

Redevelopment of the West End at College Ave

A Strategic Partnership



HDC
MidAtlantic



College Ave

College Ave



Mixed-Use Mixed-Income

Equitable Development in Lancaster



Converting the former hospital campus to adaptive re-use is not only the most viable option for this site, it will **enhance the walkability of and availability of amenities** in the surrounding neighborhood.

Lancaster needs **more affordable housing**, and the fabric of the city is strongest when affordable housing is available in every neighborhood. Our plan, where a third of the new housing proposed would be affordable for decades to come, is not only the best opportunity to bring mixed-income housing to this site but could be a model for development elsewhere in the city.

Our plan is a unique opportunity to **integrate mixed-use—retail, housing, office space—at a neighborhood scale**. Entrepreneurs looking to start or grow a business will be welcome here. Residents of affordable and market rate apartments alike will have access to amenities and job opportunities on-site. And businesses and community benefit organizations looking for office space would have the benefits of working downtown without adding to the hassle and congestion.

This plan will **preserve historical building** elements, while **adding green space** and new construction scaled to the surrounding neighborhood.

Mayor Sorace said, “**This is a win for Lancaster’s working families.**” And we agree. In fact, this is the highest and best use of a site that remains vital to Lancaster’s history and Lancaster’s future as a thriving city.



HDC
MidAtlantic

Washington Place Equities, a Baltimore-based firm, focuses primarily on the urban multifamily sector with an interest around mixed-use projects.

With investments in over 7,000 units, WPE pursues development opportunities in the Maryland, Delaware, Virginia, and south-central Pennsylvania areas.

WPE typically maintains long-term ownership of developed properties. Only rarely selling, WPE maintains deep roots in the communities where it invests.



**WASHINGTON
PLACE
EQUITIES**



HDC
MidAtlantic

HDC MidAtlantic envisions a world where a safe, welcoming, affordable place to call home is open to everyone. We believe home shouldn't be an impossible dream; it should be an attainable reality. We are resident advocates, trusted developers, property managers, community partners, and collaborators. We are part of the fabric of our towns and cities, and have been working with our neighbors since 1971 to create real change and meaningful connections. As champions of the greater good, we are committed to advancing equity, we open the door to opportunities, and we build homes that we can all be proud of.

HDC owns and/or manages over 3,700 apartments, providing housing that is safe and affordable to those with lower incomes, focusing on seniors, families, and individuals living with disabilities. Serving over 5,000 residents in 58 communities located in urban, suburban and rural areas across Pennsylvania, Delaware and Maryland, HDC builds hope and opportunity for all residents to reach their full potential by creating, preserving, and strengthening affordable housing communities.

Commitment to Lancaster County

- HDC has been headquartered in Lancaster County throughout its nearly 50-year history and is one of largest providers of affordable housing in Lancaster County.
- Over one third of our affordable housing is located in Lancaster County and we are a long-term community partner to provide housing to those in need, improving overall quality of life and to the County's prosperity.
- HDC owns and/or manages 1,169 apartments in 21 housing communities in Lancaster County—serving over 2,300 residents. Nine of those communities are located in Lancaster City, serving close to 1,000.

