



Atlanta Regional Housing Forum

CONCENTRATING RESOURCES, MAXIMIZING IMPACT

Wednesday, June 4, 2014 9:30 a.m. – 11:45 a.m.

(New Location) St. Luke's Episcopal Church, 435 Peachtree Street NE, Atlanta, GA

“Concentrating available resources to maximize impact is a simple business truism but devilishly difficult to execute in the public sector. Focusing public resources involves aligning multiple agencies with multiple rule books and transcending the naturally divergent tendencies of parochial local politics to achieve scale in a defined geographic area. The inherent difficulty in doing so is one important reason why lower income communities remain so.”

– Bruce Gunter, President, Progressive Redevelopment Inc.
Guest Column, SaportaReport.com 4/7/14

On average, metro Atlanta neighborhoods are rebounding from the Great Recession. But *averages* can be misleading. Midtown, Buckhead, Perimeter and Cumberland are booming - recovering and growing at a much faster pace than historically low-income neighborhoods. In December 2013, Zillow reports that 58 percent of homes in Atlanta zip code 30310 are underwater, compared to just 14 percent in 30327. The City of Atlanta's commissioned study “Strategic Community Investment Report” conducted by APD Solutions indicates that historically troubled neighborhoods like English Avenue and Vine City have housing vacancies of 59 and 44 percent respectively, compared to a regional average of less than 3 percent.

The once-troubled East Lake neighborhood continues to weather the financial crisis with only 10 percent housing vacancy and 20 percent of homes underwater. The neighborhood was the target of one of the most successful holistic community development models executed in the South. An original capital investment of \$123 million attracted an additional \$175 million in new residential and commercial activity in the community – resulting in a stunning community transformation that impacted housing, health, crime, education and more.

In these times of scarce public resources, are there lessons to be learned from the East Lake's initiative? Can this model influence impending investments in Turner Field, Westside, and Fort McPherson neighborhoods? How do we concentrate resources, leverage interest in transit oriented development and walkable neighborhoods and maximize neighborhood impact?

- 9:00 a.m. **Registration**
- 9:30 a.m. **Welcome & Introductions**
Bill Bolling, Atlanta Community Food Bank
- 9:35 a.m. **Setting the Context**
Terri M. Lee, Deputy Commissioner, City of Atlanta, Department of Planning & Community Development.
Vaughn D. Irons, Chief Executive Officer, APD Solutions, Inc.
- 10:00 a.m. **Discussion** – The balance of the program will be dedicated to an interactive dialogue among keynote speakers and Forum attendees.
- 11:45 a.m. **Adjourn**

Please bring canned or nonperishable food items for donation to Atlanta Community Food Bank!
Register for the Atlanta Regional Housing Forum now: www.AtlantaRegionalHousing.org/forum