

# 23<sup>rd</sup> Avenue Action Plan Rezoning and Mandatory Housing Affordability (MHA) Implementation

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a program of the  
**Housing Affordability and Livability Agenda**



**PLUZ Briefing**  
**June 20, 2017**

# Central Area Background



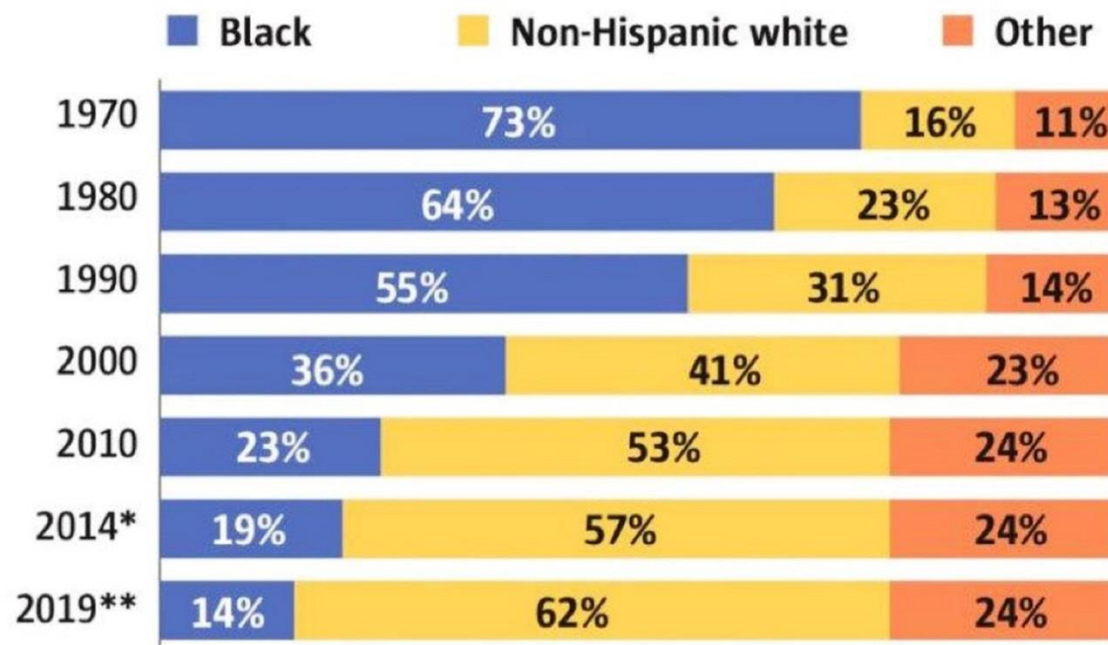
Rich diverse history

Home for African-American community due to

- Redlining beginning in the 1930's
- Discriminatory lending and insurance practices

