

C40 webinar

Building Green & Inclusive Cities: Advancing Affordable Housing

19 October 2023

 Live interpretation available:
ITA | ESP | POR 

C40
CITIES

Reinventing
Cities



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Housekeeping Rules

Note: This webinar is being recorded.



Introduce yourself and your organisation in the **chat box**



Select the desired language by clicking on the **interpretation symbol**

- Italian
- Spanish
- Brazilian Portuguese



You can ask questions using the **Q&A box**

Agenda

01. Welcome & Introduction

Alice Kaumba | Senior Manager Land Use Planning, C40 Cities

Costanza De Stefani | Reinventing Cities Project Manager, C40 Cities

02. The Vienna Model, Social Housing on the shoulders of The Red Vienna

Kurt Hofstetter | Head of Strategic Projects and International Affairs, City of Vienna

03. Affordable Housing Strategy | San Francisco

Eric Shaw | Director, San Francisco Mayor's Office of Housing & Community Development

04. The Kelsey Civic Center

Fiona Ruddy | Senior Project Manager at Mercy Housing California

Caroline Bas | Chief Operating Officer at The Kelsey

05. Green & affordable Housing Projects | Milan

Camillo Botticini | Lead Architect, ARW Associates

06. Q&A

OPENING REMARKS

Alice Kaumba

Senior Manager Land Use Planning

Costanza De Stefani

Reinventing Cities Project Manager

C40 Land Use Planning Network

Supports cities to develop comprehensive land use plans and **inclusive policies** to facilitate mixed-use, compact, **people centered** and resilient urban development

- Transforming land use zoning to embrace inclusivity and social-mix
- Development of policies that promote provision of affordable housing



Tackling housing challenge in cities

1

Increasing urban population, with 2.5 billion more people expected to live in cities by 2050

2

Cities grapple with the issue of securing decent and well-located housing, About 80% of cities across the globe lack affordable housing alternatives

3

City governments cannot address the challenge in isolation, need to collaborate with other stakeholders

4

Require a facilitative urban planning policies and strategies, and tools

C40 Reinventing Cities

A tool for urban regeneration

- A global competition for **innovative solutions to environmental and urban challenges**
- Creates a model where **cities and businesses** can collaborate
- Delivers **inclusive, resilient and affordable zero-carbon developments**

Currently 20 cities, with 39 projects under development & upcoming edition with new urban sites!



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CITIES

THE VIENNA MODEL

Social Housing
on the shoulders of
The Red Vienna

Kurt Hofstetter | Head of Strategic
Projects and International Affairs, City
of Vienna



The social aspect is key to any strategic plan in the city

Housing is a Human Right, not a trading good on the stock market

Stick to the values, but constantly adapt the measures.

Housing the many

“Social” or “societal” ?

80% have access to social housing according to their income-situation

Special measures for different target groups (social accuracy)



Social mixity

One should not be able to read your income situation from your residential address.



Municipal housing, SMART flats, coops, LPHA, social institutions for special needs, neighbourhood management

Prospective Land Policy & Quality Management



public fund, since 1984

long-term prospective land management

close cooperation with urban planning dept.

**major role in allocating subsidies for
new construction as well as refurbishment**

fostering innovation & quality (4-pillar-model)

new zoning-plan-category “subsidised housing”



Neighbourhood development

Key factors for achieving multiple goals:

- Use of synergies (quality, costs, energy...)
- Cross-building measures
- Creation of identity
- Avoiding “forced” mobility
- Quality of abiding
- Mixed use
- Short distances
- Neighbourhood activities
- CO₂-reduction



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Kooperationspartner*innen/
Cooperation partners

