

# **STRENGTHENING OLDER COMMUNITIES**

A symposium on addressing vacant properties, improving neighborhoods, and creating new business opportunities

**Presented by the NATIONAL ASSOCIATION OF REALTORS®**

Co-sponsored by the  
Greater Baltimore Board of REALTORS® ;  
The Real Estate Brokers of Baltimore;  
and the

The Edward St. John Department of Real Estate, Johns Hopkins University

**Tuesday, October 19, 2004**  
**Johns Hopkins University**  
**Downtown Center**  
**10 North Charles Street**  
**Baltimore, Maryland**

**Welcome and Introduction of Mayor O'Malley: Joseph "Jody" Landers (CONFIRMED)**  
(9:00 a.m.)

**Welcome to Baltimore: Mayor Martin O'Malley (CONFIRMED)**

## **THE VACANT PROPERTIES PHENOMENON (9:30 – 10:30)**

Vacant properties are a source of instability in neighborhoods, often generating crime, lowering property values, and degrading the quality of life. Many cities are now taking aggressive action to address vacant properties and position them as an opportunity for bringing new development and amenities to older neighborhoods. Discussion topics will include: The vacant properties cycle; vacant property re-use and redevelopment, and the National Vacant Properties Campaign.

MODERATOR: **Mike Anikeef**, Professor and Chair, Edward St. John Department of Real Estate, Johns Hopkins University. **(CONFIRMED)**

The Vacant Properties Cycle - John **Kromer**, Fels Institute of Government, Philadelphia **(CONFIRMED)** – 15 min.

The National Vacant Properties Campaign - Cheryl **Little**, Director of National Vacant Properties Campaign, Smart Growth America **(CONFIRMED)** – 15 min.

Vacant Property Re-use and Redevelopment

**Alan Mallach**, National Housing Institute **(CONFIRMED)** – 15 min.

BREAK: 10:30 – 10:45

## **ADDRESSING VACANT RESIDENTIAL PROPERTY: TRANSFORMING NEIGHBORHOODS, IMPROVING LIVES, CREATING OPPORTUNITY (10:45 – 12:00)**

Cities are bringing a new focus to strengthening older neighborhoods by addressing quality-of-life issues including vacant properties, public safety, and economic opportunity. The activities of several cities, and the role of real estate professionals in their success, will be discussed. Examples discussed will include Baltimore's Project 5000 and the SCOPE (Selling City-Owned Properties Efficiently) program, Baltimore's Eastside Development Initiative, and Richmond's Neighborhoods in Bloom program.

MODERATOR: **Cathy Dorsey**, Real Estate Brokers of Baltimore **(CONFIRMED)**

Baltimore's Project 5000 - **David Levy**, Deputy Assistant Commissioner for Development, Baltimore City Housing Department. **(CONFIRMED)** – 13 min.

The Role of Real Estate Professionals in Improving Older Communities – Baltimore's Project SCOPE and Other Activities

**Joseph "Jody" Landers**, Executive Officer, Greater Baltimore Board of Realtors **(CONFIRMED)** – 13 min.

Baltimore's Eastside Development Initiative – **Jack Shannon**, President and CEO East Baltimore Development, Inc. **(CONFIRMED)** – 13 min.

Richmond's Neighborhoods in Bloom. **David Sacks**, Planner, Department of Community Development, Richmond, VA **(CONFIRMED)** – 13 min.

LUNCH: 12:00 – 12:30

LUNCH SPEAKER: 12:30 – 1:15 Lt. Governor of Maryland, **Michael S. Steele** – The Role of the State in Supporting Local Efforts to Address & Resolve Vacant Property Issues. **(INVITED)**

## **OPPORTUNITIES FOR REDEVELOPING OLDER COMMERCIAL AREAS 1:30 – 2:30**

Many older neighborhoods, both in central cities and first-ring suburbs, contain vacant or underperforming commercial properties that provide opportunities for reinvestment and bringing needed retail services to neighborhoods. This discussion will include revitalizing historic commercial districts; revitalizing older suburban commercial areas; and turning an obsolete shopping mall into a mixed-use community

Moderator: **Jim Smith**, Baltimore County Executive **(invited)**

Retail Opportunities in Urban Neighborhoods -- Using the Main Street Model for Urban Retail Districts - **Doug Loescher**, Director, National Main Street Center **(Invited)** – 15 min.

Redeveloping First-Ring Suburban Commercial Areas: Baltimore County's Renaissance Neighborhoods: **Jackie MacMillan**, Baltimore County Office of Planning **(CONFIRMED)** – 15 min.

Redeveloping a Shopping Mall into a Mixed-Use Community: Richmond Cloverleaf Mall Redevelopment - Speaker: **Tom Jacobsen**, Department of Community Development, Chesterfield County, VA **(CONFIRMED)** – 15 min.

BREAK: 2:30 – 2:45

## **BRINGING IT ALL TOGETHER -- MARKETS, PARTNERS, AND BUSINESS OPPORTUNITIES 2:45 – 4:15**

Success in redeveloping commercial properties depends on identifying underserved (“under-retailed”) areas and identifying partners that can make deals work. Discussion will include documenting minority and urban neighborhood buying power, opportunities for minority real estate practitioners, and identifying potential commercial tenants.

Moderator: **Boyd Campbell** (Realtor from Prince Georges County) **(CONFIRMED)**

Untapped Retail Opportunities in Urban Neighborhoods -- Documenting Minority and Urban Buying Power - **Karen Ottesen**, CEO, Social Compact, Bethesda, MD. **(CONFIRMED)** – 20 min.

Bringing Retail to Underserved Neighborhoods - **Scott Pomeroy**, Executive Director, 14<sup>th</sup> and U Main Street Initiative. **(CONFIRMED)** - 20 min.

Increasing Commercial Real Estate Opportunities for Minorities - Sherman **Ragland**, President & CEO, Tradewinds International **(CONFIRMED)** – 20 min.

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