



URBAN ANCHORS IN THE 21ST CENTURY DRAWS HUNDREDS TO PENN CAMPUS

From “eds to meds,” anchor institutions such as universities and hospitals have long been viewed as a force for economic revitalization in urban areas. Their significant location-based investments and clientele anchor them in place, making their commitment to a city or region deep and longstanding. Yet often, it is not clear to the institutions or their communities how best to harness their potential or leverage their impact. On October 8-9, Penn IUR hosted *Urban Anchors in the 21st Century: A Commitment to Place, Growth and Community*, to build better understanding of the complex role urban anchors play in the 21st century city.



From Left: Penn IUR Co-director Susan Wachter, National Urban League President and Penn IUR Advisory Board Member Marc Morial, University of Pennsylvania President Amy Gutmann, CityView Chairman Henry Cisneros, and Penn IUR Co-director Eugenie Birch.

Urban Anchors highlighted how anchor institutions, including universities, medical complexes, arts and culture institutions, stadiums, public utilities, and large corporations, are critical to the economic health and civic engagement within their home cities and regions due to their resources, high levels of employment, and purchasing

power. *Urban Anchors* sought to expand the emerging body of knowledge on the role and impact of anchors, bridging the information gap between public and private sector leaders and developing ongoing dialogue

about how these institutions can continue to play a significant role in urban revitalization across the country.

For *Urban Anchors*, Penn IUR and conference partners brought together over 60 speakers, including leaders of anchor institutions, civic practitioners, and other public officials. Among the many presenters were: Henry Cisneros, chairman of CityView and former secretary of the U.S. Department of Housing and Urban Development; Anne d’Harnoncourt, the George D. Widener Director and CEO of the Philadelphia Museum of Art; Janet Marie Smith, senior vice president of planning and development of the Boston Red Sox; and Mayor Mark Mallory of the City of Cincinnati.

Urban Anchors was well-attended with more than 250 participants, including academics, practitioners, students and others. Commenting on the progress made at the conference, Paul Brophy, a principal with the community development consulting firm Brophy & Reilly LLC, and an *Urban Anchors* speaker, noted that the sessions “advanced thinking about anchors in a very significant way...People learned a great deal--I sure did--and there is an agenda that we now are challenged to act on.”

The conference organizers concluded the event by announcing several new initiatives, including the newly-funded Penn IUR Roundtable on Anchor Institutions (PRAI),



Eugenie Birch, Neal Peirce, Bishop Joseph McFadden, Marilyn Swartz-Lloyd, Anne d’Harnoncourt, and Janet Marie Smith at an Urban Anchors plenary.

PENN IUR AND PRIOR HOST EMINENT DOMAIN CONFERENCE *LAND & POWER*



New Jersey Public Advocate Ronald Chen speaks at the “Land and Power” conference held in Princeton, New Jersey.

The 2005 landmark *Kelo v. City of New London* Supreme Court decision brought the term “eminent domain” to front pages and kitchen table discussions across the country. It defended New London’s use of the legal tool,

allowing governments to obtain private properties to fulfill public purposes.

On November 9, Penn IUR and Princeton University’s Policy Research Institute for the Region (PRIOR) presented *Land*

& Power: The Impact of Eminent Domain on Urban Communities, a one-day conference held at Princeton’s Woodrow Wilson School. The event focused on several aspects of the passionate debate between urban revitalization proponents, smart growth advocates, and property rights activists.

The panelists, including prominent academics, lawyers and public advocates, examined how government policy, media images and advocacy initiatives have translated the decision and affected the future of eminent domain in the Tri-States and throughout the US.

Penn IUR Faculty Associate John Landis of PennDesign moderated the day’s events, and Faculty Associate Lynne Sagalyn of PennDesign presented a paper, entitled “Posi-

tioning Politics: *Kelo*, Eminent Domain and the Press.” New Jersey Public Advocate Ronald K. Chen delivered the keynote address highlighting a municipality’s responsibility to balance the redevelopment of blighted areas with the need to safeguard citizens’ property rights.

