

Building Strong Communities: Community Development in Action

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Session Goals

- Define what makes a neighborhood
- Assess Guiding Principles
- Understand the 4 Pillars
- Discuss real-world strategies
- Glean best practices and lessons learned



What We've Seen on the Bus Audits

- Design
- Social Life
- Business
- Challenges



Intro to Neighborhood Development

- *Neighborhood*: A social and physical space where residents share proximity, identity, and interdependence.
- *Neighborhood Development*: Coordinated efforts to improve physical, social, and economic conditions in a defined community area.



Why Neighborhood Development Matters

- Neighborhoods are foundations of healthy cities and regions
- Strong neighborhoods attract activity, investment, and pride
- Ongoing change requires continuous development efforts
- But what is the economic developer's role?



Guiding Principles

- Incremental
- Quality
- Public Private Partnership
- Changing Attitudes
- Focus on Existing Assets
- Self Help Process
- Implementation Oriented



Understand the Neighborhood Economy

- Measure buying power, leakage, and unmet demand
- Use gap analysis to identify business opportunities
- Develop local data to reflect true market potential



The Four Pillars

- Community Building & Organizing
- Place-Based Strategies
- Business-Oriented Development
- Human Capital Development



Pillar 1: Community Building & Organizing

- Resident-led problem-solving
- Coalition-building
- Early wins and shared celebrations
- Inclusivity and power-sharing



Pillar 1: Community Building & Organizing



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Pillar 1: Community Building & Organizing



Pillar 2: Place-Based Strategies

- Streetscape improvements (lighting, sidewalks, signage)
- Maintenance of public and private buildings
- Green spaces, public art, and beautification
- Housing quality and design standards



Pillar 2: Place-Based Strategies



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Pillar 2: Place-Based Strategies



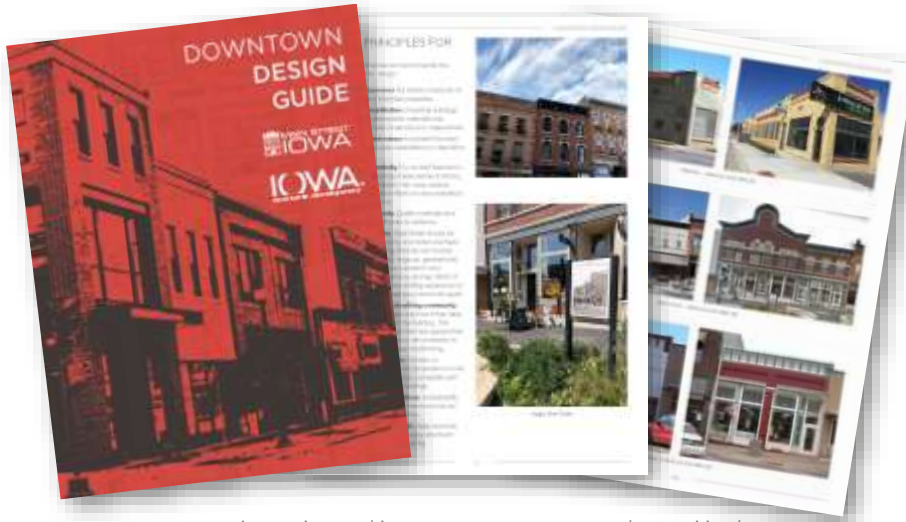
Pillar 2: Place-Based Strategies



Pillar 2: Place-Based Strategies



Pillar 2: Place-Based Strategies



www.iowaeda.com/downtown-resource-center/networking/



Pillar 3: Business-Oriented Development

- Supporting local ownership and entrepreneurship
- Targeting business development to meet unmet needs
- Activating vacant commercial properties
- Partnering with local business associations and chambers



Pillar 3: Business-Oriented Development



Pillar 3: Business-Oriented Development



Pillar 3: Business-Oriented Development



Pillar 3: Business-Oriented Development





Over 40 grants awarded in 3 years totaling \$217,000!

Municipal Façade Improvement Grant Program

2025 Application Period is from March 17 - May 16

- ✓ 1:1 matching grant up to \$10,000
- ✓ Building located in Downtown or along West Pearl or Lincoln Street

A full list of criteria and eligibility is available at www.knoxvillatn.gov

Contact Glenn Lyons at 615-782-1723 or glenn@571potion.com to apply!

Pillar 3: Business-Oriented Development



Pillar 4: Human Capital

- Wraparound services
- Welcoming Communities
- Events & Tourism



Pillar 4: Human Capital



Pillar 4: Human Capital



Pillar 4: Human Capital



Pillar 4: Human Capital



Pillar 4: Human Capital



What's the Next Move?

- Consider the 4 Pillars
 - Community Building & Organizing
 - Place-Based Strategies
 - Business-Oriented Development
 - Human Capital Development
- Think in terms of:
 - PEOPLE
 - PLACE
 - ECONOMY
 - EQUITY



From Vision to Action

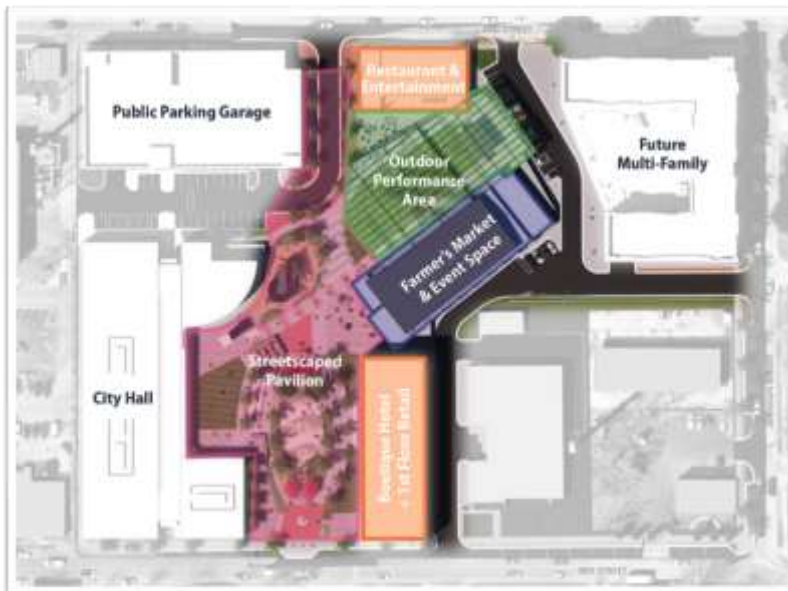
- Define boundaries and engage stakeholders
- SWOT & Asset Mapping
- Develop goals, action plans, and monitor outcomes



Lee's Summit in Action



Lee's Summit in Action



Final Reflection



Thank you!

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