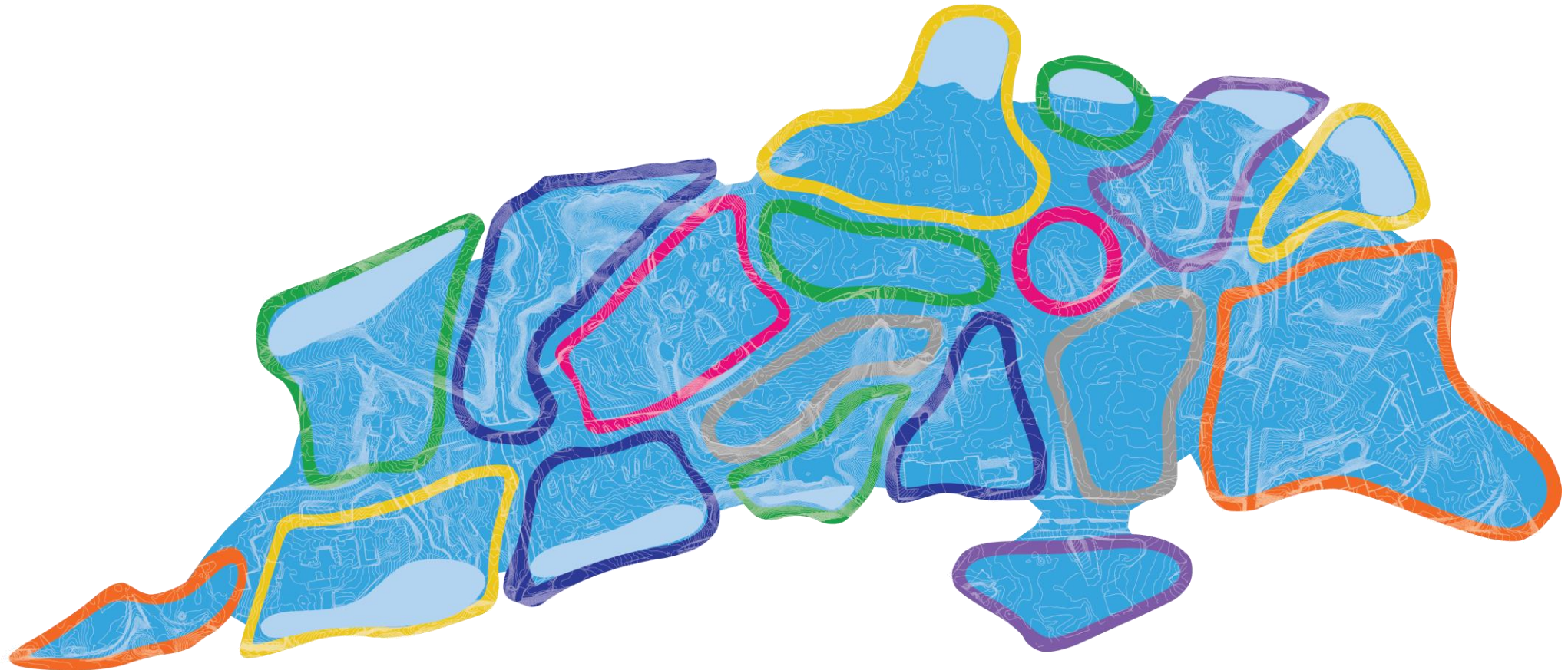


Learning Lab – AlexWest



Agenda

1. Introductions
2. Housing
3. Community Engagement
4. Land Use
5. Recommendations
6. Legislative Advocacy
7. Key Takeaways
8. Discussion

