The phenomenon of inequitable development and national efforts to overcome it

Hawaii Congress of Planning Officials Virtual Conference

October 21, 2020
Smart Growth America envisions a country where no matter where you live, or who you are, you can enjoy living in a place that is healthy, prosperous, and resilient.
Time for a New Lens

WALKABLE URBAN

DRIVABLE SUB-URBAN
WalkUPs:

- A form of development with higher density, multiple real estate product types in close proximity or within the same property, and multiple modes of transportation to move people and goods to the place.
- Within the WalkUP, nearly everything is within walking distance.

METROPOLITAN LAND USE OPTIONS:

- **REGIONALLY SIGNIFICANT**
  - **WALKUP:** Metro Area Acreage: 1%
  - **NEIGHBORHOOD** Metro Area Acreage: 2-6%

- **LOCAL SERVING**
  - **BEDROOM COMMUNITY** Metro Area Acreage: 90-94%
Benefits of WalkUPs:

- Walkable urban office space in the 30 largest metros commands a 105 percent rent-per-square-foot premium over rents in drivable suburban areas.
- Rental multi-family commands a 61 percent rent-per-square-foot premium over rents in drivable suburban areas.
- Inclusive accessibility to jobs and opportunity.
- Increases economic productivity.
- Significant environmental and public health benefits.
- Transportation costs are dramatically lower than in drivable suburbs, due to more diverse and less expensive mobility options, like transit, walking, and biking.
Core Values
Why American Companies are Moving Downtown

Smart Growth America
Making Neighborhoods Great Together

IN PARTNERSHIP WITH
CUSHMAN & WAKEFIELD
Center for Real Estate
and Urban Analysis
FIRE, GEORGE WASHINGTON UNIVERSITY

WALK SCORE

TRANSLIT SCORE

BIKE SCORE

Before | After
---|---
52 | 88
52 | 79
66 | 78
What does equitable development look like?

**Equality**

**Equity**
The phenomenon of inequitable development

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What does affordable housing look like?

What is **Affordable Housing**?

The government says housing is “affordable” if a family spends **no more than 30%** of their income to live there.
Traditional affordable housing measures ignore transportation costs.
Residential and apartment districts
Poverty, race, and place

~34,000 people living below the poverty line in Honolulu
Poverty, race, and place
Common Equitable Development Policy Interventions

- Tenant Protections
- Density Bonuses
- Condo Conversion Restrictions
- Inclusionary Zoning
- Linkage Fees
- Overlay Zones
- Contracting and Procurement Prioritization
Challenges to implementing equitable development

- No consensus on community leaders or an appropriate strategy leader group,
- Presence of an adversarial group focused on derailing the process and gaining control over negotiations,
- Wish List vs. Trade Offs,
- Experiencing meeting/process fatigue,
- Anxiety over efficient decision making, paired with a short process timeline,
- Desire to study EVERYTHING, and
- 3rd party validator, punching bag, or both.
Community mechanisms to increasing permanently affordable housing
Community Benefits Agreements (CBAs)

A legally enforceable contract between a coalition of community-based organizations or City and the developer of a proposed project. In exchange for the coalition's or the cities’ public support of the project in the approval process, the developer agrees to contribute benefits to the local community if the project moves forward. In this way, the coalition or the city has a hand in shaping the project, while the developer builds community support and strengthens local partnerships.
A community land trust **separates the ownership of land from housing, making the housing more affordable.** The trust acquires property and maintains ownership of the land while renting or selling the housing on the property. This prevents the market from significantly driving up the cost of the housing. When a CLT homeowner sells their home, they receive a portion of the increased property value and the CLT receives the remainder, allowing them to keep the property affordable for the next tenants/owners.
Equitable Development Scorecard

Equitable Land Use Practices

Equitable Land Use practices require evidence that the overall vision, plan, and implementation includes local community’s assets, aspirations, potential, and preferences with the intention of retaining current residents and developing projects that promote people’s health, well-being and prosperity.

Fill out the criteria below. Feel free to take notes in the empty space and add, change, or cross out criteria that do not apply to your community or project.

___/___ Add up scores below for Equitable Land Use Practices Score

<table>
<thead>
<tr>
<th>Score</th>
<th>Give each criterion on a scale of 1 (low) to 5 (high)</th>
<th>Responsible Sector (Developer/Community/Gov.)</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>Beneficial and harmful impacts on environmental health, economic prosperity, and social vitality are assessed.</td>
<td></td>
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<tr>
<td></td>
<td>The development site meets environmental standards on clean air, water, and soil without increasing soil toxicity, air and water pollution.</td>
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<td>Environmental justice pollution cleanup efforts are designed to progress into a community-driven vision for development.</td>
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<td>People focused land use minimizes car-oriented design with complete streets elements.</td>
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Equitable Economic Development Practices

Equitable Economic Development practices require evidence that policies and programs prioritize community-based financial intelligence, sustainable wealth creation, and high quality job opportunities that prevent unwanted displacement of residents and small businesses from low-income communities and communities of color.

Fill out the criteria below. Feel free to take notes in the empty space and add, change, or cross out criteria that do not apply to your community or project.

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<td>New capital and investment opportunities are created to promote local small business development, arts/cultural-based businesses, and entrepreneurial opportunities.</td>
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<td>High quality, diversified, and employee-intensive businesses owned by people of color are created to sustain a strong economic base and provide job opportunities for the full employment of a diverse set of skills.</td>
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<td></td>
<td>Lease agreements prioritize neighborhood business opportunities.</td>
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<td></td>
<td>Project uses local workforce/education programs to connect residents to project construction jobs and long term employment within the project.</td>
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Partnerships:
Nationwide Children’s Hospital
*Columbus, Ohio*

- Hospital partnering with local Methodist community development group to rehabilitate a historically low-income neighborhood adjacent to the hospital.

- Investing in affordable housing, rehabilitation of blighted and vacant properties, increasing standard of livability, and improving public health outcomes.
Upzoning

DETACHED

ATTACHED

INTERIOR (UPPER LEVEL)

INTERIOR (LOWER LEVEL)

ABOVE GARAGE

GARAGE CONVERSION