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

a program of the Housing Affordability and Livability Agenda





### Central Area Background

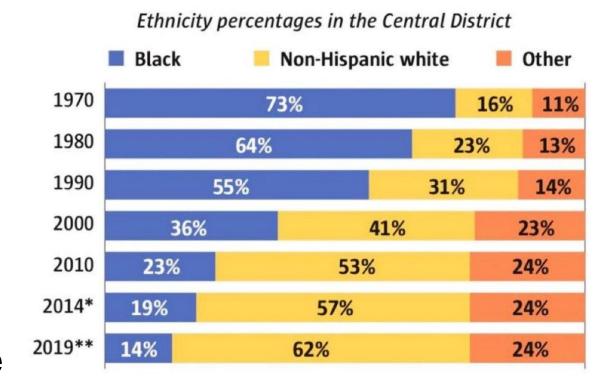


#### Rich diverse history

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





### 23rd Ave Action Plan Context

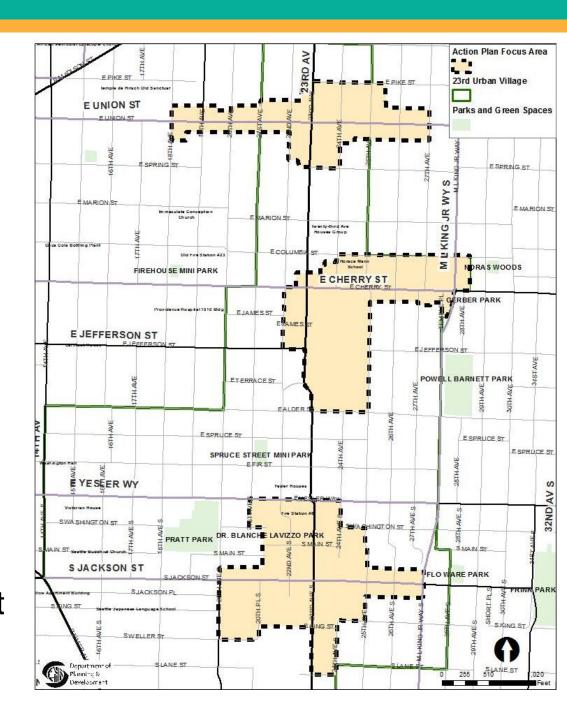


#### **Update to Central Area Action Plan (1992, 1999)**

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?



<sup>\*</sup> Over 2,000 engaged (meetings large and small, surveys, etc)