Bauträger/Developers:
Heimbau

Architektur/Architecture:
StudioVlayStreeruwitz

Freiraum/Open space:
idealice Landschaftsarchitektur

Prozessbegleitung/Process monitoring:
wohnbund:consult



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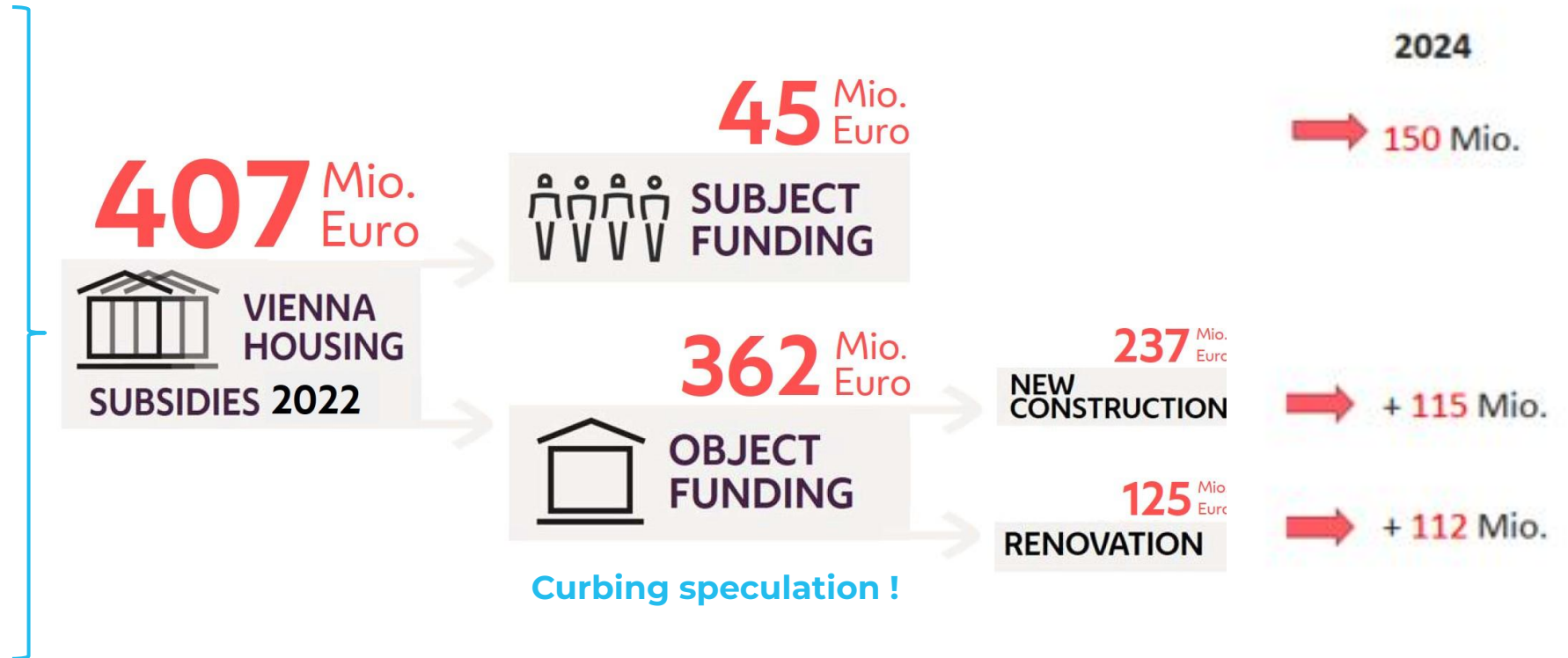
Financing the system

Revenue:

reflow of longterm loans
= 1% interest-rate
for 35-40 years

federal income-tax-system
(housing contribution)
= 1% of individual
income-tax-basis

if necessary:
additional funds from the
provincial budget of Vienna





Thank you!

Daniel Glaser • Kurt Hofstetter • Bojan Schnabl • Amila Širbegović

City of Vienna – Municipal Department 50
Housing Promotion and Arbitration Board for Legal Housing Matters
Unit for Strategic Projects and International Affairs





Affordable Housing Strategy | San Francisco

Eric Shaw | Director, San Francisco
Mayor's Office of Housing &
Community Development



Mayor's Office of Housing & Community Development

Mission

Supports San Franciscans with affordable housing opportunities and essential services to build strong communities.

