



2018 PIEDMONT TRIAD TOMORROW SUMMIT

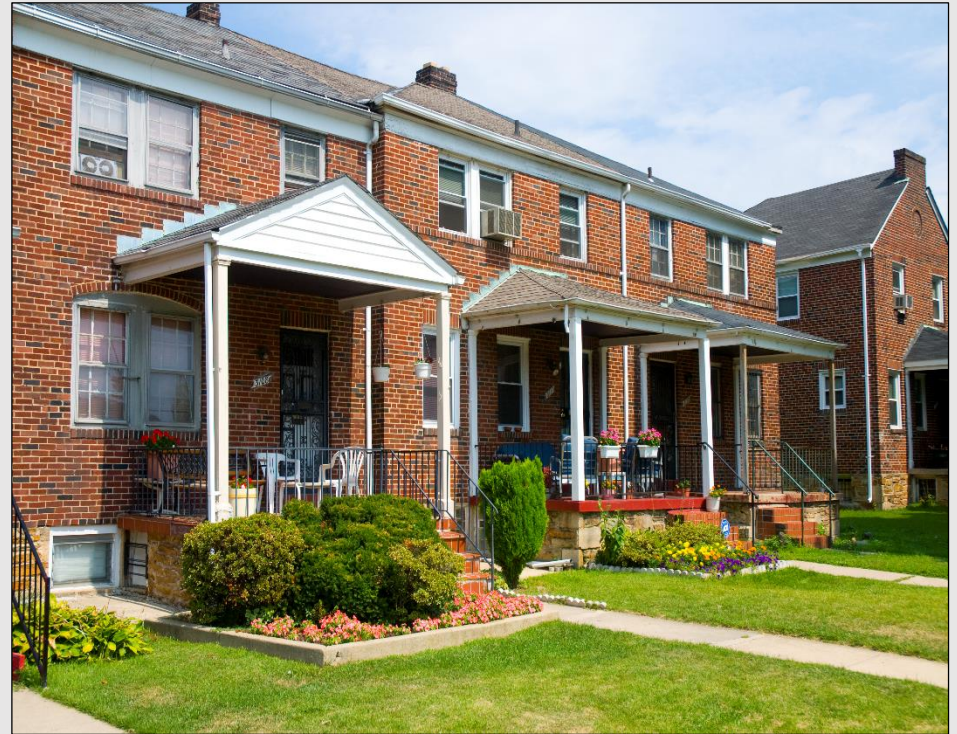
NOVEMBER 1, 2018

WWW.HEALTHYNEIGHBORHOODS.ORG



HEALTHY NEIGHBORHOODS
HELPS STRONG BUT
UNDERVALUED NEIGHBORHOODS
INCREASE HOME VALUES,
MARKET THEIR COMMUNITIES,
CREATE HIGH STANDARDS FOR
PROPERTY IMPROVEMENT AND
FORGE STRONG CONNECTIONS
AMONG NEIGHBORS.

2004-2018



SECURING THE STABILITY OF MIDDLE NEIGHBORHOODS



MIDDLE NEIGHBORHOODS

Middle neighborhoods are community areas on the edge between growth and decline. These are neighborhoods where housing is typically affordable and where quality of life—measured by employment rates, crime rates, and school performance—is sufficiently good that new home buyers are willing to play the odds and choose these neighborhoods over others in hopes they will improve rather than decline.

