

CITY COUNCIL AGENDA

CITY OF CHARLOTTESVILLE, VIRGINIA



Agenda Date:	January 20, 2015
Action Required:	Approval of Resolution
Presenter:	Jim Tolbert, AICP, Director, NDS Chris Engel, Economic Development Director
Staff Contacts:	Maurice Jones, City Manager Jim Tolbert, AICP, Director, NDS Chris Engel, Economic Development Director David Ellis, Assistant City Manager
Title:	SIA Implementation Process

Background: In December of 2013, the City Council adopted the Strategic Investment Area Plan. This plan is intended to provide guidance for investment in the target area south of downtown and for improved urban design to create a better quality of life. It anticipates the redevelopment of Charlottesville Redevelopment and Housing Authority sites but is not a redevelopment plan.

The Strategic Investment Area (SIA) is an area of approximately 300 acres in the Downtown Extended Zone of Charlottesville. It includes portions of the Ridge Street, Belmont, Downtown, and Martha Jefferson Neighborhoods. Three CRHA-owned public housing sites as well as a Section 8 apartment complex are located within the SIA. The City has identified this area as a potential “growth” area due to its low density and available land areas, and its location as a gateway to Downtown. The SIA Study was initiated in order to create a transformative process for redevelopment and to identify key strategies for both public and private development.

Core Goals of the SIA

1. To rebuild and preserve public and assisted housing as part of an integrated plan for revitalizing neighborhoods hallmarked by concentrated poverty.

2. To catalyze coordinated investments in neighborhood revitalization, including improvements in infrastructure, education and community assets that attract businesses and industries.
3. To build the foundations for economically viable neighborhoods of opportunity and choice within one of the city's most distressed communities by promoting mixed income residential development without displacement and employment growth.
4. To address interconnected challenges: housing decay, crime, disinvestment, health disparities, adult educational opportunities, transportation and economic opportunities for youth and adults.
5. To create a healthy, viable neighborhood with urban amenities such as public parks, institutions like libraries and excellent food sources and safe, interconnected streets that promote walking, biking and efficient public transit.

Guiding Principles of the SIA

1. To create a plan to help guide private and public investment in the Strategic Investment Area that will create a sense of place and improve the quality of life for the people who live there and those who may in the future.
2. To make a concerted and coordinated effort to increase economic, recreation and housing opportunities.
3. To improve quality of life.
4. To rebuild and preserve existing public and assisted housing as part of an overall plan to revitalize the area. (The SIA works in concert with the CRHA redevelopment plan and does not supersede or replace it).
5. Honor the Residents Bill of Rights.
6. To coordinate investments in the neighborhood, including improvements to infrastructure, education and community assets.

7. To build foundations for opportunity and choice by promoting mixed income residential development without displacing current residents.
8. To address challenges that are related to and influence each other, including housing decay, crime, health issues, job opportunities, adult educational opportunities and transportation.
9. To create a healthy neighborhood, with public parks, libraries and excellent food sources.
10. To have safe and interconnected streets that promote walking, bicycling and efficient public transit.
11. To utilize techniques of green infrastructure to improve water quality and create a better place.
12. To create a shared understanding of the issues, challenges, opportunities and desired outcome for the SIA.

In sum, the purpose of this work is to initiate a transformative process that will result in a clear road map to guide private development and investment, expand employment opportunities (for the low skilled and professional alike) and increase the city's real estate tax base. The SIA plan will ultimately build upon the good work of the 2000 Torti Gallas Corridor Study (among others) and facilitate connections (inclusive of bicycle, pedestrian, and vehicular interconnectivity both public and private) outside and within the study area so as to promote a high quality of life for all residents and a great place to live, work and play.

Discussion: The easy part of the plan has been done. To make this effort worthwhile, there must be a plan for implementation. Attached is an outline prepared by staff that is intended to guide the initial implementation. Highlights of the process include:

- Staff organization assignments
- Continued use of the Steering Committee
- Use of the recommended near term implementation recommendation to begin public investment and code/policy changes.