Meet the Panel



Jeffrey Farner
Deputy Director
Department of Planning &
Zoning



**Helen S.
McIlvaine**
Director
Office of Housing



**Christian
Brandt, AICP**
Urban Planner III
Department of Planning &
Zoning

slido

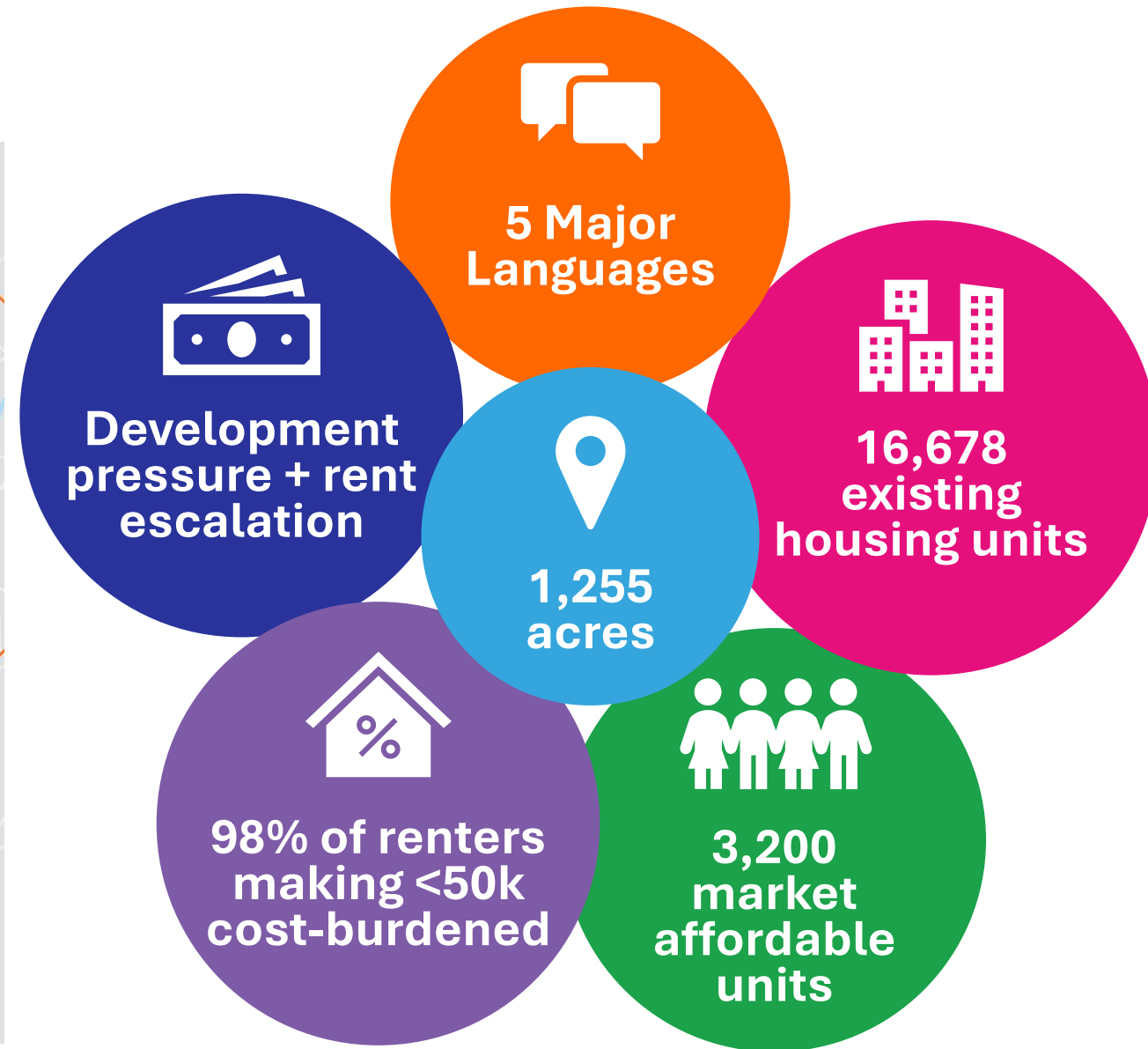
Please download and install the
Slido app on all computers you use



**Which of these topics are
most relevant to your work?**

① Start presenting to display the poll results on this slide.

Regional Context



Why Plan?

38%

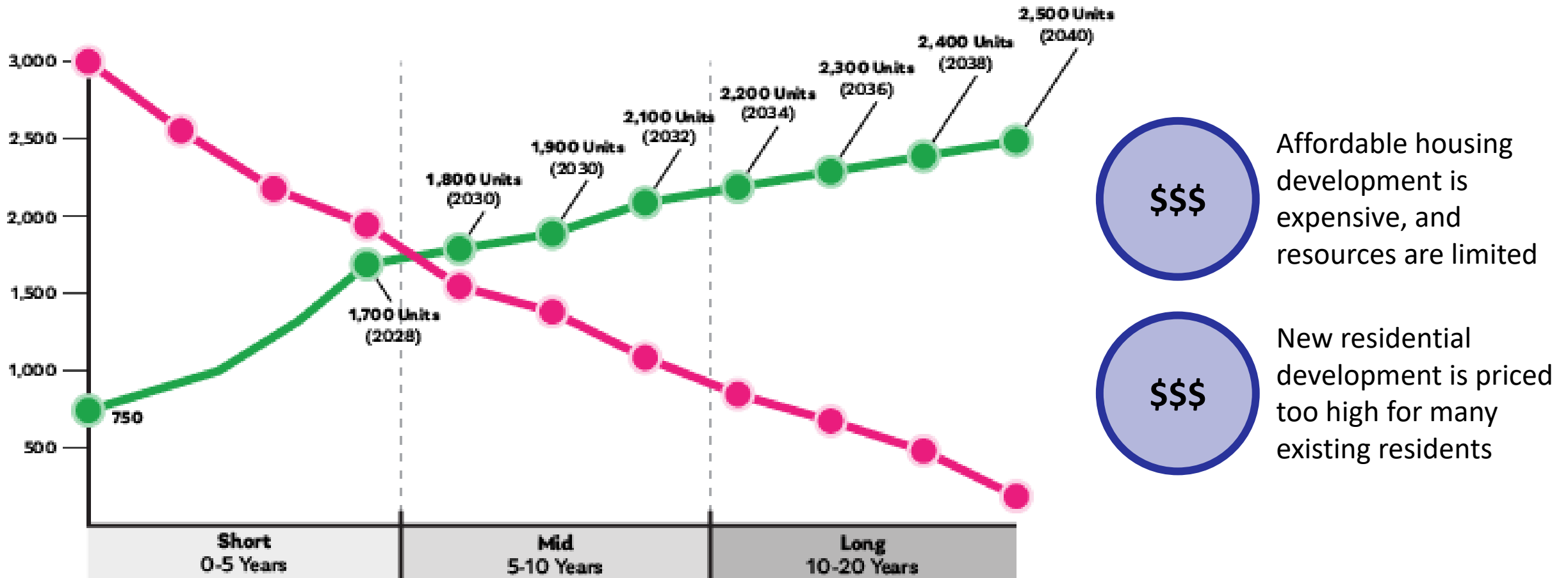
of the City's
market
affordable
rental units

