

## **Reinventing Older Communities: People, Places, Markets Agenda**

**Wednesday, April 5, 2006**

**7:00 a.m. Registration**

**7:30 a.m. Continental Breakfast**

**9:00 a.m. Welcome and Opening Remarks**

Rick Lang, Executive Vice President, Federal Reserve Bank of Philadelphia

**9:30 a.m. A Transformative Agenda for Cities and Older Places**

Bruce Katz, Vice President and Director, Metropolitan Policy Program, The Brookings Institution, Washington, D.C.

**10:30 a.m. Break**

**10:45 a.m. Respondents' Panel**

Developers and government leaders investing in cities and older communities discuss how the transformative agenda can be applied in older communities from Albuquerque to Washington, D.C.

*Speakers:* Andrew Altman, Principal, Altman Development, LLC, New York, NY; Daniel T. Kildee, Treasurer, Genesee County, Flint, MI; and Christopher B. Leinberger, Visiting Fellow, The Brookings Institution, Washington, D.C., and Professor and Director, Real Estate Development Program, University of Michigan, Ann Arbor, MI

*Moderator:* Diane Mastrull, Development Writer, *Philadelphia Inquirer*

**12:00 p.m. Lunch with the Mayors**

*Speakers:* The Honorable John Fabrizi, Mayor of Bridgeport, CT; The Honorable Donald L. Plusquellic, Mayor of Akron, OH; and The Honorable Jim Shaw, Mayor of Rapid City, SD

A frank discussion about the future of American cities, the challenges we have begun to effectively address, and the priorities for the next decade.

*Moderator:* Paul Levy, President, Center City District, Philadelphia, PA

**2:00 p.m. Concurrent Sessions**

**The Numbers Are In: Lower-Wealth Markets Are Profitable**

For years, city officials and community leaders have argued that high-density, low-wealth communities provide a profitable environment for retail. Now data tools and experience confirm the market potential of these communities.

*Speakers:* Helen Dunlap, LISC MetroEdge Advisor, Chicago, IL; Stephen Maduli-Williams, President, Chicago Community Ventures, Chicago, IL; and Raymond M. Codey, Director of Development, New Community Corporation, Newark, NJ

*Moderator:* Mark Edwards, Executive Director, Philadelphia LISC

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#### **Innovative Approaches to Transforming Our Public Schools**

New ideas for improving poorly performing public schools can be found across the nation. We will share some successful innovative practices: creating specialized charter schools; changing the rules and expectations within the public school classroom; and economically integrating our school districts.

*Speakers:* Paul Vallas, CEO, School District of Philadelphia; Martin R. West, Research Fellow, The Brookings Institution, Washington, D.C.; and Robert S. Rivera, President and CEO, Project GRAD USA, Houston, TX

*Moderator:* Candace Bell, Program Officer, William Penn Foundation

#### **Addressing Foreclosure So Neighborhoods Can Prosper**

Home-mortgage foreclosure rates and tax-foreclosure rates are soaring, and the effect on communities may be disastrous. Why are homeowners going into default, and how do we help both the borrowers and neighborhoods in crisis? What happens if we do not?

*Speakers:* Ira Goldstein, Director, Public Policy and Program Assessment, The Reinvestment Fund, Philadelphia, PA; Daniel T. Kildee, Treasurer, Genesee County, Flint, MI; and James K. Wheaton, Deputy Director for Programs and Strategies, Neighborhood Housing Services of Chicago, Inc., Chicago, IL

*Moderator:* Elizabeth G. Hersh, Executive Director, Housing Alliance of Pennsylvania, Glenside, PA

#### **Off the Streets and Into Permanent Homes**

Successful programs to reduce the number of homeless individuals and families do not relocate the homeless or make them invisible to tourists. Rather, they help people break the cycle of poverty and homelessness through comprehensive health-care services, education, employment, and neighborhood revitalization.

