downtown Collector street typology for:

- Michigan Street

The Plan identifies Downtown Specialty street typology for:

- Jefferson Avenue
- Huron Street
- Superior Street
- St. Clair Street

The Plan identifies Downtown Signature street typology for:

- Monroe Street
- Erie Street
- Summit Street

2017 DOWNTOWN TOLEDO MASTER PLAN



Source: 2017 Downtown Toledo Master Plan

JEFFERSON AVENUE CYCLE TRACK. To support this Policy and Strategy, the Plan identifies a Catalytic Project within UpTown. The project is to implement the 2015 City of Toledo Bike Plan by starting with the proposed Jefferson Avenue Cycletrack. The Bike Plan identifies this as part of the Bancroft-Promenade Trail that will serve

as a key bicycle connection between Downtown Toledo, UpTown, The Toledo Museum of Art and the University of Toledo.



Source: 2017 Downtown Toledo Master Plan



Source: 2017 Downtown Toledo Master Plan

HOUSING. Like the previously approved 2011 Downtown Plan this new plan again recommends a significant new housing initiative focused around the recently constructed UpTown Green.

At the present there are numerous vacant parcels around this new City amenity and further consolidation of re-development parcels is possible.

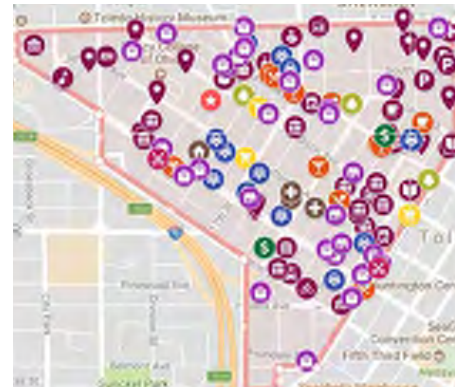
2018 SAFEGROWTH UPTOWN TENEYCK ROADMAP

In 2018, the UpTown SafeGrowth team consisting of members from the Arts Commission of Greater Toledo, the City of Toledo Department of Neighborhoods and Business Development, the ProMedica Ebeid Institute, and an UpTown resident, engaged the residents at TenEyck Tower in a study of their building and context and a report of their findings and recommendations was produced.

Exerpts from this report include the following:

EBEID NEIGHBORHOOD PROMISE, *ENP*.

“Ebeid Neighborhood Promise (ENP), a 10-year \$50 million dollar, comprehensive neighborhood development initiative was announced in 2018 to implement a model for neighborhood revitalization. The ENP is a combination of private and public partnerships and engaged neighborhood leaders that will support a vibrant and healthy neighborhood to improve social, financial, physical, and mental health. Of those partners includes The Arts Commission of Greater Toledo which is host to LISC/AmeriCorps Members who will engage local leaders, partners, residents and stakeholders in comprehensive community development efforts focused on improving the social determinants of the Ebeid Promise target area, including the physical environment, education, income, employment, social cohesion and access to health care. Together LISC, ProMedica, and The Arts Commission will work to leverage resources and align the efforts of stakeholder groups to promote neighborhood-level success and develop policy recommendations that create system-level change.”



Sources from above images: UpTown SafeGrowth. Left: Neighborhood Assets
Right: TenEyck Tower



Source: Arts Commission. TenEyck Tower resident clean-up efforts

RESIDENT FEEDBACK.

Resident Likes:

- Convenient for shopping and bus routes.
- Fairly quiet location
- Market on the Green
- Nice view to downtown
- Bingo and community events

Resident Dislikes:

- SAFETY
- High drug use in the area
- Homeless coming into the building and using drugs and sleeping on the stairway
- Vacant lot
- No security
- No cameras in the hotspots of crime/ bushes and shadows obstructing the view of the few cameras
- Feels unsafe walking outside after 6 pm
- Residents getting attacked in broad daylight
- Lack of safe environments for youth & elderly to convene
- An adjacent soup kitchen in need of a facelift, and would like to see it used as a community space
- Lack of communication about services offered at Ebeid Center
- Mobility issues make it difficult to get around the area
- Mercy relationship is strained
- Unsafe being outside the building at night
- The nearest market is overpriced
- Residents are tired of partners promising action but not following through

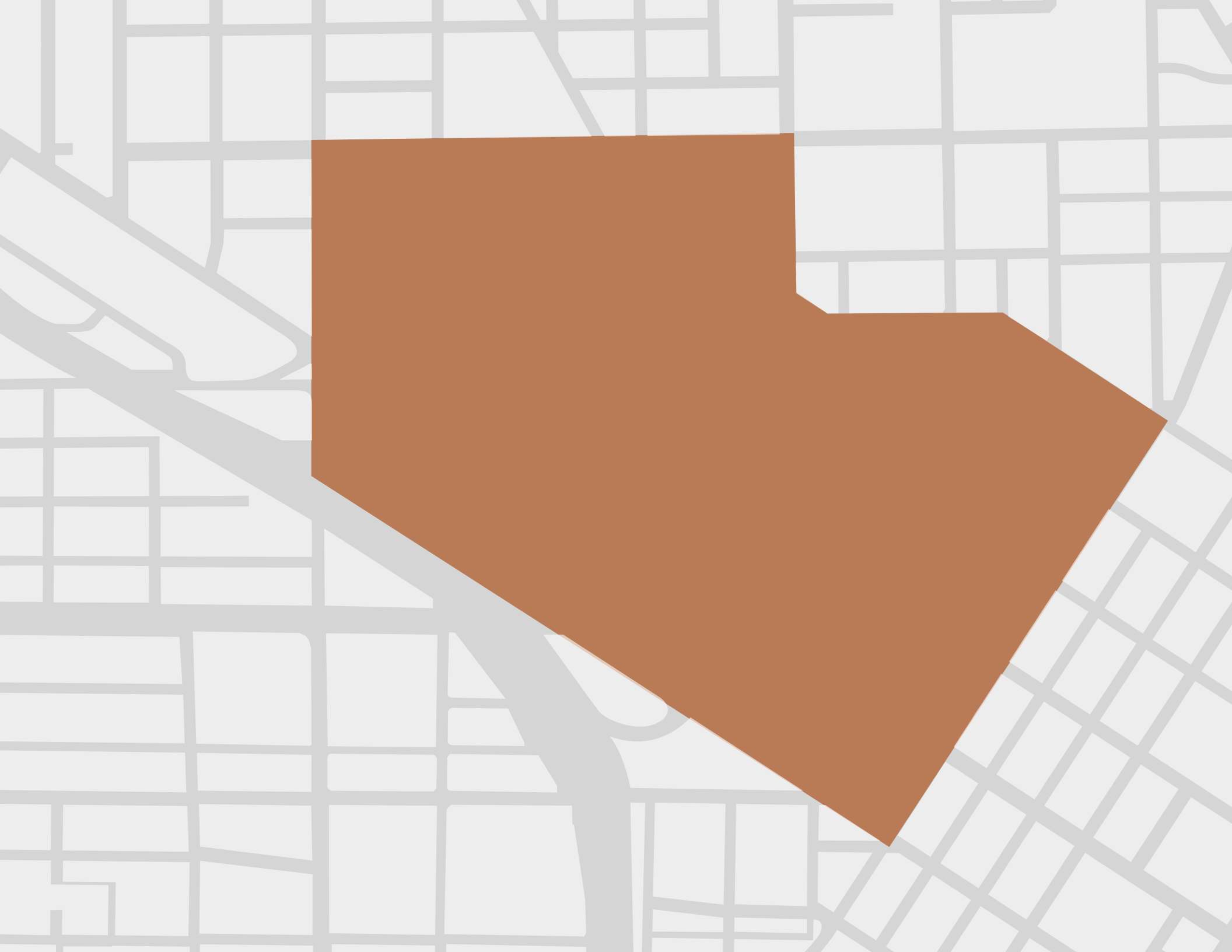
ANALYSIS. “We felt that the main safety concerns can be broken down as follows:

A. Adjacent Properties: While the housing complex looked cared for and was well lit, the lot directly neighboring the building contained overgrowth that blocked both a security camera and sightlines for people traveling along a chain link fence separating the properties creating hiding places. A neighboring nursing college owns this vacant lot, which also contained piles of yard waste where animals appeared to have burrowed into. The now vacant Cherry St. Mission building holds importance as one of the only structures in sight of the housing complex that boasts historical architecture, but has peeling paint, standing water visible inside, and lack of lighting and signage. Fruit trees and invasive shrubs have been left untrimmed to create a large wall of vegetation that makes lot maintenance difficult, as well as provides hiding spaces for illicit activity.

B. City of Toledo: Sidewalks on all sides of the block surrounding the housing complex were in various states of disrepair, making traveling by foot or wheelchair difficult for residents. The streets also need attention, with missing pavement exposing the brick beneath. Overgrown trees impede pedestrian mobility on the sidewalk due to low-hanging branches, and also create decreased sightlines especially in the darkness of night.

C. Lack of Cohesion: Neighboring Mercy College employees its own security for the student parking lot, though does not communicate with residents or patrol the housing complex property. The Ebeid Center is positioning itself to be a resource to residents in UpTown but does not currently hold programming outside its own four walls to accommodate those who feel unsafe leaving their housing complex or are unaware of the resources offered through Ebeid. The UpTown Association does not engage with residents in Ten Eyck to create programming according to their interests or to understand their concerns. The now vacant Cherry St. Mission Soup Kitchen is one of the only buildings in sight of Ten Eyck that holds architectural design significance, but has fallen into disrepair and is in need of a facelift and better lighting.

D. Lighting: on Jefferson and 20th is particularly dim, inconsistent, and creates feelings of unease with residents. Business and property owners should maintain or install more lighting to secure property and light the way for pedestrians to travel. “





SECTION
STAKEHOLDER
ENGAGEMENT **5**

STAKEHOLDER ENGAGEMENT

OVERVIEW OF ENGAGEMENT

Public and stakeholder input is essential in the master plan process. Meeting with the public and neighborhood stakeholders assisted with better understanding the neighborhood, neighborhood perceptions, and identifying neighborhood needs. The public engagement process included:

- Four Public Forums with over 100 participants to gather opinions and input from the public and stakeholders.
- Focused Stakeholder Meetings with representatives from businesses, educational facilities and service agencies in UpTown to gather input and understand their current and future needs and plans.
- A subject specific meeting about the reuse of the Jefferson Center and the proposed Washington Park to gain additional information about these projects identified during the planning process.
- Regular meetings with the UpTown Association Core Planning Team to keep up-to-date on the planning process, discuss information gathered and any pertinent happenings within UpTown, and review and refine master plan goals and priorities.
- Participation in neighborhood Business Mixers and UpTown Association Annual Meetings to keep in-tune with the neighborhood, gather input and provide updates on the planning process.
- Public and Stakeholder Digital Forum through a link on the UpTown Association website that provided public access to current plan progress and provided a means to submit input and comments.
- Two public hearings, with over 80 attendees, to review the final draft master plan prior to submission to the Toledo Lucas County Plan Commission as an adopted amendment to the Toledo 20/20 comprehensive Plan.

STRENGTHS, CHALLENGES, AND OPPORTUNITIES. A list of strengths, challenges, and opportunities was compiled from input received during the public forums and stakeholder meetings. These strengths, challenges and opportunities were reviewed and prioritized by the Core Planning Team. The following lists outline the input received, with those in bold being the identified as top priorities. The input received during the public engagement process helped to formulate the framework and goals.

STRENGTHS:

- **The district is attractive to entrepreneurs; low costs, ample free parking, vacant land and historic building stock**
- **Full range of educational options-Mercy College (1350 plus 140 staff), TSA (bursting at the seams), Charters, TPS and Mental Health Agencies**
- **Existing housing at capacity w/ known market for more**
- **Creative community, destination for youth, murals, zombie crawl, Adam's Street identity, open container (sales up)**
- **Diversity and emerging cultural identity**
- Strategic location within the city fabric
- UpTown Association and VOA are resources for and champions on the neighborhood
- Social services are working harder to "change" lives and "engage" the community- CSM, Ohio Link, First Alliance and TLCPL to sight a few
- UpTown Green and future park on Washington Street
- Low crime rate
- 2013 Plan, Overlay Plan, and integral part of new Downtown Plan
- Openness to think differently

CHALLENGES:

- **Deteriorating infrastructure especially roads**
- **Lack of land use density, too much un-used vacant land and too much underutilized surface parking**
- **UpTown Association lack of development resources**
- **Poor and inconsistent pedestrian lighting**
- **Negative perceptions of crime, safety and TPD responsiveness**
- **Limited housing inventory**
- Fully embracing diversity with uncomfortable juxtapositions such as; TSA and open container, St. Paul's and redevelopment of Jefferson Center.....
- Diversity of options along Adams Street
- Communications and need to tell the UpTown Story better
- Alternative transportation options including TARTA and bike within the neighborhood and beyond
- Remoteness of The Rep theatre
- No Dog Park

STAKEHOLDER ENGAGEMENT

OPPORTUNITIES:

- **Increase market rate housing options; apartments and mixed use, provide more appropriate options for Mercy College and find win a win future for existing Section 8**
- **Make Adams Street the City's premier "Arts District" for all arts, all ages, all incomes from fun to livelihood**
- **Foster sustainable design principles; more purposeful green space, urban gardening, model recycling program, enhanced pedestrian ways and more density of land use**
- **Find a re-use option for the Jefferson Center that serves multiple UpTown constituent groups**
- **Strengthen development resources of UpTown Association and collaborate with the DTDC**
- **Improve connectivity by eliminating most of the remaining one-way streets**
- **Add diversity to Adams Street Corridor that broadens appeal to a wider range of ages and socio-economic groups**
- Strengthen the link between the SE corner of the neighborhood and Warehouse District
- Enhance alternative transportation modes- TARTA and bike
- Adjust zoning to support vision and tweak the Overlay Plan guidelines
- Enhance the Main Library's role as a Adams Street Corridor anchor
- Utilize CPTED design principles to help change safety perceptions
- Foster collaborative between UpTown's educational resources
- Enhance UpTown's communications/mutual support networks; social services, businesses, residents and safety