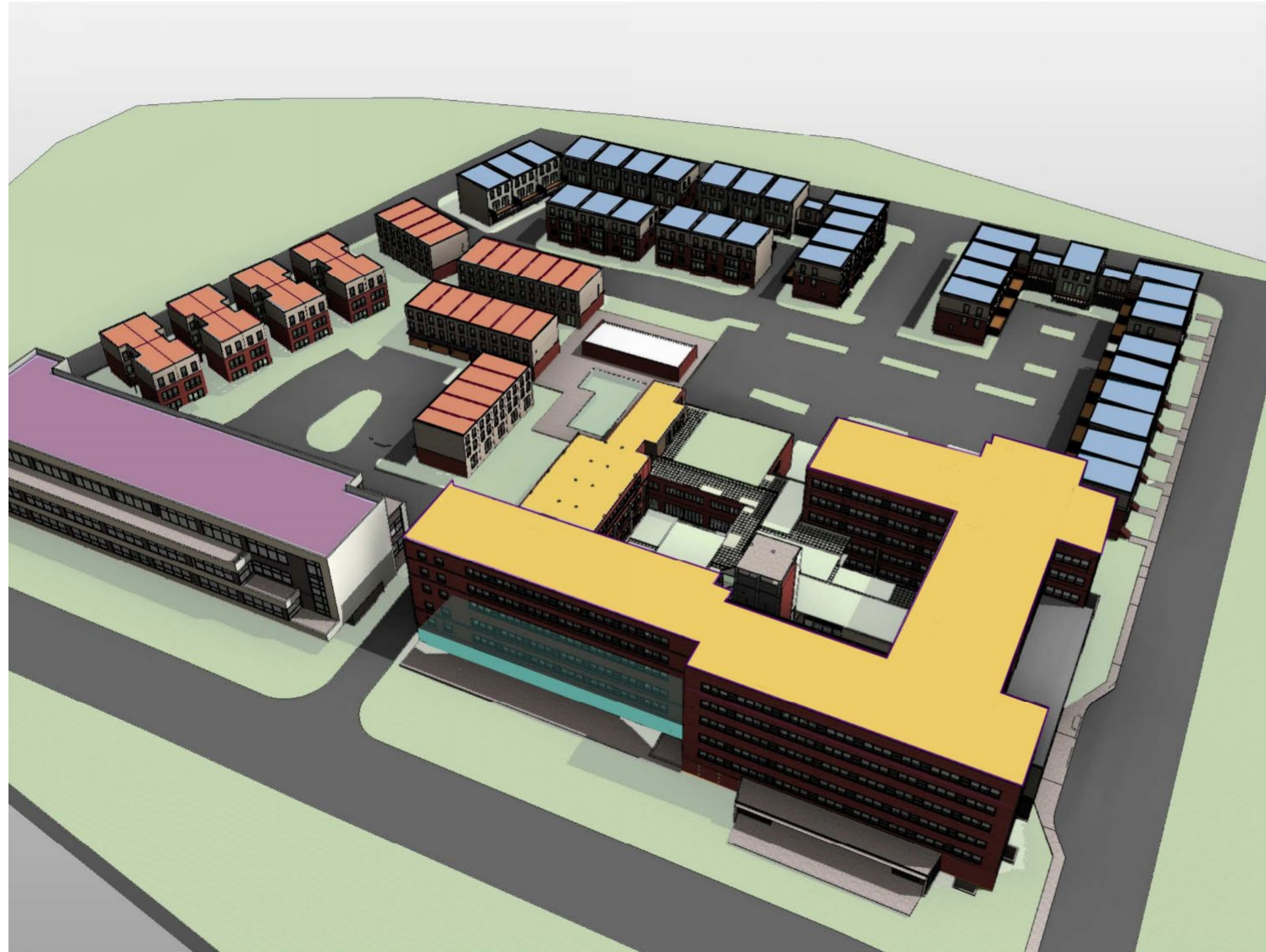


Advancing Equity through Affordable Housing

- In 2019 HDC adopted a five-year strategic plan with Advancing Equity named as our leading goal: HDC will advance social justice advocacy and racial equity, diversity and inclusion in our organizational culture and community engagement.
- Our vision to create a world where a safe, affordable and welcoming place to call home is open to everyone cannot become a reality until America fully comes to terms with its legacy of systemic racism. HDC is committed to this, and we seek out partners in every community we serve to advance equity and justice for everyone.
- Investing in new affordable housing in the City of Lancaster, a community with a decades-long history of unequal access to housing, is one of the most tangible and long-lasting impacts one can make to remove barriers, increase opportunity and advance equity in the community.