Regional
market +
development
pressures/rent
escalation

Existing land
use plan that
needs to be
updated to
incorporate
best practices

Need to have a
proactive vision
rather than a
reactionary
response to
changes

Market Realities of Housing Affordability



- **Projected Loss of Market Rate Units at $\leq 60\%$ AMI**
- **Committed Affordable Units as Part of AlexWest Plan**

Existing Housing Tools

- Landlord / Tenant Mediation
- Ready to Rent Program
- Voluntary Rent Increase Policy
- Voluntary Tenant Relocation Policy
- Rental Inspection Program and Code Ambassador
- Downpayment and Closing Cost Assistance
- HOA Training and Technical Assistance



Community Engagement

Comprehensive, Consistent, Collaborative, Clear

In Person/Hybrid

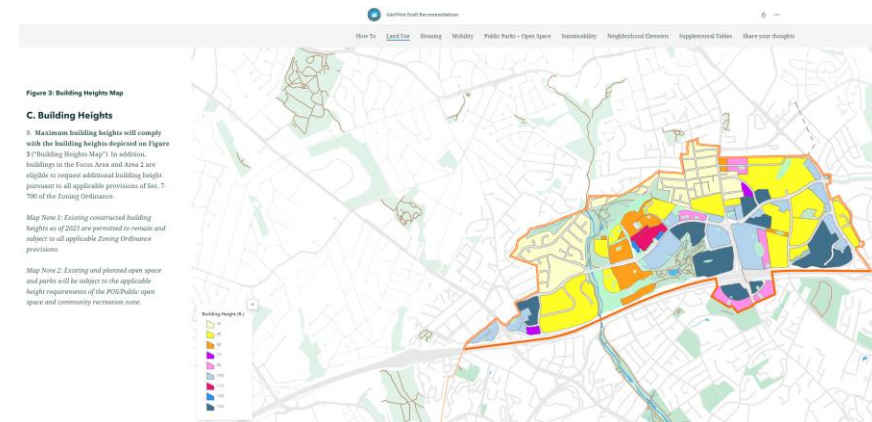
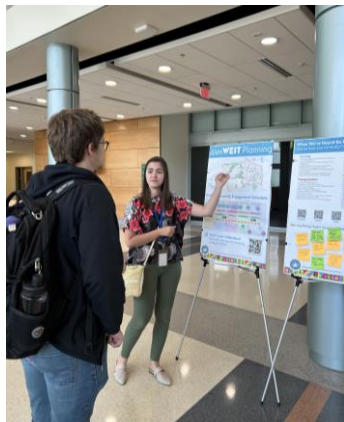
- Pop Ups
- Meetings with Community Organizations: Planning 101 Trainings, Focus Groups
- Tenant and Property Owner Meetings
- Community-wide Meetings and Open Houses

Virtual

- Meetings with Community Organizations
- Online Open Houses
- Community Polls
- Interactive Storymap
- Community-wide Meetings

