

23rd Avenue Action Plan Rezoning and Mandatory Housing Affordability (MHA) Implementation

a program of the
Housing Affordability and Livability Agenda



PLUZ Briefing
June 20, 2017

Central Area Background



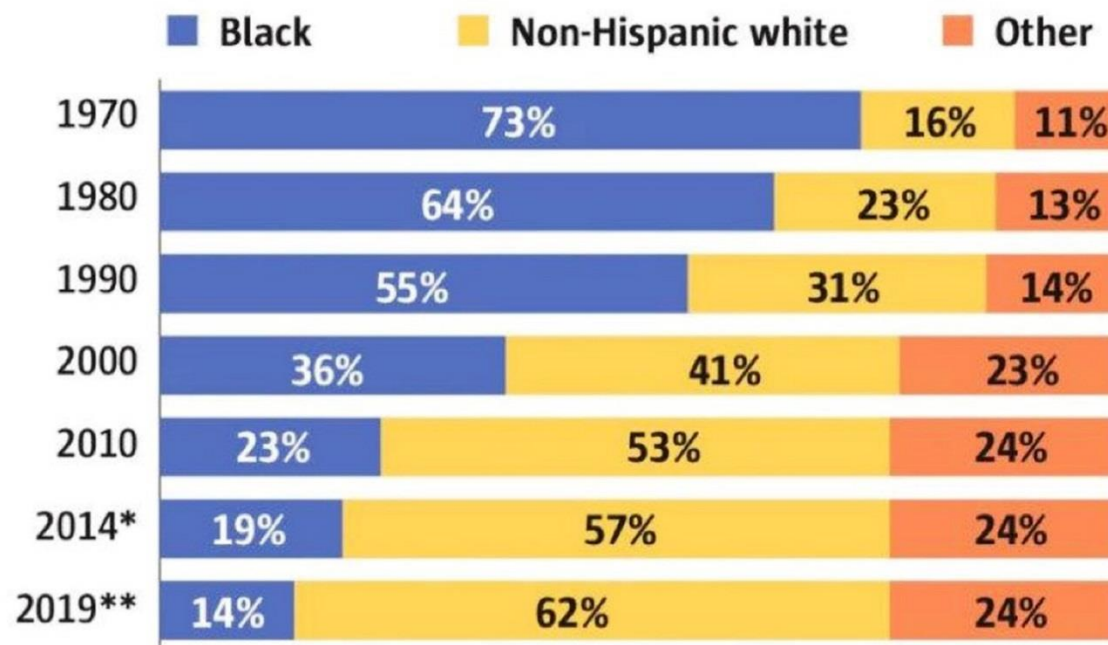
Rich diverse history