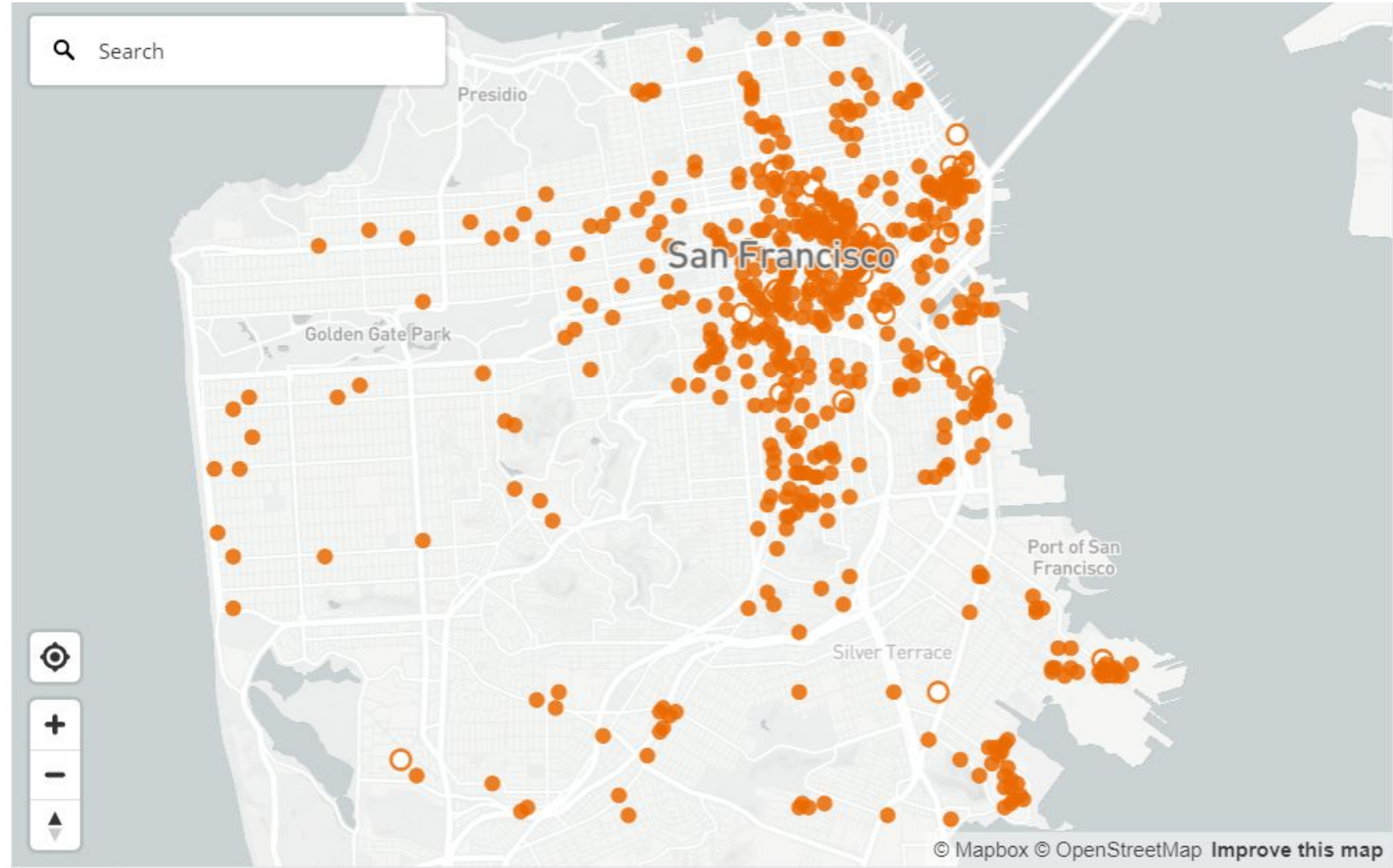
Policy Priorities

- Racial Equity
- Anti-displacement & housing stability
- Housing opportunities for vulnerable communities
- Increasing our capacity to realize our mission

Mayor's Office of Housing & Community Development

Affordable Housing Pipeline

1,577 new affordable
homes currently under
construction



Source: <https://data.sfgov.org/d/7dpd-r63z>

Policy and Partnerships

Policy Successes

- Achieving housing climate goals City-wide
- Affordable housing continues to support City's economic recovery
- Pursuing larger affordable housing goals (46,000 units by 2031)
- Implementation of housing placement preferences to prevent displacement and preserve community

Power Through Partnerships

- Strong partnerships with nonprofit developers and community-based organizations
- Commitment to strong property management and on-site services
- Ongoing trauma-informed training for property managers and housing service providers
- ONE MOHCD model – assuring alignment in community development investments and housing investments

MOHCD Program Areas

New Construction

- Financing for 100% Affordable Buildings
- Regulation of Inclusionary Units
- HOPE SF implementation

Housing Preservation

- Former Public Housing
- Small Sites Program
- Preservation & Seismic Safety
- Rehab of Affordable Units

Homeowner & BMR

- Lending
- BMR ownership
- BMR rental / housing lottery
- Dream Keeper Initiative
- Compliance and Monitoring

Community Development

- Public Services
- Housing Services
- Community Building & Neighborhood Planning
- Digital Equity
- Data, Evaluation, & Compliance

MOHCD's Commitment to Aging & Disability Affordable Housing Needs

- Invest in **project-based operating subsidies** for housing developments serving adults with disabilities.
- Partner with **local providers** serving older and disabled adults, including Aging and Disability Resource Centers, community service centers, and other neighborhood hubs.
- Leverage existing partnerships with providers who have **community ties**, such as faith congregations and cultural community centers.
- Invest in and **expand site-based programs** that facilitate residential social interaction, offer health services and education, and community engagement opportunities.
- Provide resource connection to community services to **ensure stability and safety**.