VDHA Grant Funding

- Translation into Dari and Pashto
- Mini-grants to 6 Community Organizations for engagement support



slido

Please download and install the Slido app on all computers you use

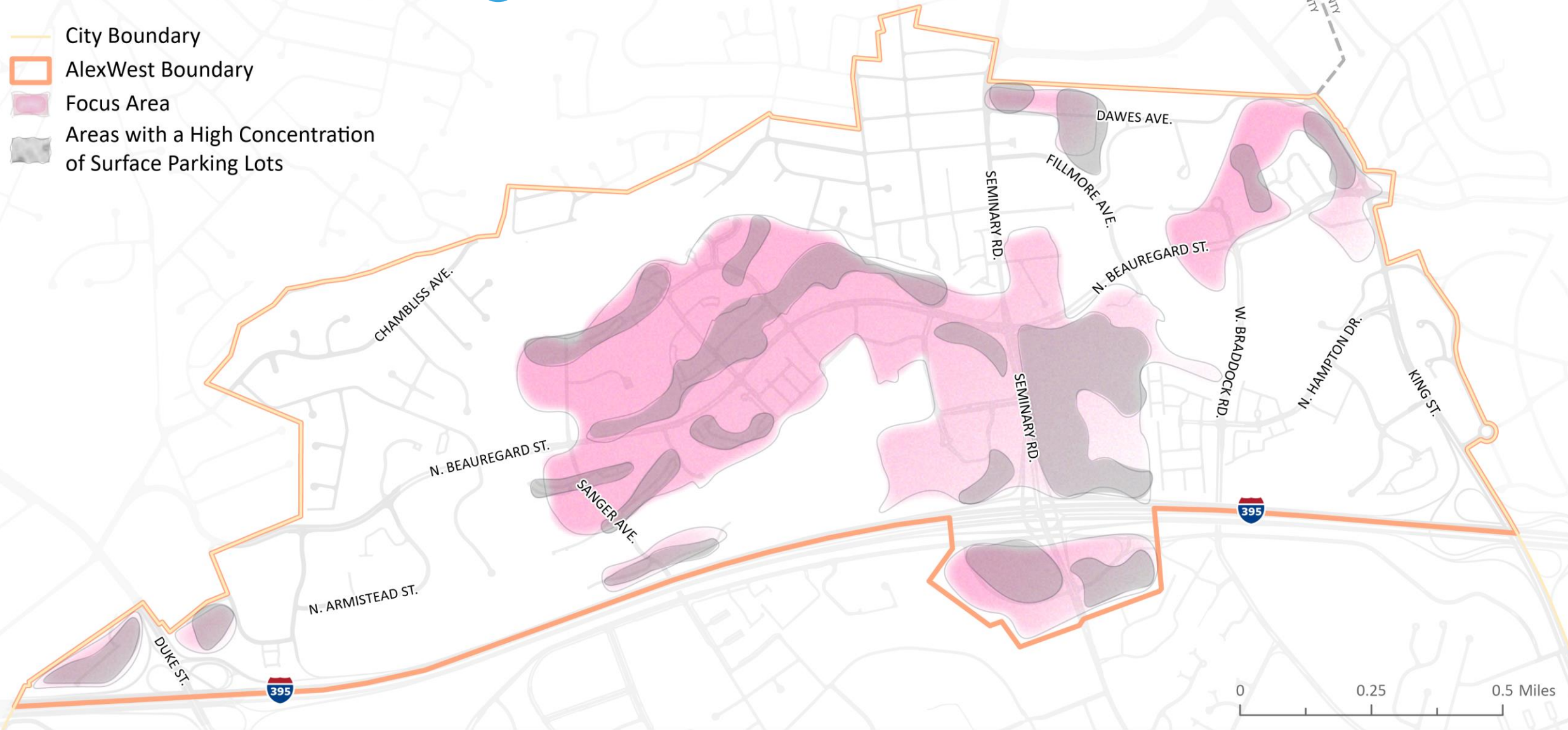


What are some engagement tools you have used in your own work?

① Start presenting to display the poll results on this slide.