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

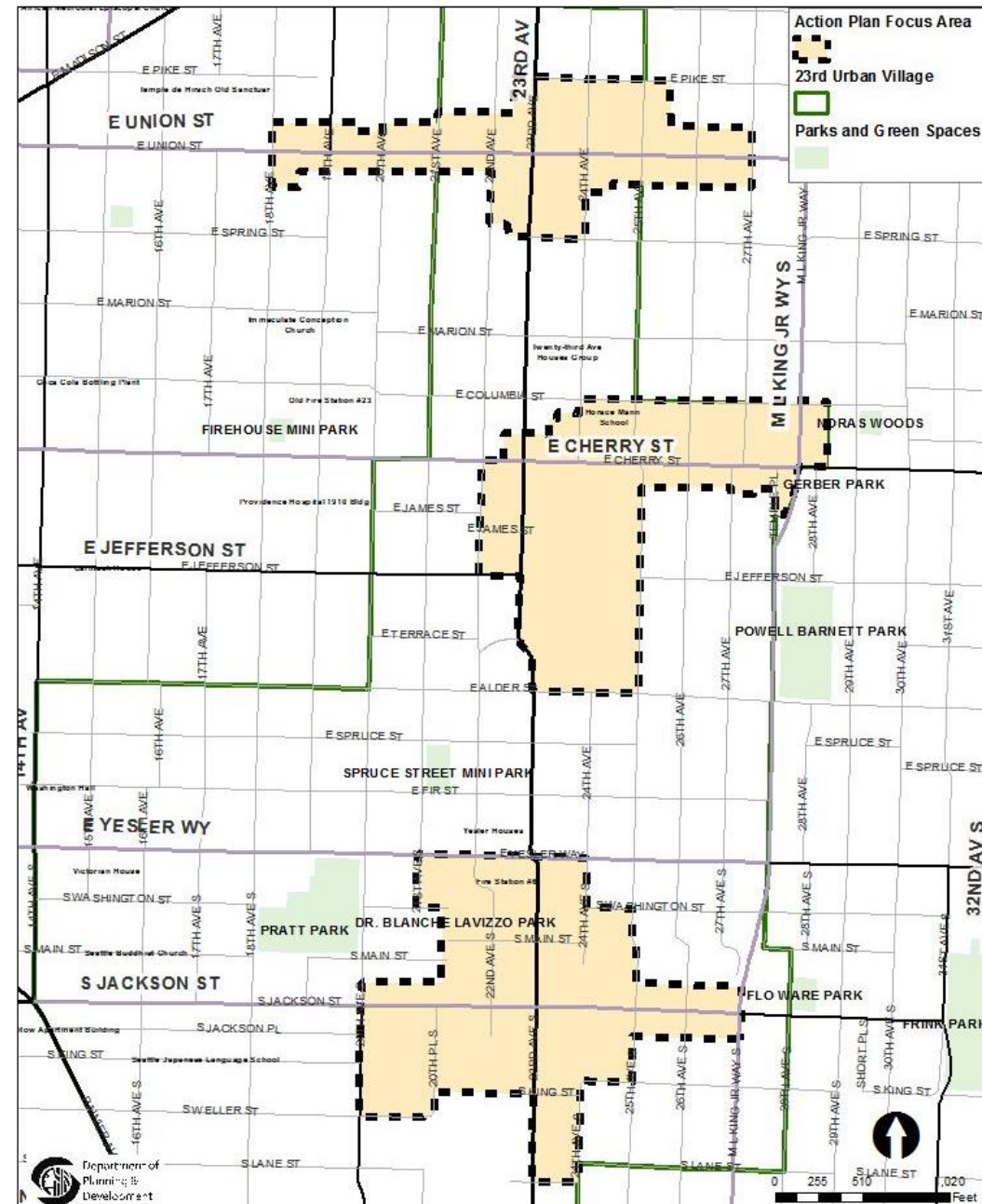


Update to Central Area Action Plan (1992, 1999)

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

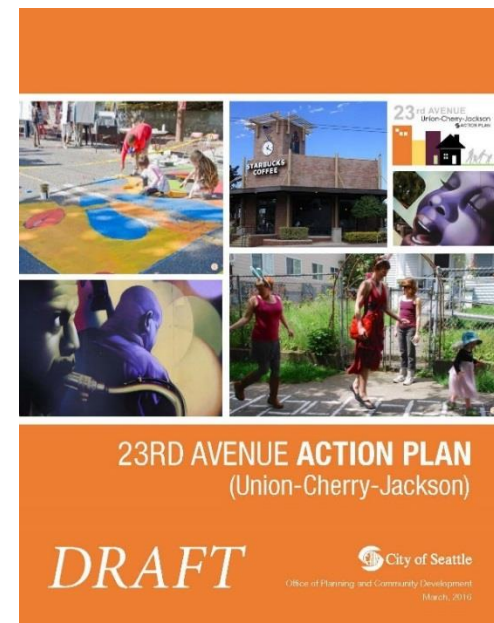
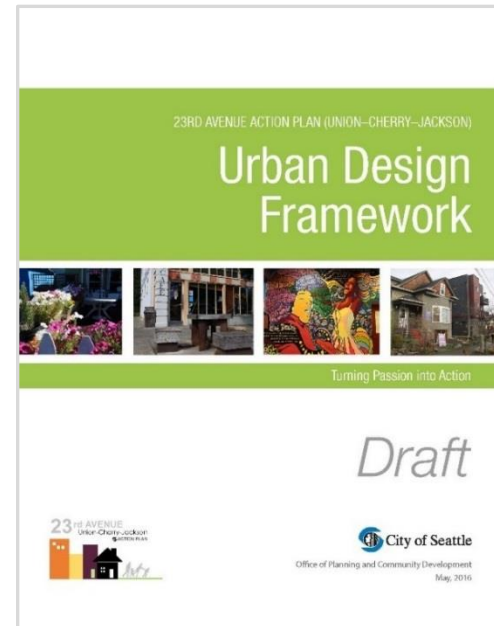


