



# Bailey Fights Blight

JUNE 13

JUNE 27

JULY 11

JULY 25

JOIN IN ON THE FIGHT  
AGAINST BLIGHT ON BAILEY



A project of the Bailey Avenue Business Association

A background image showing a person in a white shirt and blue gloves painting a mural on a wall. The mural features a blue figure. The image is partially obscured by orange and white horizontal bands.

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## Project Partners

Bailey Avenue Business Association  
Junior League of Buffalo  
University District Block Club Coalition  
University Heights Collaborative  
University Heights Tool Library

## Bailey Fights Blight

This project plan articulates a roadmap of activities that is enabling University District community groups to actively address neighborhood blight along Bailey Avenue in the City of Buffalo. To achieve project goals and objectives, this sizeable project requires the talents and resources of multiple organizations and stakeholders.

Bailey Fights Blight has already begun building partnerships through a Fall 2014 pilot, that is making tangible and intangible contributions to the vitality of University District. Please take some time to review this plan to see if you are able and willing to join us as we continue positive steps toward reclaiming our neighborhoods.



# A Strategic Approach to Neighborhood Beautification

Although it has experienced decades of decline through disinvestment, Bailey Avenue in Buffalo's University District is regenerating itself thanks in part to the work of entrepreneurs both young and old and a re-energized Bailey Avenue Business Association. A recent study of the Bailey Avenue Commercial Corridor by the Local Initiatives Support Corporation recommends the use of murals, graffiti removal, security improvements, window-based public art, and facade improvements as 'catalytic' early-stage interventions for the area. By looking at the issues of vacancy, vandalism, and graffiti as opportunities for community-driven change; business owners, residents, and students can work together on low-cost solutions to quality of life challenges. Efforts have the potential to improve the aesthetic appeal of Bailey Avenue while bringing multiple groups together to increase the sense of community, reduce crime and blight, and foster neighborhood pride along the commercial avenue.

The community surrounding the commercial street has identified neighborhood blight as a top concern. Community groups in cities across the country, including Buffalo, have implemented cost-effective ideas for tackling this problem. One key approach is the Future Blooms project in Cincinnati, OH. This program strategically paints doors, windows, awnings, and flower boxes on barricaded doors and windows of abandoned buildings and stabilizes, seeds, fences, and maintains vacant and blighted lots. This restores identity to abandoned buildings and lots while encouraging local economic development.

Another project, Buffalo TRAX Graffiti, was piloted in Fall 2013 on and around Main Street in University District. Community mapping was used as a way to crowdsource neighborhood graffiti points using mobile phones to collect a photo, the location, and a variety of other information (e.g. surface type, severity, and offensive content). A map of this information was made available on a community website. This community-generated knowledge made it possible to strategically remove graffiti on certain surfaces (e.g. wood, vinyl, and metal) and the installation of street art on the harder-to-clean brick. Bailey Fights Blight use Buffalo TRAX Graffiti to map both graffiti and blighted buildings/lots. Integrating technology into community development projects enables the effective use of limited financial and human resources in reducing crime, increasing property values for homeowners and businesses, and improving the aesthetics of the neighborhood.

A pilot for **Bailey Fights Blight** was successfully completed in Fall of 2014 with five buildings boarded and primed.

## BUILDING ON SUCCESS

**Future Blooms**, a program of Keep Cincinnati Beautiful, has transformed over 850 vacant buildings to cultivate community pride, deter vandalism, and spur investment.



**Buffalo TRAX Graffiti**, a program of the University Heights Tool Library, worked with UB Honors Students to remove over two dozen instances of graffiti around Main Street.



# Project Goals

1.

Beautify neighborhood by addressing at least 40 blighted buildings, 20 instances of graffiti, and 6 facade improvements

To comprehensively address issues of neighborhood blight along Bailey Avenue, a campaign to address key challenges along Bailey Avenue incorporates elements of:

- Buffalo TRAX Graffiti
- Future Blooms

2.

Strengthen our neighborhoods through community interaction. We'll measure these using **Community Engagement Goals**.

- Present plan at 4 community meetings
- 250 volunteers engaged
- Interact with at least 40 property owners on Bailey Avenue
- 50 Facebook posts or shares
- 2 stories in local media

3.

Use inclusive processes wherein neighborhood challenges and respective solutions are identified, planned, and implemented by the community

Projects like Bailey Fights Blight not only serve to beautify the neighborhood, but also build relationships across groups and increase the capacity within the community to address a variety of quality of life issues and create sustainable solutions.