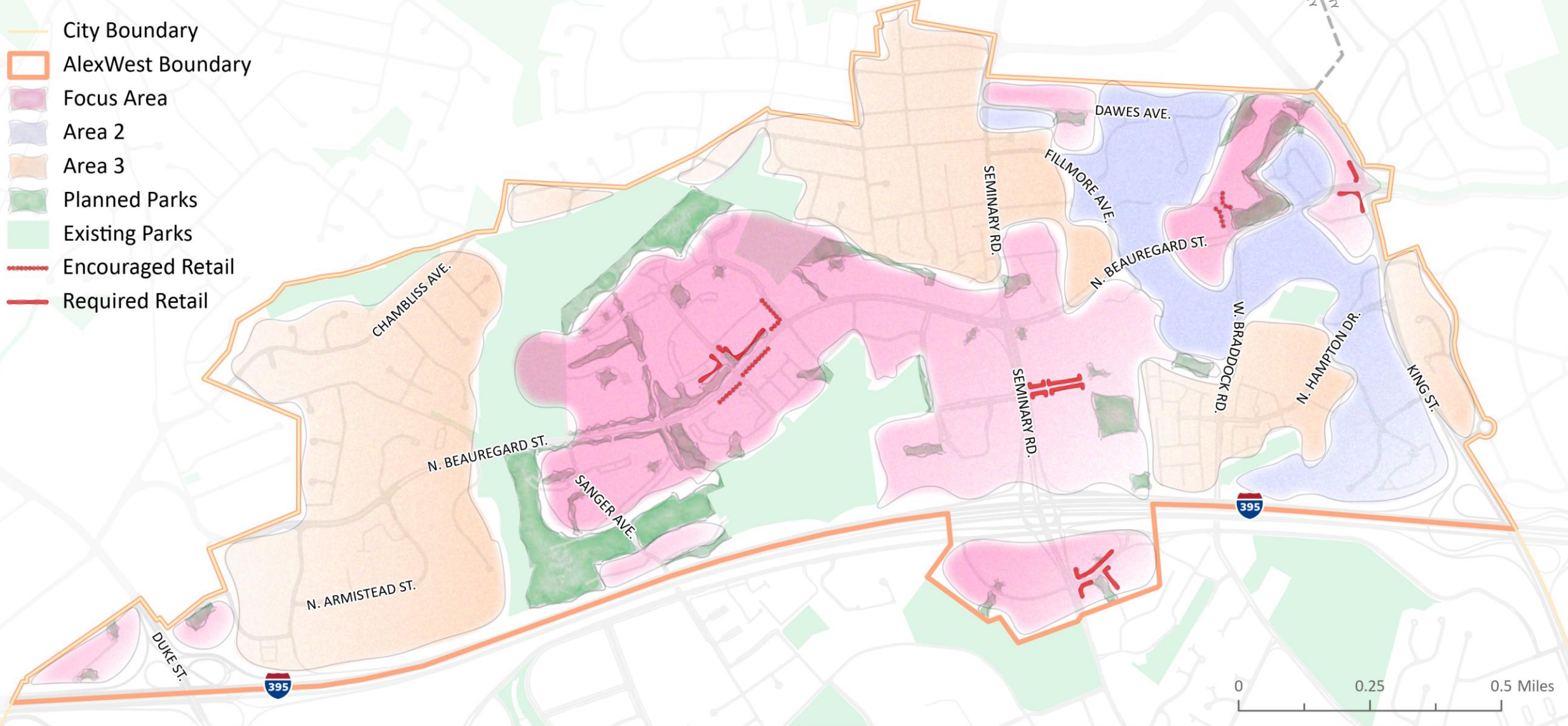
Surface Parking + Commercial

- City Boundary
- AlexWest Boundary
- Focus Area
- Areas with a High Concentration of Surface Parking Lots