*Speakers:* Sr. Mary Scullion, Executive Director, Project HOME, Philadelphia, PA; Deborah De Santis, Director, Corporation for Supportive Housing, Trenton, NJ; and Dennis Culhane, Professor of Social Policy, University of Pennsylvania, Philadelphia, PA

*Moderator:* Jacques Ferber, Executive Director, AchieveAbility, Philadelphia, PA

**5:30 p.m. Reception Sponsored by Federal Reserve Bank of Philadelphia in Cooperation with 10,000 Friends of Pennsylvania**

**6:00 p.m. Remarks from Reception Co-Sponsors**

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**Thursday, April 6, 2006**

**7:00 a.m. Continental Breakfast**

**8:00 a.m. Challenges and Opportunities Facing American Cities**

Michael R. Turner, Member, U.S. House of Representatives (R-Ohio), and Chairman, Saving America's Cities Working Group

**8:45 a.m. Plenary Session: Philanthropic and Public Sectors Seek Leverage**

Who's leveraging whom? As the philanthropic and public sectors seek ways to make an impact with limited resources, combining efforts becomes more palatable. However, are the goals of these sectors really aligned? What are the opportunities and what compromises need to be made when different sectors collaborate?

*Speakers:* Richard Godfrey, Executive Director, Rhode Island Housing and Mortgage Finance Corporation, Providence, RI; Feather O'Connor Houstoun, President, William Penn Foundation, Philadelphia, PA; and Edward Skloot, Executive Director, Surdna Foundation, New York, NY

*Moderator:* Jeremy Nowak, President and CEO, The Reinvestment Fund, Philadelphia, PA

**10:15 a.m. Break**

**10:30 a.m. Concurrent Sessions**

#### **Turning Around Downtown**

While every small-city downtown has a different combination of assets, most share three attributes: a mix of uses, a pedestrian-friendly streetscape, and vital gathering places from parks to town squares. How do we bring back energy and activity to our traditional downtowns?

*Speakers:* Kenneth S. Hays, Principal Partner, Kinsey Probasco Hays, Chattanooga, TN; Maurice Cox, Assistant Professor of Architecture, University of Virginia, Charlottesville, VA; and Nancy Hadley, Director, City of Bridgeport Office of Planning and Economic Development, Bridgeport, CT

*Moderator:* Christopher B. Leinberger, Visiting Fellow, The Brookings Institution, Washington, D.C., and Professor and Director, Real Estate Development Program, University of Michigan, Ann Arbor, MI

#### **The Art of Healing Neighborhoods**

The transformative power of art extends to low-wealth neighborhoods. See how art has helped to transform both people and neighborhoods.

*Speakers:* Marty Schiff, Executive Director, State Theatre Center for the Arts, Uniontown, PA; Rebecca Anderson, Executive Director,

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HandMade in America, Asheville, NC; and Jane Golden, Director, City of Philadelphia Mural Arts Program, Philadelphia, PA

*Moderator:* Carmen Febo-San Miguel, M.D., Executive Director, Taller Puertorriqueño, Inc., Philadelphia, PA

#### **Pursuing a Modern Vision for Our Waterfronts**

For a century or more, our American cities have depended on rivers to provide energy for our factories and to take our products to market. Today, many cities are redesigning their waterfronts to create parks, tourist attractions, and luxury homes. This workshop will describe the waterfront, a new key urban amenity.

*Speakers:* Michael C. Van Milligen, City Manager, Dubuque, IA; Alex Krieger, Professor, Graduate School of Design, Harvard University, Cambridge, MA; and William D. Warner, Architect and Urban Designer, William D. Warner Architects and Planners, Exeter, RI

*Moderator:* Eva Gladstein, Director of Neighborhood Transformation, Office of the Mayor, City of Philadelphia

#### **Organizing Communities to Embrace New Solutions**

Community organizing is a powerful form of civic engagement that can create political will for needed programs and policies. With both a regional perspective and an understanding of block-to-block concerns, community organizers have launched winning campaigns to create safer streets, better schools, and sustainable neighborhood development.

*Speakers:* Joe Fleming, National Staff, PICO National Network, Camden, NJ; Ernesto Cortes, Jr., Southwest Regional Director, Industrial Areas Foundation, Austin, TX; and Arnie Graf, National Staff, Industrial Areas Foundation, Ellicott City, MD

*Moderator:* Sean Closkey, Executive Vice President, The Reinvestment Fund, Philadelphia, PA

**11:45 a.m. Lunch**

**1:15 p.m. Concurrent Sessions**

#### **The Kelo Decision – Balancing Community Revitalization with Property Rights**

In June 2005, the Supreme Court upheld the right of local governments to take private property for economic development. In the months following that decision, state legislatures across the country passed laws that limit a government's right to take private property in order to attract more jobs and tax revenue. We will examine the state of eminent domain law post-Kelo and how governments can and should use this power.