Land & Power was one part of the Penn IUR’s Public Interest Symposia Series. The series highlights timely topics that unite members of the university and public policy communities to discuss critical urban policies.

The *Land & Power* conference papers will be edited into a PRIOR conference book and will be available this spring. Please visit the PRIOR website for more information: www.princeton.edu/prior.

JOINT CONFERENCE EXAMINES HOW ARTS IMPACT URBAN REVITALIZATION

On September 25, Penn IUR and The Reinvestment Fund (TRF) hosted *Creative Society & Neighborhood Revitalization*, a panel discussion on the impact of arts and cultural institutions on neighborhood revitalization and reinvestment.

The event featured remarks by TRF President and CEO Jeremy Nowak, who shared some of the key findings of a joint research effort by TRF and the Social Impact of the Arts Project (SIAP), a research center founded by Penn IUR Faculty Associate and Social Policy and Practice Professor Mark Stern. The project, which will release its final report in January 2008, is sponsored by The Rockefeller Foundation and seeks to better understand the role and the

impact of arts, culture, and the creative economy on distressed urban neighborhoods.

The event also featured remarks by Diane LaBelle, executive director of the GoggleWorks Center for the Arts in Reading, PA and David Bradley, a theater artist, educator, and consultant based in Philadelphia. LaBelle recently received the Mayor’s Award from the City of Bethlehem Fine Arts Commission for her work with the arts in the Lehigh Valley and a Historic Preservation Award from Preservation Pennsylvania for the design of the GoggleWorks facility.

Following the panel discussion, the floor opened to attendees who engage in a spirited dialogue about these important is-



Philadelphia-based artist David Bradley presents on a panel with Jeremy Nowak, Susan Wachter (moderator), and Diane LaBelle.

sues for urban development.

To receive a copy of the final report by TRF and SIAP or for more information on arts and

urban revitalization, please contact The Reinvestment Fund at www.trfund.com.

upcoming penn iur events

February 11, 2008

Slum Upgrading Today: Lessons from Africa and Around the World

Public Interest Series Event in partnership with Penn Design and the Provost's Office

March 26-28, 2008

Reinventing Older Communities: How Does Place Matter?

National Impact Conference in partnership with the Federal Reserve Bank of Philadelphia

April, 2008

Education for All: A Global Agenda

Public Interest Series Event

April 12, 2008

Politics, Activism, and the History of America's Public Schools: A Conference for Young Scholars

Conference in partnership with Penn's History Department in Honor of the 40th anniversary of Professor Michael Katz's publication, *The Irony of Early School Reform*

April 24, 2008

Penn IUR Annual Urban Leadership Forum

Honoring Donna Shalala, President, University of Miami

May 16, 2008

Penn IUR Urban Doctoral Symposium

June 5-6, 2008

Penn IUR Roundtable on Anchor Institutions

NURSING SCHOOL HOSTS CONFERENCE ON WOMEN'S HEALTH IN URBAN COMMUNITIES

The School of Nursing, with support from Penn IUR, hosted a two-day conference in early September focusing on the importance of women's health in urban communities. Led by Afaf Meleis, Dean of the School of Nursing and a member of the Penn IUR Executive Committee and Faculty Associate Eileen Sullivan-Marx, *Women's Health is the Community's Health: Impacting Women's Lives in Urban Places* drew an audience of nearly 100 to Claire M. Fagin Hall, serving to establish a dialogue on identifying and critically analyzing best practices and new strategies to enhance women's health in urban places.

Women's Health is the Commu-

nity's Health also drew the attention of *USA Today* writer Haya El Nasser, and was highlighted in a December 26 article "A push for female-friendly cities."