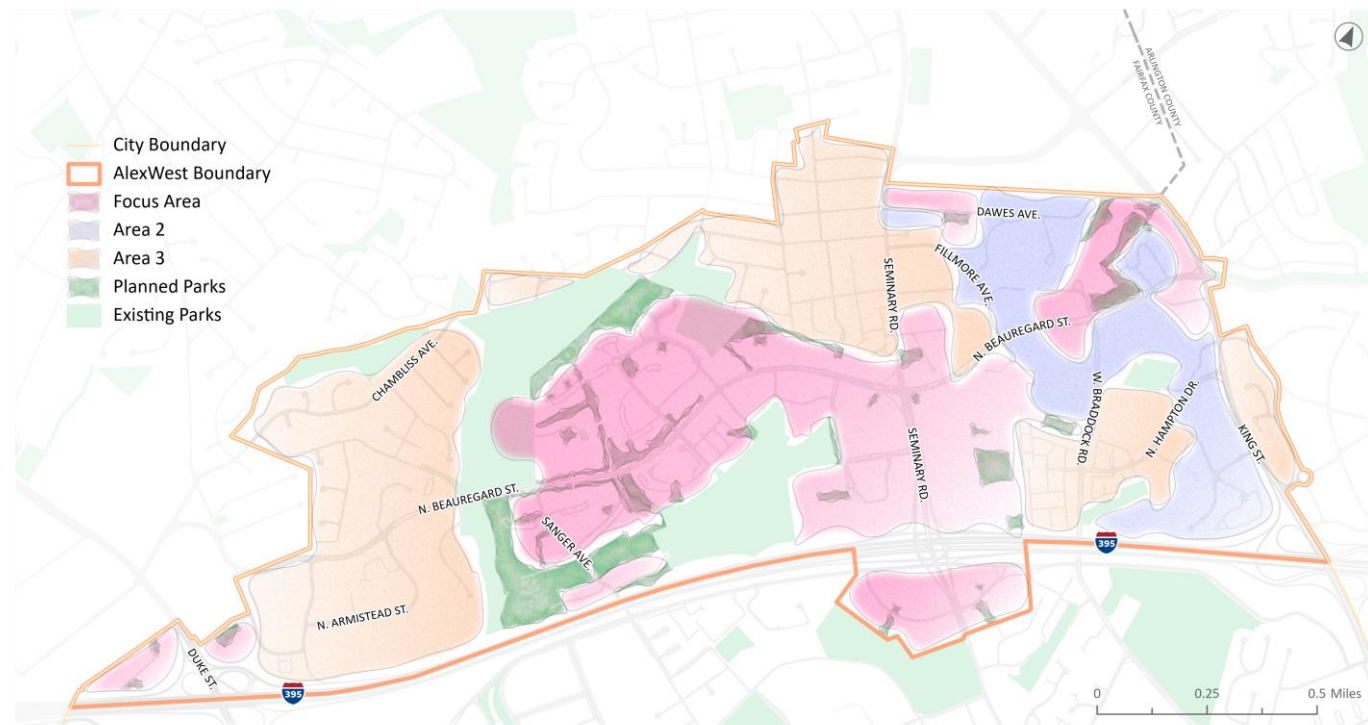
Planning Strategy

- City Boundary
- AlexWest Boundary
- Focus Area
- Area 2
- Area 3
- Planned Parks
- Existing Parks
- Encouraged Retail
- Required Retail



Affordable Housing Recommendations

15. 10% of development in Focus Area above base residential will be on-site Committed Affordable Housing
16. 10% of any development proposed in Area 2 above existing zoning will be on-site Committed Affordable Housing
20. One third of additional residential density in CDDs above the Plan amount will be Committed Affordable Housing
21. Bonus density above 30% is authorized in the Focus Area and Area 2 to encourage production of additional Committed Affordable Housing



From Engagement to the Land Use Strategy

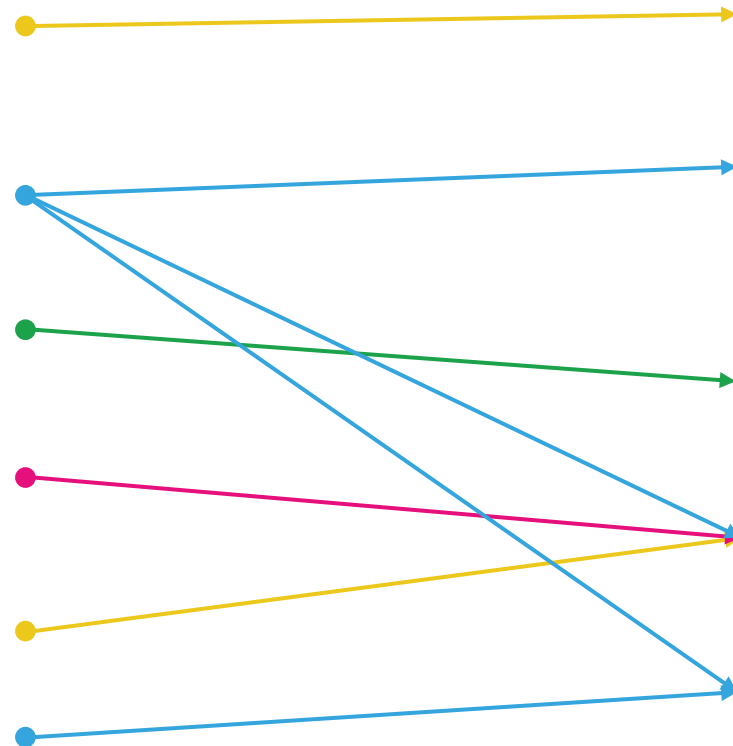
New development will provide housing while also providing new community amenities that will improve residents' quality of life

What We Heard

- Not enough neighborhood-serving retail
- Not enough affordable housing
- Want more access to parks and rec resources
- Want more mobility options
- Market for office development is disappearing
- Incorporate anti-displacement strategies into the Plan

Strategy Elements

- Required- and encouraged-retail areas in key locations
- 10% affordable housing requirements and bonus density encouraged
- Expanded parks and amenities from new development
- Development on surface parking and close to transit
- Strategic redevelopment of underutilized office buildings/parcels



slido

Please download and install the
Slido app on all computers you use



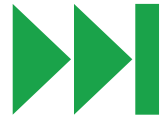
**What elements of this land use
strategy could you bring to
your own work?**

① Start presenting to display the poll results on this slide.

