ANCHORING COMMUNITIES:
The Impact of University Interventions
on Neighborhood Revitalization

Federal Reserve Bank of Atlanta

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Universities Matter to Cities
Neighborhoods Matter to Universities?

- Universities are investing in place
  - Neighborhoods viewed as an asset, not a detriment
- Large universities are developers in neighborhoods
  - Harnessing existing skills
  - Emphasizing attraction strategies for university consumers
- Interventions are working
  - Stimulating neighborhood improvement via home values (20%)
## Universities in Context: Three Cases

<table>
<thead>
<tr>
<th>Criterion</th>
<th>Definition</th>
<th>Penn</th>
<th>UC</th>
<th>Duke</th>
</tr>
</thead>
<tbody>
<tr>
<td>Typical Institution</td>
<td>Large research univ.</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Typical Tools</td>
<td>Real estate + multiple approaches</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Durable Strategy</td>
<td>First generation (1990s)</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Successful Strategy</td>
<td>“Strong” to “moderate” improvement</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Differentiating Variable</td>
<td>Community context + partnerships</td>
<td>Limited approach</td>
<td>Moderate approach</td>
<td>Deep approach</td>
</tr>
</tbody>
</table>
Case Studies: Univ of Cincinnati
Case Studies: Duke
Lessons: University as...

WEALTH + COMMUNITY BUILDER

PLACE MAKER

DEVELOPER
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