



# COMMUNITY-BASED REAL ESTATE Development Training Graduate



**Verna  
Hayes**

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**Born and raised in the Glenwood and Kerr area on the East Side, Verna Hayes has worked at General Motors for 15 years. She recently inherited a property from her grandfather on Jefferson Avenue. Having owned the property for 30 years, her grandfather was well known in the area.**

### **Could you tell us about your building/project/goals?**

I inherited a brick building on the corner of Jefferson and Brunswick. It's mixed-use, with a storefront on the first floor, two one-bedroom apartments upstairs, and a garage in the back. Years and years and years ago the storefront was like a social club. My goal is to preserve the business legacy of my grandfather's name and to rehabilitate it. I want to rent the storefront out to somebody who is looking to start up their own business – someone who may not have the ability to own their own building. I hope to get it ready and have someone walk right in and open the doors the very next day.

### **How will your project benefit the neighborhood/East Side community?**

I hope to see Jefferson Avenue come back to the way it used to be; full of mom-and-pop stores, everybody walking up and down greeting each other, and being a close-knit community. That's how it was when I was growing up. There used to be something on every corner –with people, great places to eat, hang out, listen to music, and socialize.

### **How will what you learned from this class help you accomplish your development goals?**

The knowledge and the networking gave me inspiration to finally go ahead and get my building back up and running.

### **Would you recommend this program to others who hope to develop commercial property on the East Side?**

Yes, I would definitely recommend the program. You just learn so much. All of the different teachers and instructors –they were great. They were very knowledgeable, and so helpful. The material that they shared was awesome.

### **What is your vision for the East Side?**

I'd like to see improved commercial real estate and new businesses that help provide a nice quality of life for the people on the East Side.

For information about the East Side Avenues' Community-Based Real Estate Development Training program, visit: [www.EastSideAvenues.org](http://www.EastSideAvenues.org)