State Funding: Affordable Housing and Sustainable Communities (AHSC) Program

- Administered by the California Strategic Growth Council, implemented by California Dept. of Housing and Community Development
- Provides funding to projects based on transit proximity and amenities which reduce greenhouse gas emissions and benefit disadvantaged communities
- AHSC-funded projects support:
 - Affordable housing
 - Improved air quality
 - Affordable transportation options
 - Better access to jobs and amenities

Reinventing
Cities

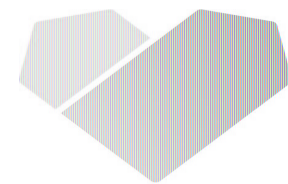


THE KELSEY CIVIC CENTER

- 240 VAN NESS
AVE. -



MAYOR'S OFFICE OF
HOUSING & COMMUNITY DEVELOPMENT



mer
HOUS

PROJECT HISTORY

2019 – The Kelsey was selected as best applicant under the Department of Real Estate **Reinventing Cities** design competition organized by C40

2019 – The Kelsey and Mercy Housing California selected as joint developers in second phase of C40 competition

2020 – Agreement to exchange a portion of City owned real property with an adjacent property to create a more developable City-owned parcel

2021 – MOHCD Predevelopment Loan closed

2021-2023 – Financing commitments obtained from the State of California

2022 – MOHCD Permanent Loan financing approved by Citywide Affordable Housing Loan Committee

2023 – Broke ground on new affordable housing development



Project Financing

PERMANENT FINANCING

Total Development Costs of \$87.8M

- **MOHCD \$22.5M**
- FHLB AHP \$1M
- **HCD AHSC \$20M**
- **HCD Accelerator \$37.3M**
- **Golden Gate Recreational Center \$1M**
- The Kelsey Sponsor Loan \$2.9M
- Permanent Loan \$1.6M
- Deferred Interest <\$1M

■ - Public Funds

TIMELINE

- Housing Construction Start – Spring 2023
- Project completion – Winter 2024
- Lease up Complete – Spring 2025



What People Are Saying

"We are excited to welcome The Kelsey and all of its residents to Civic Center. This new project is part of our **commitment to creating new housing opportunities across our entire City**. The Kelsey Civic Center's focus on supporting people with disabilities in an inclusive environment will truly transform lives." – **Mayor London Breed**

"**The state invested \$57 million to support this development** which will bring much-needed housing online in San Francisco. We're thankful to The Kelsey, Mercy Housing California, and all our partners, for helping create more housing that is affordable, inclusive of people with disabilities, and climate-friendly." – **Governor Gavin Newsom**

"This project is particularly important in that it sets aside a **full quarter of its homes for people with disabilities who may require supportive services**, as well as providing help connecting residents to programs and activities that can further improve quality of life." – **HCD Director Gustavo Velasquez**

Mayor's Office of Housing & Community Development Contacts

Eric Shaw

Director

Eric.Shaw@sfgov.org

Ituala Cameron

Executive Assistant

Ituala.Cameron@sfgov.org

Sheila Nickolopoulos

Director, Policy & Legislative Affairs

Sheila.Nickolopoulos@sfgov.org

Anne Stanley

Communications Manager

Anne.Stanley@sfgov.org



The Kelsey Civic Center

Fiona Ruddy | Senior Project Manager
at Mercy Housing California

Caroline Bas | Chief Operating Officer
at The Kelsey



**Collaboration
between the
public &
private sector
is crucial
to make projects
a reality**





The Kelsey
Civic Center

Project Overview

- **Target Population:** 112-unit (20-80% area median income, rents will be ~\$500 to \$2450*)
 - 25% of units are reserved for people with disabilities who use home and community based services
 - Mix of Studios and 2br
- **Amenities:**
 - Sensory Garden/Courtyard
 - Grove St. Commercial Space (~1,300 sq ft)
 - Public Art
- **Resident Community Commons + Upper-Level Common Areas**
 - Inclusion Concierge service model
- **Parking + Transit:**
 - Car parking – 0
 - Bike parking – 56 indoor
 - Civic Center BART, Van Ness MUNI, Van Ness BRT
- **Timing:**
 - Construction started Spring 2023
 - Move in early 2025

**Inclusive of all utilities,
depending on number of
people in household*

Accessibility

GOAL: Meet accessible, service-linked, community-based housing needs of people with disabilities who use home and community based services.

- **Universally designed** building that is adaptable based on households specific needs
- **Cross-disability accessibility** recognizing diverse access needs
- Engage people with **lived experience** in the design process



Inclusivity

GOAL: Foster a mutually supportive environment within a diverse, disability-forward community rooted in the ethos of interdependence and informal support networks.

