



What Redevelopment Would Look Like:

- **123k SF** of new development (mixed-use, commercial/amenities, healthcare)
- **0.3 acre** of new open space

What Capital Project Will Accompany Redevelopment:

- Jefferson Street Improvement

Why Pursue This Project:

Economic opportunities:

- **\$31 million** in real estate development; **170** construction jobs*
- **\$4 million** in annual revenue in new retail and commercial spaces; **36 jobs** (**\$1 million** labor income)
- **\$81,000 (11-fold)** increase in annual City-Parish property tax
- **Equity goals:** Minimum **30%** local hiring goal, including post construction activation hiring.

Housing choices & amenities:

- **72** new housing units
- **Equity goals:** At least **20%** new housing units in mixed-income project are affordable (15% units affordable at < 30% AMI; 5% units affordable at 50-80% AMI)

Community connection & resilience:

- **\$0.4 million** in new open space capital investment
- **Equity goals:** **100%** of open space is accessible to area population, especially seniors.

Capacity building:

- **Equity goals:** Local participation in programming. Quarterly resident learning opportunities with **80%+** increase in advocacy and program operations skills

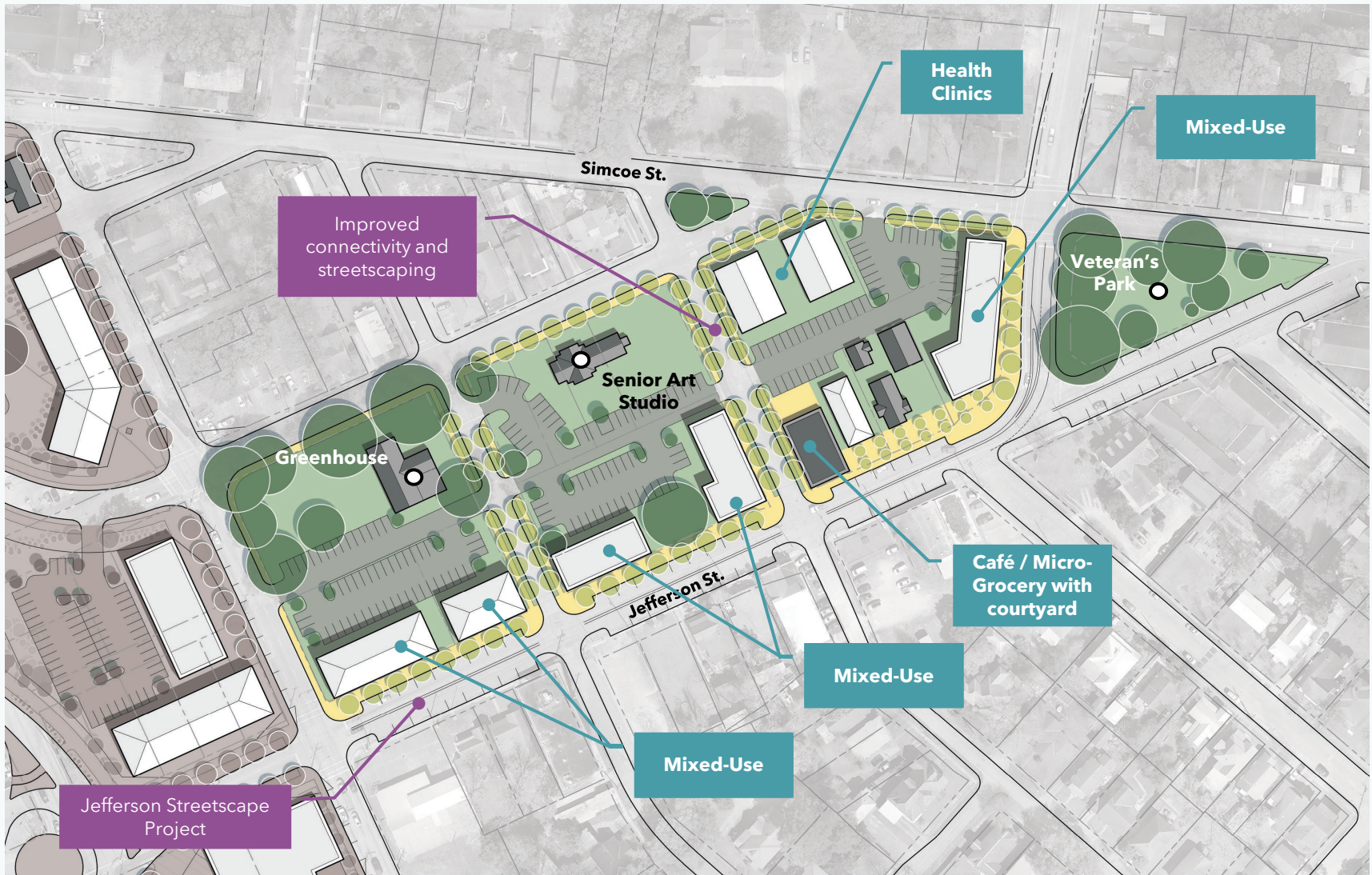
Actionability:

- ■ ■ ■ **LCG ownership of land and distance from upcoming DOTD construction** will enable early implementation. The planning for this project could be started upon the release of the Action Plan

*Construction jobs are estimated as job-year. For example, depending on construction timeline, 100 jobs can mean 100 workers in one year or 50 workers employed for 2 years.

Project #1

Simcoe Triangle



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Bike/Transit Routes:



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Atlanta, GA: Affordable Senior Housing

Using policy tools
to incentivize new development
Link: <https://www.multiphousenews.com/affordable-senior-living-community-coming-to-atlanta/>



Mixed-use Developments with Active Ground Floor



"Public land for public good"



Public Art & Outdoor Programming



Activating Veterans' Park Simcoe

Project #1

Simcoe Triangle



What Strategic First Moves Are:

- Assess and/or manage a **development partner solicitation (RFP)** process and package; determine the terms that LCG can offer (land control, building programs, and any incentives)
- Activate and improve **Veterans Park and existing open space** to increase vibrancy and market demand

How To Implement, Step by Step:

Invest in Infrastructure:

- Advocate for the construction of **Jefferson St** redesign, sidewalk, and bike paths per the site plans
- Coordinate with DOTD for **utility improvements** along Jefferson (upsizing water pipe to 12" from Boulevard to Sterling and placing electric utilities underground)

Leverage and Explore Policies:

- Explore the **Community Land Trust** model and assess land sale vs **ground lease** structures to ensure affordability

Identify Funding Sources:

- Work with county and state housing partners to position the project for success with **LIHTC applications** and other federal sources

Enhance Capacity:

- Streamline the **land development and RFP administration process** for LCG-owned sites

Engage Key Partners:

- **LPTFA** as a potential developer or collaborator with private developer(s) for LCG-owned land

Monitor and Evaluate Key Metrics:

- Development **timeline** for LCG-owned land
- Number of **affordable units** delivered

Be Mindful of Barriers

- Lack of **funding and capacity** might delay the project
- Loss of **control for public land** might hinder the delivery of public benefits and affordability goals

Check Out the Equitable Development Tool:

In the companion Tool, see policies under the following themes for additional considerations on implementing redevelopments in this project: **Mixed-Use/Mixed-Income Development, Arts/Culture/Entertainment/Open Space**