It is anticipated that there will be an annual review of this process with public investment projects selected annually.

Budgetary Impact: Current and proposed future Capital Improvement Program budgets show support for SIA implementation.

Community Engagement: The SIA Planning Process had a great deal of engagement and that will continue throughout that implementation process.

Alignment with Council Vision Areas and Strategic Plan: Approval of this item aligns with the Council Vision Statements to be a Smart-Citizen Focused Government, America's Healthiest City, Affordable Housing for All, and it also addresses the Strategic Plan Initiative for SIA Implementation.

Recommendation: Staff recommends the adoption of the resolution approving the attached implementation process.

Alternative: Council could choose not to move forward with implementation

Attachment: Resolution
SIA Implementation Process

RESOLUTION

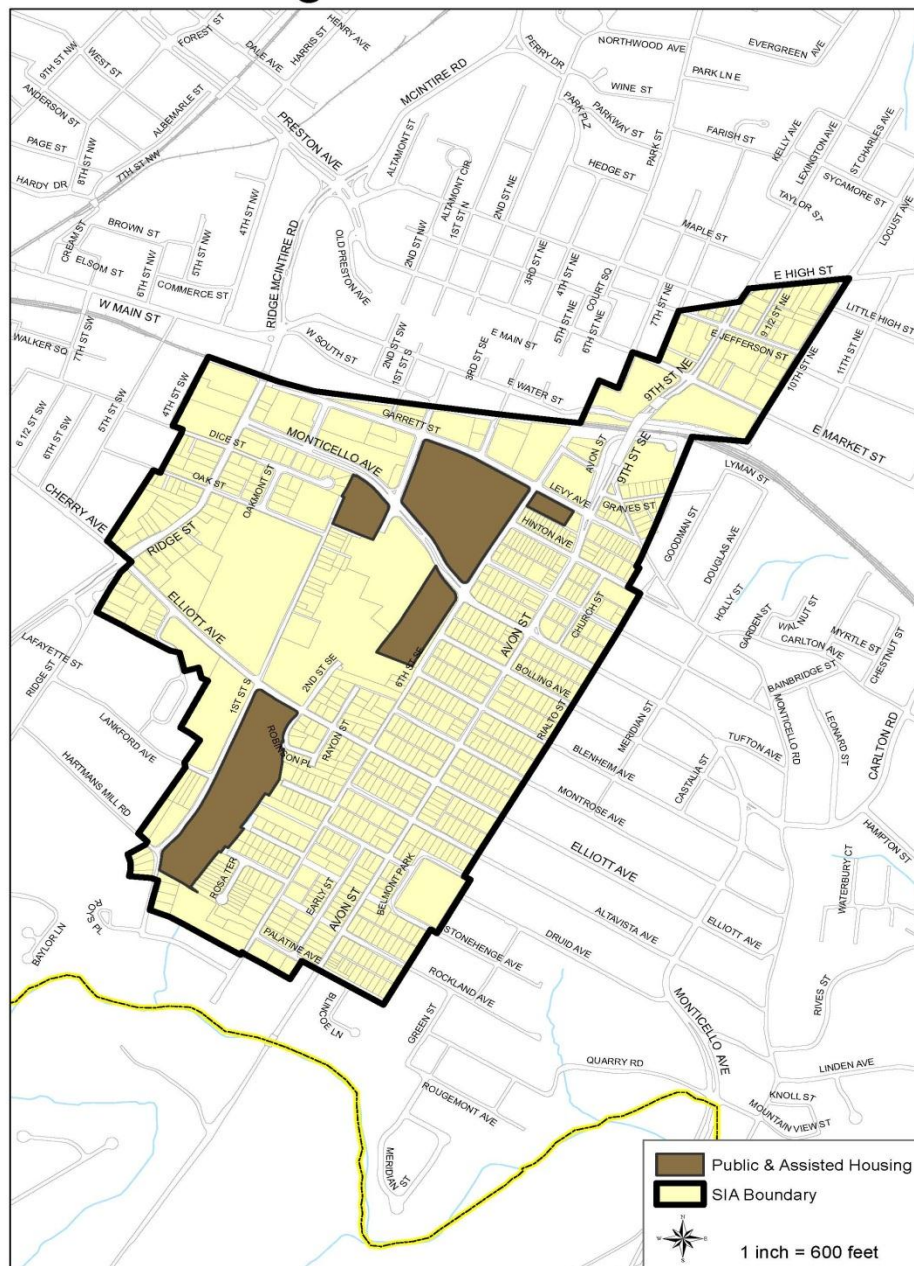
BE IT RESOLVED by the City Council of the City of Charlottesville that the attached Strategic Investment Area Implementation Team and Plan be adopted

