Webinar

ULI Kansas City: Regional Perspectives from Kansas City Oklahoma City and Memphis
Date: July 02, 2020

00:00:00 --> 00:00:04: Good afternoon everybody. Welcome back. My name is Kevin McGinnis
00:00:04 --> 00:00:07: and the CEO of the Keystone Community Corporation and I
00:00:07 --> 00:00:11: wanted to welcome everybody back to another edition of this
00:00:11 --> 00:00:11: weeks
00:00:11 --> 00:00:15: you'll, I District conversation. We're wrapping up an 8 week
00:00:15 --> 00:00:19: series right now on our Kansas City making a city
00:00:19 --> 00:00:20: we can all afford.
00:00:20 --> 00:00:23: We've got another excellent panel this week with our second
00:00:23 --> 00:00:24: regional conversation,
00:00:24 --> 00:00:26: and we're going to be joined by experts from Memphis,
00:00:26 --> 00:00:29: Oklahoma City in Kansas City who are coming together to
00:00:29 --> 00:00:30: talk about.
00:00:30 --> 00:00:34: Equitable development it should be a great conversation before we
00:00:34 --> 00:00:36: get to our guests here in a second.
00:00:36 --> 00:00:39: Let me start with a few quick housekeeping items.
00:00:39 --> 00:00:42: Um, first of all, I want to welcome our new
00:00:42 --> 00:00:43: attendees,
00:00:43 --> 00:00:46: especially our friends from outside of Kansas City.
00:00:46 --> 00:00:48: We're glad you all could join us.
00:00:48 --> 00:00:51: The goal of these conversations is really moving us forward
00:00:51 --> 00:00:52: as a community.
00:00:52 --> 00:00:55: It's good to take 45 minutes a week over lunch
00:00:55 --> 00:00:59: to really initiate the conversation around important topics that are
00:00:59 --> 00:01:00: facing us today.
00:01:00 --> 00:01:03: The world's in a force function transition right now and
00:01:03 --> 00:01:06: the development community faces a lot of really important

questions,
00:01:06 --> 00:01:11: challenges, and new opportunities during these times so.
00:01:11 --> 00:01:13: Can we, as a development community,
00:01:13 --> 00:01:16: come out of this transformational period in front of us
00:01:16 --> 00:01:17: stronger and better off?
00:01:17 --> 00:01:19: Don't forget, chat is off,
00:01:19 --> 00:01:22: but the Q&A function is on and crowd voting is
00:01:22 --> 00:01:23: available.
00:01:23 --> 00:01:26: So if you've got a question as the panels going
00:01:26 --> 00:01:26: through answers,
00:01:26 --> 00:01:28: feel free to get it in Q&A.
00:01:28 --> 00:01:29: If you don't have a question,
00:01:29 --> 00:01:31: take a look over there and then with the Q&A
00:01:31 --> 00:01:32: section.
00:01:32 --> 00:01:34: Vote up the questions you want to see.
00:01:34 --> 00:01:36: Astan will do our best to get to the most
00:01:37 --> 00:01:39: relevant ones for the panel Quick Pro tip on the
00:01:39 --> 00:01:40: questions though.
00:01:40 --> 00:01:42: Try to keep them short.
00:01:42 --> 00:01:43: Like an old school tweet.
00:01:43 --> 00:01:46: None of this new expanded thread stuff.
00:01:46 --> 00:01:48: It really makes it easier to digest and get the
00:01:48 --> 00:01:50: right questions in front of the panel.
00:01:50 --> 00:01:52: Our format this week is pretty simple.
00:01:52 --> 00:01:55: We're just going to jump into a panel conversation,
00:01:55 --> 00:01:57: jump into the conversation with our guests,
00:01:57 --> 00:01:58: and then about midway through,
00:01:58 --> 00:02:00: we're going to jump into the Q&A.
00:02:00 --> 00:02:03: So if you have questions and we don't run into
00:02:03 --> 00:02:05: any technical difficulties,
00:02:05 --> 00:02:08: this week will probably run a little long after we
00:02:08 --> 00:02:11: wrap up the show at 12:45 and do some expanded
00:02:11 --> 00:02:11: Q&A afterwards.
00:02:11 --> 00:02:14: So stick around. For the end of the show,
00:02:14 --> 00:02:16: set up on how we got here the 1st three
00:02:16 --> 00:02:18: weeks of this four week mini series.
00:02:18 --> 00:02:20: We've been talking about equitable development.
00:02:20 --> 00:02:23: We started week one by talking about kind of history,
00:02:23 --> 00:02:28: the systemic causes and implications of equitable of the inequities
00:02:28 --> 00:02:31: actually in our community and how we frame up the
00:02:31 --> 00:02:35: problem related to equitable development in Kansas City.

00:02:35 --> 00:02:38: The second week we talked about the role of incentives
00:02:38 --> 00:02:40: and then the third week last week we talked about
00:02:40 --> 00:02:43: how zoning policy and regulations affect.
00:02:43 --> 00:02:45: Equitable development in Kansas City.
00:02:45 --> 00:02:48: So this week were thrilled to host our regional peers
00:02:48 --> 00:02:50: to really expand our understanding.
00:02:50 --> 00:02:53: Talk about what others are seeing and doing,
00:02:53 --> 00:02:55: and frame up some of these things for us to
00:02:55 --> 00:02:57: think about in terms of best practices moving forward.
00:02:57 --> 00:02:59: So let's get to it.
00:02:59 --> 00:03:03: It's my honor to introduce this week's guests.
00:03:03 --> 00:03:05: First, I want to introduce Paul Young and Paul is
00:03:05 --> 00:03:09: a director of Memphis is division of Housing and Community
00:03:09 --> 00:03:09: Development,
00:03:09 --> 00:03:12: so I'm glad Paul can join us.
00:03:12 --> 00:03:15: Also want to introduce Kathy O'Connor.
00:03:15 --> 00:03:18: Kathy is the president and CEO of the Alliance for
00:03:18 --> 00:03:22: Economic Development of Kansas City and then finally want to
00:03:22 --> 00:03:23: introduce Jeffrey Williams,
00:03:23 --> 00:03:27: who is the director of City planning for Kansas City,
00:03:27 --> 00:03:32: Mo. So welcome everybody. It's the panel with me.
00:03:32 --> 00:03:36: Never there we go. Welcome everybody,
00:03:36 --> 00:03:39: I want to start off with actually probably just throw
00:03:39 --> 00:03:41: it out to all of you if you can briefly
00:03:42 --> 00:03:45: tell us about your role and how your organization plays
00:03:45 --> 00:03:48: a part in this discussion about equitable development in your
00:03:48 --> 00:03:49: specific region.
00:03:49 --> 00:03:51: And so Kathy, I'll start with you if you could
00:03:51 --> 00:03:53: give us a quick introduction and tell us a little
00:03:53 --> 00:03:54: bit about your organization.
00:03:57 --> 00:03:58: I think you're on mute.
00:04:01 --> 00:04:05: I am the president of the Alliance for Economic Development
00:04:05 --> 00:04:08: of Oklahoma City and we manage all of the city's
00:04:08 --> 00:04:13: economic development and redevelopment projects that need help from the
00:04:13 --> 00:04:17: public sector. So we manage all the cities incentive programs
00:04:17 --> 00:04:19: and the cities Urban Renewal Authority.
00:04:19 --> 00:04:23: We also are very active in making policy recommendations to
00:04:23 --> 00:04:26: the City Council about economic development and in our in
00:04:26 --> 00:04:28: our other redevelopment program.
00:04:28 --> 00:04:32: So that's really how we've been involved and.

00:04:32 --> 00:04:33: And for managing the cities Urban
00:04:33 --> 00:04:38: Renewal Authority. Great Paul. Girl
00:04:38 --> 00:04:41: sample young I'm the director of Housing and Community development
00:04:41 --> 00:04:44: for the City of Memphis and in my role we
00:04:44 --> 00:04:47: work with a number of the large scale developments in
00:04:47 --> 00:04:49: the city that are being coordinated by the city.
00:04:49 --> 00:04:51: So we're working on things like you,
00:04:51 --> 00:04:54: sports centers and things like that for the city.
00:04:54 --> 00:04:56: But we also work with a number of the neighborhood
00:04:56 --> 00:04:57: organizations,
00:04:57 --> 00:05:02: the neighborhood developers, and so we provide hood entitlement funds.
00:05:02 --> 00:05:04: So things like Community development,
00:05:04 --> 00:05:06: block grant funding, home funding,
00:05:06 --> 00:05:10: emergency solutions, grant. Hyles opportune for persons with they'd so
00:05:10 --> 00:05:13: we administer all those funds on the federal on behalf
00:05:13 --> 00:05:16: of the federal government on behalf of the City of
00:05:16 --> 00:05:16: Memphis.
00:05:16 --> 00:05:19: Great thanks, Paul and Jeffrey.
00:05:19 --> 00:05:19: Good
00:05:19 --> 00:05:22: afternoon everyone. I'm Jeffrey, Williams and director of City planning
00:05:22 --> 00:05:23: and Development in Kansas City,
00:05:23 --> 00:05:27: Mo. We are an integrated building and planning Department so
00:05:27 --> 00:05:30: people come to us when they need permits to do
00:05:30 --> 00:05:31: work in their home.
00:05:31 --> 00:05:35: But we are also the agency where we work with
00:05:35 --> 00:05:39: community members to look at future land use and future
00:05:39 --> 00:05:41: development for the city.
00:05:41 --> 00:05:44: We are city of 310 square miles,
00:05:44 --> 00:05:47: a lot of territory to cover and we funneled through
00:05:47 --> 00:05:50: and work with about a billion and a half dollars
00:05:50 --> 00:05:51: of development.
00:05:51 --> 00:05:55: Of all types incentivized, non public private across the city
00:05:56 --> 00:05:56: each year.
00:05:57 --> 00:06:00: Thank you all and thanks so much for joining us.
00:06:00 --> 00:06:02: Paul I want to throw it over to you.
00:06:02 --> 00:06:05: First, we started our conversation here 8 weeks ago by
00:06:05 --> 00:06:10: framing up the discussion using data visualization tool and a
00:06:10 --> 00:06:13: data set from urban three that showed the cost per