Legislative Actions: Housing



The AlexWest Plan it is an opportunity to proactively address affordability and displacement with the tools we currently have and prioritize seeking greater authority



The City will continue pursue additional housing tools and tenant protections through:

- The upcoming Housing Master Plan Update
- Enhanced legislative authority through the State.



Key Takeaways: Land Use

1



Economics

- A. Understanding of market rents + market pressures
- B. Does additional development add value?
- C. How much affordable housing should be recommended with additional density?
- D. Is the plan implementable?

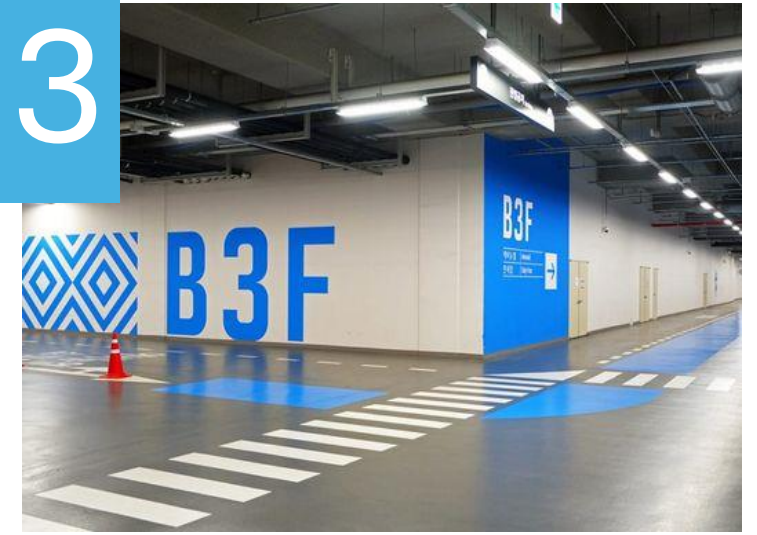
2



Office Conversions

- A. Does the building support conversion?
- B. Is the office in a location/type to encourage conversion?
- C. Sufficient open space?
- D. Fiscal impact?

3



Parking

- A. Can/should displaced parking be provided?
- B. Challenges with phasing for bigger projects
- C. Space, design, + fiscal impacts on type of parking

Key Takeaways: Land Use

4

Responsibility	Short-term	Mid-term	Long-term	On-going
Developers	●	○	○	○
Developers	○	○	○	●
Developers	○	○	○	●
Developers	○	○	○	●

Phasing

- A. Clearly identify timing + responsibility of plan recommendations
- B. Process to track, monitor, + communicate success of plan

5



Design

- A. Importance of good design
- B. Clarity of expectations (design standards)
- C. Success is creating a place where people want to be
- D. Quality begets quality

6



Role of Development vs. Municipality

- A. Role of private development is to mitigate impacts – streets, parks, etc.
- B. Role of government – planning, coordination, + grants

Key Takeaways: Housing

1



Existing Programs

- A. Bolster existing programs to help address current need
- B. Train applicants, tenants, and HOAs on legal rights, management, and other existing tools

2



Creativity and Flexibility

- A. Within limited framework, deploy multiple tools for AH development
- B. Combine other non-AH programs with development to enable more affordability and enhance self-sufficiency

3



Partnerships

- A. Work with existing and potential partners to create and deepen affordability
- B. Work with partners to take advantage of opportunities on public land and to enhance financial resources for AH development

Key Takeaways: Community Engagement

1



Flexibility

- A. Unforeseen circumstances and unexpected needs are guaranteed to arise show up – you might as well prepare!
- B. Responding appropriately and respectfully requires some level of flexibility

2



Availability

- A. Making time for community organizations was key for developing relationships
- B. Say yes to things, it will more often than not serve you in the long run

3



Directness and Honesty

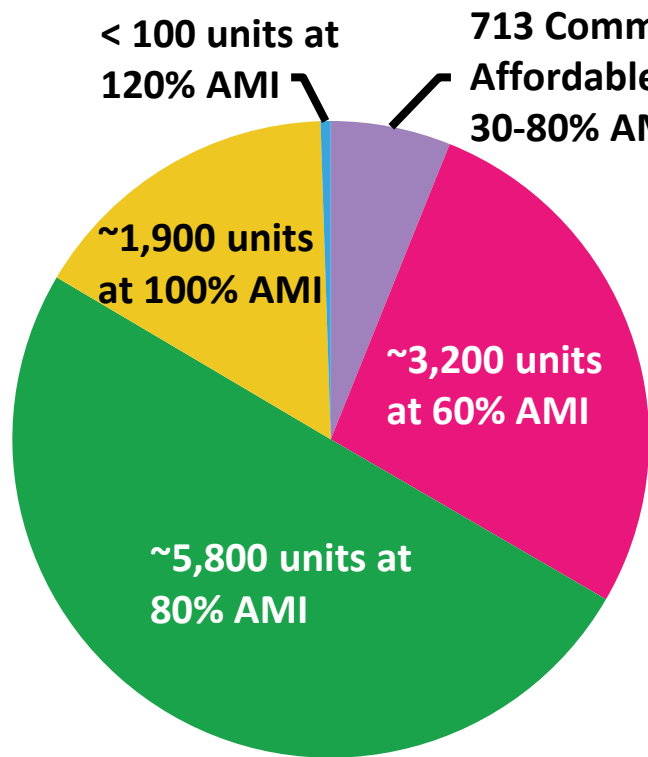
- A. Being honest helps set expectations and builds trust with community members
- B. Most people will see through your “plannerspeak”