VOTED TOP PRIORITIES BY UPTOWN ASSOCIATION

STRENGTHS

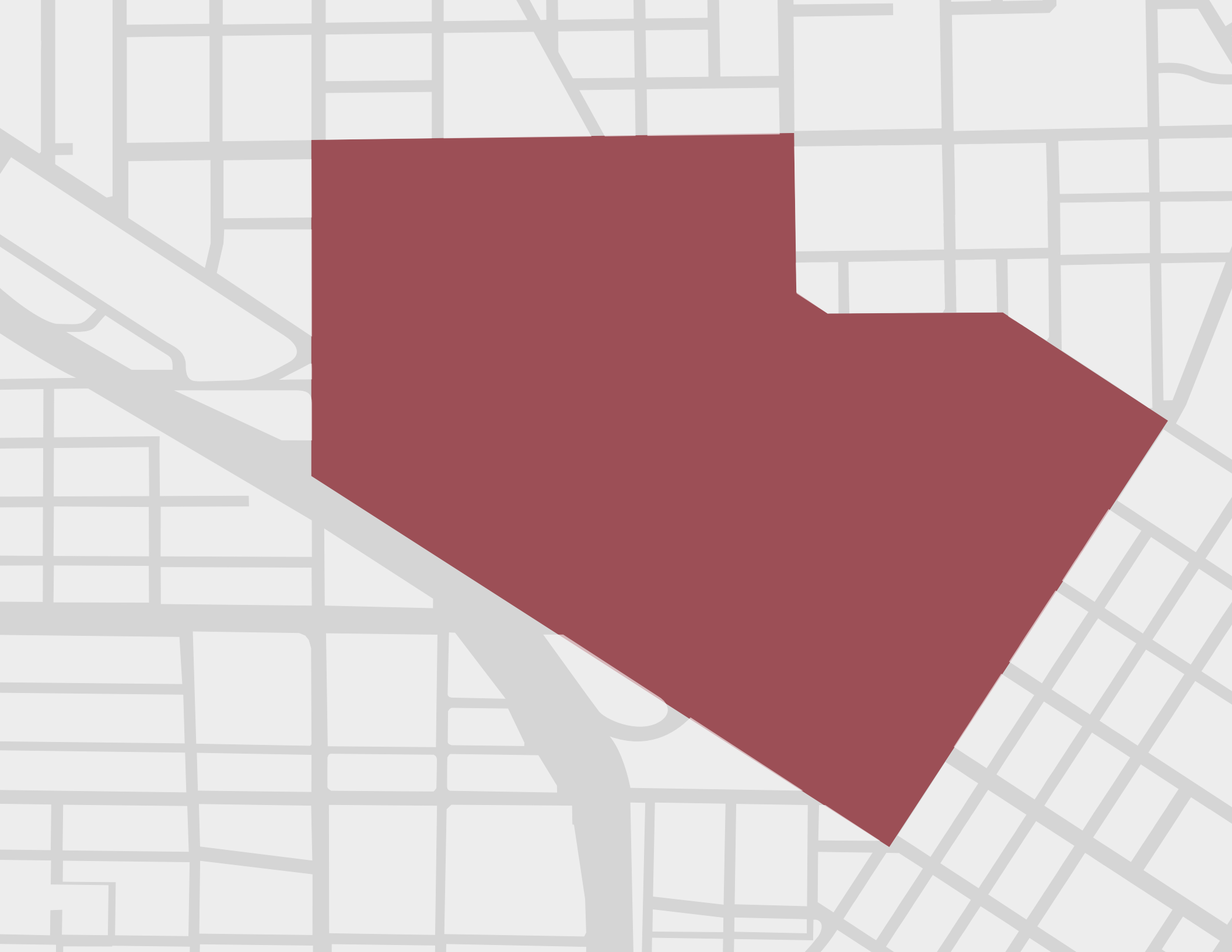
- 1 **The district is attractive to entrepreneurs;** low costs, ample free parking, vacant land use and historic building stock
- 1 **Full range of education options** - Mercy College (1,350 + 140 staff), TSA (bursting at the seams), Charters, TPS, and Mental Health Agencies
- 1 **Existing Housing at capacity** with known market for more
- 2 **Creative community, destination for youth, murals, zombie crawl, Adam's St identity, ORA** (sales up)
- 2 **Diversity and emerging cultural identity**

CHALLENGES

- 1 **Deteriorating infrastructure,** especially roads
- 1 **Lack of land use density,** too much unused vacant land and too much underutilized surface parking
- 2 Uptown Association **lack of development resources**
- 2 **Poor and inconsistent pedestrian lighting**
- 3 **Negative perceptions of crime,** safety and TPD responsiveness
- 3 **No housing inventory**

OPPORTUNITIES

- 1 **Increase market rate housing options;** artist lofts, apartments, and mixed use + provide more appropriate options for Mercy College to find a win-win future for existing Section 8
- 2 **Make Adams St the City's premier "Arts District"** for all arts, all ages, all incomes from fun to livelihood
- 2 **Foster sustainable design principles;** more purposeful green space, urban gardening, model recycling program, enhanced pedestrian ways and more density of land use
- 3 **Find a re-use option for the Jefferson Center** that serves multiple UpTown constituent groups
- 4 **Strengthen development resources** of UpTown Association and collaborate with CT/DDC
- 5 **Improve connectivity** by eliminating the remaining one-way streets





SECTION
MARKET ANALYSIS



MARKET ANALYSIS

A market analysis was completed as part of the 2017 Downtown Plan. The intent of the market analysis was to identify a baseline for potential development by looking at what currently exists and comparing to existing and potential demand based on market factors and demographic trends. One major trend that was noted was the increasing preference for living in downtowns and neighborhoods around downtowns by young professionals.

Residential, office space, hotel/convention center facilities and retail were analyzed as part of the market study. The analysis found that there is increasing potential for new housing, additional office jobs, a variety of retail goods and services, and accommodations for overnight visitors. Following is the demand and strategies identified for the four types of development based on a ten-year period starting from the plan completion.

Beginning with the adopted 2013 UpTown Master Plan, new market rate housing was identified, by stakeholders, as a priority for the Neighborhood. This priority was reinforced during the 2019 Master Plan process and key locations for this initiative were again cited to be around UpTown Green and along Adams Street as part of mixed-use infill. Both locations acknowledge the existence of nearby social services however, the challenging realities of this juxtaposition have greatly changed in the last five year with the relocation of the food service component to the Life Revitalization Center, the opening of the Ebeid Center and the increased stability of the Adams Street Corridor.

Unit Type	Number of Units	Average Unit Size	Rent per Month
Loft Rental Apartments	500 +/-	600-1,200 SF	\$800-\$1,400
Loft For-sale Condos	150-250	1,500 SF	\$200,000
In-fill Rental Apartments	500 +/-	575-900 SF	\$775 - \$1,125
In-fill For-sale Townhomes	100-150	2,000 SF	\$300,000
Artist Lofts	100-150	550-900 SF	\$400-575

Office Type	Demand of SF	Lease Rate / SF
Conventional Class A <ul style="list-style-type: none"> suited for corporate firms that work in areas such as law and finance high-quality spaces quality lobby space provide a high level of service 	180,000 SF	\$17 - \$21
Conventional Class B <ul style="list-style-type: none"> suited for smaller companies that provide professional services such as accounting, sales or consulting more conventional office layouts fewer on-site services limited lobby space often located in older buildings 	70,000 SF	\$11 - \$14
Creative Class B <ul style="list-style-type: none"> caters to innovative and creative firms such as design, architecture, and technology open floor plans shared working spaces limited building services 	25,000 SF	\$11 - \$14

RESIDENTIAL MARKET [*HOUSING*]

Demand: 1,200-1,500 housing units
\$750-\$1,000

- 500-750 units in a combination of larger upscale rental apartments with rent over \$1,000 and condo units and townhomes priced \$190,000-\$250,000

Strategy:

Target young professional singles, roommates and couples as well as mid-career professionals. Provide a variety of housing options. The Plan identifies the following five housing typologies:

The plan notes that UpTown has the greatest potential for new housing development due to an available supply of undeveloped land. It also recommends the artist loft as a good type of housing for UpTown. An artist loft is defined as a small, newly-constructed, low-cost apartment with basic amenities intended to attract singles and roommates.

OFFICE

Demand: 275,000 SF of office space

Strategy:

Provide a mix of Class A and Class B office space as follows:

While the plan identifies the future demand for office space, it does not specifically designate the type or location of potential office space in UpTown.

HOTEL

Demand: 400-600 rooms to serve both visitors and support convention and meeting attendees

Strategy:

Provide different types of full-service hotel offerings to cater to the specific needs of the diverse visitor, such as families, couples and business professionals.

RETAIL

Demand: 250,000-350,000 upscale and casual retail establishments

Strategy:

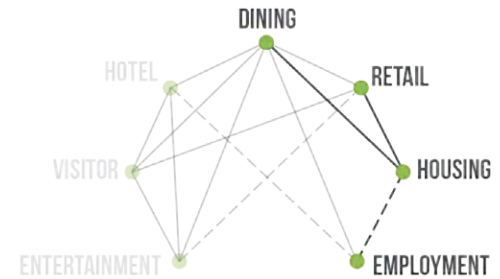
Provide a variety of retail establishments to meet the needs of the potential users such as downtown residents, workers and visitors. The plan identifies three retail segments to target as follows.

While the plan identifies the future demand for retail, it does not specifically designate the amount, type or location of potential retail in UpTown. However, one could assume UpTown as a realistic target for a certain amount of this identified market potential in both the office and retail sectors.

Category	Tenant Mix Examples	
Family and Familiar	<ul style="list-style-type: none">▪ Panera▪ Smashburger▪ Noodles & Co.▪ Graeter's▪ Chipotle	<ul style="list-style-type: none">▪ Irish Bar & Grill▪ American Casual▪ Pizzeria Uno▪ Red Mango
Upscale and Distinctive	<ul style="list-style-type: none">▪ Upmarket Dining▪ Outdoor Dining▪ Local Chefs▪ Fusion; Ethnic Foods▪ Wine Bar	<ul style="list-style-type: none">▪ Cocktail Lounge▪ Bistro▪ Bakery▪ Micro Roaster▪ Micro Creamery
Fun and Nightlife	<ul style="list-style-type: none">▪ Microbrewery▪ Irish Pub▪ Bar & Grill	<ul style="list-style-type: none">▪ Concert Venue▪ Blues Bar▪ Piano Bar

MARKET STRATEGY

Market Strategy: Housing



Artist Lofts:

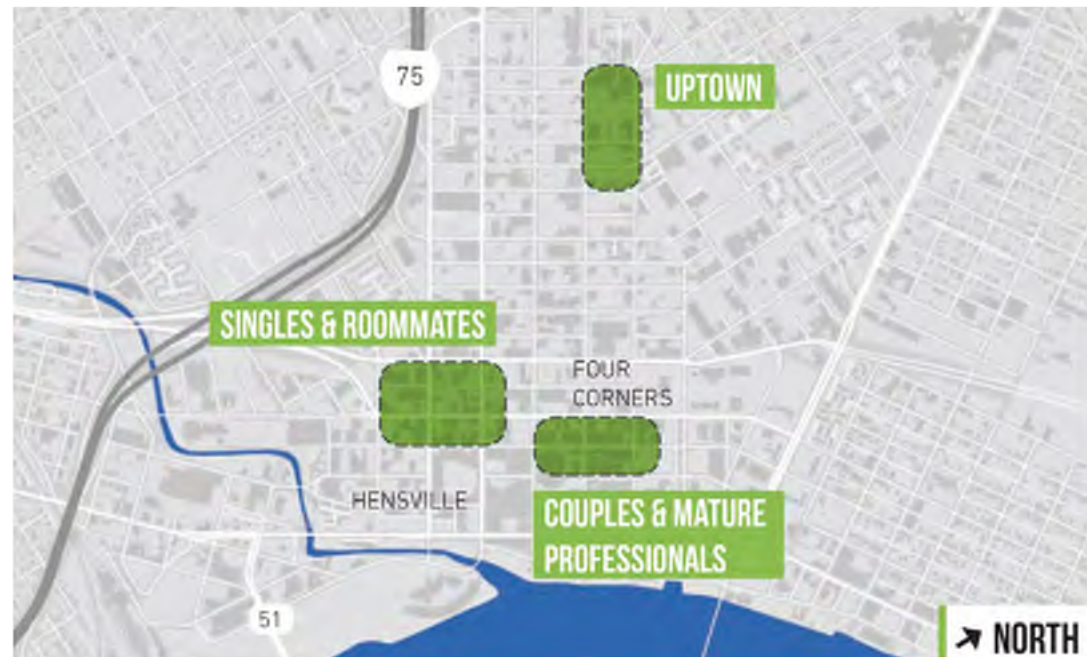
The addition of locally-owned businesses and the recent influx of creatives in Uptown has brought vibrancy to a once depressed area of the city. The goal of new housing in this district should be to attract a pioneering demographic that wants to play an active role in bringing this area back to life and connecting it to the rest of downtown's activity. The product best suited for this purpose would be artist lofts—newly-constructed, small, low-cost apartments with basic amenities that would appeal to singles and roommates in nontraditional professions with limited means. The units would range in size from 500 to 900 square feet, and rent for \$400 to \$575 per month.

ARTIST LOFTS	
Avg. Rent Per Month \$400 - \$575	Target Market Singles
Rent Per Sq. Ft. \$0.60 - \$0.75	10 Year Demand 100-150 Units
Unit Size Range (Sq. Ft.) 550 - 900	Location Uptown