00:06:13 --> 00:06:17: acre in Kansas City. How that helps us define productive
00:06:17 --> 00:06:19: development patterns and more recently,
00:06:19 --> 00:06:23: how it amplifies and really demonstrates the inequities.
00:06:23 --> 00:06:25: So we've seen in the development patterns here.
00:06:25 --> 00:06:27: It sounds like Memphis has gone through a similar process.
00:06:27 --> 00:06:29: Can you tell us a little bit about that?
00:06:29 --> 00:06:33: Yeah, well, we did a very similar assessment back 5
00:06:33 --> 00:06:36: six years ago where we looked at sales tax on
00:06:36 --> 00:06:41: our sales property tax valuation in the City of Memphis,
00:06:41 --> 00:06:43: and what we found was that if you look in
00:06:43 --> 00:06:44: the core of the city,
00:06:44 --> 00:06:49: although the lots are smaller and they are lower valued,
00:06:49 --> 00:06:53: you still have more taxes per square foot.
00:06:53 --> 00:06:55: Generated than you do in some of the more affluent
00:06:55 --> 00:06:56: areas of the city,
00:06:56 --> 00:06:58: which I think was pretty eye opening for some people.
00:06:58 --> 00:07:00: And it really kind of drives home.
00:07:00 --> 00:07:03: The value of density and we've been building upon that
00:07:03 --> 00:07:05: over the last couple of years.
00:07:05 --> 00:07:09: The city over the last two years has completed its
00:07:09 --> 00:07:12: first comprehensive land use plan since 1981.
00:07:13 --> 00:07:16: So we went almost 40 years without a land use
00:07:16 --> 00:07:19: plan and this land use plan was done so that
00:07:19 --> 00:07:22: we can be much more strategic about how we want
00:07:22 --> 00:07:24: to invest. So the City made.
00:07:24 --> 00:07:27: Decisions back in 1981 where we said we want to
00:07:27 --> 00:07:29: be bigger and we actually achieve that goal.
00:07:29 --> 00:07:32: We got much bigger in terms of geography.
00:07:32 --> 00:07:35: We almost doubled in geographic size.
00:07:35 --> 00:07:38: However, we didn't grow our population and so you can
00:07:38 --> 00:07:39: imagine what happened.
00:07:39 --> 00:07:41: We had many neighborhoods that suffer data,
00:07:41 --> 00:07:44: result of the loss of population,
00:07:44 --> 00:07:47: loss of services, and so over the next 25 years.
00:07:47 --> 00:07:49: What we want to do is figure out how we
00:07:49 --> 00:07:51: can grow up and not out.
00:07:51 --> 00:07:52: We want to build up our density,
00:07:52 --> 00:07:54: want to build up our neighborhoods?
00:07:54 --> 00:07:57: In all of our agencies are now rallying around that
00:07:57 --> 00:08:00: comprehensive plan Memphis 3.0 trying to figure out how we
00:08:00 --> 00:08:02: can revitalize our communities.
00:08:02 --> 00:08:02: That's

00:08:02 --> 00:08:04: great. We're going to get back to that and talk
00:08:04 --> 00:08:07: about some of the other things you guys are going
00:08:07 --> 00:08:08: through with Memphis 3.0 Kathy.
00:08:08 --> 00:08:11: Give us some perspective on where Oklahoma City is at
00:08:11 --> 00:08:14: in this conversation in this process and some of the
00:08:14 --> 00:08:17: work that Urban Renewal Authority's done.
00:08:17 --> 00:08:21: Yeah, so we've been looking at equitable economic development policies
00:08:21 --> 00:08:25: through the alliance for the last couple of years.
00:08:25 --> 00:08:29: Especially through our role as managing the city's urban renewal
00:08:29 --> 00:08:32: authority an it's it is a traditional urban renewal authority.
00:08:32 --> 00:08:36: We've been around since the 50s.
00:08:36 --> 00:08:40: Unfortunately, have a history and A and a past of
00:08:40 --> 00:08:46: working in a lot of predominantly African American communities buying
00:08:46 --> 00:08:48: homes to locate highways.
00:08:48 --> 00:08:49: I mean Oklahoma City story is very,
00:08:49 --> 00:08:52: very similar to a lot of other communities around the
00:08:52 --> 00:08:53: country.
00:08:53 --> 00:08:55: And so when we started the alliance,
00:08:55 --> 00:08:58: we recognize that we have to deal with this past.
00:08:58 --> 00:09:00: We have to acknowledge it and try to do better,
00:09:00 --> 00:09:04: and so we've been working really hard to rebuild the
00:09:04 --> 00:09:06: neighborhoods where we still own property.
00:09:06 --> 00:09:10: Building single family homes, building affordable homes,
00:09:10 --> 00:09:16: working to restore and preserve.
00:09:16 --> 00:09:18: Historic buildings that are left.
00:09:18 --> 00:09:21: We've been involved in a lot of historic schools and
00:09:21 --> 00:09:24: houses and other things in the last few years,
00:09:24 --> 00:09:28: so I think that's really how we've started the conversation.
00:09:28 --> 00:09:31: It's not by any means over,
00:09:31 --> 00:09:34: and you know, I think with coming out of the
00:09:34 --> 00:09:38: pandemic and some of the recent social unrest really taking
00:09:38 --> 00:09:42: this opportunity to develop a plan for economic recovery and
00:09:42 --> 00:09:46: resiliency that really takes into account much more inclusion.
00:09:46 --> 00:09:49: Diversity and equity then then we have.
00:09:49 --> 00:09:50: In the past
00:09:51 --> 00:09:53: I think you guys you know it just to relate
00:09:53 --> 00:09:55: it back to some of the Kansas City audience here.
00:09:55 --> 00:09:57: I think Oklahoma City has an area that Kansas Citians
00:09:57 --> 00:09:58: would relate to.
00:09:58 --> 00:10:00: Similar to our 18th and Vine area.

00:10:00 --> 00:10:03: You guys have an area Oklahoma City called Deep Deuce,
00:10:03 --> 00:10:05: right? That's a little bit about the story of Deep
00:10:05 --> 00:10:08: Deuce and how that relates to some of the conversation
00:10:08 --> 00:10:08: here.
00:10:08 --> 00:10:13: So you know, Oklahoma City was a segregated community and
00:10:13 --> 00:10:17: the African American Commercial District was an area near.
00:10:17 --> 00:10:20: NE 2nd St called. It was called Deep Deuce and
00:10:20 --> 00:10:21: it had a very,
00:10:21 --> 00:10:23: you know hundreds of businesses.
00:10:23 --> 00:10:29: Very active jazz music scene and.
00:10:29 --> 00:10:31: About 30 or 40 years ago,
00:10:31 --> 00:10:35: the Oklahoma Department of Transportation decided to build a new
00:10:35 --> 00:10:37: highway and it was going to go right through that
00:10:37 --> 00:10:38: neighborhood,
00:10:38 --> 00:10:42: so they enlisted the help of urban renewal and purchased
00:10:42 --> 00:10:45: most of the property in Deep Deuce.
00:10:45 --> 00:10:49: Very little of it remained in private ownership and we
00:10:49 --> 00:10:50: tore you know,
00:10:50 --> 00:10:54: hundreds of houses down or the ones that were left.
00:10:54 --> 00:10:57: The area had had seen a lot of disinvestment by
00:10:57 --> 00:11:00: the time this was all happening.
00:11:00 --> 00:11:05: Mostly because of. The Oklahoma City School was under a
00:11:05 --> 00:11:06: busing order.
00:11:06 --> 00:11:08: There was a lot of changes in the community.
00:11:08 --> 00:11:12: People were leaving if they could.
00:11:12 --> 00:11:14: So you know, the area was really changing,
00:11:14 --> 00:11:18: but. Buying up all of that property left us with
00:11:19 --> 00:11:20: a lot of vacant lots,
00:11:20 --> 00:11:24: and so we're still living with the legacy of that
00:11:24 --> 00:11:28: and trying to work very hard to redevelop it.
00:11:28 --> 00:11:32: And like I said, we've we've recently purchased a historic
00:11:32 --> 00:11:36: home that was owned by one of the black entrepreneurs
00:11:36 --> 00:11:39: in the area is very well well known mansion so
00:11:39 --> 00:11:42: that we can work with the National Trust on preserving
00:11:42 --> 00:11:46: that building so same same story with some historic schools
00:11:46 --> 00:11:47: in the area as well.
00:11:47 --> 00:11:50: Great, well we'll talk about schools and school districts here
00:11:50 --> 00:11:51: in a few minutes.
00:11:51 --> 00:11:54: Hopefully Jeffrey, the City of Kansas City.
00:11:54 --> 00:11:56: If you just kind of give us a fly over,

00:11:56 --> 00:11:58: you guys are going through a refresh and update to
00:11:59 --> 00:12:00: the comprehensive plan.
00:12:00 --> 00:12:02: And how is this city thinking about this issue of
00:12:02 --> 00:12:05: equitable development is related to that plan.
00:12:05 --> 00:12:09: Yeah, I know we are updating our comprehensive plan that
00:12:10 --> 00:12:14: dates back to 1997 was called Focus our the name
00:12:14 --> 00:12:17: of the effort is a playbook Casey.
00:12:17 --> 00:12:20: So we're going out to refresh a plan.
00:12:20 --> 00:12:24: That would put together 1997 was very revolutionary as we
00:12:24 --> 00:12:26: went to go open it up and to start looking
00:12:27 --> 00:12:27: at updating.
00:12:27 --> 00:12:31: You know lots of the topics that people think are
00:12:31 --> 00:12:32: newer considerations,
00:12:32 --> 00:12:37: greater density, infill development, equitable development,
00:12:37 --> 00:12:40: local participation. Those were all in focus and the building
00:12:40 --> 00:12:43: blocks and where to continue to expand upon those.
00:12:43 --> 00:12:46: But I think the exciting thing is that the big
00:12:46 --> 00:12:50: difference between 1997 and today is we have so many
00:12:50 --> 00:12:50: more.
00:12:50 --> 00:12:53: Platforms to be able to engage more people.
00:12:53 --> 00:12:57: A diverse set of people in this conversation and truly
00:12:57 --> 00:12:59: have it be a plan that is built from the
00:12:59 --> 00:13:04: ground up by neighbors and my individual comments and elements.
00:13:04 --> 00:13:06: So that's the really exciting piece to this.
00:13:06 --> 00:13:08: You know, we we knew that the plan would always
00:13:08 --> 00:13:11: focus on the topics you find in a comprehensive plan,
00:13:11 --> 00:13:16: but also then about those larger core values or issues
00:13:16 --> 00:13:18: that we should be vetting.
00:13:18 --> 00:13:20: Any of the recommendations in the plan against.
00:13:20 --> 00:13:24: So the idea of resilience and sustainability but also understanding
00:13:24 --> 00:13:25: about community wealth,
00:13:25 --> 00:13:30: building individual economic mobility. Those are all the filters that
00:13:30 --> 00:13:33: we're going to use to test any of those recommendations
00:13:33 --> 00:13:36: and strategies being advanced by the updated plan.
00:13:36 --> 00:13:38: So we're taking what was a foundation,
00:13:38 --> 00:13:41: the original plan, an really using it as a bit
00:13:41 --> 00:13:43: of a litmus test in terms of determining what those
00:13:43 --> 00:13:45: new recommendations should be,
00:13:45 --> 00:13:50: and making sure that there are no unintended consequences that

