

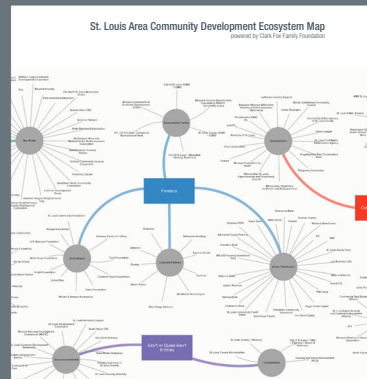
ULI St. Louis is leading a coalition to act on three of the Ferguson Commission's Calls to Action specifically tied to real estate development, in an effort to present compelling information to the development community that prompts investment through a racial equity lens in our targeted areas.

Those three Calls to Action are:

- 1. Build Healthy, Affordable Housing:** Support the Missouri Housing Development Commission's QAP as it references unit sizes, investment of LIHTC, and workforce housing namely with respect to: limiting applications to 50 units; prohibiting affordable housing in census tracts where more than 20% of housing is subsidized; prohibiting affordable housing within one mile of other subsidized housing; prioritizing service-enriched housing.
- 2. Prioritize Transit-Oriented Development:** Prioritize mixed-use, mixed-income, right-sized development near rail transit through changes in zoning, financial incentives for developers, and transit benefits for residents of developments. Prioritize developments for the underserved in the North and South St. Louis region.
- 3. Stabilize Middle-Market Neighborhoods:** Develop a regional strategy that actively attempts to stabilize middle-market neighborhoods and that emphasizes the health and well-being of existing residents (e.g. Baltimore's Healthy Neighborhoods program).

Core Beliefs

- We must encourage increased investment in and focus on areas of potential by the development community that **promote racial equity**.
- We must ensure that, when ULI is able to deploy local and national resources and expertise, there is **buy-in with and accountability to the affected communities**.
- We must conduct a parallel process with the development community to insure that the progress we are proposing and/or making is **viable and actionable**.
- We must develop our strategy in the context of potential **funding sources**, to increase the likelihood that a project is built.
- We must seek to learn from **nature as teacher** to leverage the genius of place – tight feedback loops, inclusionary characteristics, and resiliency – to help us understand what is right for a place.
- We must identify ways in which investment messages/stories can be shared with **local and national media** to better shape the narrative around these areas.



Ecosystem Map

Graphic representation of the organizations, companies, and governmental entities who have the power to impact or implement this community development work. With the help of the Clark-Fox Family Foundation, we have created an interactive ecosystem map of related entities in the region who could – or should – join in our work on the Calls to Action.



Asset Map

A multi-layered geographic map identifying key data drivers for real estate investment decisions.

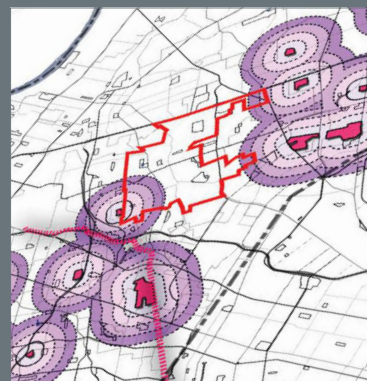
Geography: St. Louis City, St. Louis County

Data Layers: racial density; transit; affordable housing; vacancy; household income; educational attainment; health facilities; commuting patterns; tax incentives used; projects underway; population density



UrbanPlan

A realistic, engaging, and academically demanding classroom-based curriculum in which students learn about the fundamental forces that affect real estate development. Operating out in all three high schools in the Ferguson-Florissant School District. Instruction is taking place in both the classroom and community development settings.



Technical Assistance Panel (TAP)

Using the findings from the mapping efforts, host a TAP or series of TAPs in the Federally-designated Promise Zone (covering 100,000 residents in North St. Louis City and 100,000 residents in North St. Louis County) and work with community organizations to catalyze development in key neighborhoods or around key commercial intersections.



REDI Program

Leveraging the data collected for the maps, the organizations identified in the ecosystem map, and the partnerships built throughout, launch the REDI program to build professional capacity and further catalyze development and investment in the Promise Zone and other underserved areas throughout the St. Louis region.