Support community priorities

- 23rd Avenue Action Plan
- Urban Design Framework
- 23rd Avenue rezone proposal

Support community capacity to implement vision

- 23rd 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 23rd 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.

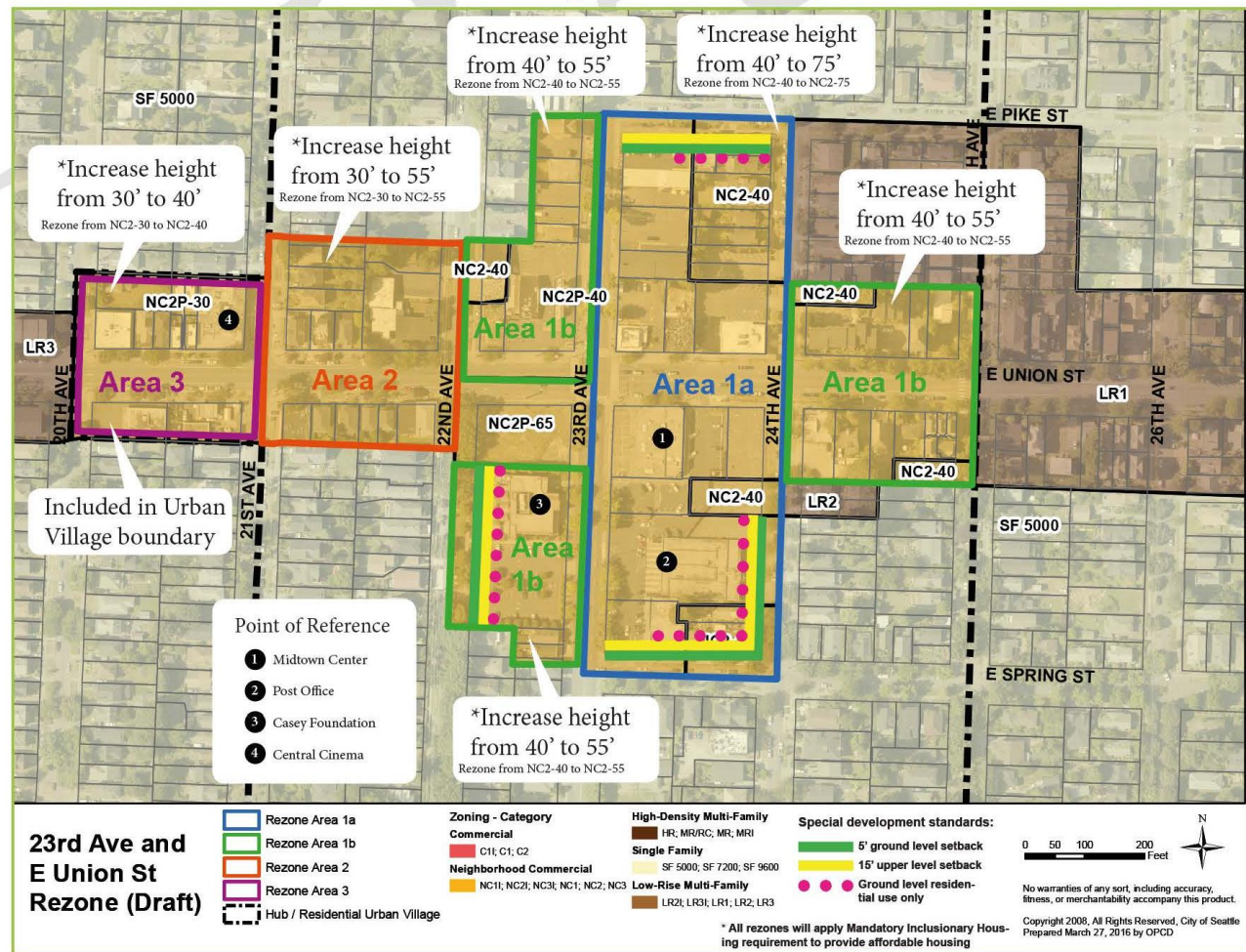
23rd and Union



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



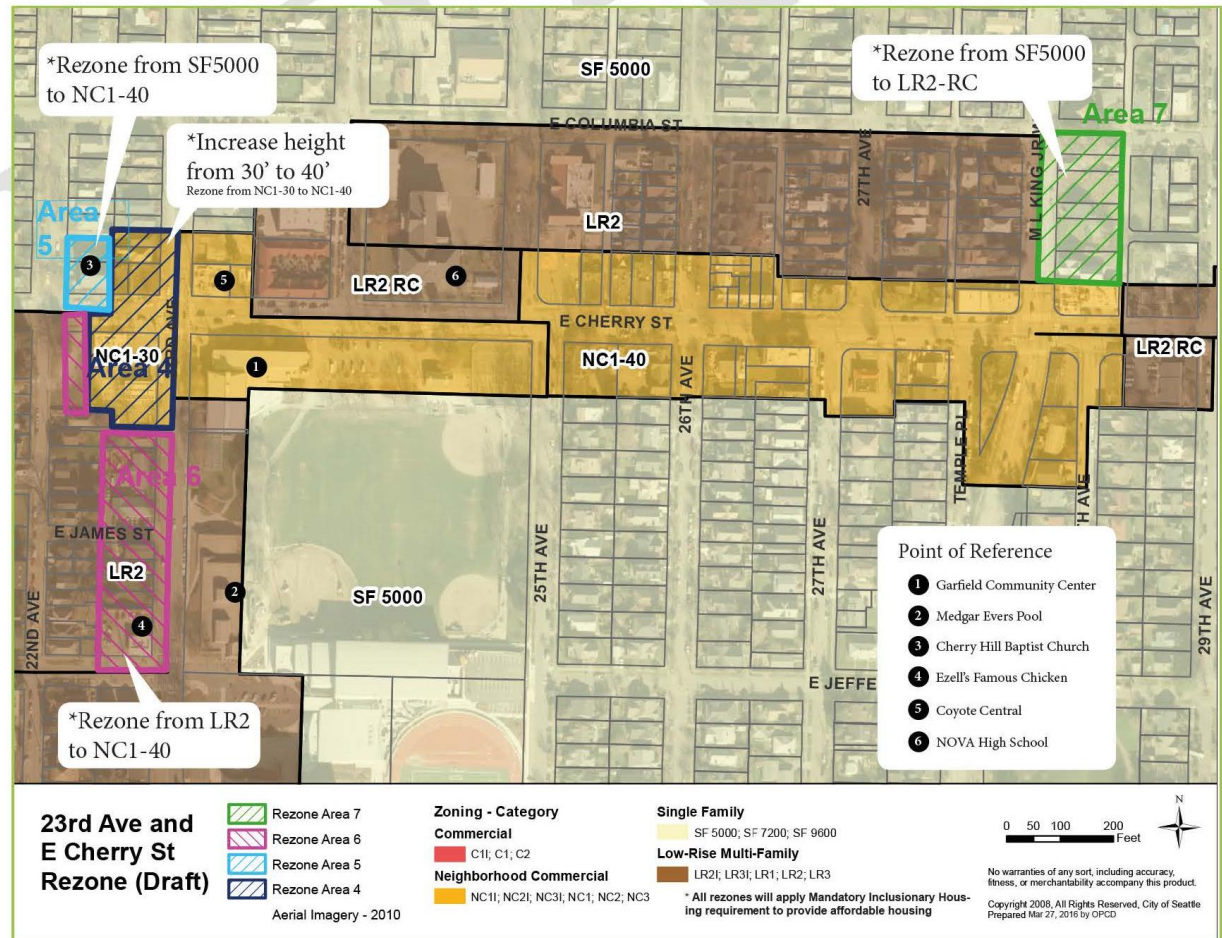
23rd and Cherry



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

