

A photograph of the Seattle skyline at dusk. The Space Needle is the central focus, illuminated with its characteristic green and white lights. The city's skyscrapers are lit up, and the sky is a mix of orange, pink, and blue. In the background, a mountain peak is visible under the twilight sky.

*9th Annual  
New Partners for Smart Growth Conference  
“Remaking Older Cities”*

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# Community Development Context

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## **Presentation Outline:**

- I. Community Development Context**
- II. Greater Richmond Facts**
- III. Revitalization Strategies**
- IV. Going Forward...**

# Community Development Context

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## A Series of Unfortunate Events...

- Suburban expansion after World War II
- Highway system development across America
- Urban Renewal and public housing concentration
- Private capital redlining
- Civil unrest and riots

# Community Development Context



Following the Civil Rights movement, the Community Development industry sought to transform **neighborhood liabilities into community assets** and thereby improve the quality of life for long-time and new residents



# Community Development Context

## Tenets of Community Development:

- Residents have a voice at the solution table
- Advocacy that encourages political will
- Cross-sector partnerships - (community-public-private)
- Thoughtful & targeted strategies
- Attracting private market flows back into once isolated communities



# ***Greater Richmond Facts***



# Greater Richmond Facts

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## Facts:

- Population: 200,000 (City)  
1,000,000 (Region)
- 3 independent governments
- Cradle of democracy & American history
- Distinctive neighborhoods with architecturally-rich housing stock
- On-going resurgence with over \$8 billion of reinvestments over the last 5 years



# Greater Richmond Facts

*Richmond is enjoying a renaissance*

- Largest convention center in VA
- Restored canal system
- Growing tourism business
- Robust downtown housing market
- Bio Tech Park Expansion





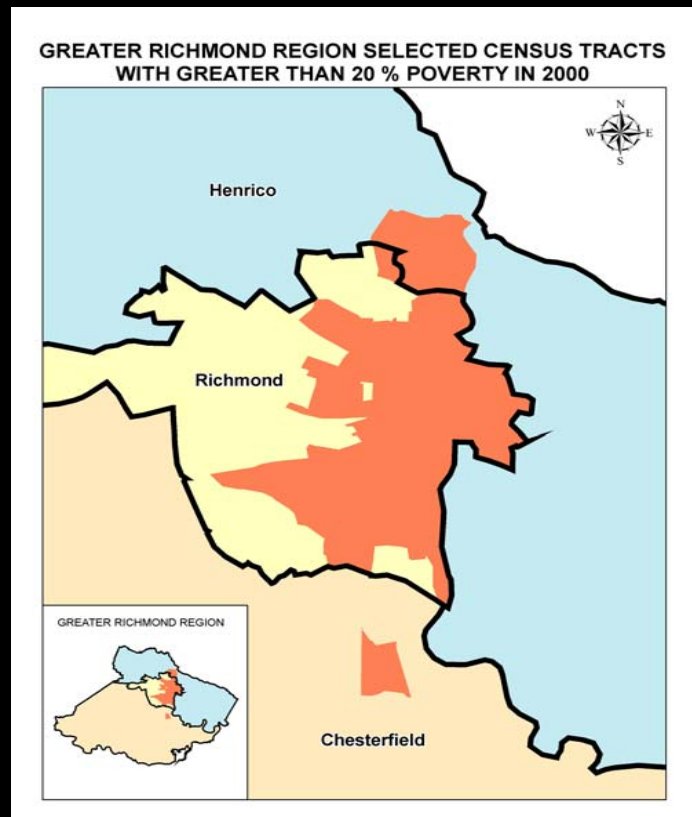
# Greater Richmond Facts

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# Greater Richmond Facts

*Richmond is also a City of contrasts...*



## Facts:

- Over 85,000 people reside in areas with poverty concentrations of 20% or higher
- 70% of the region's poverty is located within the City of Richmond

# Greater Richmond Facts

## Facts:

- Over 2,500 vacant and abandoned properties
- High per capita murder rate
- 80% + of public school students qualify for Free & Reduced Lunch



# Greater Richmond Facts

*Leveraged Community Development Investments*

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Since 1990...