00:13:50 --> 00:13:50: will.
00:13:50 --> 00:13:53: Hurt community in the achievement of those goals.
00:13:54 --> 00:13:56: Thanks, Jeffrey. It was. It struck me as we were
00:13:56 --> 00:13:57: talking yesterday.
00:13:57 --> 00:13:58: I think at the end of the conversation,
00:13:58 --> 00:14:00: I think you might have been the one who mentioned
00:14:00 --> 00:14:01: it.
00:14:01 --> 00:14:04: Interested to continue the conversation after today as well.
00:14:04 --> 00:14:07: And I'm always struck by where each city is in
00:14:07 --> 00:14:09: its respective journey in this process.
00:14:09 --> 00:14:12: And so on. And the sharing what?
00:14:12 --> 00:14:13: You know, what we're talking about today.
00:14:13 --> 00:14:15: The opportunity to share between the city.
00:14:15 --> 00:14:17: So I appreciate each one of the kind of sharing
00:14:17 --> 00:14:18: where you're at.
00:14:18 --> 00:14:19: I want to shift the conversation a little bit to
00:14:19 --> 00:14:20: incentives.
00:14:20 --> 00:14:23: Right now. You know, as we talked through.
00:14:23 --> 00:14:25: What really impacts the inequities we see,
00:14:25 --> 00:14:27: what really impacts the development patterns we see.
00:14:27 --> 00:14:31: Obviously incentives and how we incent development and the tools
00:14:31 --> 00:14:33: that we use are extremely important.
00:14:33 --> 00:14:36: So Paul, let's go back to you in the Memphis
00:14:36 --> 00:14:39: 3.0 piece you talked a little bit about the actual
00:14:39 --> 00:14:42: realignment of objectives to tools and how you are thinking
00:14:42 --> 00:14:44: about that in Memphis. Sure sure that story with a
00:14:44 --> 00:14:44: little
00:14:44 --> 00:14:47: bit. Yes, so you know in Memphis and I just
00:14:47 --> 00:14:50: to give a little bit of context for those outside
00:14:50 --> 00:14:51: of the market.
00:14:51 --> 00:14:55: I mean, Memphis is a relatively low cost market in
00:14:55 --> 00:14:58: terms of the housing values and price of real estate
00:14:58 --> 00:14:58: here.
00:14:58 --> 00:15:01: But as you all know,
00:15:01 --> 00:15:04: affordability is relative, so you know it may may seem
00:15:04 --> 00:15:07: affordable to someone who lives in a much higher cost
00:15:07 --> 00:15:08: market,
00:15:08 --> 00:15:10: but you know when are in our jobs or not,
00:15:10 --> 00:15:13: as paying as much as we would like them to
00:15:13 --> 00:15:13: be,
00:15:13 --> 00:15:16: it's still not as affordable for two far too many.

00:15:16 --> 00:15:20: Citizens in our community. So when we think about incentives,
00:15:20 --> 00:15:24: I think that's one of our most valuable tools to
00:15:24 --> 00:15:25: stave off gentrification.
00:15:25 --> 00:15:28: And So what do I mean by that?
00:15:28 --> 00:15:31: In our market, when you are an hours,
00:15:31 --> 00:15:32: use the comparison to Nashville,
00:15:32 --> 00:15:35: 'cause it's in the same state and it's right down
00:15:35 --> 00:15:35: the street.
00:15:35 --> 00:15:41: You know, if you're building a multifamily development in Nashville,
00:15:41 --> 00:15:43: you could command $2000 a month in rent.
00:15:43 --> 00:15:46: If you build that same development in Memphis,
00:15:46 --> 00:15:50: you can command 1200. And the sticks and bricks cost
00:15:50 --> 00:15:51: the same.
00:15:51 --> 00:15:54: So the developer is going to need more of an
00:15:54 --> 00:15:56: incentive to try to build that thing in the City
00:15:57 --> 00:15:57: of Memphis,
00:15:57 --> 00:16:00: not only just you know for profit,
00:16:00 --> 00:16:03: but even to get the project to cash flow.
00:16:03 --> 00:16:06: And so we want to use our incentives right now,
00:16:06 --> 00:16:09: while market is still low so that we are including
00:16:09 --> 00:16:11: those affordability requirements.
00:16:11 --> 00:16:14: So we're saying you're mandated to do this for 1520
00:16:15 --> 00:16:15: years,
00:16:15 --> 00:16:17: and so we are aligning all of our programs to
00:16:17 --> 00:16:20: make sure that we are trying to meet that goal
00:16:20 --> 00:16:21: in each of our communities.
00:16:21 --> 00:16:23: Which is why the planning process for.
00:16:23 --> 00:16:26: So important, because now we've identified where are those anchors
00:16:26 --> 00:16:30: in our communities where we want to strengthen our incentives,
00:16:30 --> 00:16:32: but we want to ensure that we are investing because
00:16:32 --> 00:16:35: that's where we want to see growth in those neighborhoods.
00:16:35 --> 00:16:38: But we want to make sure that everybody benefits and
00:16:38 --> 00:16:40: not just new residents they come into those areas.
00:16:41 --> 00:16:45: Yeah, Kathy? What world has in the incentive structure?
00:16:45 --> 00:16:49: Or more importantly, I think we talked about how the
00:16:49 --> 00:16:52: city is funded and how those incentives then then are
00:16:52 --> 00:16:53: played out so.
00:16:53 --> 00:16:56: Maybe more specifically, tell us about Maps for and kind
00:16:56 --> 00:16:58: of where you're at with that process as well,

00:16:59 --> 00:17:06: so that Oklahoma City has had a dedicated penny sales
00:17:06 --> 00:17:08: tax since 1993.
00:17:08 --> 00:17:12: That was has been used mostly for large public projects
00:17:12 --> 00:17:15: like a new arena and new downtown park,
00:17:15 --> 00:17:19: new Convention Center, and we are on our 4th iteration
00:17:19 --> 00:17:20: of that.
00:17:20 --> 00:17:23: So each tax expires. We go back to a vote
00:17:23 --> 00:17:27: of the people and then the voter so far have
00:17:27 --> 00:17:30: approved our 4th project.
00:17:30 --> 00:17:32: This this Maps program though is very different than some
00:17:32 --> 00:17:34: of the other ones we've had in the past.
00:17:34 --> 00:17:37: It's much more oriented towards.
00:17:37 --> 00:17:39: Social needs in the community,
00:17:39 --> 00:17:44: so there is a $60,000,000 allocation for affordable housing.
00:17:44 --> 00:17:48: For example their money for.
00:17:48 --> 00:17:55: A diversion hub. A Center for domestic violence victims.
00:17:55 --> 00:18:00: There's a lot of attention towards affordability through the affordable
00:18:00 --> 00:18:01: housing project.
00:18:01 --> 00:18:04: Through helping to deal with the homelessness issue,
00:18:04 --> 00:18:07: we don't have a huge homelessness issue in Oklahoma City.
00:18:07 --> 00:18:09: But as Paul said, you know,
00:18:09 --> 00:18:13: affordability in these very affordable markets is relative,
00:18:13 --> 00:18:17: and we have a need for more affordable units at
00:18:17 --> 00:18:19: the at the 60%
00:18:19 --> 00:18:22: of am I and lower part of our community,
00:18:22 --> 00:18:26: so. We're hoping that we can use that Maps for
00:18:26 --> 00:18:29: money to leverage low income housing,
00:18:29 --> 00:18:30: tax credits and other programs,
00:18:30 --> 00:18:32: even other incentives that the city has.
00:18:32 --> 00:18:36: We do have several TIF districts that that we could
00:18:36 --> 00:18:40: use this money along with to really help build more
00:18:40 --> 00:18:44: affordable housing in our community and and I'll just say,
00:18:44 --> 00:18:49: overall, we've had much more of a focus on affordability
00:18:49 --> 00:18:53: in the last 10 years than we ever have before.
00:18:53 --> 00:18:57: Not really understanding that the lower ends of the income
00:18:57 --> 00:19:02: spectrum are very much challenged with affordable housing in Oklahoma
00:19:02 --> 00:19:03: City.
00:19:03 --> 00:19:05: So we have a lot of requirements in our projects
00:19:05 --> 00:19:08: through urban renewal and to get TIF incentives or other
00:19:08 --> 00:19:11: kinds of incentives to have some affordable or workforce housing

00:19:11 --> 00:19:12: component.
00:19:13 --> 00:19:16: So Jeffrey, when you're here when you're listening to Paul
00:19:16 --> 00:19:19: and Kathy talk about incentives in their respective regions,
00:19:19 --> 00:19:21: what does it make you think about?
00:19:21 --> 00:19:23: Or how do you? How do you translate this to
00:19:23 --> 00:19:25: Kansas City and think about,
00:19:25 --> 00:19:28: you know the incentive process where things are at with
00:19:28 --> 00:19:30: incentives right now here in Kansas City.
00:19:31 --> 00:19:35: Well, when I'm looking at how other cities execute similar
00:19:35 --> 00:19:37: programs or policies,
00:19:37 --> 00:19:39: I look at all those those similar points and start
00:19:39 --> 00:19:40: there.
00:19:40 --> 00:19:43: Bout you know affordability is relative and number of ways
00:19:43 --> 00:19:45: overall city market but again.
00:19:45 --> 00:19:49: Individually, you know? So really looking at,
00:19:49 --> 00:19:50: let's talk about housing first.
00:19:50 --> 00:19:55: Second, really looking at holistically when the city looked too.
00:19:55 --> 00:19:59: Understand how we could better increase supply for affordability.
00:19:59 --> 00:20:03: We really looked at housing across the entire housing spectrum,
00:20:03 --> 00:20:05: so ours is a housing plan,
00:20:05 --> 00:20:08: not just an affordable housing plan to really look at
00:20:08 --> 00:20:11: it and how understanding housing at all price points gets
00:20:11 --> 00:20:11: generated.
00:20:11 --> 00:20:14: What the needs and what the demands are and how
00:20:14 --> 00:20:16: it it translates into incentivize development.
00:20:16 --> 00:20:21: I think it's understanding the need for incentives to help
00:20:21 --> 00:20:23: fill in those reasonable gaps,
00:20:23 --> 00:20:25: but then also really having clear.
00:20:25 --> 00:20:29: Expectations or understands community about the period of time in
00:20:29 --> 00:20:32: which a public will public will support a project and
00:20:32 --> 00:20:36: then understanding what elements come out of that project that
00:20:36 --> 00:20:39: have benefit beyond the persons who are developing the project
00:20:39 --> 00:20:41: or the people will be occupying those.
00:20:41 --> 00:20:45: Those buildings and structures. So lots of the conversation has
00:20:45 --> 00:20:48: been about just the equity in terms of even use
00:20:48 --> 00:20:52: of the tools which can get challenging over a variety
00:20:52 --> 00:20:54: of different contexts and geographies.

