

# INVEST HEALTH

## *Strategies for Healthier Cities*

A Project of the *Robert Wood Johnson Foundation*  
and *Reinvestment Fund*



## Working with developers

*The ins and outs of getting a project off the ground*

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# Session goals

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- Explore the valuable roles a developer can play and provide guidance on when, how, and why to engage a developer
- Share examples of how Invest Health teams have worked with developers
- Provide time and space for teams to identify action steps flowing from the conversation

# Agenda

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1. Hear from a local developer
2. Spotlight on Akron
3. Spotlight on Greensboro
4. Q + A
5. Activity
6. Wrap-up

# Speakers

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**Jonathan Leit**, Director, New Orleans,  
Alembic Community Development



**Kyle Julien**, Director of Urban  
Planning, East Akron Neighborhood  
Development Corporation



Improving neighborhoods,  
creating communities

**Brett Byerly**, Executive Director,  
Greensboro Housing Coalition



**Stephen Sills**, Director, Center for  
Housing and Community Studies, UNC  
Greensboro



# Hear from a developer

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What do developers  
offer?

When do you engage a  
developer?

What should you bring to  
the table?

How do you engage  
developers?

# Hear from a developer

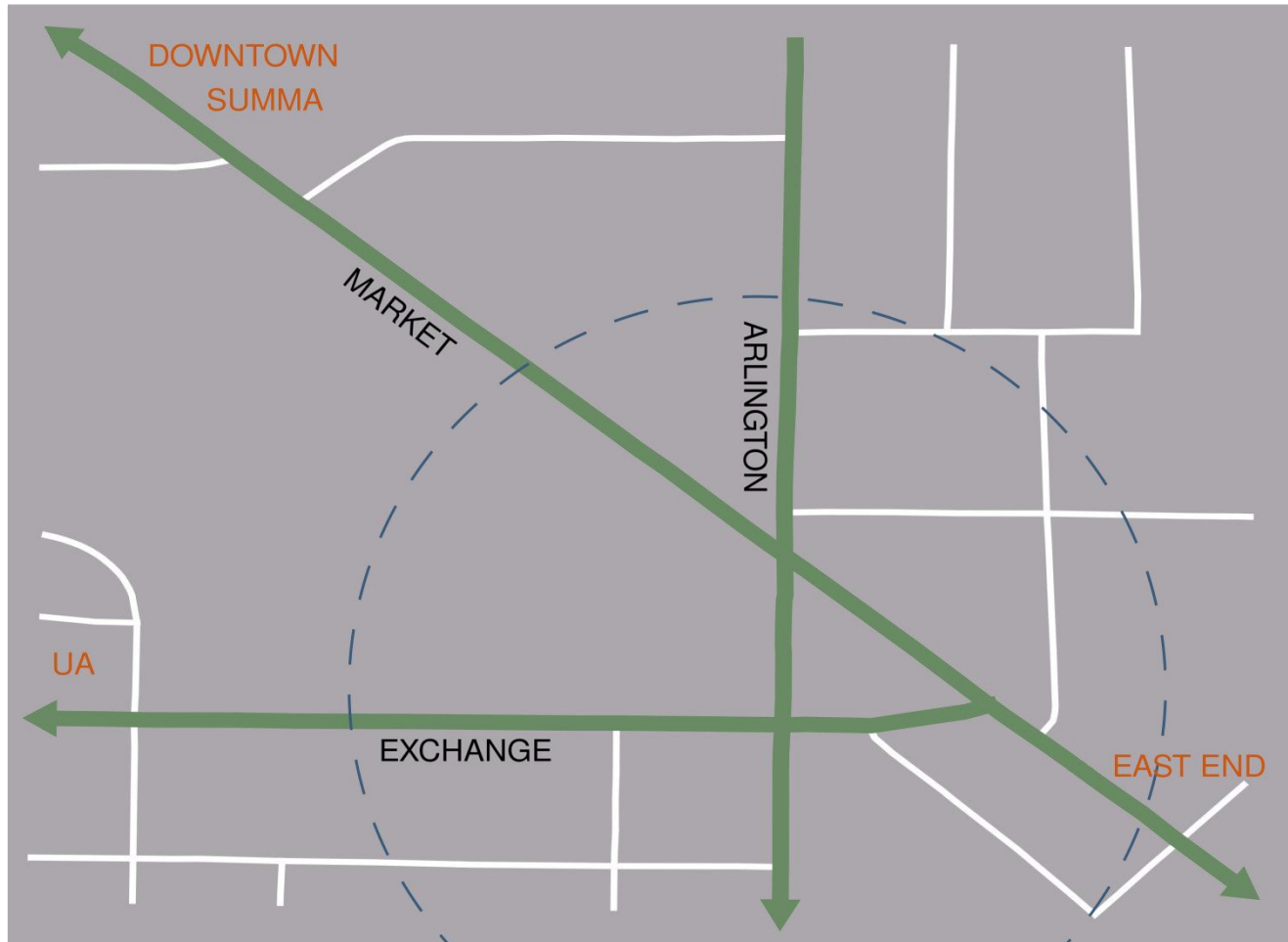
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## Lesson learned

- Relationships 101
- Let the project lead
- Take it slow
- Complementary skills
- Alignment of values
- Pitfalls to watch out for

# Spotlight on Akron

## The Middlebury 'Donut Hole'





# Spotlight on Akron

## Middlebury Commons





# Spotlight on Greensboro

## Cottage Grove neighborhood



**ROOFING** 24% FAIR  
53% GOOD

OF THOSE:

**28% visibly SAGGED**  
**11% had visible HOLES**

**1 in 3 homes had**  
**NO GUTTERS**

**1 in 4 homes had**  
**FAIR to POOR CHIMNEYS**

**SIDING** 7% POOR  
42% FAIR

OF THOSE:

**6% had MISSING SIDING**  
**10% had visible HOLES**

**16% of HOMES have**  
**PEELING PAINT**



**Windows** 3% POOR  
22% FAIR

OF THOSE:

**48% had damaged CASEMENTS**  
**20% had missing SCREENS**

**1 in 10 homes had**  
**BROKEN WINDOWS**





# Spotlight on Greensboro

## Avalon Trace

- 170 unit complex with 50 condemned units
- Over 120 annualized hospital visits
- Over 30 pediatric asthma cases



# NEWS & RECORD

## **Susan Ladd: Cottage Grove neighbors seek partner to improve housing**

Wanted: A private or nonprofit developer willing to partner with an energized community to turn an eyesore into an asset.

If the residents of Cottage Grove crafted a “Help Wanted” ad, it might read something like that.

Questions?

# Activity

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1. What is our project?
2. What is our plan for the next six months for engaging development partners?
  - What has been accomplished in identifying development partners?
  - What work do we need to complete to move the development process forward? What are key tasks and dates?
  - What kind of process and in what timeframe will we engage with development partners?
  - What is our anticipated process for selection? Interview? RFP? RFQ? Other?
3. Who are potential developers that we can reach out to or who do we know that can connect us with potential developers?
4. What role would we want this developer to play?