African-American share of the community has been declining for several decades

*Ethnicity percentages in the Central District*



# 23rd Ave Action Plan Context

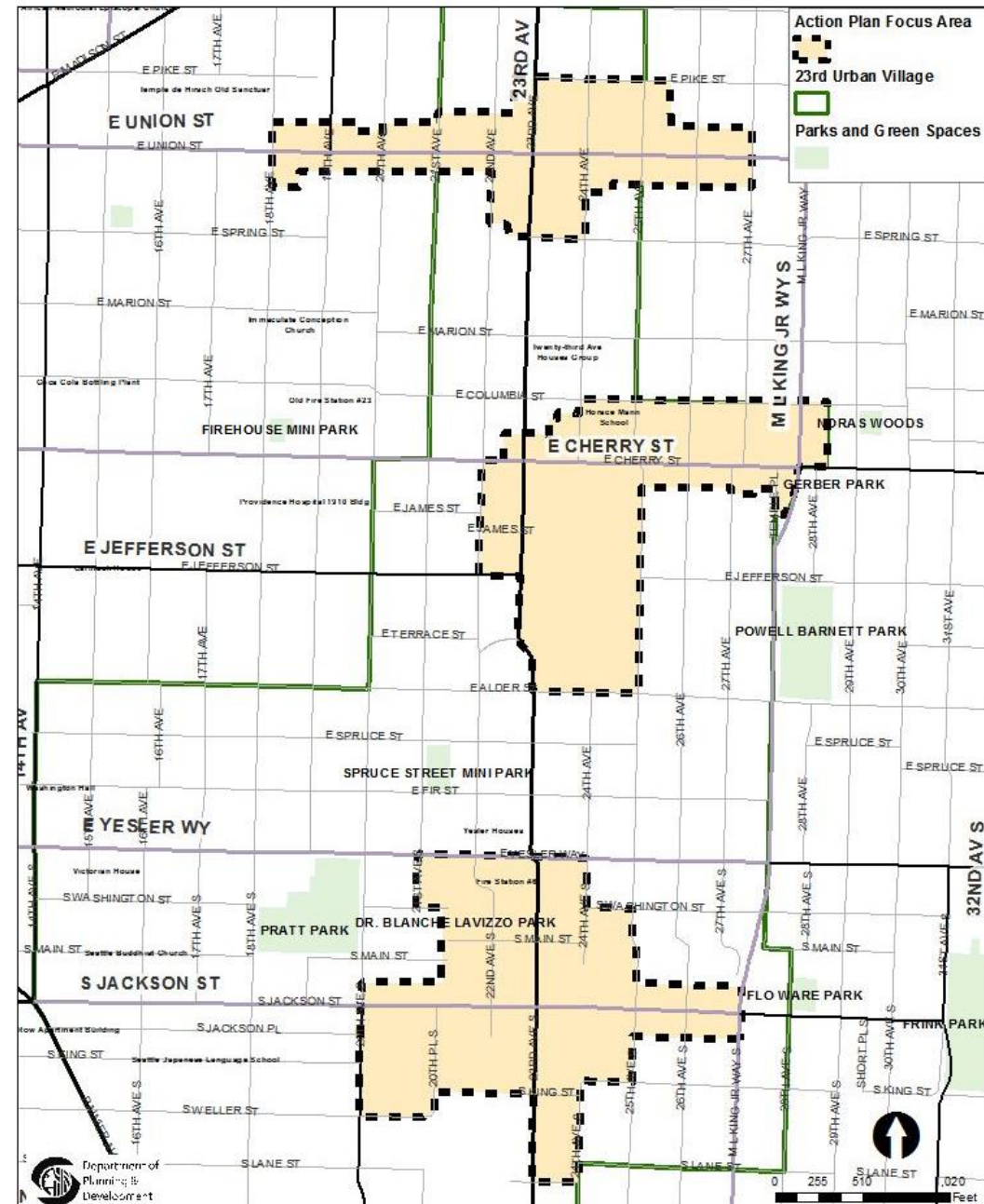


## Update to Central Area Action Plan (1992, 1999)

**Why:** Displacement challenges, lack of collaboration, need for a shared vision

**Where:** focus on the heart of African American community

**How:** develop shared vision, build community capacity, foster collaboration, leverage investments, address different types of displacement



# Public Engagement



## 4+ years of extensive community process

### Community meetings

- Over 100 meetings, 2,000 participants, 40 community organizations

### 23rd Ave Action Community Team (ACT)

- Ensure community voice and balance diverse interests
- Take lead in implementation and actions

### Community Liaisons / POEL

- Under-representative community
- East African (Afaan-Oromo, Amharic, Tigrinya), Spanish, African American, seniors, and youth communities

# Public Engagement



## How did we get here?



\* Over 2,000 engaged (meetings large and small, surveys, etc)

\* Over 100 signed up for action teams

\* This project's Public Outreach & Engagement Liaisons include Afaan-Oromo, Amharic, Tigrinya, Spanish, African American, Seniors and youth communities.