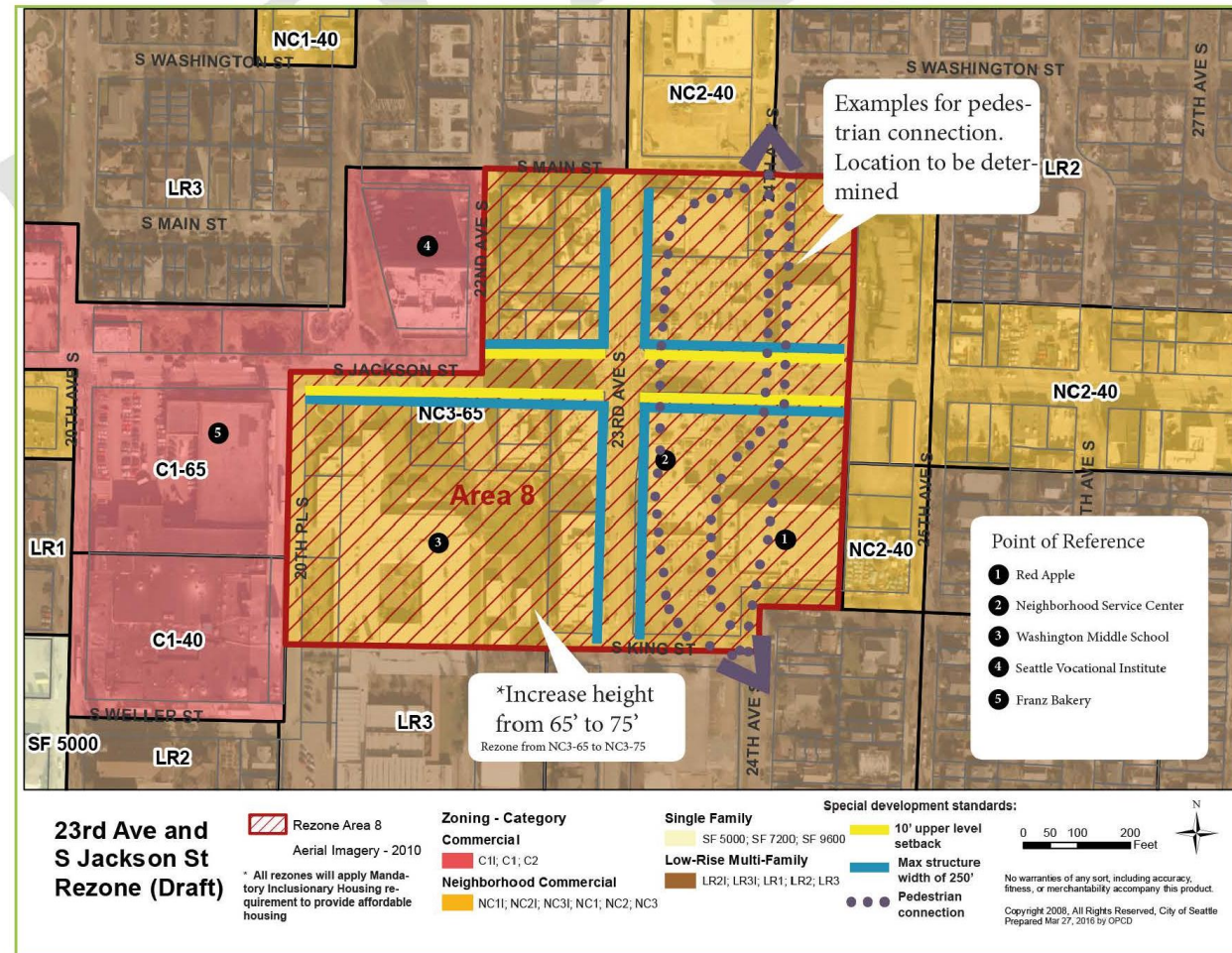


23rd and Jackson



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

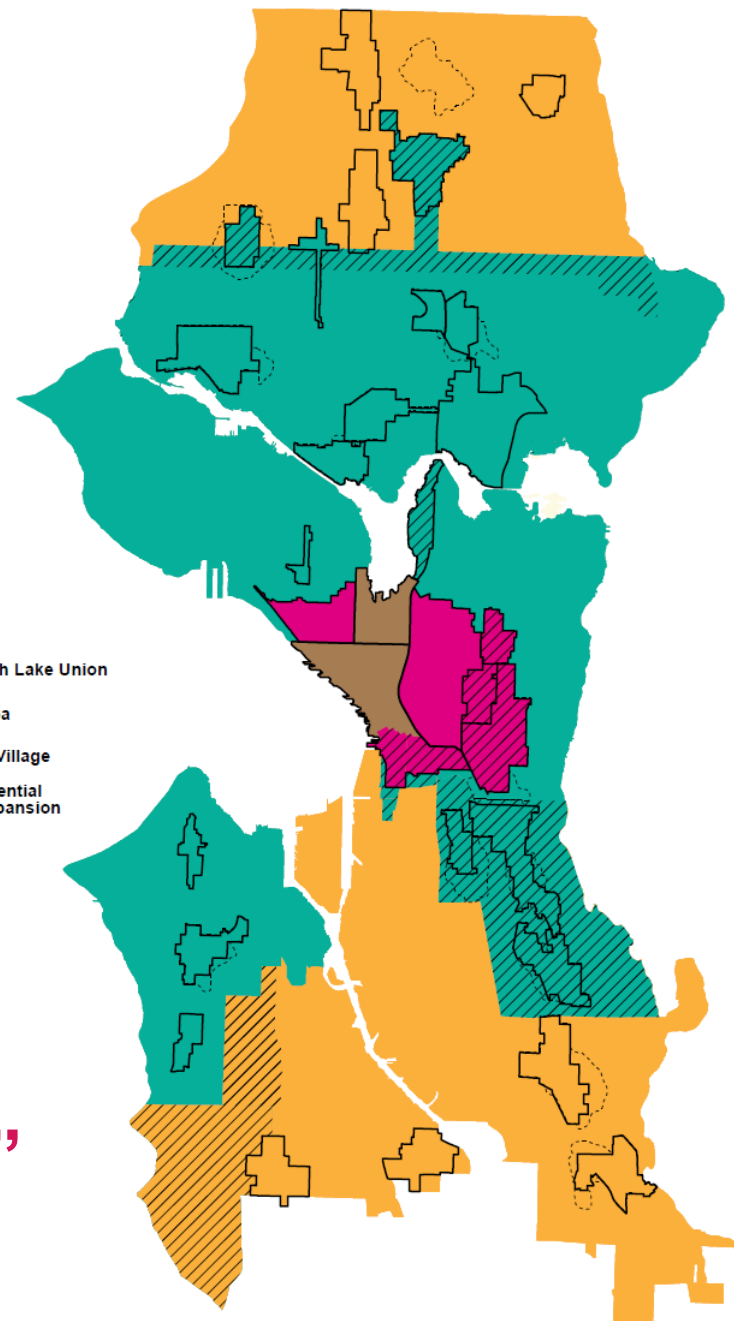
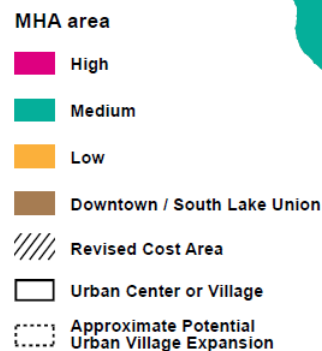


Affordability requirements vary across low/medium/high “MHA areas”

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 23rd Avenue Action Plan:

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

23rd 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