## Facade Improvement: Vacant Properties

Properties that are abandoned, vacant, or blighted along Bailey Avenue will be targeted for beautification. Our process entails cleaning and securing broken or missing doors and windows to ensure that plywood or another material can be installed prior to painting days. Then, by painting doors, windows, awnings, and flower boxes on the selected properties, the project helps to restore abandoned or neglected buildings' identity and place in the community. Artists work in conjunction with groups of volunteers and residents to develop creative visions for each targeted building, using the designs as guides on painting days.



## Facade Improvement: Active Businesses

In partnership with the UB Center for Entrepreneurial Leadership and the Allstate Foundation, the Bailey Avenue Business Association has put on a series of entrepreneurship classes for area business owners. Small business owners participating in the program benefit from the transfer of knowledge and best practices that come from this training, but lack additional resources to enhance the utility of this knowledge. This project aims to provide support for these ambitious entrepreneurs by providing a 2:1 match for funds raised toward security enhancements (up to \$500 owner contribution and \$1000 match) and facade improvements (up to \$1000 owner contribution and \$2000 match).



## Graffiti Removal

Using a community mapping system developed as part of Buffalo TRAX Graffiti, volunteer community mappers systematically survey the neighborhoods surrounding Bailey Avenue for instances of blight. Cataloging graffiti in this manner supports analysis leading to the generation of a strategic and highly-efficient removal plan for this area. Understanding the extent, severity, location, and surface type of graffiti makes it possible to maximize the reach of limited financial and human resources. Graffiti will be removed from wood, metal, plastic, and vinyl surfaces using a variety of removal supplies. Since brick is a particularly challenging surface, these locations will be prioritized to be covered with public art.

# Timeline

Activities	JAN	FEB	MAR	APR	MAY	JUN	JUL	KEY CONTACTS
<b>Project Planning</b>								
Updated Project Plan								BABA, UHTL
Feedback from Potential Partners								UHC, JLB, UDBCC
Finalize Summer 2015 Project Plan								UHTL
Share Project at Community Meetings								ALL
<b>Volunteer Recruitment</b>								
Volunteer Recruitment								UHTL, UDBCC
Volunteer Staging/Refreshment Area								UHTL
<b>Fundraising</b>								
Request In-Kind Donations and Sponsorships								BABA, UHTL
Donation Request to Community								BABA, UHC
Other Initiatives								ALL
<b>Project Day - Bailey Fights Blight</b>								
Community Mapping: Blighted Buildings/Graffiti								BABA, UHTL, UHC
Contact Property Owners for Permission								BABA
Measurements and Site Inspection								BABA, UHC
Materials and Tool Acquisition								BABA, UHC, JLB
Artist Recruitment								UHC, JLB
Cutting and Building Preparation (Boarding)								BABA, UHC
Design Development with Artists/Community								BABA, UDBCC, UHC
Taping and Building Preparation (Priming)								UHTL, JLB
Painting Days								ALL

## Communications

Internal communication will be coordinated by the Bailey Avenue Business Association, primarily through email and collaborative documents available to the group and the public. Meeting dates and times will be agreed to early in the planning process to ensure sufficient lead time for personal and professional schedules.

External communication will be similarly coordinated by the Bailey Avenue Business Association. Project announcement and Planting Day press releases will be jointly issued with the University District Block Club Coalition with participating partners listed on each. All partners will be invited to contribute to outreach, and will be informed of any media engagement opportunities.

## Milestones

April 15, 2015	Property Owner Permission Deadline
April 22, 2015	Measurement and Site Inspection
April 29, 2015	Cutting and Boarding
May 3, 2015	Cutting and Boarding
May 10, 2015	Design Day and Graffiti Mapping
May 23, 2015	Priming
June 13, 2015	Painting, Priming
June 27, 2015	Painting, Priming
July 11, 2015	Painting, Priming
July 25, 2015	Painting



# Cost Estimation and Budget Justification

A community mapping project aimed at identifying and monitoring blighted buildings within University District was piloted in June 2014 along the Bailey Avenue commercial corridor. A total of 78 blighted properties appropriate for this project were inventoried. Properties were categorized as either small, medium, or large to facilitate the budget planning process.