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*Speakers:* David Parkhurst, Principal Legislative Council, National League of Cities, Washington, D.C.; David Barron, Professor, Harvard Law School, Cambridge, MA; and Scott Bullock, Senior Attorney, Institute for Justice, Arlington, VA

*Moderator:* Janet Milkman, Executive Director, 10,000 Friends of Pennsylvania

### **Promoting Health in Low-Wealth Communities**

Poverty is a leading indicator of poor health in the United States. Obesity, diabetes, and asthma are just a few of the diseases that are growing quickly throughout poor communities. Our panelists promote better health in low-wealth communities by funding programs to remove health-care inequities for racial and ethnic minorities, studying how blighted neighborhood conditions lead to health problems, and identifying how proximity to nutritious food sources affects health.

*Speakers:* Amy Hillier, Assistant Professor of City and Regional Planning, University of Pennsylvania, Philadelphia, PA; Deborah A. Cohen, M.D., Senior Natural Scientist, RAND Corporation, Santa Monica, CA; and Vanessa Briggs, Executive Director, Health Promotion Council of Southeastern Pennsylvania

*Moderator:* Lynne Kotranski, Ph.D., Vice President for Research and Evaluation, Philadelphia Health Management Corporation

### **Greening Raises Values**

Money is not the only green that matters to older communities. Urban parks, community gardens, and even trees add market value and increase the quality of life in our neighborhoods.

*Speakers:* Susan Wachter, Professor of Financial Management and Professor of Real Estate, Wharton School, University of Pennsylvania, Philadelphia, PA; J. Blaine Bonham, Jr., Executive Vice President, The Pennsylvania Horticultural Society, Philadelphia, PA; and Peter Harnik, Director, Center for City Park Excellence, Trust for Public Land, Washington, D.C.

*Moderator:* Elizabeth Johnson, Chief Operating Officer, Isles, Inc., Trenton, NJ

### **Bringing Urban Zoning Codes into the 21<sup>st</sup> Century**

A good urban zoning code helps a city or town to grow and to attract private investment that preserves community character while meeting emerging market needs. Unfortunately, many cities and towns still apply 40- to 50-year-old zoning laws. In the past five years, many cities have rewritten their codes and remapped their neighborhoods. We explore the politics of passing new citywide design guidelines and the advantages of a modern urban zoning code.

*Speakers:* John Norquist, President and CEO, Congress for the New Urbanism, Chicago, IL; Leslie Gould, Director of Planning Services, Dyett and Bhatia, San Francisco, CA; and Lori T.

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Healey, Commissioner, City of Chicago Department of Planning and Development, Chicago, IL

*Moderator:* Karen L. Black, Principal, May 8 Consulting, Media, PA

**2:45 p.m. Break**

**3:00 p.m. Concurrent Sessions**

#### **Creating Positive Neighborhood Change Without Displacement**

Change is constant in our towns and cities. Neighborhoods evolve and markets shift. When low-income urban communities become more desirable to wealthy and upwardly mobile households, it puts pressure on rents, real estate prices, and low-income residents who may no longer be able to afford the neighborhood they helped to build. How do we understand neighborhood change, and how do we ensure that existing residents benefit from improving market values and infrastructure in their neighborhood?

*Speakers:* Lance Freeman, Assistant Professor, Columbia University, New York, NY; Nancy Aardema, Executive Director, Logan Square Neighborhood Association, Chicago, IL; and Radhika Fox, Senior Associate, PolicyLink, Oakland, CA

*Moderator:* Beverly Coleman, Program Director, Philadelphia Neighborhood Development Collaborative

#### **Rural to “Rurban”: Evolving Terms and Strategies for a New Generation of Rural Communities**

From traditional farming communities to evolving “rurban” communities on the urban fringe, our rural communities are undergoing major demographic and economic changes. We will explore new economic and community development strategies that are enhancing diverse rural communities across the nation.