Triangle of Community Living

Community
with connections,
recreation,
spirituality, joy,
meaningful work,
and relationships



Housing

that is
accessible,
affordable
across a range
of incomes, and
meets personal
preferences



Supports & Services

including medical
services, in home
supports, and
therapies
designed to meet
individual needs



Sustainability

GOAL: Make intentional design choices to create a sustainable and resilient building, paying attention to reduced energy consumption, embodied carbon and resident health



All electric design- no gas appliances makes for better air quality for residents as well as a reduction in fossil fuel use, especially as the California energy grid works towards being carbon-free by 2045

On-site solar power generation

Careful consideration of **materials** to minimize the embodied carbon in the project

A 2,700 sf garden in the building's courtyard supports biodiversity and brings a **accessible green space** into the heart of the city

Commercial Space - Disability Community Cultural Center

- ~1,300 square feet for a Disability Community Cultural Center located on the ground floor facing Grove Street and opposite San Francisco City Hall
- Programming, events, and employment opportunities for the community of people with disabilities living in TKCC and across San Francisco
- Daytime access to the building's 2,700 square foot garden
- Two fully accessible single stall restrooms, one with an adult changing table





First Level Courtyard

Residential Circulation



Resident Entry at Van Ness

“We're your neighbors, your family, your friends. And we experience the highest rates of homelessness, housing discrimination, and housing insecurity. We deserve an opportunity to be a part of the community”

Elizabeth Grigsby, Golden Gate Regional Center Consumer Rights Advocate

Thank you!

Reach out with questions:
caroline@thekelsey.org

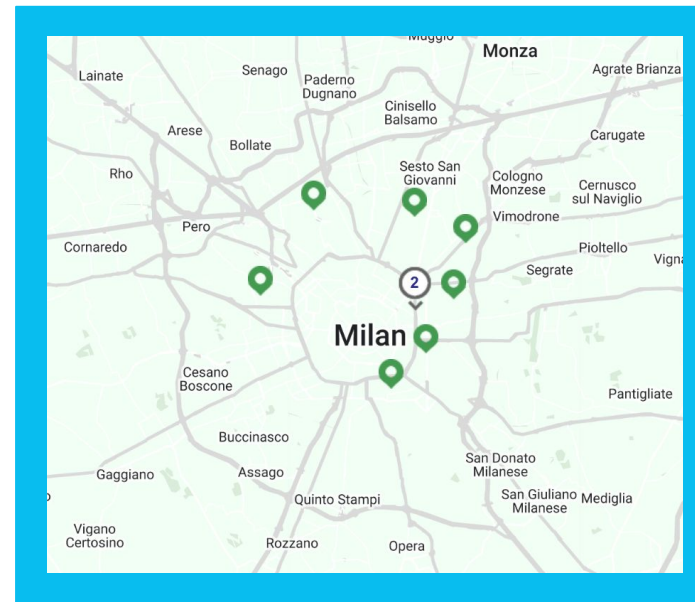
Reinventing Cities

Milan

9 winning projects across the City of Milan.

The 3rd edition, *Reinventing Home*, focuses on developing **affordable housing** and promoting **social inclusion**.

Green Between is a winning project of the second edition of Reinventing Cities.



UNA NUOVA STRATEGIA PER LA CASA

PER RIPORTARE IL TEMA DELL'ABITARE AL CENTRO DELL'INIZIATIVA PUBBLICA. UN PROCESSO DECISIONALE PER ORIENTARE LE POLITICHE URBANE DEGLI ANNI FUTURI E DA SOTTOPORRE AL CONSIGLIO COMUNALE.



Green & Affordable Housing Projects | Milan

Camillo Botticini | Lead Architect at
ARW Associates



**RENT IN REDO'S PROJECTS
IN MILAN WEIGHS 25%**
ON THE AVERAGE INCOME
AVERAGE ANNUAL NET SAVING OF **6,600 €**
PER HOUSEHOLD COMPARED
TO THE FREE MARKET

ON AVERAGE
IN MILAN RENT
WEIGHS **42%**
ON THE NET
INCOME



7,000
APARTMENTS



2,400+
BEDS FOR
STUDENTS

[40% under construction]

Redo has realized 80% of the affordable housing planned by the Municipality over the last 10 years



Monitoring System

The public-private partnership of new projects goes through the monitoring of the KPI connected to the challenges of the project in every phase of design, development and management.

Monitoring is thus a function shared between the public entity and the private operator