Small buildings have approximately two windows and one door (81 ft<sup>2</sup>), medium buildings have approximately six windows and two doors (222 ft<sup>2</sup>), and large buildings have approximately ten windows and four doors (384 ft<sup>2</sup>). The Bailey Fights Blight model was piloted with five buildings in Fall 2014. An effective blight removal requires plywood or other material to cover windows and doors, paint and primer, and miscellaneous supplies (e.g. screws, nails, brackets, etc).

OSB waferboard is a light and cost-effective replacement for plywood that is suitable for exterior projects and is sold in 4' x 8' boards (32 ft<sup>2</sup>) at a cost of \$8.39 per board (Len-Co Lumber). OSB waferboard costs for small, medium, and large buildings are calculated per board.

Painting supplies are calculated by square foot. A project partner, Junior League of Buffalo, recently completed a similar project in Buffalo's Old First Ward community and estimates the cost of paint and primer at a total of \$1.75 per square foot. Finally, miscellaneous costs are estimated at \$15 for small buildings, \$40 for medium buildings, and \$70 for large buildings. Given these parameters, costs per property are approximately \$181.92 for small buildings, \$495.62 for medium buildings, and \$847.57 for large buildings.

Other materials including tools, gloves, goggles, dropcloths, graffiti removal supplies, food, and others will be provided as in-kind donations from the University Heights Collaborative, the University Heights Tool Library, and other project partners.



**Table 1. Estimated area and parameters for each property size.**

Category	Windows (#)	Area* (sq.ft.)	Doors (#)	Area** (sq. ft.)	Total Area (sq.ft.)
Small	2	60	1	21	81
Medium	6	180	2	42	222
Large	10	300	4	84	384

\*Windows estimated as 6' x 5' (30 ft<sup>2</sup>)

\*\*Doors estimated as 7' x 3' (21 ft<sup>2</sup>)

**Table 2. Cost of paint for each property type.**

Category	Area (sq.ft.)	Unit Cost*	Total
Small	81	\$1.75	\$141.75
Medium	222	\$1.75	\$388.50
Large	382	\$1.75	\$668.50

\*Schnitters Paint & Wallpaper and Junior League

**Table 3. Cost of wood for each property type.**

Category	Area (sq.ft.)	4' x 8' Boards (#)	Unit Cost*	Total
Small	81	3	\$8.39	\$25.17
Medium	222	8	\$8.39	\$67.12
Large	382	13	\$8.39	\$109.07

\*Len-Co Lumber



**Table 4. Estimated cost for materials per building.**

Material	Small	Medium	Large
Wood	\$25.17	\$67.12	\$109.07
Paint	\$141.75	\$388.50	\$668.50
Miscellaneous	\$15.00	\$40.00	\$70.00
<b>TOTAL</b>	<b>\$181.92</b>	<b>\$495.62</b>	<b>\$847.57</b>

# Sponsorship

# Budget

Given the estimated costs per type of building, suggested sponsorship amounts per building are \$200 for small properties, \$500 for medium properties, and \$1000 for large buildings. In the target area, which runs along Bailey Avenue from Winspear Avenue to Genesee Street, there are ten (10) large properties, fifteen (15) medium properties, and fifty-three (53) small properties.

Bailey Fights Blight will require funds for facade improvements for 40 vacant buildings (27 small, 8 medium, and 5 large), facade improvements for active businesses, security improvements for active businesses, and graffiti removal and mitigation supplies for 20 sites. Each of these project components presents opportunities for sponsorship.

Sponsors will be recognized with logo placement at each building, listing on the website and report, and logo placement on appropriate project signage.

Item	Unit Cost	Quantity	Total Cost
<b>Small Buildings*</b>	\$200	27	\$5,400
<b>Medium Buildings*</b>	\$500	8	\$4,000
<b>Large Buildings*</b>	\$1,000	5	\$5,000
<b>Graffiti Removal Supplies</b>	\$10	20	\$200
<b>Masonry Public Art Supplies</b>	\$100	10	\$1,000
<b>Security Improvements</b>	\$1,000	6	\$6,000
<b>Facade Improvements</b>	\$2,000	6	\$12,000
<b>Volunteer Support</b>	\$2	250	\$500
<b>Miscellaneous</b>	N/A	N/A	\$900
<b>TOTAL</b>			<b>\$35,000</b>