*Speakers:* Lee Beaulac, Jr., Senior Vice President, Community and Economic Development, Rural Opportunities, Inc., Rochester, NY; Brenda McDaniel, Vice President and Chief Financial Officer, Kentucky Highlands Investment Corporation, London, KY; and Mark DeFalco, Manager, Appalachian Regional Commission, Washington, D.C.

*Moderator:* Joseph A. Yarzebinski, Program Director, Rural LISC Pennsylvania Initiative, Pittsburgh, PA

#### **Inventing New Assets Out of Old Transit**

Transit-oriented development (TOD) in low-wealth neighborhoods with existing transit can create a new community asset, provide a focal point for transit, eliminate blight, and add new services and employers. We look at TOD as it is being applied in urban areas around the country and determine whether it is achieving these community and economic development goals.

*Speakers:* Gloria Ohland, Vice President for Communications, Reconnecting America, Los Angeles, CA; Richard Juarez, Partner, Urban West

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Development, Bonita, CA; and Arabella Martinez, Senior Advisor, Strategic Urban Development Alliance, Oakland, CA

*Moderator:* Barry Seymour, Assistant Executive Director, Delaware Valley Regional Planning Commission, Philadelphia, PA

#### **From Liability to Viability: Reclaiming Abandoned Properties and Brownfields**

An array of programs at the federal and state level offer incentives for developers, local governments, and communities to leverage private funds to redevelop underused land in low- and moderate-income communities. In this session, we will engage in an interactive discussion about the latest thinking, research, and best practices on transforming abandoned properties into new, attractive spaces for people to live, work, and play.

*Speakers:* Edward H. Chu, Acting Director, Land Revitalization, U.S. Environmental Protection Agency, Washington, D.C.; James W. Keating, Jr., Executive Vice President, Investment Real Estate Department, National City Bank of Pennsylvania, Pittsburgh, PA; and Charles Bartsch, Director, Brownfield Studies, Northeast-Midwest Institute, Washington, D.C.

*Moderator:* Jill A. Gaito, Director, Brownfields Action Team, Pennsylvania Department of Environmental Protection, Harrisburg, PA

### **Friday, April 7, 2006**

**7:30 a.m. Continental Breakfast**

**8:30 a.m. Rebuilding New Orleans After Hurricane Katrina: Lessons for Older Communities**

On August 29, 2005, Hurricane Katrina breached the levee system that protected New Orleans. Throughout the fall and winter, our panelists have been involved in rebuilding the city's infrastructure, buildings, and services. Their experience in rebuilding one of the nation's great cities from the ground up provides many lessons for cities across the nation from being prepared for emergencies to ensuring decent housing for all residents.

*Speakers:* Peter C. Werwath, Vice President and Director, Enterprise Advisors, Enterprise Community Partners, Columbia, MD.; John McIlwain, Senior Resident Fellow, Urban Land Institute, Washington, D.C.; Tanya Harris, Community Organizer, ACORN, New Orleans, LA; and John Beckman, Principal, Wallace Roberts and Todd, LLC, Philadelphia

*Moderator:* Nancy T. Montoya, Regional Community Development Manager, New Orleans Branch, Federal Reserve Bank of Atlanta, New Orleans, LA

**10:15 a.m. Break**

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**10:30 a.m. The Role of Governors in Reinventing Older Communities**

The Honorable Edward G. Rendell, Governor of Pennsylvania  
Parris N. Glendening, President, Smart Growth Leadership Institute,  
Washington, D.C., and former Governor of Maryland

**12:00 p.m. Closing Remarks**

Dede Myers, Vice President and Community Affairs Officer, Federal Reserve  
Bank of Philadelphia

**1:30 p.m. Optional Tours (Sign Up in Advance)**

**Mural Arts Tour** (this tour has been cancelled)

**Greening Kensington**

This tour shows how Philadelphia's low-income Kensington neighborhood has made dramatic progress in taking vacant lots and converting them into parks and community gardens.

**Delaware River Boat Tour**

This tour shows completed development projects and current plans for major development in Philadelphia and Camden from the perspective of the Delaware River.