City of Charlottesville
Strategic Investment Area Implementation Team and Plan
January 2015

Introduction

The City of Charlottesville adopted an economic and urban design plan in December, 2013 to guide and facilitate development in the area south of downtown bordered generally by the railroad, Avon Street, Elliott Avenue, and Ridge Street. Specific boundaries are shown on the map below.

Strategic Investment Area



The purpose of this document is to outline the process by which the plan will be implemented and the roles of the team members who will be involved.

Implementation Team

The following are the team members who will be engaged in the implementation of the Strategic Investment Area Plan. Their role is also identified.

Maurice Jones	City Manager	Overall Leadership
David Ellis	Assistant City Manager	Community Engagement
Chris Engel	Economic Dev. Director	Development Liaison and Facilitator
Amanda Poncy	Bike/Ped. Coordinator	Bike/Ped Facilities.
Lauren Hildebrand	Utilities Director	Utility Coordination
Melissa Thackston	Grants Coordinator	Grant Writing & Mgmt.
Dan Sweet	Stormwater Utility Administrator	Green Infrastructure
Kristel Riddervold	Environmental Sustainability Manager	Green Infrastructure
Kathy McHugh	Housing Specialist	Coordination of Housing Issues
Matthew Slaats	Bridge PAI	Arts
Hollie Lee	Chief of Workforce Development Strategies	Workforce Development
Carrie Rainey	Urban Designer	Urban Design & Develop. Review
Missy Creasy	Asst. NDS Director	Zoning Changes
	Public Service Mgr.	Public Space Maintenance

Brian Daly	Parks & Rec. Director	Public Space Maintenance
------------	-----------------------	--------------------------

Connie Dunn	CRHA	CRHA Redevelopment
-------------	------	--------------------

Others will be called upon as needed

Roles and Responsibilities

City Council

- Provide strategic direction for the plan implementation
- Provide needed funding

City Manager

- Ensures continued focus on implementation and priorities
- Convenes meetings of the implementation team as needed.

Implementation Team

- Implementation and Project Champions
- Includes a cross functional representation of department heads and staff
- Conducts a quarterly evaluation of plan progress and prepares report for City Council.
- Interacts with Steering Committee as necessary.

Steering Committee (same group as during process)

- Meets as needed or as requested by the implementation team.
- Communicates community concern to the implementation team.
- Communicates information and provides feedback to the community.

First Year Work Program

The Strategic Investment Area Plan calls for several catalyst and immediate implementation projects referred to as “near term” projects. The chart attached identifies those along with the responsible party, the status and funding.

