

Business Implications: New Fair Housing Regulatory Environment

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NH&RA Spring Developers Forum

Marina Del Rey, CA / May 2016



Affirmatively Furthering Fair Housing (AFFH)

New AFFH Rule – July 2015

AFFH Rule Highlights

The updated approach to AFFH sets out four clear fair housing goals:

- 1) Reduce segregation, and build on the nation's increasing racial, geographic and economic diversity.
- 2) Eliminate racially and ethnically concentrated areas of poverty.
- 3) Reduce disparities in access to important community assets such as quality schools, job centers, and transit.
- 4) Narrow gaps that leave families with children, people with disabilities, and people of different races, colors, and national origins with more severe housing problems.

Public Housing Redevelopment Principles

- Maximize the creation of affordable housing
- Involve residents at the highest levels of participation
- Provide economic opportunities
- Integrate the rebuilding process with neighborhood improvement plans
- Create environmentally sustainable and accessible communities
- Create a strong sense of community



Public Housing Redevelopment: Developer's Perspective

Long-term commitment to the process and community

- Public Private Partnerships
- 10 plus year timeframe
- 500 to 2500 Units
- Mixed Income and Mixed Use
- Coordination of large teams
- Development and Management

Obtain and maintain political will

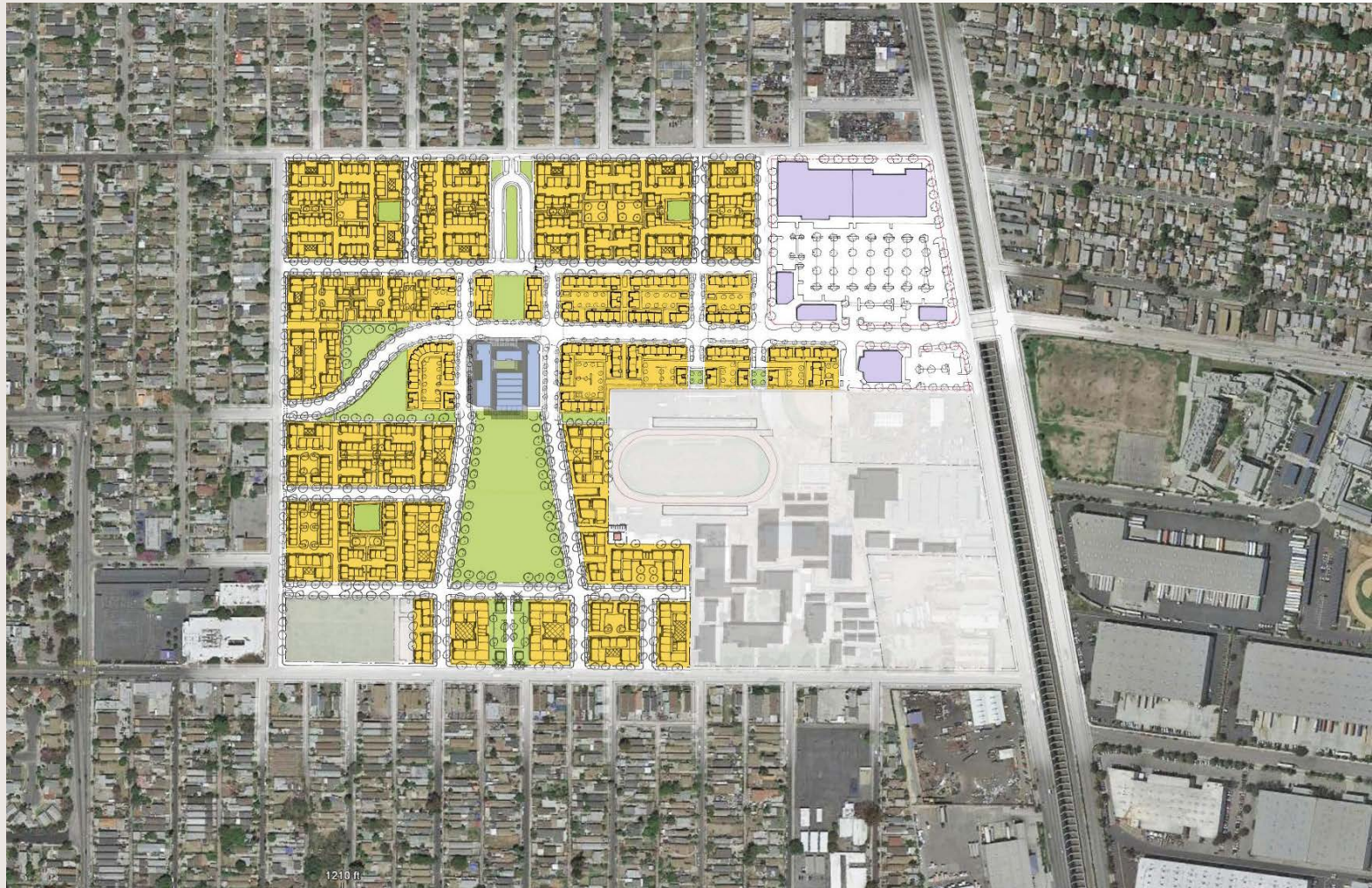
Community engagement



Jordan Downs Today



Master Plan



Development Overview

- 60 acre Public Housing site with 700 Units
- Housing Authority acquired 20 additional acres to support a Build First strategy
- New construction:
 - 1400 residential units
 - 100,000 sf of commercial
 - 50,000 SF Community Center
 - 9 acres of open space
- Mixed Income family and senior
- Construction start November 2016 on 250 unit Phase 1



Retail Center/ Community Character



- \$27 Million investment
- 219 permanent jobs
- Fresh produce full-service grocery store
- Retail Goods
- Restaurant
- Pedestrian oriented plaza

- Multi-Purpose Space
- Gymnasium with connection to Park
- Children's Institute, Inc.
- College Track
- Interstate Realty Management
- Shields for Families

Takeaway: Community engagement is key to creating a richly unique plan for a public housing redevelopment.



Jordan Downs Tomorrow



Architectural and Landscape Character



Potrero Today



Potrero Tomorrow





Development Overview

- 38 acre Public Housing site with 620 Units
- City of San Francisco acquired .69 acres to support a Build First strategy
- New construction:
 - 1,600 Residential Units
 - 30,000 SF Community Center
 - 25,000 SF Retail
 - Central Park
- Rental and For-Sale Components
- Construction start November 2016 on 70 unit Phase 1



Potrero Site Plan



-  794 Affordable Units
-  806 Market Rate Units



Social Impact/Community Building

- Breaking the cycle of poverty
- Repairing neighborhood fabric
- Social integration/community cohesion
- Resident engagement and empowerment
- Trauma-Informed Community Building



Social Impact/Community Building

- Community Building Group
- Walking Club
- Zumba Classes
- Family Garden Workday
- New Beginnings
- Healthy Living Workshops
- Family Meditation
- Healthy Generations
- Walking School Bus
- Oral History Project
- Community Building Events

Takeaway: Rich inner city neighborhood. If we cannot provide enough housing for existing families...where do they go?



Takeaways



1. Not all inner cities and suburbs are created equal
2. Not all LIHTC funded affordable housing projects are created equal
3. Don't react to fair housing issues; be proactive
4. Trust your community's vision for an equitable future
5. Don't underestimate the power of meaningful community engagement – NIMBYism to YIMBYism
6. Understand your QAP to be better prepared to negotiate with stakeholders
7. Learn from good examples to best retool affordable housing policies in your state
8. Emphasize the importance of transportation for low-income households
9. Do the right thing –our primary obligation is to serve the public interest. What is the greater good?

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