MIDDLE NEIGHBORHOOD CHARACTERISTICS

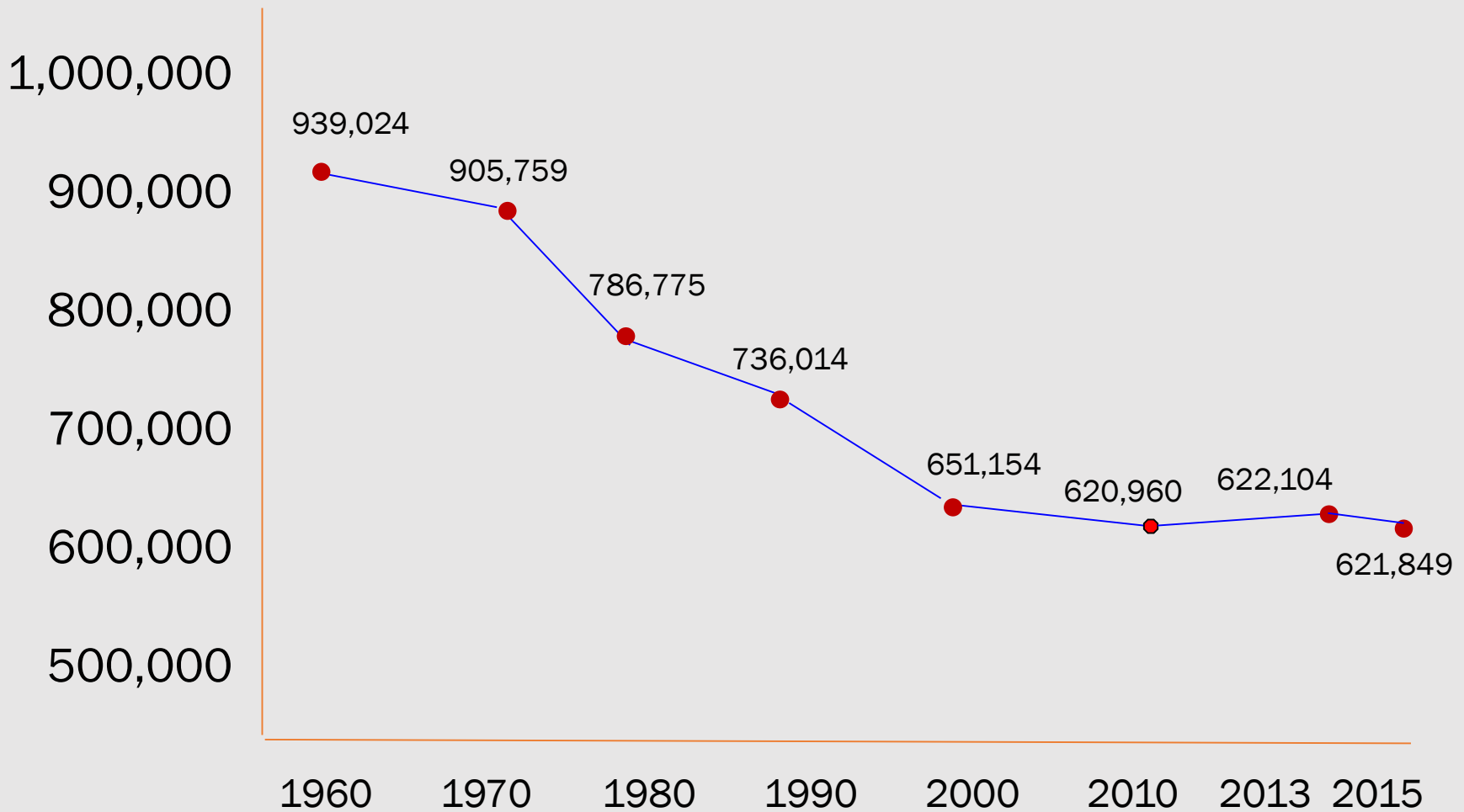
- Housing is generally in acceptable condition
- Mostly single family housing
- Vulnerable to decline: property values are often flat and value trajectory is not clear



BALTIMORE: A WEAK MARKET CITY



BALTIMORE LOST ONE-THIRD OF ITS POPULATION OVER 30 YEARS



Source: U.S Census Bureau



Bethlehem Steel once employed 30,000 workers. By 2005, the plant employed 1,500.

In 1990 Baltimore City had approximately 42,000 manufacturing jobs. In 2006, that number was 17,100.



14 GUIDING PRINCIPLES

- Strategies are based upon the strengths and assets of neighborhoods.
- Neighborhoods compete for new residents.
- Appreciation of property (building assets) is a good thing.
- Encourage and support visible positive neighborhood action.
- Neighbors must be engaged in positive marketing and action (if you complain too much, no one will come).
- Healthy Neighborhoods programs are not income restricted.
- Value is built by over improving property.
- Seek private capital which meets program goals and offers modest subsidy.
- Build a community oriented system to mitigate risk.
- Start on strongest blocks first.
- Demand measurable results.
- An active “leadership board.”
- Use capacity for other community development activities.
- CRA enforcement and local empowered management matter.