In addition to the two-day program, the Nursing School hosted two public keynote speakers in conjunction with the event. Vivian Pinn, Director of Women's Health Research at the National Institutes of Health (NIH), presented a thought provoking lecture entitled "Women's Health in the Urban Community: NIH Perspectives." With the support of the Provost's Global Forum, the conference also welcomed Peabody, Polk, and Pulitzer Prize Winning Journalist Laurie Garrett. An expert on global

VISITING SCHOLAR HAUMANN PRESENTS SOCIAL MOVEMENT RESEARCH

Penn IUR, in conjunction with the Urban Studies Program, welcomed visiting scholar Sebastian Haumann to give Penn IUR's final Public Interest Lecture of the fall semester. A doctoral candidate from the University of Dusseldorf, Mr. Haumann presented a thought provoking lecture on the role of social movements in urban renewal to an audience of Penn students, faculty, and staff.

Professor Thomas Sugrue (History Department) and Professor Domenic Vitiello (Department of City and Regional Planning) provided additional insight as they responded to the well received lecture.

Faculty Associate News

- Following the success of the Delaware Valley river front planning process, **Harris Steinberg** of PennPraxis and the Penn Project on Civic Engagement led by **Harris Sokoloff**, have been hired by the Kimmel Center to lead a citizen-driven design process on ways to energize and activate public spaces in and around the Kimmel.

- Penn Law Professor **Wendell Pritchett** has been named Director of the Office of Policy, Research, and Planning for the City of Philadelphia. Professor Pritchett served as a senior policy aide to Mayor Michael Nutter's electoral campaign.

- PennDesign Professor **Jonathan Barnett**, has been appointed to serve as an advisor to the Mayor of Tainjin, China. In this role, Professor Barnett will be assisting in the establishment of a relationship between the University of Pennsylvania and the Planning Institute of Tainjin City.



Laurie Garrett gave a public lecture presenting a global perspective on health issues among urban females.

health, Ms. Garrett's lecture addressed issues of urban women's health from an international perspective.

For more information on this conference and the Nursing School's upcoming events, please contact Janet Tomcavage at tomcavag@nursing.upenn.edu.



ICEF SUMMIT EXAMINES CAPITAL INVESTMENT IN INNER CITIES

October 17-18, Penn IUR co-sponsored the *Inner City Economic Forum Summit 2007* with the Initiative for a Competitive Inner City (ICIC), a national not-for-profit organization that conducts research highlighting the competitive advantage of inner cities. The event centered on “Mobilizing Capital for Inner City Revitalization: Challenges and New Directions.” Over 170 leaders and

and developers, public officials, public pension fund investors, private equity executives, community investors, and CRA lending institutions.

“This is a very exciting but also challenging time for inner city economies,” said ICIC representative Manjari Raman. “On the one hand, there is an increasing acceptance of the opportunities and potential for market rate of return from investing in domes-



Jenice Tom, Staples, Inc., Elaine Black, City of Miami, and Monika Mantilla, Altura Capital, at the forum reception.

decision-makers from across the U.S. gathered to discuss new research and challenge current thinking on topics such as public pension fund investing and CRA lending, and to learn from a local practitioner’s perspective of *Summit 2007*’s host city, Philadelphia.

The goal of *Summit 2007* was to focus on one of ICIC’s key action areas: to increase capital flows to inner cities – and particularly, to ensure that existing capital is efficiently deployed to promote the business case for inner city investments. *Summit 2007* featured speakers representing diverse perspectives on the issues: real estate investors

and developers, public officials, public pension fund investors, private equity executives, community investors, and CRA lending institutions. On the other, there is a convenient lack of clarity between urban investments and inner city investments, which can potentially detract and undermine the case for directing capital flows to chronically capital-starved urban areas.”

For more information on *Summit 2007* or ICIC please visit www.icic.org.



RODIN EMPHASIZES ROLE OF UNIVERSITIES IN COMMUNITY REVITALIZATION



Judith Rodin addressed more than 250 conference attendees at *Urban Anchors in the 21st Century: A Commitment to Place, Growth, and Community*.