# Plan Recommendations

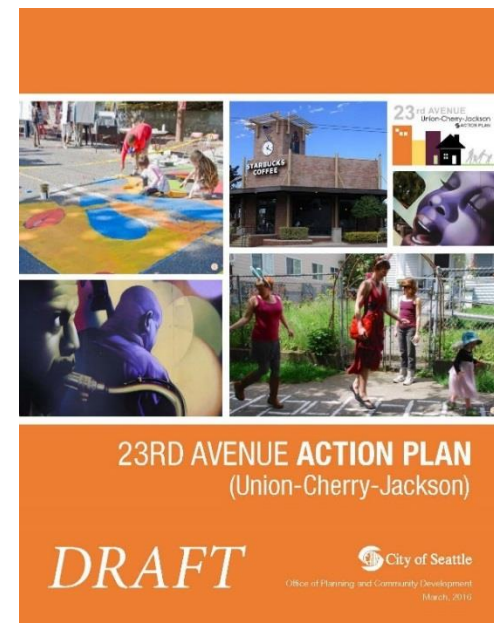
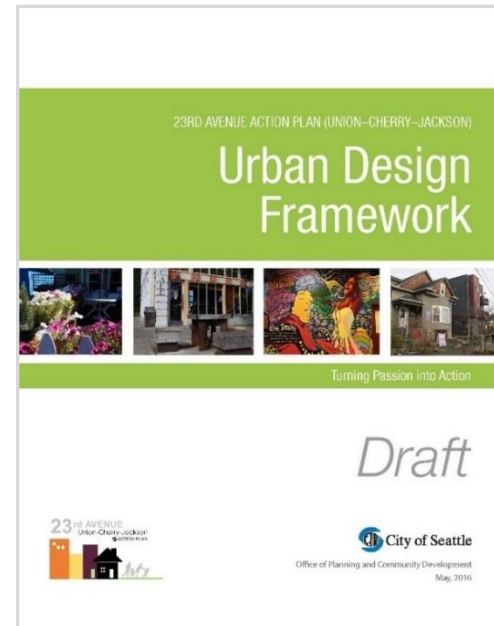


## Support community priorities

- 23<sup>rd</sup> Avenue Action Plan
- Urban Design Framework
- 23<sup>rd</sup> Avenue rezone proposal

## Support community capacity to implement vision

- 23<sup>rd</sup> Avenue ACT
- Central Area Collaborative
- Historic Central Area Arts & Culture District
- Central Area Design Guideline Coalition
- Other public private partnerships





## **Preserving and creating affordable housing choices is a critical anti-displacement strategy.**

- Targeted Investment of New Rental Rehabilitation Financing
- Targeted Implementation of Sustainable Homeownership Tools
- Continued Investment in Affordable Housing Development and Preservation
- Affirmative Marketing in MFTE and MHA Units to Existing and Displaced Residents

## **Commercial stabilization anchors communities and provides access to living wage jobs.**

- Central Area Commercial Revitalization Plan
  - Central Area Collaborative (CAC)
  - Promotes commercial vitality, leadership development and cultural legacy preservation
  - Focuses on the African American legacy and future commercial development
- Financial support for 23rd Avenue businesses
- Startup Seattle
  - Helps connect tech startups with resources for entrepreneurs in the Central Area





## **Preserving cultural institutions and using community-driven design strengthens community identity and engagement.**

- Historic Central Area Arts and Cultural District (HCAACD)
  - Recognizes the culturally rich neighborhood and seeks to preserve African-American culture.
- Central Area Neighborhood Design Guidelines
  - Guide future development to reflect the Central Area identity
  - Focus on Black/African-American culture heritage
  - Strong community and city collaboration



## Community ownership is a critical strategy to stabilize and strengthen communities.

- Community-Initiated EDI Project
  - William Grose Center for Cultural Innovation will be a hub for entrepreneurial resources to support cultural preservation and innovation in the creative economy and provide pathways to the creative industries for those who are currently excluded.
- Other public-private partnerships with community ownership
  - Liberty Bank redevelopment
  - Midtown Center redevelopment

# Rezone proposals



## **Rezone proposals will focus on 23<sup>rd</sup> nodes to**

- Create vibrant commercial districts that encourage pedestrian friendly mixed-use development
- Provide opportunities for a variety of shops & services
- Support existing and new businesses and development
- Strengthen the Central Area's unique identity and community character
- Support community ownership and equitable development
- Provide affordable housing via MHA & other programs