***\$500,000,000 and counting!!***





# Revitalization Strategies

## *Neighborhoods in Bloom*

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### Prior to NIB

20 – 24  
neighborhoods

*Concentrate funds  
previously distributed  
across many  
neighborhoods*

### After NIB

6 – 7  
neighborhoods

*into a few  
targeted areas*

# Revitalization Strategies

## *Neighborhoods in Bloom*

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### Partners

#### Community:

- Blackwell Community Civic Association
- Blackwell Tenants Association
- Carver Area Civic Improvement League
- Newtowne West Civic Association
- New Visions Civic League
- Church Hill Concerned Citizens Association
- Highland Park Southern Tip Neighborhood Association
- Historic Jackson Ward Association
- Southern Barton Heights Community Association

# Revitalization Strategies

## *Neighborhoods in Bloom*

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### Partners

#### Local Housing Providers - CDC's

- Better Housing Coalition
- Elderhomes Corp.
- Highland Park Community Development Corp.
- HOME Inc.
- Historic Jackson Ward Association
- Richmond Habitat for Humanity
- Interfaith Housing Corporation
- Neighborhood Housing Services of Richmond, Inc.
- Southside Community Development & Housing Corp.
- Virginia Supportive Housing

# Revitalization Strategies

## *Neighborhoods in Bloom*

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### Partners

#### Local Government:

- City of Richmond
- Richmond Redevelopment & Housing Authority

#### Corporations:

- Martin Agency
- Financial Institutions, Foundations, Other private funders

#### Others:

- Local Initiatives Support Corporation
- Virginia Commonwealth University
- Virginia Housing Development Authority



# Revitalization Strategies

## *Neighborhoods in Bloom*

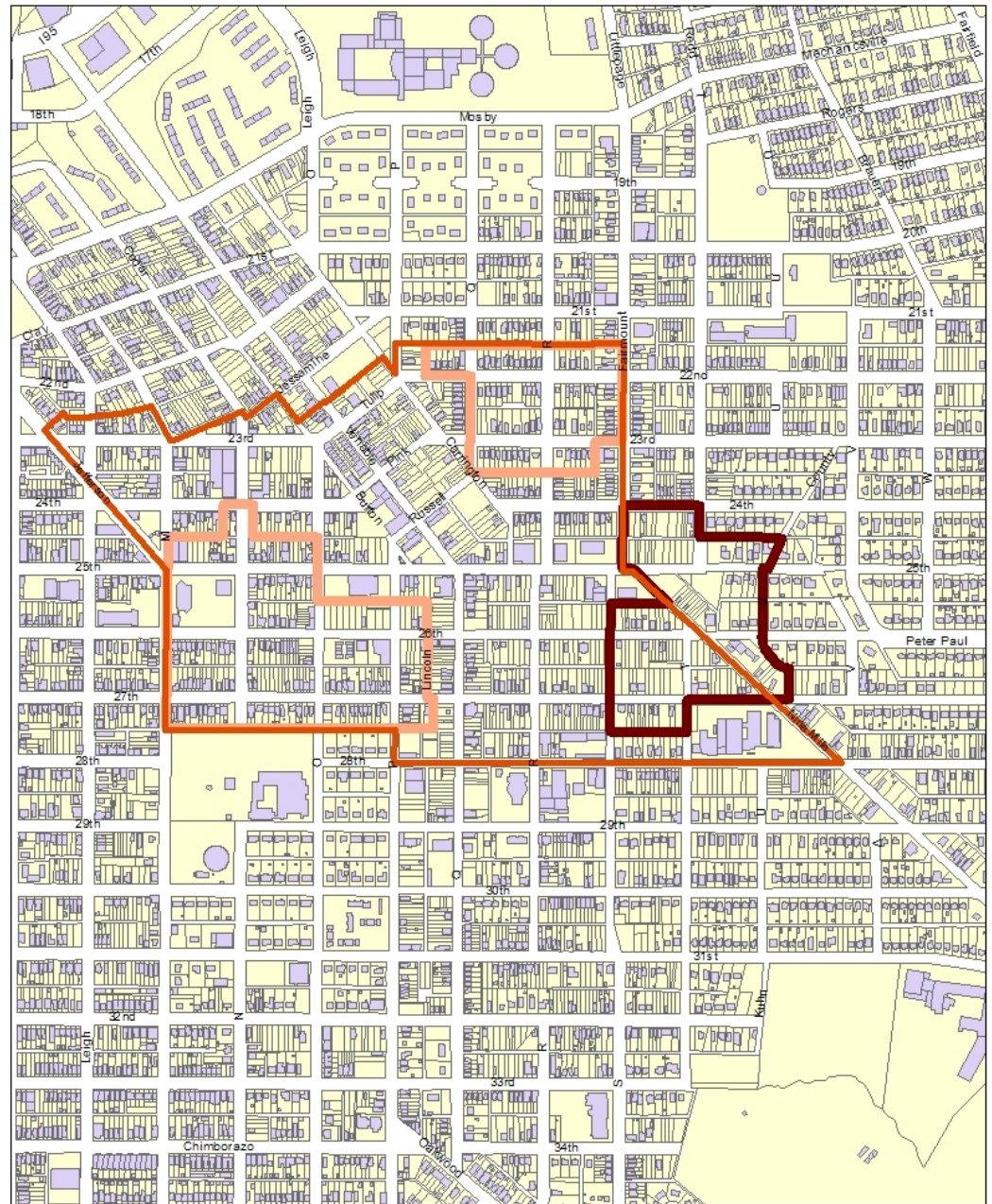
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- **Multi-year City Commitment**  
( **CDBG - HOME - CIP**)
- **Community and Corporate Partnerships**
- **Aggressive Safety & Code Enforcement**
- **Focused Public Investment/Services**
- **Leveraging Private Investment**
- **Neighborhood Empowerment**