Dr. Judith Rodin, Penn President Emerita, delivered the keynote address at Penn IUR’s October 8-9 conference, *Urban Anchors*. It featured two overarching themes: opportunity and mutual benefit, achieved through collaboration between the university and the community. These themes are highlighted in her new publication, *The University and Urban Revival: Out of the Ivory Tower and Into the Streets*. The book is the most recent release from Penn IUR’s *The City in the 21st Century* series, and is an account of the ten year period (1994-2004) when Penn accelerated its focus on revitalizing the university’s surrounding neighborhoods.

The Chronicle of Higher Education referred to the Penn experience under President Rodin as a “national model of constructive town-gown interaction and partnership.” Rodin’s role not only as president but also as a Philadelphian with a deep affection for her hometown guided her dedication to the revitalization of West Philadelphia. *The University & Urban Revival* narrates the challenges, frustrations, and successes of Penn’s campaign, and its prospects for long-term change.

In a recent *New York Observer* article coinciding with the release of *The University and Urban Revival*, Dr. Rodin, acknowledges that every campus is different. However, she uses the book as an opportunity to outline themes that she thinks can apply everywhere. “It is something that really needs to be led from the top,” she said in an interview with *The Observer*. “This is not something that can be delegated to a vice president. Your own internal people need to see how important it is because there are a million decisions each week that can make it work or not, and they’ve got to know you care.”

Rodin, now president of The Rockefeller Foundation, reflected on the steps the university has taken since the mid-90s to improve dramatically its once troubled relationship with the community. Rodin pointed out that “the blight of the community was the plight of the university,” and that their fates were indelibly intertwined. As such, the university has been actively involved in the revitalization of its community, creating a synergy that helps both entities to thrive.

FORMER HUD SECRETARY HENRY CISNEROS DELIVERS KEYNOTE ADDRESS



Former HUD Secretary and CityView Chairman Henry Cisneros delivers the evening keynote at the Urban Anchors Conference. See excerpt below.

What's happening is that mayors and others are recognizing that these urban settings can be the platforms for actually harnessing the engines of growth and making it possible to improve people's incomes and assets along the way. Is there a role for these anchor institutions in that process? My answer would be yes. I would cite, for example, those places that are linking larger economic strategy to the needs of people who reside

in them. Cities that have understood that they don't have to be like so much driftwood out on the stormy seas of economic change but that cities can be masters of their economic destinies. It is happening...

Concepts like community, prosperity, justice, equity, human capital, neighborhood stability, personal fulfillments for individuals, those are harder things to measure, but they're the results, also the outcomes of (anchor institutions') investment...

These things truly are possible. They represent not just some kind of abstract strategies, but these concepts I've tried to describe: Commitment, for these institutions to serve the physical places that are our cities. Inclusion, to create the social settings, the participatory settings, the political settings in which the new civics of inclusion can play out. And the equity/fairness/economic justice agenda that makes it possible to begin to share not just a stream of income, but real assets that empower people.

"URBAN ANCHORS" CONFERENCE LAUNCHES ROUNDTABLE INITIATIVE

continued from page 1

an annual gathering of high-level anchor institution leaders and their counterparts in business, government, and philanthropy that will explore innovative strategies and problem-solving issues in urban development. Through these meetings, PRAI will contribute to the body of practice-based knowledge on anchor-related urban economic development.

Other new initiatives announced at *Urban Anchors* include the *Toolkit Development and Dissemination Strategy for Anchor Institutions*, sponsored by the Annie E. Casey Foundation and the Netter Center for Community Partnerships; the Lincoln Institute of Land Policy's *City, Land, and the University Program*; CEO's for Cities' *City Anchors Learning Network*; the Uni-

versity as *Civic Partner* program at Arizona State University's Phoenix Urban Research Laboratory; and the American Assembly's *Building a 21st Century Economy in America's Older Industrial Areas* initiative.

Urban Anchors was organized in partnership with Bank of America, Great Cities Institute, University of Illinois, Chicago, the Netter Center for Community Partnerships, CEOs for Cities, Lincoln Institute of Land Policy, The Rockefeller Foundation, The Knight Foundation, and The Annie E. Casey Foundation.

