The Reality of Providing Mixed-Use Development, Transit and Affordable Housing:

BEAUREGARD – A CASE STUDY

American Planning Association
National Capital Area Chapter Conference
June 1, 2013
SESSION OUTLINE

• ALEXANDRIA – BACKGROUND & CONTEXT
• REGIONAL IMPACTS
• BEAUREGARD
  — OVERVIEW
  — CHALLENGES + OPPORTUNITIES
  — PLANNING, DESIGN + TRANSPORTATION
  — COMMUNITY OUTREACH
  — FUNDING + VALUE CAPTURE
CONTEXT

ALEXANDRIA
CITY-MAKING: PLANNING PROCESS

- Calvino
- Labyrinth
- Randomness
- Relationships
- Creative process

CONTEXT

PLANNING

COMMUNITY

IMPLEMENTATION
GARDEN APARTMENTS – TYPOLOGY

- 1930s-60s
- Radburn, Greenbelt
- Garden City planning
- New towns
- Experiment in physical—social planning
- Superblocks
- Interior walkways
WHY REDEVELOP?

City's Population: 1950 to 2010
- 5,594,990
- 9,984,186
- 12,480,027

Projected Regional Growth: 2040
- 6,200 to 140,000
- 1,270,000 jobs and 1,500,000 residents

Projected City Growth: 2040
- 52,000 jobs and 43,000 residents

CONTEXT
PLANNING
COMMUNITY
IMPLEMENTATION
COSTS OF TRANSPORTATION

Assumptions:
1. Annual cost/car: $5,598
2. 5.5 cents/mile
3. $100/month
HOUSING AND TRANSPORTATION

• Expanding definition of affordability
• Transparency of transportation costs
• “Traditionally” home deemed affordable if ≤30% household income
• Transportation – second largest expense
• Housing + transportation costs ±45% household income
• Land uses and density are key determinant of transportation costs
BEAUREGARD

PLANNING – URBAN DESIGN
BEAUREGARD: EXISTING VS PROPOSED
CONTEMPORARY GARDEN DISTRICT

- Block perimeter
- Framework streets
- Garden streets, paseos
- Parking
- Courtyards, setbacks
- Public open spaces—parks
- Contemporary architecture
OPPORTUNITIES

• Market pressures
• Consolidated ownership
• Funding for public amenities
• Dedicated affordable housing
• Improving transit, connectivity
• Reduction in land use isolation
• Open space acquisition
• Community process – outreach
## BEAUREGARD DEVELOPER CONTRIBUTIONS

<table>
<thead>
<tr>
<th>Public Benefit</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fire Station</td>
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</tr>
<tr>
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NEXT STEPS

• Funding – Developer Contributions
• Design Guidelines
• Design Advisory Committee
• Future approvals from Planning Commission and City Council
BEAUREGARD

COMMUNITY OUTREACH
COMMUNITY ENGAGEMENT

• Advisory Group makeup:
  – Various commissions and boards representatives
  – Developer representatives
  – Professional representatives
  – At-large members
• Established objectives/goals
• Public meetings
• Advisory groups are one of many options
WHAT MADE THE GROUP WORK?

• Clear mission and goals
• Establish credibility
• Group dynamics
• Meeting dynamics
• Digest information, give homework
• Responsiveness to feedback
THINGS TO THINK ABOUT

• Consider first task implications
• Committing resources – prep work

• Know your community
• Predicting tough issues
• Making promises

• Microphones control the room
• Weeknight vs. Saturday meetings
PRINCIPLES OF CIVIC ENGAGEMENT

OPEN SPACE ACQUISITION

• Easy participation
• Early involvement
• Inclusivity and equity
• Meaningful engagement
• Transparency

A City initiative to establish the principles and framework for promoting and improving civic engagement in Alexandria's future
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BEAUREGARD

IMPLEMENTATION
MARKET AFFORDABLE UNITS 2000-2012

CONTEXT           PLANNING           COMMUNITY         IMPLEMENTATION

Aff 50%  Aff 51% to 60%  Total up to 60%AMI
VALUE CAPTURE – ZONING

- **Existing**: 5,500,000 sf
- **Base Zoning**: 10,000,000 sf
- **Proposed**: 12,400,000 sf

- Flexibility Above Zoning Base
- Value Capture

Floor Area (million sf)
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30-YEAR IMPLEMENTATION PROJECTION
PREDICTION VS SURVEY RESULTS

% of Units in Group

Household Income Group

Market Rate

SAP

Tenant Survey

0% 5% 10% 15% 20% 25% 30% 35% 40%

40% AMI 50% AMI 55% AMI 60% AMI 75% AMI 75+% AMI

CONCEPT  PLANNING  COMMUNITY  IMPLEMENTATION
$263 million
800-UNIT FUNDING PLAN

Funding in Millions: Total funding sources = $167 million*
* reflects CPI-adjusted sources through 2042, but excludes the 100 donated units
UNIT TYPE BREAKDOWN AT BUILDOUT

- New Market At Buildout: 62%
- Market Existing to remain: 30%
- New Affordable: 6%
- Dedicated Existing: 2%

CONTEXT | PLANNING | COMMUNITY | IMPLEMENTATION

6/27/2013