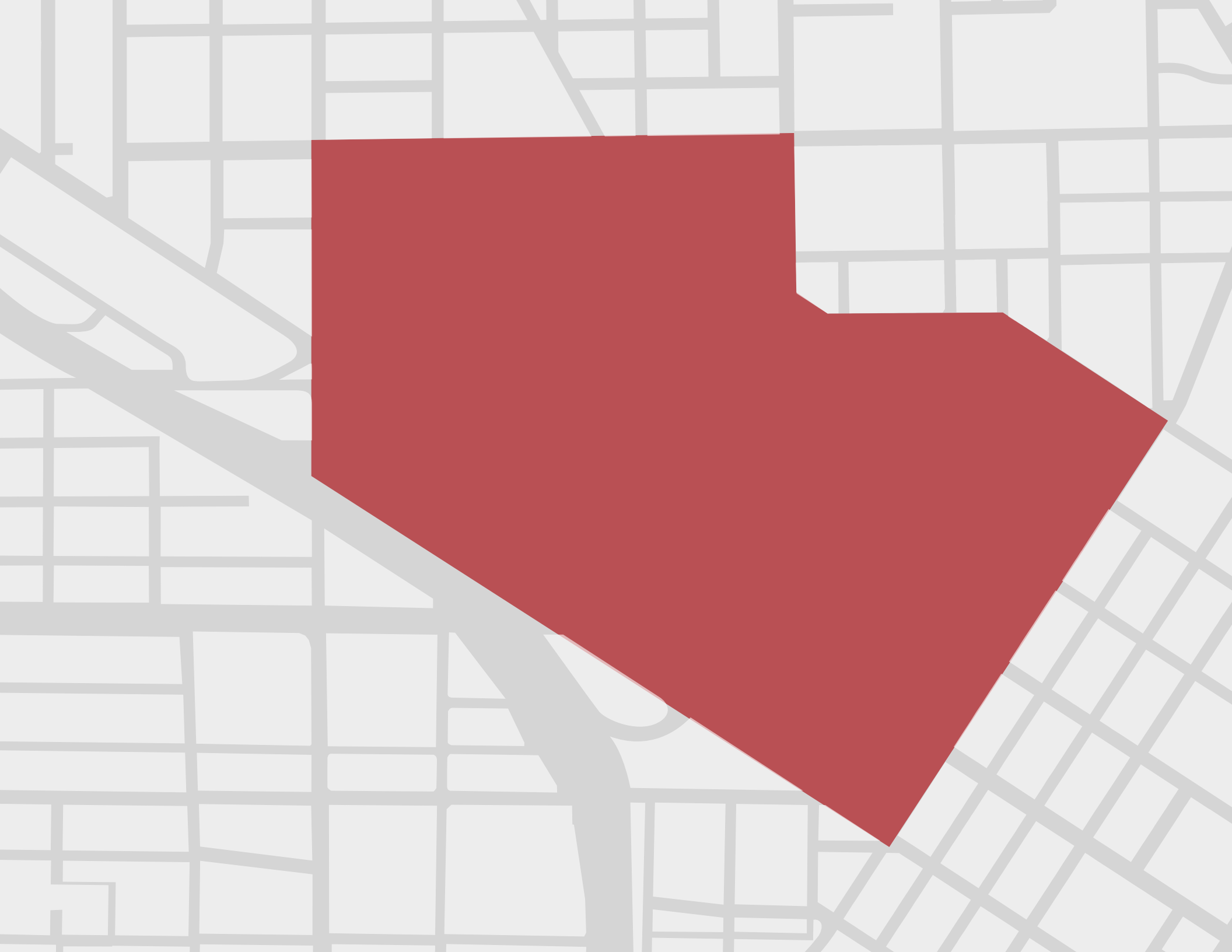
Housing: Where

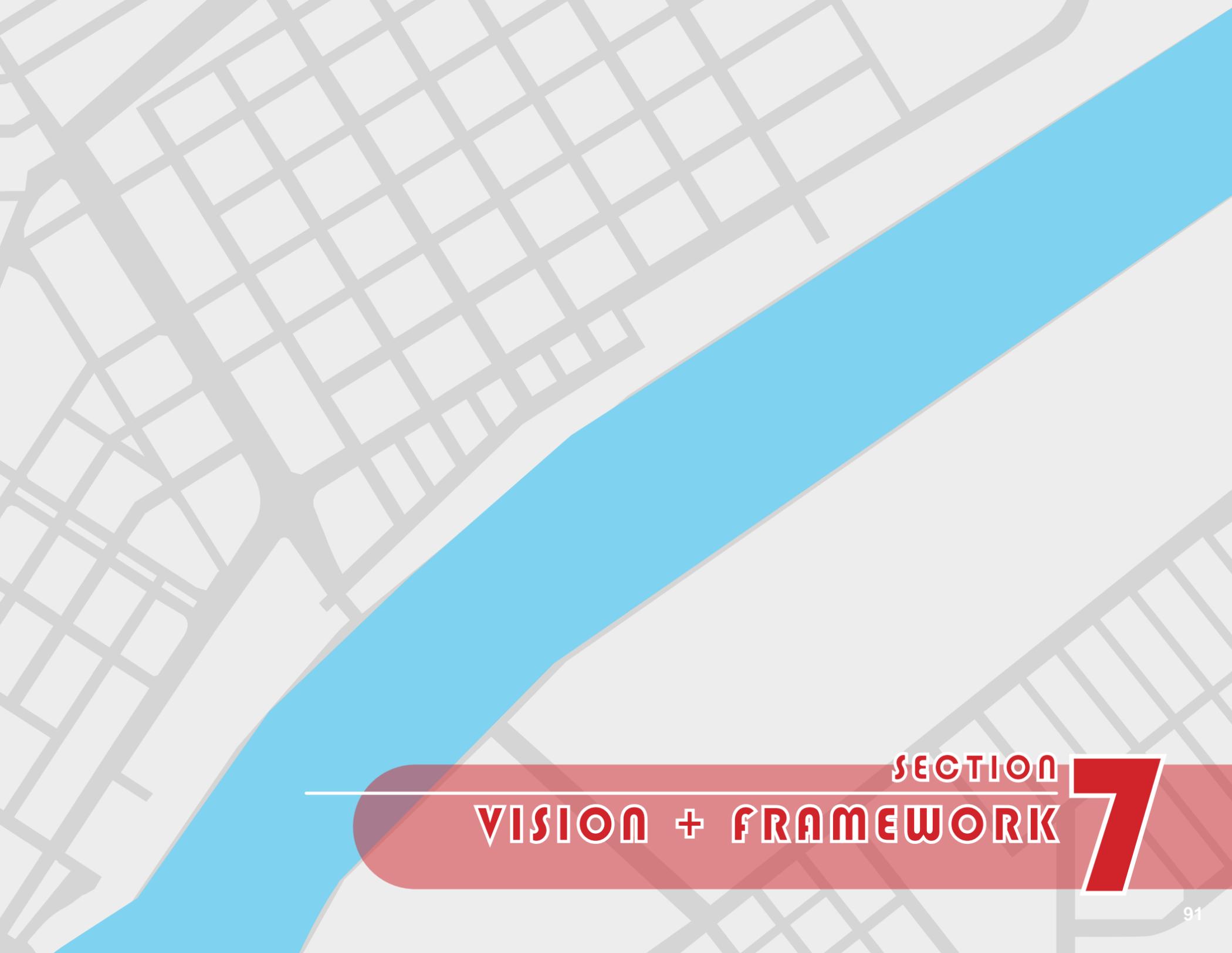
Hensville and the Warehouse District, with its nightlife and entertainment offerings, is already on its way to becoming an ideal location for residences that target young professionals and roommates. Here, short and mid-term opportunities are likely to continue to be capitalized upon, making use of historic buildings for rehabilitation, and vacant lots for new construction.

A potentially equally positive prospect—albeit one that is more mid-term in nature because it will require more opportunity alignment—is the creation of a mixed-use/residential district with upmarket housing that targets couples and mid-career professionals. Huron Street, in the vicinity of the “Four Corners”, has an excellent stock of historic buildings that, coupled with an infusion of local restaurants and outdoor dining, could make for one of the most elegant and attractive urban residential locations in all of Toledo.



Source: 2017 Downtown Toledo Master Plan





SECTION
VISION + FRAMEWORK

7

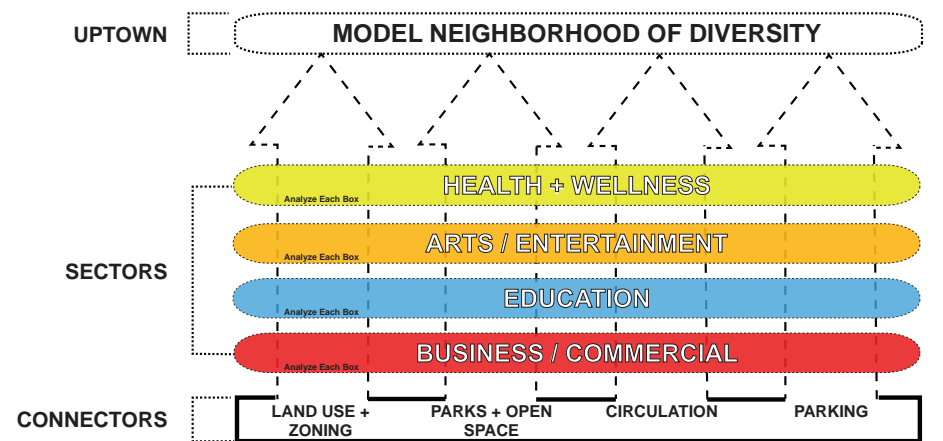
VISION

Through the analysis of background information, existing conditions, and input received from public and private stakeholders, a vision emerged for UpTown as a Model of Neighborhood of Diversity – a place that welcomes and provides quality of life amenities and services to all people.

This vision embraces what makes UpTown a unique neighborhood in Toledo, its strategic location and diverse mix of businesses, educational facilities, arts and entertainment establishments and social services. Identified as Health and Wellness, Arts/Entertainment, Education, and Commercial sectors in the Model of Diversity, these sectors form the fabric of UpTown. While these sectors exist, to form a cohesive neighborhood, connectors are needed to more strongly weave the fabric of the neighborhood together.

Land use and zoning, parks and open space, circulation, and parking are the key identified connectors/ systems/ tools used by the planners to enrich the fabric and synergy of UpTown. The first three tools are more traditional and parking was added as a fourth due to its disproportionate percentage of existing land use. The culture of UpTown must change so that parking is seen as a system that can support multiple uses and activities.

These tools form the basis for the overarching goals and guiding principles of this plan. The data and input gathered and analyzed, especially the agreed upon strengths, opportunities, and challenges informed the proposed Master Plan Framework, Priorities, and Recommendations for UpTown.



Model Neighborhood of Diversity

STRENGTHS + CHALLENGES + OPPORTUNITIES

The list of *STRENGTHS, CHALLENGES, AND OPPORTUNITIES* were determined by vote of the UpTown Association.

STRENGTHS.

1. **The district is attractive to entrepreneurs;** low costs, ample free parking, vacant land use, and historic building stock
1. **Full range of education options** - Mercy College (1,350 + 140 staff), TSA (bursting at the seams), Charters, TPS, and Mental Health Agencies
1. **Existing housing at capacity** with known market for more
2. **Creative Community, destination for youth, murals, zombie crawl, Adam's Street identity,** ORA (sales up)
2. **Diversity and emerging cultural identity**

CHALLENGES.

1. **Deteriorating infrastructure,** especially roads
1. **Lack of land use density,** too much unused vacant land and too much underutilized surface parking
2. UpTown Association **lack of development resources**
2. **Poor and inconstant pedestrian lighting**
3. **Negative perceptions of crime,** safety, and TPD responsiveness
3. **No housing inventory**

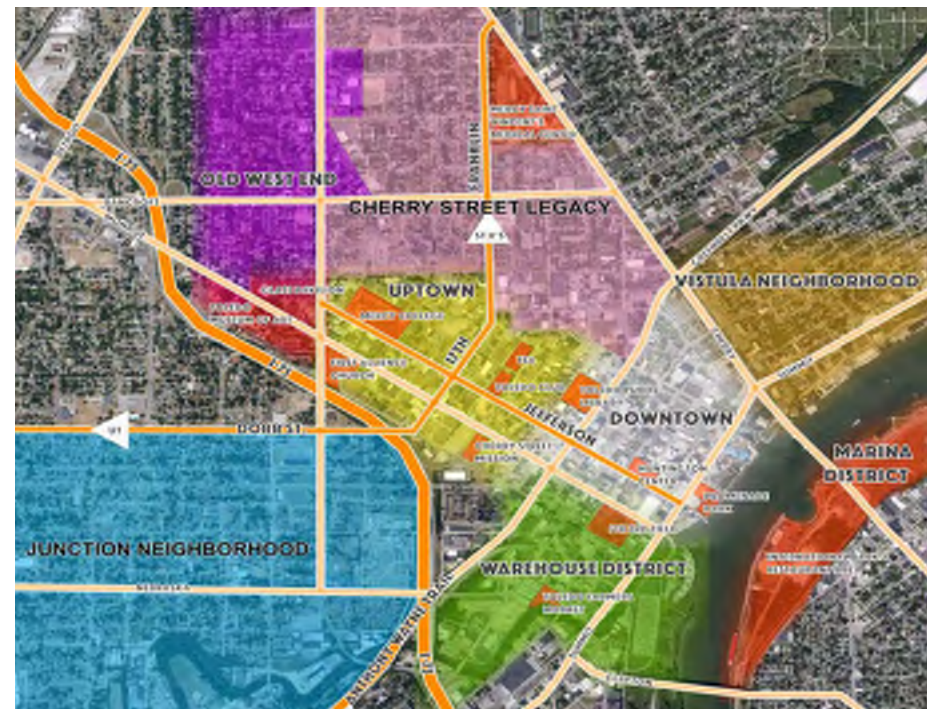
OPPORTUNITIES.

1. **Increase market rate housing options:** artist lofts, apartments, and mixed-use + provide more appropriate options for Mercy College to find a win-win future for existing Section 8
2. **Make Adams Street the premier “Arts District”** for all arts, all ages, all incomes from fun to livelihood
2. **Foster sustainable design principles;** more purposeful green space, urban gardening, model recycling program, enhance pedestrian ways and more land use density
3. **Find a re-use option for the Jefferson Center** that serves multiple UpTown constituent groups.
4. **Strengthen development resources of UpTown Association** and collaborate with ConneCToledo / Downtown Development Corporation
5. **Improve connectivity** by eliminating one-way streets

STRATEGIC LOCATION

STRATEGIC LOCATION.

Due to today's changing attitudes about urban living and trends back to the Core City UpTown is ideally located. It is integrally connected to the Core Business District that is experiencing a serious renaissance, well connected to major Toledo roadways, including I-75, and it is the epicenter of a network of core city neighborhoods that are seeing re-investment.



A CASE FOR FOCUSED REDEVELOPMENT

During the development of the 2017 Downtown Master Plan, the national consultant team's recommendations were guided by a number of proven design rules-of-thumb for quantifying quality urban environments.

One key statistic was achieving a density of buildings of approximately 60% of available land, after subtracting street right-of-ways. As shown in the data gathering section of this report, UpTown currently sits at a building coverage of 33%, or slightly over half the desired percentage.

The other desired percentages are 20% for parks and open space and a maximum of 20% for surface parking. Again UpTown's percentages of 28% parks and open space and 39% for surface parking are far from the desired distribution of land uses. Especially when acknowledging that the majority of the current parks and open space is unproductive and the result of decades of on-going demolitions.

Assuming UpTown can secure a reasonable percentage of the projected redevelopment potential determined in the 2017 Downtown Master Plan market study the UpTown Planning Team analyzed the impact on achieving the 60% goal.

2017 DOWNTOWN MASTER PLAN MARKET POTENTIAL:

1500 ± UNITS
700,000 ± OFFICE
350,000 ± RETAIL

From the above Master Plan totals, the plan assumed UpTown could capture 375 new housing units and 45,000 SF of retail

ADAMS STREET NEW MIXED USE

Add 75,000 SF at Ground Floor
45,000 SF Retail
30,000 SF Residential (Ground)
+ 2 Floors Residential above (150 ± units)

NEW HOUSING AT UPTOWN GREEN

Add 225 Units @ 1000 SF/Unit =
225,000 ÷ 3 Floors = 75,000 SF Additional Coverage

TOTALS

Total New Coverage 150,000 SF ±
Total EXIST. Uptown Building Coverage 2.417 million SF ±
150,000 SF ÷ 2.417M = 6% ±
EXIST. 33% + 6% = 39%
Vs. 60% Goal

The conclusion from the analysis below was the clear need to focus redevelopment and the recommendation is to do so where the existing density is highest: along Adams Street and Madison Avenue between Michigan Street and 22nd Street.

UPTOWN MASTER PLAN FRAMEWORK

The Framework plans on the next several pages diagram the overarching recommendations resulting from Data Gathering, Stakeholder Engagement, Market Research, and the need to focus redevelopment activities,

KEY ELEMENTS. Key elements of the Overall Framework include:

The primary focus of redevelopment should be concentrated on Adams and Madison primarily between Michigan and 17th.

Strategies for this redevelopment zone should include:

1. Protect and redevelop existing structures
2. Focus new construction on corner properties first
3. Enhance the Adams Street public realm with new lighting, street trees, and furniture
4. Convert Jackson from two-way from Michigan to Adams and 14th to two-way from Jackson to Washington. The City of Toledo is currently working on a Downtown Transportation study that also recommends consideration be given to converting 11th Street to two way from Washington to Jackson.
5. Develop gateways at Adams and Michigan, Franklin and Ashland
6. Convert 11th Street to two-way, as per recommended by Downtown Toledo Transportation Plan.