For the complete program, photos, and web-casts of the keynote addresses, please visit www.upenn.edu/penniu/anchors.

THE PENN URBAN DOCTORAL SYMPOSIUM

Friday, May 16, 2008

Urban-focused doctoral students are invited to participate in the Annual Urban Doctoral Symposium.

The Doctoral Symposium allows graduating doctoral students to showcase their research and discuss their experiences at Penn. The event also highlights new urban research being produced at the university.

If you are interested in participating, please e-mail Kendra Goldbas at kendrag@pobox.upenn.edu by February 29, 2008.

MUSA PROGRAM BIDS FAREWELL TO GRADUATES AND ADMITS NEW CLASS

The Master of Urban Spatial Analytics (MUSA) Program began its third year this fall, admitting 10 new students with diverse academic, professional, and geographic backgrounds. Members of this year's cohort have worked in real estate, education, software engineering, and journalism, among other industries. This year's cohort comes from around the world, representing places ranging from Florida to Canada and India. The new students kicked-off their Penn experience with

the MUSA Program Orientation hosted on September 4 by Penn IUR.

Simultaneous to introduction of the ten new students, the program bade farewell to its largest graduating class. Nine MUSA students completed their degree requirements and graduated from the MUSA program this year, and on September 7, Penn IUR hosted a graduation ceremony for the departing students. Here, students were given the opportunity to showcase their capstone projects, which included presentations on the use of parking as a tool for economic development, residential segregation in Philadelphia, storm water drainage in New Jersey, and geographic accessibility to health care in Kenya.

Following the presentations, the students, their professors, family and friends attended a farewell dinner and reception.

These 2007 graduates have taken positions as GIS specialists with many industry leaders including US Census Bureau, the Earth Institute at Columbia University, The Reinvestment Fund, and the Cartographic Modeling Lab at Penn.

For more information on the MUSA program, please visit www.pennurbangis.org.



MUSA graduate Laura Blackstone (right) and guests celebrate her completion of the program at Penn IUR's graduation celebration.

CONGRATULATIONS

to the 2007
graduates of the
MUSA Program!

-Penn IUR

The City in the 21st Century Book Series Introduces New Titles

Edited by Penn IUR's co-directors, Eugenie Birch and Susan Wachter and published by Penn Press, *The City in the 21st Century* is an interdisciplinary series that addresses both topical and long-range issues confronting the world's cities, from disaster response to cultural coexistence, to civic engagement and urban revitalization. This spring and summer the series will release several new titles.

Against the Wall Spring 2008

Edited and with an introductory chapter by Yale sociologist, Elijah Anderson, this publication highlights how the anonymous young black male has come to be publicly identified with crime and violence because of skin color alone, and how social distance increases marginalization.

Growing Greener Cities: Urban Sustainability in the Twenty-First Century Summer 2008

A collection of scholarly works that address the fundamentals of sustainable city building, this volume includes essays on transportation, affordable housing, public space, water systems, media strategies, green building systems, local food systems, measuring economic impact, and regional cooperation.

For more information on available books, and to purchase, please visit www.upenn.edu/pennpress.



FACULTY SPOTLIGHT: PHILIPPE BOURGOIS



“Unfortunately, Philadelphia is a perfect city for my theoretical and political interests,” remarked one of the University of Pennsylvania’s most exciting new faculty members, Dr. Philippe Bourgois, on his move to the east coast. The professor recently joined the faculties of both the Anthropology Department in the School of Arts and Sciences and the Family Practice and Community Medicine Department in the School of Medicine to continue his widely acclaimed research of public anthropology that centers on subjects such as inner city drug abuse, poverty, homelessness and HIV.