00:20:54 --> 00:20:57: I'm just also different structures and systems.
00:20:57 --> 00:21:01: It's was taxing. Jurisdictions include all the school districts,
00:21:01 --> 00:21:04: public libraries, other groups, so really kind of balancing the
00:21:04 --> 00:21:06: needs across the board about those entities,
00:21:06 --> 00:21:09: understanding how they're contributing to projects,
00:21:09 --> 00:21:13: ultimately having some type of a sense of community,
00:21:13 --> 00:21:17: you know, shared vision and understanding how dollars are used.
00:21:17 --> 00:21:20: If that's too local participation M WBE.
00:21:20 --> 00:21:23: What level of community benefits happening?
00:21:23 --> 00:21:26: How much affordable housing is required or produced when we're
00:21:26 --> 00:21:29: talking about incentivized new housing development?
00:21:29 --> 00:21:31: Those are those are all factors.
00:21:31 --> 00:21:34: You know that we're looking at and we think the
00:21:34 --> 00:21:37: comprehensive plan process will help be able to hone in
00:21:37 --> 00:21:40: on those particular topics and really begin to look at
00:21:40 --> 00:21:46: how incentivized development can be given more.
00:21:46 --> 00:21:51: Goals fix goals. And possible requirements in terms of making
00:21:51 --> 00:21:56: sure development that the government uses its limited resources to
00:21:56 --> 00:22:01: facilitate has a benefit beyond just those folks that are
00:22:01 --> 00:22:03: constructing of that project.
00:22:04 --> 00:22:06: So you know, we try to condense three weeks of
00:22:06 --> 00:22:09: conversation with all of you into this brief part before
00:22:09 --> 00:22:10: we get to Q&A.
00:22:10 --> 00:22:12: So quick reminder, the Q&A is open if you've got
00:22:12 --> 00:22:13: questions for the panel,
00:22:13 --> 00:22:14: please get him in there.
00:22:14 --> 00:22:16: You want to see a question answered?
00:22:16 --> 00:22:17: You keep him short if you want to see a
00:22:17 --> 00:22:18: question answered,
00:22:18 --> 00:22:19: crowd, vote him up and will be to him.
00:22:19 --> 00:22:22: So shifting gears a little bit but you know we're
00:22:22 --> 00:22:26: talking bout incentive tools and the impact on development.
00:22:26 --> 00:22:31: Let's talk about incentives or how the developer community is
00:22:31 --> 00:22:34: created it from an equity perspective.
00:22:34 --> 00:22:36: So small developers, small projects,
00:22:36 --> 00:22:39: and their role in especially some of these communities where
00:22:39 --> 00:22:41: we're not seeing private investment.
00:22:41 --> 00:22:44: So what can be done to support the growth of
00:22:44 --> 00:22:45: minority developers,

00:22:45 --> 00:22:49: especially people from these communities and along that you know
00:22:49 --> 00:22:52: what are the policies and processes that your region supports
00:22:52 --> 00:22:55: for the type of projects that might not fall into
00:22:55 --> 00:22:57: that big project category and so on.
00:22:57 --> 00:23:00: So Paul, how is Memphis supporting the growth of the
00:23:00 --> 00:23:02: ecosystem developer ecosystem?
00:23:02 --> 00:23:04: And then how do you look at these projects that
00:23:05 --> 00:23:05: are?
00:23:05 --> 00:23:06: Maybe outside the norm?
00:23:08 --> 00:23:12: Yeah, it's interesting 'cause I got a earful about that
00:23:12 --> 00:23:15: the other day from a resident who had applied for
00:23:16 --> 00:23:19: one of our programs and didn't qualify based on a
00:23:19 --> 00:23:23: number of parameters. And you know her power point to
00:23:23 --> 00:23:26: me was that we need to find better ways to
00:23:26 --> 00:23:31: support those burgeoning developers who may not have the capacity
00:23:31 --> 00:23:34: or the ability to execute on some of these federally
00:23:34 --> 00:23:35: funded programs,
00:23:35 --> 00:23:39: which primarily we administer in my Department.
00:23:39 --> 00:23:41: And so it just drives home the point that that
00:23:41 --> 00:23:43: we still have a ways to go in or in
00:23:43 --> 00:23:46: order to really figure out how we truly address those
00:23:46 --> 00:23:50: small burgeoning developers. But what we what we are attempting
00:23:50 --> 00:23:51: to do.
00:23:51 --> 00:23:55: So last year we formed a Housing Trust fund that
00:23:55 --> 00:23:59: is funded through a portion of our property tax.
00:23:59 --> 00:24:01: A very small portion to 1/3 of a penny,
00:24:01 --> 00:24:04: which generates roughly 800,000 a year.
00:24:04 --> 00:24:06: So not a ton of money,
00:24:06 --> 00:24:09: but it was really important for us to do that
00:24:09 --> 00:24:09: because.
00:24:09 --> 00:24:13: Up until that point, the city had never had a
00:24:13 --> 00:24:17: dedicated source for city investment in affordable housing,
00:24:17 --> 00:24:20: and I think that is part of the solution is
00:24:20 --> 00:24:25: we as municipalities need to try to identify revenue streams
00:24:25 --> 00:24:27: that we can control,
00:24:27 --> 00:24:29: and we can make the determinations on how they are
00:24:30 --> 00:24:30: administered,
00:24:30 --> 00:24:33: because as great as the funds are to come from
00:24:33 --> 00:24:34: the federal government,

00:24:34 --> 00:24:37: they come with so much red tape that that many
00:24:37 --> 00:24:38: just can't use it,
00:24:38 --> 00:24:40: and I think that is part of the solution to
00:24:40 --> 00:24:41: support.
00:24:41 --> 00:24:44: Those small burgeoning developers, and in our city we have
00:24:44 --> 00:24:47: a emphasis on trying to identify minority developers.
00:24:47 --> 00:24:51: Because many of our neighborhoods that really need that catalytic
00:24:52 --> 00:24:52: investment.
00:24:52 --> 00:24:54: Alot of that will come from the people that grew
00:24:54 --> 00:24:55: up in those communities,
00:24:55 --> 00:24:57: and so we know if we can support those,
00:24:57 --> 00:25:01: developers will be able to get a lot further along
00:25:01 --> 00:25:05: and so our local chapter Vuelie has done a program
00:25:05 --> 00:25:09: where we are training up a smaller minority developers and
00:25:09 --> 00:25:11: so as a city. Our goal is trying to get
00:25:12 --> 00:25:15: behind initiatives like that and try to create more incentives
00:25:15 --> 00:25:18: that can can help those developers get to the finish
00:25:18 --> 00:25:19: line.
00:25:19 --> 00:25:22: Cool and Kathy. I know we talked,
00:25:22 --> 00:25:25: you have similar program where you're focused on bringing developers
00:25:25 --> 00:25:26: along.
00:25:26 --> 00:25:29: You talked about the importance and we've heard this and
00:25:29 --> 00:25:32: other conversations around relationships and mentorship and so on.
00:25:32 --> 00:25:34: So give us some color on you know,
00:25:34 --> 00:25:37: kind of where Oklahoma City sits and bringing up new
00:25:37 --> 00:25:39: developers and how that fits into this conversation.
00:25:39 --> 00:25:42: Well, I mean, and the alliance has been working with
00:25:42 --> 00:25:44: our local Uli chapter on the incremental.
00:25:47 --> 00:25:51: Alliance to train developers, but you know what we what
00:25:51 --> 00:25:54: we have found to be pretty successful is to find
00:25:54 --> 00:25:59: find more experienced developers who are willing to mentor people
00:25:59 --> 00:26:02: and to bring them onto a team and let them
00:26:02 --> 00:26:05: work side by side through the entire process so that
00:26:05 --> 00:26:09: they understand all the nuances and and how complicated some
00:26:09 --> 00:26:11: of these deals can be.
00:26:11 --> 00:26:13: The other thing that we've seen is that you know
00:26:13 --> 00:26:15: because we do have so many single family lots and
00:26:15 --> 00:26:17: we we work with a lot of different home builders