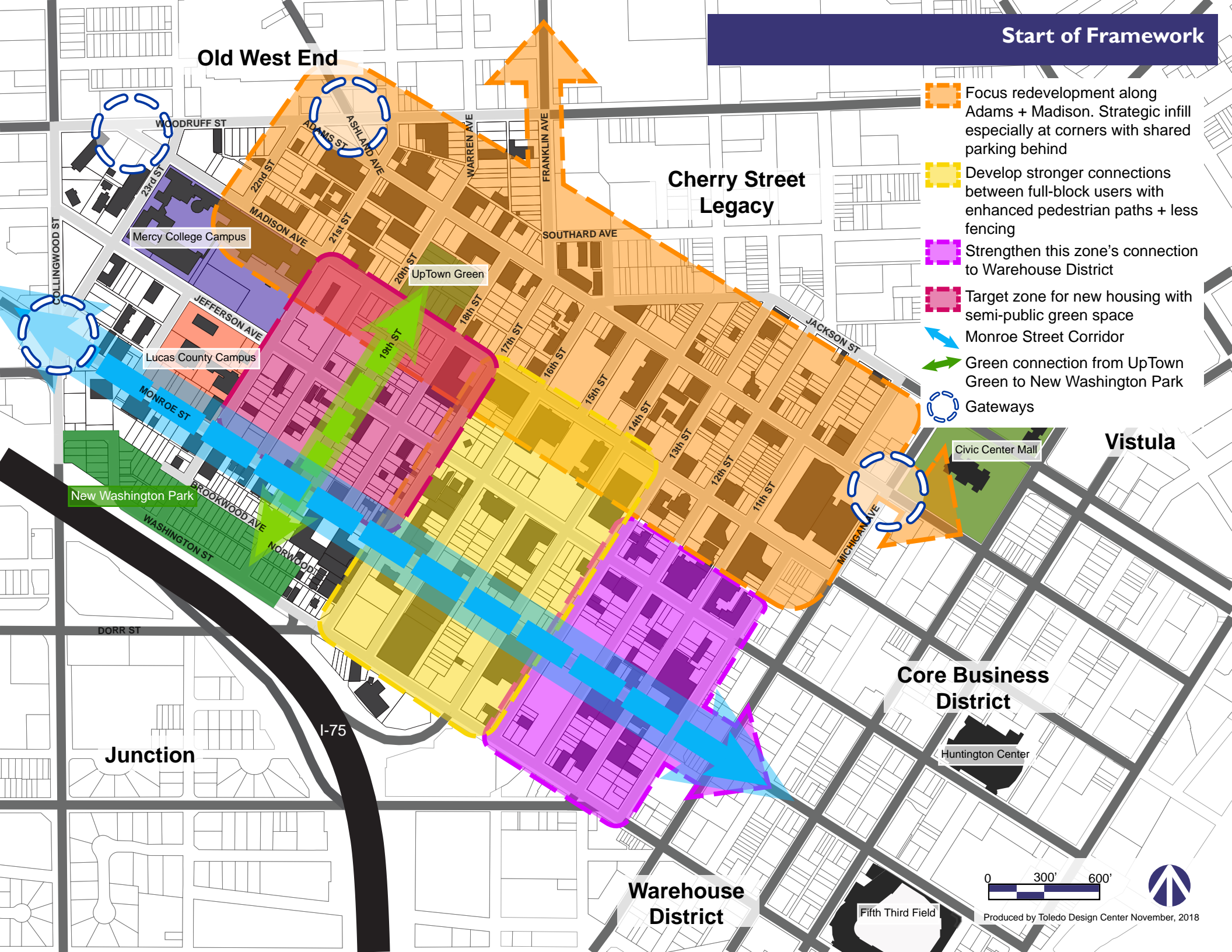
A major opportunity for significant new housing construction is bounded by Madison and Monroe, 17th and 21st. This area is adjacent to UpTown Green and contains a significant portion of the neighborhood's existing vacant land.

Strategies for this redevelopment zone should include:

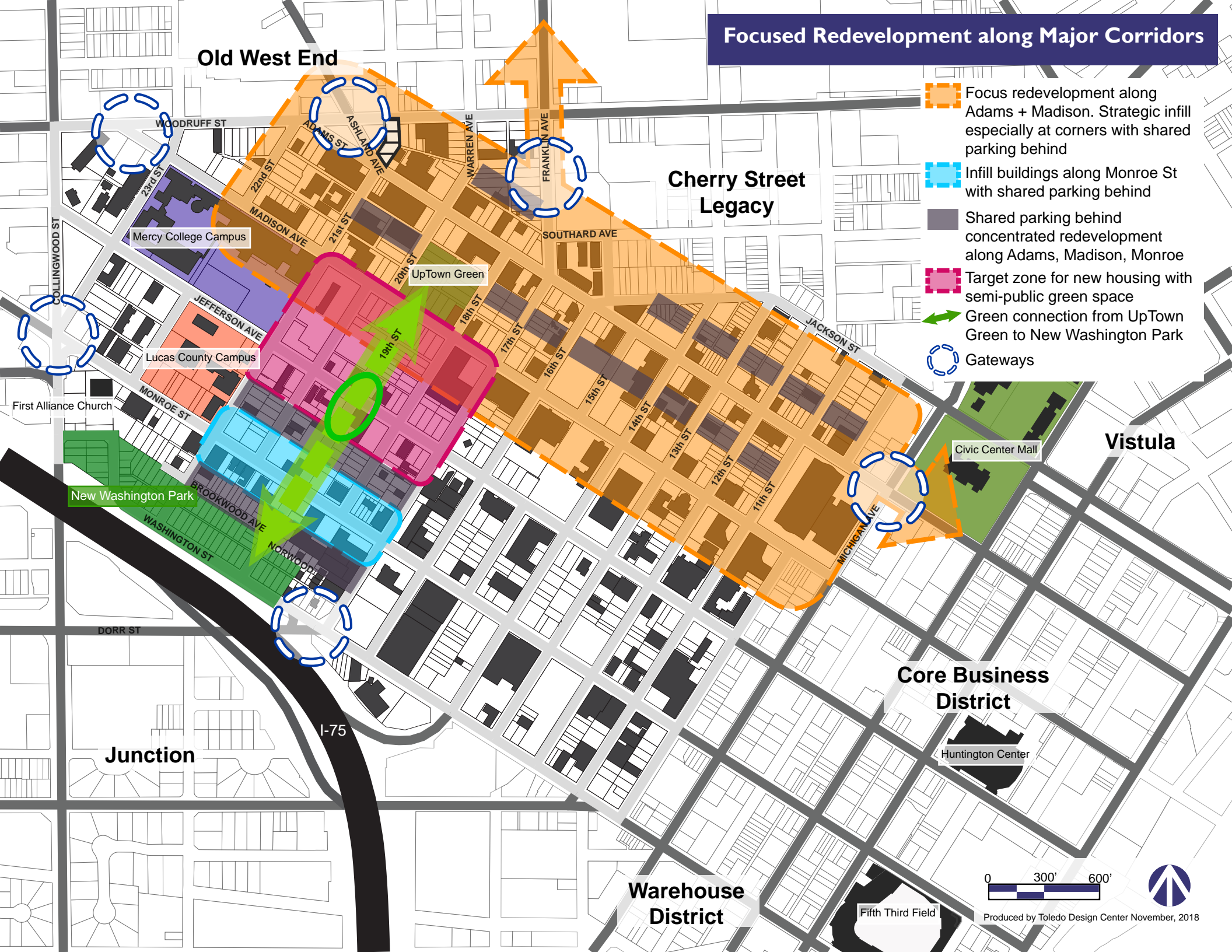
1. Focus new housing, 4 stories maximum, overlooking and around UpTown Green
2. Create green space linkage to Mercy College and Lucas County campus developments to the west.
3. Develop a green space corridor along 19th Street that connects to the proposed new Washington Park to the South.

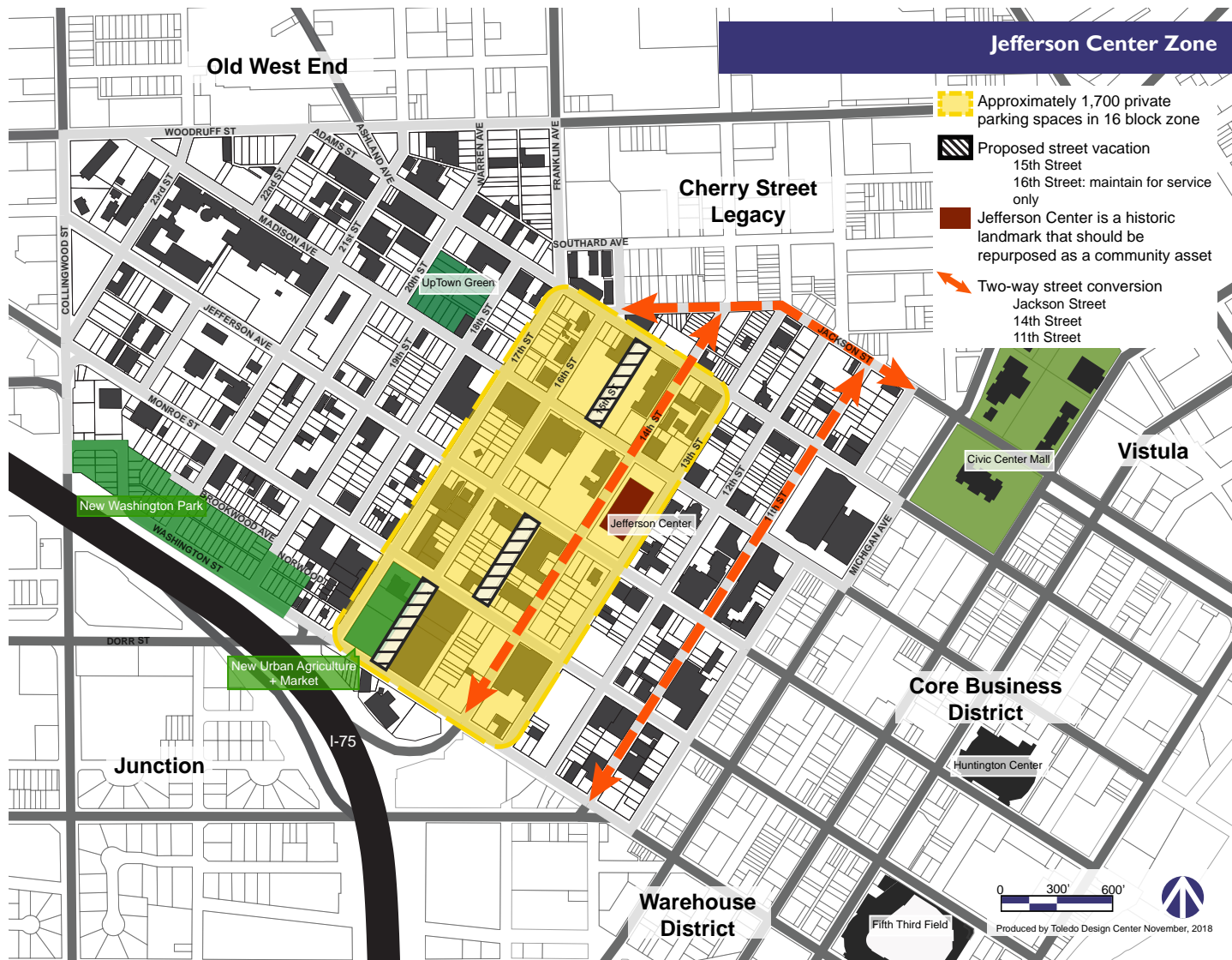
The zone of UpTown bounded by Washington, Jefferson, 10th and 13th is dominated by service businesses, many auto related, primarily due to its expressway linkage via the one way roadway couplet of Michigan and 11th. The plan recommends enhancements in this zone consider developing stronger connections to the Warehouse District

Start of Framework



Focused Redevelopment along Major Corridors





The 16 block zone of UpTown defined by Washington, Adams, 13th, and 17th is unique in that 75% of the blocks within the UpTown Neighborhood are, for all practical purposes, occupied by a single user. They are usually bounded by perimeter fences, with controlled entry points. Each user has also provided separated parking to support their own operation and in many cases this parking is under-utilized.

Strategies for this redevelopment zone should include:

1. Explore elimination of some of the fencing, especially chain link, and increase pedestrian access points
2. Further explore the concept of eliminating two portions of 15th Street and convert to pedestrian paths
3. Further analyze parking needs and investigate sharing concepts that might support new development while still allowing for an overall reduction of pavement and increase in useable green space.

IMPLEMENTATION + 6 PRIORITY PROJECTS

Within the recommended Master Plan Framework 6 Priority Projects were identified by the UpTown Association. The implementation success of the Master Plan should be measured by the progress made toward realizing these priorities.

1. IMPROVE CONNECTIVITY

- 11th Street becomes two-way street from Washington to Jackson
- 14th Street becomes two-way street to Washington Street
- Jackson Street becomes two-way street from Canton to Adams
- Jefferson Avenue becomes cycle track
- Addition of a public Uptown and Downtown circulator
- 15th Street becomes pedestrian- way

2. HIGHLIGHT ADAM'S STREET AS CITY'S PREMIER ARTS DISTRICT

- Streetscape enhancement
- Complete re-urbanization of existing buildings
- Mixed use infill