STRATEGY

- Select neighborhoods with viable markets
- Target the strongest blocks
- Fund neighborhood organizing and marketing
- Measure outcomes to show impact
- Recognize the importance of realtors
- Push up home values



- Belair-Edison
- Coldstream Homestead Montebello
- Garwyn Oaks, Hanlon and Howard Park
- Glen/CHAI
- Greater Homewood (Abell, Barclay, Waverly, Better Waverly, Harwood, Remington, Ednor Gardens-Lakeside, Old Goucher, Charles Village, Oakenshawe)
- Greater Mondawmin
- Hamilton-Lauraville
- Highlandtown, Greektown and Bayview
- Midtown
- Patterson Park
- Reservoir Hill
- Union Square
- Washington Village/Pigtown





ACCOMPLISHMENTS

- 39 neighborhoods
- \$155 million invested
- 665 homes improved
- Increased home values
- 113 community facilities rehabbed with energy improvements (community centers, schools, housing for homeless families, drug treatment center)
- 201 vacant properties rehabbed and sold
- Improved neighborhood infrastructure
- Marketing strategies in each neighborhood
- New practice and philosophy for community development building upon neighborhood assets, encouraging property appreciation and neighborhood self-management

NEIGHBORHOOD CAPITAL AND MARKETING GRANTS

- \$1.6 million in grants
- 272 block and capital projects – neighborhood signs, playground equipment, public art, park improvements, tree planting, porch lights and flags, lawn lamps
- 105 marketing activities – websites, marketing materials (neighborhood, schools, loan pool), neighborhood tours, Spanish language homeownership materials





FIND YOUR HOME IN BALTIMORE

Winter 2019 Trolley Tour

Saturday, Jan. 26, 2019

Take a tour of more than 10 Baltimore City neighborhoods, speak with trusted real estate professionals and community organizations, AND become eligible for \$5,000 in downpayment and closing cost assistance toward the purchase of a Baltimore City home!

[REGISTER FOR THE EVENT](#)

Start Your Search



Explore Baltimore City



Buying & Renting



Find Your Home Here





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HEALTHY NEIGHBORHOODS LOAN POOLS

- Acquisition/rehab, refinance/rehab, home improvement
- 110% LTV, 1% below market, never less than 4%
- No PMI payments
- Free architectural advice
- No upper income limits
- Up to \$10,000 matching grants for rehab
- 278 matching rehab grants made totaling \$2.5 million



HEALTHY NEIGHBORHOODS LOAN POOL 1

- 239 loans made totaling \$38.9 million
- 151 loans remaining totaling \$21.1 million

HEALTHY NEIGHBORHOODS LOAN POOL 2

- \$30.5 million raised
- 189 loans made totaling \$24.2 million
- \$6.3 million remaining
- No foreclosures



HEALTHY NEIGHBORHOODS LOAN POOL 1 & 2

Bank Participants

- PNC Bank (Mercantile Bank)
- M&T Bank (Bradford, Provident)
- BB&T Bank (Susquehanna)
- Peoples Bank (Madison Square)
- Madison Bank
- Hamilton Bank
- Capital One (Chevy Chase)
- CFG Community Bank
- First National Bank
- St. Casimir's Savings Bank
- United Bank
- The Columbia Bank
- 1st Mariner Bank

Guarantors

- The Abell Foundation
- The Harry and Jeanette Weinberg Foundation
- Maryland Housing Fund
- The Goldseker Foundation
- Annie E. Casey Foundation



HOW DO WE KNOW IT'S WORKING?

- Increased home values
- Rising tax base
- Decreased time on market
- Increased equity investments
- Neighborhood organization and activity

THE NEXT GENERATION OF HOMEOWNERSHIP

- Seeking neighborhoods with “soul”
- Walkability
- Millennials test the city by renting
- Urban gene
- Trees and green space
- Work space in homes
- Neighborhood information on the Internet
- “Live Near Your Work” grants offered by larger corporations and institutions
- Parking space
- Energy saving improvements

IF WE KNEW THEN WHAT WE KNOW NOW WE WOULD TRACK

- Aging homeowners
- Predatory lending
- Foreclosures or distressed sales – “WE BUY HOUSES”
- No rehab
- Racial segregation
- Stagnant numbers – sales, days on market, lack of appreciation
- Competition
- Schools
- Sense of community
- Next generation – downtown as feeder system