Richmond Highway Planning Efforts:
Planning for Housing and Equity along the Richmond Highway Corridor

Housing Preservation Task Force
October 15, 2020

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Presentation
- Scope of planning effort
- Adopted Planning Principles and Policies
- Follow-on Motions
Richmond Highway Corridor Comprehensive Plan

An integrated urban design, land use, and transportation plan designed to transform the suburban corridor into a more walkable, bikeable, livable mixed-use community.
What is a CBC?

CBCs or Community Business Centers are historically older commercial centers that are planned to redevelop as mixed-use pedestrian-oriented places.

There are 6 CBCs on the Richmond Highway corridor.
Planning Principles

Promote Revitalization

Provide for the health and leisure needs of residents, visitors, and employees

Offer safe, reliable and interconnected transportation modes

Encourage high-quality urban design

Support economic success

Maintain the residential nature of communities surrounding the CBCs

Preserve, enhance, and restore the environment

Accept responsibility for the stewardship of historic resources
Concept For Future Development

• New mixed-use development to occur in the CBCs
• Suburban neighborhoods to be retained as mostly residential use
Land Use, Transportation, and Urban Design
Beacon Hill Example

Today (2015)  BRT Future Scenario
Affordable Housing

Goal to increase affordable housing by 12% from previous year's housing production

Housing affordable to households earning up to 120% AMI

Density bonuses available
Follow-on Motions

“[Establish] an **Advisory Group on Affordable Housing** for the Richmond Highway Corridor and direct the Departments of Housing and Community Development and Planning and Zoning to facilitate the work and recommendations of the Advisory Group.“

“Evaluate the planned land uses within **the suburban neighborhood areas** between the community business centers along Richmond Highway, informed by nominations that are received as part of the South County Site-Specific Plan Amendment process.”
Thank you!
Preservation Task Force Meeting

Work of the Embark Housing Advisory Group

Department of Housing and Community Development (HCD)

October 15, 2020
Board of Supervisors directed staff (HCD & DPD) to convene Advisory Group.

Group would advise Board on housing considerations centered on development and investment embodied in the Embark Plan.

Main challenge: Recommend housing policies
IMPLEMENTATION

- Group was brought together to address Board’s request:
  - Recommend housing policies to help ensure that anticipated new development and investment serves the needs of the Richmond Highway corridor’s long-time low and moderate income residents, and preserves its racial and economic diversity.

- Composition of Group
  - Developers, housing residents, business sector representatives, housing advocate, non-profit affordable housing developers, former FCRHA Commissioners
OUTCOMES

- Helped to inform Affordable Housing Resources Panel (AHRP)

- Met for several months & produced report of recommendations
Embark Housing Strategies

I. Leveraging Public Investments
- Use County-owned land/facilities (e.g., North Hill and public facilities) for affordable housing
- Have the FCCRA (Fresno County Redevelopment and Housing Authority) act as catalyst in acquiring land for public-private partnerships
- Attracting private capital to the Corridor
- TIF (Tax Increment Financing)^* 
- Affirmative Investment of Public Resources

II. Public-Private Partnerships
- Financial/Regulatory Incentives or Process-Easing for development
- Flexibility in affordable housing scale
- Density bonuses
- TDR (Transferable Development Rights)^*
- Parking Incentives
- Commercial Linkage Fees
- Partnerships to Relocate Displaced Residents

*May require additional enabling legislation
NO NET LOSS OF “MARKET AFFORDABLE” RENTALS

- Group concerned about loss of market affordable rental units.

- VA Tech mapped out market rate properties in Lee and Mount Vernon Districts.
  - As part of AHRP work, VA Tech mapped out properties for entire county.

- Map gave Group idea of number of market affordable rental units in Lee and Mount Vernon Districts at the time.
Achieving no net loss of market affordable rentals must reflect community needs and use the One Fairfax equity lens.

These two segments of the band support the effectuation of the no net loss goal.
ACTUAL STRATEGIES FOR ACHIEVING NO NET LOSS

- Middle of graphic: two groupings representing actual strategies for achieving no net loss of market affordable rentals

- I. Leveraging Public Investments

- II. Public-Private Partnerships
LEVERAGING PUBLIC INVESTMENTS

Using County-owned land/facilities

- Use of County & other government-owned buildings and land as sites for affordable housing

- Land component (exemplified by North Hill project) AND public facilities component: co-locate housing with new and/or redeveloped public facilities
LEVERAGING PUBLIC INVESTMENTS

Have FCRHA act as catalyst in acquiring land for public-private partnerships

- FCRHA would pursue acquiring land/facilities for public-private partnerships that would be developed to increase affordable housing stock.

- FCRHA would retain ownership of land & provide it as a subsidy to developers as a ground lease.
PUBLIC-PRIVATE PARTNERSHIPS

Financial/Regulatory Incentives or Process-Easing for development

- Consideration of expedited approvals by the County as well as exemption of certain fees/proffers for affordable housing development

- Review Public Private Education and Infrastructure Act (PPEA) framework for streamlining.
PUBLIC-PRIVATE PARTNERSHIPS

Density bonuses

- Evaluate existing density bonuses & pursue identifying new strategies.

- Consider a policy to account for replacement of affordable housing in a redevelopment proposal that potentially discounts that proposal from density calculation within Embark plan area.
POST-ADVISORY GROUP

- Work of the Embark Housing Advisory Group was major factor in foundation of AHRP which adopted the same goal for the entire county.

- More fulsome Embark Housing Advisory Group report was provided to the Board.
Questions/Comments