3. INCREASED MARKET RATE HOUSING

- Around Uptown Green
- Part of Adam's Street Mixed Use

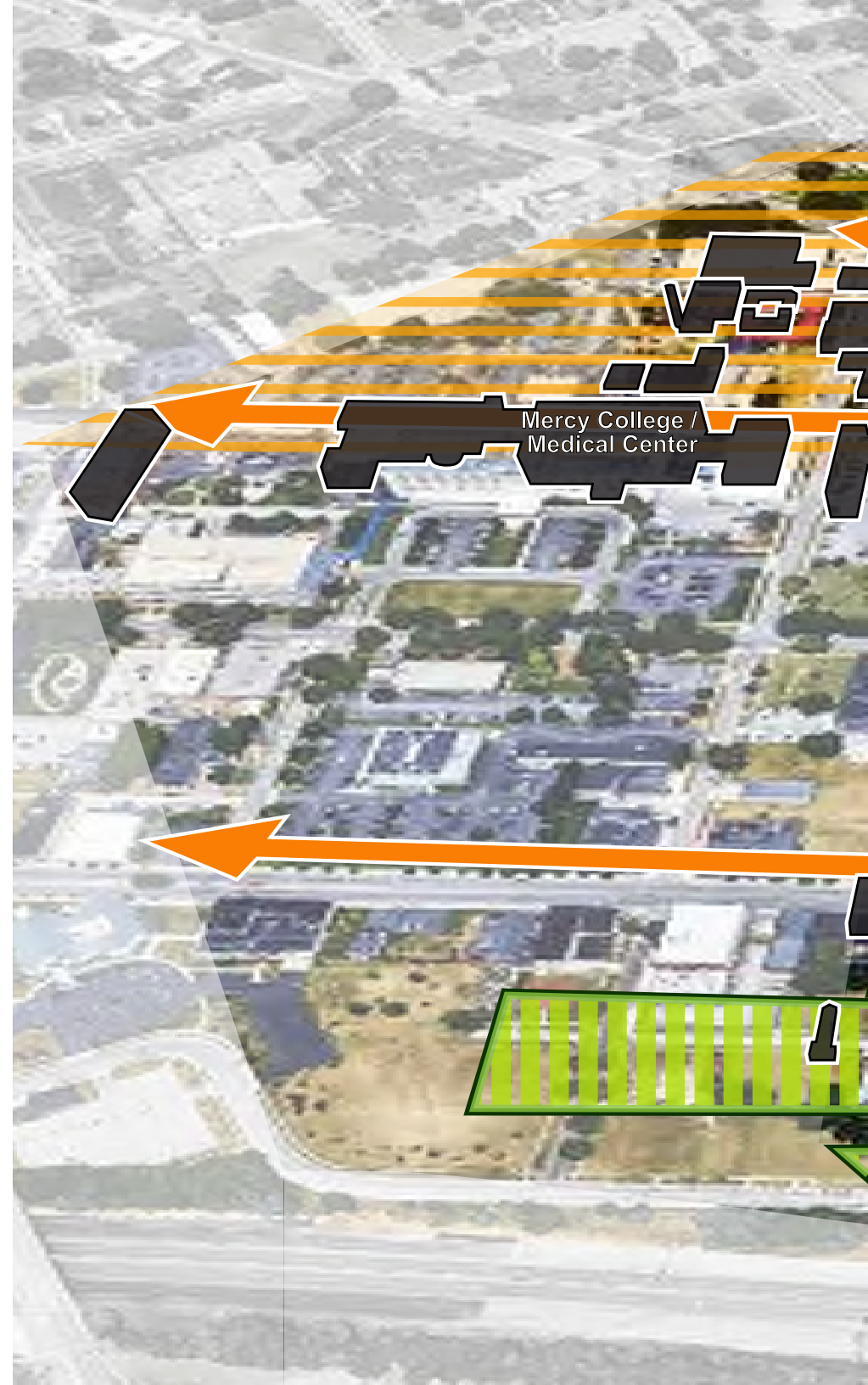
4. TWO COMMUNITY PROJECTS

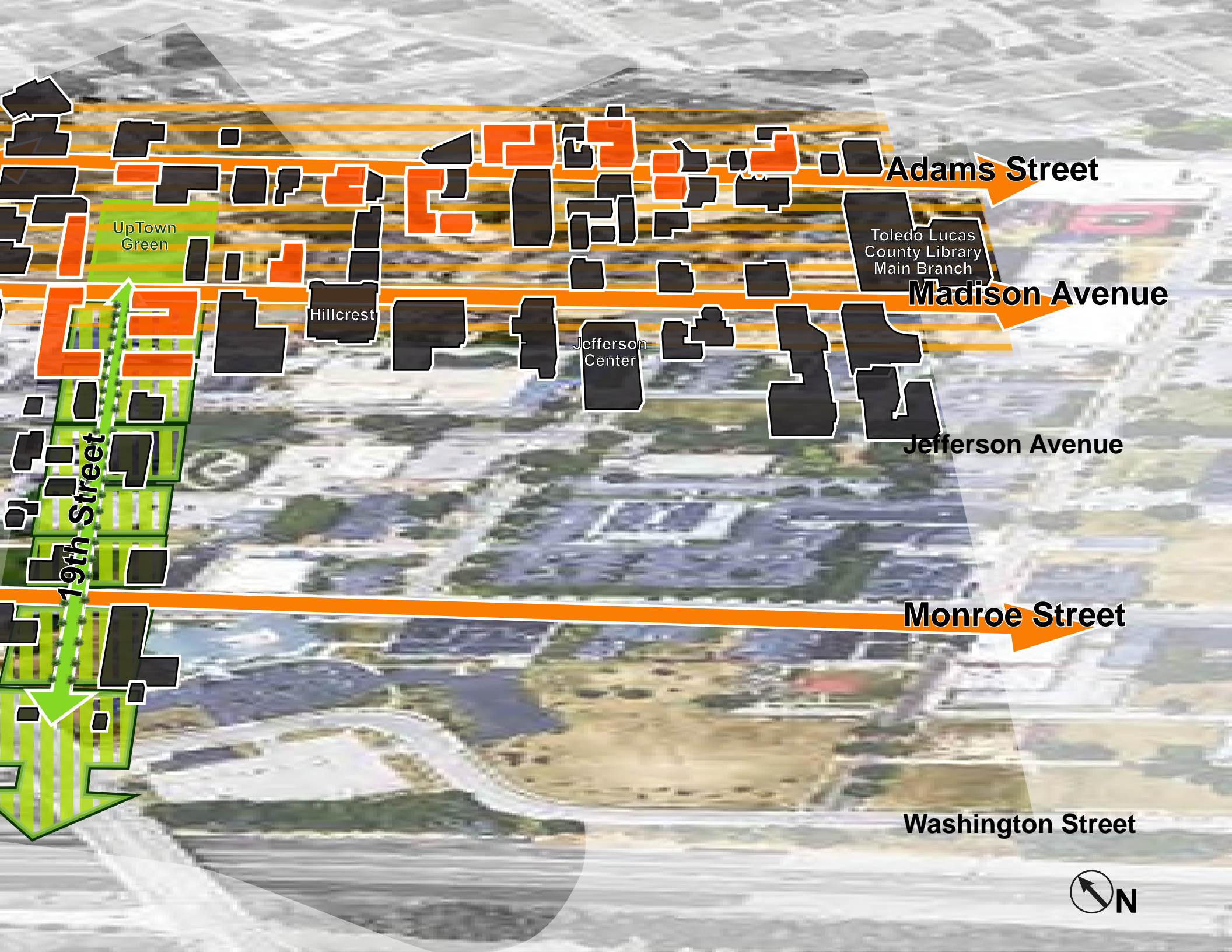
- New Washington Park
- Jefferson Center

5. MONROE STREET ENHANCEMENTS

6. STRENGTHEN UPTOWN ASSOCIATION

- Enhance collaboration with Village on Adams, VOA, and ConnecToledo Downtown Development Corporation, CT/DDC
- Continually monitor Plan Implementation progress.





Adams Street

UpTown
Green

Toledo Lucas
County Library
Main Branch

Madison Avenue

Hillcrest

Jefferson
Center

Jefferson Avenue

19th Street

Monroe Street

Washington Street



1. IMPROVE CONNECTIVITY

THE PRESIDENTIAL STREETS + NORTH - SOUTH STREETS

The six major east-west streets, Presidential streets, contribute differently to the character of UpTown. Jackson Street and Washington Street are edge streets that define the neighborhood's northern and southern borders. Jackson Street is one-way outbound connecting to 14th Street and I-75.

Washington Street is a primary avenue into Downtown, via 11th Street, from I-75 and provides access out of Downtown, via 14th Street, to I-75. Washington Street west of 17th Street is rarely traveled, and in very poor condition.


Monroe Street is Toledo's iconic central corridor but due to street width, traffic- speed and volume, and existing usages it is not conducive to becoming a major pedestrian path.

Jefferson Avenue is ideally positioned to become a complete street and it's existing width can support all modes of transportation.

Madison Avenue and Adams Street are the two existing streets with the most remaining building fabric, historic structures, and institutional presence.

Key North - South streets within UpTown include 11th, 14th, 17th, and 21st streets.

Six Presidential Streets

 Indicated Location of possible Neighborhood Gateways

Old West End

Cherry Street Legacy

Vistula

Core Business District

Vacate Washington from 19th to Collingwood and incorporate into new Washington Park

Junction

Warehouse District

0 300' 600'

Produced by Toledo Design Center November, 2018

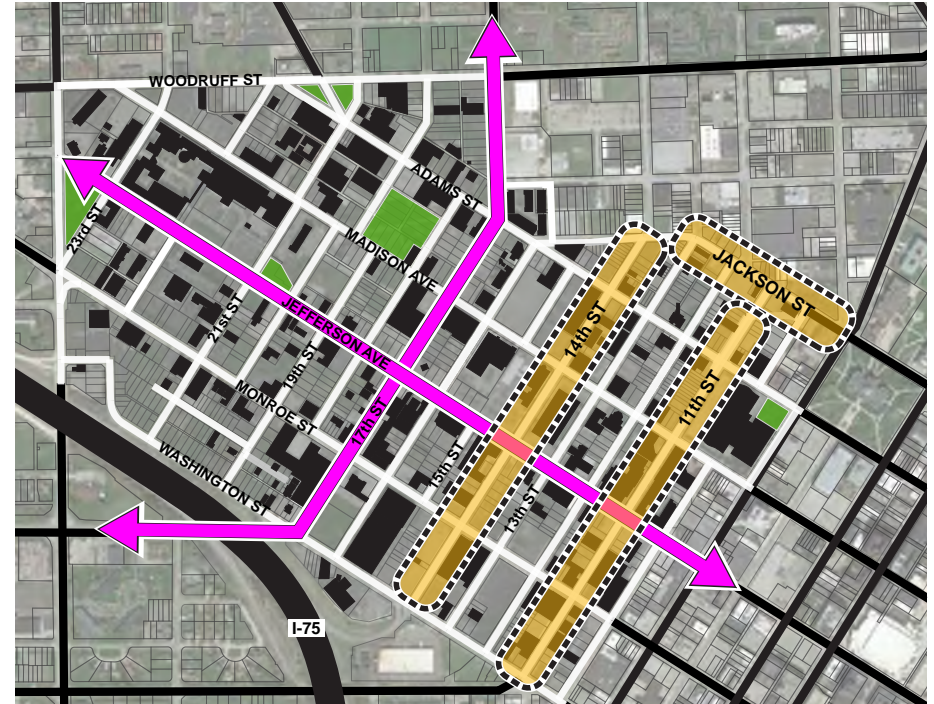


1. IMPROVE CONNECTIVITY CONTINUED

RECOMMENDATIONS. Recommendations to improve connectivity within UpTown include the following:

- A. Jackson Street should be returned to two way from Canton / Spielbusch to 14th and Adams and then 14th Street two-way to Washington
- B. Washington Street should be eliminated from 17th Street west to Collingwood and the right-of-way incorporated into the proposed new Washington Park
- C. Jefferson Avenue should be transformed into a “complete street” to accommodate all forms of transportation; car, bus, pedestrian, and the priority recommendation of the 2017 Downtown Master Plan two lane cycle-track.
- D. 11th Street should become two-way from Washington to Jackson.

Implementation of these recommendations will include numerous partners including; City of Toledo, TARTA, Property Owners, and the UpTown Association.



POTENTIAL



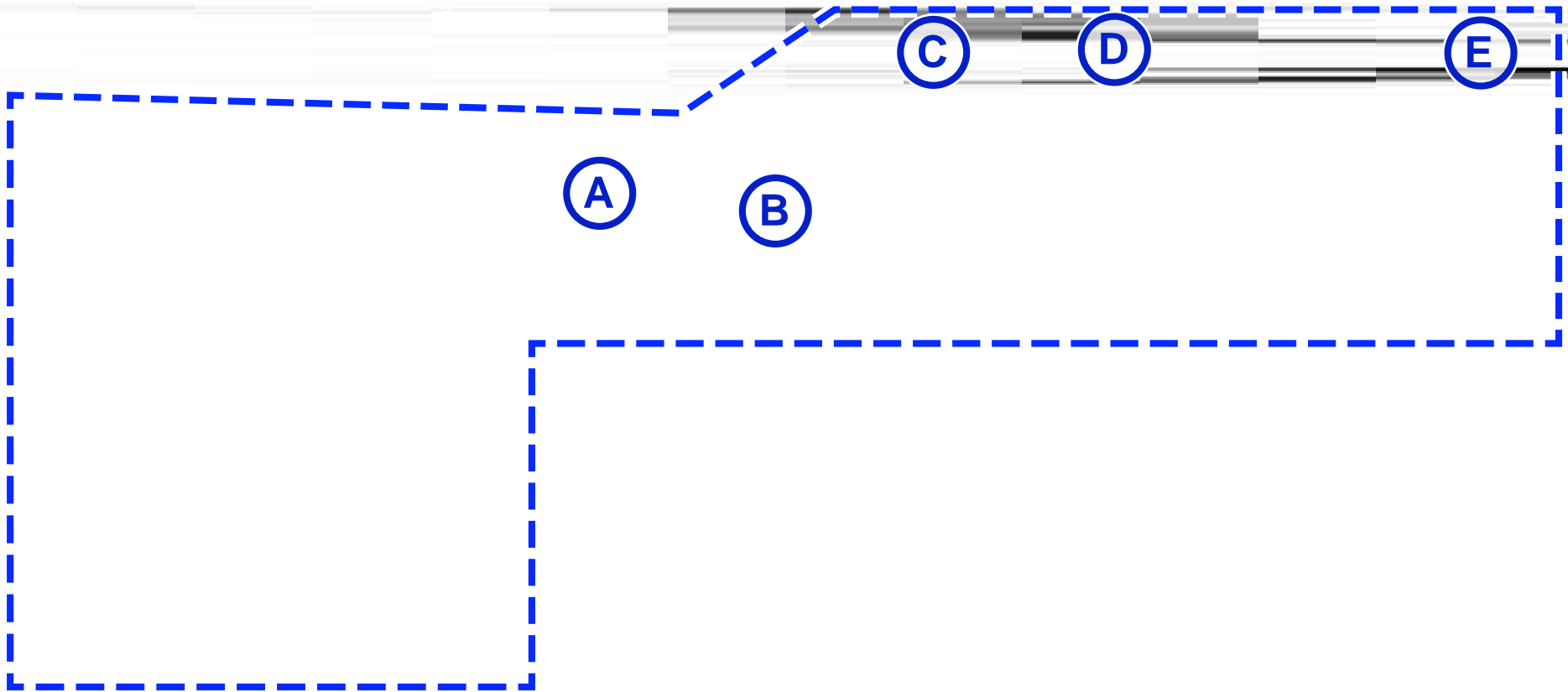
Jefferson Avenue looking east

2. HIGHLIGHT ADAMS STREET AS CITY'S PREMIERE DISTRICT

To continue to enhance Adams Street as Toledo's premier Arts District will require a number of key initiatives including:

- A. Enhance streetscape improvements with resurfaced streets, improved sidewalks, continuous street trees, consistent street furniture and new, historically appropriate lighting that brightens the pedestrian paths. Ideally these enhancements would eventually extend all the way to Summit Street, however Phase 1 would be from Michigan to 21st Street. Identifiable Neighborhood Gateways would also be included.
- B. A more organized and intentional mural program.
- C. Continued rehabilitation program of existing building stock.
- D. New mixed-use construction similar to the examples on the following pages. These examples suggest programs that:
 - 1. Replace existing corner parking lots with consolidated and shared mid-block parking.
 - 2. Building scale and architecture that respects the existing context.
 - 3. Public plazas and green space that enhances the pedestrian experience and provides a sense of security,
- E. Engaging key partners including; UpTown Association, City of Toledo for re-zoning which support many of the Land Use recommendations outlined in Toledo's 20/20 Comprehensive Plan and the Downtown Toledo Improvement District for possible on-going maintenance and security.