**City-wide MHA rezone will consider larger context of entire urban village.**

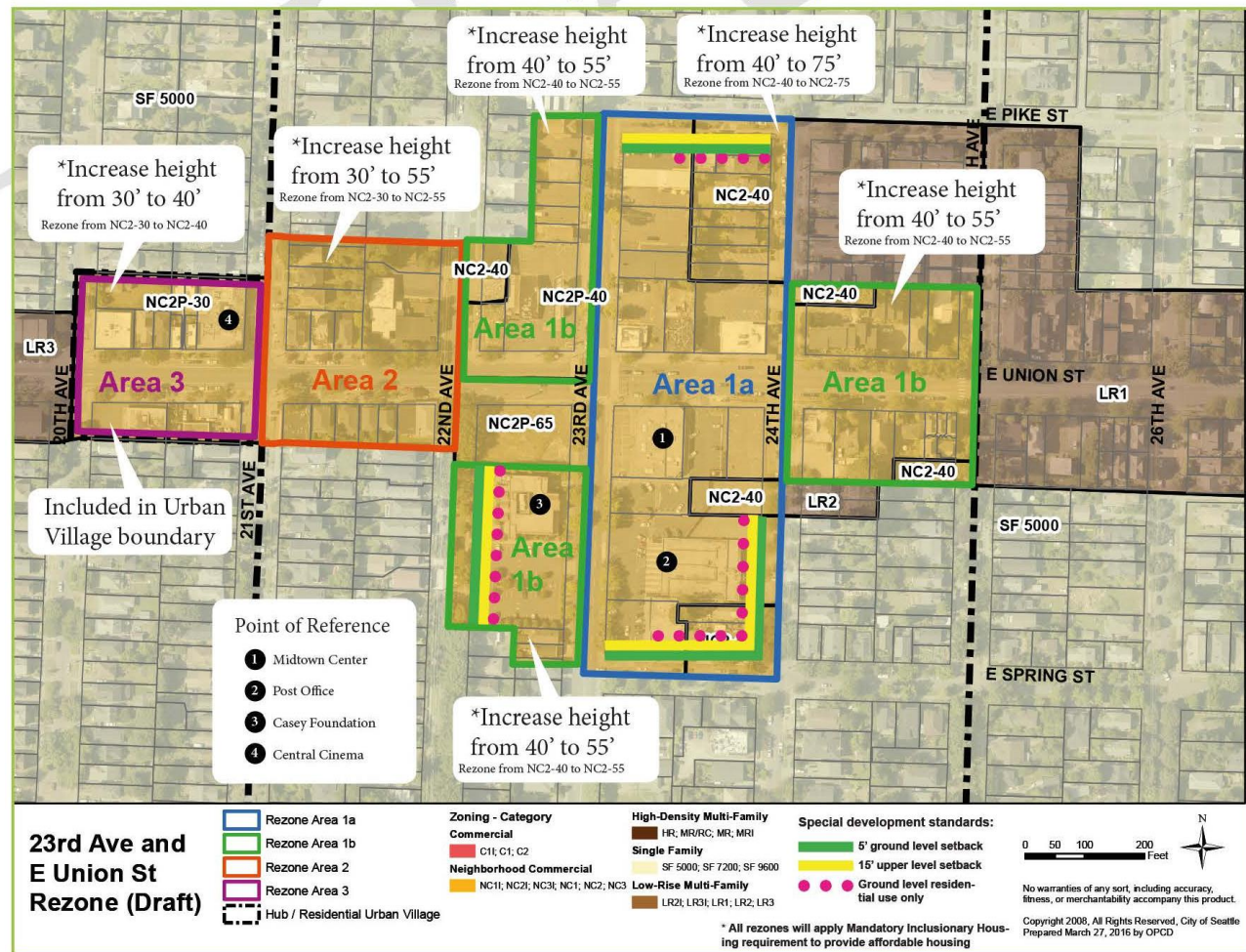
# 23<sup>rd</sup> and Union



Medium-sized mixed-use node with increased vitality and commercial energy

- Height change
- Include development standards to improve transition to single family zones