<sup>\*</sup> Over 100 signed up for action teams

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

### Plan Recommendations

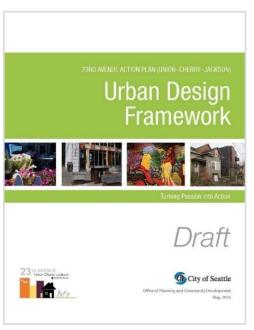


#### Support community priorities

- 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





### Addressing Residential Displacement



# 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



# Addressing Commercial Displacement

# 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



### Addressing Cultural Displacement



# 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



### Supporting community ownership



# 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.

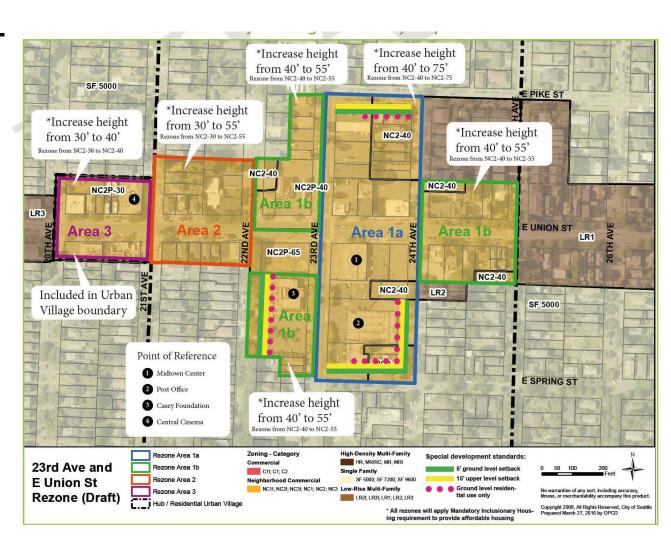
### 23<sup>rd</sup> and Union



Medium-sized mixeduse node with increased vitality and commercial energy

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

Total 71 parcels, 10 acres





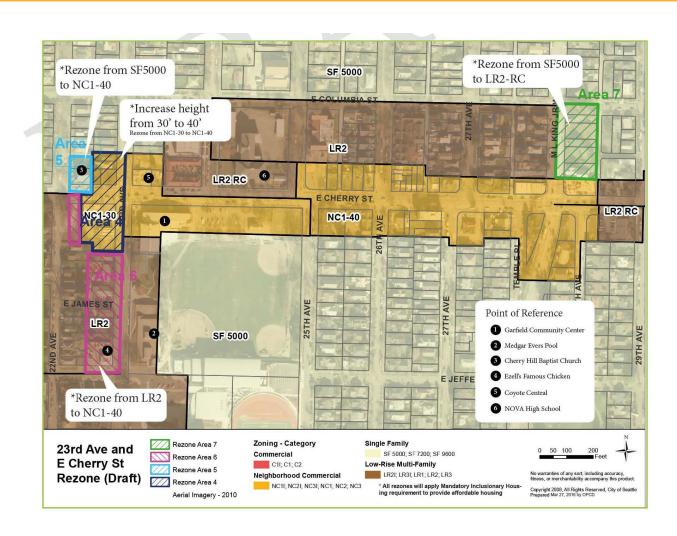
### 23<sup>rd</sup> and Cherry



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





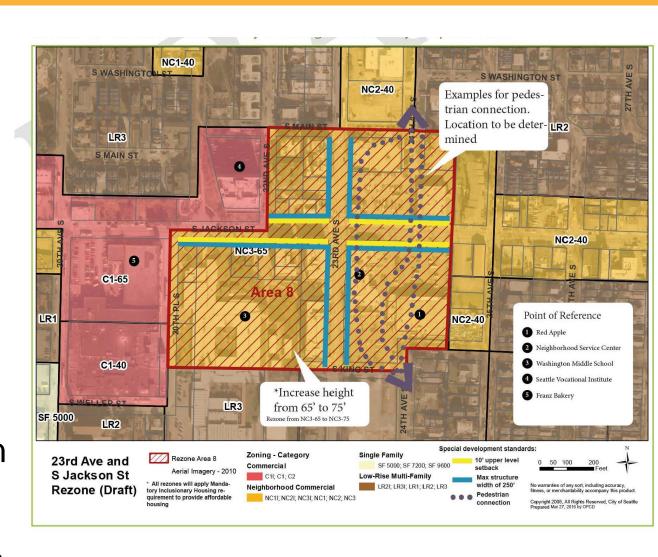
### 23<sup>rd</sup> and Jackson



Encourage pedestrianfriendly 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





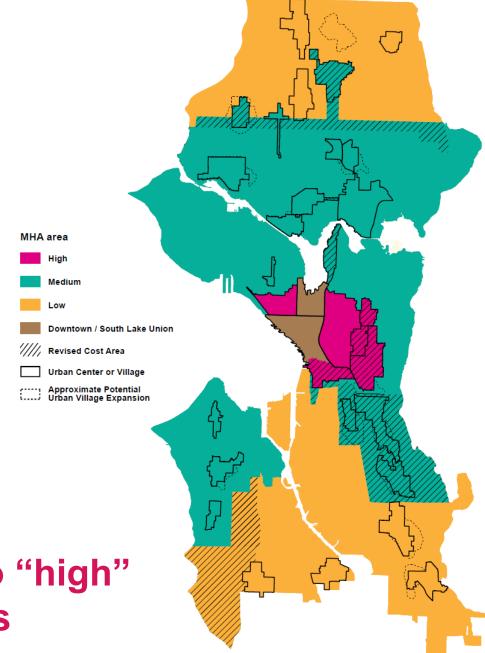
### MHA in the Central District



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



Proposed requirements for residential and highrise commercial		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%	\$22.2	11%	\$32.75	

Proposed requirements for non- highrise commercial (up to 95 feet)		Low Area		Medium Are		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

### MHA & Displacement



# 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

### **Broader Context**



# 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.