00:26:17 --> 00:26:20: on building. Single family homes.
00:26:20 --> 00:26:23: We've been able to watch some of those home builders
00:26:23 --> 00:26:26: grow their expertise and get some experience and get some
00:26:26 --> 00:26:30: banking relationships and other kinds of things developed so that
00:26:30 --> 00:26:34: they can move into the commercial development arena.
00:26:34 --> 00:26:35: And, you know, there aren't.
00:26:35 --> 00:26:37: I'm not going to say that there's tons and tons
00:26:37 --> 00:26:39: of examples of that in Oklahoma City,
00:26:39 --> 00:26:42: but I really do think that this developing a relationship
00:26:42 --> 00:26:46: with a more experienced developer working with a network of
00:26:47 --> 00:26:47: people.
00:26:47 --> 00:26:54: You know whether it's. Financial capital access.
00:26:54 --> 00:26:57: Understanding the zoning and entitlement process.
00:26:57 --> 00:27:00: All of those different things are a part of it
00:27:01 --> 00:27:02: and and you know,
00:27:02 --> 00:27:05: sometimes it's just. It's a little overwhelming and having somebody
00:27:05 --> 00:27:08: to talk to and work through those issues with this
00:27:08 --> 00:27:09: has been really
00:27:09 --> 00:27:14: important. Jeffrey said something yesterday that struck me the role
00:27:14 --> 00:27:16: of the CDC's and what the actually,
00:27:16 --> 00:27:19: what's happened overtime, and I don't know that we think
00:27:19 --> 00:27:21: about that when we zoom out and think about the
00:27:21 --> 00:27:23: long term and what's happened there?
00:27:23 --> 00:27:24: Tell us a little bit about what you were talking
00:27:24 --> 00:27:25: about yesterday.
00:27:25 --> 00:27:28: Yeah, no, I think it is as you look at
00:27:28 --> 00:27:32: areas that may have experienced urban renewal and loss of
00:27:32 --> 00:27:33: things.
00:27:33 --> 00:27:36: The rebuilding of those community in fill in those communities
00:27:36 --> 00:27:38: happen through community development corporations,
00:27:38 --> 00:27:43: so those were locally based entities or people from a
00:27:43 --> 00:27:44: community.
00:27:44 --> 00:27:47: We're looking to leverage federal dollars and other things to
00:27:47 --> 00:27:49: do rebuilding to produce,
00:27:49 --> 00:27:52: you know housing, retail, other types of needs.
00:27:52 --> 00:27:54: You know leveraging you know federal dollars.
00:27:54 --> 00:27:55: I think we all know that the.
00:27:55 --> 00:27:58: The federal pipeline for that type of work is kind
00:27:58 --> 00:27:59: of is kind of,

00:27:59 --> 00:28:02: you know, contracted really wants a shriveled up in many
00:28:02 --> 00:28:03: ways,
00:28:03 --> 00:28:05: but those development entities were huge,
00:28:05 --> 00:28:08: you know, because they then had the expertise to go
00:28:08 --> 00:28:11: and look at looking other sources of funding or to
00:28:11 --> 00:28:13: be able to make the shift from just,
00:28:13 --> 00:28:16: you know, federal dollars to build something out to working
00:28:16 --> 00:28:18: through the tax credit programs.
00:28:18 --> 00:28:22: But literally the person who put those pieces together in
00:28:22 --> 00:28:23: the 60s and 70s.
00:28:23 --> 00:28:25: They've literally kind of aged out of the process.
00:28:25 --> 00:28:28: And there's not been this new group to come behind
00:28:28 --> 00:28:30: them to help keep some of that rebuilding momentum going.
00:28:30 --> 00:28:33: I think that's what kind of sort of pause,
00:28:33 --> 00:28:37: so you know, looking at individual developers looking at incremental
00:28:37 --> 00:28:42: development in smaller scale development is a way to really
00:28:42 --> 00:28:45: make sure you build a wider base and network so
00:28:45 --> 00:28:49: that you never have literally kind of the generational collapse
00:28:49 --> 00:28:51: if you will of that pipeline to to look at
00:28:51 --> 00:28:54: the redevelopment of communities and neighborhoods.
00:28:54 --> 00:28:57: So it's huge Ann. You know mentor Ship gets you
00:28:57 --> 00:28:57: there.
00:28:57 --> 00:29:01: It really is about tagging with someone who has expertise
00:29:01 --> 00:29:03: in doing something.
00:29:03 --> 00:29:06: Tagging, learning the process and then doing it yourself and
00:29:06 --> 00:29:09: then kind of continuing to to pay it forward an
00:29:09 --> 00:29:10: you know,
00:29:10 --> 00:29:12: I don't think there's any city that can say many
00:29:12 --> 00:29:13: ways that they have.
00:29:13 --> 00:29:14: We have too many developers.
00:29:14 --> 00:29:17: You need as many developers as you can in many
00:29:17 --> 00:29:22: people with diverse perspectives and experiences to come to be
00:29:22 --> 00:29:26: able to satisfy markets and needs of a very diverse.
00:29:26 --> 00:29:28: Very diverse world and citizenry.
00:29:28 --> 00:29:29: I have to say to Paul,
00:29:29 --> 00:29:32: you know that the barrier pieces is really kind of
00:29:32 --> 00:29:32: a big one.
00:29:32 --> 00:29:34: Paul was saying it is one call earlier today at
00:29:34 --> 00:29:37: a call with somebody who's really trying to do something
00:29:37 --> 00:29:38: and you know,
00:29:38 --> 00:29:39: it's, but it's it's a.

00:29:39 --> 00:29:41: It's a. It's a challenge.
00:29:41 --> 00:29:44: You know when you get into other fell out there
00:29:44 --> 00:29:47: are lots of complexities but the nice thing is that
00:29:47 --> 00:29:48: you know,
00:29:48 --> 00:29:49: I think we're all cities.
00:29:49 --> 00:29:52: While we may have be physically large in size and
00:29:52 --> 00:29:52: scale,
00:29:52 --> 00:29:55: you know I don't know of any of us feel
00:29:55 --> 00:29:56: we don't have the moment.
00:29:56 --> 00:29:59: To be able to work ourselves or with our colleagues
00:29:59 --> 00:30:01: to really do a bit of one on one with
00:30:01 --> 00:30:03: somebody and help get them,
00:30:03 --> 00:30:05: step them through the process and not to make people
00:30:05 --> 00:30:08: afraid to ask us questions because they think we'll just
00:30:08 --> 00:30:10: regulate them to kill their project.
00:30:10 --> 00:30:14: It's talk to us at the beginning so we can
00:30:14 --> 00:30:17: help you navigate through through the course,
00:30:17 --> 00:30:20: so to speak and help you achieve your goal.
00:30:21 --> 00:30:23: Yeah, I really wanted to.
00:30:23 --> 00:30:25: I wanted to dive into community engagement 'cause that was
00:30:26 --> 00:30:28: one of the pieces that we heard in our previous
00:30:28 --> 00:30:28: conversations.
00:30:28 --> 00:30:31: But I really want to connect 'cause we've got some
00:30:31 --> 00:30:33: questions stacking up and and Paul.
00:30:33 --> 00:30:35: I'm going to throw this one to you first because
00:30:36 --> 00:30:38: I think you said something might have been a trigger
00:30:38 --> 00:30:39: for this question early on.
00:30:39 --> 00:30:42: So with building vertically instead of horizontally,
00:30:42 --> 00:30:46: cities have seen population shifts where more fluent people are
00:30:46 --> 00:30:49: moving into city cores while lower and modest income residents
00:30:50 --> 00:30:51: are being forced to suburbs.
00:30:51 --> 00:30:55: The question just where many primary services are minimal or
00:30:55 --> 00:30:56: do not exist.
00:30:56 --> 00:30:58: How are your cities planning for population shifts related to
00:30:58 --> 00:30:59: race and equity?
00:31:00 --> 00:31:03: Yeah, I think part of I spoke about that and
00:31:03 --> 00:31:06: then when I answered one of the questions I had
00:31:06 --> 00:31:08: saw that one and so I tried to kind of
00:31:08 --> 00:31:10: answer that in my response.
00:31:10 --> 00:31:13: But as we think about incentives and how we are

00:31:13 --> 00:31:16: growing and particularly like our downtown areas or the areas
00:31:17 --> 00:31:20: right outside of downtown where we are attempting to do
00:31:20 --> 00:31:23: is invest a lot of public dollars in which adds
00:31:23 --> 00:31:28: some of those affordability restrictions and clauses for a period
00:31:28 --> 00:31:31: of time to ensure that there is a diverse mix.
00:31:31 --> 00:31:35: And I'll give an example and downtown Memphis.
00:31:35 --> 00:31:40: We have a 1 billion dollar project that has come
00:31:40 --> 00:31:41: about.
00:31:41 --> 00:31:44: It's called Union Row and they're taking some old warehouse
00:31:44 --> 00:31:45: houses in their building.
00:31:45 --> 00:31:48: Mixed use development office towers,
00:31:48 --> 00:31:51: pretty expensive apartments, just adjacent to that,
00:31:51 --> 00:31:54: the city has been investing in a project that we
00:31:54 --> 00:31:56: framed itself city,
00:31:56 --> 00:31:58: where there was a former public housing site.
00:31:58 --> 00:32:02: We had a choice neighborhoods initiative there and so.
00:32:02 --> 00:32:04: There's a number, and I mean this is like 2
00:32:04 --> 00:32:04: blocks away.
00:32:04 --> 00:32:09: There's a number. There's about 480 actually affordable units that
00:32:09 --> 00:32:12: will be a part of that 712 unit development in
00:32:12 --> 00:32:13: the area adjacent to the site.
00:32:13 --> 00:32:16: We're also investing in more affordable housing,
00:32:16 --> 00:32:19: and so all of that opportunity that's going to exist
00:32:19 --> 00:32:20: right there at Union Rd,
00:32:20 --> 00:32:23: we want those residents that live in South City to
00:32:23 --> 00:32:24: be able to access,
00:32:24 --> 00:32:28: and so that's how we're thinking about this is we
00:32:28 --> 00:32:32: want to connect residents with opportunities of all races in
00:32:32 --> 00:32:32: all.
00:32:32 --> 00:32:35: Creed we want to make sure we are making those
00:32:35 --> 00:32:37: investments for the long term so that our city in
00:32:37 --> 00:32:39: our areas that have the care,
00:32:39 --> 00:32:41: the reason Memphis we fit.
00:32:41 --> 00:32:43: The reason we feel we're cool and Memphis is because
00:32:43 --> 00:32:46: of the culture that exists in our city and we
00:32:46 --> 00:32:48: want to make sure that we don't lose that for
00:32:48 --> 00:32:50: the sake of growth. We want to make sure that
00:32:51 --> 00:32:53: the people that have lived here and give us our
00:32:53 --> 00:32:55: vibrancy are able to be here.
00:32:55 --> 00:32:56: They were here during the down years.