Total 71 parcels, 10 acres



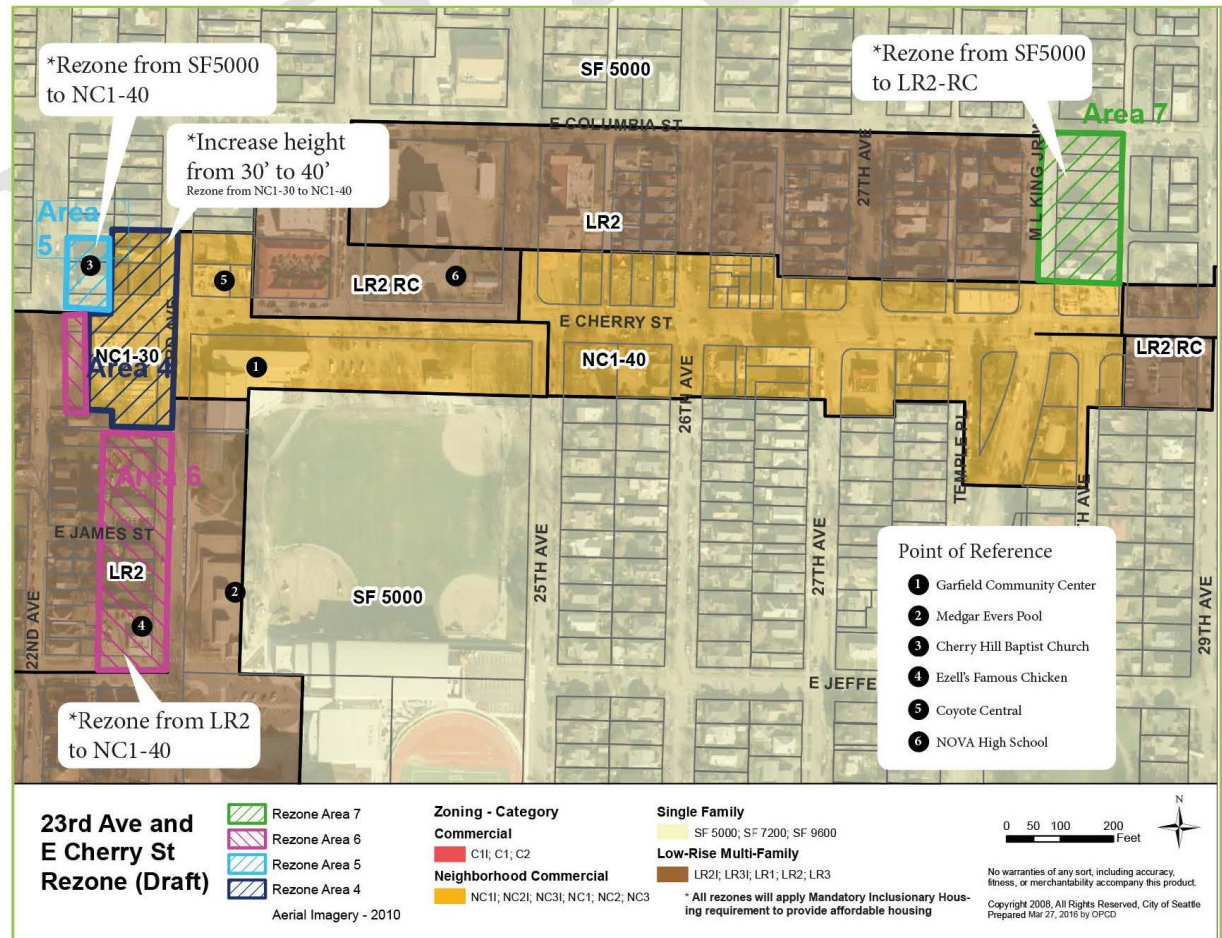
# 23<sup>rd</sup> and Cherry



Smaller scale node, allows mixed use along 23rd across from Garfield

Allows landmark businesses (Ezell's) and institutions (Cherry Hill Baptist church) to expand