Working Master Program Plan



For Sale Housing



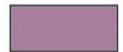
Affordable Housing



MultiFamily Historic Rehab



Office

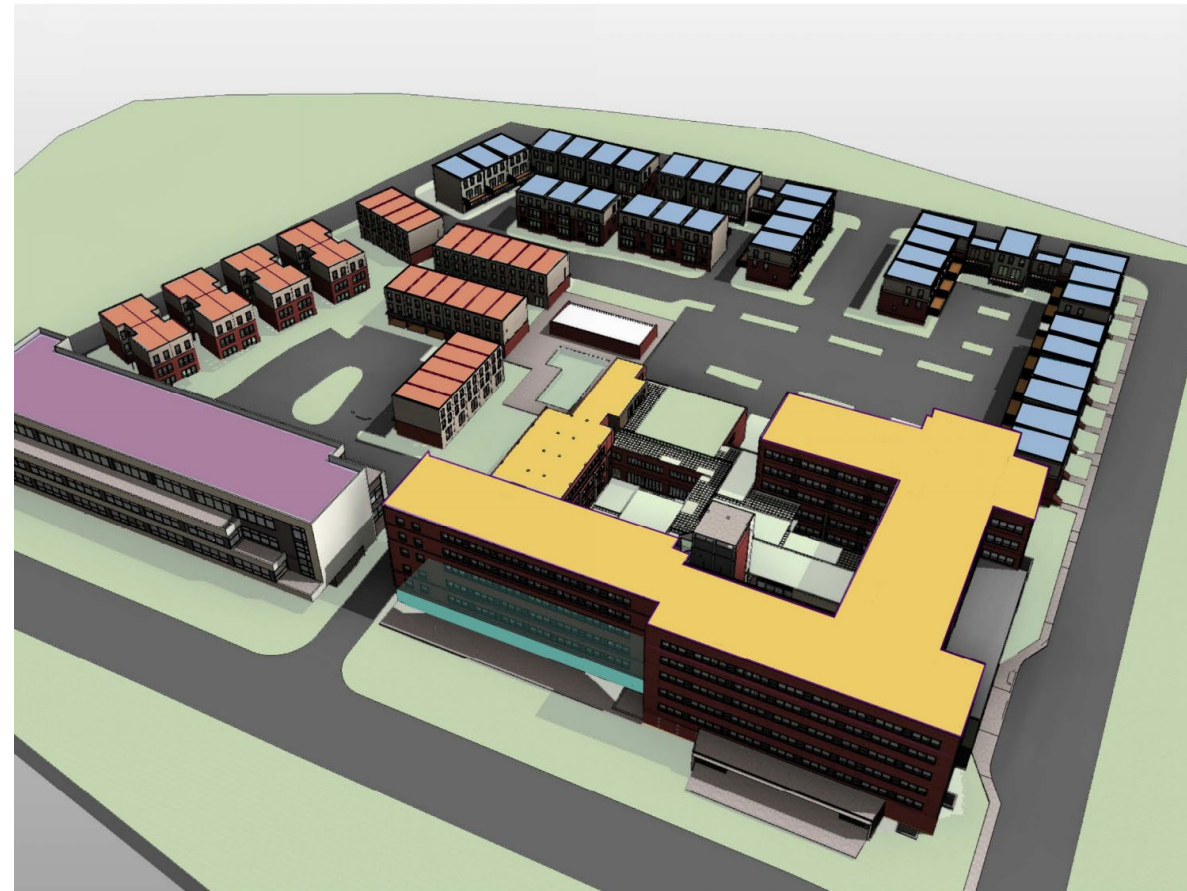


Retail (First Floor Only)



The Master Plan, A Collaborative Approach: *Initial working design and program*

- Combined \$90 million investment.
- Historical preservation of 1950 era buildings providing 150-175 market rate rental apartments.
- First floor retail, marketing locally owned businesses, approximately 10,000 sq. ft.
- 40,000-50,000 sq. ft. of office space.
- 25-30 units of Market Rate Homeownership.
- 100-120 units of affordable housing.
- Green and sustainable building practices used throughout development.
- Individual components will be self-parked.



- For Sale Housing
- Workforce Housing
- MultiFamily Historic Rehab
- Office
- Retail (First Floor Only)

Lancaster's Need for Affordable Housing



- More than 50% of renters in Lancaster are paying more than 30% of their income in rent.
- The number of households earning less than 80% of area median income (AMI) in Lancaster County is expected to grow by 27,500 households in the next five years.
- Demand has risen as the number of renting households has increased to 52% of the housing market in Lancaster County.
- HDC currently has over 3,600 households on waitlists for our 3,700 apartments and many waitlists have closed because it could take longer than three years for apartments to become available.
- Nationally, the demand for affordable housing outpaces supply by 4 to 1.