Building Coverage:
50% *with additional infill buildings
 on Adams + Madison in blue
 dashed area*

- A** 5,000 SF Commercial:
 25 residential units
 75 parking spaces
- B** 7,000 SF Commercial:
 42 residential units
 110 parking spaces
- C** 10,000 SF Commercial:
 50 residential units
 75 parking spaces

- D** 4,500 SF Commercial:
 30 residential units
 116 parking spaces
- E** 7,500 SF Commercial:
 23 residential units
 25 parking spaces



Adams Street

Toledo
Library Main

Wesley's

Georgjz

Federal
Credit Union

Michael
Sheets

RGDezigns

Vintage
Vibes

Ink & Iron

Adams
Laundry

the Attic

Poco Loco

Pizza Cat

Ottawa
Tavern

Life Skills
High School

Mano's

Manhattan's

Devoon

TSA

Suggested Adam's Street Lighting



3. INCREASED MARKET RATE HOUSING

In addition to the proposed mixed-use developments along Adams Street the 2019 Framework Plan continues to recommend significant housing around and near UpTown Green. This is consistent with the initial recommendation in the 2013 UpTown Plan and was reinforced in the 2017 Downtown Plan.

The site plan, on page 111, and 3D views on this page suggest a possible layout and scale of the new residential. In the 5 complete blocks or partial blocks that surround UpTown Green on the East, South, and West it appears that over 225 units with sufficient parking is a realistic possibility.

This proposed redevelopment area is also includes a number of original brick streets, dating back to the 1800's. 15th, 18th, 20th Streets between Monroe and Adams should be considered as assets worth preserving when this area of UpTown is redeveloped.



Housing option surrounding UpTown Green



Housing option at 13th Street and Adams Street intersection

Possible Build-Out Scenarios



4. TWO COMMUNITY PROJECTS

Through the Master Planning Process two sites were identified within UpTown where on-going disinvestment continues to have a significant negative impact well beyond their property lines. One is the long abandoned, but historic, Jefferson Center and the other is the proposed location for the New Washington Park. The redevelopment of both of these sites will take significant resources and the cooperation of many partners, however, with redeveloped they both could be strong symbols of the UpTown commitment to be a “Model of Community Diversity”.



New Washington Park

Jefferson Center



Jefferson Center



New Washington Park

JEFFERSON CENTER. Because the redevelopment of the Jefferson Center will be a multi-million dollar project and involves such a significant amount of square footage the plan recommends a multi-headed redevelopment team and a multi purpose program of new uses. The historic grandeur of the center, eligible for Historic tax credits, lends itself to large gathering, assembly, recreation, and/or education uses, all of which are compatible and needed UpTown uses. The Jefferson Center will also require access to additional parking, however, ultimately there is ample parking surrounding the site and the Overlay Plan permits alternative parking scenarios. The plan also recommends a phased approach to redevelopment ideally beginning with the Madison Street side of the Jefferson Center and moving South with Phase 1 also including a park like setting along Madison.

NEW WASHINGTON PARK. The New Washington Park will not require nearly the type of dollar reinvestment as the Jefferson Center, however, it too is worthy of a community based effort due to the rather complex challenge of land assemblage and the large number of stakeholders that could benefit from its creation, This group of benefiting stakeholders includes many UpTown institutions such as; First Alliance Church, Mercy College, and the Toledo School for the Arts as well as current residents. It also could benefit surrounding neighborhoods which lack access to the type of recreational fields being proposed. Finally the New Washington Park could be part of the City's continued efforts to better manage stormwater.

5. MONROE STREET ENHANCEMENTS

CONNECTOLEDO STUDY FOR PREDEVELOPMENT RECOMMENDATIONS FOR THE MONROE STREET CORRIDOR

In the Fall of 2018 a corridor study was conducted by LISC MetroEdge along Monroe Street from 12th to Collingwood. Their key findings and recommendations included:

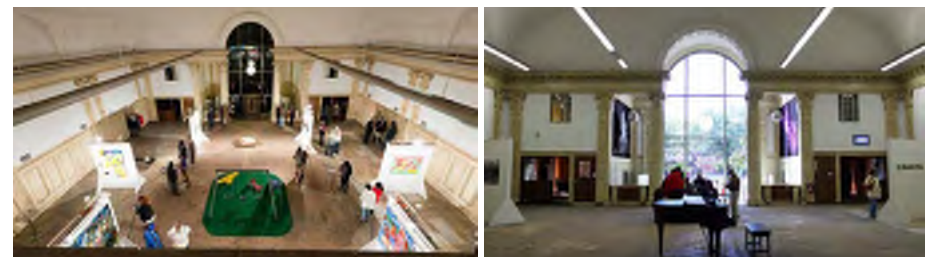
- “Monroe Street Corridor from 11th Street to Collingwood presents a challenging environment in which to attract businesses and investment - much more difficult than Adams Street, the Hensville corridor, and the riverfront corridor along Summit.”
- “The key to developing the Monroe corridor from 12th Street to the Museum is to support growth of the “anchors” at either end; Hensville and Toledo Art Museum. Just as a regional shopping center depends on the anchors at either end to support small businesses in between, so does Monroe’s development depend upon building from strength at either end of the corridor.”
- The Corridor should promote and incorporate art experiences
- “Programming, special events, marketing, and communications should encourage the use of the Monroe Street corridor as a... canvas for murals, sculpture, and other artistic endeavors.”



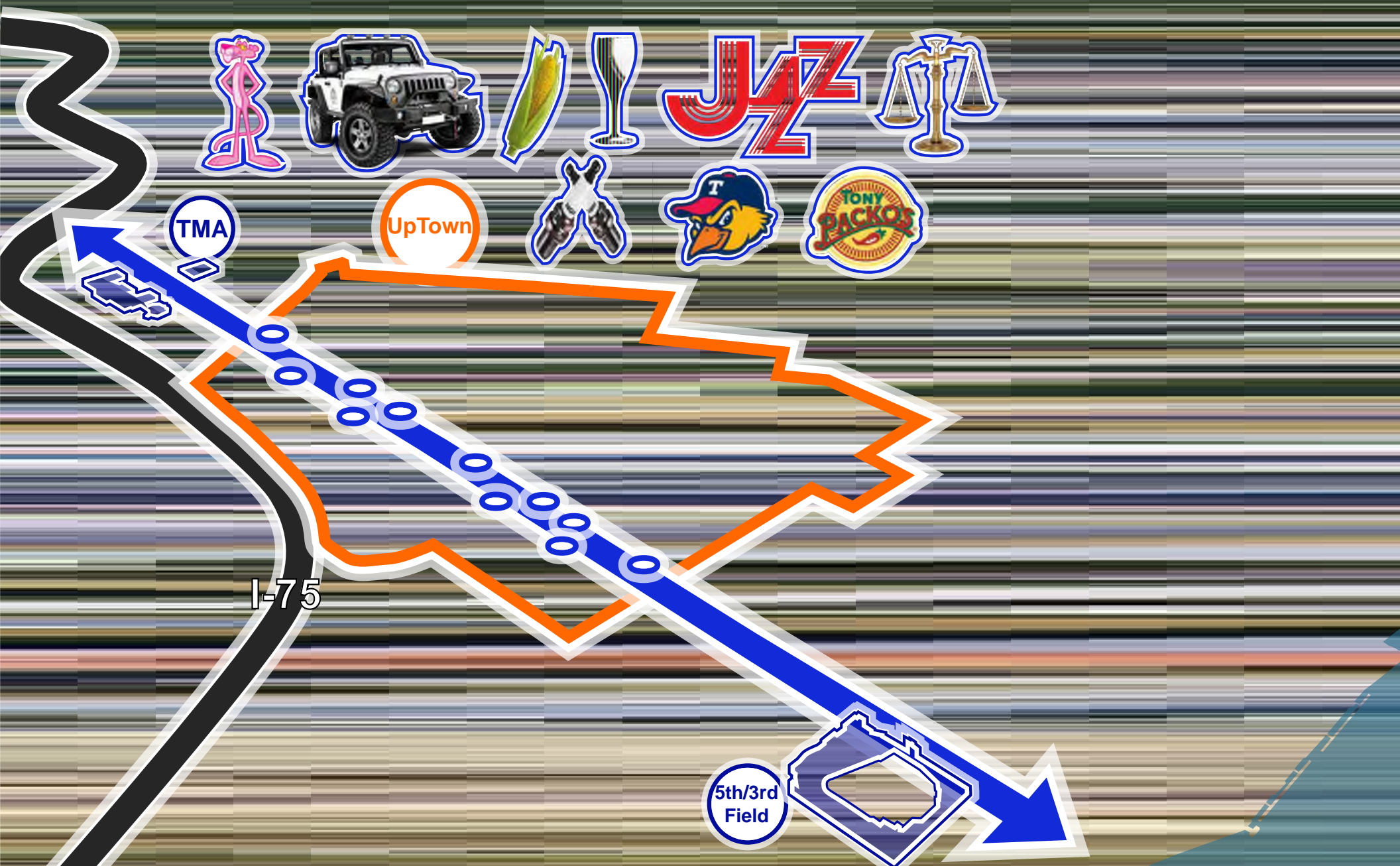
University Avenue: City Heights, San Diego



Halloween Window Painting Contest for grade schoolers: Chicago



FLATS STUDIO: Uptown, Chicago



PROPOSAL FOR LARGE SCALE SCULPTURES LINING MONROE STREET. In addition to the somewhat small scale initiatives proposed by MetroEdge, this plan recommends consideration of an additional concept that is consistent with the study's recommendations, however, is more in scale with the size, speed, and building fabric of this section of the Monroe Street Corridor. This proposed concept acknowledges Toledo's history as a maker economy and compliments, but does not compete with, the recommendation to highlight Adam's Street as Toledo's Premier Arts District. The proposal is to locate the large sculptures along the corridor, a continuation already started on the grounds of the Toledo Museum of Art, that celebrate our past and future such as the image on the next page.



**"THE TOLEDO SPARK PLUG" CONCEPT IMAGE FOR
LARGE SCULPTURE ALONG MONROE STREET.**
Intersection of 14th Street and Monroe Street.

6. STRENGTHEN UPTOWN ASSOCIATION

The final priority recommendation, and possibly most important, is to continue to individually strengthen and encourage collaboration among the three non-profits charged with guiding UpTown's continued redevelopment: the UpTown Association, Village on Adams, and ConneCToledo the Downtown Development Corporation.

A preliminary list of Action Steps that might positively contribute to this overall goal include:

1. Cross membership representation among all three Boards
2. Master Plan refinement and implementation as a standard agenda topic at all Board meetings
3. On-going promotion / education of the Master Plan recommendations and progress
4. Logical pooling of financial resources, or access to, that can proactively guide redevelopment in ways that are consistent with the Master Plan recommendations
5. Cross organizational sharing of staff expertise to minimize duplication of efforts and maximize the effectiveness of resources
6. Continued commitment to view Downtown as an interconnected, non-competitive, community of unique sub-districts; Central Business District, East Toledo, UpTown, Vistula, and the Warehouse District
7. Gradual expansion the boundaries of the Downtown Toledo Improvement District







SECTION
AVAILABLE RESOURCES

8

AVAILABLE RESOURCES

The following section provides current information on local, state, and federal resources which support redevelopment.

LUCAS COUNTY LAND REVITALIZATION CORPORATION (LAND BANK).

The Land Bank is a community improvement agency with a proven toolkit to acquire tax delinquent vacant land and abandoned properties where the market has no solution. The primary goal is to stop the property from continuing to deplete the values of all the properties surrounding it through rehabilitation, new construction, or demolition.

By working with potential end-users, the object is to transfer the property and return it to long-term productive use. The Land Bank will collaborate with neighborhood partners to improve the quality of neighborhoods, increase land values, create diverse housing opportunities, and return properties to the tax rolls by promoting real estate redevelopment and blight elimination of vacant, abandoned, and underutilized properties through an open and equitable process.

With input from residents, neighborhood groups, community development corporations, institutional leaders, elected officials, and others, the Land Bank has established policies and procedures to govern their day-to-day operations.

ACQUISITION OF PROPERTIES

- The Land Bank may acquire property through:
- Expedited Tax Foreclosure of vacant or abandoned properties
- The County Auditor's Forfeited Lands List
- Deed-in-Lieu of Foreclosure
- Donations by individuals or institutions

DISPOSITION OF PROPERTIES

- The Land Bank will transfer properties for productive use to end-users, including investors, CDCs, non-profit organizations, institutions, and others.
- All end-users will be required to undergo an underwriting process before any properties are transferred. Transfer forms are available on the Land Bank's website.
- End-users who have undergone the underwriting process once will be considered pre-qualified for future transfers, subject to some limitations.
- Development agreements and other transfer restrictions may be imposed on property transfers to achieve the Land Bank's policy mission.

CONSIDERATION

- All Land Bank properties will be transferred for the fair market value of the property, but not less than \$250.
- Consideration for the transfer may be cash, development restrictions, or other non-monetary considerations at the discretion of the Land Bank.

SIDE-LOT PROGRAM

- Individuals who live adjacent to vacant lots may request those lots under the Land Bank's side lot program.
- When otherwise qualified, an individual may receive a side-lot for \$100.

DEMOLITION & MAINTENANCE

- The Land Bank will contract with the City of Toledo and other private entities to demolish and/or maintain properties while the Land Bank seeks an ultimate end-user for the property.
- The Land Bank may partner with a qualified end-user to hold title to property for a set period of time and enter into agreements where the end-user maintains the property during that period of time.

TOLEDO LUCAS COUNTY / PORT AUTHORITY. The Toledo Lucas County Port Authority plays a strategic role when it comes to neighborhood development. From brown field redevelopment to innovative financing programs, the Port Authority focuses on growth and development opportunities.

The Port Authority has developed programs to implement energy efficiency building retrofits. Provides funding to implement the wide-scale use of energy efficiency and alternative energy practices and solutions in commercial, governmental, and industrial facilities within our community

The Toledo-Lucas County Port Authority continues to take action to strengthen the Northwest Ohio Bond Fund by identifying investment sources via public and private funds. The Port Authority is also exploring other investment offerings that will fill a need in the region, while providing a financial advantage to our diverse community.

ECONOMIC DEVELOPMENT PROGRAMS

The Port Authority's Economic and Community Development Institute *ECDI* grant and loan program is funded with proceeds from the property tax levy for the purpose of providing grants and loans to projects undertaken by eligible, neighborhood-based organizations. Grant or loan recipients must be 501(c)3 organizations in good standing and must demonstrate the capacity to manage funds and develop real estate. Applicants must demonstrate that they are a neighborhood-based, community development organization and must operate within Lucas County.

ECDI helps businesses start and expand by combining business training and technical assistance with necessary capital. The Institutes's Small Business Loan program provides loans up to \$350,000 to new and existing businesses that do not qualify for conventional bank loans.

The ECDI's Small Business Loans may be used for business expenses, including:

- Purchase of equipment, machinery, supplies, inventory
- Start-up operating expenses
- Working capital
- Other uses may be considered, but may be limited by program policies

Loans may not be used for real estate acquisition or construction.