Total 20 parcels, 3 acres

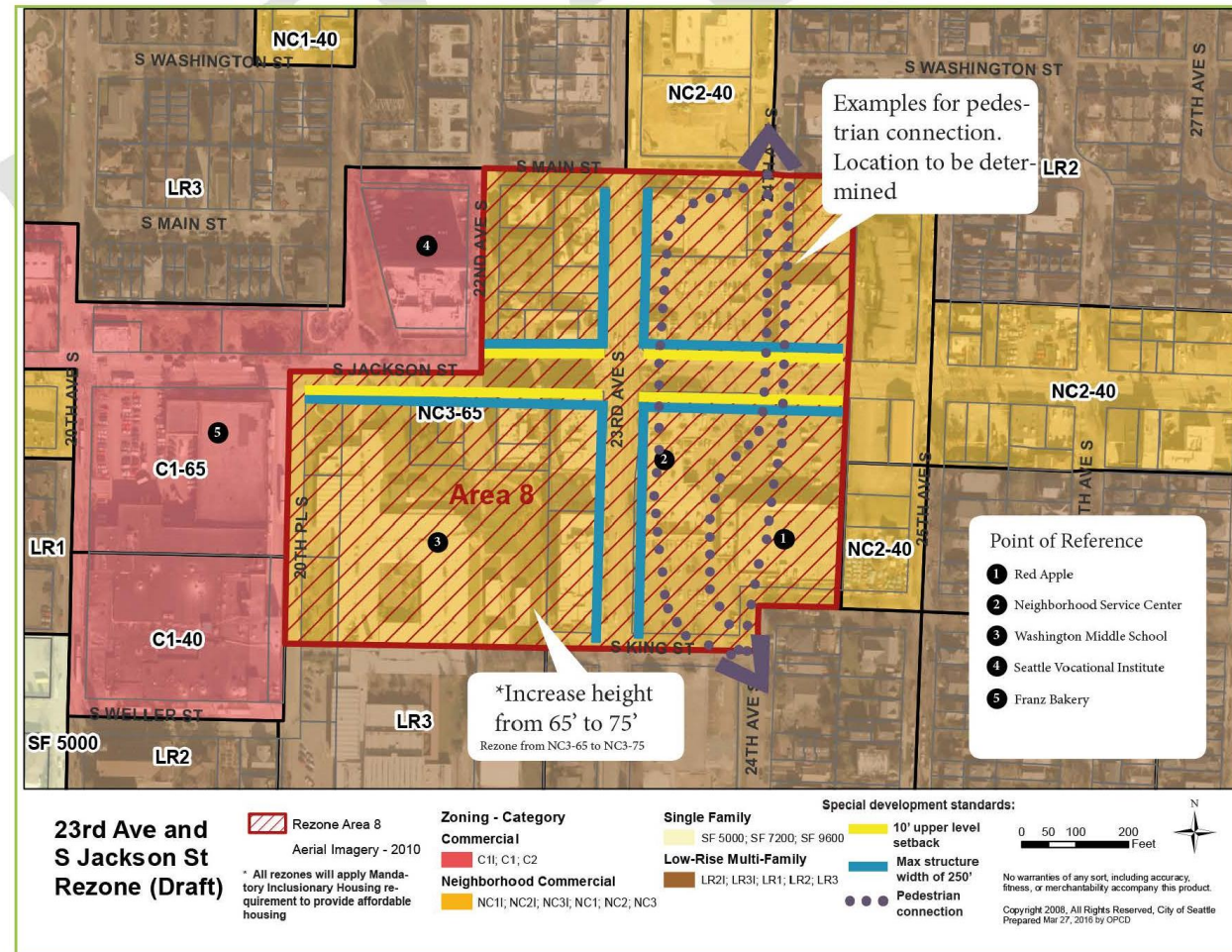


# 23<sup>rd</sup> and Jackson



Encourage pedestrian-friendly mixed-use development; increase housing choices near major commercial node

- Height change
- Include dev't standards to improve pedestrian friendliness



Total 17 parcels, 9 acres

# MHA in the Central District

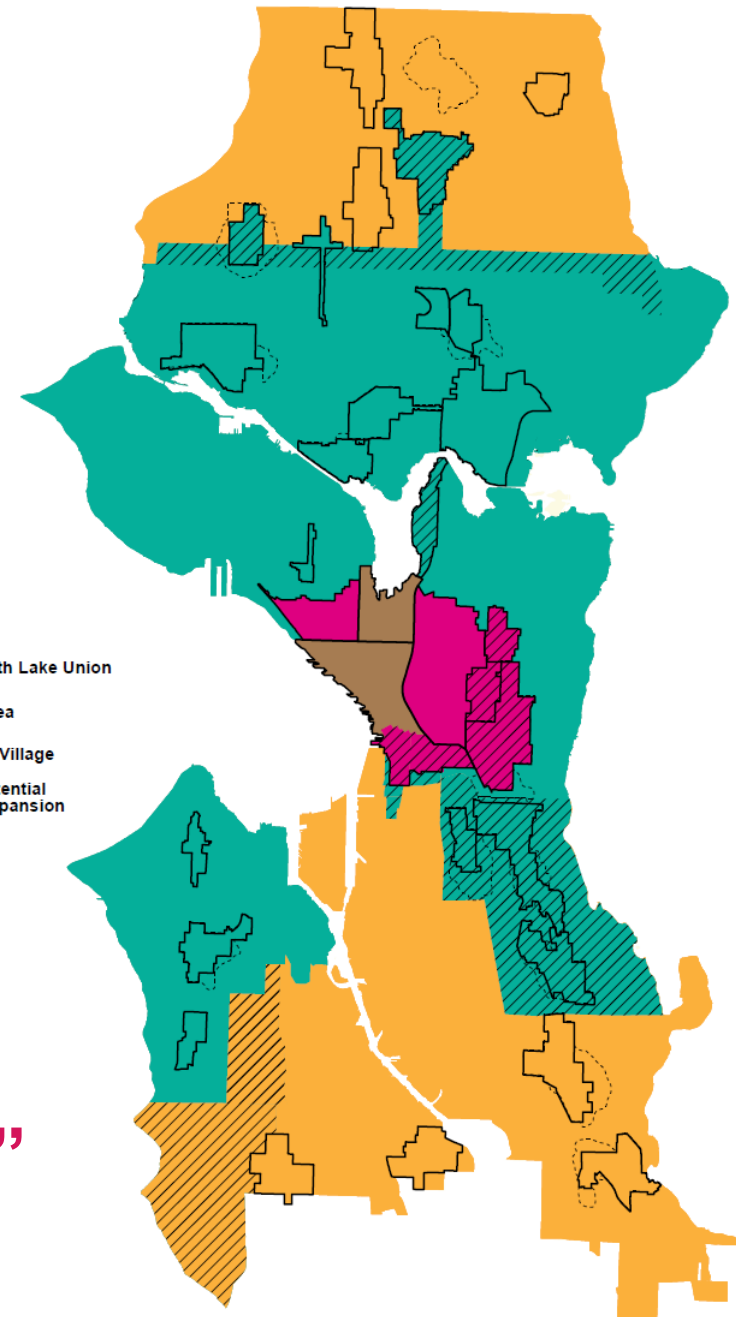
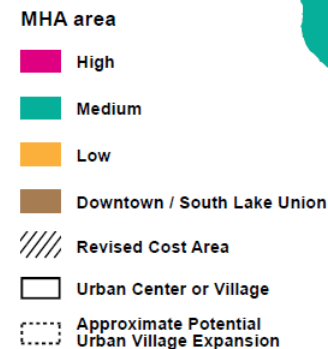