\*Sponsorship levels include all required materials and supplies

## 27 Targeted Small Buildings out of 49 Identified Site

Address	Type	Sponsor
2247 Bailey Ave	Small	\$200
2336 Bailey Ave	Small	\$200
2347 Bailey Ave	Small	\$200
2352 Bailey Ave	Small	\$200
2359 Bailey Ave	Small	\$200
2363 Bailey Ave	Small	\$200
2413 Bailey Ave	Small	\$200
2414 Bailey Ave	Small	\$200
2440 Bailey Ave	Small	\$200
2444 Bailey Ave	Small	\$200
2447 Bailey Ave	Small	\$200
2471 Bailey Ave	Small	\$200
2473 Bailey Ave	Small	\$200
2560 Bailey Ave	Small	\$200
2562 Bailey Ave	Small	\$200
2619 Bailey Ave	Small	\$200
2626 Bailey Ave	Small	\$200
2660 Bailey Ave	Small	\$200
2716 Bailey Ave	Small	\$200
Bailey Ave & Proctor Ave	Small	\$200
2870 Bailey Ave	Small	\$200
2918 Bailey Ave	Small	\$200
2962 Bailey Ave	Small	\$200
2966 Bailey Ave	Small	\$200
2999 Bailey Ave	Small	\$200
3074 Bailey Ave	Small	\$200
3076 Bailey Ave	Small	\$200
Bailey & Andover	Small	\$200

3162 Bailey Ave	Small	\$200
3172 Bailey Ave	Small	\$200
3174 Bailey Ave	Small	\$200
3178 Bailey Ave	Small	\$200
3204 Bailey Ave	Small	\$200
3205 Bailey Ave	Small	\$200
3209 Bailey Ave	Small	\$200
3217 Bailey Ave	Small	\$200
3219 Bailey Ave	Small	\$200
3221 Bailey Ave	Small	\$200
3235 Bailey Ave	Small	\$200
3260 Bailey Ave	Small	\$200
3278 Bailey Ave	Small	\$200
3293 Bailey Ave	Small	\$200
3300 Bailey Ave	Small	\$200
3319 Bailey Ave	Small	\$200
3333 Bailey Ave	Small	\$200
3343 Bailey Ave	Small	\$200
3395 Bailey Ave	Small	\$200
3396 Bailey Ave	Small	\$200
3423 Bailey Ave	Small	\$200

## 8 Targeted Medium Buildings out of 16 Identified Sites

Address	Type	Sponsor
2317 Bailey Ave	Medium	\$500
2355 Bailey Ave	Medium	\$500
2434 Bailey Ave	Medium	\$500

2583 Bailey Ave	Medium	\$500
2695 Bailey Ave	Medium	\$500
2832 Bailey Ave	Medium	\$500
Bailey Ave & E Delavan Ave	Medium	\$500
2882 Bailey Ave	Medium	\$500
2960 Bailey Ave	Medium	\$500
2969 Bailey Ave	Medium	\$500
Bailey Ave & Martha Ave	Medium	\$500
3195 Bailey Ave	Medium	\$500
3267 Bailey Ave	Medium	\$500
3280 Bailey Ave	Medium	\$500
3382 Bailey Ave	Medium	\$500

## 5 Targeted Large Buildings out of 10 Identified Sites

Address	Type	Sponsor
2392 Bailey Ave	Large	\$1,000
2397 Bailey Ave	Large	\$1,000
2845 Bailey Ave	Large	\$1,000
2907 Bailey Ave	Large	\$1,000
2971 Bailey Ave	Large	\$1,000
3065 Bailey Ave	Large	\$1,000
3069 Bailey Ave	Large	\$1,000
3139 Bailey Ave	Large	\$1,000
Bailey Ave & Cloverdale Ave	Large	\$1,000
3279 Bailey Ave	Large	\$1,000

# Partnership Opportunities

Partnership opportunities are primarily in the areas of volunteer recruitment, sponsorship and fundraising, graffiti removal, in-kind donations, and artist recruitment.

Key partners might include the University District Block Club Coalition, the University Heights Collaborative, the University Heights Tool Library, Buffalo Promise Neighborhood, University United Methodist Church, University at Buffalo, Villa Maria College, City of Buffalo, Push Green, University District Community Development Association, Mutual of Omaha, M&T Bank, KeyBank and the Arab American Association.

## Contact Information

**Bailey  
Fights  
Blight**

**Bailey Avenue Business Association**  
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**Ibrahim Cisse, President**

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Additional project info can be found at:  
[www.thetoollibrary.org/projects.html](http://www.thetoollibrary.org/projects.html)