# Church Hill

## Target & Impact areas.

**Goal:** Address blight by promoting housing renovation, construction, and sales in select neighborhoods

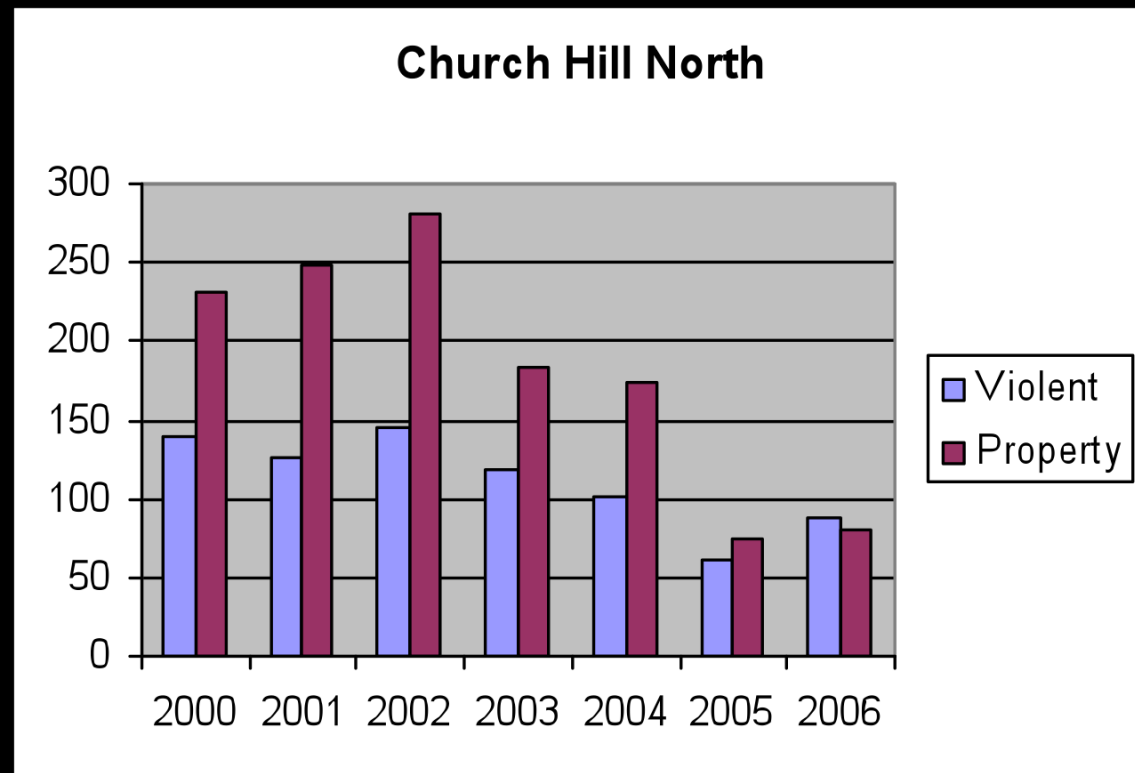


# Revitalization Strategies

## *Neighborhoods in Bloom*

*The Church Hill neighborhood saw significant reductions in reported crime incidents once NiB strategies were implemented*