SIA Near Term Implementation

Implementation Project	Responsible	Budget	Status	Notes
Remove metal fence at Friendship Court	PHA/NHT			
Repair fences at other CRHA Properties	CRHA			
Cosmetic improvements to public spaces: Paint, Lighting	CRHA			
Confirm proper function of all heating and air conditioning units. Confirm adequate ventilation inside all CRHA-owned units. Repair and maintain equipment as required.	CRHA			
Construct/designate a new dog-walk area along the west property line – away from the building – at Crescent Halls (At minimum, provide a sign indicating this area)	CRHA			
Incorporate the regulating plan found in the SIA plan, including the transect character zones, building envelope standards, and public space standards and guidelines.	Jim Tolbert			
Revise the Zoning Map and amend Zoning.				
Refine, coordinate, and finalize form-based code components of the plan for the SIA Overlay District.	Jim Tolbert			
Create an SIA Development Review Checklist to outline criteria for special expedited review of projects by staff.	Jim Tolbert			
Begin design and engineering for streetscape improvements, 1) along the Second Street Corridor from Water Street to Monticello Avenue; 2) at the Lexington/9 th /High Street Intersection; and at 3) Monticello Avenue from 2 nd Street to Ridge Street.	City	\$300,000		
Finalize and approve the design for the new Belmont Bridge.	Jim Tolbert	\$12.4 mil.	In design	
Initiate process and discussions to facilitate new infill commercial street frontage facing 2 nd Street at Friendship Court.	City/CRHA/ Piedmont Housing Alliance/National Housing Trust			
Increase pedestrian and retail activity creating a more inviting environment in the Warehouse District with streetscape improvements at 2 nd Street, Garrett Street, and Monticello Avenue	Chris Engel			
Establish a transportation demand management program for major employers in the study area.	City			
Provide transit access seven days a week for SIA area residents.	City			
Begin design for the Levy Site as a mixed-income, mixed-use building.	CRHA + City			
Work with public housing occupants and PHAR to refine understandings of existing positive community housing features	City/CHRA			
Explore prototype implementation vehicles such as Community Development Corporations (CDCs), land trusts, and a mixture of market rate and affordable units in order to ensure long-term financial viability for affordable housing in	City/CRHA			

the SIA.				
Develop hybrids of housing types appropriate for the SIA providing residents with housing choice and affordability	Kathy McHugh/ CRHA			
Prioritize coordinating with CRHA regarding possible development opportunities for the Levy/Walker Garage Site.	City/CRHA			
Building prototype public housing replacement units (townhome and apartment styles) on existing land or alternative parcels.	City/CRHA			
Target neighborhood service oriented tenants, including both businesses and residents (food service, hair salon, dry cleaners, day care provider, banks, etc.)	Chris Engel			
Consider designating a City project liaison to facilitate local job recruitment at 5 th Street Station	City			
Amend zoning within the overlay district to allow additional uses (See V-14-15 for specific recommendations related to uses).	Jim Tolbert			
Amend zoning to allow for additional non-resident employees of a home businesses.	Jim Tolbert			
Simplify permitting process for sites in the SIA by providing a predictable time-frame for construction permits and allowing for staff approvals.	Jim Tolbert			
City purchase or designate property for this use, or provide development incentives for private development to incorporate these spaces.	City			
Nurture development plans with IX property owners. Work with property owner to establish a major public space and encourage longer term larger scale mixed-use development.	City			
Develop Pollocks Greenway as a “Central Park”	City			
Improve the East High Street at Lexington Avenue intersection by investing in street alignments and other traffic control to make the intersection safer for pedestrians and more user friendly for traffic.	Tony Edwards			
Focus on redesign of major street intersections and linkages to adjoining neighborhoods.	Donovan Branche			
Plan for Garrett Street abutment	City			
Establish a program to construct new sidewalk network	Amanda Poncy			
Bike lanes designate an exclusive space for bicyclists through the use of pavement markings and signage	Amanda Poncy			
At intersections with bicycle facilities on the approaches, intersection treatments such as bike boxes and intersection crossing markings should be explored	Amanda Poncy			

Schedule Moving Forward

To begin the near term implementation process, it is proposed that the following actions are taken in this fiscal year.

<u>Action</u>	<u>Estimated Milestones</u>
Request proposals and construction Lexington/ High Improvements (underway)	November 13, 2014
Request proposals and construct Garrett St. Improvements (underway)	November 13, 2014
Convene Steering Committee for update on Process	February 15, 2015
Engage community to discuss the regulating portion of the SIA	February 15, 2015
Prepare Form Based Code for SIA	March 15, 2015
Implement expedited review for projects in SIA	May 15, 2015
Request proposals for day lighting Pollocks Branch	May 15, 2015

This page intentionally left blank.