Phase 1
913 Wheatland & 213 College Ave
50-60 Apartments

Phase 2
 $\frac{3}{4}$ acre on Master Site
50-60 Apartments



Affordable Housing Phase 1 & 2



Phase 1

913 Wheatland & 213 College Ave
50-60 Apartments

Phase 2

$\frac{3}{4}$ acre on Master Site
50-60 Apartments

Phase 1:

- A 50-60 apartment multifamily affordable housing development spread across two sites (25-30 apartments each).
- Estimated total development cost about \$14.7 million financed by the Low Income Housing Tax Credit Program.
- All apartments are affordable to lower income residents, serving households with incomes estimated to range from \$12,000 to \$40,000 annually, depending on household size.
- 42 one-bedroom apartments and 18 two-bedroom apartments. Apartment mix may vary, rents based on income and bedroom size, ranging from \$200 to \$850 a month.
- 3-4 story apartment buildings designed to integrate seamlessly into the neighborhood architecturally.

Phase 2:

Between 50-60 apartments with similar development costs, rents, and funding sources. Proposed townhouse configuration; option for residents to purchase homes at end of 15 years.

Essential Workers Meeting Affordable Housing Income Qualifications



Home Health Aid--\$29,000 (average annual wages)



Retail Cashier--\$22,000



Delivery Truck Driver--\$32,000



Teacher Assistant--\$29,000



HDC
MidAtlantic

Community Engagement to Date

- Individual meetings with key **City Council** members.
- Support from **Core Stakeholders**:
 - Coalition for Sustainable Housing
 - Lancaster City Alliance's Building on Strength
 - Lancaster Equity Community Development Corporation.
- Working with **ASSETS Lancaster** to recruit local businesses to office and retail space.
- Met with Key **Neighborhood Groups**:
 - Clock Tower Condo Association Board
 - Put People First Campaign
 - West Lancaster Jewels (8/20).
- Invited over **50 Individuals** to virtual neighborhood meeting.
 - Met or corresponded with 12+ neighbors to date
 - 33 registrants for Aug. 6 virtual neighborhood meeting.



Feedback From Neighbors

- Supportive of affordable housing; Mixed-income and diverse housing options ideal for this location.
- Excited for nearby, local retail.
- Important to attract local businesses to office and retail space.
- Community gathering and open green spaces desired.
- Want to see local contractors, vendors, suppliers engaged to keep dollars in the local economy.
- Want to see architecture that fits design and scale of existing neighborhood
- Parking is the most frequently raised concern.
- Construction noise and disruptions are a short-term concern.



Upcoming Community Engagement

- Virtual Neighborhood Meeting: Aug. 6, 7:00 p.m.
- Project Website Launching on Aug. 6.
 - Will include link to sign up for email list.
- Will announce future opportunities for public input and critical benchmarks on website and to email list.
- Project email: collegeave@hdcweb.com



HDC
MidAtlantic

Next Steps & Critical Benchmarks

- Neighborhood & Stakeholder Engagement
- Rezoning
- Acquisition – (Letters of Intent executed between HDC and UPMC for College Ave and Wheatland Ave parcels)
- Design Development
- Permitting
- Financial Packaging
- Construction
- Occupancy



“Lancaster city — indeed all of Lancaster County — is in serious need of low-income and affordable housing. **Moreover, mixed-use developments are best for both local economies and the environment.** (When retail space is nearby, vehicle usage is reduced.) And this plan meets the Lancaster County Planning Commission’s aim of developing compactly in urban growth areas to preserve farmland elsewhere in the county.

This we also found encouraging: The project is a partnership of Baltimore-based Washington Place Equities and affordable housing developer HDC MidAtlantic in Lancaster. So we have confidence that low-income and affordable housing will become a reality in this project.

‘This is a win for Lancaster’s working families, families whose income has not kept up with the cost of housing,’ Lancaster city Mayor Danene Sorace said.”

The LNP | Lancaster Online Editorial Board,
July 28, 2020



HDC
MidAtlantic