



# LISC

Virginia

*Helping neighbors  
build communities*



# Community Development in Petersburg

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- 2005 - **Invitation**: City of Petersburg and Cameron Foundation
- 2006 – 2007: **Community Engagement**
- 2007: Petersburg Strategic Investment **Plan**
- 2008 – Present: **Implementation** and **Capacity Development**
- **Battersea Rising** -Sustainable Communities

# LESSONS LEARNED:

## The Market

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**We are not working together,  
utilizing a  
strategic approach to meet the  
housing  
potential/demand**

# Lessons Learned: The Market



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## Zimmerman/Volk Analysis Population Targets

- **Millennials** – singles between ages of 22 and 32
- **Boomers/Empty Nesters** – Retirees with no children.
- **Fort Lee** soldiers, officers, families (and complimentary businesses and service providers)
- ***Petersburg Residents***



# The Market

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- 40% rental lofts and apartments
- 27% for sale lofts, apartments, townhouses
- 34% for sale single family houses

# Lessons Learned:

## Targeting

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Petersburg's *limited* public, private and  
non

profit *resources* must

more effectively *target* areas of highest  
need and challenge.



# Lessons Learned: Holistic Approach

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Use a ***comprehensive approach*** to community development addressing:

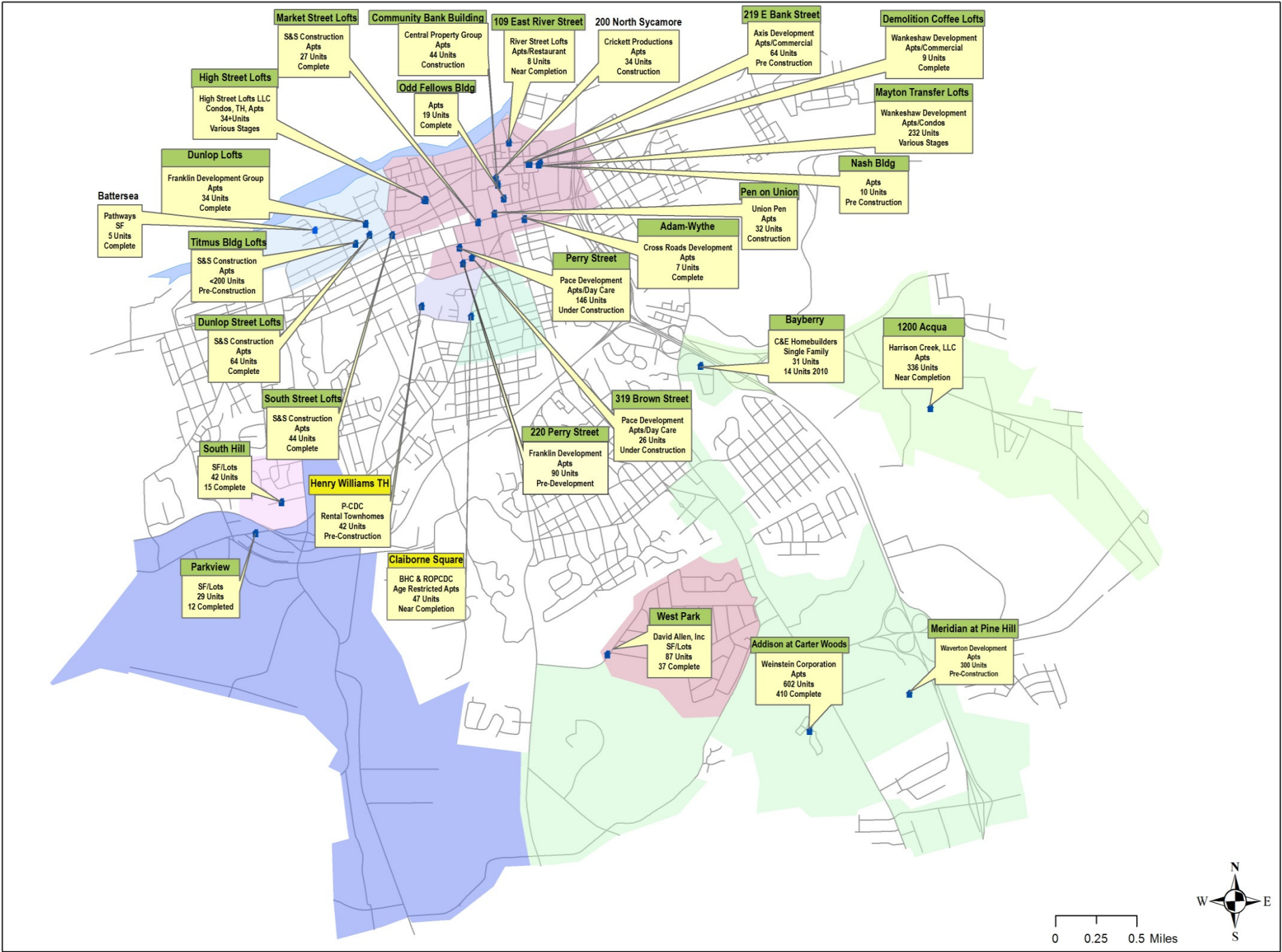
- Community Safety
- Health
- Education
- Family Wealth Building
- Physical Development



# Who is doing what...and where?

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What is being built  
Where is it being built  
Who is doing the building





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