Source: City of Richmond  
Community Development  
Department



# Revitalization Strategies

## *Neighborhoods in Bloom*

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### *Total Residential Value – Church Hill*

	<u>1998</u>	<u>2007</u>	<u>% Change</u>
<b><i>Impact Area</i></b>	<b>\$8,122,500</b>	<b>\$98,124,800</b>	<b>1108%</b>
<b>Target Area</b>	<b>\$21,354,800</b>	<b>\$154,201,300</b>	<b>622%</b>
<b>City</b>	<b>\$5,664,061,275</b>	<b>\$17,203,837,900</b>	<b>204%</b>



# Revitalization Strategies

## *Neighborhoods in Bloom*

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### The Results...

- 750 new or rehabilitated single family homes
- Increased neighborhood property values
  - 10% value increase per year
- Development costs catching up with sales prices
- Substantial crime reductions first four years
  - 60% reduction in code violations
  - 37% reduction in violent crime
- Overall improved neighborhood conditions and perceptions and
- Increased private development activity

# Revitalization Strategies

## *Holistic Community Development*

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### Winchester Greens

- 80 acre mixed-use development located in the Bensley neighborhood, Chesterfield County
- Redevelopment of 550 unit failed Section 8 housing project
- 240 townhouses - mixed-income community
- 174 apartments for seniors, 55+ years, developed in 3 phases
- 14,000 sq. ft. childcare center serving 140 children
- 7,200 sq. ft. retail building
- 14,000 sq. ft. office building leased to Chesterfield County

# Revitalization Strategies

## *Holistic Community Development*

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### Winchester Greens

Total Development Costs - \$36 million

**Phase I** - \$19 million - 240 townhouses, Child Care Center, new roads, sidewalks, parks, lighting, community center, swimming pool and recreation space

**Sources:** HUD Community Development Block Grant Funds (Chesterfield County); Debt financing - Dain Rauscher; LISC; Jackson Foundation; Private fundraising

**Phase II** - \$13 million - Market Square Apartments: 174 units

**Sources:** Low Income Housing Tax Credits; Virginia Housing Development Authority; LISC

**Phase III** - \$4 million - Commercial buildings (+/- 21,000 sq ft)

**Sources:** LISC; Federal Home Loan Bank; SunTrust Bank

# Revitalization Strategies

## *Holistic Community Development*

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# Revitalization Strategies

## *Holistic Community Development*





# Revitalization Strategies

## *Holistic Community Development*

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# Revitalization Strategies

## *Sustainable Communities*

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*A targeted, integrated approach to community building where places and people prosper.*

- Expanding investment in housing & other real estate.
- Building family income and wealth.
- Stimulating local economic activity.
- Improving residents' access to quality education.
- Developing healthy environments and lifestyles.

# Revitalization Strategies

## *Sustainable Communities*



Promoting civic engagement



Accessing quality education



# Revitalization Strategies

## *Sustainable Communities*



**Improving family  
wealth**



**Stimulating  
links to the  
regional  
economy**



**Encouraging healthy lifestyles**

# Going Forward...

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- Targeting benefits are tremendous, but implementation is difficult...political, community and partner challenges
- Acquisition can be more difficult than expected...gain maximum site control prior to starting investments
- Subsidies should be available to ensure diverse and equitable access to homeownership opportunities & to attract new businesses
- Integrate community, economic & social strategies with multiple high-performing partners to create a platform for neighborhood change
- Getting to scale is critical to reach a tipping point
- Plan for success...anticipate value appreciation & establish policy safeguards for existing residents & create an exit strategy before you start
- Build nonprofit capacity to leverage neighborhood improvements until private sector interest is piqued



# Going Forward...

*Visionary, sound community development strategies can:*



- **Be a catalyst for** neighborhood revitalization
- **Reduce crime, improve blight removal and increase tax revenue** opportunities for localities
- Create a critical mass of integrated activities and values to **attract private capital investments**

LISC  
Virginia

Thank You

