



Toledo City Council
District Improvement Program
2018 Application

Broadway Corridor Coalition

Applicant - Community Group or Organization

Bob Welly

Project Contact Person

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Old South End Gateway Arch

Project Name

Broadway just west of I 75. This entry-way on Broadway is in the public domain. There are several positions on Broadway along this route that would be appropriate for this Arch. The ultimate location will be decided with full approval of the City.

Project Location

\$ 50,000

\$ 74,580

Grant Request

Total Project Budget

1. **Brief Description of the Project.**

This project consists of erecting a Gateway Arch over Broadway as cars and pedestrians enter the Old South End from the downtown area. Since the Old South End (OSE) has earned its name for over 100 years of existence as one of Toledo's proudest communities, this Gateway project will properly designate this neighborhood in an appropriate manner.

There is a revitalized sense of pride in the OSE due to many recent projects including: the renovation of the 100 year old Carnegie Library, the construction of the Little Caesars Pizza store, the restoration of the 300 and 400 blocks of Western and Crittenden by the Historic South Initiative, and the announcement by the Mayor of the revitalization of Danny Thomas Park. The Broadway Corridor Coalition is taking a leadership role and is committed to building collaborations with the neighborhood organizations and the City of Toledo.

The Old South End Master Plan (February, 2017) identifies the 5 entry points to the OSE neighborhood and notes that these make it "a candidate for the introduction of distinct neighborhood gateways." (Edges and Gateways, P. 45)

The design for the Arch is modeled after the Short North neighborhood in Columbus, Ohio. The Arch will be a symbol of pride and strength for the OSE.

2. **Purpose and Need** – State the goals and objectives of the proposed project. Identify the problems or needs which will be addressed. Identify the population that will benefit from this improvement.

The purpose of the Gateway Arch is to provide the proper entry-way designation to the Old South End of Toledo. As you drive throughout Toledo, many neighborhoods have their own gateway monuments. This Arch will be unique and will provide an additional reason for people who live in this area of the city to feel proud of their neighborhood.

There has been a palpable sense among the Old South End that this area of the city has been overlooked for several generations. The Broadway Corridor Coalition is working on a variety of projects that will reenergize this neighborhood, e.g. the new Broadway road-diet schematic, lights at Christmas, etc. This Gateway Arch will highlight the distinct nature of the OSE to its residents as well as anyone who is passing through.

As noted in the Master Plan, : "(T)he Gateways would likely include: street improvements, landscaping, lighting, and an architectural component that draws its design inspiration from the history and character of the neighborhood."

3. **Project Location** – Describe in detail the location of the proposed project. Is this project in an area already targeted by the city of Toledo or any other state or federal agency for funding? Identify the property owner and provide, as an attachment, proof of the owner's permission to complete the proposed project.

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4. **Support and Sustainability** – Identify plans for securing additional funding if needed to complete this project. Also identify plans to secure ongoing support and maintenance for this project.

Additional funding for this project will come from private donations, local businesses and foundations, corporate sponsorships, fundraising events, local non-profits, and volunteers.

On-going funding and maintenance will be provided by neighborhood organizations, private donors and volunteers.

5. **Organizational Background** - Provide a brief background and history of the community group or organization applying for the grant. Include when and how it was established, its mission or purpose, accomplishments to date and a listing of all current programs and services.

The Broadway Corridor Coalition (BCC) is a non-profit corporation originally created in 2012 after the demise of the neighborhood Community Development Corporation. Its purposes include preservation and development of the Old South End of Toledo; plan, develop and coordinate services and activities for the Old South End and speak as a consolidated voice for community advocacy; and plan, organize and direct economic development, commercial and business development, develop workforce and youth programs, community facilities and open spaces.

Over the past four years, with the assistance of the Design Center, the BCC developed a Master Plan for the neighborhood which culminated in adoption by City Council in the Spring of 2017. Activity is now underway to implement elements of the Master Plan.

The BCC also reviewed and restated its corporate Code of Regulations in 2016 and now operates with vigorous support of the residents, neighborhood organizations and churches to speak as the voice of the Old South End.

6. **Organizational Structure** – Provide a list of board members, principal staff, directors, trustees, or key decision makers inside your community group or organization.

Janet Hickey - President
Mike Biscay - Vice President
Bob Welly - Secretary
Phil Barbosa - Treasurer
Martha Delgado
Kelly Kaiser
Jennifer Van Horn
Lourdes Santiago
Bill Carroll
Celeste Felix Taylor
Sabina Serratos

Ex Officio:
Steve Seaton
Paul Hollenbeck

Street Arch - Rough Order of Magnitude (ROM) Budget

Pre-T/A Work (3- month duration)			
2 - POSTS 8" DIA X 30'	\$	4,300	
2 - BASE PLT. 1 X 18 X 18	\$	250	
2 - ORNATE CAP	\$	1,500	
2 - FOUNDATIONS	\$	10,000	
ARCH 75' LONG			
36# / FT	\$	12,150	
BOLTS	\$	200	
SPECIAL PAINT	\$	1,000	
ENGINEERING	\$	9,000	
TRANSPORTATION	\$	750	
INSTALL	\$	4,000	
SIGN & LIGHTS	\$	6,000	
ELECTRICIAN	\$	8,000	
MISC.	\$	5,000	
SUBTOTAL	\$	62,150	
CONTINGENCY 20%	\$	12,430	
TOTAL ROM BUDGET	\$	74,580	