The presence of these conditions in Philadelphia in addition to its strong medical and educational institutions made the city an ideal laboratory in which to continue the research Bourgois has carried out at the University of California, San Francisco. “In some sense it’s really a classic American city in a way that San Francisco isn’t,” he says in regard to the rise and fall of Philadelphia’s industrial economy and infrastructure.

Bourgois is now putting the final touches on his latest work, “Righteous Dope Fiend,” the product of 12 years of field work in San Francisco looking at homeless crack users, their every day survival strategies, and the intimate traumas of

their addictions. Its conclusion made the time right for Bourgois to make the leap to a new academic setting that recognizes the value in the interdisciplinary nature of the professor’s work.

“Luckily, the University has instituted a series of initiatives to promote interdisciplinary study, because it doesn’t happen on its own and it needs institutional support.”

Penn brought Bourgois to campus as the fifth “Penn Integrates Knowledge (PIK)” professor, a position awarded to exceptional scholars whose research and teaching exemplify the integration of knowledge across academic disciplines.

“Penn is the only institution where all those often contradictory interfaces (anthropology and medicine) are actually contiguous,” says Bourgois. The new professor is optimistic about the university’s young public health program, for “the small masters of public health is differentiating itself from the traditional public health programs specifically by being interdisciplinary. As far as we know, there is no public health program that draws from other disciplines.”

In addition to his own research and teaching at the graduate program, Bourgois will also work with undergraduates through Penn IUR’s Undergraduate Urban Research Course program, which provides an opportunity for students to perform original research under the guidance of Penn faculty.

“It’s a wonderful opportunity to talk to undergrads, do serious fieldwork, and collect original data,” says Bourgois of the research that his students will perform.

10 Undergraduates to Participate in Spring Urban Research Course

Penn IUR’s Undergraduate Urban Research Course (UURC) gives students a unique opportunity to work closely with a Penn faculty member on an urban-focused research project. The program is now in its fourth year of facilitating research projects between university faculty and undergraduate students. The following is a list of this semester’s faculty participants, students, and subjects of research.

- Professor Philippe Bourgois, SAS and Nadja Eisenberg-Guyot, SAS:
Ethnography of the harm reduction potential of North Philadelphia shooting galleries
- Professor Philippe Bourgois, SAS and Carlos Martinez-Ruiz, SAS:
Ethnographic exploration of challenges to accessing and adhering to HIV services among Latinos in North Philadelphia
- Professor Carolyn C. Cannuscio, Medicine and Jeannette Schroeder, SAS:
The causes and health consequences of inadequate waste management in Philadelphia
- Professor Domenic Vitiello, Design and Yuri Castaño, SAS:
Social movements and community development in Latino Philadelphia
- Professor Eugenie Birch, Design and Ashwin G. Shandilya, Wharton:
The rise of car share projects in U.S. cities
- Professor Brian Spooner, SAS and Zohra Ahmed, SAS:
Defining globalization to better understand processes of world-wide qualitative social change
- Professor John Puckett, GSE, Jennifer Bronson, SAS, and Jessica Levine, SAS:
History of the University of Pennsylvania’s expansion in West Philadelphia
- Professor Tom Sugrue, SAS and Christina Graysom, SAS:
The Philadelphia Civil Rights Documentation Project
- Professor Andy Lamas, SAS and Sarah Iosifescu, Wharton:
Leadership among Community Development Financial Institutions



Reinventing Older Communities How Does Place Matter?

March 26 - 28, 2008
Marriott Philadelphia Downtown Hotel

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about penn iur

The Penn Institute for Urban Research (Penn IUR) is a university-wide body that builds on Penn's record as an urban institution by advancing urban scholarship, developing methodological tools for urban research, and applying research to public policy. Penn IUR enhances the field of urban-focused knowledge through a commitment to cities on a local and global scale. The Institute is premised on the belief that place matters to understanding urban phenomena, recognizing that spatially-based approaches are essential to identifying urban challenges, strategies, and solutions. As a campus-wide institution, Penn IUR stimulates research, provides opportunities for collaborative instruction, and engages with the world of practitioners and policy-makers.

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