00:32:56 --> 00:32:58: We want them to be here during the up years
00:32:58 --> 00:32:59: as well.
00:33:00 --> 00:33:00: And Kathy
00:33:00 --> 00:33:02: are in Oklahoma City, how are you?
00:33:02 --> 00:33:03: How are you planning for?
00:33:03 --> 00:33:07: You know these population shifts of both race and equity.
00:33:07 --> 00:33:10: It related to fluency as you go vertical.
00:33:10 --> 00:33:11: And as you think about urban renewal.
00:33:12 --> 00:33:15: Yeah, and I think you know one of the things
00:33:15 --> 00:33:15: that.
00:33:15 --> 00:33:17: Is true in Oklahoma City?
00:33:17 --> 00:33:19: Is that a lot of our inner city neighborhoods?
00:33:19 --> 00:33:24: Los a lot of Ken City from about 1960 through
00:33:24 --> 00:33:25: probably 1995.
00:33:25 --> 00:33:30: We've seen a return in population back to downtown,
00:33:30 --> 00:33:36: but in 1995 we probably had.
00:33:36 --> 00:33:40: Just 2100 people living downtown and they were all in
00:33:40 --> 00:33:41: the County jail.
00:33:41 --> 00:33:44: I mean, and I'm not exaggerating.
00:33:44 --> 00:33:46: There was there were there wasn't any downtown.
00:33:46 --> 00:33:47: There's very little downtown housing,
00:33:47 --> 00:33:51: so we had a lot of vacant land that we
00:33:51 --> 00:33:54: have seen get developed now.
00:33:54 --> 00:33:56: Yes, a lot of those rents are very,
00:33:56 --> 00:33:59: very high, but in recent years,
00:33:59 --> 00:34:03: as I mentioned, we've been implementing some local incentive programs.
00:34:03 --> 00:34:06: And then this. The passage of Maps for to try
00:34:06 --> 00:34:09: to build more affordability into those developments.
00:34:09 --> 00:34:13: And you know, right now we're working on two or
00:34:13 --> 00:34:13: three.
00:34:13 --> 00:34:18: You know, apartment development projects that have a component of
00:34:18 --> 00:34:21: affordable housing and every one of them.
00:34:21 --> 00:34:24: So it's, you know it's really something that we're working
00:34:24 --> 00:34:26: on and we're trying to address.
00:34:26 --> 00:34:30: I do think that the issues of gentrification and displacement
00:34:30 --> 00:34:31: or or you know very,
00:34:31 --> 00:34:34: very difficult to solve, but.
00:34:34 --> 00:34:37: You know, just finding the tools to try to get
00:34:37 --> 00:34:40: that affordability built in long-term
00:34:40 --> 00:34:42: is really important. And

00:34:42 --> 00:34:46: I also agree with Paul that the federal tools are
00:34:46 --> 00:34:49: in many ways way too cumbersome.
00:34:49 --> 00:34:52: And if somebody ask a question about if there's one
00:34:52 --> 00:34:55: thing I we you could do to create more equitable
00:34:55 --> 00:34:56: development.
00:34:56 --> 00:34:59: It might be to change some of those federal regulations
00:34:59 --> 00:35:03: so that those programs are easier to use because it's
00:35:03 --> 00:35:06: next to impossible to get all the paperwork right and
00:35:07 --> 00:35:09: Check all the right boxes and qualify.
00:35:09 --> 00:35:13: So to have local programs where you don't have so
00:35:13 --> 00:35:13: much.
00:35:13 --> 00:35:15: Rigidity in the regulations
00:35:15 --> 00:35:18: is really important. Yeah, so let's stick with that one.
00:35:18 --> 00:35:19: Since you pulled out. Went out,
00:35:19 --> 00:35:22: Kathy and Jeff Jeffrey, I want to you on that
00:35:22 --> 00:35:25: one so you know you're working for the day you
00:35:25 --> 00:35:26: call the shots.
00:35:26 --> 00:35:29: What's the one thing that you could do to prompt
00:35:29 --> 00:35:31: more equitable development?
00:35:31 --> 00:35:34: Well earlier on I was writing a note when you
00:35:34 --> 00:35:37: know Paul was talking about the challenges and looking at
00:35:37 --> 00:35:40: federal dollars and the note I wrote down was was
00:35:40 --> 00:35:44: scalability of funds. I think it's reasonable that the level
00:35:44 --> 00:35:48: of funding we we provide to people that the requirements
00:35:48 --> 00:35:50: it should be should be scalable.
00:35:50 --> 00:35:53: There are some projects that are very large in scale
00:35:53 --> 00:35:55: that are producing lots of square footage.
00:35:55 --> 00:35:57: Lots of housing. The Cathy's point,
00:35:57 --> 00:36:00: I find it quite ridiculous when the goal is to
00:36:00 --> 00:36:02: produce affordable housing.
00:36:02 --> 00:36:05: All we wind up doing is requiring people to have
00:36:05 --> 00:36:07: literally funding layers 810,
00:36:08 --> 00:36:11: twelve different types of funding layers to produce affordable housing.
00:36:11 --> 00:36:15: It wind up just. Making the cost of producing housing
00:36:15 --> 00:36:16: higher.
00:36:16 --> 00:36:18: So I think stripping through that,
00:36:18 --> 00:36:20: but I think the other thing it really is about
00:36:20 --> 00:36:21: about scalability.
00:36:21 --> 00:36:23: You know we try to look at the same way
00:36:23 --> 00:36:25: with our ordinances and regulations as well.
00:36:25 --> 00:36:28: If somebody is doing something that's pretty simple and

straightforward
00:36:28 --> 00:36:28: wire,
00:36:28 --> 00:36:32: could we have labyrinthe very complex labyrinth of rules and
00:36:32 --> 00:36:33: regulations,
00:36:33 --> 00:36:36: you know, kind of make the regulation scalable to the
00:36:36 --> 00:36:38: to the benefit or the OR the funding that's being
00:36:38 --> 00:36:40: contributed to the project.
00:36:40 --> 00:36:41: You know, we really look,
00:36:41 --> 00:36:43: look at that. It is huge and I think you
00:36:43 --> 00:36:44: know.
00:36:44 --> 00:36:46: It's not a wonder you know the whole idea about
00:36:46 --> 00:36:47: microlending.
00:36:47 --> 00:36:51: Other things, dollars in very small amounts that have pretty
00:36:51 --> 00:36:55: straightforward and minimal requirements to give people access to funds.
00:36:55 --> 00:36:59: And I think sometimes we just don't keep that scalability
00:36:59 --> 00:37:00: in mind at all.
00:37:00 --> 00:37:03: Either something is so under regulated,
00:37:03 --> 00:37:04: we're afraid for what's going to happen in the future,
00:37:04 --> 00:37:07: or it's so over regulated it,
00:37:07 --> 00:37:10: it becomes impossible to to produce an I just know
00:37:10 --> 00:37:11: we don't have that right,
00:37:11 --> 00:37:12: and I think you know,
00:37:12 --> 00:37:14: with access to technology and sharing information,
00:37:14 --> 00:37:17: everything else. It could be so much,
00:37:17 --> 00:37:19: so much easier for everybody,
00:37:19 --> 00:37:22: and that's that's going to be the key to bringing
00:37:22 --> 00:37:25: first time developers into bloom and to get their projects
00:37:25 --> 00:37:26: out of the ground.
00:37:27 --> 00:37:30: I am Paul. I know everybody wants to have unilateral
00:37:30 --> 00:37:32: decision making for at least a moment,
00:37:32 --> 00:37:34: so I cannot answer you or have you answered the
00:37:34 --> 00:37:34: question too.
00:37:34 --> 00:37:37: You're in charge. You're the only decision maker.
00:37:37 --> 00:37:39: What would you do to encourage more equitable development in
00:37:39 --> 00:37:39: Memphis?
00:37:40 --> 00:37:42: And that was that was such a good answer.
00:37:42 --> 00:37:45: I think simplifying the process is is,
00:37:45 --> 00:37:47: is it in a nutshell?
00:37:47 --> 00:37:49: I mean if we can simplify the process and then
00:37:49 --> 00:37:52: one point that I would also say when it comes

00:37:52 --> 00:37:53: to equitable development,
00:37:53 --> 00:37:56: I think because I'm a planner and and work in
00:37:56 --> 00:38:00: this space are often time focused on obviously the development
00:38:00 --> 00:38:01: aspects of it.
00:38:01 --> 00:38:04: But there is a people side of this equation that
00:38:04 --> 00:38:07: I think is equally important and we need to have
00:38:07 --> 00:38:11: a strong emphasis on getting people skilled up getting people
00:38:11 --> 00:38:14: in the better jobs. Getting people more resources.
00:38:14 --> 00:38:17: That's what I meant about affordability is relative.
00:38:17 --> 00:38:20: If people can afford more than affordable housing is a
00:38:20 --> 00:38:22: different type of conversation,
00:38:22 --> 00:38:25: and I think that's part because when you start getting
00:38:25 --> 00:38:28: to the lower levels of affordability under 60%
00:38:28 --> 00:38:31: am I 30%? Am I like there is no development
00:38:32 --> 00:38:34: solution for that right?
00:38:34 --> 00:38:36: You have to have more income and his families.
00:38:36 --> 00:38:39: And so I think we need on the development side.
00:38:39 --> 00:38:42: We need to figure out how to strengthen our partnerships
00:38:42 --> 00:38:45: with some of the social services agencies that can help.
00:38:45 --> 00:38:47: Produce those results.
00:38:48 --> 00:38:50: So as we were, you know I was going to
00:38:50 --> 00:38:51: put this off a little while,
00:38:51 --> 00:38:53: but since you kind of brought it up,
00:38:53 --> 00:38:55: you were talking bout people.
00:38:55 --> 00:38:58: One of the strong threads that we were talking about
00:38:58 --> 00:38:58: policy,
00:38:58 --> 00:39:01: zoning, regulations and someone was community engagement.
00:39:01 --> 00:39:03: So it's a team we've heard over and over again.
00:39:03 --> 00:39:06: Are we focused on the right metrics?
00:39:06 --> 00:39:09: In other words, is making the city more affordable,
00:39:09 --> 00:39:12: the right approach, or is there really needs to be
00:39:12 --> 00:39:14: a focus on the people and giving them the means
00:39:14 --> 00:39:17: to afford more and one of the things that we
00:39:17 --> 00:39:19: explored in that conversation was the idea of.
00:39:19 --> 00:39:22: Community engagement and the role in driving equitable development.
00:39:22 --> 00:39:25: Are we doing that? Are we developing the things that
00:39:25 --> 00:39:26: you want to see?
00:39:26 --> 00:39:29: Especially in a lot of these communities,
00:39:29 --> 00:39:32: of concern is that clearly a focus so you know
00:39:32 --> 00:39:33: Kathy in Oklahoma City,