ECDI administers loans from 18 different sources, each with particular objectives and eligibility criteria. The annual fixed rate is determined by the source of funds used to capitalize the loan, but ranges from 5.75% to 11.5%. Loan terms range from 6-60 months. In addition to traditional loan products, interest-free, fee-based loans are available for borrowers whose religious beliefs preclude them from paying interest. The Institute can provide services in English, Somali, Spanish, Amharic, Arabic, and Russian. Fees for training and loan origination apply. See Micro-loan Rates and Fees Disclosure statement.

ECDI TRAINING INSTITUTE

The ECDI Training Institute has extensive training and technical assistance available to help clients acquire the knowledge and tools you need to succeed. The ECDI provides general micro-enterprise development training courses, during which entrepreneurs are given the tools needed to start and successfully manage a business. In addition to general micro-enterprise development training, the ECDI offers financial literacy, and other generalized training geared towards specific industries such as food-based or home-based childcare businesses.

The Port Authority has developed a national reputation for innovative business financing, assisting more than 290 economic development projects representing a total investment of nearly \$1.1 billion while helping to create and retain more than 15,500 jobs.

Financing Options include:

- Brownfield Redevelopment Programs
- Fixed Interest Rate Revenue Bonds
- Off-Balance Sheet Transactions
- Infrastructure Financing
- Conduit Revenue Bonds
- Ohio 166 Regional Loan Program
- Small Business Administration 504 Loan Program

The Port Authority created the Brownfield Redevelopment Program in response to the growing number of polluted, former industrial sites throughout the region. The program focuses on obtaining federal and state grants for the clean-up and redevelopment of these properties and also coordinates the rehabilitation efforts once grants are awarded. In addition to the crucial work of brownfield redevelopment, this division also oversees the acquisition, sale, and lease of Port Authority property.

Fixed Interest Rate Revenue Bonds provide small and medium sized companies access to the national capital market as if they were BBB Investment Grade companies. It provides:

- Financing for projects from \$1 million to \$8 million
- Fixed interest rates for full term of the bonds
- Typically 90% financing and 10% equity
- Twenty-year financing for land and buildings
- Financing up to 10 years for equipment
- Tax exempt bonds for manufacturing, non-profit 501(c)3 and governmental operations
- Taxable bonds for all other projects

Infrastructure Financing helps developers, governmental entities, and other organizations finance public infrastructure such as streets, utilities, and public parking facilities. The Toledo-Lucas County Port Authority has provided over \$100 million in Tax Increment Financing (TIF) and special assessment-backed bonds in tax exempt, long-term, fixed-rate bond financing. Other benefits include:

- Possibility of 100% financing
- Lower cost of construction
- Fixed interest rate, tax exempt financing
- Terms of up to 32 years

Conduit Revenue Bond financing offers a company the option of variable interest rates. Depending upon the borrower, these bonds may be backed 100% by a Letter of Credit. The Toledo-Lucas County Port Authority acts as a “conduit” for the issuance of such bonds. Revenue Bond Territory is any county in the State of Ohio. The Ohio Department of Development Regional 166 Loan Program provides a low interest rate financing for fixed assets purchases such as land, building, and equipment for projects in Ohio. It offers:

- Loans of up to \$500,000, based on about \$50,000 for each job created or retained
- A term of five to 15 years
- Current fixed interest rate of 3%•Only a 10% equity injection into the project is required

Small Business Administration 504 Loan Program provides fixed asset funding to for-profit businesses with a net worth not exceeding \$15 million and net after-tax profit of not more than \$5 million. A typical transaction consists of 50% bank financing; 40% SBA; and 10% equity. The SBA takes a second collateral position. This program is available from the Toledo-Lucas County Port Authority throughout Ohio.

Benefits include:

- Maximum loan of \$5 million or up to \$5.5 million for manufacturers
- Terms of either 10 or 20 years
- Only a 10% equity injection into the project is required
- Long-term fixed interest rate

LOCAL INITIATIVES SUPPORT CORPORATION LISC. LISC brings financing and technical expertise to local residents who are transforming their neighborhoods into healthy communities.

LISC offers financial resources in four general areas:

1. PLANNING. Either through in-house staff or third-party consultants, LISC will assist communities in planning their future. Feasibility grants are used to cover the expenses associated with testing whether the development of a particular project is feasible. This might include market studies, land-use plans, financial analyses, or other activities necessary to determine the viability of a proposed project. These grants are typically used for real estate projects, but can be used to test the feasibility of other community programs as well.

2. TRAINING. LISC/Toledo can provide training to community organizations on many topics, including: Community organizing, Board and staff development, fund-raising, administrative systems, including human resources, finance and management information, real estate development, property management, asset (portfolio) management, strategic planning, project and program development and comprehensive community building. In all of these, LISC/Toledo will underwrite the costs of on-site technical assistance.

3. OPERATIONAL FUNDING. Depending on the availability of resources, LISC will provide “seed” and operating grants, as well as grants for specific program purposes. These include: Organizational Development Grants, to assist community organizations with improving their administrative structures, management and financial systems, and real estate development and management capabilities. Strategic Grants, to cover the costs associated with the creation of new programs that are particularly important to the organization’s overall mission and the specific needs of community residents. Grants for selective comprehensive development programs are used to assist community- building efforts as public safety, job readiness training, health care and education.

4. PROJECT FINANCING. LISC is probably best known for financing real estate projects, including housing, community facilities, commercial (retail and office) and industrial development. We offer: Recoverable grants, used to cover specific pre-development costs associated with a real estate development project Pre-development loans, used for projects that are highly likely to proceed to construction. Construction financing, usually in tandem with a lead construction lender, such as a local bank. In these cases, LISC is willing to take a subordinate position on its collateral to a conventional lender and will share its position with other

non-profit or public lenders. Mini-perm loans, generally for commercial or industrial developments. These loans can have a maturity of seven years (depending on the nature of the project) and may be either fully amortizing or have a longer amortization term with a “balloon” payment at the end. Collateral is of course required. Equity. LISC/Toledo provides equity for affordable “Low Income Housing Tax Credit” financial rental housing through its affiliate, the National Equity Fund *NEF*.

FINANCIAL OPPORTUNITY CENTERS FOC. Financial Opportunity Centers are career and financial coaching service centers that help low to moderate income people build smart money habits and focus on the financial bottom line. LISC has a network of more than 80 FOCs across the country, embedded in local community organizations that are trusted, known for their history of providing quality services, and convenient to where people live and seek out services.

FOCs provide employment and career counseling, one-on-one financial coaching and education and low-cost financial products that help build credit, savings and assets. They also connect clients with income supports such as food stamps, utilities assistance and affordable health insurance. The cornerstone of the FOC model is providing these services in an integrated way, rather than as stand-alone services, and with a long-term commitment to helping clients reach their goals.

They’ve learned that integrated or “bundled” services lead to concrete gains in net income and job retention. Research shows that FOC clients who take advantage of combined services are 50 percent more likely to land a well-paying job than people receiving employment services alone. And long-term job retention—holding a job for a year or more—almost doubles when financial coaching reinforces the work of employment counseling.

They offer:

- Grants that help community organizations establish, staff and run FOCs in neighborhoods that need them, covering everything from start-up to operating costs.
- Technical assistance and training to help FOC staff reach out to potential clients and offer effective coaching and job counseling.
- Data collection tools that help FOCs tailor support for individual clients and inform the work at large.
- Professional networking support in the form of national and regional meetings, collaborative groups and an online library of resources on FOCs and similar integrated service delivery models.

TOLEDO METROPOLITAN PARK DISTRICT. Metroparks Toledo is a system of parks and trails connecting people with nature in compelling and exciting ways. Wherever you are in Lucas County, you are just minutes away from a Metropark.

They are on the precipice of a new era in the rich history of the Metropark system, charting a course that ensures future generations will inherit healthy parks. The future is already taking shape.

In 2013 Metroparks launched a comprehensive master plan to establish a 20-year vision for the park system. The master plan enables Metroparks to do three things:

TODAY

First, we must protect the remarkable assets we already have, which in turn protects our water and air quality by using public funds to conserve, preserve and restore the areas that provide environmental and economic value for all of Northwest Ohio.

TOMORROW

Second, we must finish what we started. Soon, every Lucas County resident will be within five miles of a Metropark. This milestone is the result of new projects being completed and new corridors and greenways connecting the parks, making them more accessible than ever before.

THE FUTURE

Finally, we must plan for the future. How will Metroparks manage conservation? What will be the impact of public use on parks? How will we maintain and rehabilitate park facilities? And finally, will our role in environmental and healthy living expand? While Metroparks has great pride in its heritage, much of what you're seeing today is exemplary of a commitment to a sustainable future for our parks. A future where parks are connected to parks, and parks are connected to people.

OTHER TOLEDO BUSINESS RESOURCES

CITY OF TOLEDO HOME INVESTMENT PROGRAM. The City of Toledo may use federal HOME funds for a variety of housing activities according to local housing needs. Eligible uses of the funds include tenant-based assistance; housing rehabilitation; assistance to first time home-buyers; and new construction. Under certain circumstances, HOME funding may also be used for site acquisition, site improvements, demolition, transitional housing, relocation and other necessary and reasonable activities related to the development of non-luxury housing. All housing developed with HOME funds must serve low-and very-low income families. The City of Toledo sets aside 15 percent of their allocation for housing to be owned, developed, or sponsored by Community Housing Development Organizations (CHDO's).

ASSETS TOLEDO. Assets Toledo offers a Business Design and Management course for low-to-moderate income individuals who want to start their own business or improve an existing one. The 12 weeks long course offers practical, experience-based teaching along with practical help in developing business plans, assistance in securing loans, and volunteer mentors. Fees are based on income.

WOMEN'S ENTREPRENEURIAL NETWORK. Women's Entrepreneurial Network was established in 1993 to "encourage and support businesswomen and women-friendly businesses with successful entrepreneurial development". WEN puts on 4-part seminars covering business plans, marketing, financing and record-keeping. This seminar series is held six times per year. In addition to the seminar series, WEN sponsors numerous lunch time seminars and other business related events.

SCORE. SCORE "Counselors to America's Small Business" is a nonprofit association dedicated to entrepreneur education and the formation, growth and success of small business nationwide. SCORE is a resource partner with the U.S. Small Business Administration SBA. SCORE has 389 chapters in locations throughout the United States and its territories, with 10,500 volunteers nationwide. Local chapters provide free counseling and low-cost workshops in their communities. Both working and retired executives and business owners donate their time and expertise as business counselors.

SCORE was founded in 1964.

COMMUNITY DEVELOPMENT BLOCK GRANT. The City of Toledo is granted funds on a formula basis from the U.S. Department of Housing and Urban Development to carry out a wide range of community development and improved community public facilities and services. All CDBG activities must benefit low-and moderate-income individuals, aid in the prevention or elimination of slum and blight, or address other community development needs that present a serious and immediate threat to the health or welfare of the community. Some of the activities that can be carried out with CDBG funds include: acquisition of real property, rehabilitation of residential and non-residential properties; provision for public facilities and improvements, streets, and neighborhood centers; assistance to profit-motivated businesses to help with economic development activities; organizational support for nonprofit organizations, home-buyer assistance and emergency, health and transitional assistance.

LUCAS COUNTY LINKED DEPOSIT SMALL BUSINESS LOAN. The Lucas County Office of Economic Development, and local lending institutions have teamed up to offer area businesses, builders and developers a program that offers the financial help necessary to grow their organizations. Participating financial institutions pre-approved applicants for a two - to four year economic development loan at a competitive rate of interest. If the project meets linked deposit criteria, the County Treasurer will purchase a certificate of deposit from the financial institution and accept a lower rate of return. The financial institution in return is required, by law, to reduce the interest rate by three (3%) percent. Thus, loans are linked between the County, the financial institution, and the participating business. In return for a slight loss of immediate investment dollars, the County is able to help provide quality jobs, which in turn will lead to an increased tax base in the long run. The Linked Deposit Program is not only helping area businesses and developers expand, but it is also helping to bring about future investments for our schools, Metro parks, libraries and other County programs that rely on tax dollars for survival.

STEP ONE TOWARD HISTORIC REGISTER DESIGNATION.

Toledo has also been designated as a Certified Local Government *CLG* community. The Certified Local Government program provides a mechanism to encourage and to expand local participation and cooperation in the identification, evaluation, and protection of cultural resources. The CLG program recognizes that local efforts need support, and that communities can benefit from working with state and federal partners who share the same goal. The program is a federal-state-local partnership that enables eligible communities to conduct a wide range of preservation activities in cooperation with the Ohio Historic Preservation Office and the U.S. Department of the Interior, including surveys of historic resources and nominating properties to the National Register of Historic Places.

Ten percent of the historic preservation funds that Ohio receives from the federal government each year is set aside for these grants; in a typical year about \$98,000 is available to Certified Local Governments in Ohio to identify their historic, architectural, and archaeological resources through surveys; nominate eligible properties and districts to the National Register of Historic Places; further community education on historic preservation; and preserve and rehabilitate historic properties.

The process for landmark designation outlined in the Toledo Municipal Code, Chapter 1111.1004 Historic Districts and Landmarks (Designation or Expansion) Report states the following:

The reports of the Plan Commission and City Historic District Commission, containing their written recommendations to the City Council, must include information about how the proposed historic district or landmark, or expansion, is of special historical and architectural significance. The reports must include the following:

1. Whether the district or landmark proposed to be designated is listed on the National Register of Historic Places
2. Whether the district or landmark proposed to be designated provides significant examples of architectural styles of the past
3. A description of the district or landmark to serve as an informational resource. The description must include, but need not be limited to, the following:
 - Geographic description including location and its relationship to the entire City
 - Description of the general land uses
 - General description of the building conditions
 - General description of the socio-economic characteristics
 - Description of existing developmental plans or programs within or including the historic district or land mark; and

- List of neighborhood organizations within or serving the historic district or landmark.

The Toledo City Historic Districts Commission is charged with and has the responsibility of being the historical conscience of the City and exists to help preserve and protect Toledo's historic resources. Toledo City Historic Districts Commission has the authority to oversee any exterior changes to the Historic District is designated as a local landmark.

THE HISTORIC PRESERVATION TAX CREDIT PIPELINE INITIATIVE.

The Historic Preservation Tax Credit Pipeline Initiative provides small grants and technical assistance in nominating buildings and districts to the National Register of Historic Places. It also creates a pipeline of properties that are eligible for redevelopment assistance through the Ohio Historic Preservation Tax Credit Program, as well as help communities and property owners advance redevelopment of underutilized historic buildings.

Eligible Applicant examples are: Property owners, local governments, civic organizations, and other related entities. There are four threshold criteria required of applicants to be eligible for evaluation:

- The applicant is the fee simple owner of the building described in the application.
- The building is listed on the National Register of Historic Places; is located in a registered historic district and is certified by Ohio's Preservation Officer as being of historic significance to the district/ or is listed as a historic landmark by a certified local government.
- The rehabilitation work as described in the application is consistent with the United States Secretary of the Interior's Standards for Rehabilitation.
- The issuance of an Ohio Historic Preservation Tax Credit is a major factor in the applicant's decision to rehabilitate the historic building or to increase the level of investment in the rehabilitation of the historic building.