Affordability requirements vary across low/medium/high “MHA areas”

Communities with high risk of displacement on border between two areas moved to higher requirement

- Change made in response to community engagement and based on Growth & Equity Report

**Central District moved to “high” MHA requirements**



# MHA Requirements



<i>Proposed requirements for residential and highrise commercial</i>		Low Area		Medium Area		High Area	
		%	\$	%	\$	%	\$
Scale of Zoning Change	Zones with (M) suffix	5%	\$7.00	6%	\$13.25	7%	\$20.75
	Zones with (M1) suffix	8%	\$11.25	9%	\$20.00	10%	\$29.75
	Zones with (M2) suffix	9%	\$12.50	10%	\$22.25	11%	\$32.75

<i>Proposed requirements for non-highrise commercial (up to 95 feet)</i>		Low Area		Medium Area		High Area	
		%	\$	%	\$	%	\$
Scale of Zoning Change	Zones with (M) suffix	5%	\$5.00	5%	\$7.00	5%	\$8.00
	Zones with (M1) suffix	8%	\$8.00	8%	\$11.25	8%	\$12.75
	Zones with (M2) suffix	9%	\$9.00	9%	\$12.50	9%	\$14.50



# Potential *Residential Physical* Displacement



## 44 housing units in rezone area:

- 23 single-family homes; One 12-unit apartment complex; Nine units in duplexes and triplexes

## Expected residential *physical* displacement of low-income households *without* MHA

- ~17% of capacity expected to be redeveloped over 20 years
- ~17% of demolished units contain TRAO-eligible household.
- Likelihood that one TRAO-eligible, low-income household will experience physical displacement over 20 years

## MHA rezones should not impact *physical* displacement of low-income households

- Additional capacity combined with MHA requirements is not expected to significantly change the likelihood that parcels redevelop



**Creating new affordable housing choices is a critical anti-displacement strategy**

**Proposed rezones will not substantially change likelihood of *direct* residential displacement**

- Rezone area is mostly multifamily and commercial zones
- Additional capacity combined with MHA requirements is not expected to significantly change the likelihood that parcels redevelop.

**Plan includes many additional strategies to address residential, commercial, cultural displacement**



## **MHA is one piece of much broader 23<sup>rd</sup> Avenue Action Plan:**

- Proposal includes many strategies—land use, housing, transportation, engagement—to strengthen the community and address residential, commercial, cultural displacement.

## **23<sup>rd</sup> Avenue Action Plan is one piece of much broader MHA citywide implementation:**

- Proposal will result in ~50 new income- and rent-restricted homes over the next 10 years—contributing to 6000+ new affordable homes to help support low-income residents across the city.

thank you.



HOUSING AFFORDABILITY  
AND LIVABILITY AGENDA