THE CITY OF MILAN



GREEN BETWEEN

SITE LOCATION



PROJECT AREA

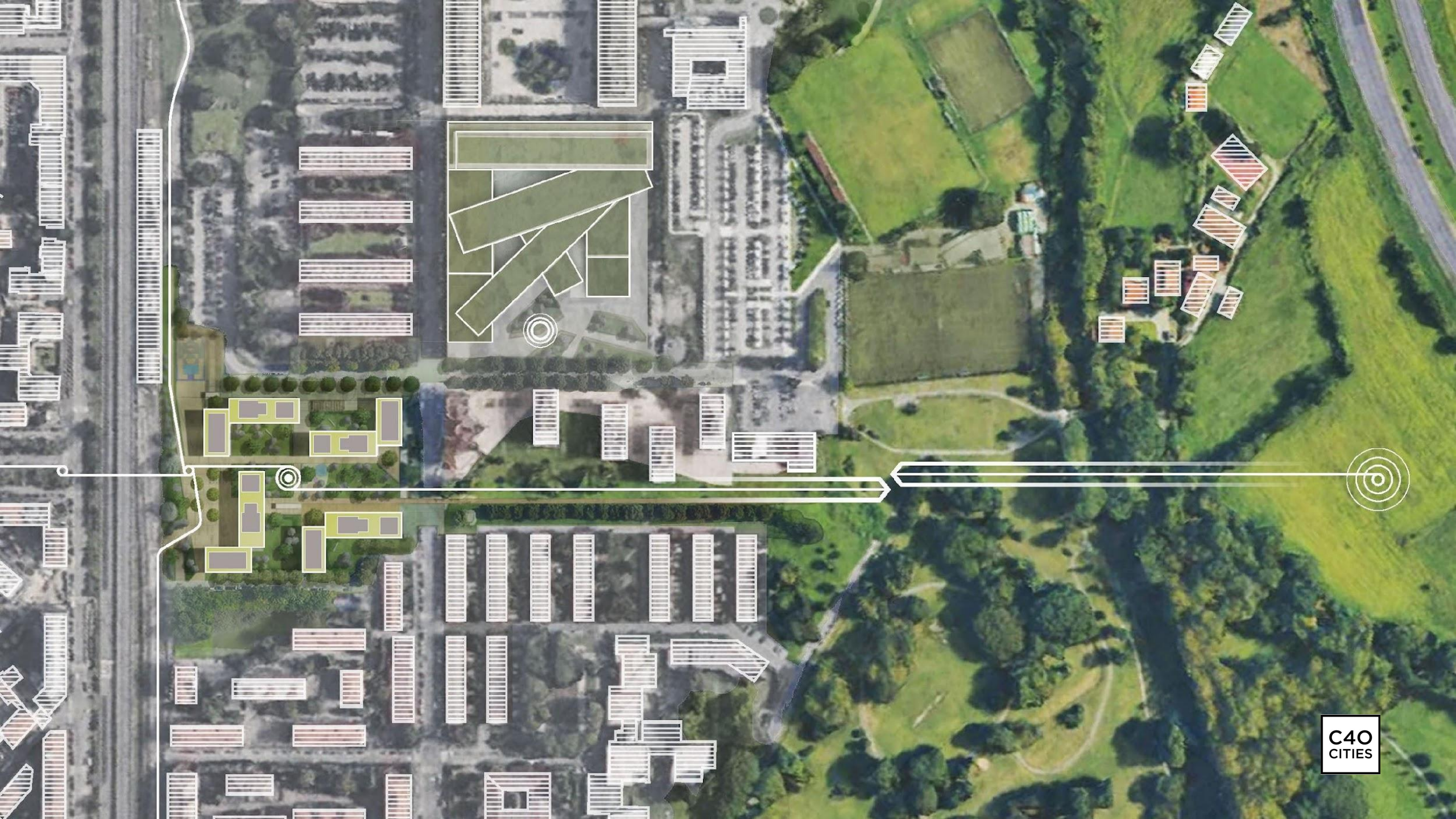


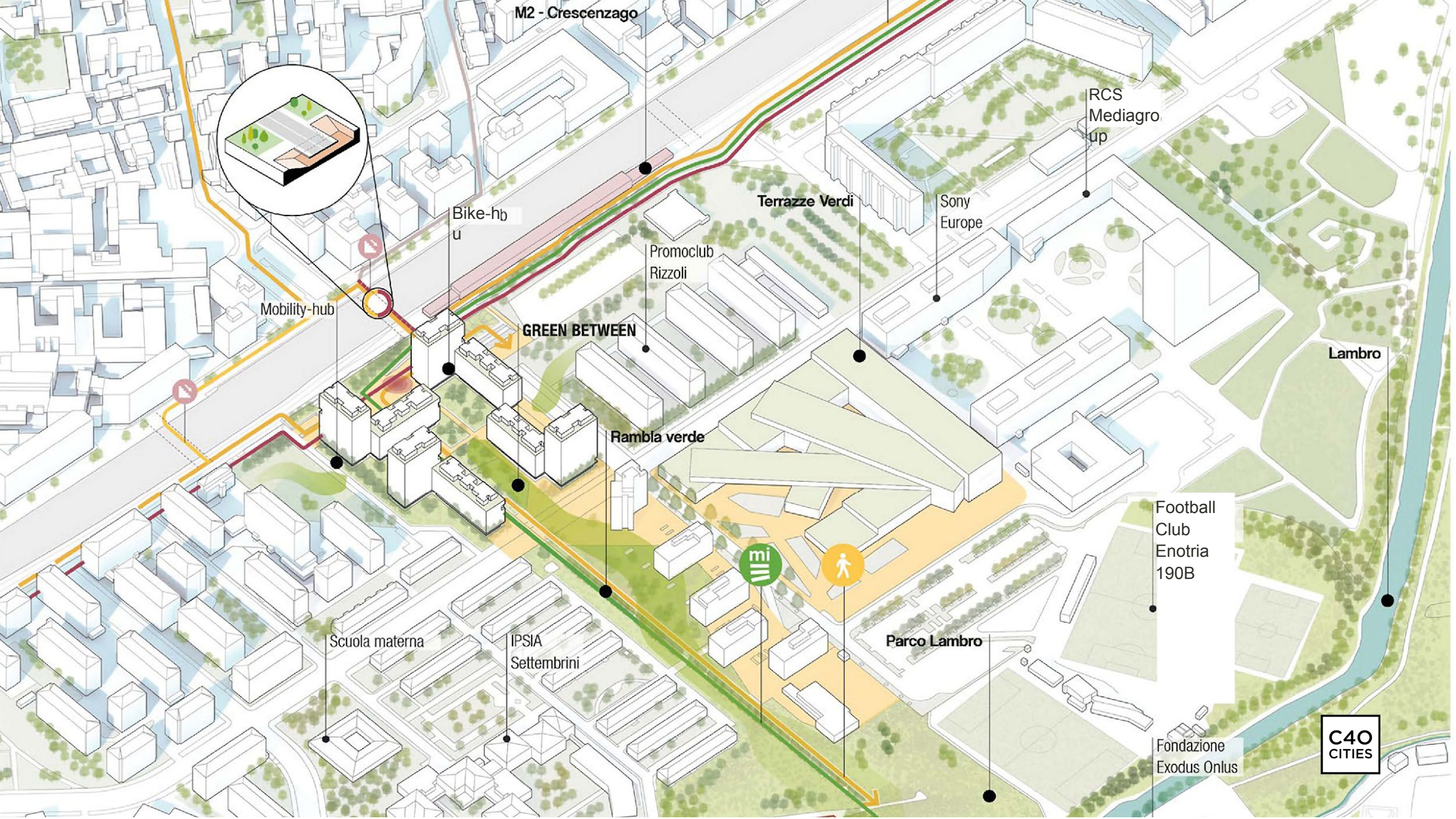
GREEN BETWEEN

**CONNECTION TO
THE PARK**

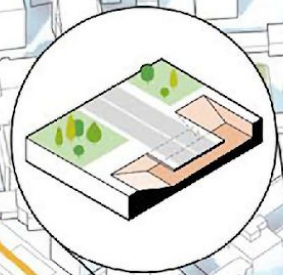








M2 - Crescenzago



RCS
Mediagro
up

Terrazze Verdi

Sony
Europe

Bike-hb
u

Promoclub
Rizzoli

Mobility-hub

GREEN BETWEEN

Lambro

Rambra verde

Football
Club
Enotria
190B

Scuola materna

IPSIA
Settembrini

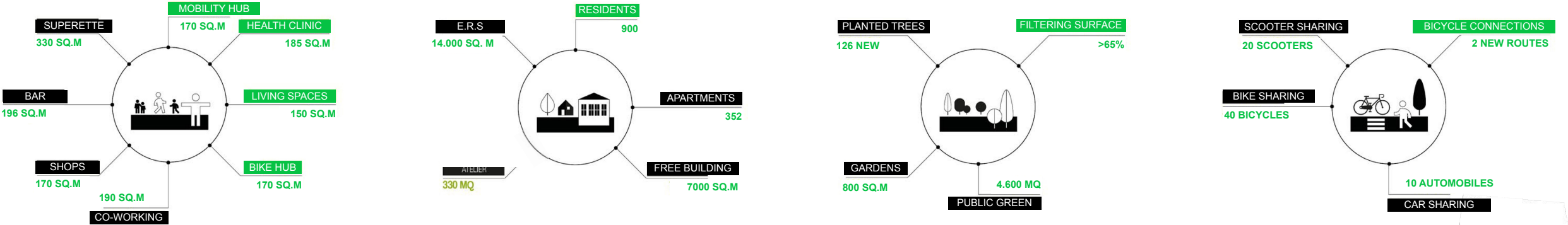
Parco Lambro