There are four types of eligible funding through the OHPTC:

- Type A: Nomination for individual building \$4,000
- Type B: Nomination of a Historic District \$12,000
- Type C: Integrity Investigation of a Building \$12,000
- Type D: Multiple Property Planning \$8,000

OHIO HISTORIC TAX CREDITS. The Ohio Historic Preservation Tax Credit *OHPTC* program provides a tax credit for the rehabilitation expenses to owners of historically significant buildings. The tax credit subsidy is 25% of qualified rehabilitation expenditures *QRE*, not to exceed the *QRE* estimates in the application, with an application cap of \$5M. *QRE* are hard construction costs that meet the requirements of the US Secretary of Interior's standards for rehabilitation of Historic Properties. The tax credit can be applied to applicable dealer in tangible, corporate franchise or state income taxes. The *OHPTC* program legislation was amended as part of the \$1.57 billion Economic Stimulus Package under House Bill 554 and became effective on June 30, 2008. The credit award was changed to equal 25% of the owner's qualified rehabilitation expenditures *QRE* as estimated on the submitted tax credit application with a maximum cap of \$5 million dollars. The Urban Development Division has worked with our partner agencies the Ohio Historic Preservation Office *OHPO* and the Ohio Department of Taxation to implement the new legislation.

NATIONAL TRUST FOR HISTORIC PRESERVATION.

NATIONAL TRUST LOAN FUNDS

The National Trust Loan Fund consists of two preservation revolving funds: the Inner-City Ventures Fund *ICVF* and the National Preservation Loan Fund *NPLF*. The *ICVF* provides financial assistance to organizations that serve low and moderate income households or provide economic benefit in low and moderate income communities. The *NPLF* provides funding for a variety of preservation projects, such as establishing or expanding local and statewide preservation revolving funds, acquiring or rehabilitating historic buildings, sites, structures and districts, and preserving National Historic Landmarks.

National Trust Community Investment Corporation

National Trust Community Investment Corporation *NTCIC*, the National Trust's for-profit subsidiary, offers several vehicles for historic real estate equity investment.

THE NATIONAL TRUST COMMUNITY INVESTMENT FUNDS.

Since its inception in 2000, *NTCIC* has placed more than \$144 million in 33 properties ranging in total development cost from \$500,000 to \$105 million. *NTCIC* also pioneered the use of "twinned" Historic and New Market Tax Credits (*NMTCs*) in 2003, and was the first "Community Development Entity" (*CDE*) to sign a *NMTC* allocation agreement and the first to report a Qualified Equity Investment to the *CDFI* Fund of the US Treasury.

THE NATIONAL TRUST SMALL DEAL FUND. The National Trust Small Deal Fund *SDF* provides a unique service within the historic tax credit industry by investing in credit eligible projects that generate as little as \$200,000 in tax credit equity (equaling total development costs of approximately \$1.2 million). Projects of that size are typically overlooked by conventional tax credit investors despite the sheer number of them. In 2005, more than half of the 1,030 rehabilitations certified by the National Park Service earned less than \$500,000 in credits.

Investments in these smaller deals are often considered undesirable because their transaction costs are typically just as high as larger projects' yet the credit value is much lower, making the investment's cost-benefit ratio unattractive. The National Trust Small Deal Fund is structured to specifically address this issue. It uses standardized investment terms and documents, reduces its due diligence requirements, and keeps its closing costs very low. *SDF* uses a delayed equity pay-in model wherein the first major equity payment is deferred until the receipt of a cost certification and final (Part 3) project approval from the National Park Service.

DOWNTOWN REDEVELOPMENT DISTRICT *DRD*. Ohio's newly created Downtown Redevelopment District *DRD* Program also creates a new funding stream for the redevelopment of historic structures. Ohio's *DRD* program permits: the capture of future property taxes for the rehab of historic structures, funding of historic groups, public infrastructure and potentially for high-tech companies. While *DRDs* cannot be used for 100% residential projects, mixed use projects are permitted when an historic structure is being redeveloped. The Ohio General Assembly enacted an important change in the *DRD* law that now permits *DRDs* to be used where a Tax Increment Financing (*TIF*) district once existed. The original *DRD* law did not permit a *DRD* to operate where a *TIF* was or had been in the past. As many prime spots for historic structure redevelopment, like all of Downtown Columbus, are covered by a *TIF* district, this change in state law could be a major boom for transforming often vacant historic structures into urban housing.

Downtown housing initiatives have also been built on the backs of tax abatements that substantially subsidize the cost of buying or renting these units. However, many cities have or are considering ending their urban housing tax abatement program. The City of Cleveland's Residential Tax Abatement program provides the temporary elimination of 100% of the increase in real estate property tax for eligible projects but the program expires on June 4, 2017 and its renewal is an open question. Columbus has a similar program and both the City of Columbus and Franklin County have dueling studies going on to determine whether the residential tax abatements should continue. Columbus is following Cincinnati's lead as they completed a

study of their economic development incentive programs in June of 2016 with the use of incentives for housing as a critical piece.

State incentive programs are strong opportunities for developers of urban housing but the future of residential tax abatements are in jeopardy unless the case can be made for their role in continued market growth.

TAX INCREMENT FINANCING. Tax Increment Financing *TIF* can be a powerful tool in developing important infrastructure and long term redevelopment projects. The establishment of a TIF district would allow new tax increments to be used for infrastructure improvements throughout a TIF district. A TIF can allow new taxes generated by private development to be directed to towards and thus supporting the private investment infrastructure Implementation and other public improvements necessary to support the improvement of the District. Upon establishing a district, the net property tax assessment is frozen and becomes the base assessed value. As new development occurs, the total assessed value of the district increases and the taxes generated from that increased assessment over the base, the increment, are “captured.” These funds are then directed back into the district, to support such public activities as:

- Property acquisition
- Demolition
- Relocation of businesses or residences
- Installation of utilities and other public infrastructure or streetscape improvements
- Construction of buildings for public use or purpose.

Typically, these activities are not funded directly using the annual increment, but through the issuance of tax exempt revenue bonds, with the TIF revenues used to provide debt service on those bonds. In this way, the local jurisdiction obtains a larger amount of money “upfront” using these funds for substantial improvements, and then pays for improvements over a 15 or 20 year period. If established in a timely fashion, a TIF district could capture new revenues generated by the private development projects already planned or underway. These catalyst projects, in turn, will attract additional private development, generating additional TIF revenues, and creating an on-going funding stream for redevelopment. While the use of a TIF does require that the local jurisdiction give up new taxes from development for a period of time (to retire debt), the jurisdictions gain improved properties and an expanded tax base over the long term, which arguably would not have occurred without public-sector investment and diversion of tax increment payments. In this way, the use of TIF represents a powerful funding strategy for long-term redevelopment and revitalization.

OHIO JOB CREATION TAX CREDIT. Ohio Job Creation Tax Credit administered by the Ohio Department of Development in conjunction with the Ohio Department of Taxation. The program provides a refundable tax credit against a company’s corporate franchise or income tax based on the state income tax withheld from new, full-time employees. The Ohio Tax Credit Authority, a five-member independent board consisting of taxation and economic development professionals from throughout the state, is responsible for reviewing and approving applications for tax credit assistance and setting the benefit level. The Authority also has oversight responsibilities that include monitoring and reporting the progress of approved tax credit projects.

Minority Direct Loan administered by the Office of Minority Financial Incentives. Loans of between \$45,000 and \$450,000 may be used for part of the cost of acquisition, renovation or construction of depreciable fixed assets. The interest rate is 3% for the guaranteed portion of the loan.

Research and Development Tax Credit administered by the Ohio Department of Development Technological Innovation Division in conjunction with the Ohio Department of Taxation. Provides a nonrefundable tax credit against the corporate franchise tax and is designed to encourage Ohio’s corporations to invest in increased research and development activities.

CLEAN OHIO FUND. The Clean Ohio Fund managed by Jobs Ohio, restores, protects, and connects Ohio’s important natural and urban places by preserving green space and farmland, improving outdoor recreation, and by cleaning up brownfields to encourage redevelopment and vitalize communities. Originally approved by voters in 2000, the Clean Ohio Fund devoted \$400 million in its original four funding rounds to environmental conservation, preservation, and revitalization activities throughout the State of Ohio. These activities benefit a variety of Ohio constituents, from urban core communities to outlying farms.

The Clean Ohio Fund consists of four competitive statewide programs: the Clean Ohio Revitalization Fund, the Clean Ohio Agricultural Easement Purchase Program, the Clean Ohio Green Space Conservation Program, and the Clean Ohio Trails Fund.

The Clean Ohio Brownfield Revitalization Program, administered by the Ohio Department of Development’s Urban Development Division and the Ohio Environmental Protection Agency, supports cleanup to encourage redevelopment activities at brownfield sites. The Clean Ohio Agricultural Easement Purchase Program, administered by the Ohio Department of

Agriculture's Office of Farmland Preservation, assists landowners and communities with the goal of preserving farmland.

The Clean Ohio Green Space Conservation Program, administered by the Ohio Public Works Commission, funds the preservation of open spaces, sensitive ecological areas, and stream corridors. The Clean Ohio Trails Fund, administered by the Ohio Department of Natural Resources, works to improve outdoor recreational opportunities for Ohioans by funding trails.

FEDERAL BROWNFIELD ECONOMIC DEVELOPMENT INITIATIVE *BEDI*.

The Brownfields Economic Development Initiative *BEDI* is a key competitive grant program that HUD administers to stimulate and promote economic and community development. *BEDI* is designed to assist cities with the redevelopment of abandoned, idled and underused industrial and commercial facilities where expansion and redevelopment is burdened by real or potential environmental contamination. *BEDI* grant funds are primarily targeted for use with a particular emphasis upon the redevelopment of brownfields sites in economic development projects and the increase of economic opportunities for low-and moderate-income persons as part of the creation or retention of businesses, jobs and increases in the local tax base. *BEDI* funds are used as the stimulus for local governments and private sector parties to commence redevelopment or continue phased redevelopment efforts on brownfields sites where either potential or actual environmental conditions are known and redevelopment plans exist. HUD emphasizes the use of *BEDI* and Section 108 Loan Guarantee funds to finance projects and activities that will provide near-term results and demonstrable economic benefits. HUD does not encourage applications whose scope is limited only to site acquisition and/or remediation (i.e., land banking), where there is no immediately planned redevelopment. *BEDI* funds are used to enhance the security or to improve the viability of a project financed with a new Section 108 guaranteed loan commitment.

The purpose of the *BEDI* program is to spur the return of brownfields to productive economic use through financial assistance to public entities in the redevelopment of brownfields, and enhance the security or improve the viability of a project financed with Section 108-guaranteed loan authority. Therefore *BEDI* grants must be used in conjunction with a new Section 108-guaranteed loan commitment. Section 108 is the loan guarantee provision of the Community Development Block Grant (CDBG) program. The *BEDI* funds minimize the potential loss of future CDBG allocations. Both Section 108 loan proceeds and *BEDI* grant funds are initially made available by HUD to public entities approved for assistance. Such public entities may re-loan the Section 108 loan proceeds and provide *BEDI* funds to a business or other entity to carry out an approved economic development project, or the public entity may carry out the eligible project itself. *BEDI* projects must increase economic opportunity for persons of low-and moderate income or

stimulate and retain businesses and jobs that lead to economic revitalization.

BEDI funds have been made available on a competitive basis. In FY 2006, instructions for submitting applications will be included in HUD's SuperNOFA, which is published in the Federal Register. There is a cap of \$1 million per *BEDI* award. Section 108 funds are available to eligible applicants throughout the year on a noncompetitive basis.

CDBG entitlement communities and non-entitlement communities are eligible to receive loan guarantees.* A request for a new Section 108 loan guarantee authority must accompany each *BEDI* application. *BEDI* and Section 108 funds must be used in conjunction with the same economic development project. Mortgage Insurance for Rental Housing for Urban Renewal and Concentrated Development Areas: Section 220

Section 220 insures loans for multifamily housing projects in urban renewal areas, code enforcement areas, and other areas where local governments have undertaken designated revitalization activities.

Section 220 insures lenders against loss on mortgage defaults. Section 220 provides good quality rental housing in urban areas that have been targeted for overall revitalization. Section 220 insures mortgages on new or rehabilitated housing located in designated urban renewal areas, and in areas with concentrated programs of code enforcement, and neighborhood development.

FHA MORTGAGE INSURANCE FOR HUD-APPROVED

LENDERS. Eligible Activities: Insured mortgages may be used to finance construction or rehabilitation of detached, semi-detached, row, walk-up, or elevator type rental housing or to finance the purchase of properties which have been rehabilitated by a local public agency. Properties must consist of two or more units and must be located in an urban renewal area, in an urban development project, code enforcement program area, urban area receiving rehabilitation assistance as a result of natural disaster, or area where concentrated housing, physical development, or public service activities are being carried out in a coordinated manner. The program has statutory mortgage limits, which may vary according to the size of the unit, the type of structure, and the location of the project. There are also loan-to-replacement cost and debt service limitations. The maximum amount of the mortgage loan may not exceed 90 percent of the estimated replacement cost for new construction.

For substantial rehabilitation projects, the maximum mortgage amount is 90 percent of the estimated cost of repair and rehabilitation and the estimated value of the property before the repair and rehabilitation project. The maximum mortgage term is 40 years, or not in excess of three-fourths of the remaining economic life of the project, whichever is less. Contractors for new construction or substantial rehabilitation projects must comply with prevailing wage standards under the Davis-Bacon Act.

Eligible mortgagors include private profit motivated entities, public bodies, and others who meet HUD requirements for mortgagors.

All families are eligible to occupy a dwelling in a structure where the mortgage is insured under the program, subject to normal tenant selection.

Section 220 is eligible for Multifamily Accelerated Processing *MAP*. For new construction and substantial rehabilitation loans, the sponsor works with the MAP-approved lender who submits required exhibits for the pre-application stage. HUD reviews the lender's exhibits and will either invite the lender to apply for a Firm Commitment for mortgage insurance, or decline to consider the application further. If HUD determines that the exhibits are acceptable, the lender then submits the Firm Commitment application, including a full underwriting package, to the local Multifamily Hub or Program Center for review. The application is reviewed to determine whether the proposed loan is an acceptable risk. Considerations include market need, zoning, architectural merits, capabilities of the borrower, availability of community resources, etc. If the project meets program requirements, the Multifamily Hub or Program Center issues a commitment to the lender for mortgage insurance.

Applications submitted by non-MAP lenders must be processed by HUD field office staff under Traditional Application Processing *TAP*. The sponsor has a pre-application conference with the local HUD Multifamily Hub or Program Center to determine preliminary feasibility of the project. The sponsor must then submit a site appraisal and market analysis application *SAMA*, for new construction projects, or feasibility application for substantial rehabilitation projects. Following HUD's issuance of a *SAMA* or feasibility letter, the sponsor submits a Firm Commitment application through a HUD-approved lender for processing. If the proposed project meets program requirements, the local Multifamily Hub or Program Center issues a commitment to the lender for mortgage insurance.