00:39:33 --> 00:39:36: how are you guys thinking about the role of community
00:39:36 --> 00:39:38: engagement in equitable development?
00:39:38 --> 00:39:41: How are you encouraging you hearing these voices and having
00:39:41 --> 00:39:43: those communities to be able to speak up and be
00:39:43 --> 00:39:44: a part of the process?
00:39:45 --> 00:39:50: Yeah, I think the most probably relevant example right now
00:39:50 --> 00:39:51: is we.
00:39:51 --> 00:39:54: We recently adopted a new land use plan for what
00:39:54 --> 00:39:56: we call our Innovation district,
00:39:56 --> 00:40:01: which is in what was predominantly in African American community.
00:40:01 --> 00:40:06: It's near the Oklahoma Health Center and that plan has
00:40:06 --> 00:40:08: just layers of community.
00:40:16 --> 00:40:22: So. Looks like we lost Kathy.
00:40:22 --> 00:40:24: Alright, will get back to her if she has a
00:40:25 --> 00:40:26: chance to jump back in.
00:40:26 --> 00:40:28: Kathy are you there? Yeah,
00:40:28 --> 00:40:29: I'm here. I think we lost in the middle of
00:40:30 --> 00:40:30: your answer.
00:40:33 --> 00:40:37: My Wi-Fi. Yeah we will.
00:40:39 --> 00:40:42: There's the. But part of the.
00:40:46 --> 00:40:48: Engaging around land use issues,
00:40:48 --> 00:40:53: a lot of renovations around workforce development,
00:40:53 --> 00:40:58: education initiative, and just another kind of aside.
00:40:58 --> 00:41:01: Recently, about two years ago we created a new Community
00:41:01 --> 00:41:03: Development Corporation.
00:41:03 --> 00:41:05: And yes, I wish I had the funding that those
00:41:05 --> 00:41:07: organizations have 70s,
00:41:07 --> 00:41:08: but we don't.
00:41:11 --> 00:41:12: I think you're in and out on this,
00:41:12 --> 00:41:18: Kathy. Alright, let's go to another question real quick.
00:41:18 --> 00:41:19: This once again back to you,
00:41:19 --> 00:41:22: Paul in the mid decide in recent years Memphis is
00:41:22 --> 00:41:23: DNX,
00:41:23 --> 00:41:27: several areas. Do you anticipate recommendations of more DX stations
00:41:27 --> 00:41:28: as part of the build up,
00:41:28 --> 00:41:29: not out planning process?
00:41:30 --> 00:41:34: Um, yeah we did the NX about 18 square miles
00:41:34 --> 00:41:37: we about we were about 325 square miles as a
00:41:37 --> 00:41:41: city and I mentioned we wanted to build up.
00:41:41 --> 00:41:45: We're about 200 square miles and in 1980 and we

00:41:45 --> 00:41:47: were about 600 and.
00:41:47 --> 00:41:50: 20,000 people in 1980 were about 650 now,
00:41:50 --> 00:41:52: so we almost doubled in size,
00:41:52 --> 00:41:56: geographic geographically, but we only grew marginally in terms of
00:41:56 --> 00:41:57: people,
00:41:57 --> 00:42:00: and so the the D annexation was as a result
00:42:01 --> 00:42:02: of some of that,
00:42:02 --> 00:42:04: and plus some of the people didn't want to be
00:42:04 --> 00:42:05: a part of the city anyway.
00:42:05 --> 00:42:08: They felt like they were the services they were seeing
00:42:08 --> 00:42:10: where we're not up to what they would like to,
00:42:10 --> 00:42:12: what they were paying for.
00:42:12 --> 00:42:15: I don't know how much more of that we will
00:42:15 --> 00:42:15: do.
00:42:15 --> 00:42:17: These were kind of easy deannexation.
00:42:17 --> 00:42:20: They were like little. Legs and fingers and things that
00:42:20 --> 00:42:23: were in our geography that didn't really make that much
00:42:23 --> 00:42:24: sense anyway,
00:42:24 --> 00:42:28: but overall our goal is is to try to do
00:42:28 --> 00:42:30: as much in field as possible.
00:42:30 --> 00:42:33: So as we look at 3.0 we didn't focus so
00:42:33 --> 00:42:34: much on the annexation.
00:42:34 --> 00:42:38: We focus more on how do we in feel what
00:42:38 --> 00:42:38: we have?
00:42:38 --> 00:42:42: And that's really our focus over the next 10 years
00:42:42 --> 00:42:44: is really in feeling development.
00:42:44 --> 00:42:48: 'cause like Kathy mentioned, many of our city our neighborhoods.
00:42:48 --> 00:42:52: We're just D densified. Alot of housing units were torn
00:42:52 --> 00:42:55: down a lot of housing units are in a severe
00:42:55 --> 00:42:58: state of disrepair and our goal is to figure out
00:42:58 --> 00:43:02: how we can re populate those communities with with people
00:43:02 --> 00:43:05: to come in and fill those vacant spaces but also
00:43:05 --> 00:43:09: have the people that currently live there able to thrive
00:43:09 --> 00:43:11: in the in that environment as well.
00:43:13 --> 00:43:18: Great. Question, that's up by our local eviction laws and
00:43:18 --> 00:43:23: issue to address affordable and more equitable housing.
00:43:25 --> 00:43:29: The optimal yes, I think will as we looked at
00:43:29 --> 00:43:32: putting together our housing plan for the city.
00:43:32 --> 00:43:36: Clearly it was about understanding not only the production of
00:43:36 --> 00:43:40: housing it was understanding about people's ability to retain housing,

00:43:40 --> 00:43:42: understand the impact that people have,
00:43:42 --> 00:43:46: you know housing or they are evicted.
00:43:46 --> 00:43:50: The challenge they have getting back into the housing stream
00:43:50 --> 00:43:51: left it all out there.
00:43:51 --> 00:43:53: Why did the whole housing plan it?
00:43:53 --> 00:43:57: Was Apple Tenants Rights Organization here in Kansas City that
00:43:57 --> 00:43:58: has highlighted?
00:43:58 --> 00:44:01: That issue and others so I think the idea is
00:44:01 --> 00:44:04: about whatever we can do to help people remain in
00:44:04 --> 00:44:05: their home?
00:44:05 --> 00:44:07: Is is the best thing to do because once the
00:44:07 --> 00:44:11: display cost about getting them kind of back into the
00:44:11 --> 00:44:12: housing mainstream.
00:44:12 --> 00:44:15: It's it's a challenge and it's a barrier.
00:44:15 --> 00:44:20: So you get some really good conversation.
00:44:20 --> 00:44:24: Around this understanding perspective. Both landlords and tenants around the
00:44:24 --> 00:44:24: issue.
00:44:24 --> 00:44:27: But I think community does have to look at at
00:44:27 --> 00:44:28: those types of.
00:44:28 --> 00:44:32: Standards and state laws to make sure that a part
00:44:32 --> 00:44:35: of the city is also gone ahead and put funding
00:44:35 --> 00:44:39: forward to have housing advocates at a system in place
00:44:39 --> 00:44:42: that, starting with this budget year,
00:44:42 --> 00:44:44: to be able to assist people,
00:44:44 --> 00:44:45: really to preserve their housing.
00:44:45 --> 00:44:47: So we talk a lot about building new housing,
00:44:47 --> 00:44:50: but so much of the conversation about affordable housing is
00:44:50 --> 00:44:53: the preservation of existing affordable housing units.
00:44:53 --> 00:44:56: That's the other big piece that's not as glamorous because
00:44:56 --> 00:44:59: you don't see something new coming out of the ground.
00:44:59 --> 00:45:02: But you want people to be able to remove in
00:45:02 --> 00:45:03: place affordably.
00:45:04 --> 00:45:06: It's also Kathy back to back to you on the
00:45:06 --> 00:45:10: you know the this handling community readiness for reinvestment.
00:45:10 --> 00:45:13: Things like local eviction laws and so on.
00:45:13 --> 00:45:15: How is that handled in Oklahoma City?
00:45:15 --> 00:45:16: How are you thinking about that
00:45:17 --> 00:45:19: you know? And so much of that is handled through
00:45:19 --> 00:45:22: our County government and through the frankly through the

court
00:45:22 --> 00:45:23: system,
00:45:23 --> 00:45:27: we've obviously been paying a lot more attention to it
00:45:27 --> 00:45:30: as a result of the pandemic and the unemployment,
00:45:30 --> 00:45:34: and in fact are allocating quite a bit of our
00:45:34 --> 00:45:36: CARES act dollars too.
00:45:36 --> 00:45:42: Helping with eviction. Representation and getting people money to pay
00:45:42 --> 00:45:46: their rent so you know we very much are looking
00:45:46 --> 00:45:51: at that and it's been part of the conversation as
00:45:51 --> 00:45:53: we as we look at our housing policy's
00:45:53 --> 00:45:54: going forward.
00:45:56 --> 00:45:57: Even if I could, I just want to jump in
00:45:57 --> 00:46:00: on that one question because that's something that we've been
00:46:00 --> 00:46:01: doing all quite a bit of work on over the
00:46:01 --> 00:46:05: last couple of months. Evictions have been a big topic
00:46:05 --> 00:46:09: of conversation locally as the courts were closed during COVID-19.
00:46:09 --> 00:46:13: We have about 9000 cases that piled up over their
00:46:13 --> 00:46:15: three month period.
00:46:15 --> 00:46:18: Traditionally we have about 2500 cases a month,
00:46:18 --> 00:46:22: so it's not dramatically higher than we typically would have.
00:46:22 --> 00:46:25: It's already significantly high in the city of Memphis,
00:46:25 --> 00:46:27: and So what we've done is similar to where Kathy
00:46:27 --> 00:46:28: talked about.
00:46:28 --> 00:46:31: We have a. Uh and Eviction settlement fund that we've
00:46:31 --> 00:46:34: established that result in some of the karzak dollars where
00:46:34 --> 00:46:37: we are working with the University of Memphis Law School.
00:46:37 --> 00:46:41: They are providing law students that will provide some tenant
00:46:41 --> 00:46:45: representation in their overseen by our Memphis Area Legal Services
00:46:45 --> 00:46:46: Group.
00:46:46 --> 00:46:49: And that's a key component to the process.
00:46:49 --> 00:46:51: And then we're providing a settlement to the landlord,
00:46:51 --> 00:46:53: direct payment to the landlord,
00:46:53 --> 00:46:56: but I hope is that even beyond COVID-19,
00:46:56 --> 00:46:59: we are establishing a structure where we can have.
00:46:59 --> 00:47:02: This type of representation in this type of settlement fund
00:47:02 --> 00:47:06: that can help for situations beyond COVID-19 because it is
00:47:06 --> 00:47:07: definitely an issue.
00:47:08 --> 00:47:10: Yeah, for sure. So how would be respectful of time
00:47:10 --> 00:47:13: that's going to be a wrap on the main part