Group Discussion + Questions



Housing Conditions

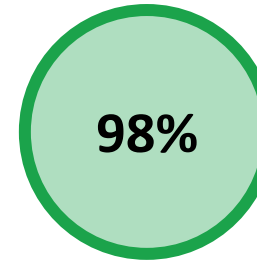
Rental options by level of affordability (based on rent and utilities). *~74% of units in AlexWest are rentals.*



Majority of **market** and **workforce affordable rental** units are 50-60+ years old



14% of the City's CAUs and **38%** of the City's market affordable units are in AlexWest



Almost all **renter** households [$\sim 2,800$] with incomes less than \$50,000 are housing cost-burdened.

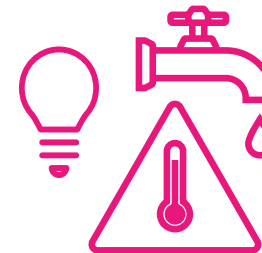
Source: ACS 5-Year Estimates (2017-2021)



Average **1-bedroom** rent, adjusted for utilities.



Average **2-bedroom** rent, adjusted for utilities.



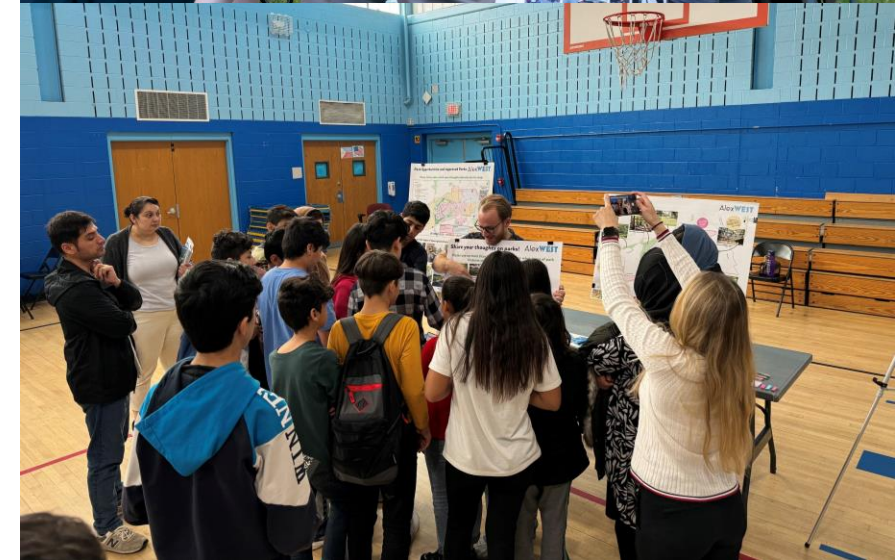
Increasing **utilities** and **fees** are making many rental units **less affordable.**

Community Engagement Numbers



Community Engagement Conditions

- Very racially and ethnically diverse
- Many different languages spoken: Spanish, Amharic, Arabic, Dari, and Pashto
- Lots of active community organizations, civic associations, and service providers
- Lots of diversity of housing and neighborhood types



Property Owner and Tenant Meetings

- Several apartment communities have problems related to deferred maintenance and management responsiveness
- Paused process in Summer 2023 to facilitate owner-tenant meetings about **building maintenance and management** from the **overall planning process**.
 - **Creating space** focusing on resolving these issues **collaboratively**.



Community Engagement Strategy

Goal: ensure that AlexWest residents can effectively participate in the SAP and feel that their voices are heard.

Comprehensive, Consistent, Collaborative, Clear

- Opportunities for many different residents to engage, lots of different types of opportunities, at different locations, in different languages, and focusing on many different topics.

Consistent

- Regular engagement opportunities, whether participation is expected or not.

Collaborative

- Engagement through partnerships with local organizations, community leaders, and other City departments; willingness to adapt and be flexible to the needs of partners.

Clear

- Concise, understandable, de-plannerfied materials, provided in multiple key languages, with extra detail made available when desired. Honest conversations and realistic expectations.