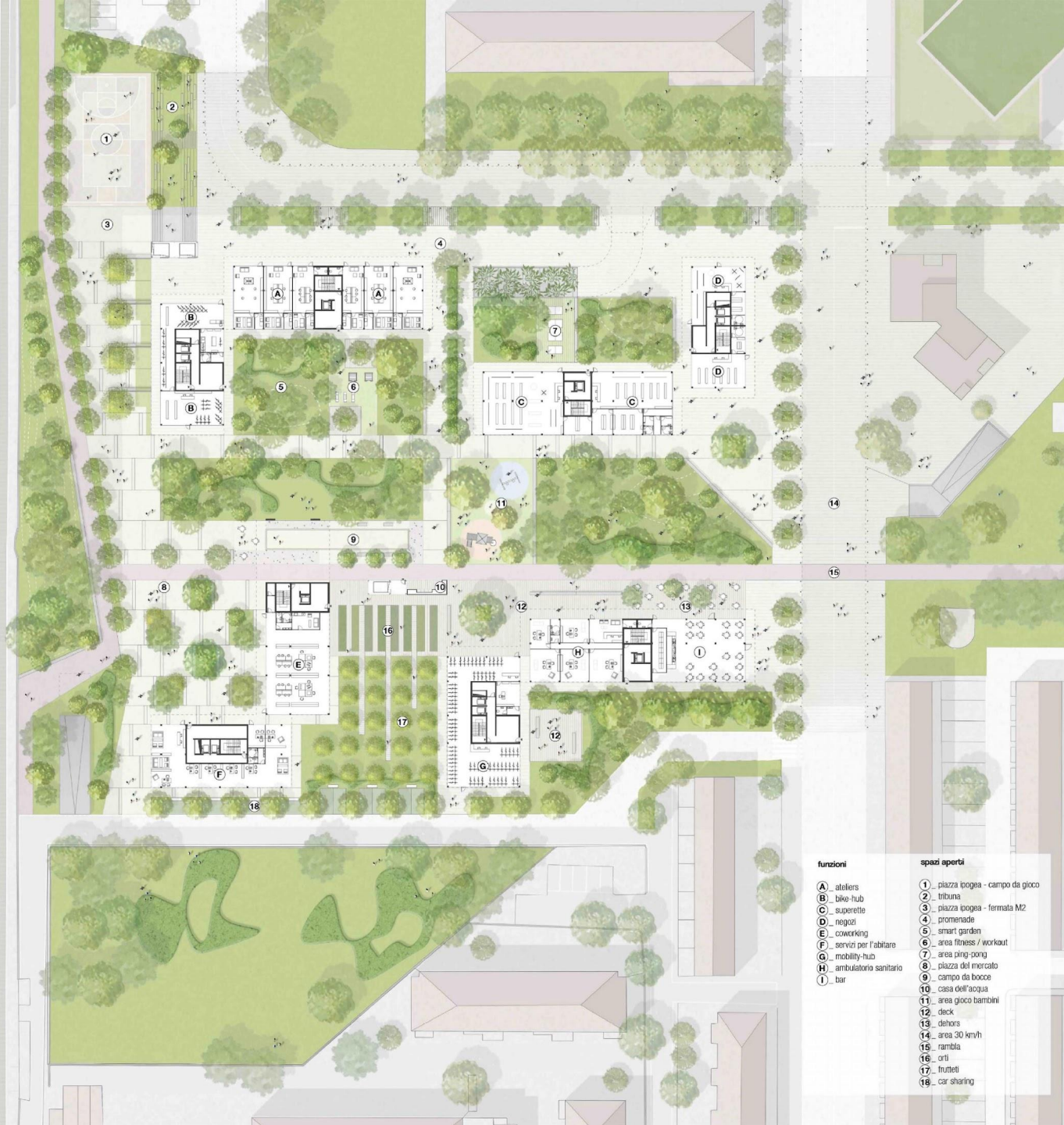
Fondazione
Exodus Onlus

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FUNCTIONAL PROGRAM

Quality Improvement





funzioni

- A _ ateliers
- B _ bike-hub
- C _ superette
- D _ negozi
- E _ coworking
- F _ servizi per l'abitare
- G _ mobility-hub
- H _ ambulatorio sanitario
- I _ bar

spazi aperti

- 1 _ piazza ipogea - campo da gioco
- 2 _ tribuna
- 3 _ piazza ipogea - fermata M2
- 4 _ promenade
- 5 _ smart garden
- 6 _ area fitness / workout
- 7 _ area ping-pong
- 8 _ piazza del mercato
- 9 _ campo da bocce
- 10 _ casa dell'acqua
- 11 _ area gioco bambini
- 12 _ deck
- 13 _ dehors
- 14 _ area 30 km/h
- 15 _ rambla
- 16 _ orti
- 17 _ frutteti
- 18 _ car sharing



sezione, scala 1:250



URBAN RESIDENCES



C4O
CITIES

MARKET HALL



GREEN RAMBLA



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Thank you!



Q&A

Thank you!



c40reinventingcities.org

reinventingcities@c40.org

**Land Use & Planning
Network**

akaumba@c40.org
Egoddard@c40.org