00:47:13 --> 00:47:14: of this week's conversation.
00:47:14 --> 00:47:17: So for the attendees, don't forget,
00:47:17 --> 00:47:21: these conversations are recorded. You can go to Kansas City
00:47:21 --> 00:47:24: Wli org and you can watch the replays.
00:47:24 --> 00:47:26: You can share it with people who weren't able to
00:47:26 --> 00:47:26: attend today.
00:47:26 --> 00:47:27: Be on the lookout for an email.
00:47:27 --> 00:47:30: Follow up more information on today's topic.
00:47:30 --> 00:47:34: Resources that you can share to continue the conversation fastest
00:47:34 --> 00:47:34: 45 minutes.
00:47:34 --> 00:47:36: A quick programming note. A couple of AM one there
00:47:37 --> 00:47:37: will be no coffee.
00:47:37 --> 00:47:40: Connect tomorrow in Kansas City but plan on joining us
00:47:40 --> 00:47:41: for coffee.
00:47:41 --> 00:47:44: Connect on July 10th. Connect with the community here all
00:47:44 --> 00:47:46: about the latest of what's going on in Kansas City
00:47:47 --> 00:47:49: in this wraps up our eight week series on making
00:47:49 --> 00:47:51: a city we can all afford.
00:47:51 --> 00:47:53: Now we're going to take a couple weeks off,
00:47:53 --> 00:47:55: but we plan on being back on July 23rd to
00:47:55 --> 00:47:58: kick off another conversation series where we're going to be
00:47:58 --> 00:47:59: discussing a new report.
00:47:59 --> 00:48:01: This being released on July 22nd.
00:48:01 --> 00:48:04: On equity in parks, so you're not going to want
00:48:04 --> 00:48:05: to miss this next series.
00:48:05 --> 00:48:07: Keep an eye out for the updates,
00:48:07 --> 00:48:10: and mark your calendars for July 23rd.
00:48:10 --> 00:48:11: Thanks again to our panelists,
00:48:11 --> 00:48:13: Kathy O'Connor, from Oklahoma City,
00:48:13 --> 00:48:17: Paul Young, from Memphis, Jeffrey Williams from Kansas City,
00:48:17 --> 00:48:19: and this week I want to thank not only you'll
00:48:19 --> 00:48:20: like Kansas City for making this happen,
00:48:20 --> 00:48:23: but thanks to ULI, Memphis and you allow Oklahoma for
00:48:23 --> 00:48:25: making this possible as well.
00:48:25 --> 00:48:27: And most importantly, thank you to all of you for
00:48:27 --> 00:48:29: being a part of this week's conversation,
00:48:29 --> 00:48:31: and I hope everybody has a happy and safe.
00:48:31 --> 00:48:33: 4th of July weekend. So we're going to stick around
00:48:34 --> 00:48:35: for a few more minutes.
00:48:35 --> 00:48:36: There's a couple more questions we can get too,
00:48:36 --> 00:48:38: so if you want to stick around for the next

00:48:38 --> 00:48:39: 2 questions,
00:48:39 --> 00:48:40: feel free to join us.
00:48:40 --> 00:48:42: So I want to go ahead.
00:48:42 --> 00:48:44: I saw one on here that I thought was interesting.
00:48:44 --> 00:48:48: Related all of you when we were talking before.
00:48:48 --> 00:48:50: Have some relationship or have been doing some work with
00:48:50 --> 00:48:53: the incremental development lines I think is a part important
00:48:53 --> 00:48:56: part of this conversation related to equitable development.
00:48:56 --> 00:49:00: So how do you balance scalability and the issues of
00:49:00 --> 00:49:02: building up and so on with?
00:49:02 --> 00:49:05: The incremental development approach in your respective cities.
00:49:09 --> 00:49:10: I'll jump in and start.
00:49:10 --> 00:49:12: I mean, I guess there's a little bit of a
00:49:12 --> 00:49:13: difference.
00:49:13 --> 00:49:14: You know. I've just knowing this,
00:49:14 --> 00:49:17: the square mileage of of Memphis,
00:49:17 --> 00:49:20: Oklahoma City and here and knowing we have lots of
00:49:20 --> 00:49:20: land,
00:49:20 --> 00:49:21: air, and opportunity in Phil,
00:49:21 --> 00:49:24: I certainly it's certainly, you know,
00:49:24 --> 00:49:27: I think people density, think of lots of of towers,
00:49:27 --> 00:49:32: cluster round tight locations. I think for all of our
00:49:32 --> 00:49:34: cities I think just getting.
00:49:34 --> 00:49:38: Single family two family. You know three triplexes back on
00:49:38 --> 00:49:40: lots where they originally were.
00:49:40 --> 00:49:42: Will will get us a long way there.
00:49:42 --> 00:49:45: You know we're not, you know I use expected I'm
00:49:46 --> 00:49:48: I'm including canceling for seven years,
00:49:48 --> 00:49:50: but I'm originally from Yonkers,
00:49:50 --> 00:49:53: NY which is a city of 200 thousand 20,000 people
00:49:53 --> 00:49:54: in 18 square miles.
00:49:54 --> 00:49:57: They've built out. They've been built out for decades.
00:49:57 --> 00:50:00: You're scrambling for every scrap of land you can find
00:50:00 --> 00:50:02: to put something on your having to tear something down,
00:50:02 --> 00:50:04: to build something new in lots of cases.
00:50:04 --> 00:50:08: We don't have that situation unfortunately,
00:50:08 --> 00:50:11: so densification can happen if the beginning it happens,
00:50:11 --> 00:50:14: it just kind of filling in and replacing what was
00:50:14 --> 00:50:15: there,
00:50:15 --> 00:50:16: and then we get to a place we will start
00:50:16 --> 00:50:17: running out of land,

00:50:17 --> 00:50:20: and then we can start talking about you know taller
00:50:20 --> 00:50:20: and tighter,
00:50:20 --> 00:50:23: but that's that's that's another issue.
00:50:23 --> 00:50:25: I think the big Miss you know misperception that people
00:50:25 --> 00:50:28: you know we need to help people work past in
00:50:28 --> 00:50:31: terms of densification meeting things that are taller and how
00:50:31 --> 00:50:33: to scale with what's currently there.
00:50:33 --> 00:50:36: Yeah, fair enough, Kathy, you guys have a huge geography
00:50:36 --> 00:50:37: that you were talking about.
00:50:37 --> 00:50:40: So how do you see this incremental versus scalability issue?
00:50:40 --> 00:50:43: Yeah, when it's very similar to what Jeffrey was talking
00:50:43 --> 00:50:44: about.
00:50:44 --> 00:50:47: You know we have a lot of neighborhood commercial areas
00:50:47 --> 00:50:48: where you don't.
00:50:48 --> 00:50:49: We don't need.
00:50:56 --> 00:50:58: Kelly, I think we lost again.
00:51:02 --> 00:51:07: Powerball. Paul thought over to you on this issue.
00:51:08 --> 00:51:11: I think Jeffrey answered it so well.
00:51:11 --> 00:51:13: I mean it it for for us when we're talking
00:51:14 --> 00:51:15: about building up.
00:51:15 --> 00:51:19: We're not necessarily saying build 20 story towers were saying
00:51:19 --> 00:51:19: fill in,
00:51:19 --> 00:51:24: build something, build and we are asking for developers to
00:51:24 --> 00:51:27: really look at that middle housing type,
00:51:27 --> 00:51:31: the missing middle as it's been framed where you're having,
00:51:31 --> 00:51:34: you know five, you know four Plex is 8 unit
00:51:34 --> 00:51:35: developments.
00:51:35 --> 00:51:39: Things of that nature. 'cause in Memphis we've kind of
00:51:39 --> 00:51:39: built up as.
00:51:39 --> 00:51:43: A large suburb, as I've heard some afraid,
00:51:43 --> 00:51:48: refer to many of our neighborhoods are just solely single
00:51:48 --> 00:51:49: family,
00:51:49 --> 00:51:51: and that that's even in the core of the city.
00:51:51 --> 00:51:53: But we'd like to see is more of those transitional
00:51:53 --> 00:51:54: housing types.
00:51:54 --> 00:51:57: As you get closer to our.
00:51:57 --> 00:52:00: Our main corridors we want to see more of those
00:52:00 --> 00:52:04: middle housing types as we're either single family,
00:52:04 --> 00:52:07: were very large scale, 500 unit garden style apartment units
00:52:07 --> 00:52:10: and we think that there is a middle ground there
00:52:10 --> 00:52:13: and that's what we mean when we're talking about building

00:52:13 --> 00:52:14: a power density
00:52:14 --> 00:52:16: and this is where Kevin I think that you know.
00:52:16 --> 00:52:19: Looking at those altered housing forms thing beyond things beyond
00:52:20 --> 00:52:23: single family homes that begins to make homeownership affordable for
00:52:23 --> 00:52:24: more people.
00:52:24 --> 00:52:27: That begins to let people look across multiple generations or.
00:52:27 --> 00:52:31: You know extended family and provide housing solutions that will
00:52:31 --> 00:52:33: provide a good economic base for people,
00:52:33 --> 00:52:37: but kind of being stuck in that single family single
00:52:37 --> 00:52:41: home on its own lot mentality is going to.
00:52:41 --> 00:52:46: Make homeownership unattainable. For lots of folks though,
00:52:46 --> 00:52:49: that mix of of units get you greater density.
00:52:49 --> 00:52:52: It also gets people great ability to jump into the
00:52:52 --> 00:52:56: home ownership stream and to really build and have some
00:52:56 --> 00:52:57: greater economic mobility.
00:52:59 --> 00:53:04: Yeah, definitely well. Hey thank you again.
00:53:04 --> 00:53:06: All three of you for being a part of this
00:53:06 --> 00:53:07: week's conversation.
00:53:07 --> 00:53:10: Truly appreciate it and thank you very much for especially
00:53:10 --> 00:53:12: you know this pending holiday week.
00:53:12 --> 00:53:14: So thanks everybody for joining us.

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